KubeCon + CloudNativeCon North America 2019 was the Cloud Native Computing Foundation’s (CNCF) largest event to date with record-breaking registrations, attendance, sponsorships, and co-located events. The conference had 11,891 registrations, a 48.6% increase over the previous year’s event in Seattle. Of all attendees, 35% indicated being a part of an end user organization, an 11% increase from those in attendance at KubeCon + CloudNativeCon Europe 2019.

Of this year’s registrants, 65% were first-time KubeCon + CloudNativeCon attendees. The top two reasons respondents cited for attending KubeCon + CloudNativeCon were to learn (48.2%) and to network (39.4%).

Feedback from attendees was overwhelmingly positive, with an overall average rating of 4.2 out 5. Of those surveyed, each respondent said they would recommend the event to a colleague or friend.
PR + Marketing

KubeCon + CloudNativeCon 2019 saw a sharp increase in media and analyst interest, with 154 total attending the event – this was up from 100 media and analyst attendees last year. Publications and analyst organizations represented included DevOps.com, Forbes, Gartner, IDC, The New Stack, Redmonk, SiliconANGLE, TechCrunch, TechTarget, and many others. Media and analyst attendees generated more than 15,000 articles, blog posts, and press releases full of compelling event news covering CNCF and its members, projects, and sponsors.

During the event, media and analysts attended a luncheon featuring a closed-session end user panel. CNCF also hosted four media roundtables, which featured CNCF community members and thought leaders discussing the topics of artificial intelligence and machine learning, storage, service mesh, and cloud native security.

We also had our highest number of podcasters recording onsite, including Changelog, Cisco’s Cloud Unfiltered, DevOps.com, Google’s Kubernetes Podcast, IBM’s Developers Podcast, Packet Pushers, Software Engineering Daily, Telemesana, TFiR, 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. Sixty-eight members and sponsors contributed to the CNCF news package, setting a new record for the number of news announcements at the show. Media partnerships also delivered notable coverage, including 55 pre-show articles, as well as social media promotion, onsite video and audio segments, and feature articles.

Content

KubeCon + CloudNativeCon 2019 received 1,801 submissions, setting a new record for our North American event. For San Diego, there were a total of 2,128 potential speakers who submitted to the call for proposals (CFP), 25% of them representing an end user company, and 75% representing a vendor company. Of these speakers, 352 (16.5%) were accepted to speak at the event, with 35% representing an end user company, and 65% representing a vendor company.
The three-day conference offered attendees 366 sessions, including keynotes, breakout sessions, lightning talks, BoFs, tutorials, and maintainer track sessions. Thirty-six percent of attendees surveyed attended a session in the maintainer track, with many attending the deep dives. Over 55% of attendees participated in one or more of the 34 workshops, mini-summits, and training sessions hosted by community members on Day Zero of the conference.

We also brought thought-provoking speakers to the keynote stage including Vicki Cheung, Lyft; Ian Coldwater, Heroku; Derek Collison, Synadia; Liz Fong-Jones, Honeycomb.io; Khaled Henidak, Microsoft Azure; Kelsey Hightower, Google; Tim Hockin, Google; Maneesh Vittolia and Sriram Komma, Walmart; Bryan Liles, VMware; Ana Medina, Gremlin; Sarah Novotny, Microsoft Azure; Fu Qiao, China Mobile; Azhar Sayeed, Red Hat; and Lenny Sharpe, Target.

The KubeCon + CloudNativeCon talk selection process for the ~225 accepted CFPs and keynotes was managed by the conference co-chairs, Bryan Liles of VMware and Vicki Cheung of Lyft. Brian and Vicki selected 84 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. Based on these reviews, the co-chairs assembled a coherent set of topic tracks and keynotes from the highest-rated talk proposals. We looked to the conference co-chairs and program committee to craft a diverse program that reflected current trends and interests in the cloud native community. Keynote talks were selected by the conference co-chairs from a pool of the highest-rated talks.
CFP submissions. (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.)

In addition to selected talks and keynotes, KubeCon + CloudNativeCon North America included 124 maintainer sessions. These were produced by the maintainers of CNCF-hosted projects 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 43 hosted projects, the Kubernetes SIGs and working groups, and CNCF SIGs. Each of these groups was given the opportunity to do one 35-minute Intro and one 35-minute Deep Dive session or an 85-minute combined Intro + Deep Dive session.

Co-Located Events

Thank you to the companies that brought their expertise and additional content to the Day Zero Co-Located Events on Monday before the main conference. There were a total of 34 co-located events that took place throughout the city, many of which donated their proceeds to the Diversity Scholarship Fund. A full list of all co-located events can be found under the demographics section.

Of the 34, CNCF hosted seven of the co-located events:

Cloud Native Security Day | 182 attendees
EnvoyCon | 337 attendees
FoundationDB Summit | 125 attendees
Observability Practitioners Summit | 242 attendees
Serverless Practitioners Summit | 107 attendees
ServiceMeshCon | 353 attendees
Kubernetes SIG Storage F2F Meeting | 53 attendees
Diversity + Inclusion

KubeCon + CloudNativeCon North America drew attendees from 67 countries. In San Diego, 11% of attendees were women, an area that CNCF is actively working to improve with enhanced recruiting efforts to ensure a more equitable gender balance. Of the keynote speakers, 58% identified as men, and 42% as women or non-binary/other genders. For track sessions, 84% of speakers identified as men, and 16% as women or non-binary/other genders. Increasing gender diversity and attendance of other underrepresented groups continues to be a priority for CNCF.

CNCF offered travel support to 115 diversity scholarship applicants, leveraging $177,500 in available funds. This generous scholarship funding was provided by Accenture, AspenMesh, CarGurus, Inc., Cloud Native Computing Foundation, Decipher Technology, Google Cloud, MUFG (Union Bank), Palo Alto Networks, Splunk, and VMware.

To support Diversity Scholarship recipients, VMware sponsored a Career Workshop providing practical tips for LinkedIn, contributing to the community, and the different career paths and opportunities available around Kubernetes. A panel of experienced community members and hiring experts ran the workshop with time for questions and one-on-one conversations.

Our ongoing programming to build a more diverse and inclusive community was again popular with attendees. The EmpowerUs Lunch, sponsored by Comcast, drew 75 participants. More than 50 people participated in the Speed Networking + Mentoring Sessions, a program that connects seasoned members of the community with those interested in learning more about Kubernetes and growing their technical skills. The Diversity Lunch + Hack, sponsored by Google Cloud, featured round table discussions about diversity and inclusion and opportunities to get hands-on with Kubernetes, or pair program on your problem of choice in a safe space with allies. There were 250 people in attendance.
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 Taco Tuesday Welcome Party + Sponsor Booth Crawl was busy with attendees enjoying food and drinks and connecting with sponsors. More than 6,000 attendees experienced the excitement and entertainment at the historic Gaslamp Quarter All-Attendee Block Party, even during a rare San Diego rainstorm.

