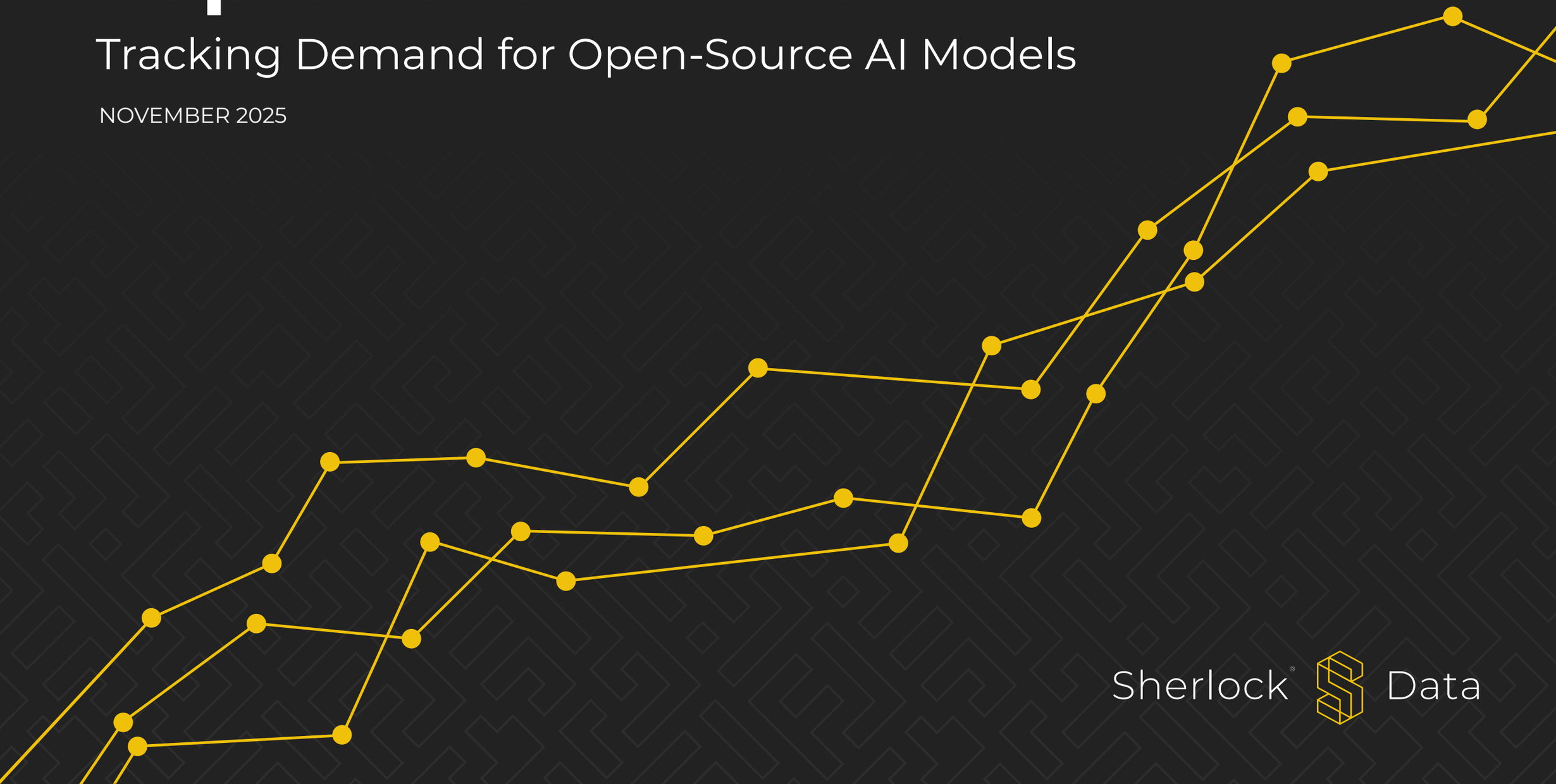
Top of the Funnel

Tracking Demand for Open-Source AI Models

NOVEMBER 2025



Sherlock® Data

We analyzed developer data activity from the **Sherlock Data** platform to get a sense of open-source AI strategies across public and private companies in the technology industry and the potential market impacts.

