



KubeCon



CloudNativeCon

Europe 2022

# TRANSPARENCY REPORT

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GROW WITH  
CLOUD  
NATIVE



# What an amazing week in Valencia!

## Wow, did it feel good to be back together!

KubeCon + CloudNativeCon Valencia was the first time we'd gathered TeamCloudNative in Europe for three years and the atmosphere felt electric. It was such a great opportunity to greet our old friends and welcome many new folks to the family.

It was exciting for me personally to see how much this incredible community has evolved since my first KubeCon + CloudNativeCon in 2016 when just 1,500 of us gathered together. In Valencia, we had more than 7,000 folks joining in-person plus 11,000 virtually! And what's more, 65% of you were first-time attendees.

In fact, we had a lot of firsts in Valencia. Boeing joined us as a platinum member – the first aerospace organization to join CNCF. We hosted Cloud Native Telco Day for the very first time, gathering huge players like Deutsche Telekom and Orange who are advancing the industry. Plus, we hosted our first CTO Summit where we discussed how organizations achieve resiliency in multi-cloud strategies.

I've really enjoyed looking back at the event as we put this transparency report together for you. Can't wait to see you this October in Detroit for KubeCon + CloudNativeCon North America!



**Priyanka Sharma**  
General Manager, CNCF

## KEY STATS



**65%**  
First-time attendees



**7,084**  
In-person attendees



**2,300+**  
Pieces of media coverage



**First in-person**  
Event in Europe since 2019

## VALENCIA PHOTO HIGHLIGHTS



# ATTENDEE OVERVIEW

KubeCon + CloudNativeCon Valencia was our first European in-person event since Barcelona in 2019 and **we more than doubled the number of folks who joined us, both in Valencia and virtually.** Our European community accounted for the largest number of attendees, but it was wonderful to see folks coming from as far as Africa, Australia and South America to be with us.