Keep Cloud Native Well

While CNCF makes every effort to ensure the comfort, health, and happiness of KubeCon + CloudNativeCon attendees, there may still be some attendees who feel overwhelmed or unhappy while at a bustling live event.

Some of our past attendees have been brave enough to share their experiences, which lead to the creation of the Well-being Working Group (WG). As the largest ever open source conference, KubeCon + CloudNativeCon is breaking new ground, providing an excellent opportunity for us to learn how to take care of attendees at scale.

In San Diego, we provided options for attendees to get active, find quiet time, get fuzzy cuddles, and to discuss mental health. Activities and stations included:

- Morning Group Fun Runs
- Chair Yoga during lunch breaks
- Puppy Pawlooza - a partnership with two local organizations that brought therapy dogs each day
- Chair massages
- Relaxation Stations
- Quiet Rooms
- The Open Sourcing Mental Illness (OSMI) Kiosk
Conclusion

We greatly appreciate the feedback we have received to date as it allows us to make KubeCon + CloudNativeCon an amazing experience for everyone. We are continuing to look at ways to make it easier for attendees to learn about the tracks and sessions and to navigate through the conference. One key takeaway is that attendees are looking for even more networking opportunities, so we are actively evaluating ways to build in more networking time and additional networking events in upcoming KubeCon + CloudNativeCon events.

To summarize, with record attendance, growing diversity, and strongly positive feedback from attendees, we feel it is safe to call KubeCon + CloudNativeCon North America 2019 an exceptionally successful event. That said, we look forward to making future events even better. A snapshot of the survey results is below, in addition to social and media highlights.
Total Registration:

11,981 attendees

Attendee Demographics

Attendees from 67 countries across 6 continents
• 80% from the United States
• Other countries with a sizeable audience at the event include: Canada - 4%, Japan - 2%
  UK - 2%, Germany - 1%, Israel - 1%, India - 1%

2,631 companies participated
• 356 members companies
• 66 Kubernetes Certified Service Providers
• 15 Kubernetes Training Partners

1,809 End User companies participated
• 95 end user members/supporters
• Top 10 End User companies by attendance: Apple, Capital One, Intuit, Salesforce
  Sony Interactive Entertainment, Walmart, Bloomberg, Lyft, Ebay, Esri

Keynote Livestream + Recordings - Sponsored by Google Cloud
• 3,804 keynote session live stream views
• 369 videos added to CNCF’s YouTube channel
Attendee Booth Traffic

95.4% of attendees surveyed visited sponsor booths onsite. Total leads scanned at sponsor booths totaled 118,438, with an average of 498 scans per booth.

Attendee Job Function

- Developer - 39%
  - Data Scientist - 4%
  - Full Stack Developer - 85%
  - Machine Learning Specialist - 2%
  - Web Developer - 9%
- Executive - 9%
- Product Manager - 6%

- IT Operations - 22%
  - DevOps - 47%
  - Systems Admin - 22%
  - Site Reliability Engineer - 29%
  - Quality Assurance Engineer - 2%
- Sales/Marketing - 11%
- Technologist at End User - <1%
- Other - 12%
Industry

Aerospace or Defense - 1%
Agriculture, Forestry, or Fisheries - <1%
Automotive - 1%
Computer Hardware or Consumer Electronics - 4%
Construction - <1%
Consulting - 7%
Education - 2%
Energy Generation/Distribution - <1%
Finance, Banking, or Insurance - 8%
Gaming - <1%
Government (Including Military) - 2%
Health Care Services - 2%
Industrial Equipment/Heavy Machinery - <1%
Internet or Web services - 13%
Media, Advertising, Publishing, or Entertainment - 4%
Mining or Oil & Gas Extraction - <1%
Non profit/Non governmental Organizations - <1%
Pharmaceuticals and/or Medical Devices - <1%
Retail or Wholesale Trade - 2%
Software - 45%
Telecommunications - 5%
Transportation, Logistics, or Warehousing - <1%
I Prefer Not to Answer / Did not answer - 2%

Project Interest*

Kubernetes - 9,302
Prometheus - 5,001
Envoy - 3,611
CoreDNS - 2,160
Containerd - 2,495
Fluentd - 2,241
Open Tracing - 1,819
gRPC - 2,226
CNI - 1,797
Jaeger - 1,603
Notary - 383
TUF - 132
Vitess - 286
TUF - 113
Vitess - 228
NATS - 520
Linkerd - 1,378
Helm - 3,798
Rook - 1,052
Harbor - 907
ecloud - 2,281
Open Policy Agent - 990
CRI-O - 916
TIKV - 117
SPIFFE - 557
SPIRE - 353
CloudEvents - 661
Telepresence - 339
OpenMetrics - 1,156
Cortex - 253
Buildpacks - 403
Falco - 456
Dragonfly - 123
Virtual Kubelet - 1,000
KubeEdge - 1,078
Brigade - 131
Network Service Mesh - 1,587
OpenTelemetry - 928
OpenEBS - 400
Thanos - 493
In-toto - 33
Strimzi - 98
Kubevirt - 615
Flux - 167
rkt - 52
All of the Above - 2,102

*Note: Attendees were allowed to select more than one project of interest.
Size of Company:
<49 employees - 12%
Between 50 - 499 employees - 20%
Between 500 - 999 employees - 7%
Between 1000 - 2999 employees - 10%
3,000 and above employees - 51%

Number of KubeCon + CloudNativeCon events attended
• 66% first-time attendees
• 34% attended prior events

Gender Diversity

Attendee Breakdown
Male 84%   Women + Non-Binary/Other Genders 12%   Prefer not to answer 4%

Keynote Speakers-only Breakdown
Men 54%   Women + Non-Binary/Other Genders 42%   Prefer not to answer 4%

Speakers-only Breakdown
Men 80%   Women + Non-Binary/Other Genders 16%   Prefer not to answer 4%

Diversity Lunch + Hack attendance - 250

EmpowerUs Lunch attendance - 75

Diversity scholarships
• $177,500 in scholarship funding
• 115 Full Scholarships offered
Resources:

Videos: https://www.youtube.com/playlist?list=PLj6h78y2YM2NDs-iu8WU5fMxINxHXIien

Event Photos: https://www.flickr.com/photos/143247548@N03/albums/72157711835777083

Year-Over-Year Comparisons

Registration

<table>
<thead>
<tr>
<th>ITEM</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
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<tr>
<td>Total Registration</td>
<td>1,139</td>
<td>4,212</td>
<td>8,000</td>
<td>11,981</td>
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<tr>
<td>Corporate Registrations</td>
<td>38%</td>
<td>64%</td>
<td>68%</td>
<td>67%</td>
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<tr>
<td>Individual Registrations</td>
<td>23%</td>
<td>7%</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>Speaker Registration</td>
<td>11%</td>
<td>6%</td>
<td>5%</td>
<td>5%</td>
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<tr>
<td>Sponsor Registration</td>
<td>17%</td>
<td>16%</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>Media Registration</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
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<td>Academic Registration</td>
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<td>2%</td>
<td>3%</td>
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<tr>
<td>Hall Pass</td>
<td>7%</td>
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<tr>
<td>Exhibitor Only Pass</td>
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</table>

