

ISSUE 02 · OCTOBER 2026

The UK Topic Landscape

Which investment topics UK professionals spent their viewing time on, ranked month by month from October 2025 to September 2026.

Five audience segments, twelve topics, one page each. Rankings are relative: a topic that falls has lost ground to the others competing for the same attention, not necessarily its own audience.

INSIDE THIS EDITION

All UK Viewers

All five segments combined

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Nationals & Networks

29 companies

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UK Fund Selectors

74 companies

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Pension Consultants

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Channel Isles

52 companies

★ Featured segment

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OCTOBER 2025 TO SEPTEMBER 2026

All UK Viewers

Asset TV's UK viewers across all five segments combined, and the baseline for the pages that follow. In September, Technology reached number one for the first time in twelve months, while Fixed Income fell from first to eleventh.

★ TOP NOW

Technology

New at the top, up from 2nd in Aug

↑ RISING

Asia

Now 8th · average rank 12.0 in Apr–Jun, 9.0 in Jul–Sep

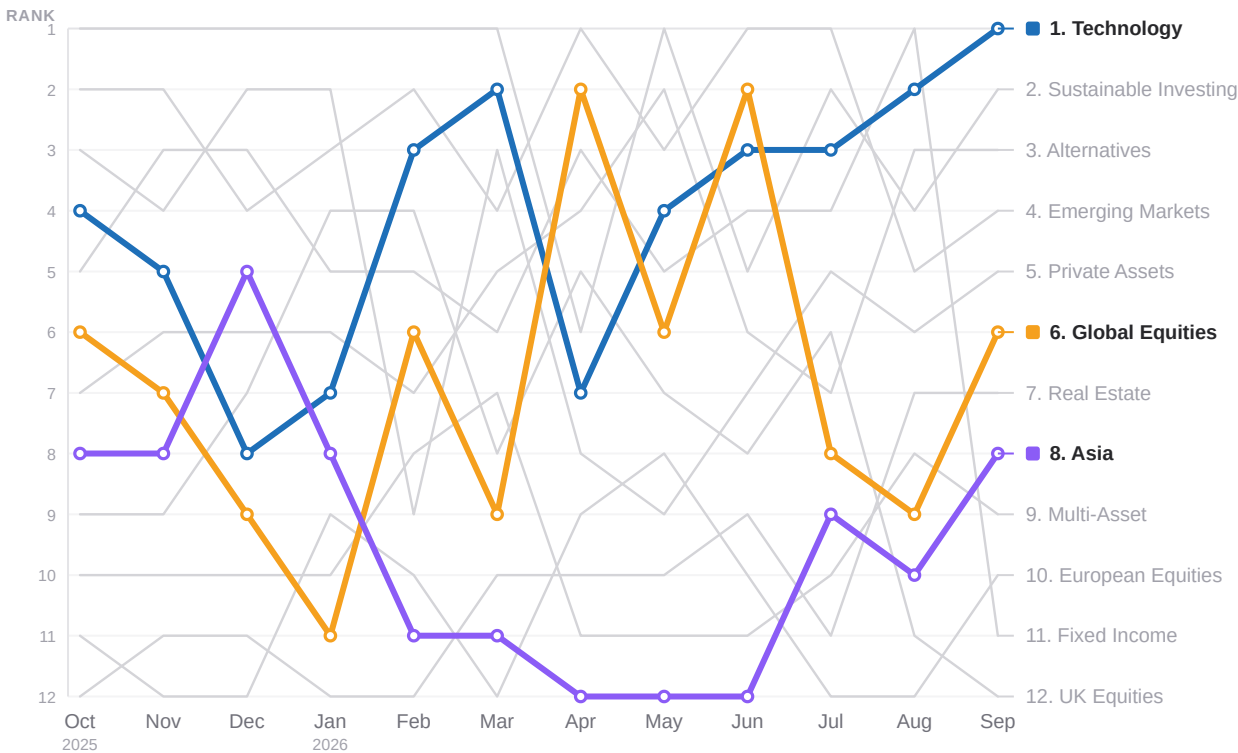
↓ FALLING

Global Equities

Now 6th · average rank 3.3 in Apr–Jun, 7.7 in Jul–Sep

Rank Journey

Each line is one topic's position in the monthly ranking. Rank 1, at the top, is the most watched. In colour: this month's number one, plus the biggest riser and faller on average rank over the last three months against the three before.



