OPEN NETWORKING & EDGE

EXECUTIVE FORUM

March 10-12, 2021 | Virtual

2021 POST-EVENT

REPORT

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1,026 attendees from **713** organizations in **84** countries registered to attend the Open Networking & Edge Executive Forum (ONEEF) virtual experience March 10-12, to hear from industry-leading visionaries and collaborate with community colleagues. **65%** of those attended live sessions.

Participant Experience

Content

ONEEF featured **26 keynote talks** from ecosystem leaders discussing the State of the Industry, 2021 priorities, and their insights into Service Provider, Cloud, Enterprise Networking, & Edge/IoT requirements. Sessions began at a different time each day to accommodate attendees and speakers from the Americas, APAC, and Europe.
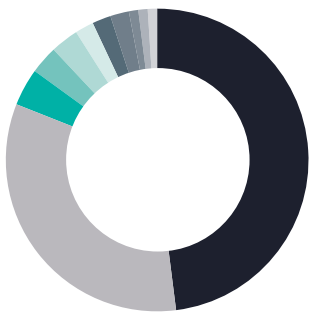
Diversity & Inclusion

At ONEEF, **17% of speakers and 11% of attendees identified as women or non-binary.** We continue to increase efforts across this and all of our events to help grow the diversity of presenters and attendees.

All sessions at ONEEF featured live captioning and translation into 19 different languages including Japanese, Chinese (Simplified), Chinese (Traditional), Hindi, Korean, Russian, and more.

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Attendee Demographics At-A-Glance

- **1,026 registrations**
- **65% of registrants** attended live sessions
- Attendees from **713** organizations
- Attendees from **84** countries spanning **6** continents
- **11%** of attendees identified as women or non-binary individuals
- and **17%** of speakers identified as women or non-binary individuals
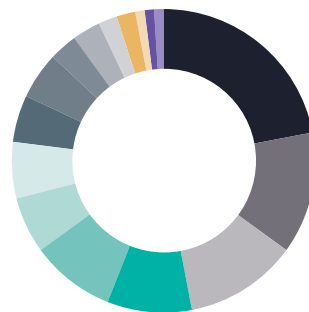

Industry

- Information Technology **48%**
- Telecommunications **33%**
- Non Profit Organization **4%**
- Professional Services **3%**
- Financials **3%**
- Industrials **2%**
- Energy **2%**
- Consumer Goods **2%**
- Automotive **1%**
- Health Care **1%**
- Materials **1%**

Job Level

- Individual Contributer **30%**
- Manager **19%**
- Other **15%**
- Director **15%**
- Academic **8%**
- CXO / ED **7%**
- VP / SVP / GM **6%**

Job Function

- Architect **22%**
- Executive Leader **13%**
- DevOps/SRE/Sysadmin **12%**
- Manager - Technical Teams **9%**
- Other **9%**
- Application Developer (Front-end/Back-end/ Mobile/Full Stack) **6%**
- Student **6%**
- Systems/Embedded Developer **5%**
- Product/Biz Dev **5%**
- Manager - Other **3%**
- Marketing **3%**
- Media / Analyst **2%**
- Professor / Academic **2%**
- Manager - OSPO **1%**
- Kernel/Operating Systems Developer **1%**
- Legal / Compliance **1%**

Country

- North America **44%**
- Asia **25%**
- Europe **20%**
- Middle East **4%**
- Africa **2%**
- South America **2%**
- Caribbean **1%**
- Central America **1%**
- Oceania **1%**

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Social Results:

Twitter

We had tremendous engagement for our hashtag **#opennetedge** from March 1–15, 2021, gathering 24.9M impressions:

March 1 - March 15, 2021

1 - 25 of 798 hashtags	TWEETS	RETWEETS	CONTRIBUTORS	POTENTIAL IMPRESSIONS ▼	
#opennetedge	328	249	109	24.9M	

Twitter engagement on **@linuxfoundation** spiked during Open Networking & Edge Executive Forum:

Between February 19 - March 19, 2021 **we saw substantial increases in tweet impressions (increase of 13%), profile visits (increase of 25%), and followers (increase of 2,707).**

28 day summary with change over previous period

Tweets	Tweet impressions	Profile visits	Mentions	Followers
97 ↑12.8%	1.69M ↑13.1%	36.5K ↑24.7%	1,087 ↑7.4%	362K ↑2,707

Twitter engagement on both **@LF_Networking** and **@LF_Edge** also spiked during the event:

Between February 22 - March 22, 2021 **@LF_Networking saw substantial increases in tweet impressions (increase of 80%), profile visits (increase of 220%), and followers (increase of 45).**

28 day summary with change over previous period

Tweets	Tweet impressions	Profile visits	Mentions	Followers
54 ↑86.2%	80.1K ↑461.2%	2,654 ↑220.1%	27 ↓12.9%	1,006 ↑45

Between February 22 - March 22, 2021 **@LF_Edge also saw substantial increases in tweet impressions (increase of 88%%), profile visits (increase of 57%), and followers (increase of 81).**

