



THE LINUX FOUNDATION
OPEN SOURCE SUMMIT
JAPAN



**AUTOMOTIVE
LINUX SUMMIT**

DECEMBER 14-15, 2021 | VIRTUAL EXPERIENCE

2021 EVENT REPORT

430 community members registered to attend the Open Source Summit Japan + Automotive Linux Summit 2021 Virtual Experience, with **87% attending the event live**. Attendees joined from **179** organizations in **30** countries around the globe, with just over **58% attending from Japan**, and almost **75% joining from the Asia Pacific region**. **71%** were first-time attendees.

Feedback from attendees was extremely positive, with an **overall satisfaction rating of 100%**. **100%** of those surveyed **said they plan to attend this event in the future**.

This year's event attracted an incredible mix of attendees from across the open source ecosystem.

Attendees hailed from a range of industry sectors including **Information Technology, Automotive & Transport, Telecommunications, and Industrial Manufacturing & Machinery**.

Attendees had a range of job functions including Systems/ Embedded Developer, DevOps (IT Operations), Architect, Application Developer, Kernel Developer, Executive Leader, Manager (Technical Teams), Legal/Compliance, Product Manager, OSPO Manager, and Academic. **64% of attendees were in technical positions**.

Attendees hailed from around the globe (**30 countries**) with the largest numbers of attendees joining from **Japan, the US, India, and The Republic of Korea**.

Attendee Survey Results:

100% of respondents found the event to be a valuable use of their time.

100% of respondents said they are likely to join a future Open Source Summit Japan + Automotive Linux Summit.

97% of respondents said they would recommend attending to a friend or colleague.

97% of respondents found the conference content & sessions to be informative and useful.

82% of respondents attend 4 or fewer conferences a year, making Open Source Summit Japan + Automotive Linux Summit a valuable place to connect with this audience.

OPEN SOURCE SUMMIT JAPAN + AUTOMOTIVE LINUX SUMMIT IS THE BEST PLACE TO LEARN AND SHARE YOUR KNOWLEDGE.

Participant Experience

Content

Featuring **81** talks, the event delivered content across **10 technology areas/tracks**:

AI & Data, Automotive Linux Summit, Cloud Infrastructure, Cloud Native Development, Community & Business Leadership, IoT & Embedded, Linux Systems, Open Source Dependability, Open Source Program Management, and Wildcard.

Top 5 Most Attended Open Source Summit Japan Conference Sessions:

1. **Merging an Existing Framework Into KernelCI** - Alice Ferrazzi, *MIRACLE LINUX* powered by *Cybertrust Japan Co., Ltd.*
2. **Edge-AI Design Strategy on a C2C E-Commerce Application** - Yuji Oshima, *Mercari Inc.*
3. **Centaurus - Next Generation Cloud for Edge & 5G** - Rupal Shirpurkar & Prashant Mishra, *Click2Cloud Inc*; Deepak Vij, *Futurewei*
4. **Persistent Memory Plus RDMA, New Age Remote Device** - Xiao Yang, *Nanjing Fujitsu Nanda Software Technology Co., Ltd*
5. **SODA - An Open Collaboration for Data and Storage** - Steven Tan, *Futurewei*; Tomoko Kondo, *Softbank*; Kei Kusunoki, *NTT Communications*

Top 5 Most Attended Automotive Linux Summit Sessions:

1. **AGL Roadmap Update** - Walt Miner, *The Linux Foundation*
2. **Readiness and AGL Flutter** - Mitsuo Date & Christopher Michael Casey, *Toyota Motor Corporation*
3. **VirtIO - a Common Device Framework to Achieve Software Defined Vehicle** - Jerry, Zhao Jiancong, *Panasonic Corporation*, with Guest Demonstrations from *Linaro & OpenSynergy*
4. **Testing Your Automotive Software and Hardware** - Jan-Simon Möller, *The Linux Foundation*
5. **Getting Close to Real Automotive Product with AGL Reference Hardware**
- Naoya Tanimura, *Panasonic Corporation*

Participant Experience

Beyond keynotes and conference sessions, Open Source Summit Japan + Automotive Linux Summit 2021 featured interactive content offerings including **1 Birds of a Feather (BoF) session** and the **Kubernetes Upstream Training** sponsored by *LPI-Japan, LF Training & CNCF*.