RANK IN SEP 2026 · CHANGE SINCE AUG 2026

1	Technology	↑ 1	7	Real Estate	—
2	Sustainable Investing	↑ 2	8	Asia	↑ 2
3	Alternatives	—	9	Multi-Asset	↓ 1
4	Emerging Markets	↑ 1	10	European Equities	↑ 2
5	Private Assets	↑ 1	11	Fixed Income	↓ 10
6	Global Equities	↑ 3	12	UK Equities	↓ 1

OCTOBER 2025 TO SEPTEMBER 2026

Nationals & Networks

Advisers at national advice firms and adviser networks. In September, Alternatives jumped from fourth to first, its first time at the top this year, while UK Equities ended the month in last place.

★ TOP NOW

Alternatives

New at the top, up from 4th in Aug

↑ RISING

Multi-Asset

Now 9th · average rank 11.0 in Apr–Jun, 7.3 in Jul–Sep

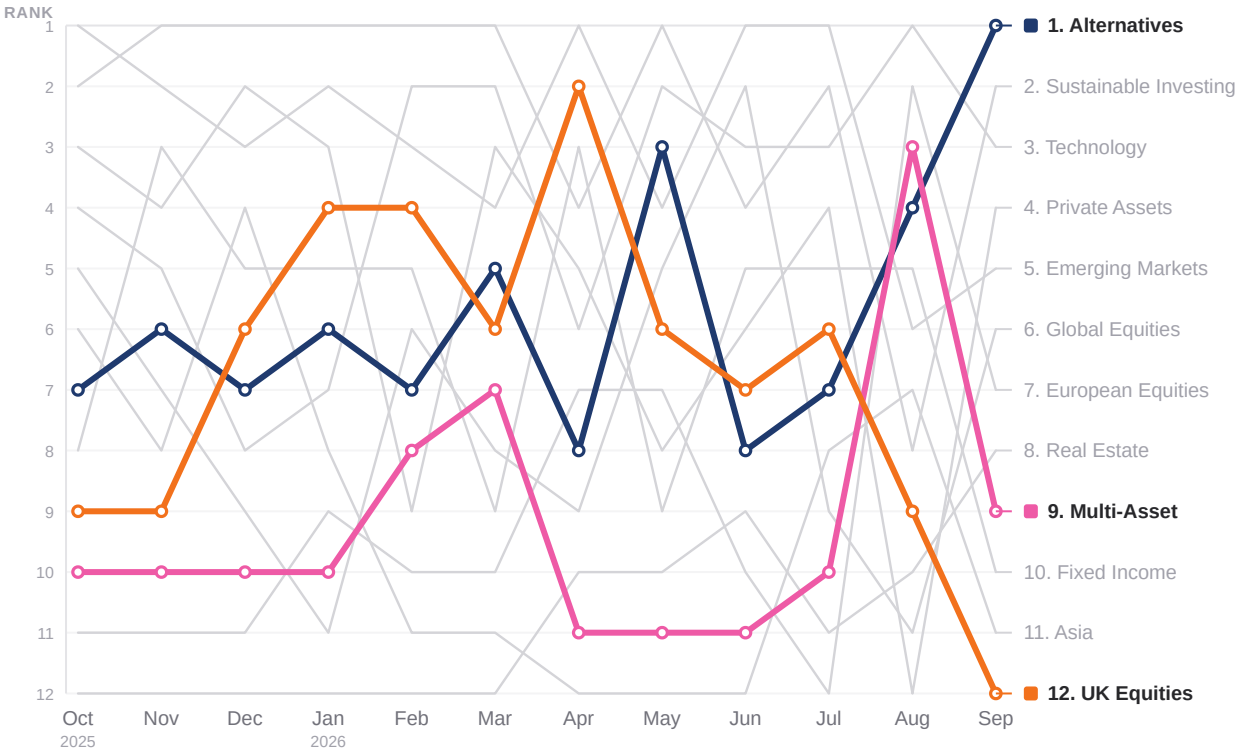
↓ FALLING

UK Equities

Now 12th · average rank 5.0 in Apr–Jun, 9.0 in Jul–Sep

Rank Journey

Each line is one topic's position in the monthly ranking. Rank 1, at the top, is the most watched. In colour: this month's number one, plus the biggest riser and faller on average rank over the last three months against the three before.



RANK IN SEP 2026 · CHANGE SINCE AUG 2026

1	Alternatives	↑ 3	7	European Equities	↓ 5
2	Sustainable Investing	↑ 6	8	Real Estate	↑ 2
3	Technology	↓ 2	9	Multi-Asset	↓ 6
4	Private Assets	↑ 8	10	Fixed Income	↓ 5
5	Emerging Markets	↑ 1	11	Asia	↓ 4
6	Global Equities	↑ 5	12	UK Equities	↓ 3

OCTOBER 2025 TO SEPTEMBER 2026

UK Fund Selectors

Fund selectors at UK wealth managers, discretionary firms and multi-manager desks. The largest segment in this edition by number of companies. Technology held the top spot for a second month, and Asia has climbed from last place in June to sixth.

