

Conference Transparency Report:

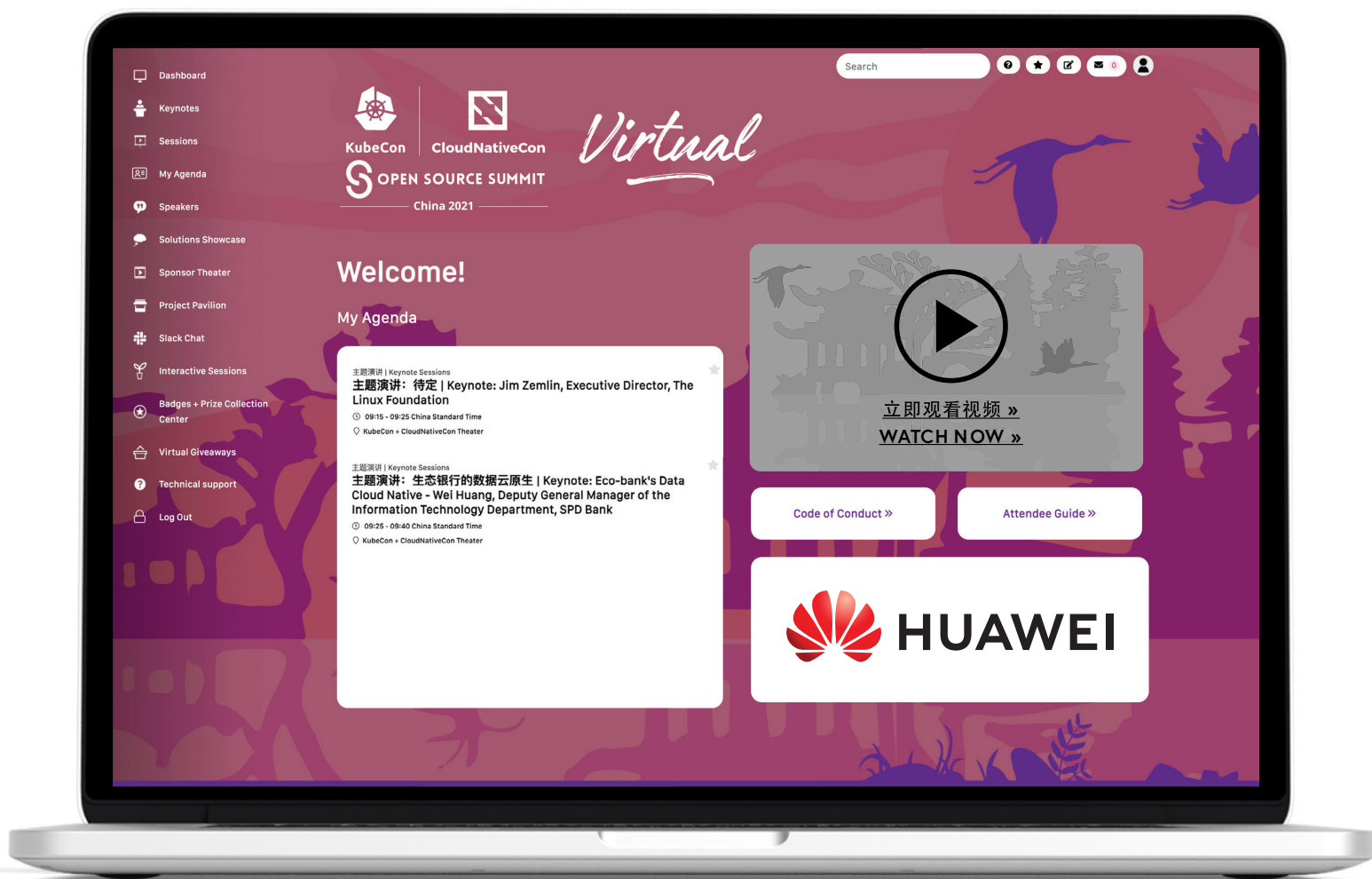
# **KubeCon + CloudNativeCon + Open Source Summit China 2021 - Virtual**

