Let's look a little deeper into this problem as it relates to Linux and take a broad overview of the current state of operating system usage rates. For desktops and laptops, Windows has 87% of the market, with macOS trailing at around 10% and Linux under 4%. Both Microsoft and Apple have huge marketing budgets and also benefit from some institutional advantage here. But if we look at systems who do not rely on marketing for sales, such as the supercomputing or server worlds, Linux is dominant in every way. Virtually 100% of supercomputers use Linux now. How you define a webserver is contentious, and Linux figures range from 70% to 98% depending on whether you count cloud services and subdomains, but anyway Linux runs the vast majority of the web. Even smartphones are dominated by the Linux-powered Android, with about 65% of devices, 20% using iOS, and the rest being an amalgamation of fading Blackberries, Windows Phones, and others.

From these numbers we can infer that there is some intrinsic benefit to working in a Linux environment. Not only does
it have dominance when raw computing ability is needed, either in a supercomputer or a webserver, but it must have some ability to effectively work as a personal computer as well, otherwise Android wouldn’t be so popular on smartphones and tablets. From there it follows that the only reason that Microsoft and Apple dominate the desktop world is because they have a marketing group behind their products, which provides customers with a comfortable customer service layer between themselves and the engineers and programmers at those companies, and also drowns out the message that Linux even exists in the personal computing realm.

[3]

GNU Linux

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