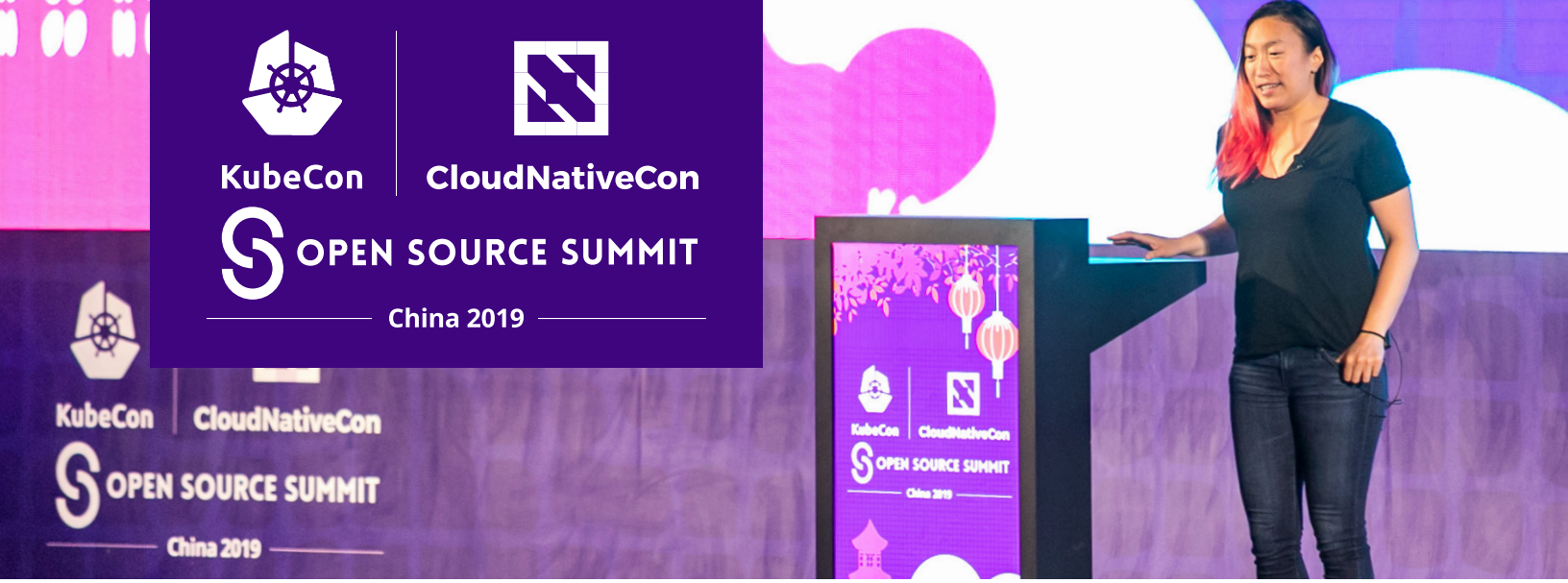
Conference Transparency Report:

KubeCon + CloudNativeCon + Open Source Summit China 2019

June 24 - 26

CLOUD NATIVE
COMPUTING FOUNDATION



The Cloud Native Computing Foundation held its second event in China, KubeCon + CloudNativeCon + Open Source Summit, from June 24-26, 2019. China is the second largest contributor of code to Kubernetes and more than 10% of CNCF members are from China, including 16% of platinum members and 35% of gold members. China also makes up a crucial part of the CNCF and Kubernetes vendor ecosystems, containing 26% of Certified Kubernetes vendors, 19% of Kubernetes Certified Service Providers, and 32% of Kubernetes Training Partners.

The conference welcomed 3,500 attendees, 42 sponsors, 9 community partners, and 14 co-located events. Of the 3,500 attendees, 60% were first-time KubeCon attendees. Attendees came from 43 countries across five continents. The majority of attendees (83%) were from China. Three other countries - the United States, Japan, and India - collectively made up an additional 10% of attendees. 50% of attendees came from companies with 3,000 employees or more, indicating significant enterprise interest in the event. The gender breakdown of attendees was 84.4% male and 11.9% female, with the rest not answering.