## DEMOGRAPHICS

REGISTERED

**18,550**

45.2% MEN  
6.5% WOMEN  
0.4% NON-BINARY/OTHER GENDERS  
47.9% PREFER NOT TO ANSWER

IN PERSON

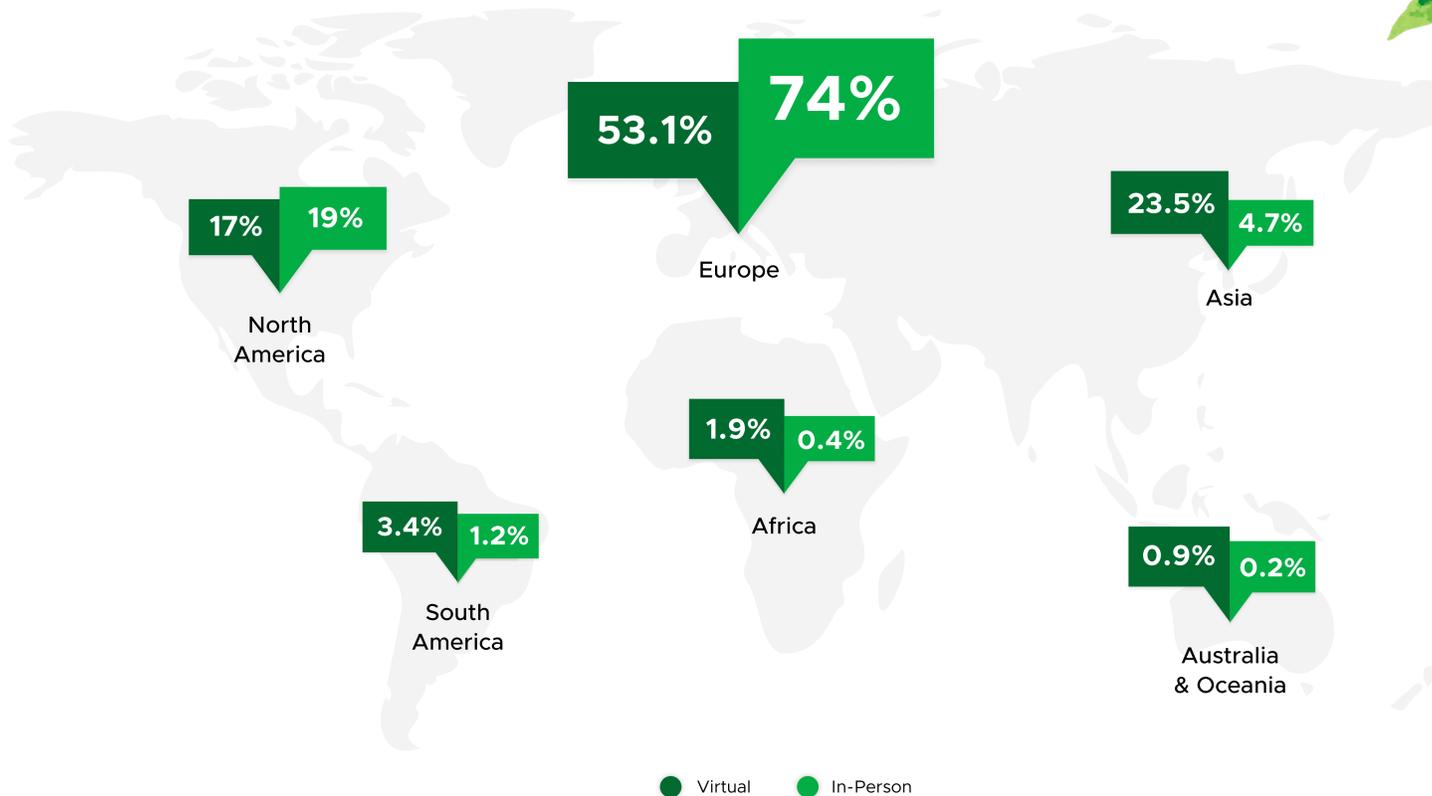
**7,084**

FIRST TIMERS

**65%**



## ATTENDEE GEOGRAPHY



Having seen what KubeCon has to offer, I'm sorry I missed every previous KubeCon since 2015. For a veteran cloud blogger, this conference is a peek into the future of distributed development.

**” Ofir Nachmani**  
IamOnDemand

### TOP COUNTRIES IN ATTENDANCE

| TOTAL  | IN-PERSON   | VIRTUAL  |
|--|---|--|
|  <b>USA</b><br><b>3,035</b>     |  <b>USA</b><br><b>1,309</b>          |  <b>USA</b><br><b>1,725</b>     |
|  <b>Germany</b><br><b>2,463</b> |  <b>Germany</b><br><b>1,060</b>      |  <b>India</b><br><b>1,702</b>   |
|  <b>India</b><br><b>1,798</b>   |  <b>United Kingdom</b><br><b>725</b> |  <b>Germany</b><br><b>1,403</b> |

### TOP 3 JOB FUNCTIONS

| DEVOPS/SRE/SYSADMIN | DEVELOPER    | ARCHITECT    |
|---------------------|--------------|--------------|
| <b>6,395</b>        | <b>3,867</b> | <b>3,127</b> |

| ATTENDEE JOB FUNCTION         | TOTAL | ATTENDEE INDUSTRY       | TOTAL |
|-------------------------------|-------|-------------------------|-------|
| Architect                     | 3127  | Automotive              | 533   |
| Business Operations           | 189   | Consumer Goods          | 578   |
| Developer                     | 3868  | Energy                  | 229   |
| - Data Scientist              | 240   | Financials              | 1645  |
| - Full Stack Developer        | 2945  | Health Care             | 351   |
| - Machine Learning Specialist | 118   | Industrials             | 317   |
| - Web Developer               | 42    | Information Technology  | 12631 |
| - Mobile Developer            | 523   | Materials               | 45    |
| DevOps / SRE / SysAdmin       | 6396  | Non-Profit Organization | 391   |
| Executive                     | 690   | Professional Services   | 835   |
| IT Operations                 | 571   | Telecommunications      | 1023  |
| - DevOps                      | 205   |                         |       |
| - Systems Admin               | 12    |                         |       |
| - Site Reliability Engineer   | 71    |                         |       |
| - Quality Assurance Engineer  | 283   |                         |       |
| Sales / Marketing             | 1097  |                         |       |
| Media / Analyst               | 158   |                         |       |
| Student                       | 777   |                         |       |
| Professor / Academic          | 77    |                         |       |
| Other                         | 1027  |                         |       |



