

Cisco - Media Analytics Report

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Data Overview

- Total number of articles: 22
- Date range: from 18 Jan 2024 to 21 Jan 2025
- Average sentiment score: -0.14
- Median sentiment score: 0.00

Publication Timeline

The chart below illustrates when the articles were published on a weekly basis. This view helps identify periods with increased media coverage over broader time spans.



Analysis of Coverage Peaks

Week Ending 18 February 2024 (Articles: 3):

The spike in media coverage for Cisco during the week ending 18 February 2024 was likely driven by the publication of a study conducted by the company on artificial intelligence (AI) usage in the workplace. The study, which surveyed over 2,600 security and privacy professionals across 12 countries, revealed that more than a quarter of Australian companies had banned AI tools due to privacy concerns. This finding was

significant because it highlighted a growing hesitation among businesses to adopt AI, despite its potential economic benefits.

The media attention was likely fueled by the broader public interest in AI, corporate security, and government policies surrounding emerging technologies. The study's findings, particularly the concerns about corporate secrets being exposed, resonated with ongoing discussions about AI risks and governance. Additionally, the involvement of Cisco, a major player in communications and cybersecurity, added credibility and relevance to the report, making it newsworthy.

The mention of Cisco ANZ's director of cybersecurity, Corien Vermaak, in the article suggests that company representatives were actively engaging with the media to discuss the study's implications. This proactive communication strategy may have further contributed to the increased media coverage.

In summary, the spike in media attention for Cisco during this period was likely driven by the release of its AI-related study, which addressed pressing concerns about privacy and security in the workplace. The study's findings aligned with broader societal and business discussions on AI adoption, making it a timely and relevant topic for news outlets.

Week Ending 21 January 2024 (Articles: 2):

The spike in media coverage for Cisco during the week ending 21 January 2024 was likely driven by the company's receipt of a patent for "Automated connectivity to cloud resources." The article excerpt indicates that multiple Cisco inventors were granted this patent, which was originally filed in April 2022 and is valid until 2042.

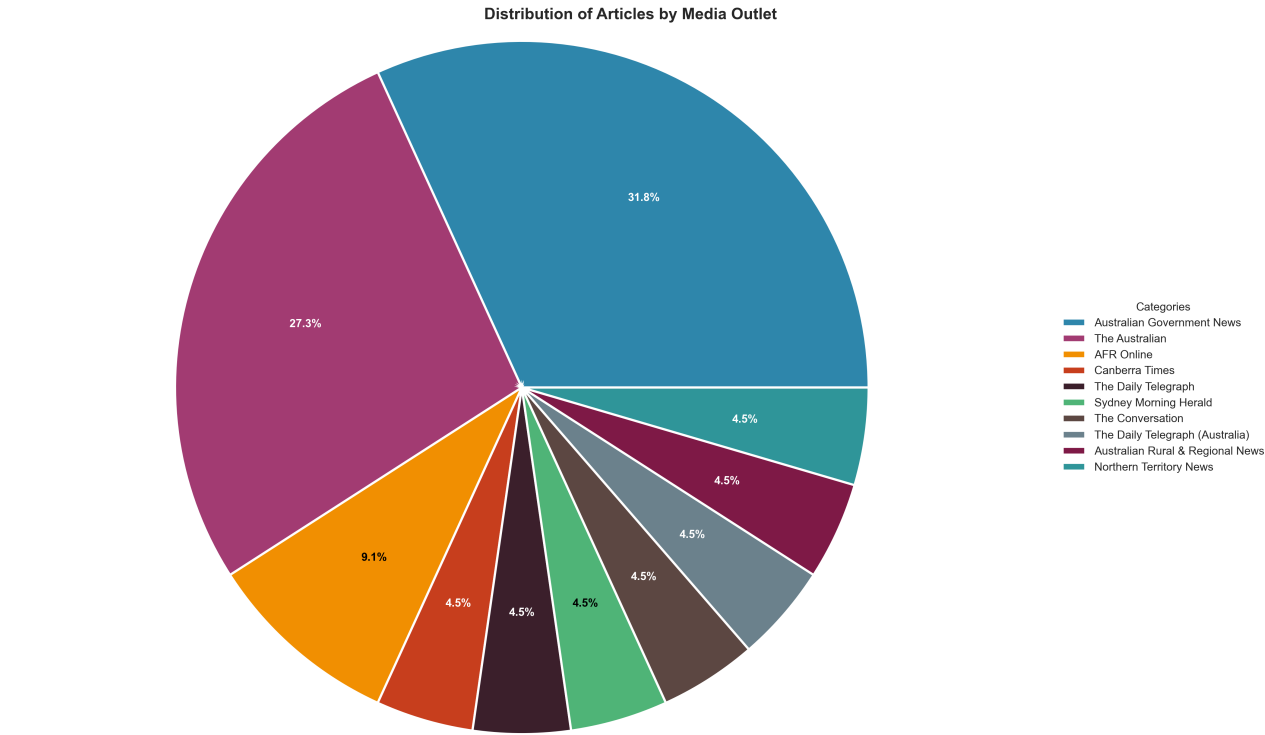
This development likely attracted media attention for several reasons:

1. **Innovation in Cloud Technology** – The patent relates to automated cloud connectivity, a critical area of technology as businesses increasingly rely on cloud computing for operations, security, and scalability. Cisco's innovation in this space would be of interest to industry professionals, enterprises, and technology analysts.
2. **Recognition of Cisco's R&D Efforts** – The patent highlights Cisco's ongoing investment in research and development, reinforcing its position as a leader in networking and cloud technologies. Media outlets often cover significant patents from major tech companies as they indicate future technological advancements and potential market impact.
3. **Intellectual Property and Competitive Advantage** – Patents provide companies with a competitive edge by protecting their innovations. Cisco securing this patent suggests it is strengthening its intellectual property portfolio, which could have implications for its business strategy and competition in the cloud computing sector.
4. **Global Relevance** – Since the patent was granted in Australia but involved inventors from the U.S., it underscores Cisco's global reach and influence in technology development. This international aspect may have contributed to broader media interest.

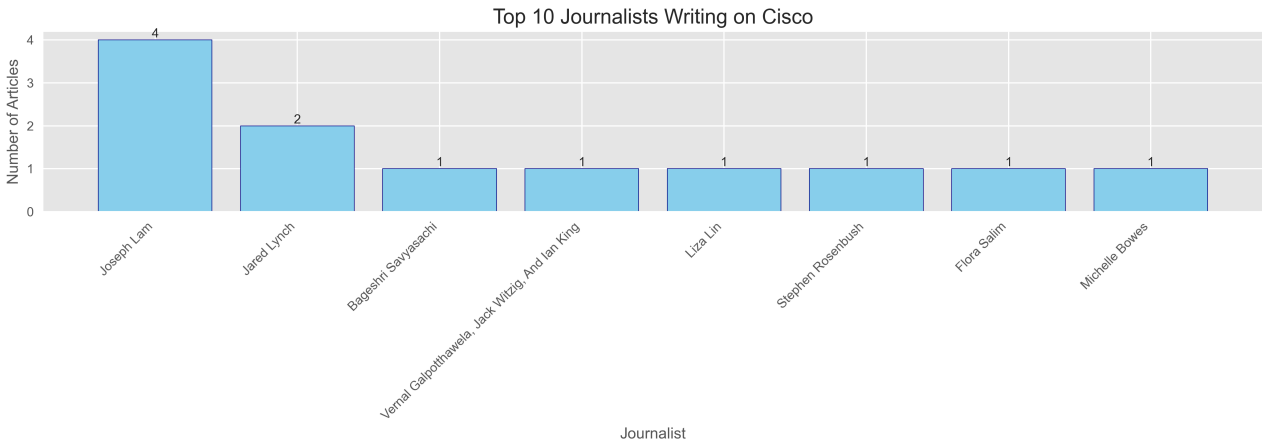
In summary, the spike in media coverage for Cisco during this period was likely due to the company receiving a patent for cloud connectivity automation. This event was significant because it highlighted Cisco's innovation in cloud technology, reinforced its leadership in the industry, and demonstrated its commitment to securing intellectual property rights.