- **The FuSA BoF - Community Efforts in Automotive Linux Functional Safety** presented by Jeffrey Osier-Mixon & Gabriele Paolini, *Red Hat*, brought together **29 attendees** for collaborative conversation.
- **32 registrants** attended **The Kubernetes Upstream Training** sponsored by *LPI-Japan, LF Training & CNCF*, focused on instructing engineers in Japan on how they can become involved with the upstream Kubernetes development community.

Program Committee

A huge thanks is due to our program committee who worked tirelessly to deliver the highest quality and mix of content for the event. Program Committee members included:

Dan Cauchy, *Automotive Grade Linux & The Linux Foundation*

Yasunori Goto, *Fujitsu*

Masanori Ito, *Toyota*

Shino Iwami, *NEC*

Yoshitake Kobayashi, *Toshiba*

Nori Kobota, *Sony*

Walt Miner, *Automotive Grade Linux & The Linux Foundation*

Jan-Simon Möller, *Automotive Grade Linux & The Linux Foundation*

Hisao Munakata, *Renesas*

Kenichi Murata, *Toyota*

Yuichi Nakamura, *Hitachi*

Tsugikazu Shibata, *The Linux Foundation*

“ I FOUND MANY NEW THINGS AT THE EVENT. I NEVER SAW SUCH VARIETY OF TOPICS AT ONE EVENT, SUCH AS A NEW METHODOLOGY TO ANALYSE OPEN SOURCE, SUSTAINABILITY INITIATIVE, AUTOMOTIVE OPEN SOURCE TRENDS, AI INITIATIVE, ETC. ”

Session Recordings

Every session at the event was recorded and is available on the virtual event platform - for free - for anyone to access for 30 days after the event dates. In January, we will also upload all sessions onto [The Linux Foundation YouTube Channel](#) for anyone to view. These will include captioning for all sessions.

Sponsor Showcase

The virtual Sponsor Showcase was comprised of 15 sponsor booths. Attendees visiting the Sponsor Showcase experienced interactive demos, watched videos, viewed and downloaded resources, and chatted with company representatives.

Attendees visited the showcase each day to learn about the latest projects and products and interact with other community members, and while the interaction that took place was nowhere near as high as it has been at in-person events in the past, booths still received a fair amount of traffic:

Over **2,142** booth visits in total.

