

RANKFOR® INDEX 2026 · BRAND PROFILE · NORDIC-BALTIC EDITION

Deutsche Telekom.

mobile and broadband telecommunications · HQ: Germany · Market: Germany

MEAN ARI

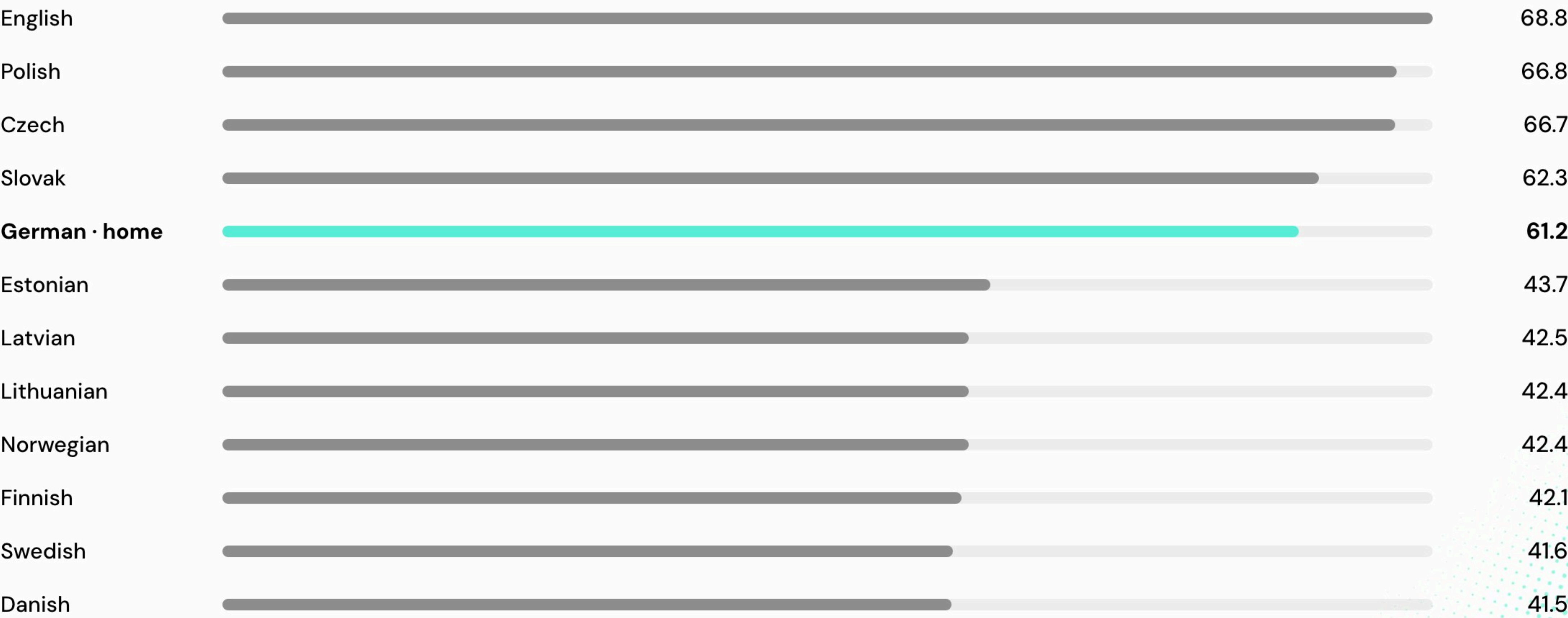
51.8

RANK IN 66-BRAND COHORT

#30

How AI describes Deutsche Telekom across 12 languages.

Mean Rankfor® Index score per language, averaged across GPT, Gemini and Perplexity. The home-language bar is highlighted.



STRATEGIC SIGNALS

Three numbers that change the brief.

BILINGUAL PENALTY

-7.6

AI is materially more positive in English (68.8) than in German (61.2). Domestic press is more critical than international press.

CITATION CONCENTRATION

0.61

Balanced citation profile. Mid-concentration sourcing.