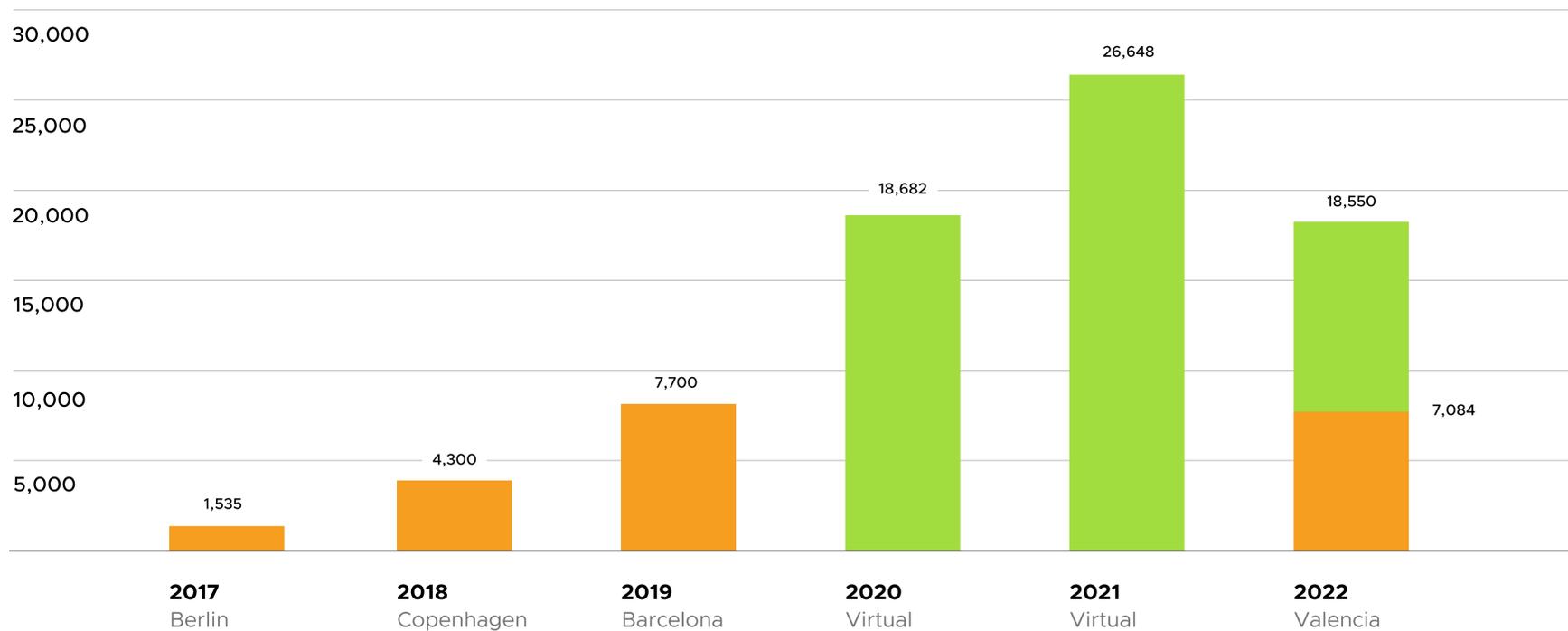
At 7.1 million people the @CloudNativeFdn community is as big as Denmark! 🇩🇰 #kubekon

Liz Rice  
Isovalent via Twitter



### YEAR ON YEAR GROWTH – EUROPEAN EVENTS

● In-person ● Virtual



| TICKET TYPE                               | 2017<br>Berlin | 2018<br>Copenhagen | 2019<br>Barcelona | 2020<br>Virtual | 2021<br>Virtual | 2022<br>Valencia |
|---|----------------|--------------------|-------------------|-----------------|-----------------|------------------|
| <b>TOTAL</b>                              | <b>1,535</b>   | <b>4,300</b>       | <b>7,700</b>      | <b>18,682</b>   | <b>26,648</b>   | <b>18,550</b>    |
| In-person Corporate                       | 58%            | 62%                | 63%               | N/A             | N/A             | 18.7%            |
| In-person Individual                      | 12%            | 10%                | 13%               | N/A             | N/A             | 7%               |
| Virtual All Access Pass                   | N/A            | N/A                | N/A               | 71%             | 66.8%           | 49.6%            |
| Virtual Keynote + Solutions Showcase Only | N/A            | N/A                | N/A               | 20%             | 26.6%           | 8.3%             |
| Speaker                                   | 9%             | 8%                 | 6%                | 2%              | 1.1%            | 2.6%             |
| Sponsor                                   | 17%            | 16%                | 14%               | 6%              | 4.7%            | 11.7%            |
| Media                                     | 2%             | 2%                 | 1%                | <1%             | 0.6%            | 0.9%             |
| Academic                                  | 2%             | 3%                 | 3%                | N/A             | N/A             | 1.2%             |

## Diversity, Equity & Inclusivity

CNCF strives to ensure that everyone who participates in KubeCon + CloudNativeCon feels welcome, regardless of gender, gender identity, sexual orientation, disability, race, ethnicity, age, religion, or economic status. Just over 8% of attendees identified as a person of color and many preferred not to answer. As part of our deep commitment to diversity, equity, and inclusivity, we hosted a number of workshops and networking opportunities to help connect individuals to opportunities within tech.

## Gold CHAOSS D&I EVENT BADGE



Awarded to events in the open source community that foster healthy D&I practices. KubeCon + CloudNativeCon achieved this award for our DEI work in Valencia.

### DIVERSITY, EQUITY & INCLUSIVITY EVENTS AND MENTORING

### TOTAL

Diversity Lunch participants

35

Allyship Workshop participants

25

EmpowerUs participants

25

Peer Group Mentoring + Career Networking mentors - in-person

5

Peer Group Mentoring + Career Networking mentees - in-person

23

Peer Group Mentoring + Career Networking mentors - virtual

1

Peer Group Mentoring + Career Networking mentees - virtual

32



# END USERS

End users are an important part of #TeamCloudNative and played a significant role in Valencia by driving new initiatives and sharing valuable experiences in presentations.

## KEY STATS



7,847

ATTENDEES WORK FOR  
END USER ORGANIZATIONS



4,132

END USER  
ORGANIZATIONS ATTENDED



137

END USER MEMBERS /  
SUPPORTERS ATTENDED

## CTO SUMMIT

As teams adopt cloud native strategies with public, private, or hybrid clouds, it becomes apparent that achieving multi-cloud resiliency takes a radically different approach than what teams are familiar with implementing. At the inaugural CTO Summit we discussed the barriers and advantages to adopting a multi-cloud strategy that will help lead to higher team performance, service availability, and lower operational costs.

