

```
ombio,lightstep}/opentelemetry-exporter-go/..."  
  
s.LookupEnv("PROJECT_NAME")  
provider(sdktrace.WithConfig(sdktrace.Config{DefaultSampler: sdktrace.AlwaysSample}))  
r(tp)  
  
x()  
http.NewHandler(http.HandlerFunc(fibHandler), "fib")  
http.HandlerFunc(reloadHandler))  
"Initializing the servers...\n")
```

Conference Transparency Report: KubeCon + CloudNativeCon North America 2019

November 18 - 21



CLOUD NATIVE
COMPUTING FOUNDATION



KubeCon



CloudNativeCon

North America 2019



[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 of 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, Telesemana, 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





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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.





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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 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



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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.





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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





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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%

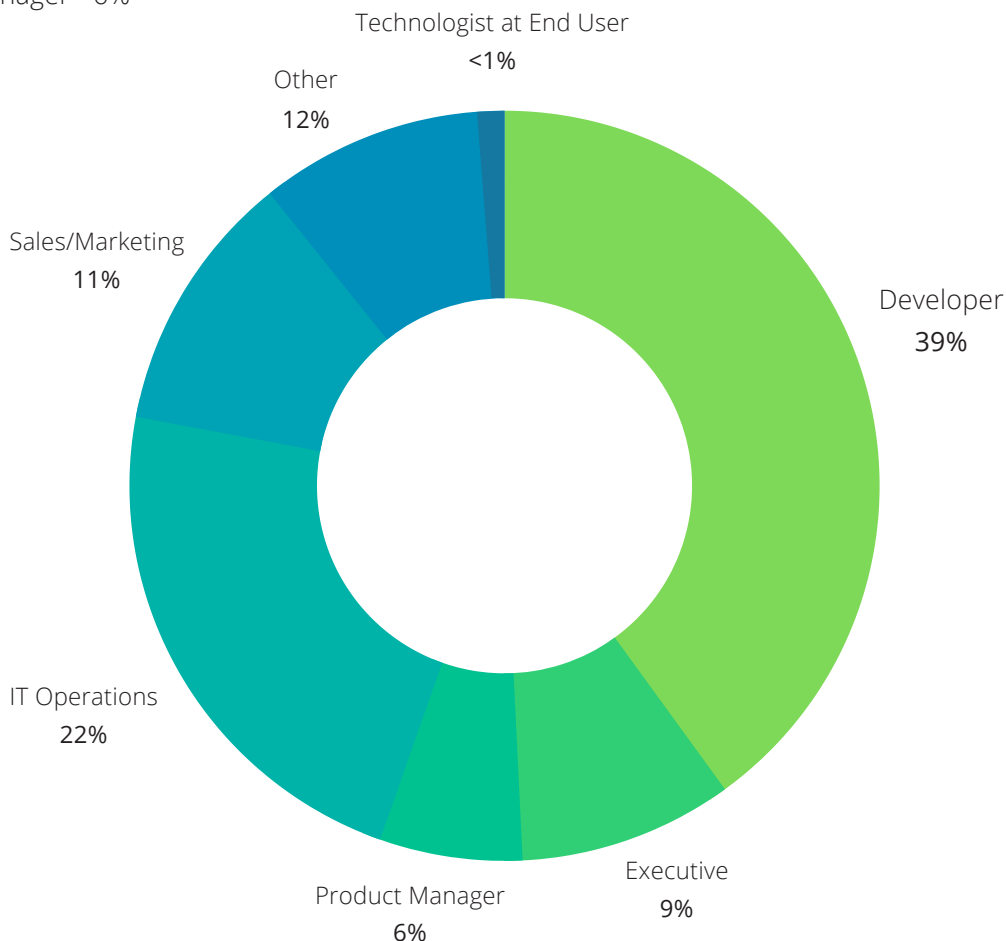