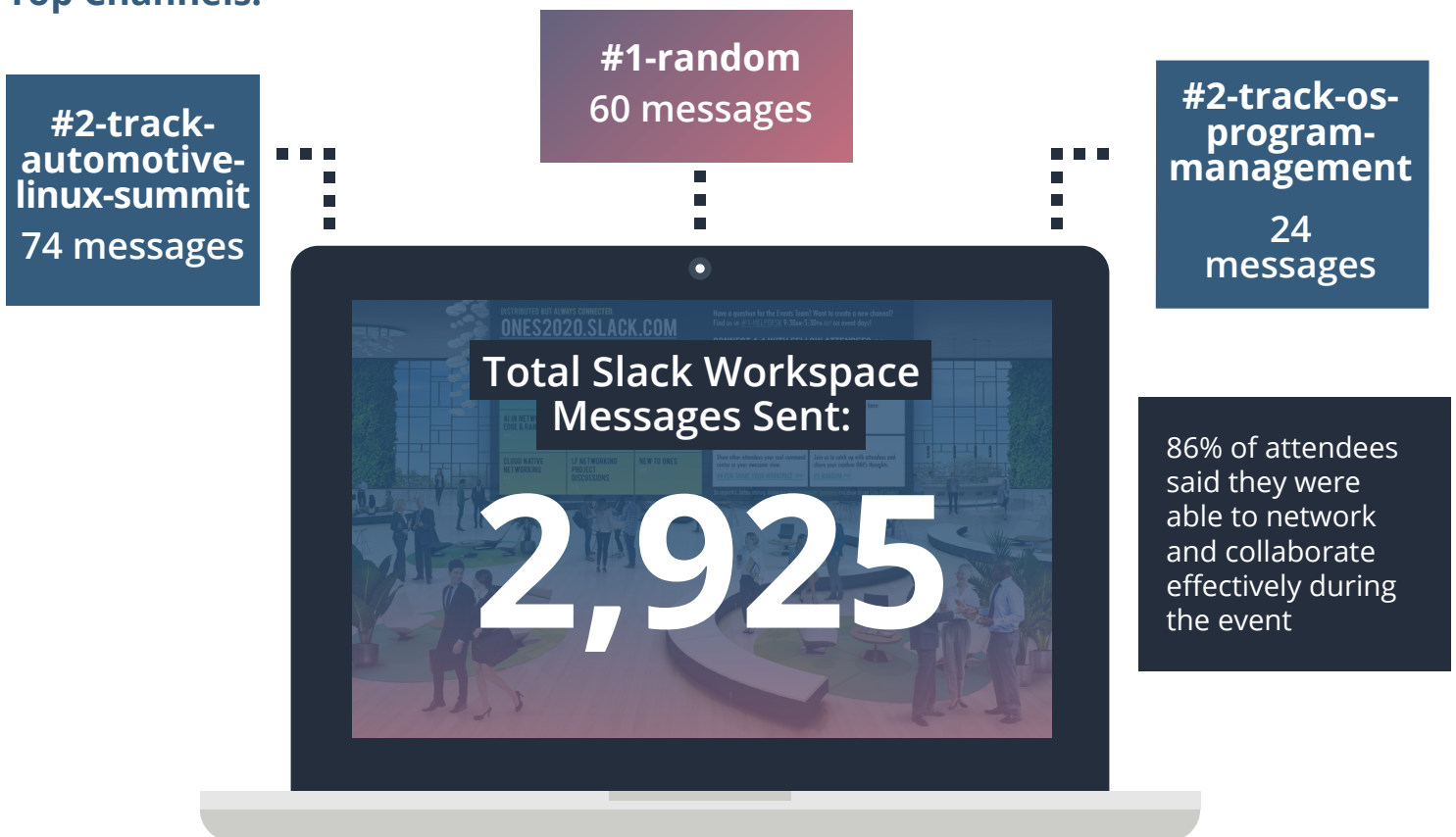
Sponsors collected an average of **36** leads, with one sponsor collecting **66** individual leads.

40 meetings with Sponsors were scheduled and **246** documents were downloaded from Sponsor Booths.

Networking & Collaboration

The Open Source Summit Japan + Automotive Linux Summit Slack Workspace served as the main forum for collaboration within the event, and was the virtual “Hallway Track” where attendees could engage and chat with each other. Channels included track-specific topics such as #2-track-linux-systems, #2-track-cloud-infrastructure, #2-track-automotive-linux-summit and more. There were also specific channels for all things networking and fun such as #3-ntwk-career, #4-fun-pets, #4-funshare-your-workspace, #4-fun-foods. Sponsors also had the opportunity to have their own channels to network on and hold further discussions. Attendees were able to request additional topic-specific channels to be added.