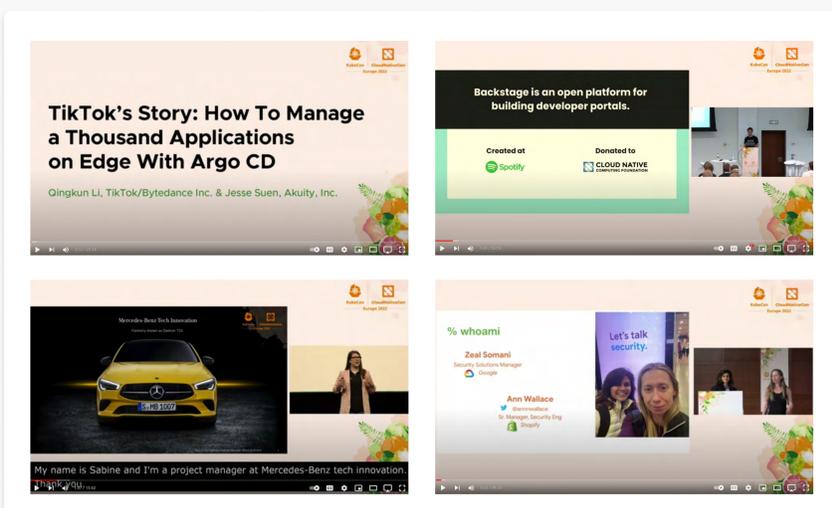
21

CTO SUMMIT ATTENDEES

## END USER PRESENTATIONS

More than one third of talks at KubeCon + CloudNativeCon Valencia were from end users who shared insightful and valuable stories from across the stack.

You can watch all 49 talks on our [end user playlist](#).



## TWO NEW END USER INITIATIVES LAUNCHED



### Humans of Cloud Native

Telling the stories of amazing individuals and their contributions that make TeamCloudNative such a vibrant, exciting, and diverse space.



### Cloud Native Network Function (CNF) Certification Program (Beta)

Helping the telecom industry in its adoption of cloud native technologies and best practices. The certification is built on the CNF Test Suite framework and includes tests from CNCF-hosted projects.

# CO-LOCATED EVENTS

Valencia played host to the inaugural **Cloud Native Telco Day** featuring speakers from major telco service providers like Deutsche Telekom, Bell Canada, Orange, and Swisscom.

Co-located events feature industry experts covering topics like security, web assembly, AI, GitOps, edge, and more.



## CNCF-HOSTED CO-LOCATED EVENTS

|                          |     |
|--------------------------|-----|
| Cloud Native eBPF Day    | 160 |
| Cloud Native SecurityCon | 333 |
| Cloud Native Telco Day   | 88  |
| Cloud Native Wasm Day    | 81  |
| FluentCon                | 36  |
| GitOpsCon                | 325 |