December 9 + 10





As the first virtual KubeCon + CloudNativeCon + Open Source Summit China, the conference brought together 7,160 registrants. Eighty-three percent were first-time KubeCon + CloudNativeCon + Open Source Summit attendees. Feedback from attendees was positive, with 88% of respondents rating the event “good,” “very good,” or “excellent”. The top two reasons respondents cited for attending KubeCon + CloudNativeCon + Open Source Summit were career growth/training (41%) and Keynotes (27%).





## Content

The event received 355 submissions with an acceptance rate of 19% which resulted in 189 total speakers (includes co-presenters and panelists) for the event. Of the accepted speakers, 24% represented an end user company and 76% a vendor company, numbers that were commensurate with the number of speakers that submitted to the CFP. For keynotes, 13% of speakers were from an end user company and 87% from a vendor company.

The two-day conference offered attendees 114 sessions, including keynotes, breakouts, and maintainer track talks. It also included 6 sponsored talks and one session around diversity and inclusion initiatives. From feedback received via Sched.com, attendees gave an average session rating of 10 out of 10.

The schedule was curated by the conference co-chairs, Jasmine James of Twitter and Ricardo Rocha of CERN. Jasmine and Ricardo selected 48 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. Jasmine and Ricardo then selected 21 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 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

# 7,160

**TOTAL REGISTERED ATTENDEES**

## 83%

**FIRST TIME ATTENDEES**



## 29%

**MEN**



## 4%

**WOMEN**

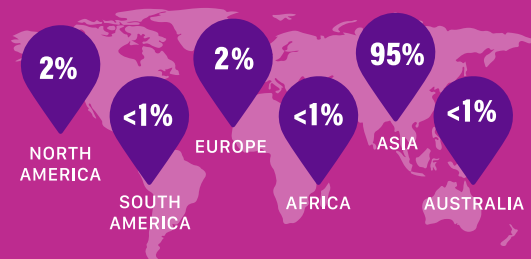


## <1%

**NON-BINARY/  
OTHER GENDERS**

**PREFER NOT TO ANSWER: 67%**

### ATTENDEES PER REGION



**TOP 3 COUNTRIES  
REPRESENTED**

**CHINA**

**INDIA**

**UNITED STATES**

Priyanka Sharma, CNCF; Jim Zemlin, The Linux Foundation; Wei Huang, SPD Bank; Jian Huang, Huawei Cloud; Yifan Shen, CBC; Kevin Wang, Huawei Cloud; Grace Lian, Intel; Ricardo Rocha, CERN; Lei Zhang, Alibaba Cloud; Sheng Lian, SUSE; Jasmine James, Twitter; Hua Yong, 21vianet; Qi Zhang, Huawei Cloud; Shangguang Wang, Beijing University of Posts and Telecommunications; Li Yi, Alibaba Cloud; Wang Ling, Huatai Securities; Dingping Yuan, VMware; Yike Wang, VMware.

In addition to selected talks and keynotes, the conference included 24 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 one 35-minute deep dive session.

## End User

End user organizations are those that use cloud native technologies internally and do not sell cloud native products and services externally. We implemented an End User program, yielding 700+ end user registrations. More data points regarding our end user attendance can be found in the demographics section below.

## Project Pavilion + Project Office Hours

The project pavilion + project office hours allow maintainers from CNCF's graduated, incubating and sandbox projects to share with attendees. Twenty-one (21) projects participated in the project pavilion + project office hours. This unique opportunity allows attendees to meet the maintainers, ask questions, and learn about new features.

**项目展示区**  
**PROJECT PAVILION**

The Project Pavilion allows the cloud native community a chance to learn more about the CNCF projects. Join the maintainers of our graduated, incubating and sandbox projects for engaging conversations during their Project Office Hours via Bevy. Miss an office hour? Click on the project's logo below and be taken to direct communication with our Maintainers.

