



OPEN  
NETWORKING  
& EDGE  
SUMMIT



Kubernetes  
on EDGE DAY

October 11-12, 2021 | Virtual Experience

# 2021 POST-EVENT REPORT

Hosted By

## Distributed But Always Connected.

Open Networking & Edge Summit + Kubernetes on Edge Day 2021 Virtual Experience gathered **717** attendees from **292** organizations in **48** countries around the globe. **57%** hailed from the United States, Canada, and Mexico. The event attrition rate was low with **76%** of registered attendees attending the live event. **54%** were first-time Open Networking & Edge Summit + Kubernetes on Edge Day attendees.

**Feedback from attendees was positive, with an overall average satisfaction rating of over 94%. 97%** said they plan to attend a future Open Networking & Edge Summit + Kubernetes on Edge Day, and 97% said they would recommend the event to a friend or colleague.

**This year's event attracted an incredible mix of attendees from across the global open networking & edge ecosystems.**

Attendees came from a range of industry sectors including **Energy, Health Care, Financial, Industrials, Consumer Staples**, and of course **Telecommunications** and **Software**. **Over 42% were from Telecommunications companies.**

Attendee job functions included: Architect, Developer, Executive Leader, Management, Legal/Compliance, DevOps, Product, and Business Development. **46% of attendees were in technical positions.**

Attendees hailed from around the globe with the **majority attending from:**

- **United States**
- **India**
- **China**
- **Canada**
- **Ireland**

## Participant Experience

### Content

Featuring **75** talks including keynotes, tutorials, breakout sessions, a mini-summit, BoFs and lightning talks, Open Networking & Edge Summit + Kubernetes on Edge Day delivered content across 4 tracks: Business Critical & Innovation, Cloud Networking & Edge, Enterprise Networking & Edge, and The New Service Provider. Additionally, this year's event included 2 days of content focused on Kubernetes on Edge.

This year's Program Committee included **10** members with **40% women**. Together they reviewed 223 submissions from our CFP. Thanks to the hard work of this committee, the content at the event was rated very highly by attendees with **over 95% saying they found the conference content and sessions to be informative and useful**.

### Program Committee Members:

**Dejan Bosanac**  
Software Engineer, *Red Hat*

**Wendy Cartee**  
Head of Outbound Product  
Management, *Google*

**Wenjing Chu**  
Head of Open Source and  
Research, *Futurewei Technologies*

**Alla Goldner**  
Director, Technology, Strategy &  
Standardization, *Amdocs*

**Guillaume Lambert**  
Telecommunication Engineer,  
*Orange & OpenDaylight TSC Chair*

**Henry Lau**  
Distinguished Technologist, *HP Inc.*

**Catherine Lefèvre**  
Assistant Vice President, Network  
Cloud and SDN Platform  
Integration, *AT&T*

**Michael Salmon**  
Standards Architect, *Verizon*

**Tina Tsou**  
Enterprise Architect, *Arm*

**Steven Wong**  
Staff Software Engineer, *VMware*

## Attendee Survey Results:

**97%** of respondents said they are likely to join a future Open Networking & Edge Summit

**97%** of respondents would recommend attending Open Networking & Edge Summit to a friend or colleague

**95%** of respondents found the conference content & sessions to be informative and useful

**94%** of respondents found the event to be a valuable use of their time

**91%** of respondents agreed that the virtual event was easy to understand, access, and navigate through

**73%** of respondents attend 4 or fewer conferences a year, making Open Networking & Edge Summit a valuable place to connect with this audience