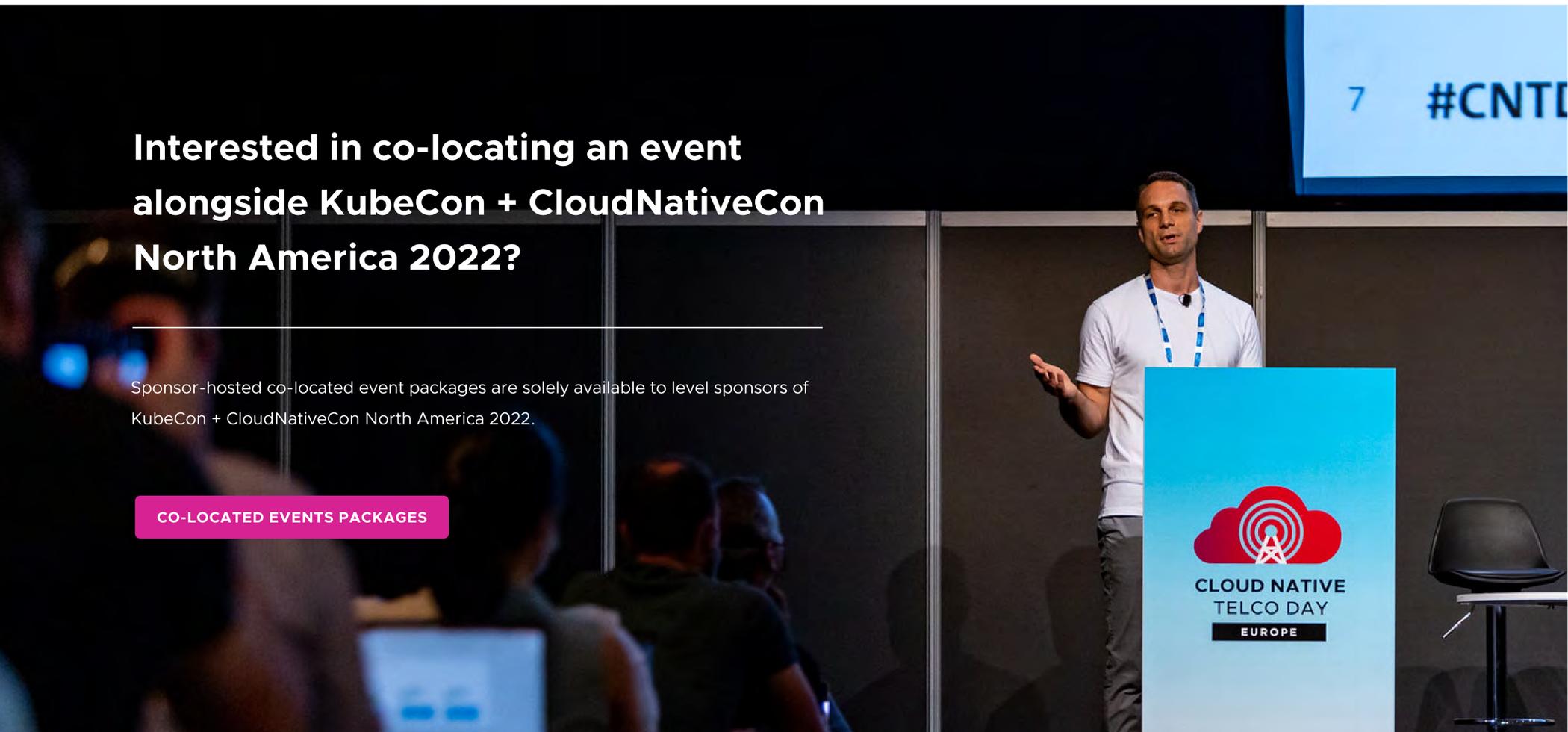
## IN-PERSON REGISTRANTS

|                            |     |
|----------------------------|-----|
| KnativeCon                 | 84  |
| Kubernetes AI Day          | 128 |
| Kubernetes Batch + HPC Day | 58  |
| Kubernetes on Edge Day     | 135 |
| PrometheusDay              | 149 |
| ServiceMeshCon             | 144 |

## Interested in co-locating an event alongside KubeCon + CloudNativeCon North America 2022?

Sponsor-hosted co-located event packages are solely available to level sponsors of KubeCon + CloudNativeCon North America 2022.