★ TOP NOW

Technology

Number one for two months running

↑ RISING

Asia

Now 6th · average rank 12.0 in Apr–Jun, 7.3 in Jul–Sep

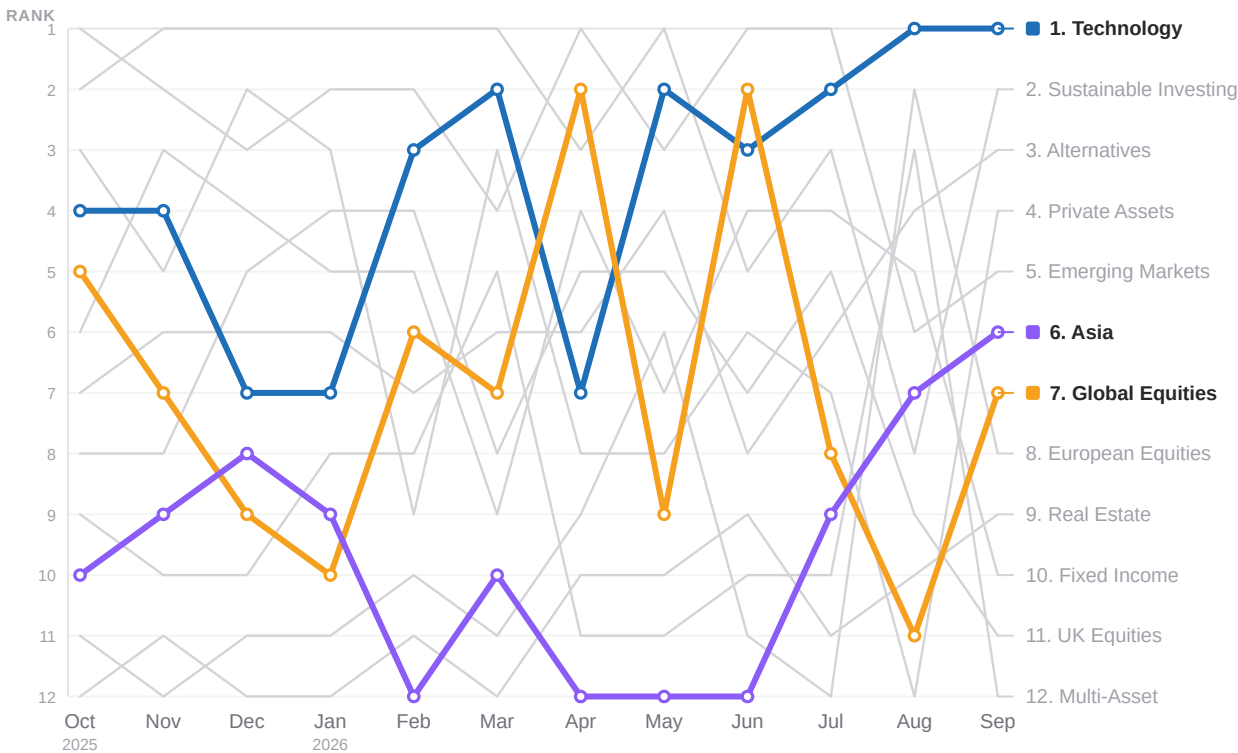
↓ FALLING

Global Equities

Now 7th · average rank 4.3 in Apr–Jun, 8.7 in Jul–Sep

Rank Journey

Each line is one topic's position in the monthly ranking. Rank 1, at the top, is the most watched. In colour: this month's number one, plus the biggest riser and faller on average rank over the last three months against the three before.



RANK IN SEP 2026 · CHANGE SINCE AUG 2026

1	Technology	—	7	Global Equities	↑ 4
2	Sustainable Investing	↑ 6	8	European Equities	↓ 6
3	Alternatives	↑ 1	9	Real Estate	↑ 1
4	Private Assets	↑ 8	10	Fixed Income	↓ 5
5	Emerging Markets	↑ 1	11	UK Equities	↓ 2
6	Asia	↑ 1	12	Multi-Asset	↓ 9

OCTOBER 2025 TO SEPTEMBER 2026

Pension Consultants

Investment consultants and advisers to UK pension schemes. The smallest segment in this edition by number of companies. In September, Technology took first place for the first time this year, Asia rose from twelfth in June to sixth, and European Equities slipped to last.