Sponsorship

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<tr>
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<th>2016</th>
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<th>2018</th>
<th>2019</th>
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</thead>
<tbody>
<tr>
<td>Diamond Sponsors</td>
<td>8</td>
<td>5</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Platinum Sponsors</td>
<td>3</td>
<td>17</td>
<td>20</td>
<td>35</td>
</tr>
<tr>
<td>Gold Sponsors</td>
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<td>23</td>
<td>20</td>
<td>19</td>
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<tr>
<td>Silver Sponsors</td>
<td>13</td>
<td>30</td>
<td>87</td>
<td>100</td>
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<tr>
<td>Start-Up Sponsors</td>
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<td>30</td>
<td>50</td>
<td>73</td>
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<tr>
<td>End User Sponsors</td>
<td>N/A</td>
<td>N/A</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Marketing Opportunities</td>
<td>13</td>
<td>26</td>
<td>27</td>
<td>34</td>
</tr>
<tr>
<td>Total Unique Sponsors</td>
<td>39</td>
<td>107</td>
<td>193</td>
<td>246</td>
</tr>
</tbody>
</table>
Sponsor Expo Hours

<table>
<thead>
<tr>
<th>ITEM</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Hours</td>
<td>20</td>
<td>21.5</td>
<td>29.75</td>
<td>23.25</td>
</tr>
<tr>
<td>Day 1</td>
<td>11.5</td>
<td>9</td>
<td>13.25</td>
<td>10.25</td>
</tr>
<tr>
<td>Day 2</td>
<td>8.5</td>
<td>7</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>Day 3</td>
<td>N/A</td>
<td>5.5</td>
<td>7.5</td>
<td>6</td>
</tr>
</tbody>
</table>

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Co-Located Events

A Linkerd in Production Workshop hosted by Buoyant

Ak raino 5G MEC Hackathon hosted by LF Edge and Qualcomm

Anthos/GKE Workshop hosted by Google Cloud

Advanced Kubernetes Cert: Learn How to Build Your Next App with Kube, Istio, & Advanced Services like Watson hosted by IBM Cloud

Anthos Day by Google Cloud

AWS Container Day 2019 San Diego hosted by AWS

CalicoCon: Hands-On Workshops to Network, Secure, and Operationalize Your Cluster hosted by Tigera

Cloud Native CI/CD Summit hosted by Codefresh

Cloud Native Live: Evolving Security hosted by Prisma by Palo Alto Networks

Cloud Native Security Day hosted by CNCF

Cloud Native Storage Day hosted by the CNS Ecosystem

CNCF End User Partner Summit

Continuous Delivery Summit hosted by Continuous Delivery Foundation
EnvoyCon 2019 hosted by CNCF
FoundationDB Summit hosted by CNCF
Google OSS Hands-on Workshop - Agones (Gaming), KNative (Serverless), and KubeFlow (MLOps) hosted by Google Cloud
Harbor Lunch & Learn Workshop hosted by VMware
Introduction to Containers and Kubernetes by VMware
KubeCon 2019 Kickoff Party hosted by Google and Fairwinds
Kubernetes 101 hosted by Nigel Poulton
Kubernetes: Application and Container Workflows hosted by VMware
Kubernetes Contributor Summit
Kubernetes SIG Storage F2F Meeting
KubeSec Enterprise Summit hosted by Aqua Security, AWS, and Rancher
Modern Service Mesh and API Management hosted by Kong
MulticloudCon hosted by GitLab and Upbound
NSMCon hosted by the Network Service Mesh Community
Observability Practitioners Summit hosted by CNCF
Open Policy Agent Summit hosted by Styra
OpenShift Commons Gathering hosted by Red Hat
Serverless Practitioners Summit hosted by CNCF and Cloud Foundry Foundation
ServiceMeshCon hosted by CNCF
Spinnaker Summit 2019 hosted by Netflix, Google, and Armory
Your Path to Production Ready Kubernetes hosted by Weaveworks

*Overall participation and feedback from attendees indicates that they appreciate the opportunity for additional content offerings at KubeCon + CloudNativeCon to make the most of their trip.*
Online Reach + Traffic

Social Results:
*Timeframe from November 18-22 (KubeCon + CloudNativeCon event week)*

618K @CloudNativeFdn impressions
2,126 total @CloudNativeFdn engagements
368 new @CloudNativeFdn followers
224 @CloudNativeFdn retweets

YouTube: As of December 12, the KubeCon + CloudNativeCon San Diego ‘19 session videos (369 in total) have garnered more than 47K views.

Twitter Moments:
Day 1 - [https://twitter.com/i/moments/1196819302256697344](https://twitter.com/i/moments/1196819302256697344)
Day 2 - [https://twitter.com/i/moments/1197241217299423232?s=13](https://twitter.com/i/moments/1197241217299423232?s=13)
Day 3 - [https://twitter.com/i/moments/1197570620978073605?s=13](https://twitter.com/i/moments/1197570620978073605?s=13)

Media & Analyst Results

Coverage Snapshot:

• CNCF (November 18 – December 9) – 1,534 mentions in media articles, press releases, and blogs, which were then shared 1,767 times across social platforms

• Kubernetes (November 18 – December 9) – 11,546 mentions in media articles, press releases, and blogs, which were then shared 15,286 times across social platforms

• KubeCon + CloudNativeCon (November 18 – December 9) – 1,966 mentions in media articles, press releases, and blogs, which were then shared 2,879 times across social platforms

Coverage Synopsis:

More than 150 reporters and analysts attended KubeCon + CloudNativeCon San Diego, including influential tech reporters like TechCrunch’s Ron Miller, TechTarget’s Beth Pariseau, ZDNet’s Scott Fulton, and The New Stack’s Joab Jackson and Alex Williams. Industry analysts came from leading firms such as Gartner, Forrester, IDC, 451 Research, Global Data, ISG, and Aberdeen Group.
Media and analyst attendees sat in on keynotes, evening events, sessions, a luncheon featuring an end user panel, an analyst session featuring a closed-session end user panel, and roundtables on storage, cloud native security, service mesh, and machine learning/artificial intelligence. We also conducted 1:many analyst briefings with top-tier firms Gartner, 451 Research and IDC.

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 NA 2019 generated over 15,046 mentions in media articles, press releases and blogs between Nov. 18 and December 9 – CNCF with 1,534 mentions, Kubernetes with 11,546 mentions, and KubeCon + CloudNativeCon with 1,966 mentions.