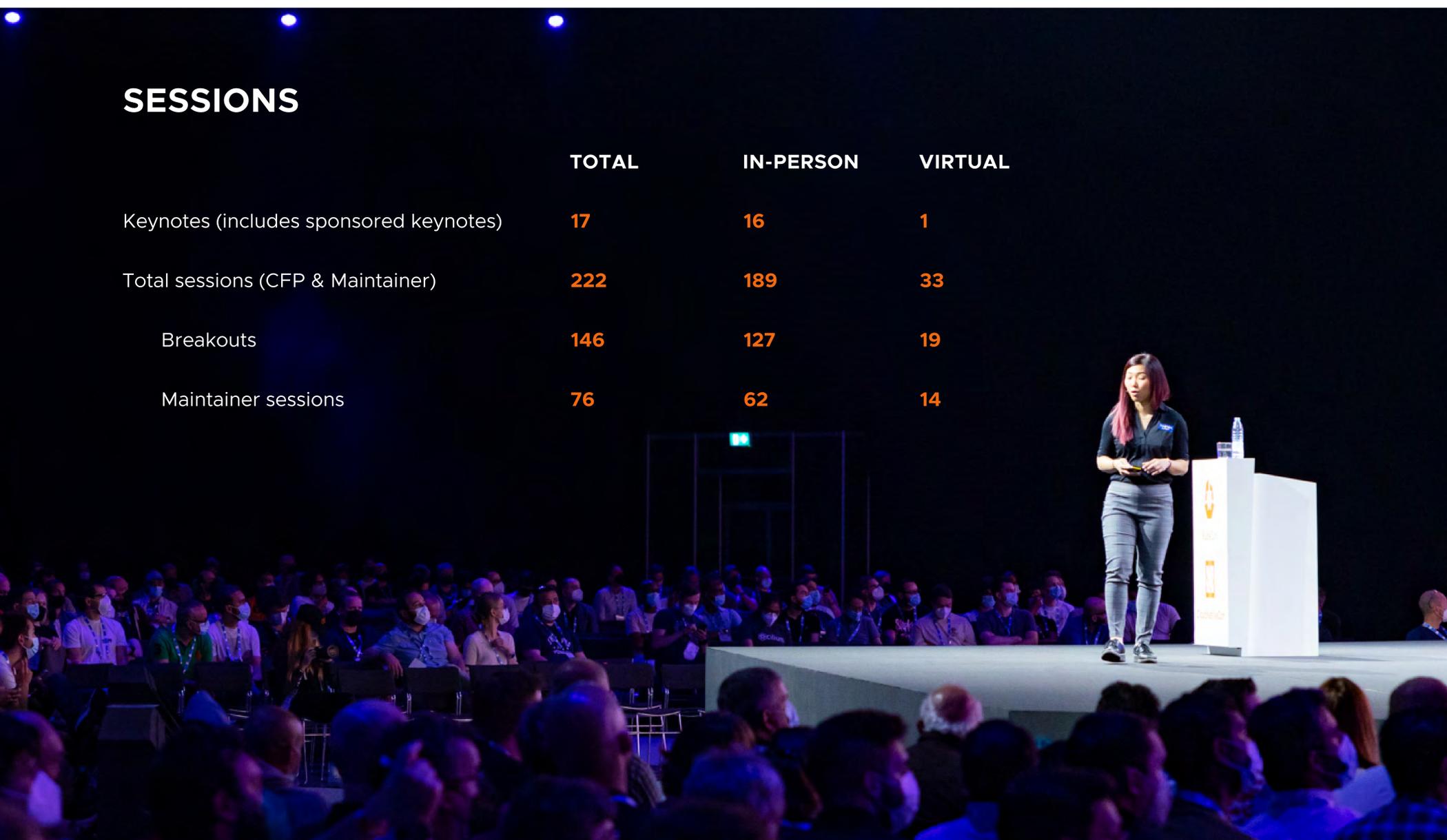
CO-LOCATED EVENTS PACKAGES



We enjoyed 222 sessions in Valencia, from technical deep dives like **Effective disaster recovery: The day we deleted production**, to thought provoking emotional topics like **Been there, done that: Tales of burnout from the open source world**.

## SESSIONS

|  | TOTAL | IN-PERSON | VIRTUAL |
|--|-------|-----------|---------|
| Keynotes (includes sponsored keynotes) | 17    | 16        | 1       |
| Total sessions (CFP & Maintainer)      | 222   | 189       | 33      |
| Breakouts                              | 146   | 127       | 19      |
| Maintainer sessions                    | 76    | 62        | 14      |



## THANK YOU TO OUR EUROPE 2022 CO-CHAIRS



**Jasmine James**

Senior Engineering  
Manager – Developer Experience



**Emily Fox**

Apple  
Security Engineer



**Ricardo Rocha**

CERN  
Computing Engineer

# CONTENT BREAKDOWN

The schedule was curated by conference co-chairs, Ricardo Rocha of CERN, Emily Fox of Apple, and Jasmine James of Twitter. The co-chairs selected 99 subject matter experts to form the program committee, and 36 experienced practitioners for the track chair selection committee, including project maintainers, active community members, and highly rated presenters from past events.

Talks are selected by the program committee through a rigorous, non-bias process where they are randomly assigned submissions to review within their area of expertise. You can read the details in our [CFP scoring guidelines](#).



# SPEAKER DIVERSITY

CNCF enforces guidelines on gender and diversity equality among our speakers, including not accepting all-male panels.

| DIVERSITY   | OVERALL | %   |
|---|---------|-----|
| Speakers - women + gender non-conforming (keynotes) | 11      | 48% |
| Speakers - men (breakouts)                          | 171     | 80% |
| Speakers - women (breakouts)                        | 40      | 19% |
| Speakers - gender non-conforming (breakouts)        | 2       | 1%  |



## KEY STATS



1,187

CFP SUBMISSIONS



243

SPEAKERS



109

FIRST-TIME SPEAKERS

# THE NEXT GENERATION

More than **2,400 people** joined us for KubeCon + CloudNativeCon Europe thanks to the Dan Kohn Scholarship Fund, including diversity, need-based, and student scholarship recipients.

| SCHOLARSHIPS            | TOTAL | IN-PERSON | VIRTUAL |
|-------------------------|-------|-----------|---------|
| Diversity scholarships  | 354   | 67        | 287     |
| Need-based scholarships | 219   | 13        | 206     |
| Student scholarships    | 1902  | N/A       | 1902    |



## SPONSORED BY



**Check out our scholarship holders!**

**Apply for a scholarship to join us at KubeCon + CloudNativeCon North America 2022**

**APPLY**

# MEDIA & ANALYST COVERAGE

5/7

## WHAT THE MEDIA SAID

*This is ground zero for the hottest area of the entire computing industry right now"*

**Paul Gillin**  
SiliconANGLE

*Having seen what KubeCon has to offer, I'm sorry I missed every previous KubeCon since 2015. For a veteran cloud blogger, this conference is a peek into the future of distributed development."*

” **Ofir Nachmani**  
IamOnDemand

*The Cloud Native Computing Foundation's developer core was there in force, but so were users, executives and a large crowd of university students. Add the thousands more attending virtually, and the CNCF's goal of making cloud-native ubiquitous seems a lot more realistic than it did just a few years ago."*

” **Betsy Amy-Vogt**  
SiliconANGLE



## KEY STATS



**250%**

### MORE MEDIA COVERAGE

than Europe 2021 event (fully virtual)



**2,490**

### MENTIONS OF KUBECON + CLOUDNATIVECON

in media articles, press releases, and blogs



**159**

### JOURNALISTS & ANALYSTS

attended virtually and in-person

## ONLINE REACH + TRAFFIC

# 14.6M

### TWITTER IMPRESSIONS

**35.4K** @CloudNativeFdn clicks

**376** @CloudNativeFdn retweets

**6K** @CloudNativeFdn likes



### TWITTER MOMENTS

**May 18** KubeCon + CloudNativeCon Europe Day 1

**May 19** KubeCon + CloudNativeCon Europe Day 2

**May 20** KubeCon + CloudNativeCon Europe Day 3



### YOUTUBE PLAYLIST

As of June 24, event session videos have garnered 17,000+ views.