Proportion of Articles by Media Outlet

The pie chart below shows the distribution of articles across different media outlets.



Top Journalists



Top 10 Journalists and Their Media Outlets

Journalist	Media Outlet(s)	Number of Articles	Average Sentiment
Joseph Lam	The Australian, The Daily Telegraph (Australia), Northern Territory News	4	-1.50
Jared Lynch	The Daily Telegraph, The Australian	2	0.00
Bageshri Savyasachi	Canberra Times	1	2.00
Vernal Galpotthawela, Jack Witzig, And Ian King	Sydney Morning Herald	1	0.00
Liza Lin	The Australian	1	-3.00
Stephen Rosenbush	The Australian	1	3.00
Flora Salim	The Conversation	1	0.00
Michelle Bowes	AFR Online	1	-2.00

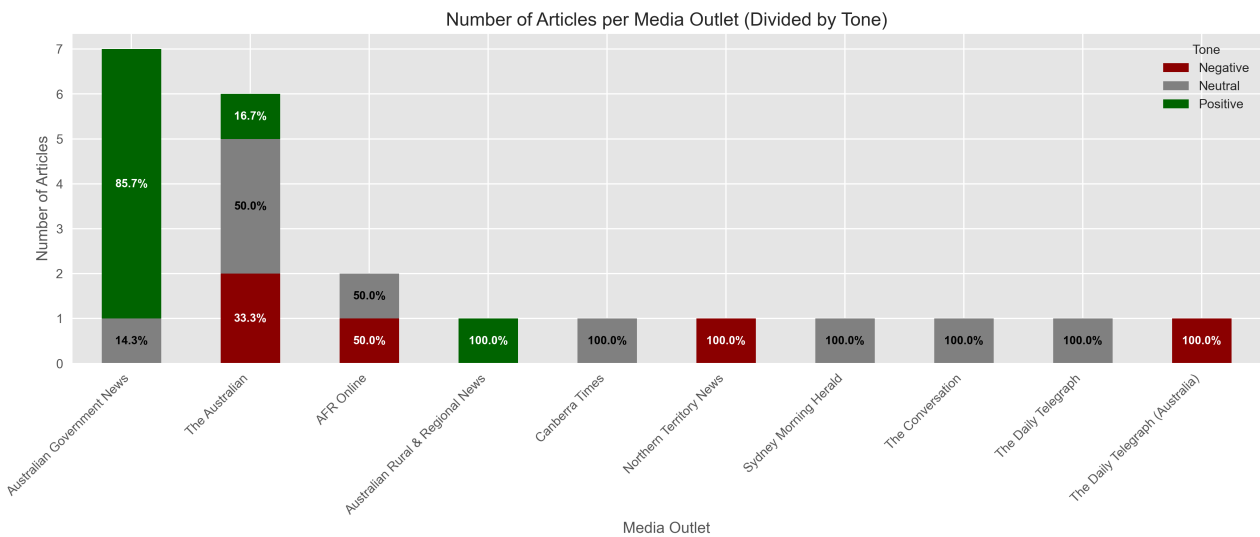
Analysis of Top Journalists' Coverage

Joseph Lam's coverage of Cisco focuses on the company's AI initiatives, particularly its AI Readiness Index, which highlights challenges in AI adoption among Australian businesses. His reporting tends to emphasize skepticism, citing survey data that suggests AI investments have not met expectations, with many companies struggling to see returns. While his tone remains neutral in some articles, others lean negative, particularly when discussing AI's shortcomings and the hesitancy of businesses to fully embrace the technology. Jared Lynch's coverage of Cisco is centered on corporate concerns over AI, particularly privacy risks that have led many Australian companies to ban AI tools. His reporting presents Cisco as a key player in AI security discussions, but his tone remains neutral, focusing on factual findings from Cisco's research rather than expressing strong sentiment. Bageshri Savyasachi's coverage of Cisco is more positive, referencing the company's research on hybrid work benefits. She highlights Cisco's data to support arguments for flexible work arrangements, portraying the company as a credible source of workplace insights. Her reporting suggests a generally favorable stance towards Cisco, as she presents its findings in a constructive and solution-oriented manner.