RECOMMENDATION SHARE

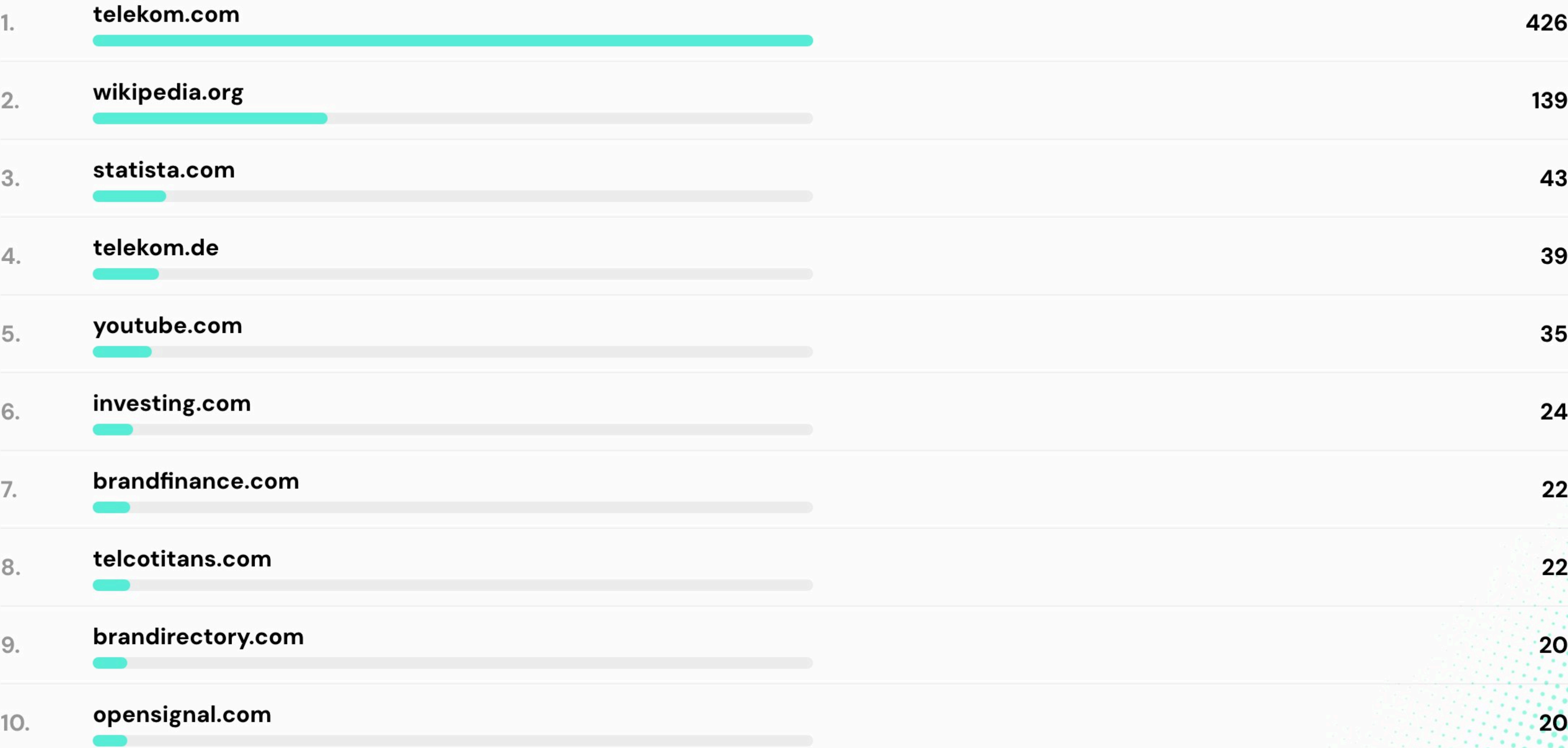
39%

Share of buyer-intent prompts where AI mentions Deutsche Telekom when asked about its category.

Mean visibility gap (sentiment-vs-recommendation MAE): 0.22.

Where AI gets Deutsche Telekom's story.

Top 10 domains AI cited when asked about Deutsche Telekom, across all 12 languages and 3 models.



SOURCE-TYPE BREAKDOWN

What kind of evidence does AI ground in?

Distribution of source types in citations for Deutsche Telekom. Higher-quality types (Tier-1 news, academic) lift the source-quality component of ARI.



PER-MODEL SENTIMENT

Which AI describes Deutsche Telekom most positively?

Sentiment polarity averaged across 12 languages, per model. Range -1 to +1. Differences between models translate directly into differences in what your buyers see.



Inter-model std: 0.053. Models broadly agree.

KEY TAKEAWAY

The so-what for Deutsche Telekom.

AI describes Deutsche Telekom more positively in English (68.8) than in German (61.2). A 7.6-point home-language penalty.

Distinctive strength

Balanced citation profile (HHI 0.61). Mid-concentration sourcing.

Opportunity

Invest in German-language coverage. A 7.6-point gap to English signals home-market press is more critical than international press.

RIGHT OF REPLY & CONTACT

Deutsche Telekom can submit a response.

Every brand in the Rankfor® Index 2026 is offered the right of reply. Your response is published alongside the brand profile.

dmitrij@rankfor.ai · Subject: Right of reply

Citation: Žatuchin, D. (2026). The Rankfor® Index 2026: Nordic-Baltic Edition. Rankfor.AI Research Report.
open.rankfor.ai/index-2026/brands · © 2026 Rankfor.AI