PR + Marketing

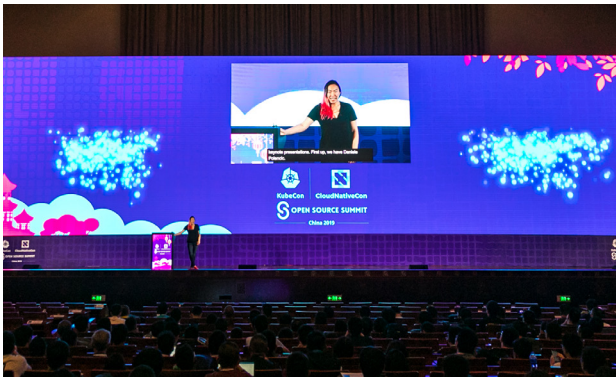
Fifty-four press and analysts attended the Shanghai event generating more than 393 news clips covering the CNCF, members, projects, and sponsors. Fifteen members and sponsors made news, partnership, or product announcements at the event. Press and analysts had the option to attend a press conference where Linux Foundation (LF) executives discussed their latest project updates, and an end user panel of leaders from large Chinese companies discussed how they are utilizing cloud native technology. Additionally, CNCF hosted a roundtable discussion for English-speaking media with CNCF and LF experts on Artificial Intelligence and Machine Learning.

Media partnerships with OSChina, The New Stack, and TFiR provided a mix of pre-show articles, social promotion, and live show coverage. Pre-event marketing activities included email marketing, media and analyst relations, organic and paid advertising, news announcements, and social media campaigns.

Content

KubeCon + CloudNativeCon + Open Source Summit China 2019 received 937 CFP submissions! For KubeCon + CloudNativeCon, co-chairs Bryan Liles of VMware and Vicki Cheung of Lyft worked closely with their program committee of 75 members to carefully curate content and deliver relevant topics to attendees. Separately, there were 13 programming committee members for Open Source Summit. The combined three-day conference included 29 keynotes, 177 breakout sessions, 38 Maintainer Track sessions, and 8 lightning talks.

Women held 17% of speaker slots. The 27 keynote speakers included a variety of technology visionaries and leaders including: Jing Xu, Google; Vicki Cheung, Lyft; Bryan Liles, VMware; Xing Yang, OpenSDS; Xiang Li, Alibaba Cloud; Arun Gupta, AWS; Tan Lin, DiDi; Yunong Xiao, Tencent Cloud; Grant Shipley, Red Hat; Bill Ren, Huawei; Yachen Wang, Tencent Cloud; Abby Kearns, Cloud Foundry



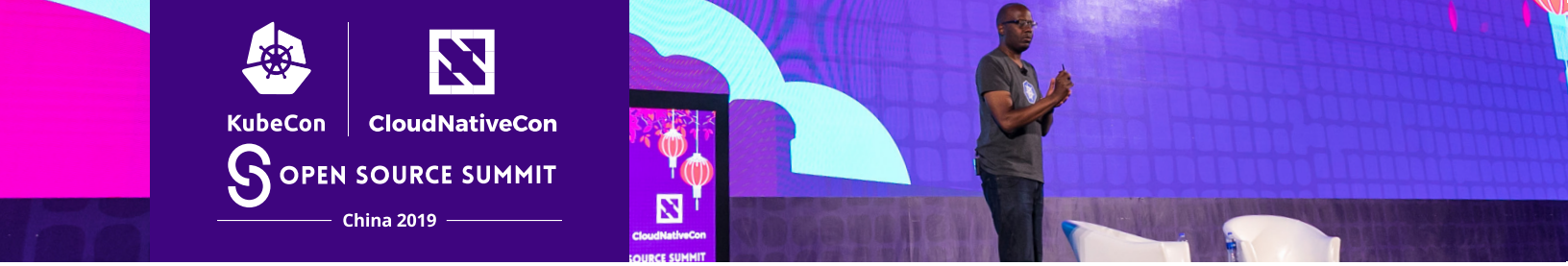
Foundation; Linus Torvalds, Creator of Linux and Git; Brian Behlendorf, Hyperledger; Dirk Hohndel, VMware; and Greg Kroah-Hartman, The Linux Foundation.

More than 160 people that were unable to attend in person registered to view the keynote live stream. After the event, 235 keynote and session video recordings were posted to the CNCF YouTube and qq channels. As of publication time, these videos have received more than 3,856 views on YouTube and more than 1,645 views on qq. Speaker presentations are also available for download under each talk listing in the **schedule**.

Networking

Conference attendees networked with each other and with sponsor companies at the Sponsor Showcase; highest traffic times were during breakfast and AM break slots. The Attendee Reception in the Showcase was well received and attendees thoroughly enjoyed the cultural artists demonstrating calligraphy, sugar painting, dough figurine making, and candy floss spinning.

A thorough results snapshot is on the following pages, in addition to social and media highlights.