Among the most negative journalists, Liza Lin's reporting on Cisco is particularly negative due to her focus on the company's declining presence in China. Her article details how Cisco, along with other American tech firms, has been systematically replaced by Chinese alternatives as part of China's push for technological self-sufficiency. The narrative emphasizes Cisco's diminishing market share, lost orders, and the broader geopolitical forces working against the company. The tone is consistently bleak, portraying Cisco as a victim of an irreversible trend, which contributes to her extreme negative sentiment score. In contrast, Michelle Bowes' article only briefly mentions Cisco in a negative light, referencing its historical stock price struggles post-dotcom crash. While this is a negative remark, it is not the central theme of the article, which is primarily about investment strategies. This explains why Bowes' sentiment score is less negative than Lin's, as her coverage of Cisco is incidental rather than a focal point of criticism.

Among the most positive journalists, Stephen Rosenbush's reporting on Cisco is highly favorable, focusing on the company's successful \$42 billion acquisition of Splunk. His article highlights the strategic benefits of the deal, emphasizing Cisco's integration of AI and cybersecurity capabilities, its accelerated timeline for completion, and the positive outlook from company executives. The narrative presents Cisco as a forward-thinking leader in AI-driven security, reinforcing a strong and optimistic image. This overwhelmingly positive framing results in his high sentiment score. In contrast, the article by Vernal Galpotthawela, Jack Witzig, and Ian King is neutral, as it primarily discusses Nvidia's success and only briefly mentions Cisco in the context of a partnership. The lack of a strong positive or negative stance on Cisco results in a neutral sentiment score, making Rosenbush's coverage significantly more positive in comparison.

Articles per Media Outlet (Divided by Tone)