## Participant Experience

### Top 10 Most Attended Conference Sessions:

1. Open, Programmable, Secure Network & Edge - US GOV OPS Mini Summit
2. Panel Discussion: Multi Kubernetes Cluster Networking, Mesh and Application Orchestration in Open Source Way - Bob Monkman & Hong (Cathy) Zhang, *Intel Corporation*; Arun Rajagopal, *Reliance Jio*; Ravi Chunduru, *Verizon*; Amar Kapadia, *Aarna Networks, Inc.*
3. Tutorial: Deploy and Manage AI Models on Edge Devices at Scale - Sponsored by *IBM*
4. Lessons Learned from Implementing and Trialing 5G Optimization Applications as xApps on Top of the near-RT RIC - Thoralf Czichy, *Nokia* & Matti Hiltunen, *AT&T*
5. Project Magma: A Cloud Native Approach to Edge Networking - Bruce Davie, *Systems Approach, LLC* & Amar Padmanabhan, *Independent*
6. Lightning Talk: Topology Awareness for Next-generation Workloads in Kubernetes - Swati Sehgal, *Red Hat*
7. Lessons Learned from Cloud Native Design of Network Functions - Xuxia Zhong & Qihui Zhao, *China Mobile*
8. Presentation & Panel Discussion: The State of Telecom Operators' Adoption of Intelligent Networking - Lei Huang, Yan Yang, Yuhan Zhang, Kaixi Lu & Lingli Deng, *CMCC*; Beth Cohen & Steven Casey, *Verizon*; Heather Kirksey, *LF*
9. The Journey of Automating Containers License Compliance in ONAP - Alexander Mazuruk & Krzysztof Opasiak, *Samsung R&D Institute Poland*
10. Introduction to EdgeGallery Platform and its Applications - Gaurav Agrawal & Kalyan Kumar Asangi, *Huawei Technologies India Pvt. Ltd.*

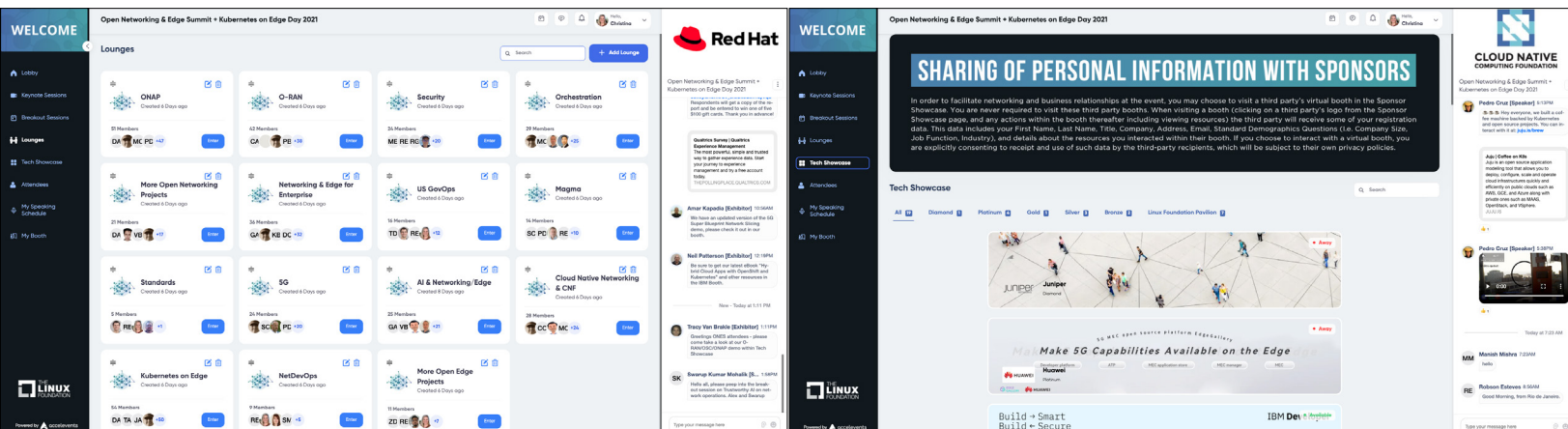
## Session Recordings

Every session at Open Networking & Edge Summit + Kubernetes on Edge Day 2021 was recorded and is available on the virtual event platform for registered attendees to access until November 11, 2021. Soon thereafter, we will migrate the videos onto [The Linux Foundation YouTube channel](#) which will include open captioning for all sessions.

## Technical Showcase

19 sponsor booths including The Linux Foundation Demo Pavilion which hosted 7 project community-generated demos around the 5G Super Blueprint and more from the networking and edge ecosystems. Attendees visiting the Technical Showcase experienced interactive demos, downloadable resources, and 1:1 chat with booth representatives.

Attendees visited the showcase each day to learn about the latest projects, products, and to interact with the community. During the live event, there were almost 1,700 booth visits.