28 day summary with change over previous period

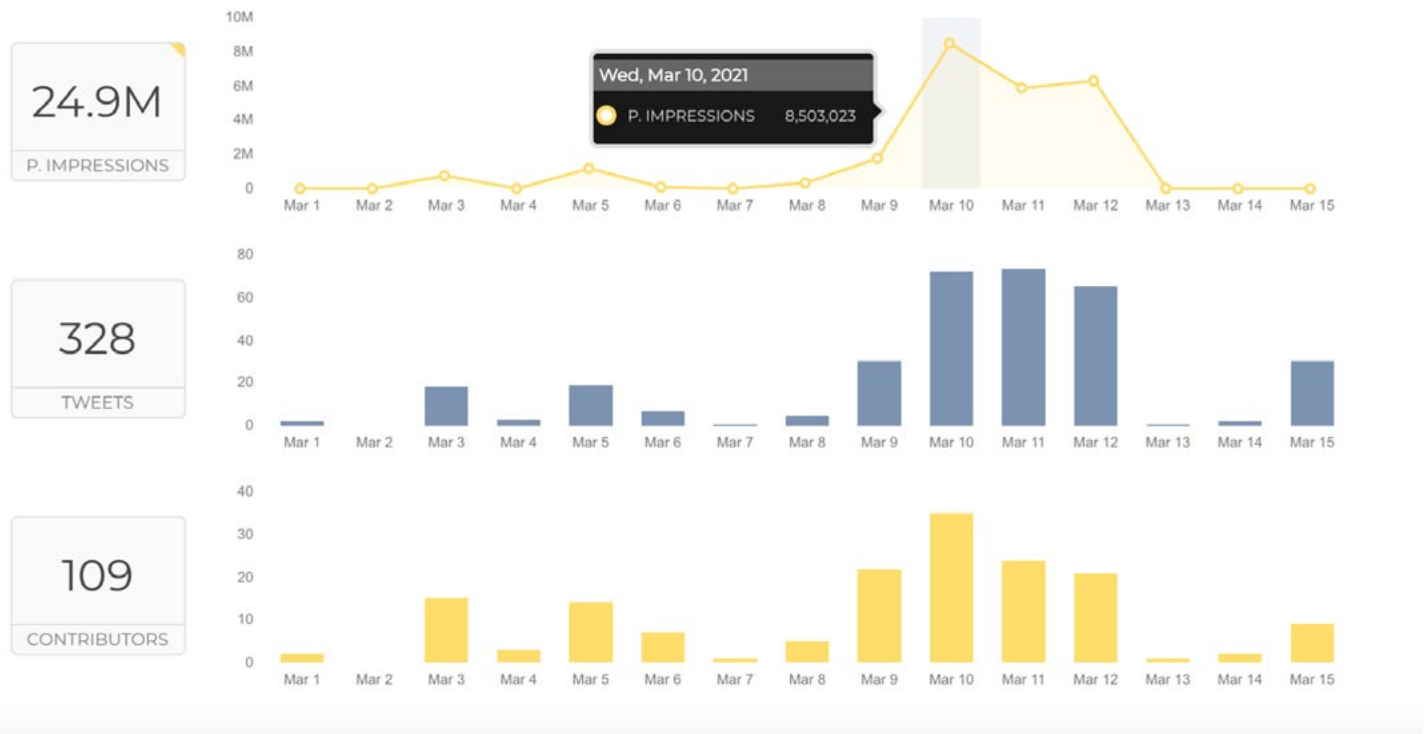| Tweets	Tweet impressions	Profile visits	Mentions	Followers
50 ↑61.3%	259K ↑87.6%	2,879 ↑56.6%	125 ↑68.9%	2,059 ↑81

Social Results:

The following image shows engagement with the event hashtag, #opennetedge, from March 1 - March 15, 2021 including impressions, total tweets & contributors. The highest engagement was on March 10 (Day 1 of ONEEF 2021) with over 8.5M impressions.

Social Media Highlights

Facebook

Posts from The Linux Foundation's Facebook page reached over 140K impressions from Feb 19 - March 18, 2021, achieving over 1,100 individual engagements.

LinkedIn

From Feb 19 - March 18, 2021, The Linux Foundation's LinkedIn page increased by 4K followers for a total of over 146K. Posts made to our page during this timeframe have garnered 258K impressions and 6.4K unique visitors.

Media Highlights

Here are a few media highlights from this year's event:

SDxCentral: AT&T CTO Reaffirms Commitment to Open Source Infrastructure

IOT Evolution World: State of the Edge 2021: Open for Business and Poised for Massive Growth

Venture Beat: State of the Edge Report Projects Edge Computing Will Reach $800B by 2028

Tech Republic: Global Edge Computing Infrastructure Market to be $800B by 2028

EdgeIR.com: State of the Edge 2021: Forecast for $800B Infrastructure Investment in Edge by 2028

Media & Analyst Coverage Synopsis

Open Networking & Edge Executive Forum brought an excited group of media and industry analysts to the event including:

- Matt Kapko, *SDxCentral*
- Kyung Mun, *Mobile Experts, Inc.*
- Christopher Silberberg, *Omdia*
- Martin Garner, *CCS Insight*
- Peter Jarich, *GSMA Intelligence*
- Peter Christy, *Peter Christy Consulting*
- Will Townsend, *Moor Insights & Strategy*
- Craig Matsumoto, *451 Research/S&P Global Market Intelligence*
- Roy Chua, *AvidThink*
- Scott Fulton III, *Ingenus, LLC*
- Cliff Grossner, *Omdia*
- Eric Hanselman, *451 Research*
- Roy Rubenstein, *Gazettabyte*
- Jim Carroll, *Converge! Network Digest*
- Dean Bubley, *Disruptive Analysis*
- Stephanie Gibbons, *Omdia*