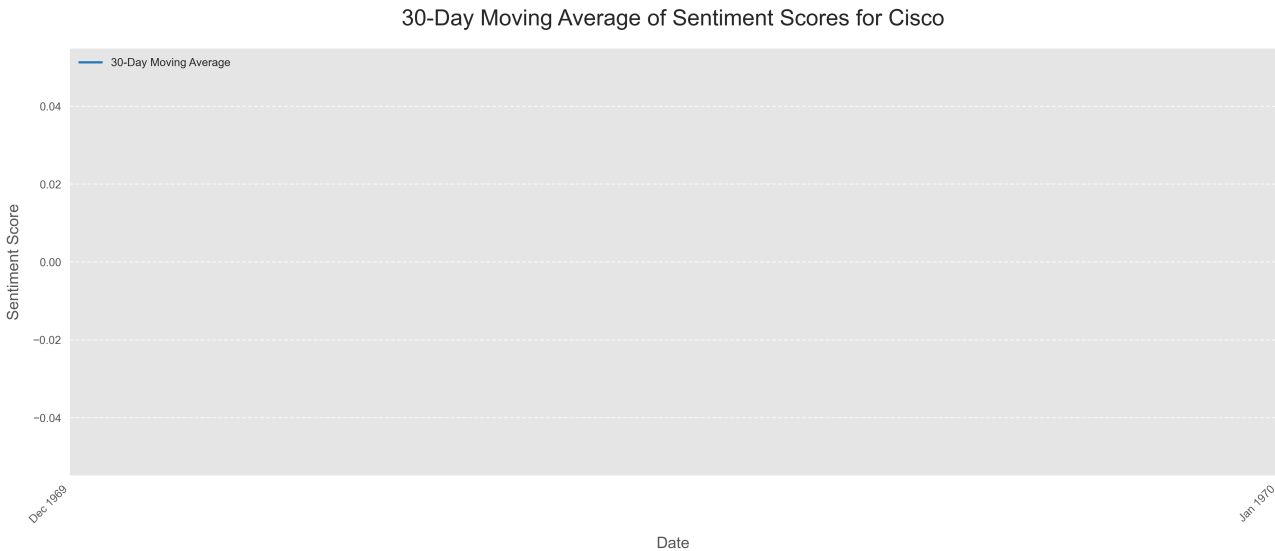


Media Outlet Statistics

Media Outlet	Number of Articles	Average Sentiment	Median Sentiment

Media Outlet	Number of Articles	Average Sentiment	Median Sentiment
Australian Government News	7	0.86	0.00
The Australian	6	-0.67	-1.00
AFR Online	2	-2.50	-2.50
Canberra Times	1	2.00	2.00
The Daily Telegraph	1	0.00	0.00
Sydney Morning Herald	1	0.00	0.00
The Conversation	1	0.00	0.00
The Daily Telegraph (Australia)	1	-2.00	-2.00
Australian Rural & Regional News	1	2.00	2.00
Northern Territory News	1	-2.00	-2.00

Sentiment Analysis



Sentiment Evolution Analysis

Key Sentiment Points

Peak Periods:

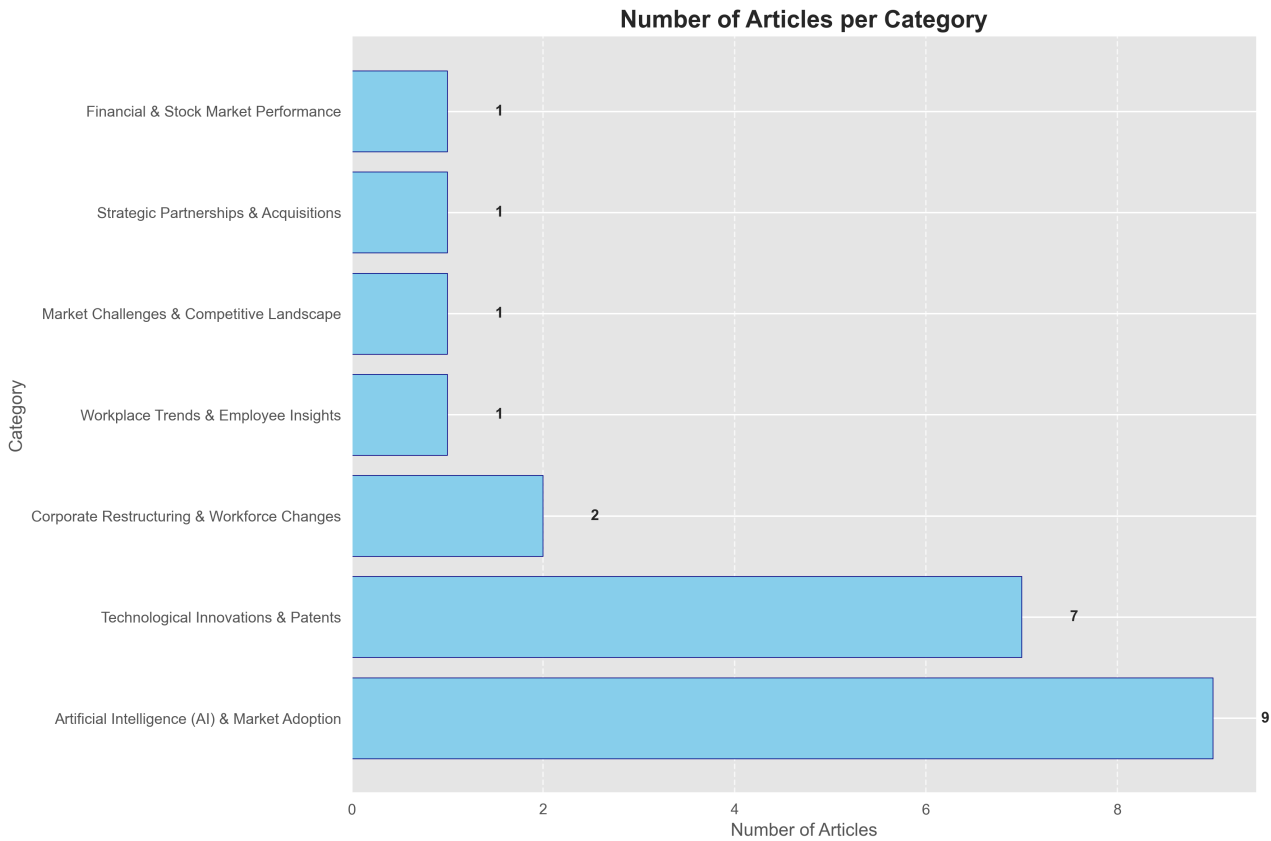
Dip Periods:

Overall Sentiment Trajectory

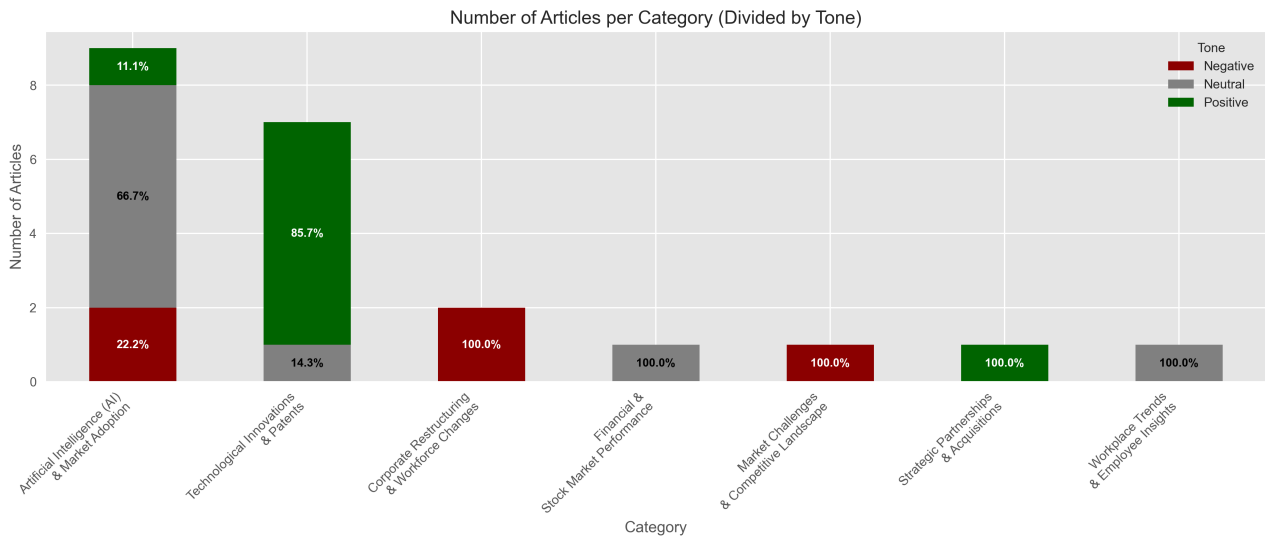
There are no period analyses provided. However, if you can share past sentiment analyses for Cisco, I can synthesize them into an overall sentiment trajectory for you. Let me know how you'd like to proceed!

Category Analysis

Number of Articles per Category



Articles per Category (Divided by Tone)