- Site Reliability Engineer - 29%

- Quality Assurance Engineer - 2%

Sales/Marketing - 11%

Technologist at End User - <1%

Other - 12%





KubeCon



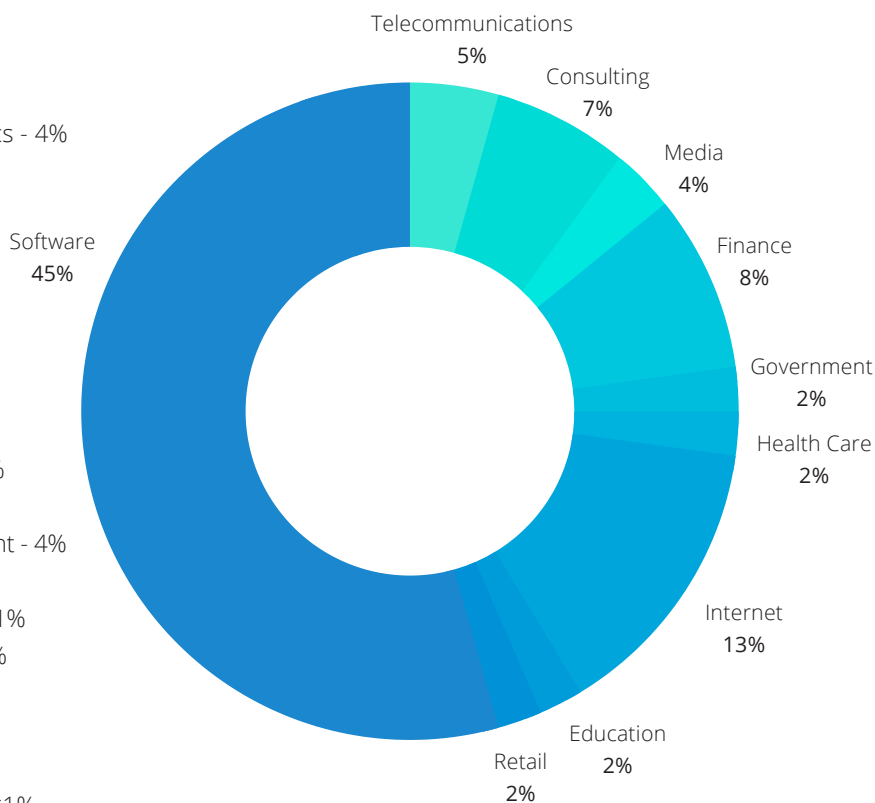
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Industry

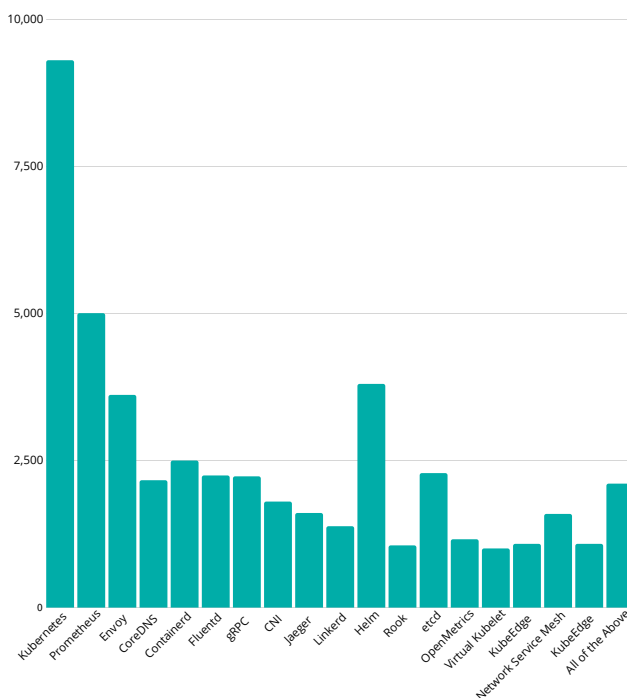
Aerospace or Defense - 1%
 Agriculture, Forestry, or Fisheries - <1%
 Automotive - 1%
 Computer Hardware or Consumer Electronics - 4%
 Construction - <1%
 Consulting - 7%
 Education - 2%
 Energy Generation/Distribution - <1%
 Finance, Banking, or Insurance - 8%
 Gaming - <1%
 Government (Including Military) - 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	Helm - 3,798	KubeEdge - 1,078
Prometheus - 5,001	Rook - 1,052	Brigade - 131
Envoy - 3,611	Harbor - 907	Network Service Mesh - 1,587
CoreDNS - 2,160	etcd - 2,281	OpenTelemetry - 928
Containerd - 2,495	Open Policy Agent - 990	OpenEBS - 400
Fluentd - 2,241	CRIO - 916	Thanos - 493
Open Tracing - 1,819	TIKV - 117	In-toto - 33
gRPC - 2,226	SPIFFE - 557	Strimzi - 98
CNI - 1,797	SPIRE - 353	Kubevirt - 615
Jaeger - 1,603	CloudEvents - 661	Flux - 167
Notary - 383	Telepresence - 339	rkt - 52
TUF - 132	OpenMetrics - 1,156	All of the Above - 2,102
Vitess - 286	Cortex - 253	
TUF - 113	Buildpacks - 403	
Vitess - 228	Falco - 456	
NATS - 520	Dragonfly - 123	
Linkerd - 1,378	Virtual Kubelet - 1,000	

