

**Conference Transparency Report:**  
KubeCon + CloudNativeCon  
North America 2021

**October 11-15**



**CLOUD NATIVE**  
COMPUTING FOUNDATION



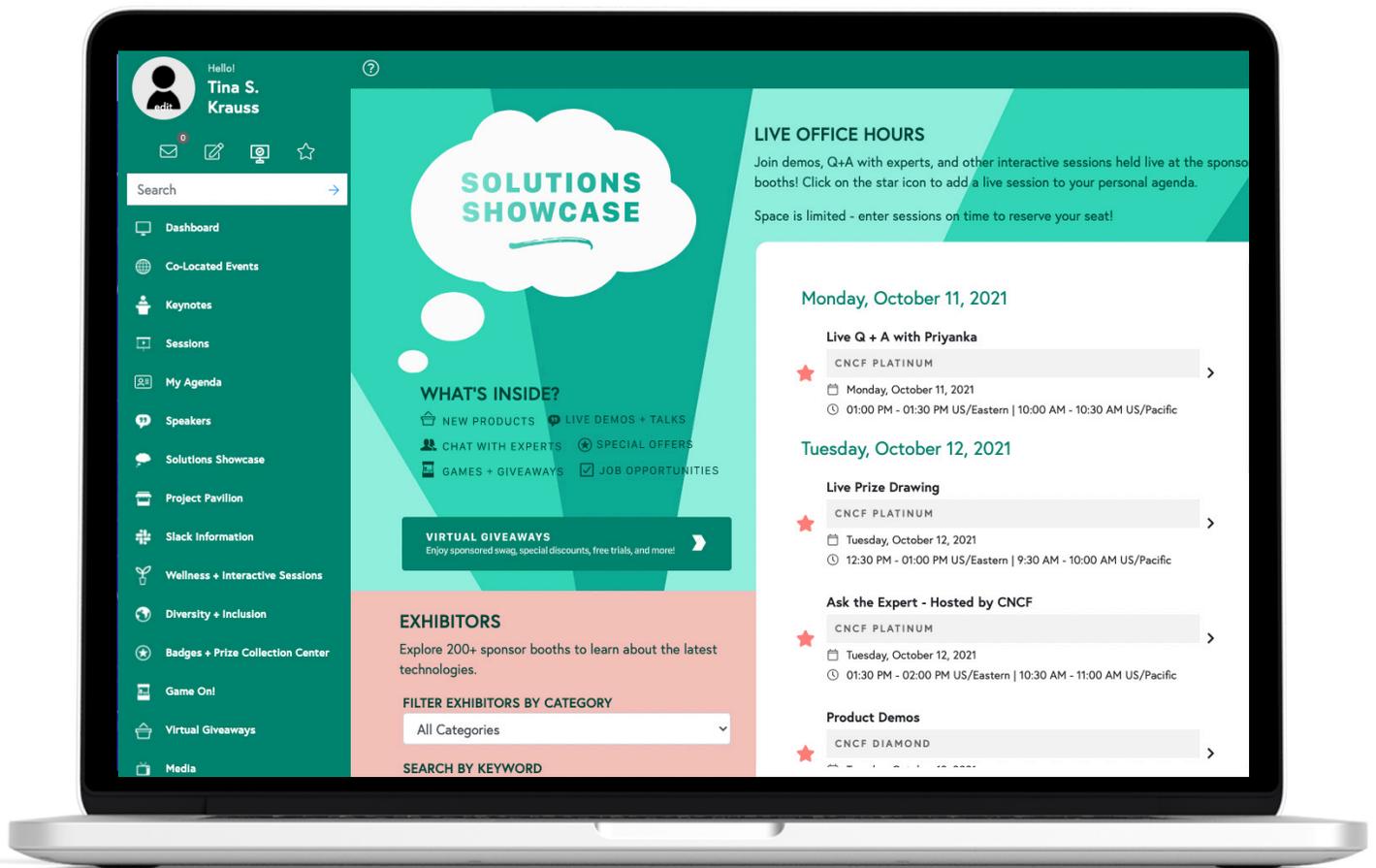
KubeCon



CloudNativeCon

North America 2021

As the first hybrid KubeCon + CloudNativeCon, [this year's North America](#) event brought together the community online and in person. The conference had 23,164+ registrants; 3,531 in-person registrants and 19,633 virtual registrants. There was a 96% attendance rate for in-person attendees and a 72% attendance rate for virtual attendees. Of this year's online registrants, 67% were first-time KubeCon + CloudNativeCon attendees while 60% of the in-person registrants were first-timers. Feedback from attendees was positive, with 93% of respondents rating the event "good," "very good," or "excellent" and an overall average rating of 4.1 / 5. The top two reasons respondents cited for attending KubeCon + CloudNativeCon were career growth/training (43%) and networking (30%).





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## End Users

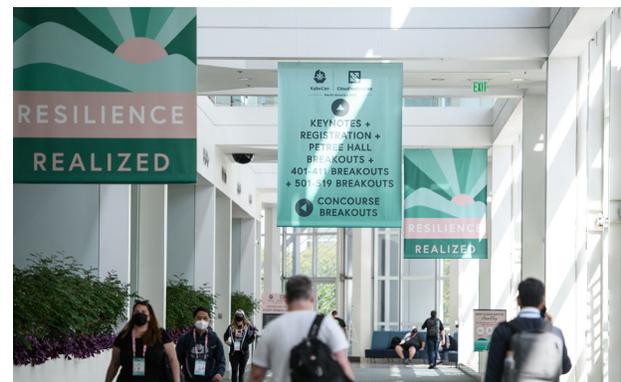
End user organizations are those that use cloud native technologies internally and do not sell cloud native products and services externally. Of all attendees, 40% indicated being a part of an end user organization. We held the End User Partner Summit which was invite-only but streamed publicly on YouTube for transparency. More data points regarding our end user attendance can be found in the demographics section below.

## Content

The event received 976 submissions with an acceptance rate of 14% which resulted in 227 total speakers for the event. (Note that total speakers includes co-presenters and panels.) Of the accepted speakers, 33% represented an end user company and 58% a vendor company and 9% other (individuals without a company affiliation, non-profits, and training organizations). For keynotes, 10% of speakers were from an end user company and 90% a vendor company.

The five-day conference offered attendees 225 sessions, including keynotes, breakouts, maintainer track talks, and 101 track presentations. It also included 15 interactive sessions and six sessions around diversity and inclusion initiatives. From feedback received via Sched.com, attendees gave an average session rating of 9.2 out of 10.