项目展示区提供云原生社区一个更深入了解CNCF项目的机会。加入我们毕业生、培育、沙盒维护人员项目，通过Bevy在项目办公时间内进行对话。错过了办公时间？请点击下方的项目logo，链接会直接连接您和我们的维护人员进行沟通。

**CNCF 项目结构图**  
**CNCF LANDSCAPE**

**项目办公时间**  
**PROJECT OFFICE HOURS**

**已毕业的项目 GRADUATED PROJECTS**

Runtime • Container Runtime	CoreDNS • DNS	envoy • Proxy	etcd • Key-Value	fluentd • Logging	HARBOR • Container Registry
HELM • Package Manager	JAEGER • Tracing	kubernetes • Container Orchestration	LINKERD • Service Mesh	Open Policy Agent • Policy	Prometheus • Monitoring
ROOK • Storage	TUF • Security	KV • Database	Viteess • Database		

**孵化中的项目 INCUBATING PROJECTS**

argo • Workflow	Buildpacks • Build	cloudevents • Event	CNI • Network	cortex • Monitoring	cri-o • Container	Dragonfly • Container
EGRESS INGRESS • Network	falco • Security	flagger • Canary	flux • GitOps	gRPC • RPC	KEDA • Scaling	KubeEdge • Edge
NATS • Messaging	OpenTelemetry • Telemetry	QOS TRACING • Tracing	SERVICE FABRIC • Cloud	SPIFFE • Security	SPIRE • Security	Thanos • Monitoring

**沙箱项目 SANDBOX PROJECTS**

AITHRA • AI	AKRAS • AI	Athenz • Access	Backstage • DevOps	BFE • Proxy	BRIGADE • DevOps	CALYPTIA • AI	CEPH • Storage	CHAOS MESH • Testing	CHAOS TOOLKIT • Testing	CHORUS • AI	Cilium • Network	CNI • Network	cortex • Monitoring	cri-o • Container	Dragonfly • Container
CHAOSFS • Storage	CHAOSUI • UI	chirp-gate • AI	Cilium • Network	Cilium • Network	Cilium • Network	Cilium • Network	Cilium • Network	Cilium • Network	Cilium • Network	Cilium • Network	Cilium • Network	Cilium • Network	Cilium • Network	Cilium • Network	Cilium • Network
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## PR + Marketing

KubeCon + CloudNativeCon + Open Source Summit China 2021 - Virtual saw fairly steady media and analyst interest with more than 45 attending virtually from across the globe. Publications and analyst organizations represented included Forrester, ProgrammableWeb, TechTarget and many others. Media and analyst attendees generated more than 450 articles, blog posts, and press releases full of compelling event news covering CNCF and its members, projects, and sponsors.

Media partnerships with OSChina, The New Stack, and TFiR provided a mix of pre-show articles, social promotion, and live show coverage. Pre-event marketing activities included email marketing, media and analyst relations, organic and paid AdWords, news announcements, promotion to webinar audiences, social media campaigns, sponsor blogs and the CNCF news package.

## Conclusion

Thanks to all those that have given their feedback on the event. Despite the continued challenges of the pandemic, we were able to bring our community together and continue to expand our cloud native reach.

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.





## Total Registration:



**7,160+ registered attendees**

**3,860 (54%) attendance rate**

## Attendee Demographics



**Attendees from 69 countries across six continents**

91% from China

Other countries with a sizeable audience at the event include: India - 2.3%; United States - 1.8%



**2,697 companies participated**

178 member companies

35 Kubernetes Certified Service Providers

7 Kubernetes Training Partners



**518 End User companies participated**

- 29 End User Members/Supporters
- Top 5 End User companies by attendance:
  1. ByteDance
  2. Shanghai Pudong Development Bank
  3. Drip
  4. DiDi
  5. Jingdong



## Attendee Booth Traffic

Total leads captured at virtual exhibit booths were 2,901 with an average of 207 leads per booth.