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





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Size of Company:

<49 employees - 12%

Between 50 - 499 employees - 20%

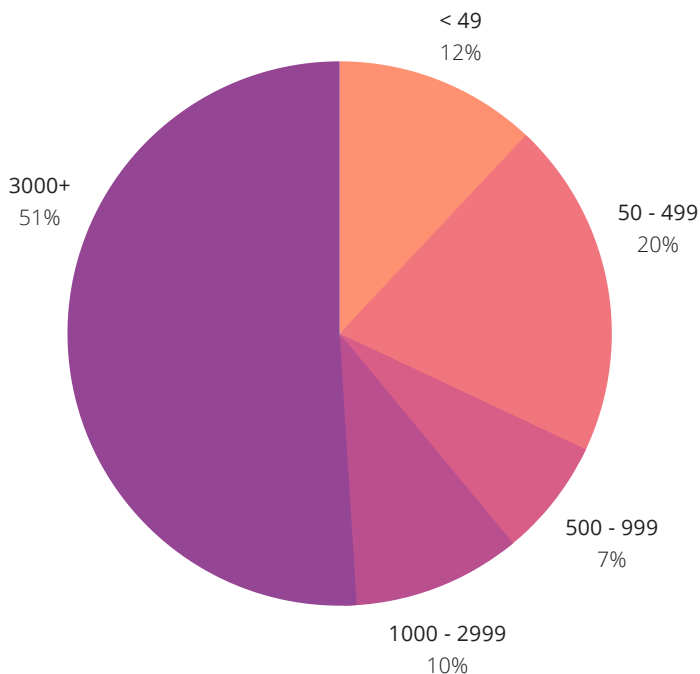
Between 500 - 999 employees - 7%

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=PLj6h78yzYM2NDs-iu8WU5fMxINxHXlien>

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

Year-Over-Year Comparisons

Registration

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

Sponsorship

ITEM	2016	2017	2018	2019
Diamond Sponsors	8	5	6	6
Platinum Sponsors	3	17	20	35
Gold Sponsors	10	23	20	19
Silver Sponsors	13	30	87	100
Start-Up Sponsors	N/A	30	50	73
End User Sponsors	N/A	N/A	5	10
Marketing Opportunities	13	26	27	34
Total Unique Sponsors	39	107	193	246



Sponsor Expo Hours

ITEM	2016	2017	2018	2019
Total Hours	20	21.5	29.75	23.25
Day 1	11.5	9	13.25	10.25
Day 2	8.5	7	9	7
Day 3	N/A	5.5	7.5	6

Co-Located Events

A Linkerd in Production Workshop hosted by Buoyant

Akraino 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

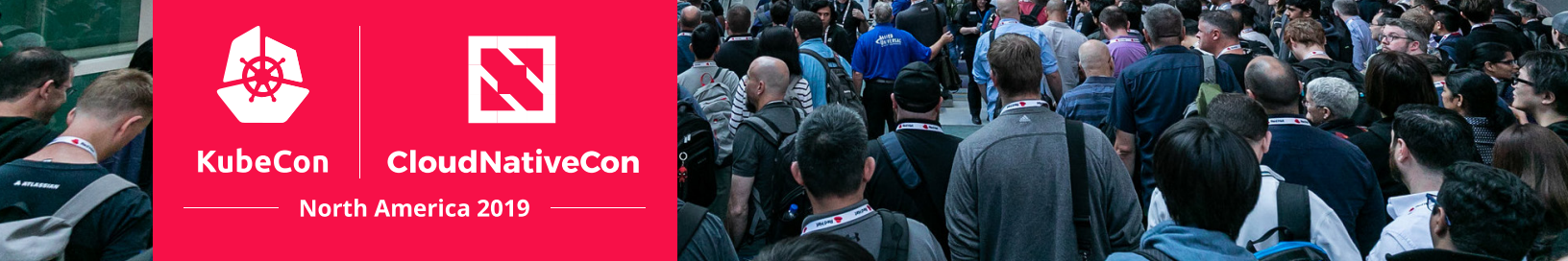
Cloud Native Live: Evolving Security hosted by Prisma by Palo Alto Networks