The schedule was curated by the conference co-chairs, Constance Caramanolis of Splunk, Stephen Augustus of Cisco, and Jasmine James of Twitter. The co-chairs selected 111 subject matter experts to form the program committee, including project maintainers, active community members, and highly rated presenters from past events. Program committee members registered for the topic areas within their expertise and were randomly assigned a subset of relevant talks for review and rate. The co-chairs then selected 30 subject matter experts from the program committee to form the new track chair selection committee. Each topic area was assigned two track chairs to form a short list of talks they recommended to the co-chairs to accept. Based on these short lists, the co-chairs assembled a coherent set of topic tracks and keynotes from the recommendations of the track chairs. We looked to the conference co-chairs, track chairs, and program committee to craft a diverse program that reflected current trends and





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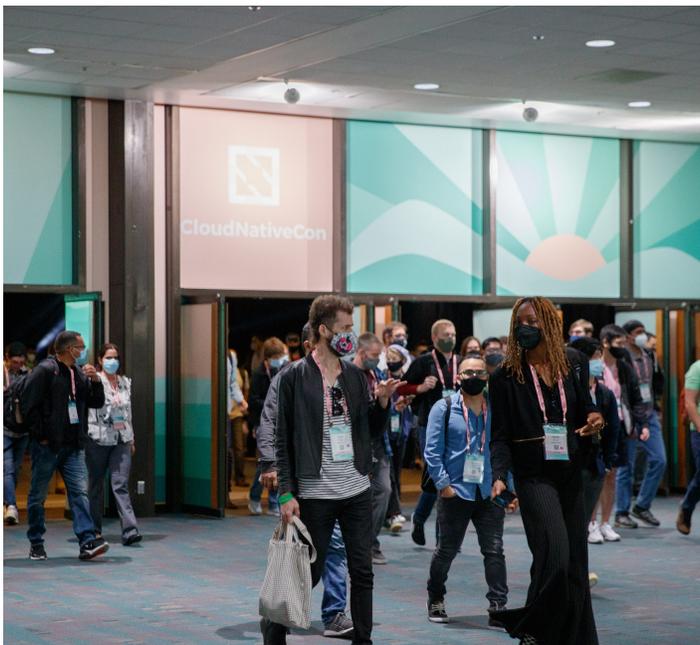
interests in the cloud native community. (Note: Here are the [scoring guidelines](#) we provided to the program committee. There is not a one-to-one mapping of topic areas to session tracks.)

Keynote talks were selected by the conference co-chairs from a pool of the highest-rated CFP submissions, track chair and community recommendations, bringing thought-provoking speakers to the keynote stage. Keynote speakers included Priyanka Sharma, CNCF; Tim Pepper, VMware; Katie Gamanji, CNCF; Kaslin Fields, Google Cloud; Vijoy Pandey, Cisco; Cornelia Davis, Amazon; Vaibhav Kamra, Kasten by Veeam; Kim McMahon, RISC-V; Katelin Ramer, CNCF; Lachlan Evenson, Microsoft Azure; Robert Duffy, Expedia; Masoud Mirmomeni, Shell; Jimmy Guerrero, Arrikto; Luke Hinds, Red Hat; Christoph Blecker, Red Hat; Paris Pittman, Apple; Shatarupa Nandi, VMware; Frederick Katuz, Anthem; Allan Friedman, CISA; Constance Caramanolis, Splunk; Jasmine James, Twitter, Stephen Augustus, Cisco.

In addition to selected talks and keynotes, the conference included 68 maintainer sessions. These were produced by the maintainers of CNCF-hosted projects, TAGs, Kubernetes TAGs, Working Groups, and User Groups to inform users about the projects, add new adopters, and transition some of them from users to contributors. Sessions in the maintainer track were open to each of CNCF's 42 graduated and incubating projects, the Kubernetes TAGs and working groups, and CNCF TAGs. Each of these groups was given the opportunity to host one 35-minute introduction and/or deep dive session.

## Project Pavilion + Project Office Hours

The project pavilion + project office hours provide a unique opportunity for attendees to meet maintainers, ask questions and learn about new features from CNCF's graduated, incubating and sandbox projects. Forty-five projects participated online and in person.





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## Bug Bash

The #CloudNativeBugBash, hosted by Sonatype and CNCF, was a four-day competition over the event dates where developers of all levels competed to smash as many bugs as they could for prizes, glory, and honor. A total of 158 developers joined and nine CNCF projects participated: ChaosMech, Harbor, Keptn, Kyverno, KubeVela, Longhorn, Meshery, Serverless Workflow, and TiKV. The group collectively squashed 629 bugs - congrats to Sachin Maurya for winning the competition!

## Co-Located Events

Thank you to the companies that brought their expertise and additional content to the first two days of the conference with their co-located events. There were a total of 12 CNCF-hosted and 16 sponsor-hosted co-located events that took place online and/or in person.

### CNCF-hosted co-located events:

- Cloud Native DevX Day | 43 in-person attendees + 339 virtual attendees
- Cloud Native eBPF Day | 76 in-person attendees + 501 virtual attendees
- Cloud Native Security Conference | 116 in-person attendees + 636 virtual attendees
- Cloud Native Wasm Day | 29 in-person attendees + 284 virtual attendees
- EnvoyCon | 48 in-person attendees + 424 virtual attendees
- FluentCon | 14 in-person attendees + 225 virtual attendees
- GitOpsCon | 103 in-person attendees + 608 virtual attendees
- Kubernetes AI Day, co-hosted by LFAI + Data | 52 in-person attendees + 538 virtual attendees
- Production Identity Day: SPIFFE + SPIRE | 28 in-person attendees + 283 virtual attendees
- PromCon | 47 in-person attendees + 474 virtual attendees
- ServiceMeshCon | 65 in-person attendees + 636 virtual attendees
- SupplyChain SecurityCon, co-hosted by CDF | 92 in-person attendees + 474 virtual attendees

### Sponsor-hosted co-located events:

- Advanced Kubernetes: Learn How To Build Your Next App with Kube, Istio, and Advanced Services Like Watson hosted by IBM Cloud
- Advanced Kubernetes Troubleshooting Made Simple with Open Source Tools hosted by Replicated
- Air Gap Lab: Delivering Kubernetes Applications to Air Gapped Environments hosted by Replicated
- AWS Container Day x KubeCon hosted by AWS
- Cloud Native Data Management Day hosted by Kasten by Veeam, MinIO, NetApp, Nutanix, Portworx, Scality, StorageOS, and VMware
- Cloud Native for Eclipse Foundation Day hosted by Eclipse Foundation
- Getting Started with Kubernetes hosted by Google Cloud
- GitLab Commit at KubeCon: DevOps hosted by GitLab
- Governance as Code Day with Cloud Custodian hosted by Stacklet
- Instantly Debug your Kubernetes Clusters with Pixie hosted by New Relic
- Kubernetes AI Day North America hosted by CNCF + LFAI & Data
- Kubernetes Platform Design hosted by VMware
- KubeSec Enterprise vSummit hosted by Aqua Security
- Operator Day hosted by Canonical
- OpenShift Commons Gathering hosted by Red Hat
- Overcoming Data-Tier Challenges on Kubernetes and Cloud-Native Deployments hosted by DataStax



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## Diversity + Inclusion

KubeCon + CloudNativeCon was awarded a gold level [CHAOS Diversity & Inclusion Event Badge](#). Badges are awarded to events in the open source community that foster healthy D+I practices.