★ TOP NOW

Technology

New at the top, up from 2nd in Aug

↑ RISING

Asia

Now 6th · average rank 12.0 in Apr–Jun, 8.0 in Jul–Sep

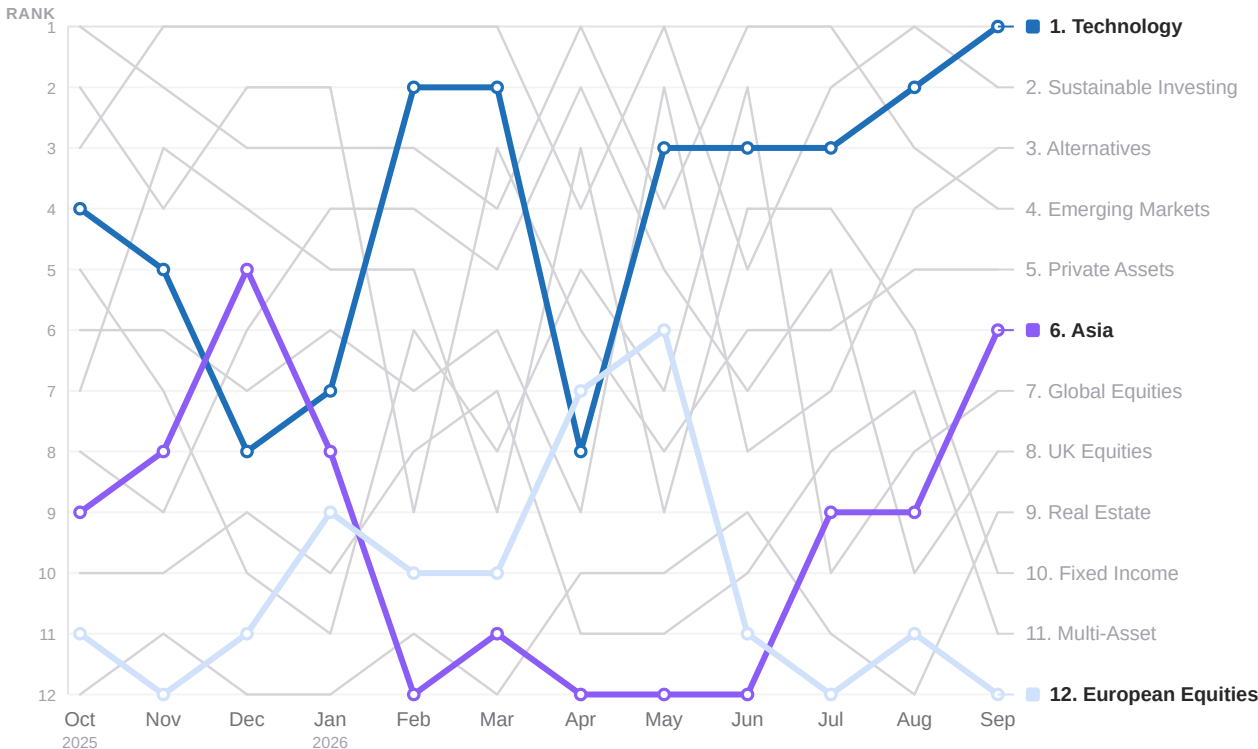
↓ FALLING

European Equities

Now 12th · average rank 8.0 in Apr–Jun, 11.7 in Jul–Sep

Rank Journey

Each line is one topic's position in the monthly ranking. Rank 1, at the top, is the most watched. In colour: this month's number one, plus the biggest riser and faller on average rank over the last three months against the three before.



RANK IN SEP 2026 · CHANGE SINCE AUG 2026

1	Technology	↑ 1	7	Global Equities	↑ 1
2	Sustainable Investing	↓ 1	8	UK Equities	↑ 2
3	Alternatives	↑ 1	9	Real Estate	↑ 3
4	Emerging Markets	↓ 1	10	Fixed Income	↓ 4
5	Private Assets	–	11	Multi-Asset	↓ 4
6	Asia	↑ 3	12	European Equities	↓ 1

OCTOBER 2025 TO SEPTEMBER 2026

Channel Isles

Trust companies, private banks and fund administrators in Jersey and Guernsey. This month's featured segment. Over the twelve months shown, four topics held first place at some point, and the leading three changed in nine of eleven month-on-month moves.