Total Registration:

3,500 attendees

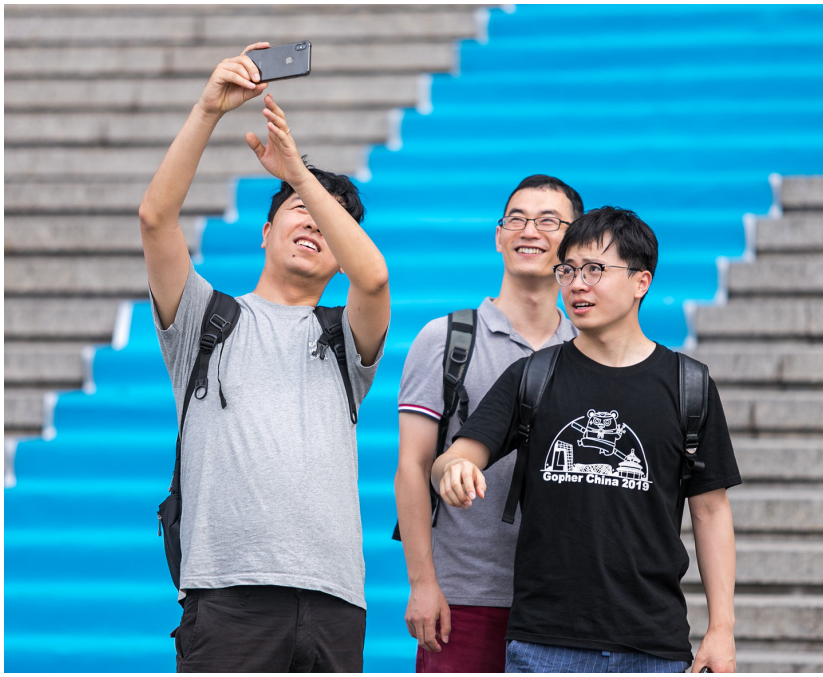
Attendee Demographics

Attendees from 43 countries across 5 continents

- 83% from China
- Other countries with a sizeable audience at the event include
- United States - 7.69%
- Japan - 1.98%
- India - 1.04%
- Singapore - 0.63%
- United Kingdom - 0.61%

1,134 companies participated

- 75 members companies
- 28 Kubernetes Certified Service Providers
- 10 Kubernetes Training Partners



Attendee Demographics

Attendee Booth Traffic

100% of attendees we surveyed visited sponsor booths onsite. Total leads scanned at sponsor booths were 16,939 with an average of 483 scans per booth.