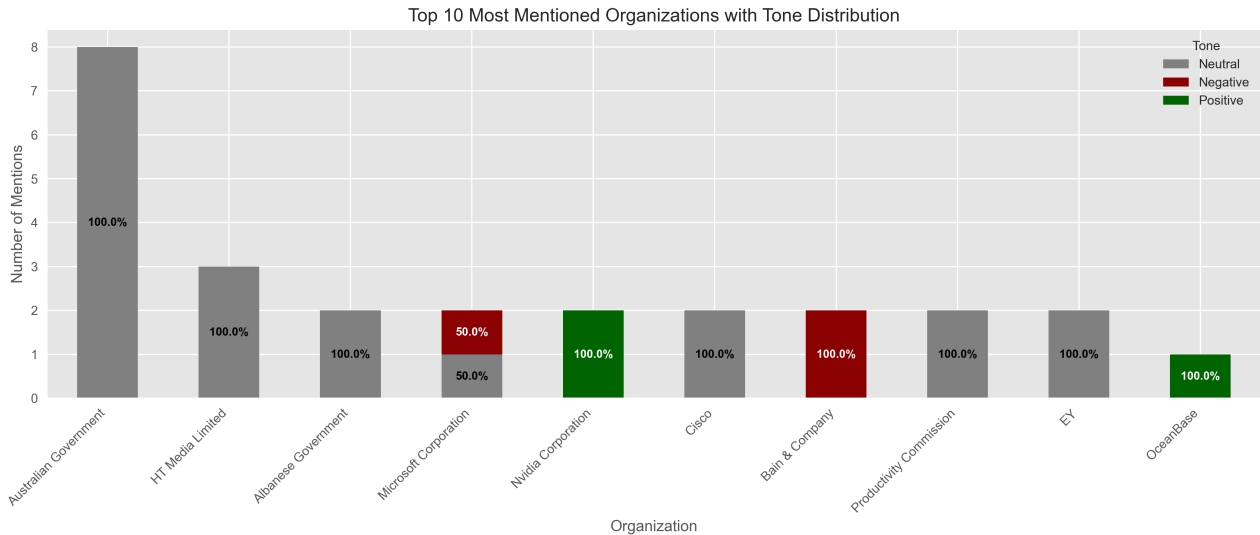
Sentiment Trends by Category



Sentiment Trends by Category

Analysis of Most Discussed Organizations

The following chart shows the top 10 most frequently mentioned organizations in the coverage, with their tone distribution:



Coverage Analysis of Key Organizations

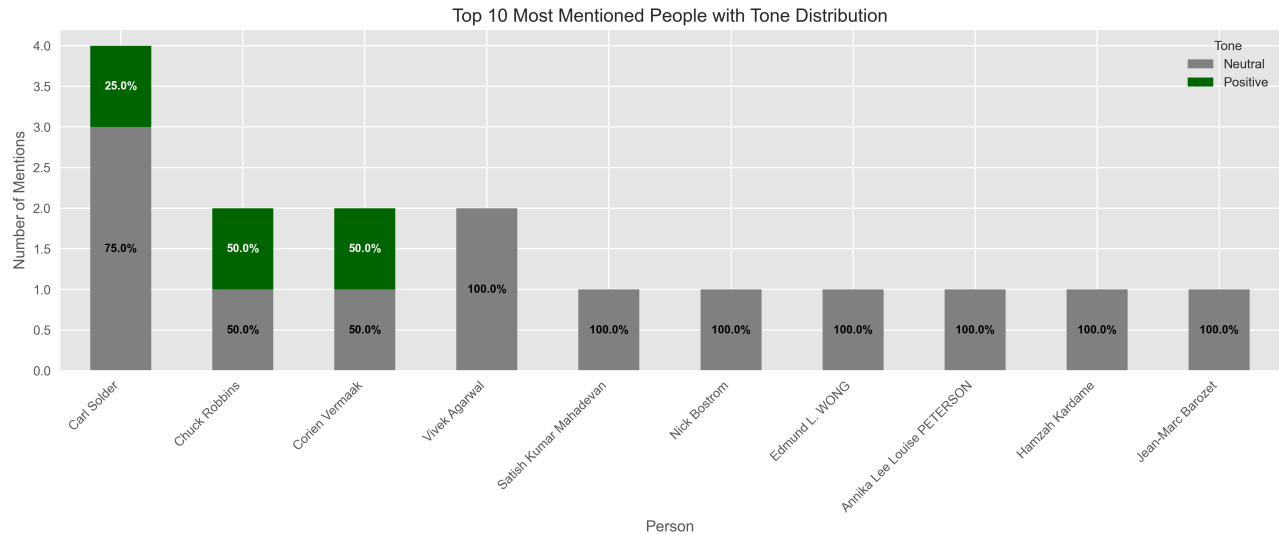
The media coverage of the **Australian Government** is neutral, with mentions primarily in the context of patent applications and trademark ownership, indicating a procedural and administrative portrayal rather than a policy-driven or political focus. **HT Media Limited** is also portrayed neutrally, appearing solely as the publisher of articles related to Cisco Technology's patents, without any editorial stance or deeper engagement. The **Albanese Government** is mentioned in relation to AI's expected economic impact, with a neutral tone, highlighting its projection of AI contributing significantly to the economy by 2030. However, the coverage also notes concerns over AI adoption due to privacy risks, suggesting a cautious and regulatory-focused narrative. Overall, all three entities are depicted in a neutral, factual manner without strong sentiment or controversy.