★ TOP NOW

Technology

New at the top, up from 2nd in Aug

↑ RISING

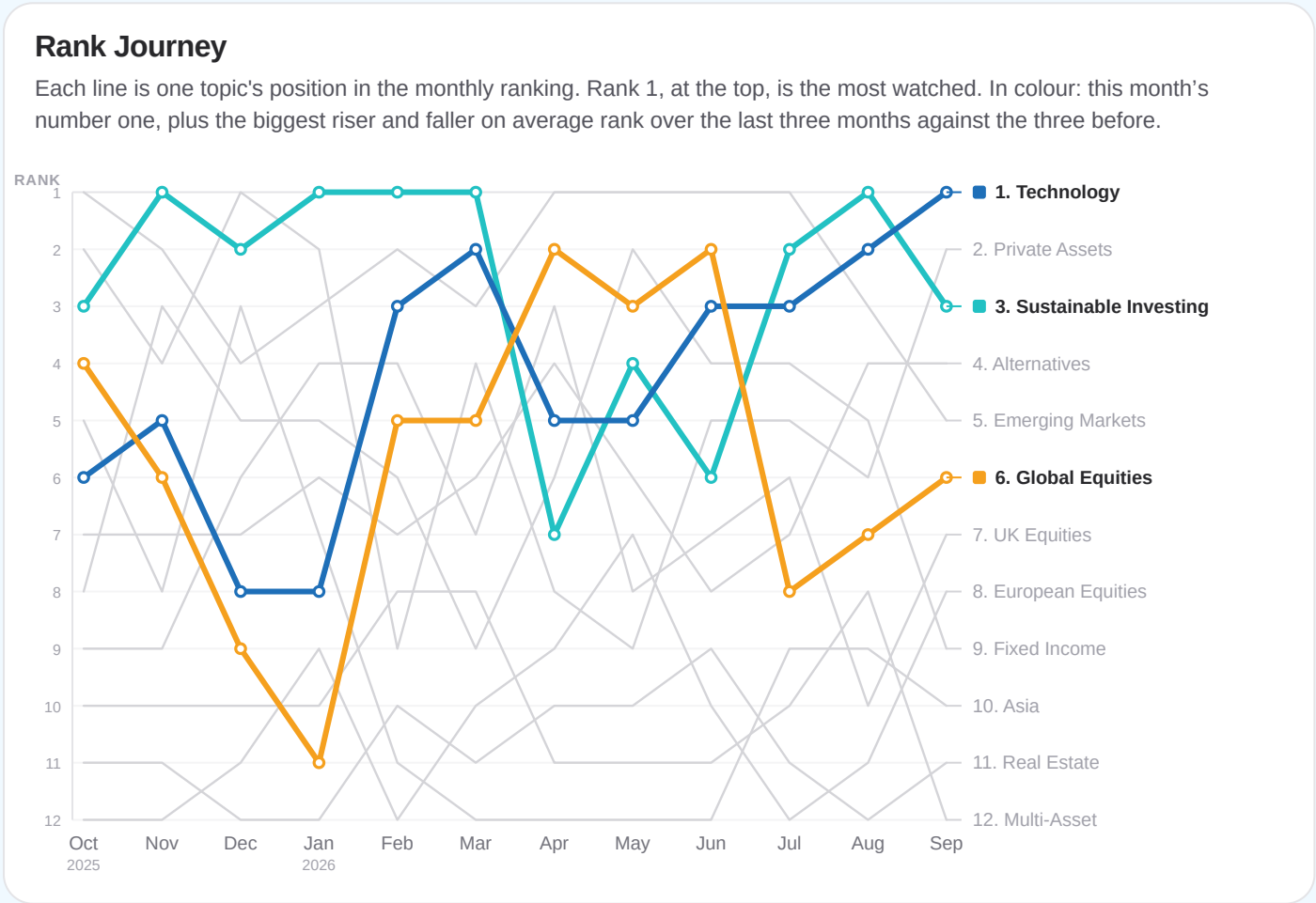
Sustainable Investing

Now 3rd · average rank 5.7 in Apr–Jun, 2.0 in Jul–Sep

↓ FALLING

Global Equities

Now 6th · average rank 2.3 in Apr–Jun, 7.0 in Jul–Sep



RANK IN SEP 2026 · CHANGE SINCE AUG 2026			
1	Technology	↑ 1	
2	Private Assets	↑ 4	
3	Sustainable Investing	↓ 2	
4	Alternatives	–	
5	Emerging Markets	↓ 2	
6	Global Equities	↑ 1	
7	UK Equities	↑ 3	
8	European Equities	↑ 3	
9	Fixed Income	↓ 4	
10	Asia	↓ 1	
11	Real Estate	↑ 1	
12	Multi-Asset	↓ 4	