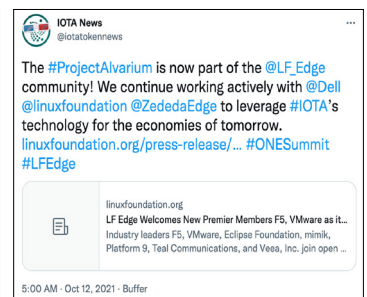
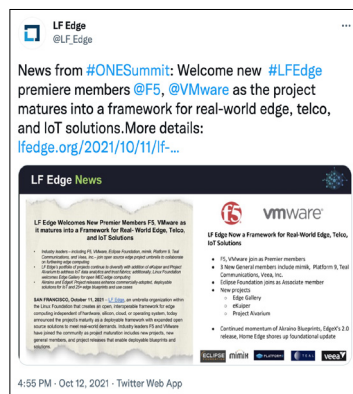
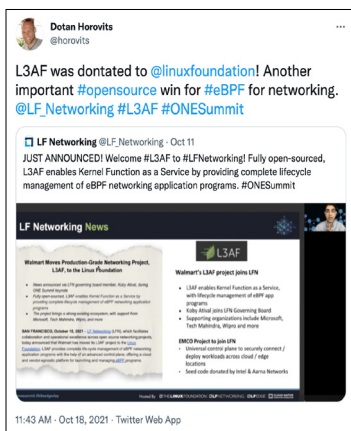
## Networking & Collaboration

The lobby chat and virtual lounges on the event platform served as the “hallway track” where attendees could engage and chat with each other. Lounges included track specific topics including Kubernetes on Edge, ONAP, O-RAN, Networking & Edge for Enterprise, and more, where attendees could connect and collaborate outside of sessions.

## Event Experiences

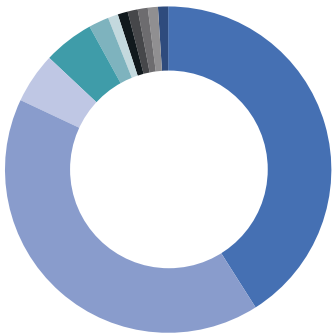
Beyond highly rated educational content, Open Networking & Edge Summit + Kubernetes on Edge Day 2021 offered activities designed to connect the community and bring a fun balance to the conference experience. Attendees participated in fun games in the Red Hat Arcade, snapped photos in our online photo booth, and visited the Zen Zone for some much needed relaxation.

## Live at ONE Summit



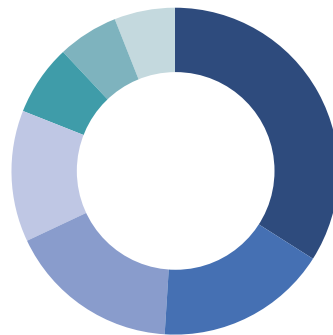
## Open Networking & Edge Summit Demographics\*

- **717** registrations thus far (registration will remain open until November 11, 2021)
- **76%** of registrants attended the live event
- Attendees from **292** organizations
- Attendees from **48** countries
- **57%** of attendees from the United States, Canada, and Mexico
- **11%** of attendees identified as women or non-binary individuals



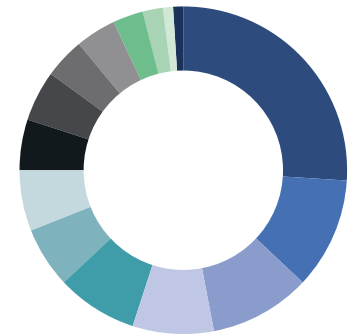
### Industry

- Information Technology **41%**
- Telecommunications **41%**
- Non Profit Organization **5%**
- Professional Services **5%**
- Industrials **2%**
- Automotive **1%**
- Consumer Goods **1%**
- Financials **1%**
- Energy **1%**
- Health Care **1%**
- Materials **1%**



### Job Level

- Individual Contributor **34%**
- Director **17%**
- Manager **17%**
- Other **13%**
- VP / SVP / GM **7%**
- Academic **6%**
- CXO / ED **6%**