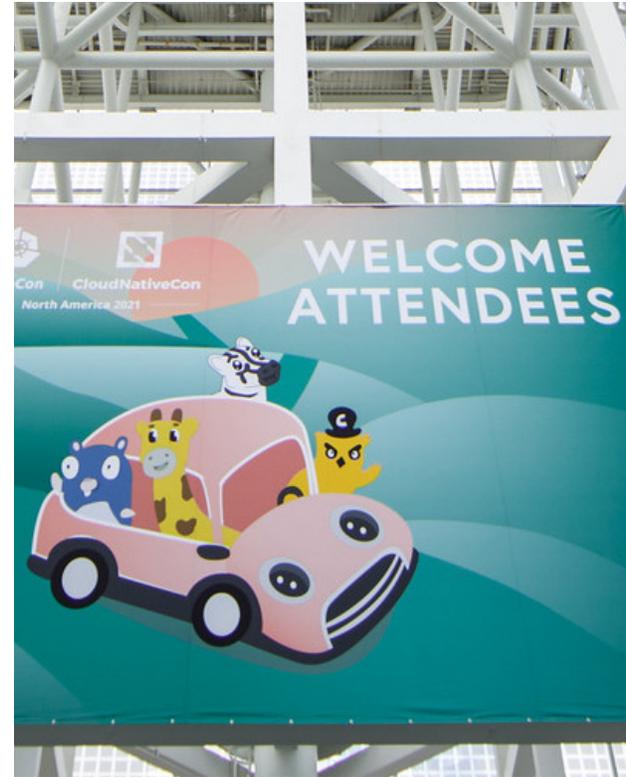
KubeCon + CloudNativeCon North America 2021 drew attendees from 154 countries across six continents. Event attendees were comprised of 87% men, 12% women and 1% gender non-conforming. Of the keynote speakers, 54% identified as men, and 46% as women or gender non-conforming. For track sessions, 71% of speakers identified as men, and 21% as women and 3% gender non-conforming; this is an 8% increase from KubeCon + CloudNativeCon North America 2020 in women and gender non-conforming track speakers. Increasing gender diversity and attendance of other underrepresented groups continues to be a priority for CNCF.

CNCF offered 45 diversity travel funding scholarships and 19 need-based travel funding scholarships for attendees to come in person. Additionally, 295 diversity and 234 need-based virtual attendee scholarships were awarded to attendees around the globe. This generous scholarship funding was provided by Apple, Cloud Native Computing Foundation, Cockroach Labs, Google Cloud, Meltwater, Salesforce, Scaleway, and Styra.

We continue to offer programming to build a more diverse and inclusive community. The EmpowerUs session, sponsored by Chronosphere, intended for women and gender non-conforming attendees, drew over 30 participants. The Diversity + Inclusion Workshop, sponsored by Trend Micro, brought in 50 attendees. For Peer Group Mentoring + Career Networking, a program that connects seasoned members of the community with those interested in learning more about Kubernetes and growing their technical skills, 15 people participated in person and 27 virtually.

## Students

The cloud native ecosystem grows and sustains itself with influxes of new people and contributors. Students are an important part of this growth because they represent the next generation of tech professionals. The virtual event allowed CNCF to drastically expand its inclusion of students and they showed up! A total of 1,917 students scholarships were offered to attend KubeCon + CloudNativeCon online.





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## Networking

With networking being listed by survey respondents as one of the top reasons to attend the event, it's no surprise that the evening events were bustling with attendees eager to meet their peers and learn more about the community. The Welcome Reception + Sponsor Booth Crawl was a great night for attendees to enjoy In-N-Out and connect with sponsors in person and online. Thousands of attendees in L.A. gathered in Xbox Plaza for a night of music, magicians, caricaturists, and general merriment in an outdoor setting (not to mention a complimentary tour of the GRAMMY Museum!).

For those attendees that were online-only we did our best to enhance this feature that can so easily be lost in a digital setting. Attendees were able to utilize the CNCF Slack workspace to network and chat about everything from a specific session track to diversity to sharing their pet pics or favorite recipes. A total of 3,202 new members joined the workspace the week of the event and a total of 59,262 messages were sent, a 228% increase in messages from the previous non-event week.

Several online activities were open to attendees including the Games Lounge, sponsored by Red Hat; Happy Hour and AM Coffee Klatch with CNCF General Manager Priyanka Sharma; Virtual Game Night; along with Bug Bash and Battlesnake!





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## PR + Marketing

KubeCon + CloudNativeCon North America 2021 saw a solid media and analyst interest with 158 total attending the event in person and virtually – 71 were onsite. Publications and analyst organizations represented included 451 Research, DZone, IDC, InfoQ Gartner, Forrester, The New Stack, SD Times, SiliconANGLE, TechCrunch, TechTarget and many others. Media and analyst attendees generated more than 1,552 articles, blog posts, and press releases full of compelling event news covering CNCF and its members, projects, and sponsors.

Media and analysts attended a closed-session end user panel during the press conference. CNCF also hosted three media roundtables, which featured CNCF community members and thought leaders discussing GitOps, what's next in cloud native, and edge computing.

Both theCUBE and The New Stack recorded several videos ahead of the event that were released both leading up to and during the conference. We heard from co-chairs Constance Caramanolis and Stephen Augustus on [trends they saw going into the conference](#) as well as [what to expect](#) at KubeCon + CloudNativeCon North America with CNCF GM, Priyanka Sharma and co-chair Jasmine James. A number of reporters wrote articles ahead of the conference including [ComputerWeekly](#) and [Virtualization Review](#).

Several media publications were onsite doing briefings during the show including DevOps.com, DZone, TheCUBE, and The New Stack.

Pre-event marketing activities included email marketing, media and analyst relations, organic and paid AdWords, news announcements, promotion to webinar audiences, and social media campaigns. Over 90 members and sponsors contributed to the CNCF news package. Media partnerships also delivered notable coverage, including 115 pre-show articles that appeared in Container Journal, SD Times, TFIR, The New Stack, and VMblog thanks to contributed content submitted by members, as well as social media promotion, onsite video and audio segments, and feature articles.

## Conclusion

We were thrilled to be able to bring an in-person event back safely and responsibly. There may be some screen fatigue and online event burnout, but we still pulled together as a community and brought even more people into the fold of our cloud native world.

With our growing attendance, commitment to diversity, and positive feedback, we think we can call KubeCon + CloudNativeCon North America 2021 a success! We're greatly looking forward to the opportunity to be together again - don't miss us in Valencia, Spain for [KubeCon + CloudNativeCon Europe 2022](#) and in Detroit, Michigan for [KubeCon + CloudNativeCon North America 2022!](#)

A snapshot of event demographics and survey results are on the next page, in addition to social and media highlights.