Nvidia Corporation is portrayed with overwhelmingly positive sentiment, highlighted as a dominant force in AI technology with soaring stock value, record-breaking market gains, and insatiable demand for its AI chips, reinforcing its status as a key beneficiary of the AI boom. OceanBase is framed positively as a successful Chinese-developed database that has replaced Oracle within Alibaba and Ant Group, aligning with China's broader push for technological self-sufficiency. Cisco, despite its AI initiatives, receives a neutral portrayal, with reports focusing on job cuts, AI adoption challenges, and mixed business performance, lacking the same level of enthusiasm seen with Nvidia and OceanBase.

Bain & Company is portrayed negatively in the media due to its research findings that generative AI investments are underperforming, with investors expressing skepticism about AI's value in 2025. This aligns Bain with broader concerns about AI's slow return on investment and workplace anxieties. Microsoft Corporation faces negative coverage primarily due to its declining market share in China, where government policies are pushing for domestic alternatives, threatening its dominance in software. Additionally, while Microsoft is noted as a major Nvidia customer, this is framed within the broader AI investment landscape rather than as a positive development. Cisco, despite being mentioned in AI-related discussions, receives a neutral portrayal, with its AI readiness index highlighting industry-wide challenges rather than specific failures or controversies tied to the company itself.

Analysis of Most Discussed People

The following chart shows the top 10 most frequently mentioned people in the coverage, with their tone distribution:



Coverage Analysis of Key People

Carl Solder is portrayed as a knowledgeable technology leader focused on AI adoption challenges, with a generally neutral to positive sentiment. Media coverage highlights his insights on AI readiness and corporate struggles with implementation, though some articles emphasize AI's shortcomings, tempering the overall positivity. Chuck Robbins receives a more favorable portrayal, with coverage emphasizing his leadership in Cisco’s transformation, particularly through the Splunk acquisition and AI integration. However, job cuts at Cisco introduce a slight negative undertone. Corien Vermaak is depicted as a cybersecurity expert addressing AI-related privacy concerns, with a balanced mix of neutral and positive sentiment. Her emphasis on the need for AI education and policy development positions her as a thought leader in responsible AI adoption.

The media portrayal of Annika Lee Louise Peterson, Edmund L. Wong, and Hamzah Kardame is entirely neutral, as they are mentioned solely in the context of patent filings for Cisco Technology. Their names appear in factual reports detailing the acceptance of their respective patents, without any additional commentary, sentiment, or personal achievements highlighted. The coverage is minimal, with each individual receiving only a single mention in a brief, technical news article. Consequently, there is no extreme positive sentiment in their portrayal—rather, they are presented in a straightforward, objective manner as inventors associated with specific technological advancements.

The media portrayal of Annika Lee Louise Peterson, Edmund L. Wong, and Hamzah Kardame is entirely neutral, as they are only mentioned in the context of patent filings for Cisco Technology. Each individual is listed as an inventor in brief, factual reports without any evaluative language or sentiment, resulting in an average sentiment score of 0.0. There is no evidence of negative portrayal, controversy, or criticism in the coverage, suggesting that their inclusion in a list of individuals with the "most negative sentiment" is misleading or based on a misinterpretation of sentiment analysis.