### Attendee Job Function

Developer - 35%

- Full Stack Developer - 53%
- Web Developer - 19%
- Data Scientist - 8.9%
- Machine Learning Specialist - 5%
- Mobile Developer - 3%
- Other - 11%

DevOps/SRE/SysAdmin - 20%

Architect - 19%

IT Operations - 5%

- DevOps - 51%
- Systems Admin - 27%
- Site Reliability Engineer - 12%
- Quality Assurance Engineer - 5%
- Other - 5%

Executive - 4%

Product Manager - 4%

Student - 4%

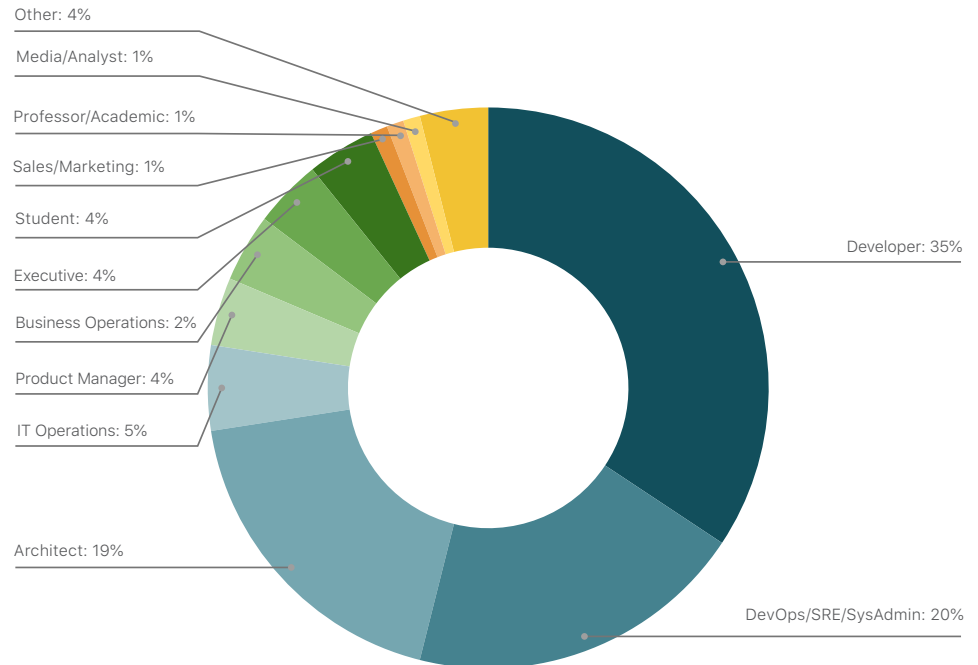
Business Operations - 2%

Sales/Marketing - 1%

Media/Analyst - 1%

Professor/Academic - 1%

Other - 4%