With over six dozen announcements from CNCF and its member companies, coverage surrounding KubeCon + CloudNativeCon can be summed up in a few short phrases:

• “The community’s hard work will ultimately simplify Kubernetes and democratize it for wider use”
• “Kubernetes is ‘ready’ as more enterprises move it into production”
• “KubeCon is arguably the most popular open-source conference of all time”
• “By all accounts, the enthusiasm for K8s will continue unabashed in the foreseeable future as developers love it and enterprises are trying out how to incorporate and tame it”
• “Edge computing is really starting to become interesting”
• “Kubernetes still feels complex to beginners”
• “Operating securely is an important user concern”

Reporters and analysts shared generally positive and constructive feedback on the overall event, and the activities planned for them. In a post-event survey, most media and analysts really appreciated the wide breadth of content. The key takeaway was that 100% would recommend the event to a colleague.

Media Coverage Quote Highlights:

“At 12,000 attendees, this KubeCon ranks as perhaps the largest open-source conference in history. Yet, though enterprises today understand and value open-source technologies, they also depend on an ecosystem of commercial vendors to round out and support Kubernetes and its brethren. The maturation of the commercial offerings, in fact, is a primary harbinger as well as a contributor to the operationalization of cloud-native computing. The vendors leading this charge are not simply complementing open-source projects. They are also connecting such projects to the broader hybrid IT story.” - Jason Bloomberg, SiliconANGLE
“KubeCon kicked off with a funny and poignant story calling us all out of the dark and toward the craft of cloud-native. This morning’s keynotes revealed well-adopted projects that are available for use ranging from databases to distributed traces, and they gave us a roadmap to understand their growth. Projects mature in the CNCF model by growing adoption, maintainership, and structure in how the project is run. Many will depend on these endorsements to guide their adoption as they pursue coming out of the dark.” - Matthew Broberg, OpenSource.com

“Keynote speakers inadvertently signaled a tipping point for Kubernetes and the entire cloud-native computing movement this week at the Cloud-Native Computing Foundation’s KubeCon + CloudNativeCon 2019 conference in San Diego.” - Jason Bloomberg, SiliconANGLE

“The conference goers are all looking for ways to take advantage of Kubernetes and its ability to automatically deploy, manage, and scale software workloads in the cloud. Ultimately, Kubernetes is accelerating the transition away from legacy client-server technology by making cloud-native software development faster and better.” - Tae Kim, Barron’s

“Surprisingly, networking had a significant presence in the second-day keynotes. They included discussions around a dual v4/v6 stack—which still surprises me to this day that not everything is full dual-stack enabled from day one— network service meshes, and perhaps one of the most extensive keynote demonstrations at KubeCon.” - Roy Chua, FierceTelecom

“There were more security sessions and more security vendors present at this KubeCon than at any prior one. There’s a lot of interest in security out there, noted a cloud-native security panel made up of Liz Rice (VP open source engineering, Aqua Security), Michael Ducy (director of community and evangelism, Sysdig), Sabree Blackmon (formerly a senior security engineer at Docker), Gareth Rushgrove (director of product management, Snyk), and Maya Kaczorowski (product manager, Google security team). However, Rushgrove, who is also in the Cloud Native Computing Foundation (CNCF) Security special interest group, also said that a lot of the interest he sees in that group is in fairly basic topics, such as image scanning and general automation. A great deal of work has gone into security around Kubernetes: I asked the panelists where work remained to be done. The group had no shortage of answers.” - Gordon Haff, Enterprisers Project

“San Diego became the host for one of the largest industry events of the year - KubeCon + CloudNativeCon. With over 12000 attendees and 100s of vendors from the cloud native ecosystem, this conference was undoubtedly the biggest gathering of the industry.” - Janakiram MSV, Forbes

The buzz is mounting around 5G as the next generation of cellular network technology, and telco operators are taking a closer look at what cloud and containers can provide.

- Mark Albertson, SiliconANGLE
Analyst Coverage Highlights (through 12/8/2019):

451 Research: Economics of Hybrid and Multi-Cloud, Owen Rogers, Jean Atelsek
451 Research: KubeCon 2019: Can you hear the Kubernetes dial tone?, William Fellows
451 Research: Service mesh update: Maintainers add features while practitioners push federation, Jean Atelsek, William Fellows
Forrester: Top 10 Trends That Will Shape Modern Infrastructure And Operations In 2020, Charlie Betz
Gartner: Accelerate Your Machine Learning and Artificial Intelligence Journey Using These DevOps Best Practices, Arun Chandrasekaran
Gartner: How to Prepare for Containers and Kubernetes, Tony Iams
Gartner: Solution Comparison for Delivering Cloud-Native Applications With Public Cloud Kubernetes Services, Traverse Clayton, Kat Pratley, Megan Bain, Tony Iams
Gartner: Top 10 Technologies That Will Drive the Future of Infrastructure and Operations, Arun Chandrasekaran, Andrew Lerner
GlobalData: KubeCon 2019: Kubernetes Solidifies DevOps Strategy Among OpenStack Rivals, Charlotte Dunlap
Ovum: 2020 Trends to Watch: Cloud native development, Michael Azoff
Ovum: From #KubeCon, Three Things Happening with the Kubernetes Market, Tom Petrocelli
RedMonk: KubeCon North America 2019: Day 0
RedMonk: KubeCon North America 2019: Day 1
RedMonk: KubeCon North America 2019: Day 2
RedMonk: KubeCon North America 2019: Day 3

Media Coverage Highlights (through 12/13/19):