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

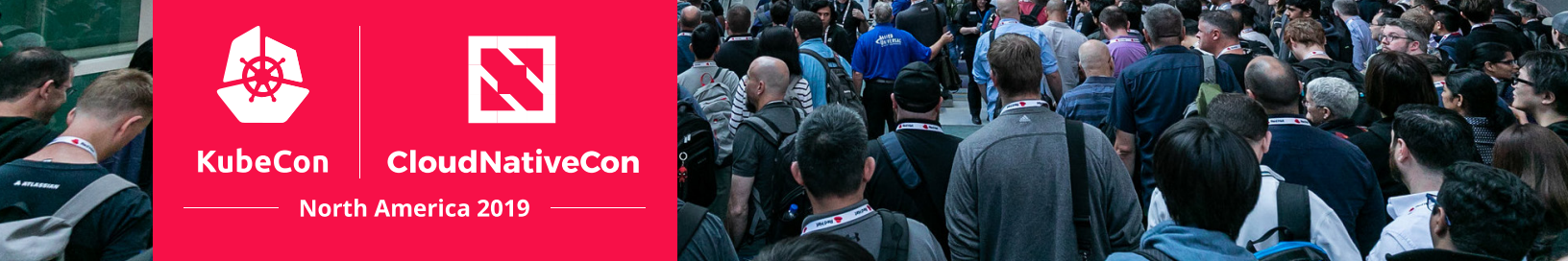
Serverless Practitioners Summit hosted by CNCF and Cloud Foundry Foundation

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>

Day 2 - <https://twitter.com/i/moments/1197241217299423232?s=13>

Day 3 - <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.



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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



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"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: [Predictions 2020: Cloud Computing, Forrester, Dave Bartoletti, Lauren E. Nelson, Abhijit Sunil](#)
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](#)
IDC: [IDC FutureScape Webcast: Worldwide Cloud 2020 Predictions, Frank Della Rosa, Larry Carvalho, Mary Johnston Turner, Deepak Mohan, IDC](#)
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):

Authority: [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. An Insider Explains Why.](#)
Barron's: ['Kubernetes' Is the Future of Computing. That's Bad News for One Stock](#)
Barron's: ['Kubernetes' Is the Future of Computing. What You Should Know About the New Trend](#)
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](#)



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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 refurbishes 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](#)
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Kubernetes Podcast: [Lyft and KubeCon NA 2019, with Vicki Cheung](#)
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LWN: [Creating Kubernetes distributions](#)
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Marker Research Reporting: [Making sense of a multi-cloud, hybrid world at KubeCon](#)
MCMag: [Microsoft's Kubernetes Changes Include Confidential Computing Boost](#)
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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](#)
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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](#)

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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 Monerie
ContainerJournal, Mike Vizard
DevOps.com, Alan Shimel
DevOps.com, Brian Yaskulka
DevOps.com, Deborah Schalm
DevOps.com, Parker Yates
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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
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Gartner, Arun Chandrasekaran
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ISG-One, Blair Hanley Frank
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Linux Academy, Christophe Limpalair
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Moor Insights Strategy, Rhett Dillingham
O'Reilly, John Devins
OpenSource.com, Jason Baker
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OpenSource.com (podcast), Gordon Haff
Ovum, Michael Azoff
Packet Pushers, Ethan Banks
Packet Pushers, Ned Bellevance
Packet Pushers, Robin Young
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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
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Catie Merrill
TechTarget, Beth Pariseau
TechTarget, Darryl Taft
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