Attendee Job Function

Developer - 56.5%

Executive - 5.9%

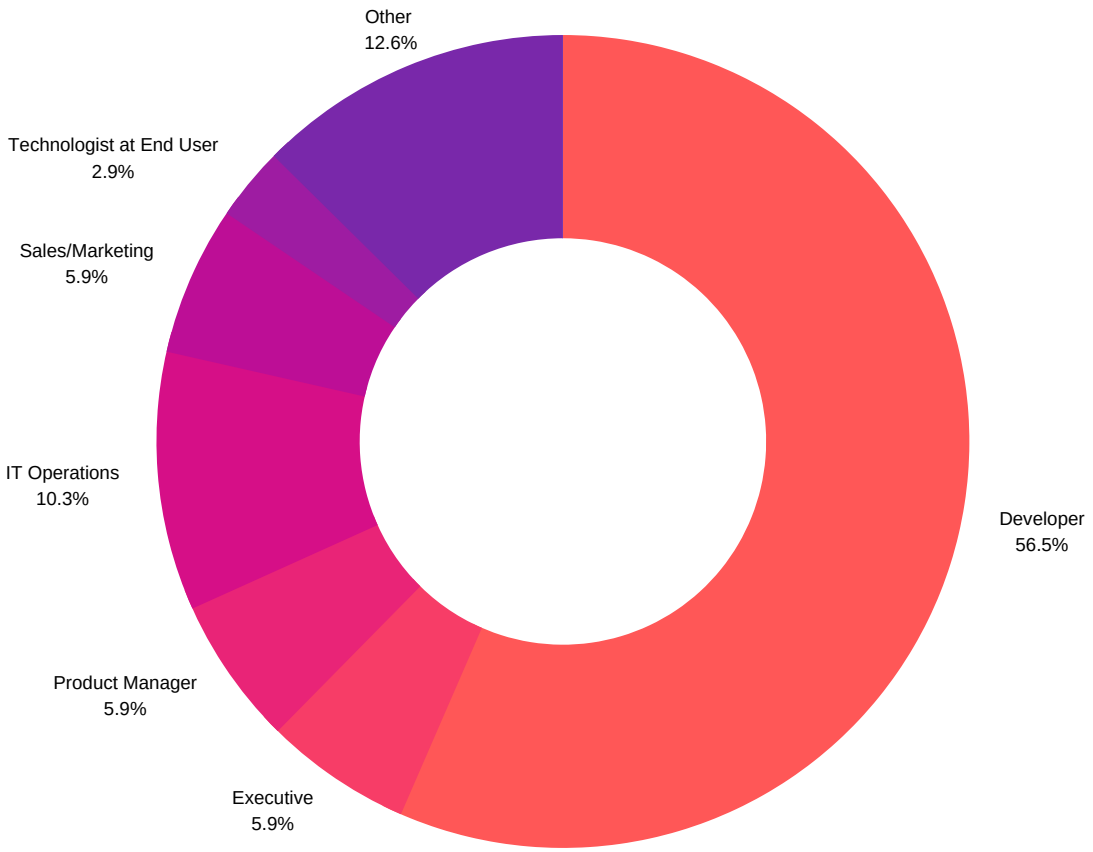
Product Manager - 5.9%

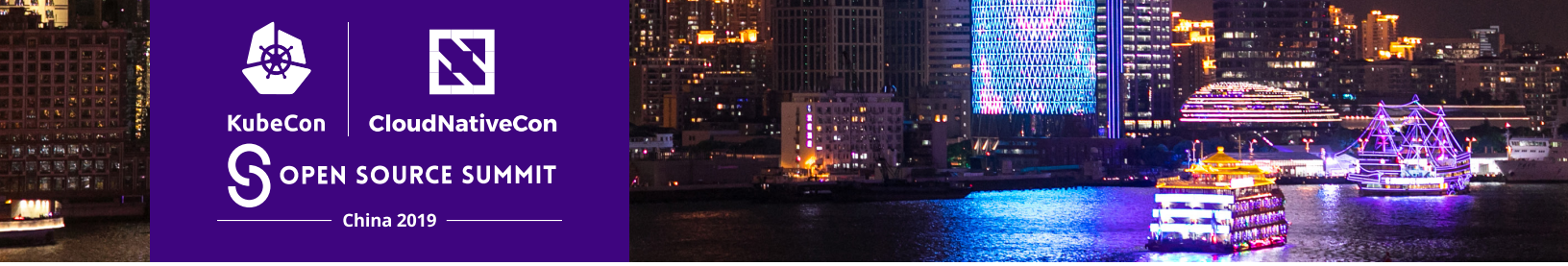
IT Operations - 10.3%

Sales/Marketing - 5.9%

Technologist at End User - 2.9%

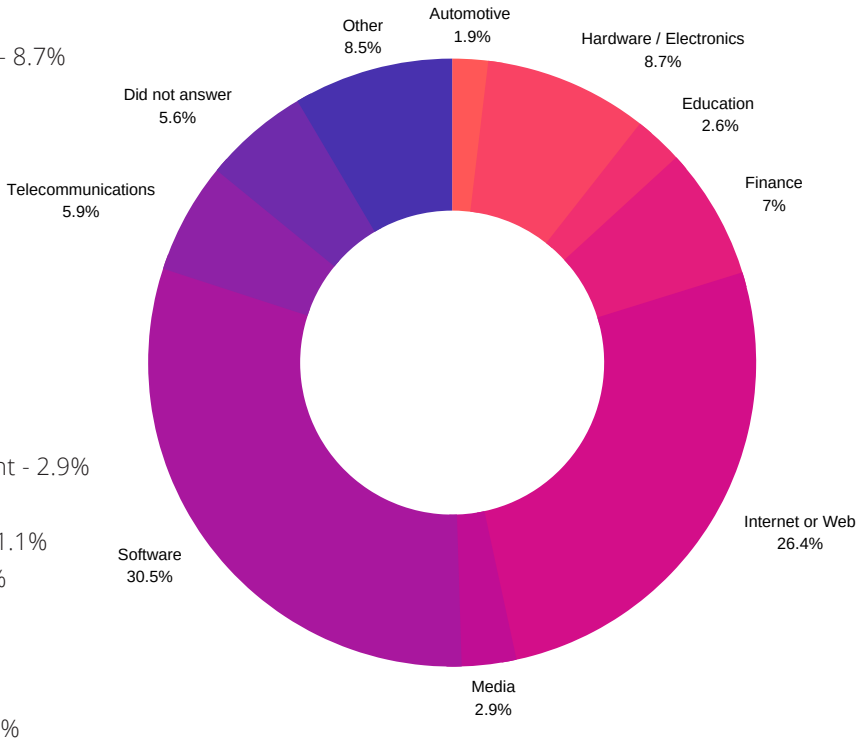
Other - 12.6%





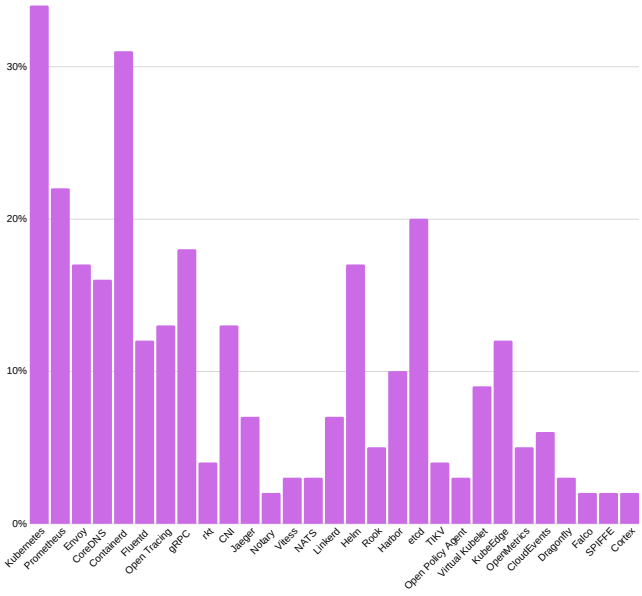
Industry

Aerospace / Defense - 0.4%
Agriculture, Forestry, or Fisheries - 0.2%
Automotive / Transport - 1.9%
Computer Hardware or Consumer Electronics - 8.7%
Construction - 1.2%
Consulting - 0.8%
Education - 2.6%
Energy Generation/Distribution - 0.4%
Finance, Banking, or Insurance - 7%
Gaming - 0.7%
Government (Including Military) - 0.6%
Health Care Services - 0.4%
Industrial Equipment/Heavy Machinery - 0.4%
Internet or Web services - 26.4%
Media, Advertising, Publishing, or Entertainment - 2.9%
Mining or Oil & Gas Extraction - 0.1%
Non profit/Non governmental Organizations - 1.1%