Our analysis seeks to uncover which companies are increasing, or in some cases decreasing, commits for AI product development.

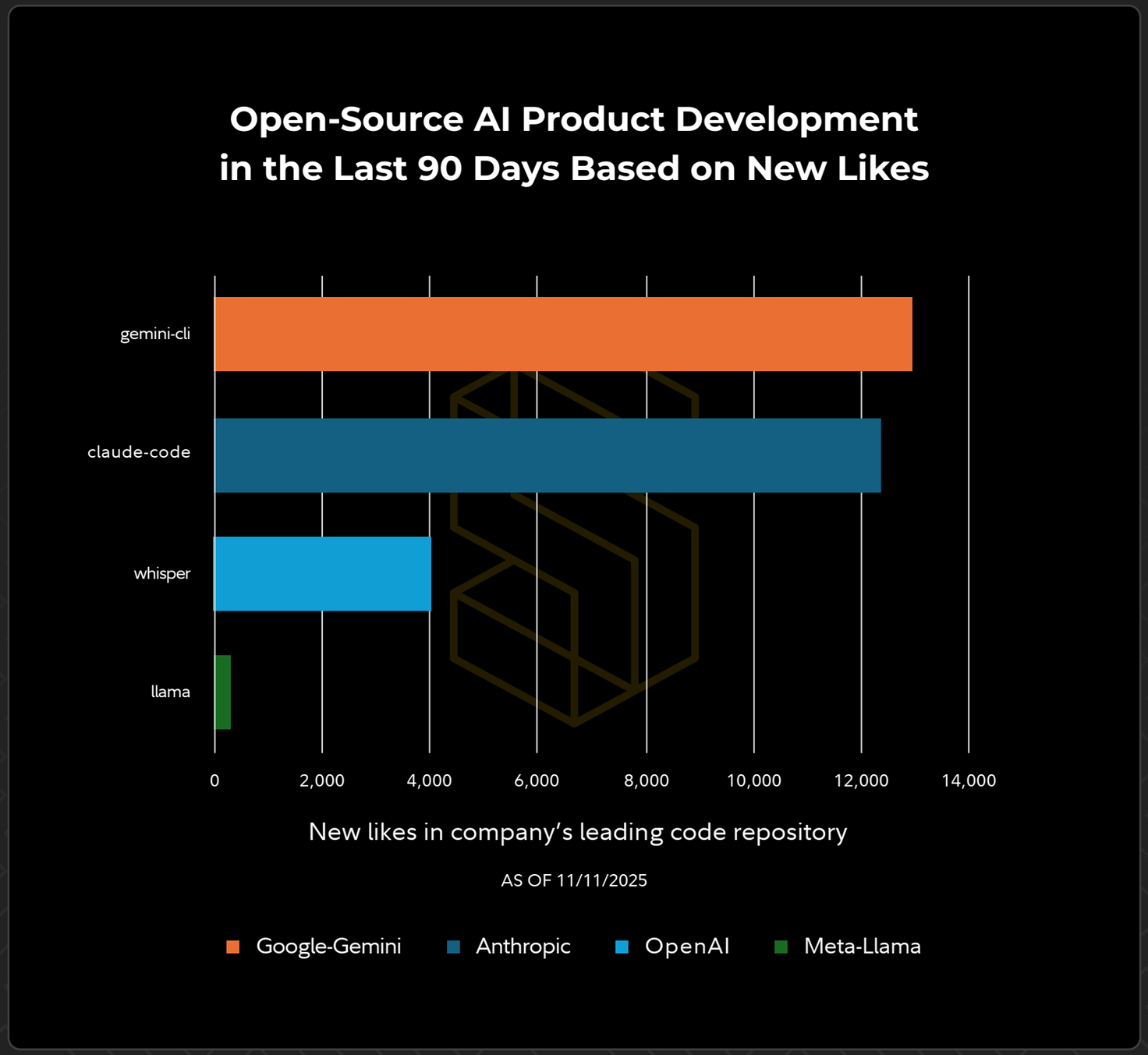
This analysis considers developer activity across four AI models:

Google-Gemini **Anthropic** **OpenAI** **Meta-Llama**

The goals of the analysis are to understand:

1. Which AI product offerings are seeing the most developer activity in the past 90 days
2. The volume of code commits across each of these companies and how they are pacing compared to one another

For the purposes of simplicity, we have excluded non-U.S. competitors from this analysis, including Mistral, Alibaba and Deepseek.