Alithority: Open Source Community Connects Global 5G Cloud Native Network
Analytics India: Red Hat Announces CodeReady Workspaces 2.0
App Developer Magazine: $100M open source fund via Codefresh launches
App Developer Magazine: Live Debugger for DevOps launches from Codefresh
Asumetech: KubeCon emphasizes an enormous growth in the acceptance of Kubernetes
Barron's: 'Kubernetes' Is the Future of Computing. That's Bad News for One Stock
Business Insider: People have noticed WeWork's 'sad' empty booth at a big software developer conference
Channel Futures: Analysts Say Kubernetes Is a Services-Building Opportunity for the Channel
Channel Futures: HPE Working to Bring Channel Partners Along with Kubernetes Growth
Channel Futures: Oracle, Red Hat See the Value of Kubernetes for Channel Partners
Channel Happy Hour: Channel Happy Hour Episode 249: Kubernetes Krazy
Channel Happy Hour: Codefresh Opens $100M Open Source Fund
CIO Dive: Top tech conferences to attend in 2020
Computable: Cloud-native maakt zich los uit kinderschoenen
Computerwoche: “Kubernetes ist sexy”
ContainerJournal: CloudBees Adds GUI to Jenkins X CI/CD Platform
ContainerJournal: IBM Expands Open Source Tools Portfolio for Kubernetes
ContainerJournal: Kubernetes 1.17 Release Arrives
ContainerJournal: Mirantis Launches Managed Kubernetes Service
ContainerJournal: New Relic Deepens Support for Kubernetes
ContainerJournal: Rancher Labs Looks to Accelerate Kubernetes Adoption
ContainerJournal: Red Hat Updates IDE for Kubernetes Environments
ContainerJournal: Sysdig Dives Deeper into Kubernetes Security
ContainerJournal: Wind River Taps Kubernetes and OpenStack to Drive 5G Networks
DevClass: IBM tries to turn KubeCon blue with cloud-native productivity tools
DevClass: Red Hat refurbs Workspaces with Visual Studio extensions, air-gapping
DevClass: What's the point: Puppet wash, HPE Container Platform, JenkinsX, K3s, and Gremlins in the cloud
DevOps.com: NetFoundry Network Overlay Advances DevSecOps
DevOps.com: And the Builders Shall Inherit the Earth: The Democratization of IT
DevOps.com: The Foundational Era of Open Source
DevopsOnline: Kubernetes: the key to capitalising on containers in the enterprise
Digital Anarchist: ALL VIDEOS
EnterpriseAI: Kubernetes Boosts Performance, Adds Complexity
Enterprise Networking Planet: CNCF SIG Network Set to Push Cloud Native Networking Forward
EnterpriseTech: Kubernetes Boosts Performance, Adds Complexity
FierceTelecom: Telcos embrace containers at KubeCon 2019: Ambitious end-to-end 5G demo with containers impresses
Forbes: 10 Most Interesting Announcements From Kubecon + CloudNativeCon 2019
Heise: KubeCon ist ein Füllhorn für Ankündigungen rund um Kubernetes
InfoQ: Q&A with Matt Fisher of Microsoft about Helm 3.0 Release for Kubernetes
InfoWorld: How open source changed everything — again
Intellyx: At KubeCon, cloud-native starts to get real for the enterprise
ITOpsTimes: ITOps Open-Source Project of the Week: Argo Flux
ITOps Times: KubeCon: Securing Kubernetes with STRIDE
ITOps Times: KubeCon: State of the Kubernetes Union
ITOps Times: KubeCon Day 1: Gremlin’s chaos engineering solution, TrilioVault for Kubernetes, and HPE Container Platform
ITOps Times: KubeCon Day 2: Oracle's new cloud-native solutions, Rancher Labs' K3s, and Red Hat CodeReady Workspaces
ITOps Times: KubeCon Day 3: Kubernetes Community Days, Chronosphere announces tracing capabilities, and Pivotal Application Service on Kubernetes
ITOps Times: Kubernetes and Minecraft: What do they have in common?
JAXenter: [Codefresh creates $100M open source fund](#)
JAXenter: [Containous starts new ambassador program for Traefik community](#)
Justin's IT Blog: [All the news you missed at KubeCon 2019](#)
KMWorld: [Grafana Labs offers Loki version 1.0](#)
Kubernetes Podcast: [Lyft and KubeCon NA 2019, with Vicki Cheung](#)
LeMagIT: [KubeCon: HPE lance une plateforme de virtualisation sur Kubernetes](#)
LeMagIT: [KubeCon : Huawei fait de Kubernetes une solution de Edge Computing](#)
LeMagIT: [KubeCon: les fournisseurs se mobilisent pour améliorer le réseau](#)
Linux.com: [IBM Kicks Up Kubernetes Compatibility With Open Source](#)
Linux.com: [The Foundational Era Of Open Source](#)
LWN: [Creating Kubernetes distributions](#)
LWN: [New features for the Kubernetes scheduler](#)
Marker Research Reporting: [Making sense of a multi-cloud, hybrid world at KubeCon](#)
MCMag: [Microsoft's Kubernetes Changes Include Confidential Computing Boost](#)
OpenSource.com: [Fail-free Kubernetes, significant events, and more industry trends](#)
OpenSource.com: [We're all on a journey to cloud-native adoption together](#)
Packt: [Grafana Labs announces general availability of Loki 1.0, a multi-tenant log aggregation system](#)
Packt: [KubeCon + CloudNativeCon North America 2019 Highlights: Helm 3.0 release, CodeReady Workspaces 2.0, and more!](#)
Packt: [Neuvector releases “Security Policy as Code” to help DevOps teams automate container security by using CRDs](#)
Programmez: [CloudBees dévoile une GUI pour Jenkins X](#)
RCRWireless: [Test and Measurement: Keysight claims first C-V2X test case validation](#)
RedMonk: [KubeCon North America 2019: Day 0](#)
RedMonk: [KubeCon North America 2019: Day 1](#)
RedMonk: [KubeCon North America 2019: Day 2](#)
ReTHINK Wireless Watch: [Kubernetes containers start to eye the ultimate challenge, the vRAN](#)
Scott's Weblog: [KubeCon 2019 Day 1 Summary](#)
Scott's Weblog: [KubeCon 2019 Day 2 Summary](#)
Scott's Weblog: [KubeCon 2019 Day 3 Summary](#)
SDxCentral: [KubeCon Showed Kubernetes Is Big, but Is It a Unicorn?](#)
SDxCentral: [LFN 5G Demo Designed to Excite Kubernetes Community](#)
SDxCentral: [Microsoft Drives Confidential Computing Into Kubernetes](#)
SDxCentral: [USAF: Kubernetes, Containers Saved 100 Years of Taxpayer Money](#)
SDxCentral: [VMware: 5G a ‘Fantastic and Interesting Challenge’ for Kubernetes](#)
SearchITChannel: [Container adoption accelerates, consulting execs say](#)
SearchITOperations: [Kubernetes Helm Tiller is dead, and IT pros rejoice](#)
SearchITOperations: [Kubernetes release gets little fanfare as IT looks toward GitOps](#)
SearchITOperations: [Kubernetes security opens a new frontier: multi-tenancy](#)
SearchITOperations: [Linkerd vs. Istio battle heats up as service mesh gains steam](#)
SearchSoftwareQuality: [Kubernetes tools vendors vie for developer mindshare](#)
SearchStorage: [HPE Container Platform combines AI pickups BlueData, MapR](#)
Silicon.fr: [Kubecost : un projet open core pour optimiser le coût des architectures de conteneurs](#)
SiliconANGLE: [At KubeCon, cloud-native starts to get real for the enterprise](#)
SiliconANGLE: Bloomberg’s gamble on Kubernetes turned IT organization into managed-services provider
SiliconANGLE: Cloud and container management tools from Pure Storage address need for simplicity
SiliconANGLE: Consistency is the key to data protection in a multicloud environment
SiliconANGLE: Designing security for an open-source, containerized, cloud-native world
SiliconANGLE: Easier workload migration in a hybrid world is the promised land for NetApp
SiliconANGLE: Focus for Kubernetes in 2020 will be on simplification and company contributions
SiliconANGLE: How Kubernetes Operators are simplifying life for data scientists
SiliconANGLE: IBM ships out two new open-source tools for Kubernetes developers
SiliconANGLE: Inside HPE’s new Kubernetes-based Container Platform for hybrid cloud implementations
SiliconANGLE: Kubernetes is ‘ready’ as more enterprises move it into production
SiliconANGLE: Kubecost wants to help enterprises manage costs of Kubernetes
SiliconANGLE: Kubernetes may be king, but it’s still part of broader cloud-native ecosystem
SiliconANGLE: Kubernetes’ maturity empowers companies to find ways for letting new things work the old way
SiliconANGLE: Portworx and Ford turn to advanced solutions for driving stateful use of Kubernetes
SiliconANGLE: Q&A: D2iQ focuses on managing Kubernetes day 2 operations
SiliconANGLE: Q&A: Fidelity invests in cloud-native, open-source projects to step up innovation
SiliconANGLE: Q&A: Globally distributed edge computers to rule in the connective economy
SiliconANGLE: Q&A: Lacework takes holistic approach to cloud security
SiliconANGLE: Q&A: Red Hat’s Operator Framework thrives off ecosystems
SiliconANGLE: Q&A: Telcos collaborate to showcase 5G, cloud-native networking in action
SiliconANGLE: Quit focusing on Kubernetes and just build smart apps, says Iguazio CTO
SiliconANGLE: Rancher CEO on k3s: Kubernetes is the new Linux; you run it everywhere
SiliconANGLE: Red Cross adopts open source, cloud-native to stretch donations
SiliconANGLE: Red Hat brings cloud native into the 5G conversation with telco providers
SiliconANGLE: Red Hat seeks end-to-end workload storage solutions
SiliconANGLE: Stateful and stateless workloads come together under a single pane of glass
SiliconANGLE: State of the application address: Can CNDb fill Kubernetes storage gap?
SiliconANGLE: There aren’t enough humans for cloud-native infra. Can DevOps deal?
SiliconANGLE: Three secrets to successful digital transformation and a secure data protection strategy
SiliconANGLE: VMware engineer weighs in on the challenges and future of Kubernetes
SiliconANGLE: What will happen when CNCF finally sticks a fork in Kubernetes?
SiliconANGLE: What’s it like knee-deep in Kubernetes? One word: DevSecOps
SmarterMSP: Shift to network services on Kubernetes and containers is underway
Software Defined Talk: All the good stuff is proprietary
Software Defined Talk: The Sanka of hot sauces
Storage Review: D2iQ (Mesosphere) Introduces Kommander
Storage Review: Diamanti Announces Hybrid Cloud Kubernetes Platform
Storage Review: Hewlett Packard Enterprise Announces Container Platform
Storage Review: KIOXIA KumoScale Further Integrates With Kubernetes
Storage Review: KubeCon 2019 On The Ground
Storage Review: StorageReview Podcast #23: KubeCon and SC19 Roundup
Storage Review: TrilioVault Achieves Red Hat’s Container Certification
Storage Review: **VMware Enterprise PKS 1.6 Hits General Availability**