### Industry

Information Technology - 72%

Financials - 9%

Telecommunications - 5%

Professional Services - 3%

Automotive - 2%

Energy - 2%

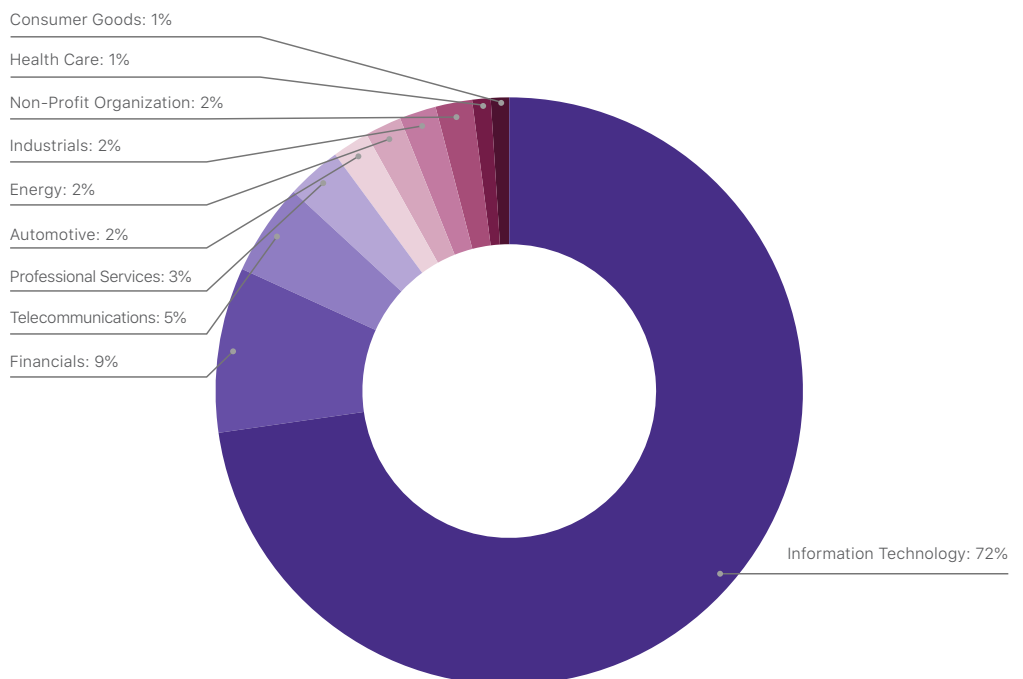
Industrials - 2%

Non-Profit Organization - 2%

Consumer Goods - 1%

Health Care - 1%

Materials - <1%





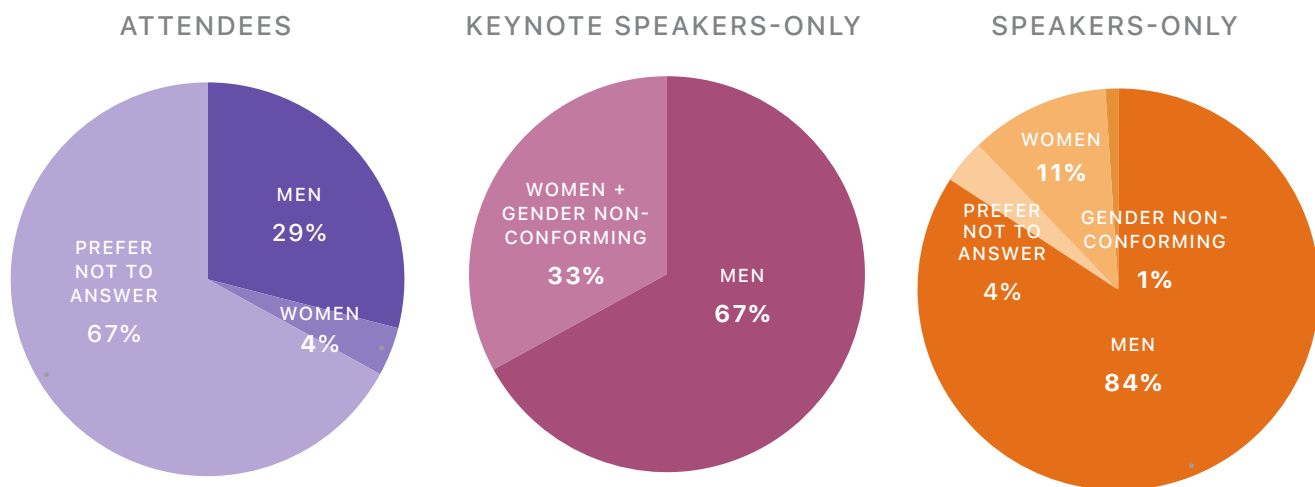


## Number of KubeCon + CloudNativeCon events attended

83% first-time attendees

17% attended past events

## Gender Diversity



## Resources:

Videos (YouTube): <https://www.youtube.com/playlist?list=PLj6h78yzYM2PjmJ9A98QCXnMsmONhU--t>