Pharmaceuticals and/or Medical Devices - 0.6%
Retail or Wholesale Trade - 1.1%
Software - 30.5%
Telecommunications - 5.9%
Transportation, Logistics, or Warehousing - 0.5%
I Prefer Not to Answer - 5.6%



Project Interest*

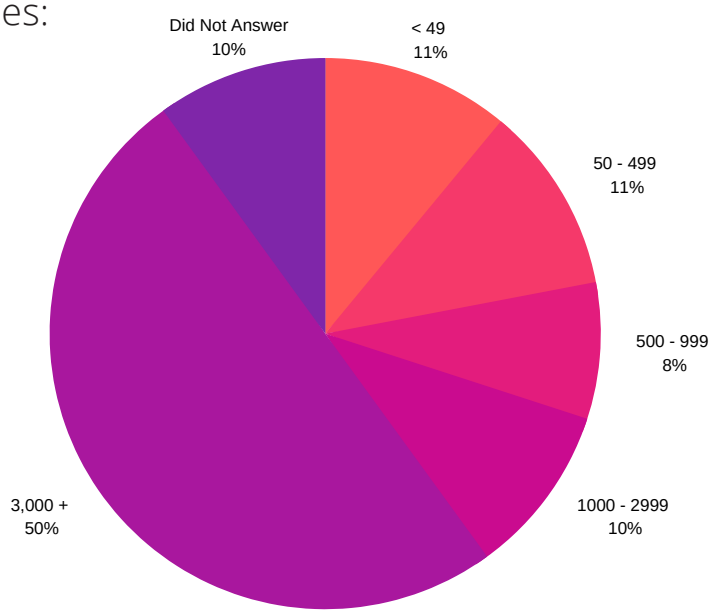
Kubernetes - 34%
Containerd - 31%
Prometheus - 22%
Etcd - 20%
gRPC - 18%
Helm - 17%
Envoy - 17%
CoreDNS - 16%
CNI - 13%
Open Tracing - 13%
KubeEdge - 12%
Fluented - 12%
All - 12%
Harbor - 10%
Virtual Kubelet - 9%
Jaeger - 7%
Linkerd - 7%
CloudEvents - 6%
Rook - 5%
OpenMetrics - 5%
TiKV - 4%
rkt - 4%
NATS - 3%
Open Policy Agent - 3%
Vitess - 3%
Dragonfly - 3%
Falco - 2%
Cortex - 2%
Buildpacks - 2%
Notary - 2%
SPIFFE - 2%
Brigade - 1%
Telepresence - 1%
SPIRE - 1%
TUF - 1%



*Note: Attendees were allowed to select more than one project of interest.

Attendees that use container services:

- Yes - 86%
- No - 14%



Size of Company:

Less than 49 employees - 11%

Between 50 - 499 employees - 11%

Between 500 - 999 employees - 8%

Between 1000 - 2999 employees - 10%

3,000 and above employees - 50%

Did not answer - 10%

New to Open Source: 3%

Number of KubeCon + CloudNativeCon events attended

- 60% first-time attendees

Gender Diversity

Attendee Breakdown

Male - 84.4% Female - 11.9% Non-binary - less than 0.6% Did not answer - 3.1%

Speakers only Breakdown

Male - 83% Female - 17%

Women's Event attendance - 25

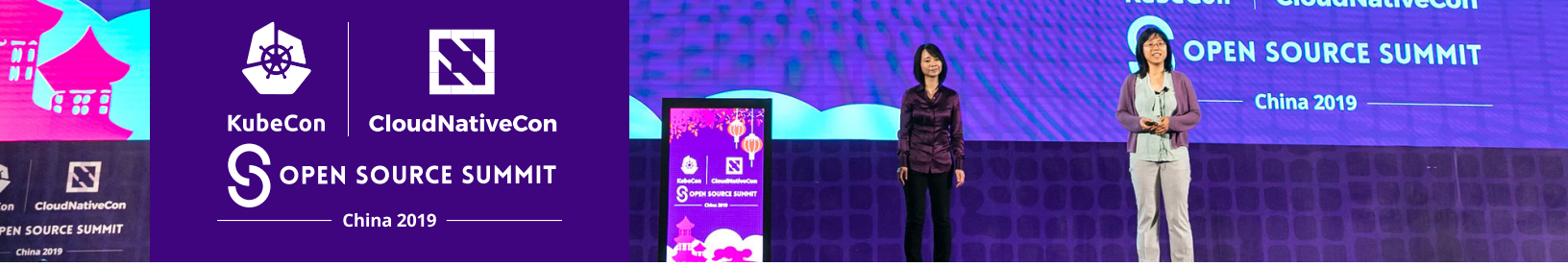
Diversity Scholarships

Total Full Scholarships offered - 19

Full Scholarships Accepted/Attended - 13

Total Registration Only scholarships offered - 3

Total registration only scholarships accepted - 1



Resources:

Videos: https://v.qq.com/vplus/dbc4895dfc0a6ec609ad9e42a10507e0#uin?page=video
https://www.youtube.com/playlist?list=PLj6h78yzYM2Njj5PvNc4Mtcril2YyR95d

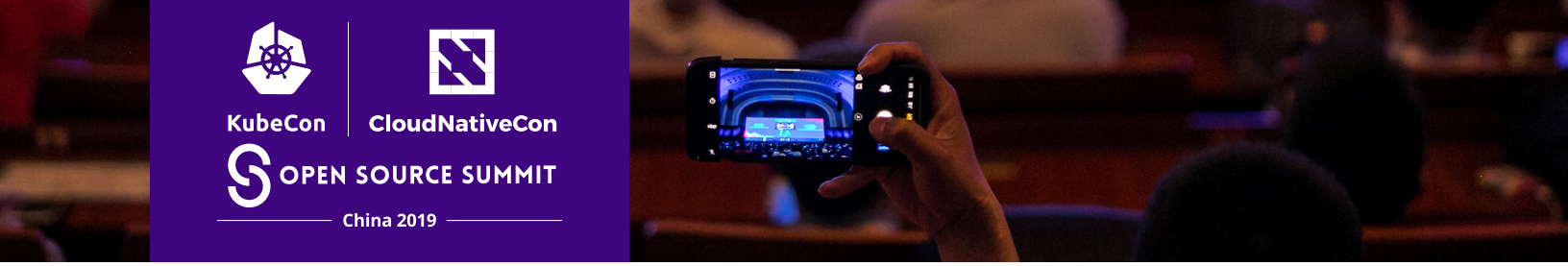
Event Photos: https://500px.com/cncfio/galleries/kubecon-cloudnativecon-open-source-summit-china-2019
https://www.flickr.com/photos/143247548@N03/albums/72157709241579017

Year-Over-Year Comparisons

ITEM	2018	2019
Total Registration	2,500	3,500
All-Access Standard Registrations	63%	46%
All-Access VIP Registration	5%	5%
Academic + Hobbyist Registrations	5%	8%
Speaker Registration	8%	9%
Sponsor Registration	10%	22%
Media Registration	3%	2%
Contributor Registration	6%	8%

Year-Over-Year Sponsorship Comparison

ITEM	2018	2019
Strategic Sponsor	N/A	1
Double Diamond Sponsors	N/A	1
Diamond Sponsors	4	2
Platinum Sponsors	8	2
Gold Sponsors	1	10
Silver Sponsors	12	14
Start-Up Sponsors	13	12
Community Partners	12	9



Year-Over-Year Sponsor Expo Hours Comparison

ITEM	2018	2019
Total Hours	15	18
Day 1	9	3
Day 2	6	11
Day 3	N/A	4

Co-Located Events

Alibaba Cloud Hands-on lab： Kubernetes动手实践课堂

Amazon EKS Hands-on Workshop

Apache ServiceComb Meetup hosted by Huawei

Chinese-Originated CNCF Project Community Reception hosted by CNCF, VMware, Alibaba Cloud and PingCAP