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## Total Registration:



**23,164+** registered attendees

- 3,531 In-person with 96% attendance rate
- 19,633 Virtual with 72% attendance rate

## Attendee Demographics



Attendees from 154 countries across six continents

### In-person:

- 89% from the United States
- Other countries with a sizeable audience at the event include: Israel - 3.2%; Canada - 2%

### Virtual:

- 45.6% from the United States
- Other countries with a sizeable audience at the event include: India - 16.8%; Canada - 4.3%; Germany - 3.1%



**7,290** companies participated

**497** members companies

- 512 members companies
- 102 Kubernetes Certified Service Providers
- 23 Kubernetes Training Partners



**5,104** End User companies participated

145 End User Members/Supporters

### Top 10 End User companies by attendance:

- |                    |                     |
|--------------------|---------------------|
| 1. JP Morgan Chase | 6. Capital One      |
| 2. Apple           | 7. Bloomberg        |
| 3. Visa            | 8. American Express |
| 4. Fidelity        | 9. Twitter          |
| 5. Intuit          | 10. Salesforce      |

**End User Partner Summit attendance: 30**

- YouTube streaming views: 800



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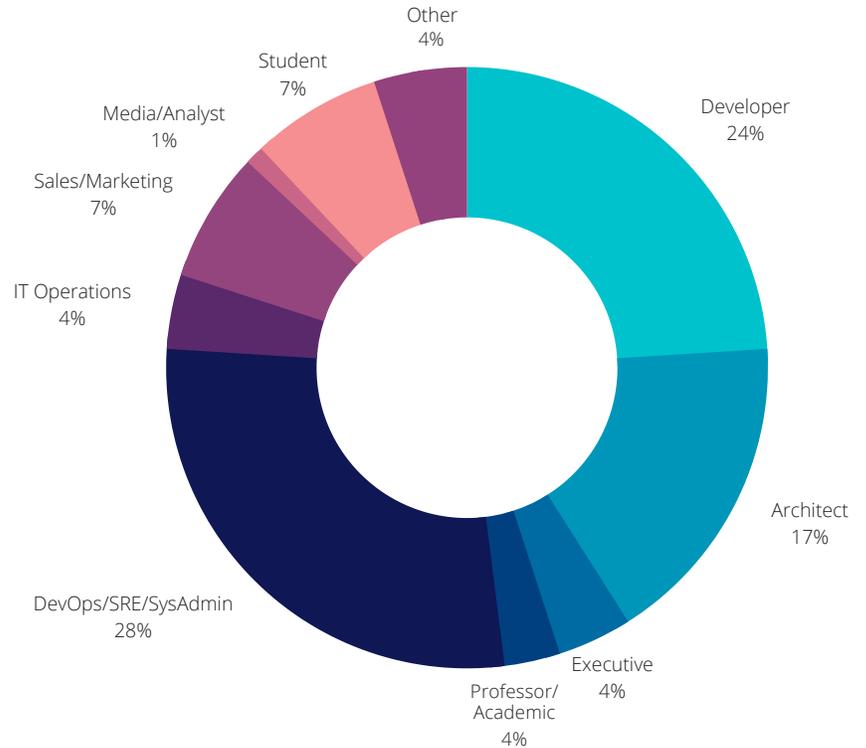
## Attendee Booth Traffic

Total leads captured at onsite exhibit booths were 23,702 with an average of 127 leads per booth.

Total leads captured at virtual exhibit booths were 100,876, with an average of 476 leads per booth.

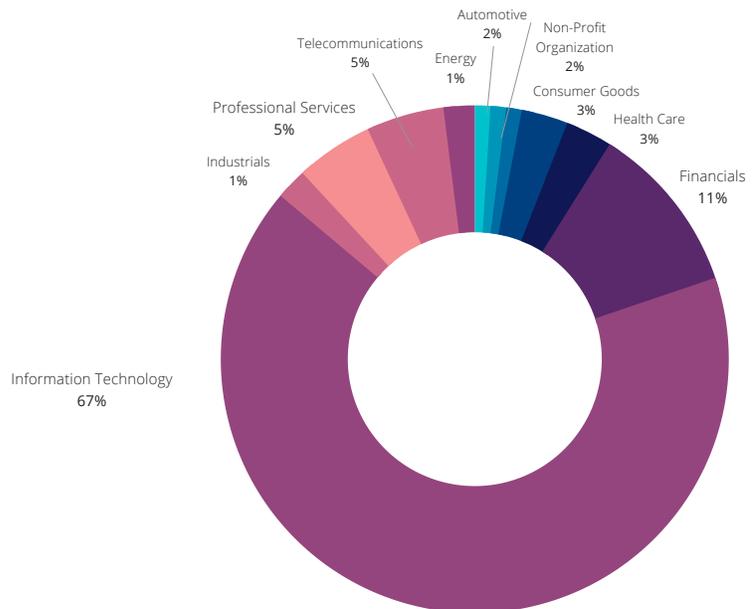
## Attendee Job Function

- Architect - 17%
- Business Operations - 1%
- Developer - 24%
- Data Scientist - 6%
- Full Stack Developer - 75%
- Machine Learning Specialist - 3%
- Web Developer - 15%
- Mobile Developer - 1%
- DevOps/SRE/SysAdmin - 28%
- Executive - 4%
- IT Operations - 4%
- DevOps - 30%
- Systems Admin - 54%
- Site Reliability Engineer - 12%
- Quality Assurance Engineer - 4%
- Sales/Marketing - 7%
- Media/Analyst - 1%
- Student - 7%
- Professor/Academic - 2%
- Other - 5%



## Industry

- Automotive - 2%
- Energy - 1%
- Materials - <1%
- Industrials - 1%
- Consumer Goods - 3%
- Health Care - 3%
- Financials - 11%
- Information Technology - 67%
- Non-Profit Organization - 2%
- Professional Services - 5%
- Telecommunications - 5%





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## Number of KubeCon + CloudNativeCon events attended

66% first-time attendees

34% attended past events

## Attendee Diversity

### Attendee Breakdown

Male: 77% Women: 12% Gender Non-Conforming: 1% Prefer not to answer: 10%

### Identifies as a person of color\*

No: 56% Yes: 22% Prefer not to answer: 22%

### Age\*

0-19: 3% 20-39: 57% 40-60: 28% 61+: 1% Prefer not to answer: 11%

### Keynote Speakers-only Breakdown

Men: 54% Women + Gender Non-Conforming: 46%

### Speakers-only Breakdown

Men: 71% Women: 21% Gender Non-Conforming: 3% Prefer not to answer: 5%

**EmpowerUs attendance: 30**

**Diversity + Inclusion Workshop attendance: 50**

### Peer Group Mentoring + Career Networking

In-person attendance: 7 Mentors / 15 Mentees

Virtual attendance: 9 Mentors / 27 Mentees

**Diversity Scholarships: 45 In-person offered / 295 Virtual offered**

**Need-Based Scholarships: 19 In-person offered / 234 Virtual offered**

**Student Scholarships: 1,917 Virtual offered**

*\*These were optional questions on the registration form, therefore these data points only represent those that chose to respond and is not a full representation of all attendees.*