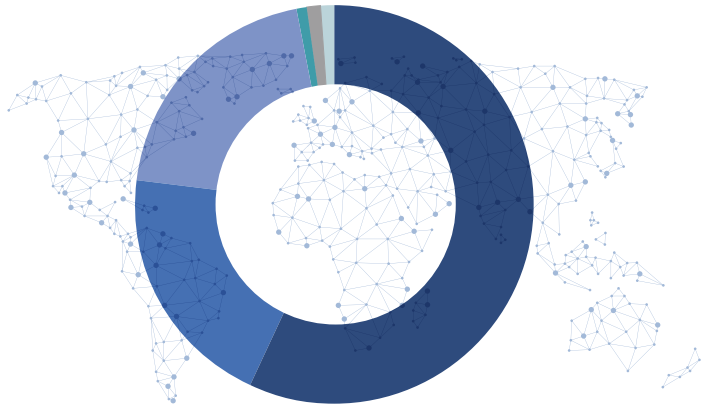


### Job Function

- Architect **26%**
- Executive Leader **11%**
- Manager
- Technical Teams **10%**
- Application Developer (Front-end/Back-end/Mobile/Full Stack) **8%**
- Other **8%**
- Systems/Embedded Developer **6%**
- DevOps/SRE/Sysadmin **6%**
- Student **5%**
- Product/Biz Dev **5%**
- Marketing **4%**
- Manager - Other **4%**
- Professor / Academic **3%**
- Media / Analyst **2%**
- Manager - OSPO **1%**
- Kernel/Operating Systems Developer **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 Networking & Edge Summit Demographics\*



## Country

- **North America 57%**  
Canada, Mexico, United States  
Minor Outlying Islands, USA
- **Europe 20%**  
Austria, Belgium, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Malta, Nepal, Netherlands, Norway, Poland, Russian Federation, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, United Kingdom
- **Asia 20%**  
China, India, Israel, Japan, Pakistan, Republic of Korea, Saudi Arabia, Singapore, Sri Lanka, Taiwan (Province of China), Thailand, United Arab Emirates
- **Africa 1%**  
Kenya, Senegal
- **Oceania 1%**  
Australia
- **South America 1%**  
Argentina, Brazil, Chile, Ecuador, Peru

Faisal Ahmed  
@Felixfaisal46

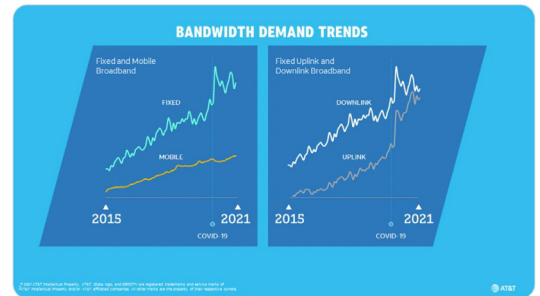
One of the exciting sessions I was able to attend in the ONE summit was that of L3AF by @Walmarttech Industry-first KFAaS, Kernel Function as a Service

#OpenSource #onesummit #k8edge #Coding #eBPF #Linux

6:48 AM · Oct 12, 2021 · Twitter Web App

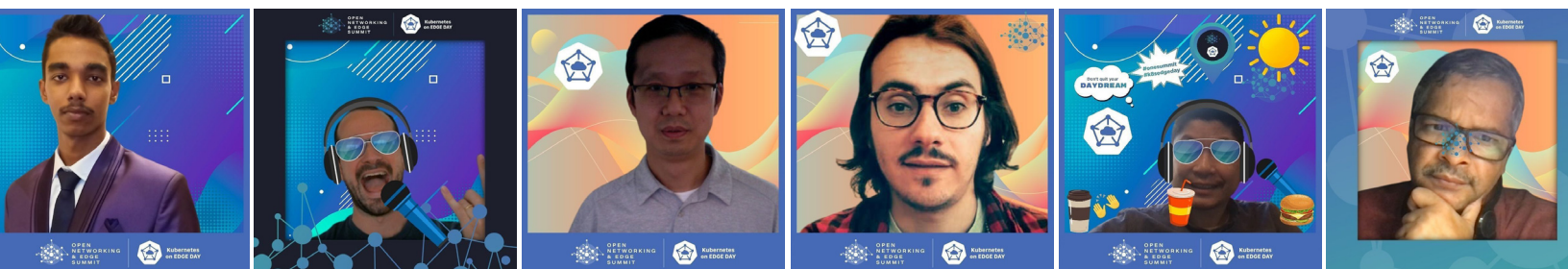
Jim St. Leger  
@JimStLeger

Andre Fuetsch shares that @ATT's traffic increased 40% during the pandemic. Uplink demand grew more than downlink. #ONEsummit #pandemic



1:53 PM · Oct 11, 2021 · Twitter Web App

\* 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.