## MEDIA COVERAGE

**159** journalists and analysts attended both in-person and online. A list of publications can be found below:

|                          |                   |                           |                    |
|--------------------------|-------------------|---------------------------|--------------------|
| 451 Research             | Evaluator Group   | ITmedia Inc.              | SiliconAngle Media |
| Aberdeen Group           | Forbes            | Janikram & Associates     | Split              |
| AG Connect               | Forrester         | Kiratech                  | TechCrunch         |
| Amazic                   | Freeform Dynamics | Kubernetes Podcast        | Techstrong         |
| ARC Advisory Group       | Freelance         | KuppingerCole Analysts AG | TechTarget         |
| Business Insider         | Gartner           | L'Informaticien           | Techzine           |
| CIO                      | Gigaom            | LeMagIT                   | Telecomkh          |
| Cloudflight              | Giz Logic         | Le Monde Informatique     | TFIR Media LLC     |
| Cloud Unfiltered Podcast | GlobalData        | Linux Magazin             | The Cloud Report   |
| Computable               | Heise             | Muy Linux                 | theCUBE            |
| Computerweekly           | ICT Magazine      | O'Reilly                  | The New Stack      |
| Computing                | IDC               | Omdia                     | The Register       |
| ContainerJournal         | IDG               | Protocol                  | ThinkIT            |
| Coughlin Associates      | InfoQ             | RadioTux                  | Uptime Institute   |
| DataCenter-Insider       | InformationWeek   | Redmonk                   | VMblog             |
| DellOro                  | Intellyx          | RobustCloud               | ZDNet              |
| DZone.com                | ISG               | SDxCentral                |                    |
| ESG                      | IT Daily          | Shanghai Media Group      |                    |

More than **2,490** articles published from KubeCon + CloudNativeCon Europe in leading outlets including:



# MEDIA COVERAGE HIGHLIGHTS



**The New Stack** - Envoy Gateway Offers to Standardize Kubernetes Ingress

**InfoWorld** - CNCF launches ethics in open source training course

**TechCrunch** - The Envoy Gateway project wants to bring Envoy to the masses

**Container Journal** - CNCF Launches Cloud Native Network Function Certification Program

**Container Journal** - Prometheus Associate Certification will Demonstrate Ability to Monitor Infrastructure

**Container Journal** - Boeing Joins Cloud Native Computing Foundation as a Platinum Member

**DevClass** - Cloud-native developers grow, proportion knowingly using Kubernetes slides-report

**Redmonk** - Notes from KubeCon + CloudNativeCon Europe 2022

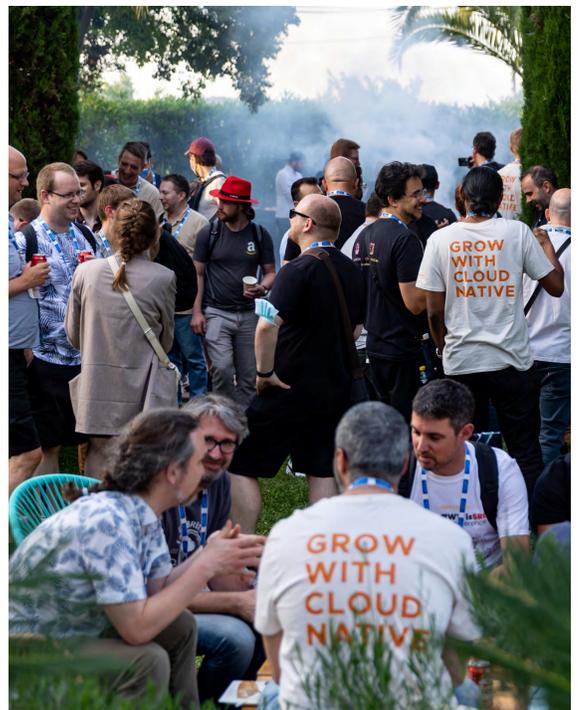
**ComputerWeekly** - Adoption of cloud-native architectures on the rise

**LeMondelInformatique** - KubeCon 2022 : La CNCF installe Kubernetes dans les télécoms

**RCRWireless** - CNCF makes inroads on efforts at KubeCon & CloudNativeCon Europe 2022

**Computing** - Telcos' profitability problems - and how they might tackle them

## VALENCIA PHOTO HIGHLIGHTS



# COVID-19 HEALTH + SAFETY ONSITE OVERVIEW

We care deeply about our community. This is why we want to be honest and open about our COVID-19 policies at KubeCon + CloudNativeCon Europe, the measures that were put in place, and how these may have affected the attendee experience.