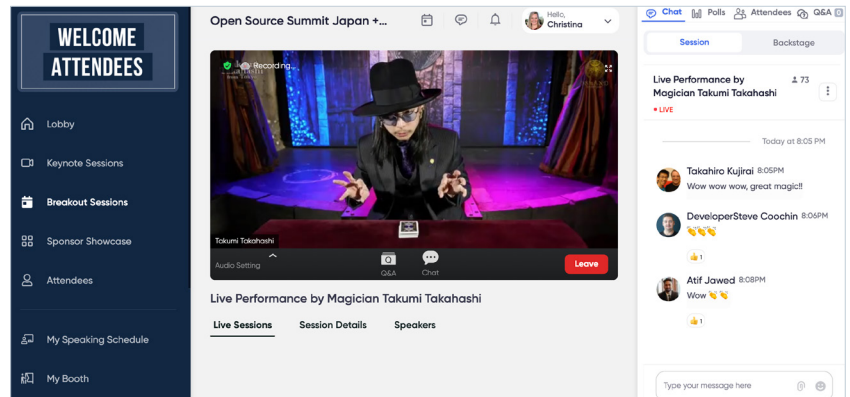
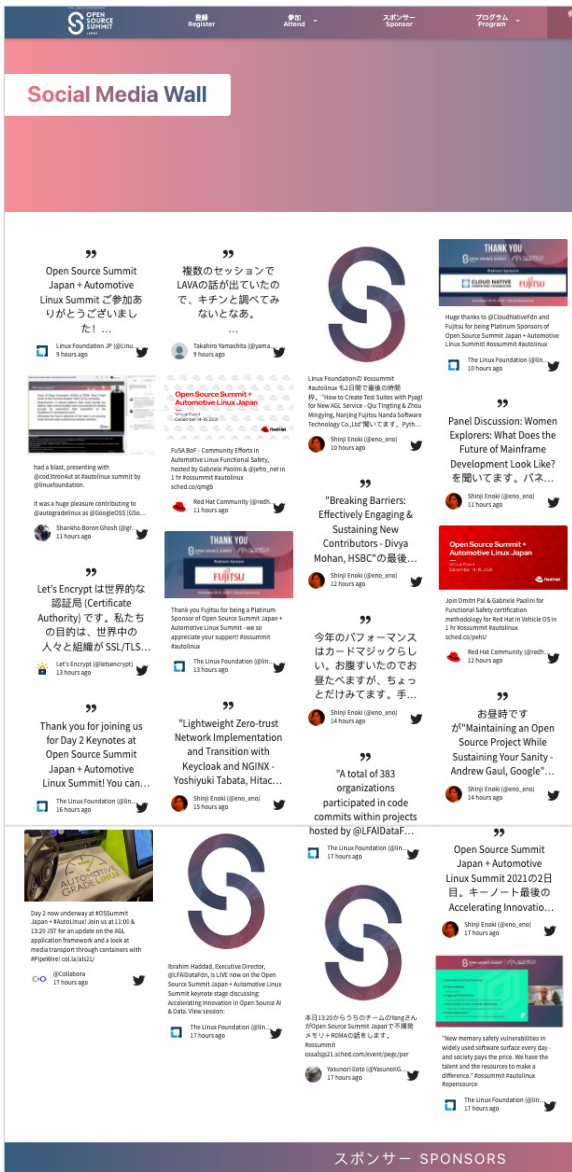
Top Channels:



Event Experiences

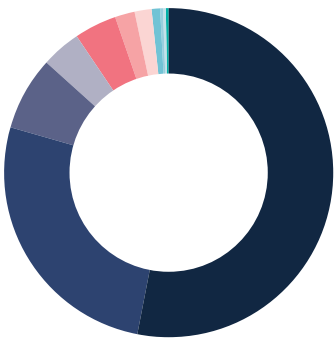
Attendees were encouraged to take a break and enjoy fun & games, wellness activities, and entertainment throughout the conference:

- Attendees competed to win prizes within the platform, visited the **Zen Zone** for some much-needed relaxation and shared their experiences on the event's **Social Media Wall**.
- Attendees enjoyed a **live performance** by magician Takumi Takahashi, a student of legendary magician Lennart Green, and a semi-finalist on Asia's Got Talent.



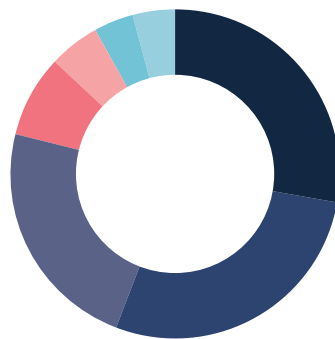
Open Source Summit Japan + Automotive Linux Summit Demographics*

- **430 registrations**
- **87% of registrants** attended the live event
- Attendees from **179 organizations**
- Attendees from **30 countries**
- **74%** of attendees from Asia
- **13%** of attendees identified as women or non-binary individuals



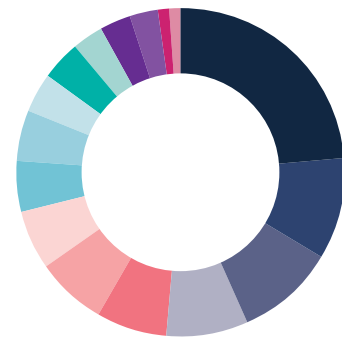
Industry

- Information Technology **52%**
- Automotive / Transport **26%**
- Non-profit **7%**
- Professional Services **4.5%**
- Industrial Manufacturing & Machinery **4.25%**
- Telecommunications **2%**
- Consumer Staples **2%**
- Healthcare / Medical Devices / RX **1%**
- Energy **0.5%**
- Financials **0.5%**
- Materials **0.25%**