Videos (QQ): <https://v.qq.com/biu/videoplus?vuid=508102034>





## Year-Over-Year Comparisons

### Registration

TYPE	2018	2019	2021 - VIRTUAL
Total Registrations	2,500	3,500	7,160
All-Access Standard Registrations	63%	46%	78%
Keynote + Solution Showcase Only pass	N/A	N/A	17%
All-Access VIP Registration	5%	5%	N/A
Academic & Hobbyist Registrations	5%	8%	N/A
Speaker Registration	8%	9%	2%
Sponsor Registration	10%	22%	2%
Media Registration	3%	2%	1%
Contributor Registration	6%	8%	N/A

### Sponsorship

SPONSOR LEVEL	2018	2019	2021 - VIRTUAL
Strategic Sponsor*	N/A	1	1
Double Diamond Sponsors	N/A	1	N/A
Diamond Sponsors	4	2	2
Platinum Sponsors	8	2	0
Gold Sponsors	1	10	3
Silver Sponsors	12	14	3
Start-Up Sponsors	13	12	5
Community Partners	12	9	N/A

*\*Capped maximum*



## Sponsor Expo Hours

	2018	2019	2021 - VIRTUAL*
TOTAL	15	18	14
DAY 1	9	3	7
DAY 2	6	11	7
DAY 3	N/A	4	N/A

\*Recommended booth 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.

- [CPU Burst: 摆脱不必要的节流，同时实现高 CPU 利用率和高应用程序性能 | CPU Burst: Getting Rid of Unnecessary Throttling, Achieving High CPU Utilization and Application Performance at the Same Time \(Linux Systems\) - Huaixin Chang & Tianchen Ding, Alibaba](#)
- [Apiserver 生成器：通过聚合 Apiserver 扩展 Kubernetes 系统 | Apiserver Builder: Extending Kubernetes via Aggregated Apiserver \(Customizing + Extending Kubernetes\) - Min Kim, Ant Group](#)
- [如何有效管理数以万计的 etcd 集群？ | How to Efficiently Manage Tens of Thousands of etcd Clusters? \(Operations\) - Cong Tang & Chaofan Wang, Tencent](#)
- [在阿里巴巴我们是怎样先于用户发现和定位K8s集群问题的 | How We Discover and Locate k8s Cluster Problems Before Users at Alibaba \(Operations\) - Peng Nanguang, Alibaba](#)
- [深入剖析分析工具：CPU 分析工具如何判定您应用程序的性能 | Deep Dive Into Profilers: How CPU Profilers Measure Your Application's Performance \(Linux Systems\) - Shuang Chen, PingCAP](#)



- [如何在零停机的情况下迁移 Kubernetes 集群 | How To Migrate Kubernetes Cluster With Zero Downtime \(Performance\) - Jing Gu & Yaoyao Xie, Alibaba](#)
- [支持零信任服务网络的零信任网络整体解决方案 | Zero Trust Network Turnkey Solution to Support Zero Trust Service Mesh \(Networking\) - Hongjun Ni & Pan Zhang, Intel](#)
- [用 Kubernetes 系统加速机器人应用开发 | Accelerating Robot Application Development with Kubernetes \(Application + Development\) - Chunxu Hu, Jingfeng Micro Control Technology & Ju Zhen, Huawei](#)
- [Envoy 网格加速从 iptables 到完全 BPF | Envoy Mesh Acceleration: From Iptables to Fully BPF \(Service Mesh\) - Xiyao Zhang & Xu Liu, Tencent](#)
- [超越 CUDA: GPU 与 Vulkan Kompute \(AMD、高通、NVIDIA 和 Friends\) 加速了在跨供应商图形卡上的计算 | Beyond CUDA: GPU Accelerated Computing on Cross-Vendor Graphics Cards with Vulkan Kompute \(AI + Data\) - Alejandro Saucedo, Seldon Technologies](#)

Sponsor Theater Unique Visitors: 2,875

## Online Reach + Traffic

### Social Results:

*Timeframe from December 8-16, 2021*

**166K** @CloudNativeFdn impressions

**128** @CloudNativeFdn clicks

**283** @CloudNativeFdn retweets

**44K** @KubeCon\_ impressions

YouTube Playlist: As of February 4, event session videos have garnered more than 989 views.