AI Product Development Activity: New Likes

Insights from **Sherlock Data** show an uptick in new likes for the four AI products we analyzed in the last 90 days. **Google's Gemini-CLI** is the most liked repository amongst our sample set, adding almost 13,000 likes and outpacing **Anthropic's Claude-Code**.

While downloading the code is free, both products lead to lucrative enterprise packages. **Google-Gemini** may have an advantage over **OpenAI** and **Anthropic** because AI is just a portion of its total product suite, which also includes search and services businesses.

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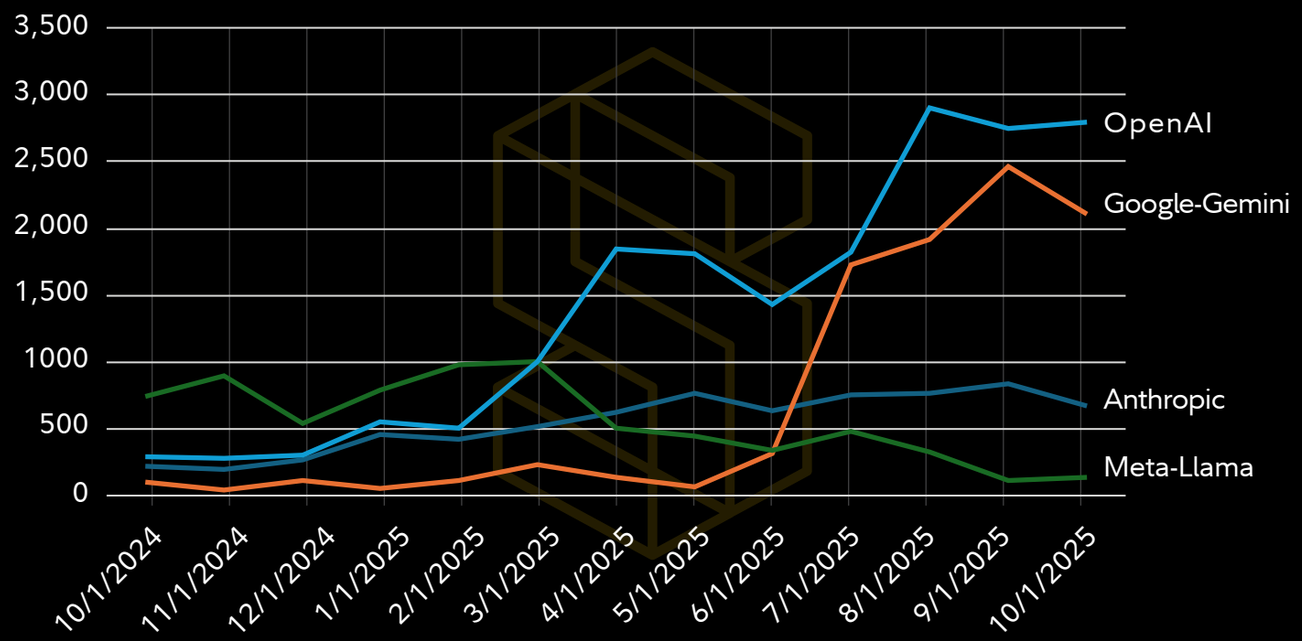
Count of Code Commits in Open-Source Repositories



AI Product Development Activity: Code Commits

When analyzing activity for code commits in open-source repositories, we see a jump in activity in recent months. Since July, both **Gemini** and **OpenAI** have accelerated commitments to open-source code repositories, with **OpenAI** leading the group at almost 2,800 commits in October 2025.