## KUBECON + CLOUDNATIVECON IMPLEMENTED THE FOLLOWING SAFETY PRECAUTIONS:



Vaccinations required for in-person attendees



Complimentary onsite COVID testing via EventScan



Wearable indicators denoting social distance comfort levels



Daily temperature & symptom check



Masks mandatory indoors

## COVID NUMBERS

Over the two weeks immediately after KubeCon + CloudNativeCon Europe (20 May - 3 June), we were made aware of:

121

POSITIVE TESTS FROM IN-PERSON ATTENDEES

1.7%

OF IN-PERSON ATTENDEES TESTED POSITIVE OVERALL

0

SERIOUS CASES REPORTED

This information was compiled from:

- Those who contacted us to let us know of a positive test
- Records from our onsite testing company
- Reviewing #KubeCovid on Twitter
- Scanning Twitter for additional publicized cases



# MASK MANDATE

As many are aware we ran into some issues onsite related to COVID-19 and the mask mandate, one of which was a general local staffing issue which is being felt on a global scale. This was reflected in a reduced number of taxis available, in the number of vendor staff working catering, and in many other places around the city and the event. This was exacerbated by a Spanish law that no Spanish employer could require an employee to wear a mask.

When Spain dropped its mask mandate on April 7 and put this law into effect (which we discovered would affect large groups on April 20) it resulted in a further reduction in local staffing for the event. Our vendors were only able to secure folk who would voluntarily wear a mask. This resulted in even lower staffing levels on-site which we know affected the attendee experience. With all of this taking place in the several weeks prior to the event, it was difficult to produce the event as our community expects.

Vendors were not the only challenge. A greater number of attendees were reluctant to comply with the mask mandate than we saw at our North America event last November. Events staff did their best to maintain enforcement, despite reduced staff, changing laws, and general mask fatigue.

We appreciate your support and partnership in this journey and hope to be in a more stable stage of pandemic management for upcoming events with a return to the standards we are all used to.



## INCIDENT TRANSPARENCY REPORT

1

CODE OF CONDUCT REPORT RECEIVED ONSITE

2

CODE OF CONDUCT REPORTS RECEIVED POST-EVENT

3

1 ATTENDEE AND 2 STAFF TAKEN TO URGENT CARE DURING THE EVENT (THIS WAS NOT COVID-19 RELATED AND EVERYONE IS OK!)

# SPONSOR INFORMATION

A huge thank you to the sponsors, partners and supporters of KubeCon + CloudNativeCon Europe 2022. We couldn't do it without your support and collaboration.

| BOOTH TRAFFIC               | TOTAL         |
|-----------------------------|---------------|
| Onsite leads total          | <b>63,057</b> |
| Onsite leads average/booth  | <b>367</b>    |
| Virtual leads total         | <b>45,897</b> |
| Virtual leads average/booth | <b>294</b>    |



| YOY SPONSORSHIP         | 2017<br>Berlin | 2018<br>Copenhagen | 2019<br>Barcelona | 2020<br>Virtual | 2021<br>Virtual | 2022<br>Valencia |
|-------------------------|----------------|--------------------|-------------------|-----------------|-----------------|------------------|
| Diamond                 | 5              | 6*                 | 6*                | 6*              | 6*              | 6*               |
| Platinum                | 4              | 7                  | 15                | 7               | 8               | 17               |
| Gold                    | 7              | 7                  | 14                | 8               | 12              | 18               |
| Silver                  | 15             | 51                 | 55                | 35              | 46              | 95               |
| Start-up                | 13             | 25                 | 53                | 26              | 28              | 49               |
| End User                | N/A            | N/A                | 3                 | 3               | 2               | 2                |
| Marketing Opportunities | 8              | 19                 | 27                | 17              | 25              | 44               |
| Total Unique            | 47             | 96                 | 146               | 87              | 102             | 189              |

\* Capped Maximum

## DIAMOND SPONSORS



PLATINUM SPONSORS



SEE ALL SPONSORS AND PARTNERS

# THANK YOU

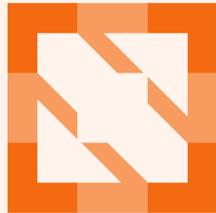
*We hope you enjoyed reflecting on a great event in Valencia - let's do it again in Detroit!*

Your comments and feedback are welcome at [events@cncf.io](mailto:events@cncf.io)



Check out our [calendar for community events](#) near you and don't forget to [register](#) for KubeCon+CloudNativeCon North America in Detroit, October 2022.





# CLOUD NATIVE COMPUTING FOUNDATION

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We've worked hard to accurately report all aspects of this great event, but with all great events, things do change - media coverage increases, online views go up etc. so if you'd like to use any data from this report, make sure you reference the publication date of June 24. And feel free to reach out to us if you have any questions or would like updated statistics in the coming year.

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