Cloud Native Elite hosted By Huawei

Continuous Delivery Summit hosted by CNCF

DPDK China 2019

Huawei - Huawei LiteOS, A Better Way Connecting to Cloud

Kubernetes Contributor Summit

Open Data Autonomy Mini Summit hosted by Huawei

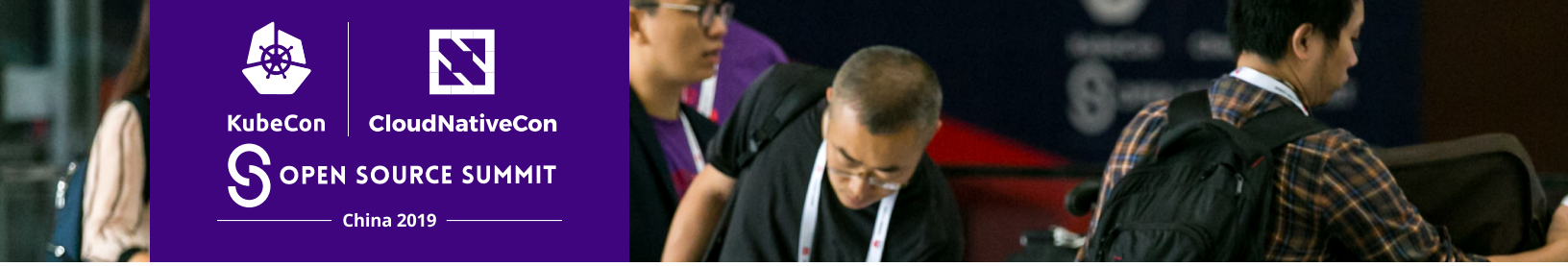
Open Heterogeneous Computing Framework Introduction hosted by Huawei/由华为承办

Serverless Is More & Cloud Native Meetup hosted By Tencent Cloud

Serverless Is More Hands-on Workshop hosted By Tencent Cloud

SOFAStack Cloud Native Workshop hosted by Ant Financial

Overall participation and feedback from attendees indicates that they appreciate the opportunity for additional content offerings at KubeCon + CloudNativeCon + Open Source Summit to make the most of their trip.



Online Reach + Traffic

Social Results:

Timeframe from June 23-29, 2019, (week surrounding KubeCon + CloudNativeCon + Open Source Summit China)

104.5K Organic @CloudNativeFdn impressions
1,150 total @CloudNativeFdn engagements
293 new @CloudNativeFdn followers
73 @CloudNativeFdn retweets

YouTube: As of July 6, the KubeCon + CloudNativeCon + Open Source Summit China session videos (237 in total) have garnered over 3,000 views.

Media & Analyst Results

Coverage Snapshot:

- CNCF (June 23-29) – 393 mentions in media articles, press releases and blogs shared 275 times across social platforms.
- Kubernetes (June 23-29) – 198 mentions in media articles, press releases and blogs shared 271 times across social platforms.
- KubeCon + CloudNativeCon (June 23-29) – 283 mentions in media articles, press releases and blogs shared 363 times across social platforms.

Chinese Coverage Snapshot:

OSChina, this event's marketing promotion and PR partner, provided the following Chinese Coverage Snapshot:

- 18 articles were released via various KOL's WeChat OAs, reaching nearly 50,000 readers. An additional 6 sponsored posts were released via WeChat. Please refer to the Chinese Coverage spreadsheet enclosed for number of subscribers of each WeChat OA.
- CNCF official WeChat Account released 24 articles and LF official WeChat Account released 19 articles.
- 8 articles were released via Toutiao news app, which received nearly 2 million impressions.
- More than 90 articles written and published before, during and after the show with a total of 533 pushes.

Coverage Synopsis:

Notable tech reporters and analysts including ContainerJournal/DevOps.com's Mike Vizard, Forrester's Charlie Betz and Charlie Dai, IDC's Jing Bing Zhang, and many others attended keynotes, sessions, a press conference featuring CNCF and LF executives, and a roundtable on Artificial Intelligence for English-speaking media. The live stream of keynotes helped reporters who could not attend (such as Max Smolaks at The Register) stay up-to-date on conference content and talks. CNCF worked closely with project maintainers, members, and sponsors to include their show news in the news package that went to attending media and analysts under embargo. Thanks to these efforts KubeCon + CloudNativeCon + Open Source Summit China 2019 generated 283 clips.

With nine announcements from CNCF and its member companies during the event, coverage surrounding KubeCon + CloudNativeCon can be summed up in a few short phrases:

"Momentum."
"Communities working together."
"Diversity."