Job Level

- Individual Contributor **28%**
- Other **28%**
- Manager **23%**
- Director **8%**
- CXO / ED **5%**
- Academic **4%**
- VP / SVP / GMr **4%**

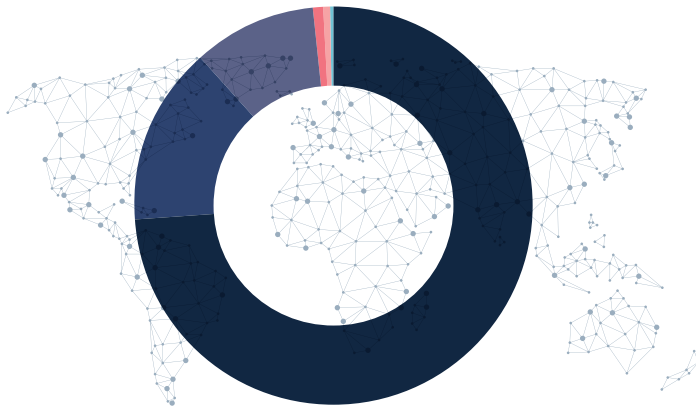


Job Function

- Systems/Embedded Developer **24%**
- Application Developer (Front-end / Back-end / Mobile / Full Stack) **10%**
- Manager - Technical Teams **10%**
- Kernel/Operating Systems Developer **8%**
- Architecture **7%**
- Other **7%**
- Executive Management (VP/CxO) **6%**
- Marketing **5%**
- Developer **5%**
- Manager - Other **4%**
- Product Management **4%**
- Student **3%**
- Manager - OSPO **3%**
- Media/Analyst **2%**
- Professor/Academic **1%**
- Legal / Compliance **1%**

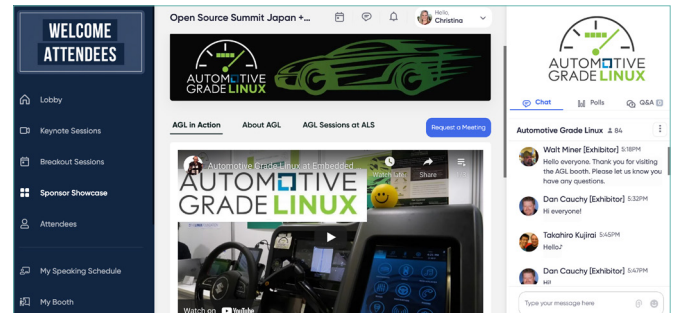
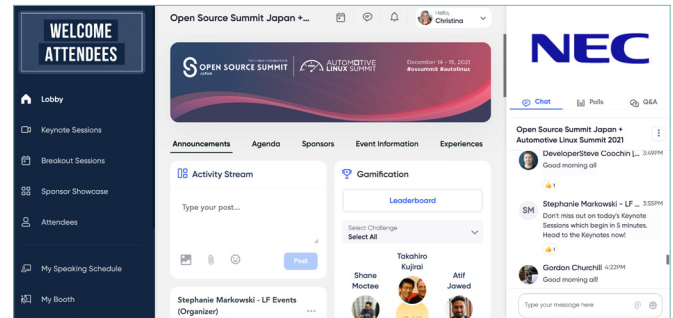
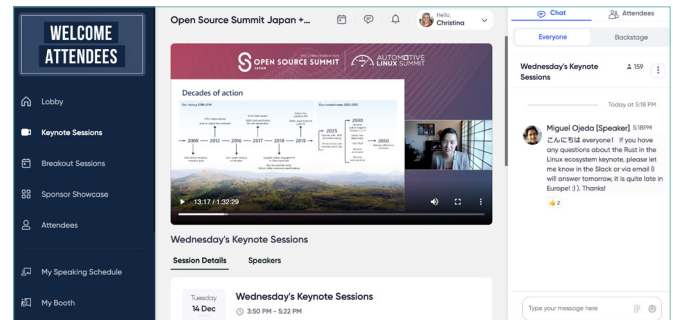
*Note that all demographic information is based on the live attendees at the event. Additional registrations that are occurring after the event 'ended' are not recorded here.