QQ Channel: As of February 4, event session videos have garnered more than 1,041 views.

### WeChat Articles:

Nov 15 - <https://mp.weixin.qq.com/s/yzvNhP5ZC49jQR55KlhQTQ>

Nov 22 - <https://mp.weixin.qq.com/s/J46QOgRx8o31LQH9SY7Abw>

Nov 26 - [https://mp.weixin.qq.com/s/08EMxRWQkS9DypkbXon1\\_Q](https://mp.weixin.qq.com/s/08EMxRWQkS9DypkbXon1_Q)

Nov 26 - <https://mp.weixin.qq.com/s/blKqZuNOVxv4aF8v1Q3HMQ>

Nov 29 - [https://mp.weixin.qq.com/s/sMH12WbL98HON\\_aRXYndg](https://mp.weixin.qq.com/s/sMH12WbL98HON_aRXYndg)



## Media + Analyst Results

### Coverage Snapshot (December 9-16, 2021):

CNCF – 456 mentions in media articles, press releases, and blogs shared 44,940 times across social platforms

Kubernetes – 4,909 mentions in media articles, press releases, and blogs shared 163,380 times across social platforms

KubeCon + CloudNativeCon – 195 mentions in media articles, press releases, and blogs shared 148 times across social platforms

### Coverage Synopsis:

More than 40 Chinese and five English-speaking freelance reporters and analysts attended KubeCon + CloudNativeCon + Open Source Summit China 2021 - Virtual.

KubeCon + CloudNativeCon + Open Source Summit China 2021 - Virtual generated over 5,560 mentions in media articles, press releases and blogs between December 9-16 – CNCF with 456 mentions, Kubernetes with 4,909 mentions, and KubeCon + CloudNativeCon with 195 mentions.

### Chinese Coverage Snapshot:

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

- Published a total of 23 articles related to the conference topic
- Baidu search index showed nearly 523,000 related news and content
- Published and reprinted more than 300 online articles in portal, technology, IT and other online media. The total exposure of article push and advertisement placement was 5 million – portal website 1.5 million, technology vertical media 3.5 million, and IT media 500,000.
- The WeChat public account published a total of 118 manuscripts, with a cumulative reading volume of 64,506 and a cumulative 262 likes
- 22 articles were written, 32 posters were produced, and a total of 252 communities were disseminated. The total number of communities covered is about 23+ million.



45+ journalists and analysts attended KubeCon + CloudNativeCon + Open Source Summit China 2021 - Virtual from publications and research firms, including:

451 Research	mydrivers.com
ARC Advisory Group	NET EASE
beareyes.com	NEWHUR.COM
CCTIME	OSCHINA
CCW Media	PChome
China Daily Website	PConline
China Electronics	PCPOP.COM
China.com	qq.com
china.org.cn	SegmentFault
ChinaByte.com	sina.com.cn
Citnews	sohu.com
donews	TechTarget Asia-Pacific
enorth.com.cn	techweb
Forrester	www.cri.cn
Forrester Research Inc	www.dzwww.com
Gartner	www.qudong.com
GFAN.COM	www.west.cn
Hexun	www.xinqtech.com
IFENG.COM	yesky.com
iMobile	YNET.com
iresearch.cn	
IT168	
ITBEAR	
IThome	
Linux.CN	
MarkoInsights	
MEDIATEK	