StreetInsider: **Fujitsu Joins Continuous Delivery Foundation As Premier Member**

TechBeacon: **Why teams fail with Kubernetes—and what to do about it**

TechCrunch: **Gremlin brings Chaos Engineering as a Service to Kubernetes**

TechCrunch: **Making sense of a multi-cloud, hybrid world at KubeCon**

TechRepublic: **KubeCon highlights huge growth in the adoption of Kubernetes**

TechSpot: **HPE debuts container platform for hybrid cloud implementations**

TelecomPaper: **LF Networking demos full 5G cloud native network at KubeCon**

Telesemana: **Kubernetes genera gran entusiasmo, ¿es realmente el futuro en un ambiente tecnológico heterogéneo?**

TFIR: **A10 Networks To Participate At KubeCon + CloudNativeCon 2019**

TFIR: **KubeCon San Diego, Day 3 Highlights: PREDICTIONS**

TFIR: **Kubernetes Is Like Minecraft: Head Honcho Of CNCF**

TFIR: **Portshift Shows Service Mesh-Enabled Security At KubeCon 2019**

TheCUBE: **ALL VIDEOS**

TheCUBE: **Keynote Analysis | KubeCon + CloudNativeCon NA 2019**

The Enterprisers Project: **Kubernetes reality check: 3 takeaways from KubeCon**

The New Stack: **Buoyant Launches Dive, a ‘Team Control Plane’ for Microservice Identification**

The New Stack: **Cloudflow: A Framework for Streaming Data Pipelines on Kubernetes**

The New Stack: **Cloud Native Projects: Three Critical Success Factors**

The New Stack: **Codefresh Releases a Live Debugger for CI/CD Pipelines**

The New Stack: **From IT Administrator to Kubernetes Administrator**

The New Stack: **Helm 3 Is Almost Boring and That’s a Great Sign of Maturity**

The New Stack: **KubeCon Preview: Kubernetes and Community at VMware**

The New Stack: **Kubernetes: It’s Not Easy but What’s to Come?**

The New Stack: **Kubernetes’ Long Road to Dual IPv4/IPv6 Support**

The New Stack: **Kublr 2.0 Launches Private Preview of Multisite Kubernetes Orchestration**

The New Stack: **Merging Logs and Metrics with Grafana Labs’ Loki 1.0 Launch**

The New Stack: **New JFrog Container Registry Free for Both On-Premises and Cloud Use**

The New Stack: **Oracle Launches API Gateway, Kafka Streaming, Logging for Oracle Cloud**


The New Stack: **Portworx Autopilot Wants to Cut Cloud Storage Costs with Automated Capacity Planning**

The New Stack: **Puppet Begins Effort to Define Continuous Delivery for the CDF**


The New Stack: **Snyk’s Gareth Rushgrove on How Visibility Is Driving Security**

The New Stack: **Solo.io’s Autopilot: A Framework for Automating Service Mesh Operations**

The New Stack: **SPIFFE/SPIRE Brings Federated Identity to Distributed Architectures**

The New Stack: **The Current State of the State for Cloud Native Storage**

The New Stack: **The Next Movement to Follow Microservices**

The New Stack: **UX Is Kubernetes’ Biggest Short-Term Challenge**

The New Stack: **Why the Age of the Cloud Native Security Platform Is Here to Stay**

The New Stack: **Will Kubernetes Drive Cloud Native Telcos?**
The New Stack: **With Gloo Enterprise 1.0, Solo.io Builds the Stepping Stones to Service Mesh**

The Register: **CloudBees SaaSifies Jenkins X running on Google Cloud Platform**

The Register: **Codefresh to chuck 100 million reasons to develop open source at huddled dev masses**

The Register: **Embrace, Extend, and... Enclave? Microsoft guards Kubernetes' privates with TEEs**

The Register: **Who's got my back(up)? Rival schools Trilio and Portworx battle it out for those Kubernetes bucks**

TooLinux: **La première GUI est disponible pour Jenkins X**

The Register: **CloudBees SaaSifies Jenkins X running on Google Cloud Platform**

VentureBeat: **Microsoft announces Confidential Computing for Kubernetes, IPv4/IPv6 dual-stack, and KEDA 1.0**