## Resources:

Videos (YouTube): <https://www.youtube.com/playlist?list=PLj6h78yzYM2Nd1U4RMhv7v88fdiFqeYAP>



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## Year-Over-Year Comparisons

### Registration

TYPE	2016 - Seattle	2017 - Austin	2018 - Seattle	2019 - San Diego	2020 - Virtual	2021 - L.A. Hybrid
Total	1,139	4,212	8,000	11,981	22,816+	23,164+
Virtual - Full Pass	N/A	N/A	N/A	N/A	67.34%	68%
Virtual - Keynote Only	N/A	N/A	N/A	N/A	13.97%	18%
Corporate	38%	64%	68%	67%	N/A	5%
Individual	23%	7%	6%	9%	N/A	1%
Speaker	11%	6%	5%	5%	1.51%	1%
Sponsor	17%	16%	17%	15%	16.55%	7%
Media	3%	1%	1%	1%	0.63%	>1%
Academic	N/A	2%	2%	3%	N/A	>1%
Hall Pass	7%	<1%	N/A	N/A	N/A	N/A
Exhibitor Only Pass	N/A	1%	N/A	N/A	N/A	N/A

### Sponsorship

SPONSOR LEVEL	2016 - Seattle	2017 - Austin	2018 - Seattle	2019 - San Diego	2020 - Virtual	2021 - L.A. Hybrid
Diamond	8	5	6	6	6	6*
Platinum	3	17	20	35	8	20
Gold	10	23	20	19	21	26
Silver	13	30	87	100	63	91
Start-Up	N/A	30	50	73	38	76
End User	N/A	N/A	5	10	2	7
Marketing Opportunities	13	26	27	34	29	35
Total Unique	39	107	193	246	143	228



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## Sponsor Expo Hours

HOURS	2016 - Seattle	2017 - Austin	2018 - Seattle	2019 - San Diego	2020 - Virtual	2021 - L.A. Hybrid
TOTAL	20	21.5	29.75	23.25	30	Onsite: 22.5 Virtual: 43
DAY 1	N/A	N/A	N/A	N/A	N/A	Onsite: 0 Virtual: 8
DAY 2	N/A	N/A	N/A	N/A	8	Onsite: 0 Virtual: 8
DAY 3	11.5	9	13.25	10.25	7.5	Onsite: 9.5 Virtual: 11
DAY 4	8.5	7	9	7	7.5	Onsite: 7 Virtual: 8.5
DAY 5	N/A	5.5	7.5	6	7	Onsite: 6 Virtual: 7.5

*\*\*Recommended expo staff hours. Virtual booths accessible 24 hours a day.*

## Top 10 Sessions

Keynotes are always popular and well attended, but below are the most popular individual sessions.

[How NOT to Start with Kubernetes](#) (101 Track) - Christian Heckelmann, Dynatrace

[Manage More Clusters with Less Hassle, with Argo CD Application Sets](#) (CI/CD) - Jonathan West, Red Hat & Kshama Jain, Independent Contributor

[Microservices Made Easy!](#) (Application + Development) - Donovan Brown & Jessica Deen, Microsoft

[Kubernetes Exposed! Seven of Nine Hidden Secrets That Will Give You Pause](#) (Security + Identity + Policy) - Ian Coldwater, Twilio & Brad Geesaman, Aqua Security

[Helm: The Charts and the Curious](#) (Maintainer Track) - Karena Angell, Paul Czarkowski & Andrew Block, Red Hat; Scott Rigby, Weaveworks

[Beyond Namespaces: Virtual Clusters are the Future of Multi-Tenancy](#) (Customizing + Extending Kubernetes) - Lukas Gentele, Loft Labs

[Cloud Native and Kubernetes Observability Panel: The State of Union](#) (Observability) - Bartek Plotka, Red Hat; Liz Fong-Jones, Honeycomb; Josh Suereth, Google; Frederic Branczyk, Polar Signals; Rags Srinivas, InfoQ

[Disaster Recovery of Stateful Applications in a Multi-Cluster Environment](#) (Storage) - Orit Wasserman & Shyamsundar Ranganathan, Red Hat

[Customizing Kubernetes with Client-Side Custom Resources](#) (Customizing + Extending Kubernetes) - Katrina Verey, Apple & Jeff Regan, Google

[How to Improve Your Kubernetes Experience with Service Mesh and MLOps](#) (Service Mesh) - Maksim Chudnovskii & Igor Gustomyasov, Sber



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## Online Reach + Traffic

### Social Results:

*Timeframe from Oct. 11-15 (KubeCon + CloudNativeCon event week)*

8.1M @CloudNativeFdn impressions

24.5K @CloudNativeFdn clicks

508 @CloudNativeFdn retweets

6.1K @CloudNativeFdn likes

**YouTube Playlist:** As of November 17, event session videos have garnered more than 8,977 views.

### Twitter Moments:

Oct 13 - <https://twitter.com/i/events/1448410029460111360?s=20>

Oct 14 - <https://twitter.com/i/events/1448769340694667267?s=20>

Oct 15 - <https://twitter.com/i/events/1449110714572886018?s=20>

## Media + Analyst Results

### Coverage Snapshot (Oct. 11-15):

- CNCF – 839 mentions in media articles, press releases, and blogs shared 1,712 times across social platforms
- Kubernetes – 4,959 mentions in media articles, press releases, and blogs shared 2,868 times across social platforms
- KubeCon + CloudNativeCon – 1,552 mentions in media articles, press releases, and blogs shared 793 times across social platforms



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## Coverage Synopsis:

158 reporters and analysts attended KubeCon + CloudNativeCon North America 2021 both virtually and in person, including influential tech reporters such as DZone's Blake Etheridge, Informa's Christine Hall, Infoworld's Scott Carey, Container Journal's Mike Vizard, DevOps.com's Alan Shimel, TheCUBE's John Furrier, The New Stack's Alex Williams, and ZDNet's Steven Vaughan-Nichols. Industry analysts from leading firms such as 451 Research, Aberdeen Group, Forrester, Gartner, Global Data, IDC, ISG, and RedMonk.

Media and analyst attendees sat in on keynotes, sessions, a press and analyst conference featuring an end user panel, and roundtables featuring CNCF members, project maintainers and end users about GitOps, edge computing and "what's next in cloud native technology." Analysts also attended an analyst-specific event.

CNCF worked closely with project maintainers, members, and sponsors to include their show news in the news package that was shared with attending media and analysts under embargo. Thanks to these efforts, KubeCon + CloudNativeCon North America 2021 generated over 1,552 mentions in media articles, press releases and blogs between October 11-15.