Hosted By



## Diversity

At Open Networking & Edge Summit 2020, **17% of speakers identified as women or non-binary**, remaining largely consistent with our 2020 & 2019 statistics. 11% of our 2021 attendees identified as women or non-binary, a 3% decrease from our 2020 event. Unfortunately this reduction in diversity is a trend we have seen with our virtual events throughout 2020 & 2021. We are very much looking forward to reversing this trend with in-person events returning in 2022.

Promoting diversity and inclusion within LF Events is extremely important to us. We are continuing to make strides to increase these efforts and remain committed to bringing more diversity to our future speaker line-ups and attendee groups.

---

## 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 Networking & Edge Summit this year, we provided:

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










## Social Media Highlights

### Twitter

Impressions were driven by promotional content, including informational post series such as: “Why Attend” and “Explore the Track”, and promotion of individual sessions, speakers, sponsors, and live tweeting.

During our event date range, we saw 28.5M impressions for #onesummit, 18M impressions for #k8sledgeday. We also tagged lots of our event posts with #5G, #edgecomputing, #opennetworking, #opensource and #edge when possible, resulting in just over 20M impressions collectively.

#### 2021 (October 4 - 15)

1 - 25 of 142 hashtags	TWEETS	RETWEETS	CONTRIBUTORS	POTENTIAL IMPRESSIONS ▼	
#onesummit	672	509	359	25.8M	
#k8sledgeday	233	170	112	18M	
#5G	102	63	53	5.5M	
#edgecomputing	103	81	54	5.3M	
#OpenNetworking	95	77	57	5.3M	
#OpenSource	162	125	74	3.2M	
#edge	73	52	50	2.8M	

## Social Media Highlights

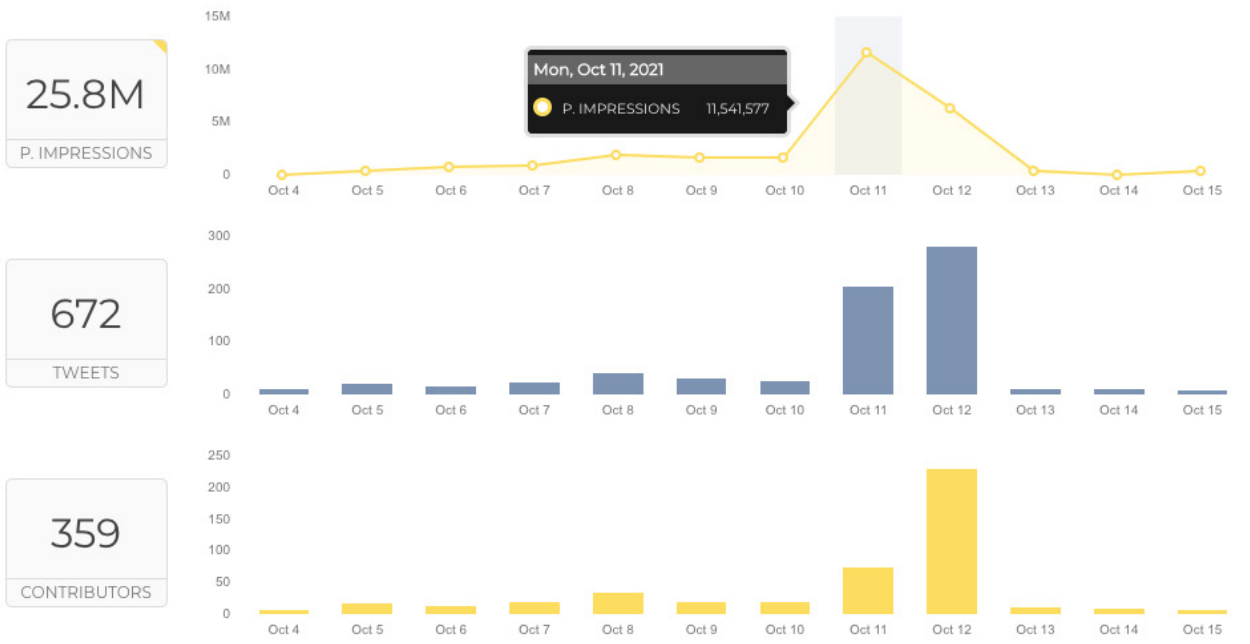
Engagement with #onesummit, October 4-15, 2021 (impressions, total tweets & contributors), with the peak impressions on Day 1 of ONE Summit at over 11M:

2021 (October 4 - 15)

par print ecno

#onesummit [View on Twitter »](#)

Day Week



25.8M  
P. IMPRESSIONS

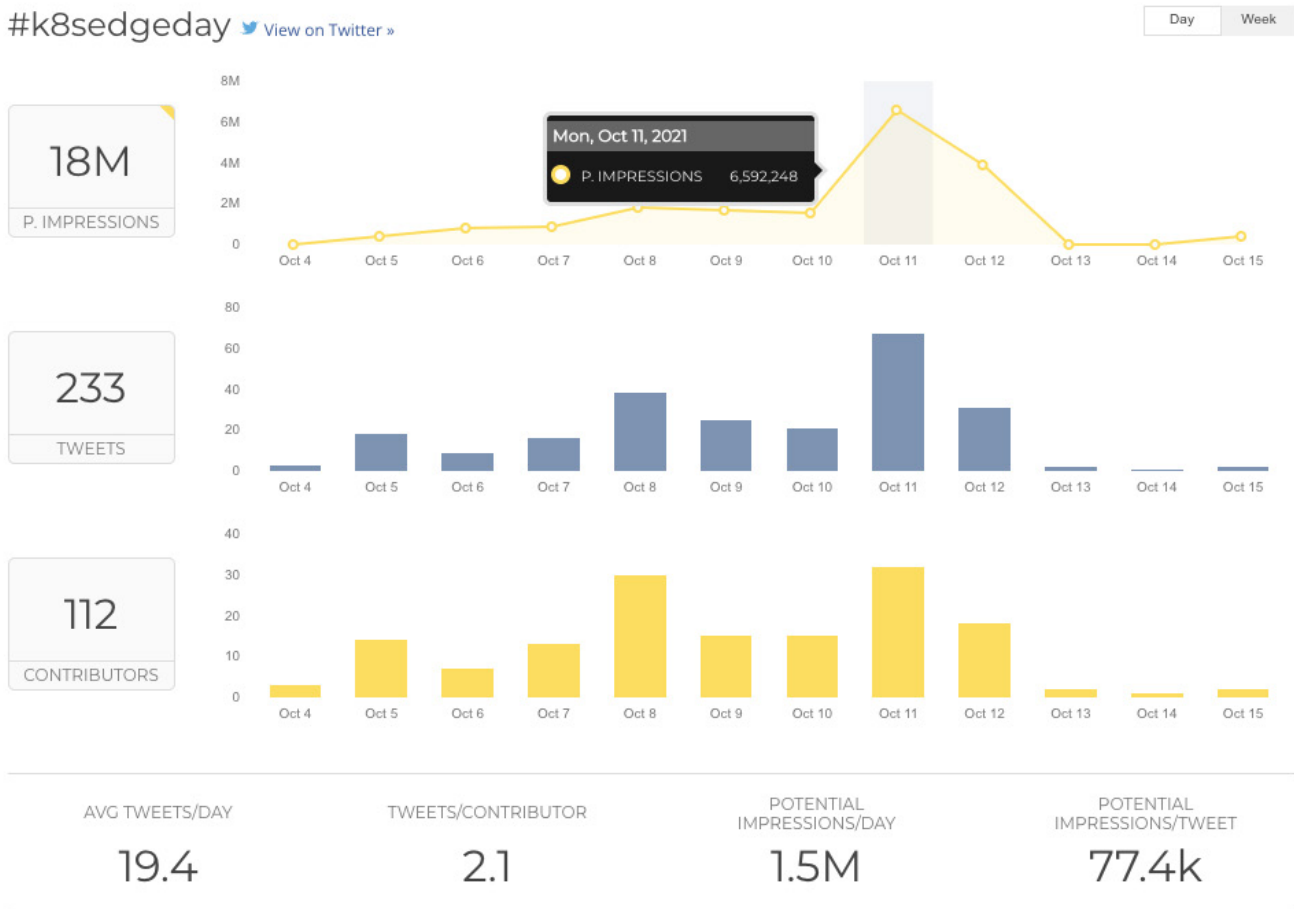
672  
TWEETS

359  
CONTRIBUTORS

AVG TWEETS/DAY	TWEETS/CONTRIBUTOR	POTENTIAL IMPRESSIONS/DAY	POTENTIAL IMPRESSIONS/TWEET
56.0	1.9	2.2M	38.5k

## Social Media Highlights

Engagement with #k8sledgeday, October 4-15, 2021 (impressions, total tweets & contributors), with the peak impressions on Day 1 of ONE Summit at over 6M:



## Social Media Highlights

### Facebook

Posts from The Linux Foundation's Facebook page garnered 295K impressions from Sept 24 - Oct 24, 2021.

