

situation publishing

Trending Topics

2025 Attention Rankings

Aggregated topic, company, and product tag
consumption across The Register in 2025

2025 attention rankings: Top 10 topics.

Most consumed broad topic tags

Rank	Topic
1	security
2	ai
3	cybercrime
4	open source
5	datacenter
6	cloud computing
7	privacy
8	ransomware
9	vulnerability
10	virtualization

Key Insights:

Security and AI established clear dominance:

Both terms vied for the top positions and captured enterprise attention throughout 2025, reflecting sustained concern around risk, automation, and AI's expanding role across enterprise IT.

Specific security threats were sustained priorities:

Cybercrime, ransomware, and vulnerability all ranked within the Top 10, showing enterprise focus extended beyond broad security posture to persistent attack vectors and concrete defensive challenges.

Infrastructure modernisation remained a constant theme:

Datacenter, cloud computing, open source, and virtualization together claimed four Top 10 positions, reflecting ongoing investment in core infrastructure, platform modernisation, and workload portability.

2025 attention rankings: Top 10 companies.

Most consumed enterprise company tags

Rank	Company
1	microsoft
2	aws
3	google
4	openai
5	vmware
6	oracle
7	nvidia
8	broadcom
9	spacex
10	ibm

Key Insights:

Platform vendors dominated enterprise attention:

Microsoft, AWS, and Google consistently ranked at the top in 2025, reflecting their central role across cloud infrastructure, operating platforms, and enterprise AI adoption.

AI and infrastructure specialists featured prominently:

OpenAI, Nvidia, VMware, and Oracle secured Top 10 positions, highlighting enterprise focus on AI platforms, accelerated compute, virtualization, and core database infrastructure.

Connectivity and satellite infrastructure entered

mainstream discourse: SpaceX's Top 10 appearance reflected growing enterprise attention to satellite connectivity and alternative network infrastructure, with Starlink contributing to increased visibility later in the year.

2025 attention rankings: Top 10 products.

Most consumed product tags

Rank	Product
1	windows
2	linux
3	copilot
4	chatgpt
5	microsoft 365
6	azure
7	gemini
8	google cloud platform
9	ubuntu
10	postgresql

Key Insights:

Operating systems sustained infrastructure attention:

Windows and Linux led product rankings, with Ubuntu also appearing in the Top 10, reflecting continued enterprise focus on foundational platform choices and operating system modernisation throughout 2025.

AI products clustered in the upper rankings:

Copilot, ChatGPT, and Gemini secured Top 10 positions, indicating enterprise attention on deployable AI tools rather than abstract concepts, with coverage centred on practical implementation and feature differentiation.

The Microsoft ecosystem dominated product attention:

Four Microsoft products—Windows, Copilot, Microsoft 365, and Azure—claimed Top 10 positions, highlighting the company's integrated presence across operating systems, productivity, AI tooling, and cloud infrastructure.

Summary.

Enterprise technology attention in 2025 was led decisively by security and AI.

Security accounted for **40% of the Top 10 topics**, spanning cybercrime, ransomware, vulnerability, and broader security coverage, while AI ranked alongside it as a dominant theme. Together, they clearly separated from infrastructure, cloud, and privacy-related discussions.

That thematic focus shaped which vendors attracted the most attention.

Microsoft, AWS, and Google led the company rankings, reflecting their central role across cloud infrastructure, operating platforms, and enterprise AI ecosystems. Infrastructure modernisation remained a constant backdrop, while connectivity entered the conversation through SpaceX's Top 10 appearance.

At the product level, attention followed platform capabilities rather than isolated tools.

AI engagement centred on products such as Copilot, ChatGPT, and Gemini, alongside operating systems, cloud platforms, and virtualization technologies. This pattern reflected enterprise interest in deployable, platform-embedded products supporting both AI and security priorities.

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