Open Source Summit Japan + Automotive Linux Summit Demographics*



Region

- Asia **74%**
- North America **14%**
- Europe **10%**
- Oceania **1%**
- Africa **0.5%**
- South America **0.5%**



*Note that all demographic information is based on the live attendees at the event. Additional registrations that are occurring after the event 'ended' are not recorded here.

Diversity

At Open Source Summit Japan + Automotive Linux Summit 2021, **22% of speakers and 13% of attendees identified as women or non-binary**. For speakers, this was a **7%** increase from 2020 (14% of speakers identified as women or non-binary) which we are really pleased to see. For attendees, this was unfortunately a 2% decrease from last year.

Although we are pleased with these statistics, we do not find these numbers to be satisfactory, especially regarding our attendees. We will continue to drive efforts to bring more diversity and inclusion into this event with an increase of both diverse speakers and attendees in future years.

Community Support

To encourage and increase the participation of a diverse community, The Linux Foundation offers diversity and need-based registration scholarships to our conferences. For Open Source Summit Japan + Automotive Linux Summit this year, we provided:

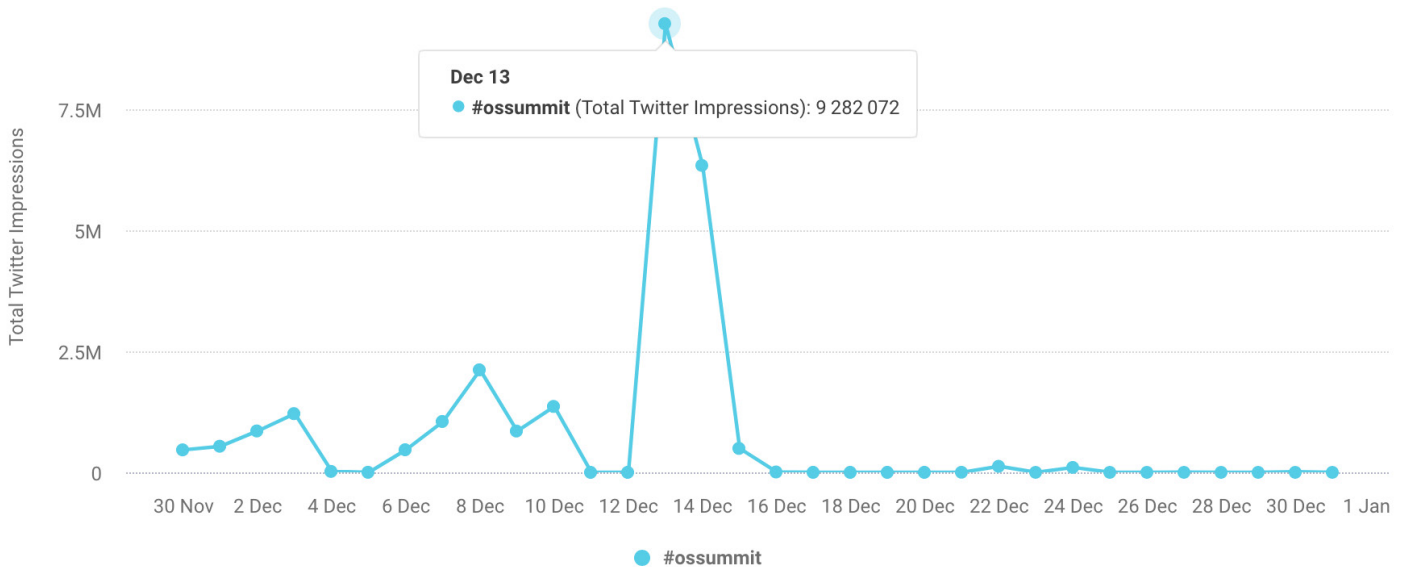
- **12** Diversity Scholarships
- **10** Need-Based Registration Scholarships