Reporters and analysts shared positive and constructive feedback of the overall event and activities planned for them. In a post-event survey, most press and analysts found that the keynotes, roundtable, and briefings were very helpful. A few survey comments include:

"I understand a lot more about Chinese cloud developers and its cloud software supply chain." - Paul Teich, Doublehorn Research

The highlight was "seeing, feeling .. the impact, influence onto and of the chinese market."
- Udo Siedel, ix

"The support team for our recordings was helpful." - Alex Williams, The New Stack

Media Coverage Quote Highlights:

"The scope of the projects CNCF is taking on is broader than any consortium in the IT industry has ever attempted." - Mike Vizard, ContainerJournal

"Sustainability is all about the intersection of different open source projects within broader ecosystems that have a strong balance of governance and motivated community, Liles said, adding that, while the business of open source can be competitive, 'You have people that are working together to make it better because, at a personal level, we don't want our peers to fail in any way.'"
- Jennifer Riggins, The New Stack

Media Coverage Highlights (through July 15) include:

- Barracuda Blog: IT teams advised to turn off hyperthreading in applications
- ContainerJournal: CNCF to Expand Scope of SIGs
- ContainerJournal: Upbound Extends Reach of Kubernetes Control Plane
- ContainerJournal: Graphical Tool for Deploying Kubernetes Gets Certified
- Converge Network Digest: Cloud Native Computing momentum continues to build
- DevClass: It's all stability and extensibility for Kubernetes 1.15
- DevOps.com: Linus Torvalds Sees Lots of Hardware Headaches Ahead
- Linux.com: Kubernetes 1.15 Released
- LinuxJournal: Nextcloud Has a New Collaborative Rich Text Editor Called Nextcloud Text, GNOME Announces GNOME Usage, Linus Torvalds Warns of Future Hardware Issues, Red Hat Introduces Red Hat Insights and Offensive Security Launches OffSec Flex
- Packt: "Don't break your users and create a community culture", says Linus Torvalds, Creator of Linux, at KubeCon + CloudNativeCon + Open Source Summit China 2019
- SiliconANGLE: Linux Foundation aims for global unification through open-source
- SmarterMSP: Open source community flexes edge computing muscle
- The New Stack: How to Build Open Source Sustainability
- The New Stack: Context: KubeCon + CloudNativeCon + Open Source Summit China 2019
- The New Stack: SkyWalking: APM for the Heterogeneous New Stack
- VMBlog: Nexenta by DDN to Present Breakout Session: Deep Dive into Scalable & Seamless Data Management for Kubernetes with Rook EdgeFS, at KubeCon Shanghai 2019
- VMBlog: Kubernetes 1.15 Released: It's About Extensibility and Continuous Improvement

Industry Analyst Coverage Highlights

- Forthcoming

Media & Analyst Attendance

13 English-speaking and 41 Chinese-speaking journalists and analysts registered for and attended KubeCon + CloudNativeCon + OSS China 2019, including:

ContainerJournal, Mike Vizard
Doublehorn Research, Paul Teich
Forrester, Charlie Betz
Forrester, Charlie Dai
IDC, Jing Bing Zhang
InfoQ, Raghavan “Rags” N. Srinivas
ISG, Shashank Rajmane
IT Media, Izumi Miki
Ix, Udo Seidel
The New Stack, Alex Williams
The New Stack, Eddie Rogers
The New Stack, Norris Deajon
Think IT, Yasuyuki Matsushita
Himalayan（喜马拉雅）, Yang Liu
Youth Daily (青年报), Zhuo Jiang
morning post (新闻晨报3C特刊), XinFang Ding
yesky (天极网), JiQing Huan
beareyes (小熊在线), Hai Gu
pchome (电脑之家), Fan Yang
IT168, ShiQiang Zhang
Juejin.im (掘金), YiJia Chen
ITheat (热点科技), LongTao Liu
IT times (IT时报), Xin Wang
eastday (东方网), ChunYuan Zhao
China.com (中国网), WenLan Wang
CHINANEWS (中国新闻网), Lu Liao
KEJI100 (未来科技范), Chen Li
People.cn (人民网), Di Wu
Cnr 央广网上海频道), XiaoYu Han
Evolife (爱活网), WenHao Chen
Ikancha (砍柴网), Ling Zhou
IT house (IT之家), Yangsheng Zhou
阅码场, Bo Liu
8btc (巴比特), XiangYu qiu
Jinse (金色财经), Ying Chen
DeepTech (深科技), JiaYi Lin
Linux.cn, XingYu Wang
INFOQ, YuYing Zhao
Citnews (中文科技资讯), Shengkang Du
Kubernetes (K8s社区), GuanNan Li
China Cloud news (中国云报), Tao Guo
51CTO, LiJing Zhao
CSDN, HaoFeng Sun
Zhiding (至顶网), PeiXin Dong
PythonTab (python中文社区), Cheng Huang
CCIDNET (赛迪网), PeiYan Xu
DONews, Song Bai
OSChina (开源中国), Rui Yang
Newbnews (毒蘑菇科技), Chen Wang
Phoenix News (凤凰新闻), WenHao Luan
sohu（搜狐), WeiCheng Li
Tencent（腾讯科技), Fenglan Miao
sina (新浪网), JiaNi Ye
163 (网易网), RuiRui Sun

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