At roughly 150 commits, **Meta-Llama** contributed about 5% of that volume during the same period and has generated close to zero net new likes in their open-source model repositories

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CONCLUSION

Sherlock Data analysis across both datasets suggests, that at the time of publishing, open-source artificial intelligence development activity is being led by **Google**, **OpenAI** and **Anthropic.** We will continue to monitor the performance and adoption of this model alongside the rest of the ecosystem.

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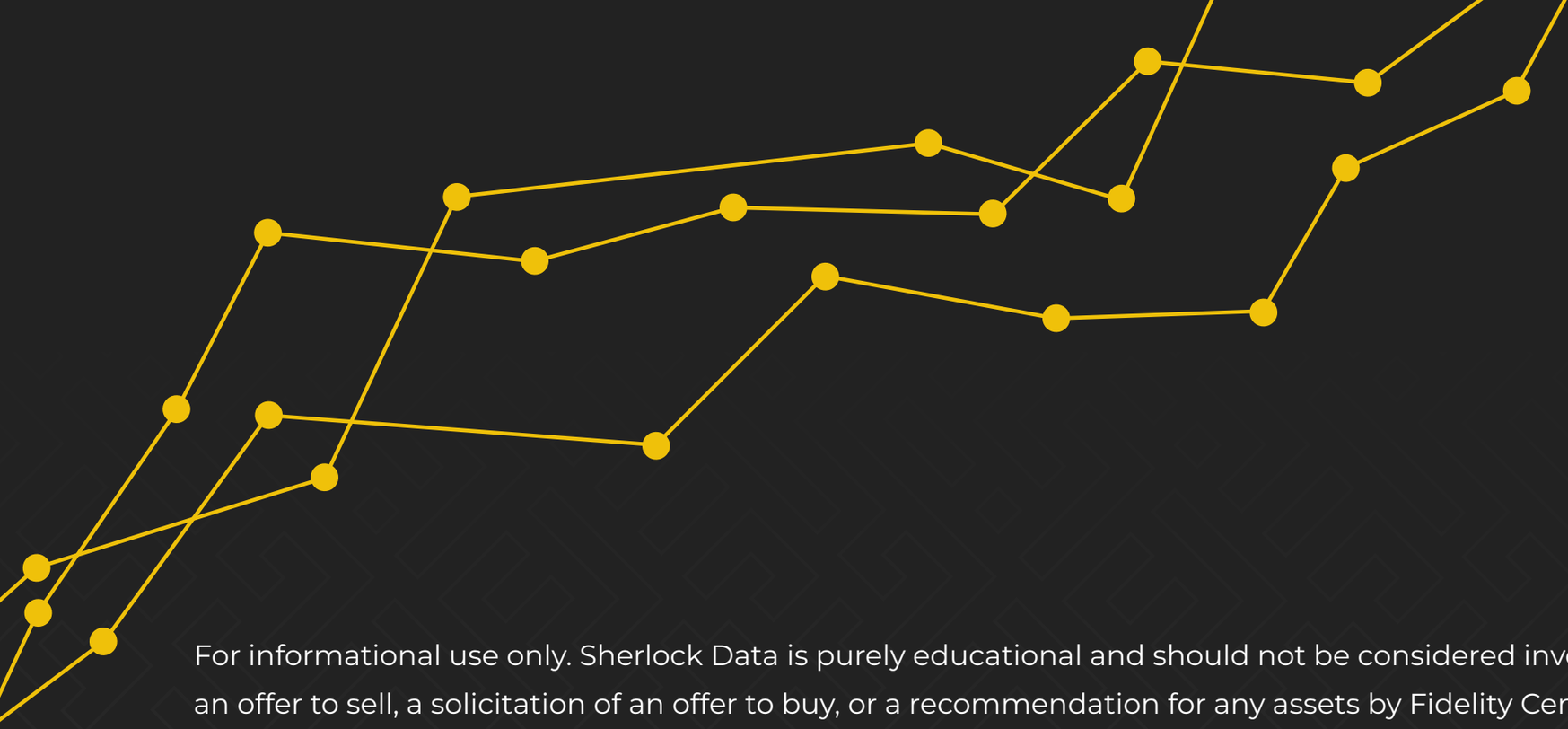

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