Virtualization Review: **5 Interesting Things to Check Out at KubeCon North America 2019**

Virtualization Review: **IBM Unveils New Open Source Tools for Kubernetes**

VMblog: **#KubeCon 2019 Q&A: Platform9 Will Showcase How to Simplify the Operational Burden of Delivering Kubernetes at Scale. Anywhere at Booth P14**

VMblog: **#KubeCon 2019 Q&A: Blameless Will Showcase Its Complete Site Reliability Engineering (SRE) Platform at Booth SE58**


VMblog: **#KubeCon 2019 Q&A: Lacework Will Showcase Its Comprehensive Platform Approach to Security for Modern Environments at Booth S105**

VMblog: **#KubeCon 2019 Q&A: StackRox Will Showcase Its Next Generation Kubernetes-Native Container Security at Booth P23**

VMblog: **#KubeCon 2019 Q&A: Sauce Labs Focused on Empowering Developers to Test Early and Often at Booth S19**

VMblog: **#KubeCon 2019 Q&A: A10 Networks Will Showcase Its Application Delivery and Security Solution as well as Its 5G Virtual Network Function at Booth S69**

VMblog: **#KubeCon 2019 Q&A: Weaveworks Will Showcase How to Build, Run and Manage Kubernetes Clusters and Applications at Booth S51**

VMblog: **#KubeCon 2019 Q&A: Mirantis Will Showcase Its Latest Kubernetes Technology and Launch Something New at Booth P21**

VMblog: **#KubeCon 2019 Q&A: Solo.io will Focus on Cloud-Native Applications and Service Mesh; And Helping Organizations Connect End Users to Applications and Application Services at Booth SE28**

VMblog: **Solo.io Launches the WebAssembly Hub to Empower Users to Add New Functionalities to Their Service Mesh to Best Fit Their Business Needs and Enhance Security**

VMblog: **VMblog Interviews RackN at #KubeCon 2019 - Next Gen Infrastructure Automation**

VMblog: **VMblog Interview with A10 Networks at #KubeCon 2019 - Application Delivery and Security**

VMblog: **VMblog Interview with A10 Networks at #KubeCon 2019 - Empowering Multi-cloud & 5G**

VMblog: **VMblog Interview with Alluxio at #KubeCon 2019 - Open Source Data Orchestration Platform for the Cloud**

VMblog: **VMblog Interview with Blameless at #KubeCon 2019 - Complete Site Reliability Engineering (SRE) Platform**

VMblog: **VMblog Interview with Chef at #KubeCon 2019 - Secure, Configure, Deploy Containers**

VMblog: **VMblog Interview with Containous at #KubeCon 2019 - Traefik and Maesh Products**

VMblog: **VMblog Interview with DivvyCloud at #KubeCon 2019 - Protect Cloud and Container Environments**

VMblog: **VMblog Interview with Kasten at #KubeCon 2019 - Application Backup and Disaster Recovery**

VMblog: **VMblog Interview with Lacework at #KubeCon 2019 - Comprehensive Platform Approach to Security**

VMblog: **VMblog Interview with MacStadium at #KubeCon 2019 - Orka Virtualization Layer for Orchestrating macOS**

VMblog: **VMblog Interview with Mirantis at #KubeCon 2019 - Kubernetes-as-a-Service (KaaS)**

VMblog: **VMblog Interview with Morpheus at #KubeCon 2019 - Fastest Path to Multi-Cloud Kubernetes**
VMBlog: [VMblog Interview with Platform9 at #KubeCon 2019 - Simplify Operational Burden of Delivering Kubernetes at Scale](#)
VMBlog: [VMblog Interview with Pulumi at #KubeCon 2019 - Modern Infrastructure as Code Platform](#)
VMBlog: [VMblog Interview with Rancher at #KubeCon 2019 - Run Kubernetes Everywhere](#)
VMBlog: [VMblog Interview with Sauce Labs at #KubeCon 2019 - Empowering Developers to Test Early and Often](#)
VMBlog: [VMblog Interview with Solo.io at #KubeCon 2019 - Cloud-Native Applications and Service Mesh](#)
VMBlog: [VMblog Interview with StackRox at #KubeCon 2019 - Next Gen Kubernetes Native Container Security](#)
VMBlog: [VMblog Interview with Wallarm at #KubeCon 2019 - Kubernetes-Native Security Solution](#)
VMBlog: [VMblog Interview with Weaveworks at #KubeCon 2019 - Build, Run and Manage Kubernetes Clusters and Applications](#)
ZDNet: [Down an invisible road: Service mesh's unpaved path to practicality](#)
ZDNet: [IBM paid $34B for this: Where Red Hat is taking OpenShift](#)
ZDNet: [Just how popular is Kubernetes?](#)
ZDNet: [Orchestration gets its own conference: Why KubeCon is now a thing](#)

Pre-Event Media Coverage Highlights include:

DevOps.com: [Four Steps to Implement an Observability Strategy for Microservices](#)
DevOps.com: [The NVMF Boogie: How Kubernetes and NVMF Will Rock](#)
DevOps.com: [Implementing Message Queue in Kubernetes](#)
DevOps.com: [The Challenge of Scaling Metrics in Distributed Systems](#)
DevOps.com: [Mario's Adventures in Tekton Land](#)
DevOps.com: [From Pets to X-as-Code: Enabling Control and Predictability for ITOps at Scale](#)
DevOps.com: [Learning Production Troubleshooting Techniques in Microarchitectures](#)
The New Stack: [How a 'Zero Trust' Platform Can Help Solve Service Mesh Challenges](#)
The New Stack: [5 Tips to Deploy Production-Ready Applications in Kubernetes](#)
The New Stack: [The Essential Elements of Modern Application Development](#)
The New Stack: [How to Secure Cloud Deployments by Keeping the Keys and Data in Different Places](#)
The New Stack: [Why Kubernetes Works for Infrastructure Abstraction](#)
The New Stack: [Kubernetes Debugging: What Works and What Fails](#)
The New Stack: [Two Reasons Independent Software Providers Can’t Afford to Ignore Cloud Native](#)
The New Stack: [Open Source Tools: The Good, the Bad and the Truth in Between](#)
The New Stack: [Context: How to Choose Proprietary vs. Open Source Tools](#)
The New Stack: [How Cloud Native Security Platforms Can Rescue Cloud Native](#)
The New Stack: [How to Navigate Multiple Networks for Kubernetes Workloads](#)
The New Stack: [Why Kubernetes Has Emerged as a Key Ingredient in Edge Computing](#)
SD Times: [Automation, the key to digital transformation](#)
SD Times: [Enterprise container strategy: It's time to jump on board](#)
SD Times: [Problems and solutions of monitoring your Kubernetes Operators](#)
TFIR: [Flavors Of Data Protection In Kubernetes](#)
TFIR: Extending Kubernetes With Service Mesh
TFIR: Leverage Kubernetes Audit Logs To Detect Emerging Security Risks
TFIR: In Cloud Native, Container Scanning Is Not Enough
TFIR: A Brief History Of Multicluster Kubernetes
TFIR: The 4 Defining Principals Of ‘Next Architecture’
TFIR: Architecting Kubernetes Storage For Limitless Efficiency
TFIR: The 5 Pillars Of Distributed Tracing
TFIR: Heightened Visibility And Deeper Control With A Monitoring Control Plane
TFIR: Keeping It Safe: Delivering Secure Apps On Kubernetes
TFIR: Kubernetes Day 0: “Roll Your Own” Or Use A Managed Service?
TFIR: Between A Cloud And A Hard Place, The Beauty Lies Between
TFIR: Knative at 1: New Changes, New Opportunities
TechBeacon: How Ancestry used AI to optimize its microservices apps
TechRepublic: KubeCon highlights huge growth in the adoption of Kubernetes
VMblog: Migrating to microservices using a Domain Driven Design
VMblog: Simplify Kubernetes Management with Helm
VMblog: 13 Criteria for Choosing the Best Ingress Controller for Your Kubernetes Deployment
VMblog: Kubernetes 101: Should Your Company Use Kubernetes?
VMblog: Under the hood of CRI-O, Kubernetes Container Runtime
VMblog: Using Machine Learning to Catch Problems in a Distributed Kubernetes Deployment
VMblog: When Quarkus Meets Knative Serverless Workloads
VMblog: 4 Monitoring Tips for Container Mastery
VMblog: Serverless Computing Skyrocketing - How to Identify What Solution is Right for You
VMblog: Kubernetes Cookbook: A Recipe for Multi-cloud and Multi-region Disaster Recovery in Minutes
VMblog: Going Bare Metal and Multi-Cloud with Kubernetes
VMblog: Scaling Kubernetes Monitoring without Blind Spots or Operations Burden
VMblog: Cloud Storage: Where Private and Public Diverge
VMblog: Operators: A journey from Helm to Golang to Deliver on Cloud-native Applications’ Day-2 Operations
154 journalists and analysts attended KubeCon + CloudNativeCon NA 2019, including:

451 Research, Al Sadowski
451 Research, Jean Atelsek
451 Research, Liam Roger
451 Research, Nancy Gohring
451 Research, William Fellows
Aberdeen Group, Jim Rapoza
ActualTech Media, David Davis
Amalgam Insights, Tom Petrocelli
Analysis Mason, Michela Venturelli
ARC Advisory Group, Harry Forbes
Avid Think, Roy Chua
Changelog, Gerhard Lazu
Twimlai.com (Podcast) Sam Charrington
Cloud Unfiltered (Podcast)/Cisco, Ali Amagasu
Computable, Alfred Monterie
ContainerJournal, Mike Vizard
DevOps.com, Alan Shimel
DevOps.com, Brian Yaskulka
DevOps.com, Deborah Schalm
DevOps.com, Parker Yates
DevOps.com, Paul Gustafson
DevOps Institute, Jayne Groll
Digital Anarchist, John Willis
Diversity Ltd, Ben Kepes
Doublehorn Research, Paul Teich
DZone, Tom Smith
EMA, Steve Henrick
 Forbes, Janikiram MSV
Forbes, Jason Bloomberg
Forbes, Justin Warren
Forbes, Udi Nachmany
Forrester, Charlie Betz
Forrester, Dave Bartoletti
Freelance, Christine Hall
Freelance, Doc Searls
Freelance, Mary Branscombe
Freelance, Sean Michael Kerner
Freelance, Simon Bisson
Freelance/MediaOps, Frank J. Ohlhorst
Freelance/TechRepublic/TechTarget, Keith Townsend
Freelancer, Emily Omier
Freelancer, Scott Fulton III
Freelancer, Todd Weiss
Gartner, Arun Chandrasekaran
Gartner, Gregg Siegfried
Gartner, Sanjeev Mohan
Gartner, Simon Richard
Gartner, Tony Iams
Gartner, Traverse Clayton
Gavin Whitechurch
Global Data, Charlotte Dunlap
Google podcast, Adam Glick
Google podcast, Craig Box
Hackernoon, Jay Zalowitz
IBM, Kevin Allen
IBM, Luke Schantz
IDC, Chris Kanthan
IDC, Deepak Mohan
IDC, Gary Chen
IDC, Jim Mercer
IDC, Larry Carvahlo
IDC, Sriram Subramanian
IDC, Stephan Belanger
IHS MarkIT, Devan Adams
InfoQ, Raghavan “Rags” N. Srinivas
InfoQ, Daniel Bryant
ISG, Shashank Rajmane
ISG-One, Blair Hanley Frank
ISG One, Jan Erik Aase
IT Media, Izumi Miki
Justin's IT Blog, Justin Paul
KeyBanc Capital Markets, Amy Hermes
L'Informaticien
Le Mag IT, Yann Serra
Linux Academy, Christophe Limpalair
Linux Academy, Ell Marquez
Moor Insights Strategy, Rhett Dillingham
O'Reilly, John Devins
OpenSource.com, Jason Baker
OpenSource.com, Matthew Broberg
OpenSource.com (podcast), Gordon Haff
Ovum, Michael Azoff
Packet Pushers, Ethan Banks
Packet Pushers, Ned Bellevance
Packet Pushers, Robin Young
Redmonk, KellyAnn Fitzpatrick
Redmonk, Rachel Stephens
SD Times, Dave Lyman
SD Times, Dave Rubinstein
SD Times, Jenna Sargent
SDxCentral, Dan Meyer
Software Engineering Daily, Erika Hokanson
Software Engineering Daily, Jeffrey Meyerson
StorageReview, Kevin O'Brien
TechCrunch, Frederic Lardinois
TechCrunch, Ron Miller
Technology Business Research, Catie Merrill
TechTarget, Beth Pariseau
TechTarget, Darryl Taft
Techzine.NL, Erik Schurer
Telesemana, Leticia Pautasio
TFIR, Swapnil Bhartiya
The Cloud Report, Kim-Norman Sahm
theCUBE, John Furrier
theCUBE, Leonard Nelson
theCUBE, Patrick Foley
theCUBE, Stu Miniman
theCUBE, Taylor Hamasaki
The New Stack, Alex Williams
The New Stack, Benjamin Ball
The New Stack, Edward Rogers
The New Stack, Joab Jackson
The New Stack, Judy Williams
The New Stack, Kiran Oliver
The New Stack, Libby Clark
The New Stack, Norris Deajon
The Register, Richard Speed
Think IT, Yasuyuki Matsushita
UST Global, Evgeny Sazhin
VentureBeat, Emil Protalinski
Virtualization Review, Tom Fenton
VMBlog, Brian Ducharme
VMBlog, Dave Marshall
VM Man (Arabic), Khaled Eldesouky
ZDNet, Steven Vaughan-Nichols