With over 90 announcements from CNCF and its member companies during the week of the event, coverage surrounding KubeCon + CloudNativeCon Europe - Virtual can be summed up in a few short phrases:

- *"Cloud needs diverse networks, apps, data... and people"*
- *"We are pretty resilient"*
- *"Enterprises have come to embrace cloud-native solutions more extensively"*
- *"The spotlight on cloud-native has never shown brighter"*
- *"One key trend worth watching will be progress on the open hybrid cloud"*
- *"Observability is as popular as Kubernetes these days"*

## Media Coverage Quote Highlights:

"KubeCon + CloudNativeCon has always been a celebration of that community spirit, a place where contributors and users from across the world get to meet and share ideas face-to-face. This week, as the conference went live and in-person once again after in-person events had previously shut down due to COVID, the rules of interpersonal conduct are a little different." – SiliconANGLE, Betsy Amy-Vogt

"Dan breathed life into team cloud native; he built this organization to have the impact that it does today, and all the while he was relentlessly focused on diversity, equity, inclusion," said Priyanka Sharma (pictured), executive director of the Cloud Native Computing Foundation. "Talent, drive, skills. None of these are exclusive to a certain zip code. You know, people everywhere have great qualities and deserve chances." – SiliconANGLE, Betsy Amy-Vogt



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"CNCF executive director Priyanka Sharma has echoed Gamanji's sentiment and said that training and skills is core to making the cloud-native world really work in live production. In her view, KCNA fills this gap as an entry-level certification that invites new adopters to demonstrate their skills and knowledge of the cloud-native ecosystem." – Forbes, Adrian Bridgwater

"The widespread adoption of Kubernetes has also led to a level of standardization that promotes common language and data around service orchestration and standardization. Service mesh has allowed for measurement of requests flowing between services. These combine to make it easier to embrace the practice of observability. Now the struggle is how to handle all of the data — and its often immense cost — that comes with this growingly expensive telemetry. And how you can get started with all that." – The New Stack, Jennifer Riggins

"Sharma said the CNCF, a branch of the Linux Foundation, includes some 114 projects, with more than 138,000 individual contributors from more than 86 countries. The growth of CNCF is naturally tied to the increased appetite for cloud native development and deployment among organizations. "Things are moving really fast for our ecosystem," she said. "Every company is becoming a technology company and they're adopting the paradigm of cloud native." – InformationWeek, Joao-Pierre Ruth

"The results will be seen in 2022: We'll see a shift to modern application development and industry-specific clouds even as geopolitical tensions reshape the cloud service provider (CSP) marketplace worldwide. The coming year will see big organizations move decisively away from lift-and-shift approaches to the cloud, embracing cloud-native technologies instead." – [Lee Sustar, Forrester Blog](#)

"To truly deliver digital capabilities anywhere and everywhere, enterprises must turn away from the familiar "lift and shift" migrations and toward CNPs. CNPs use the core capabilities of cloud computing to provide scalable and elastic IT-related capabilities "as a service" to technology creators using internet technologies, delivering faster time to value and reduced costs.

For this reason, Gartner predicts that cloud-native platforms will serve as the foundation for more than 95% of new digital initiatives by 2025 — up from less than 40% in 2021." – [Gartner Top Technology Trends 2022](#)



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## Analyst Coverage Highlights through October 26:

Gartner: [Emerging Technologies and Trends Impact Radar: Cloud Computing](#)

Gartner: [2022 Planning Guide for Cloud and Edge Computing](#)

Gartner: [2022 Planning Guide for Application Platforms, Architecture and Integration](#)

Gartner: [2022 Planning Guide for IT Operations and Cloud Management](#)

Gartner: [Top Strategic Technology Trends for 2022: Cloud-Native Platforms](#)

Gartner: [Identifies the Top Strategic Technology Trends for 2022](#)

LightCounting: [Report] [October 2021 KubeCon 2021: Cloud Native Computing Spreads to the Edge & Down to the Hardware Level](#)

EMA: [Blog] [KubeCon 2021 Top 3 Announcements: APIClarity, HashiCorp Waypoint, and Dell EMC CSM](#)

Intellyx: [Blog] [KubeCon 2021 Retrospective: Reconstituting the Cloud Native Community in LA](#)

451 research: [Report] [KubeCon North America celebrates cloud-native adoption and return to in-person events](#)

Gartner: [Report] [Critical Capabilities for Primary Storage](#)

Gartner: [Report] [Cool Vendors in Monitoring and Observability — Modernize Legacy, Prepare for Tomorrow](#)

Forrester: [Report] [Top 10 Facts Every Cloud Leader Needs To Know About Kubernetes And Containers](#)

Forrester [Blog] - [Predictions 2022: Cloud Computing Reloaded](#)

Forrester: [Report] [Predictions 2022 Cloud Computing](#)

Global Data: [Key Takeaways from KubeCon: Deeper Focus on FinOps, GitOps](#)

## Media Coverage Highlights through Oct 29:

Block & Files: [Verily Veritas doth love Kubernetes — InfoScale becomes cloud-native](#)

Computable: [Live Kubernetes event in US](#)

Computable: [Pragmatic developers displace Kubernetes magicians](#)

Computer Weekly: [A class of its own, CNCF & Linux Foundation Kubernetes exam](#)

Computer Weekly: [CNCF: Cloud needs diverse networks, apps, data... and people - CW Developer Network](#)

Computer Weekly: [Dynatrace at Kubecon CloudNativeCon: SRE is ABC 123 for Kubernetes](#)

Computer Weekly: [Krafting Kubernetes: Red Hat K-codes in Kube by Example](#)

Computer Weekly: [Kubecon + CloudNativeCon 2021: HashiCorp delivers Waypoint 0.6](#)

Computer Weekly: [Kubecon CloudNativeCon 2021: DataStax eyes shift from DBA to SRE](#)

Computer Weekly: [Kubernetes networking evolves: Cilium joins CNCF as an incubator](#)

Computer Weekly: [School-up & tool-up: Kasten by Veeam offers free Kubernetes learning](#)

Computer Weekly: [What to expect from KubeCon + CloudNativeCon North America 2021](#)

Container Journal: [Ambassador Labs Unfurls Cloud Edition of App Dev Platform](#)

Container Journal: [Dell Adds Open Source Storage Modules to K8s Portfolio](#)

Container Journal: [Fugue Adds Kubernetes Support to IaC Security Platform](#)

Container Journal: [IBM Makes ModelMesh Open Source](#)

Container Journal: [NetApp Promises Kubernetes-Native Unified Data Store](#)

Container Journal: [Red Hat Bolsters Cloud-Native and Edge Portfolio](#)

Container Journal: [Solo.io Adds GraphQL Support to Service Mesh, API Gateway](#)

Container Journal: [SUSE Expands Open Source Kubernetes Tools Portfolio](#)

Container Journal: [TriggerMesh Makes Integration Platform Open Source](#)

DarkReading: [Fugue Adds Kubernetes Security Checks to Secure Infrastructure-As-Code](#)

DataCenter-Insider: [Numerous product innovations and projects at KubeCon 2021](#)

DevClass: [Break point: Selenium, Ray, TriggerMesh, Ambassador, and Falco](#)



