

# situation publishing

Trending topics

Nov 10th–Dec 10th 2025



# Trending topics: Growth top ten.

November 10th–December 10th 2025 vs previous 30 days

Rank	Keyword	Change vs last month
1	multifactor authentication	+1399%
2	renewables	+798%
3	cryptocurrency	+784%
4	ddos	+614%
5	spyware	+555%
6	fibre optic	+473%
7	6g	+353%
8	containers	+346%
9	signal	+345%
10	public cloud	+312%

## Key Insights:

**Security terms dominate:** Multi Factor Authentication, DDoS, Spyware, and Cryptocurrency surge, driven by authentication failures, attack escalation, and crypto exchange breaches

**Infrastructure and energy focus:** Fibre Optic, 6G, Containers, and Renewables reflect enterprise focus on connectivity, wireless evolution, container platforms, and sustainable datacenter power

**Cloud and privacy converge:** Public Cloud and Signal rise together, as privacy and secure messaging increasingly influence cloud architecture and platform decisions.

# Trending topics: Overall top ten.

November 10th–December 10th 2025

Rank	Keyword	Change vs last month
1	ai	0
2	security	+1
3	cybercrime	+2
4	open source	+4
5	linux	+7
6	foss	+15
7	ransomware	+26
8	windows	-6
9	datacenter	-3
10	cloud computing	-6

## Key Insights:

**Security threats sharpen focus:** Security climbs to #2, with Cybercrime and Ransomware advancing, demonstrating sustained enterprise attention on specific attack vectors rather than broad security strategy.

**Open source gains enterprise credibility:** Open Source, Linux, and FOSS all rise sharply, reflecting increased coverage of enterprise adoption, modernization initiatives, and open-source infrastructure.

**Microsoft ecosystem loses momentum:** Windows and Cloud Computing both fall back, suggesting coverage shifted away from Microsoft platforms toward security threats and open-source infrastructure during the period.

# Trending companies: Growth top ten.

November 10th–December 10th 2025 vs previous 30 days

Rank	Company	Change vs last month
1	spacex	+651%
2	github	+349%
3	hpe	+336%
4	servicenow	+334%
5	micron	+221%
6	palantir	+188%
7	palo alto networks	+181%
8	alibaba	+166%
9	wordpress	+166%
10	salesforce	+139%

## Key Insights:

**Space and infrastructure converge:** SpaceX leads on satellite connectivity momentum, while HPE and Micron surge on datacentre modernization and memory demand as enterprises scale core connectivity and compute capacity.

**Enterprise platforms accelerate momentum:** ServiceNow, GitHub, Salesforce, and WordPress show sustained growth across workflow automation, developer collaboration, and content platforms.

**Security and defense narratives intensifies:** Palantir and Palo Alto Networks both climb sharply, driven by government partnerships, defense-focused analytics, and rising investment in cybersecurity infrastructure.

# Trending companies: Overall top ten.

November 10th–December 10th 2025

Rank	Company	Change vs last month
1	microsoft	+1
2	spacex	+6
3	aws	-2
4	openai	-1
5	vmware	0
6	sap	+3
7	nvidia	-3
8	cloudflare	+2
9	github	+18
10	oracle	+5

## Key Insights:

### SpaceX disrupts top rankings:

SpaceX jumps to #2, driven by Starlink coverage momentum, while AWS and OpenAI ease back, signalling a shift from pure cloud platforms toward connectivity infrastructure.

### Developer tools accelerate attention:

GitHub's sharp rise highlights growing enterprise focus on developer collaboration, code security, and AI-assisted tooling as software workflows continue to modernize.

### Enterprise platforms outpace hardware:

SAP, Oracle, and Cloudflare advance, while Nvidia slips, suggesting attention is shifting from core chip infrastructure toward business platforms and edge-oriented services.

# Summary.

## **Security and infrastructure dominate enterprise attention**

This period shows sustained enterprise focus on security threats and core infrastructure pressures. Identity protection, cybercrime, and ransomware continue to drive coverage, while connectivity, compute, and datacenter capacity remain central as organizations scale and modernize their environments.

## **Platforms, trust, and openness shape modernization decisions**

Alongside infrastructure investment, enterprises are increasingly prioritizing open platforms, developer ecosystems, and privacy-aware cloud architectures. Open source gains credibility as a production alternative, while platform choice is shaped as much by trust, security, and control as by flexibility.

# Methodology.

**Data processing:** This analysis tracks keywords from articles consumed on *theregister.com*, comparing the current 30-day period against the previous 30 days. Keywords are aggregated by total views.

**Table structure:** Four tables capture trends across topics and companies. Growth tables rank by percentage increase, while overall tables rank by total views and show position changes versus the previous month's published rankings.

**Filtering:** Topic tables exclude company names, geographic locations, consumer products, and overly broad terms to ensure focus on meaningful technology themes.

**Continuity:** Overall Top 10 tables maintain continuity with the previous month's published rankings where viable, while new entries are drawn from the highest-ranking filtered keywords in the current period.

**Methodology change:** Growth percentages now show actual rates rather than adjusted values. Prior to October 2025, percentages were normalized to manage extreme outliers on a consistent scale. Using raw percentages makes momentum differences more apparent.

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