Online Reach + Traffic

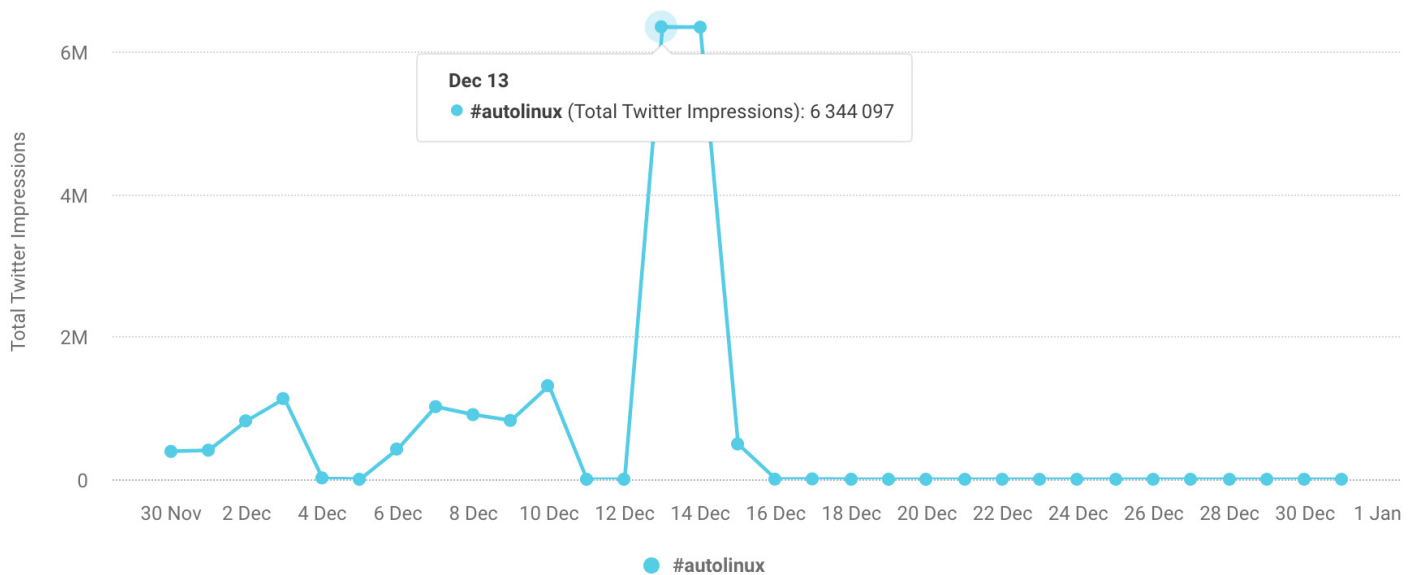
Twitter

The following image shows engagement with the event hashtag, **#ossummit**, from November 30–December 31. During this time, there was a total of 24.4M hashtag impressions. The highest number of impressions was on December 13, (Day 1 of OSSJ), with over 9.2M impressions.



Online Reach + Traffic

The following image shows engagement with the event hashtag, **#autolinux**, from November 30–December 31. During this time, there was a total of 20.3M hashtag impressions. The highest number of impressions was on December 13, (Day 1 of OSSJ), with over 6.3M impressions.



Social Media Highlights

LinkedIn

From November 30–December 31, The Linux Foundation’s LinkedIn page increased by 4.3K followers for a total of over 183.3K. Posts made to our page during this timeframe garnered 401K impressions.

Media & Analyst Coverage Synopsis

The following media registered to attend and cover Open Source Summit Japan + Automotive Linux Summit 2021:

Yachiyo Tanaka, *FOURIN, Inc.*
Hiroko Aoyama, *Gartner Japan Ltd.*
由希 齊藤, *ITmedia Inc.*
Fumitaka Osawa, *Kohgakusha Co.Ltd*
Hiroschi Imada, *Kohgakusha Co.Ltd*
Shigetaka Ogasawara, *Kohgakusha Co.Ltd*
Makoto Akai, *MKT International, Inc.*
Masahide Kimura, *Nikkei BP*
Hideaki Ryugen, *Nikkei Inc*
Yukio Yoshida, *ThinkIT*
Yasuyuki Matsushita, *ThinkIT*
Jiro Aso, *Universal Shell Programming Laboratory*

SAVE THE DATE

FOR 2022

OPEN SOURCE SUMMIT JAPAN 2022
DECEMBER 5–6, 2022
YOKOHAMA, JAPAN & VIRTUAL