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DevOps.com: [CNCF Adopts Meshery to Advance Service Mesh Management](#)  
DevOps.com: [New Relic I/O Aims to Simplify Instrumentation](#)  
DevOps.com: [Splunk Donates eBPF Telemetry Data Collector to CNCF](#)  
Dutch IT Channel: [Pure Storage Launches new version Portworx PX-Backup](#)  
DZone: [DZone Cloud Show: Thank You KubeCon & CNCF!](#)  
Elevator Group: [Kubecon 2021 Video: Veritas and Evaluator Group](#)  
Emerce: [Portworx PX-Backup launches new version: cross-cloud data protection](#)  
eWEEK: [KubeCon + CloudNativeCon: Establishing Democracy Across the 'Inequality' of Cloud](#)  
eWeek: [SUSE Drives Home 'Production Quality' Cloud](#)  
Funtitech: [KubeCon + CloudNativeCon emphasizes open source security](#)  
Heise: [Harvester and Rancher Desktop: Suse launches new tools for hybrid clouds](#)  
Heise: KubeCon 2021: [New Kubernetes Certificate and the Future of Kubernetes](#)  
Heise: [Red Hat extends OpenShift with new edge computing capabilities](#)  
ICT Magazine: [Red Hat launches OpenStack Platform 16.2](#)  
InformationWeek: [KubeCon + CloudNativeCon Highlights Security for Open Source](#)  
InfoWorld: [CNCF and Linux Foundation launch entry-level Kubernetes certification](#)  
IT Ops Times: [KubeCon + CloudNativeCon North America 2021: GitLab Operator; Falco updates; and Red Hat OpenShift latest version](#)  
IT Ops Times: [KubeCon + CloudNativeCon North America 2021 kicks off](#)  
Kubernetes Podcast: [Engineering Effectiveness and KubeCon NA 2021, with Jasmine James](#)  
Linux Magazin: [KubeCon: Suse shows Rancher desktop and Harvester integration](#)  
SDxCentral: [Open Source Community Shifts Left With OpenSSF, Google SLSA](#)  
SearchITOperations: [Crossplane project could disrupt infrastructure as code](#)  
SearchITOperations: [Dell EMC Container Storage Modules hit general availability](#)  
SearchITOperations: [DevOps platform operators hone support for GitOps](#)  
SearchITOperations: [OpenSSF adds \\$10M to software supply chain security effort](#)  
Security Boulevard: [Aqua Security Uses eBPF to Extend Security Platform](#)  
Security Boulevard: [Deepfence Makes ThreatMapper Software Open Source](#)  
SiliconANGLE: [At in-person KubeCon, encouraging signs of cloud-native computing maturity](#)  
SiliconANGLE: [Chronosphere makes waves with cloud native observability platform](#)  
SiliconANGLE: [Deepfence announces free open-source security solution ThreatMapper](#)  
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SiliconANGLE: [KubeCon day 1 keynote analysis: Kubernetes uplevels security for open source in the enterprise](#)  
SiliconANGLE: [Kubernetes inevitable for hybrid and multicloud applications, says Red Hat architect](#)  
SiliconANGLE: [New Kubernetes and Cloud Native Associate certification allows anyone to join 'team cloud native'](#)  
SiliconANGLE: [Protecting the American supply chain: The changing paradigm of the cybersecurity landscape](#)  
SiliconANGLE: [Security and edge computing on the agenda as open-source community gathers for KubeCon + CloudNativeCon, Oct. 13-15](#)  
SiliconANGLE: [Trilio highlights Kubernetes protection and enhanced support at KubeCon](#)  
SiliconANGLE: [Watch live: Open hybrid cloud and GitOps among topics slated for coverage at KubeCon, Oct. 13-15](#)  
SiliconANGLE: [Wayfair leverages cloud native technologies to improve business](#)  
Techzine: [HashiCorp launches Waypoint 0.6](#)  
Techzine: [Kasten by Veeam launches free educational program for Kubernetes skills](#)  
Techzine: [NetApp launches Astra Data Store](#)  
Techzine: [New Dell Container Storage Modules](#)  
Techzine: [New updates Mattermost](#)



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Techzine: [Suse integrates Harvester with Ranger](#)

Techzine: [Veritas InfoScale focusses on Kubernetes future](#)

Techzine: [Zebrium launches new release with on-premise tool for log analytics](#)

TFIR: [Let's Talk About KubeCon With Priyanka Sharma](#)

TFIR: [New To Kubernetes? This CNCF Certification Is For You | Katie Gamanji](#)

TheCUBE: [Keynote Analysis with Stu Miniman, Red Hat | KubeCon + CloudNativeCon NA 2021](#)

TheCUBE: [The Cloud Native Computing Foundation is opening up new opportunities for open source contributors](#)

TheCUBE Video Coverage: [KubeCon + CloudNative Con NA 2021](#)

The New Stack: [Codefresh Goes Open Core with Argo, Previews Open GitOps 1.0 Release](#)

The New Stack: [Data on Kubernetes: Operators, Tools Need Standardization](#)

The New Stack: [EmpowerUs At KubeCon: How Can Women Gain Influence In Tech?](#)

The New Stack: [Falco Plugins Bring New Data Sources to Real-Time Security](#)

The New Stack: [Komodor Workflows Extend Kubernetes Troubleshooting](#)

The New Stack: [New Relic Opens up Observability with Quickstarts](#)

The New Stack: [Observability Is the New Kubernetes](#)

The New Stack: [Pancakes Are Delicious and Data Centers Are for Free Stuff](#)

The New Stack: [Pulumi Releases a Kubernetes Operator](#)

The New Stack: [Red Hat OpenStack 16.2 Puts Containers on Bare Metal](#)

The New Stack: [TriggerMesh Integration Platform Now an Open Source Project](#)

Toolbox IT: [Just 9% of Organizations Have Fully Documented Cloud Security Procedures: CNCF](#)

Virtualization Review: [Cloud Native Security Survey: Kubernetes Defaults 'Too Open'](#)

Virtualization Review: [KubeCon 2021: What It's Like to Attend an In-Person Tech Event During the Pandemic](#)

Virtualization Review: [Take Five: 5 Must-See KubeCon 2021 Sessions](#)

Virtualization Review: [Take Five: Takeaways from KubeCon North America 2021](#)

VMblog: [KubeCon 2021 Q&A: Ambassador Labs Will Showcase Its Developer Control Plane and Ambassador Cloud Product](#)

VMblog: [KubeCon 2021 Q&A: CAST AI Showcases Automating Cloud Optimization to the World of Kubernetes](#)

VMblog: [KubeCon 2021 Q&A: Deepfence Showcases How to Secure Applications across Kubernetes, Clouds, Serverless, and More](#)

VMblog: [KubeCon 2021 Q&A: Linode Showcases the Linode Kubernetes Engine with Horizontal Pod Autoscaling and Other New Roadmap Features](#)

VMblog: [KubeCon 2021 Q&A: Platform9 Will Showcase Their Latest Managed Kubernetes Products – Focusing on Multicloud and Edge](#)

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VMblog: [KubeCon 2021 Q&A: Pure Storage Showcases Portworx, Its Complete Kubernetes Data Services Platform](#)

VMblog: [KubeCon 2021 Q&A: Spectro Cloud Will Unveil Its 2.0 Platform for Managing Kubernetes](#)

VMblog: [KubeCon 2021 Q&A: Spectro Cloud Will Unveil Its 2.0 Platform for Managing Kubernetes](#)

WinMagPro: [New version Portworx PX-Backup](#)

## Pre-Event Media Coverage Highlights include:

Virtualization Review: [Take Five: 5 Must-See KubeCon 2021 Sessions](#)

Computer Weekly: [What to expect from KubeCon + CloudNativeCon North America 2021](#)

SiliconANGLE: [Security and edge computing on the agenda as open-source community gathers for KubeCon + CloudNativeCon, Oct. 13-15](#)

The New Stack: [What to Expect at KubeCon+CloudNativeCon](#)

## 158 journalists and analysts attended KubeCon + CloudNativeCon Europe



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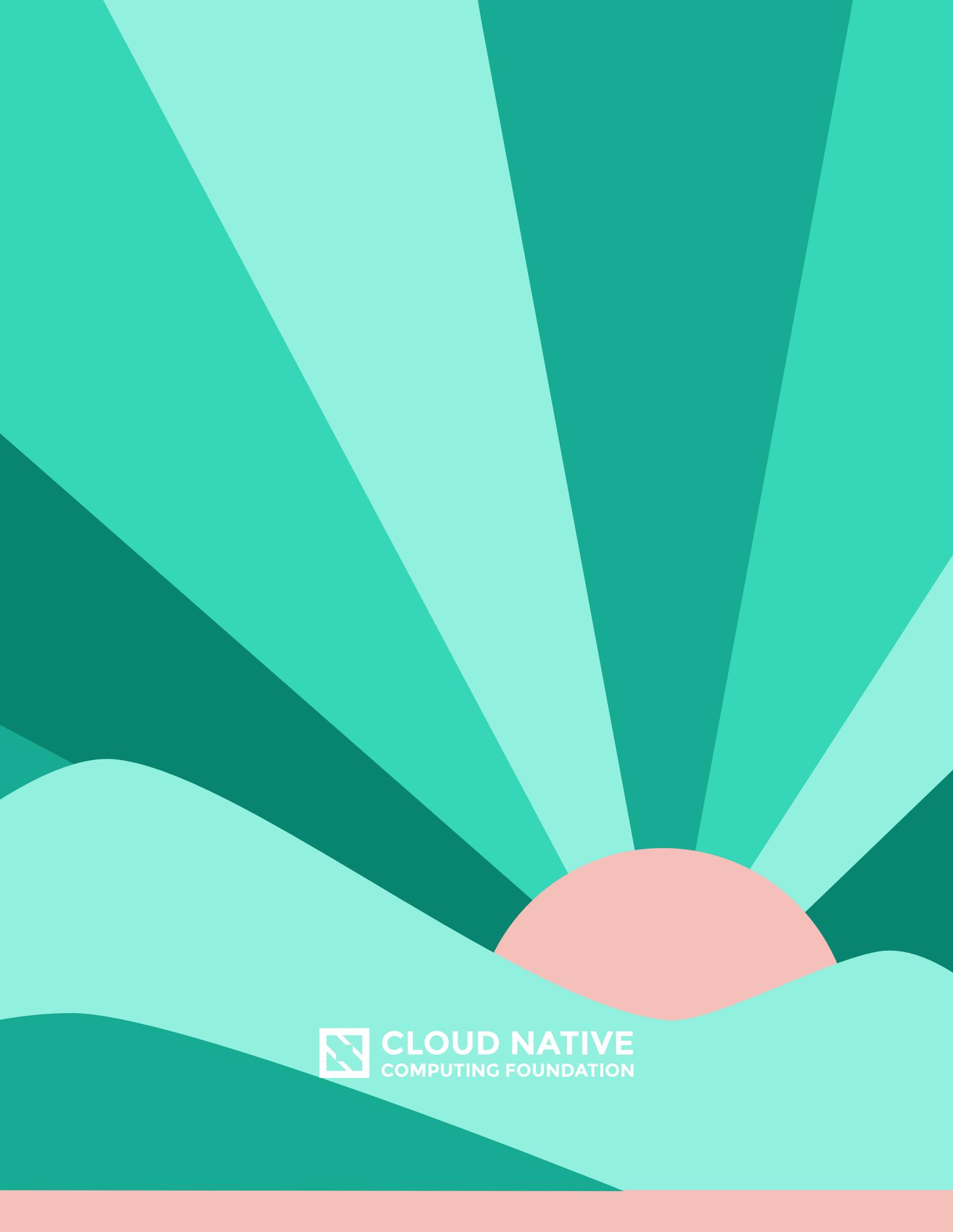


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## 2021 - Virtual from publications and research firms, including:

- |                                  |                              |                       |
|----------------------------------|------------------------------|-----------------------|
| 360-emedial                      | Gartner                      | SC Media              |
| 451 Research                     | GigaOm                       | SD Times              |
| Aberdeen Group                   | GigaOm                       | SDxCentral            |
| ACG Research                     | GlobalData                   | Shanghai Media Group  |
| ARC Advisory Group               | Google podcast               | SiliconANGLE          |
| Architecting IT/Brookend Ltd     | Heise c't                    | Supercompute          |
| AvidThink                        | Heise Developer              | TechCrunch            |
| Blacks in Technology             | Heise iX                     | TechMonitor AI        |
| Changelog Podcast                | IDC                          | TechTarget Germany    |
| Cloudflight                      | InfoQ                        | TechTarget Inc.       |
| Cloud Unfiltered (Podcast)/Cisco | Informa                      | Techzine              |
| CogArtTech                       | InformationWeek              | Tecnonews             |
| Computable                       | Infoworld / Computerworld UK | Telecomkh magazine    |
| Computer Weekly                  | Intellyx                     | TFIR Media LLC        |
| constellation research           | ITPro                        | theCUBE               |
| ContainerJournal                 | L'Informaticien              | The Evaluator Group   |
| Contlization                     | Le Mag IT                    | The New Stack         |
| Converge! Network Digest         | Le Monde Informatique        | The Register          |
| DataCenter-Insider               | Light Counting               | ThinkIT               |
| Deloitte                         | Linux Magazin                | ToolLinux             |
| DevOps.com                       | MarkoInsights                | Virtualization Review |
| diginomica                       | NetmediaEurope/Silicon ES    | Virtual Lifestyle     |
| Diginomica                       | Omdia                        |                       |
| DotNetPro                        | OpenMarketingTV              |                       |
| DZone                            | OpenSource.com               |                       |
| EnterpriseAI                     | Place de l'IT                |                       |
| Forbes                           | Redes&Telecom / Data Center  |                       |
| Forrester Research               | Market                       |                       |
| Freeform Dynamics Ltd            | Redmonk                      |                       |
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