### LinkedIn

From Sept 24 - October 24, 2021, The Linux Foundation's LinkedIn page increased by 3.6K followers for a total of 174.7K. **Posts made to our page during the event window garnered 487K impressions.**

### Press Coverage

The Open Networking & Edge Summit + Kubernetes on Edge Day 2021 Virtual Experience brought an excited group of media and industry analysts, eager to hear all the latest developments in open networking, edge computing, 5G and more:

Roy Chua, Founder and Principal, *AvidThink*

Eric Hanselman, Principal Research Analyst, *451Research*

Matt Kapko, Editor, *SDxCentral*

Craig Matsumoto, Senior Research Analyst, *451 Research/S&P Global Market Intelligence*

Yasuyuki Matsushita, Journalist, *ThinkIT*

Max Pepper, Senior Research Analyst, *IDC*

Sue Rudd, Director Networks and Service Platforms, *www.strategyanalytics.com*

Matthew Wopata, Principal Analyst, *IoT Analytics*

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

**OSChina.net:** [Walmart's production-level eBPF project L3AF joins the Linux Foundation](#)

**DevOps.com (Mike Vizard):** [LF Networking \(LFN\) Adds to Open Source Portfolio](#)

**Phoronix:** [Walmart pushes open source L3AF to help out eBPF ecosystem](#)

**Cnbeta.com:** <https://www.cnbeta.com/articles/tech/1189117.htm>

**IoT Evolution World (Arti Loftus):** [Open To New Opportunities, Linux Foundation's LF Edge Expands Open Source Edge Project](#)

**EIN:** [Aarna Networks Joins the Linux Foundation Networking Edge Multi-Cluster Orchestrator \(EMCO\) Project](#)

**Cloud Computing Magazine:** [Walmart and Linux Foundation Networking Join Forces to Advance Retailer's Breakthrough L3AF eBPF Lifecycle Management](#)

**Walmart LinkedIn update:** [https://www.linkedin.com/posts/walmartglobaltech\\_linux-foundation-to-integrate-l3af-walmarts-activity-6853453866076311552-qRVA](https://www.linkedin.com/posts/walmartglobaltech_linux-foundation-to-integrate-l3af-walmarts-activity-6853453866076311552-qRVA)

**Converge! Network Digest:** [LF Networking adds multi-cluster orchestrator project](#)

**eeNews:** [Project to deploy workloads across cloud and edge](#)



## Below are this year's most retweeted tweets.

<p>IOTA @iota The #ProjectAlvarium is now part of the @LF_Edge community! We continue working actively with @Dell @linuxfoundation @ZededaEdge to leverage #IOTA's technology for the economies of tomorrow. linuxfoundation.org/press-release/... #ONESummit #LFEEdge Oct 12, 2021, 1:01 AM 📈</p>	187	0	213.4k	352k
<p>The Linux Foundation @linuxfoundation SO CLOSE! Just 3 days until Open Networking &amp; Edge Summit + Kubernetes on Edge Day, happening virtually Oct 11-12. Join the people &amp; organizations driving the future of #opennetworking, #edgecomputing and MORE! Register for US\$150: hubs.la/H0Z0q7_0 #onesummit #k8sledgeday Oct 8, 2021, 9:00 AM 📈</p>	13	0	383.6k	480.9k
<p>The Linux Foundation @linuxfoundation Thank you @IBMDeveloper for being a Platinum Sponsor of Open Networking &amp; Edge Summit + Kubernetes on Edge Day 2021! Interested in helping shape the future of #opennetworking &amp; #edgecomputing? Register NOW &amp; join us next week hubs.la/H0YYLTf0 #onesummit #k8sledgeday #k8s Oct 7, 2021, 8:00 AM 📈</p>	12	0	383.4k	515.4k
<p>LF Edge @LF_Edge By 2025, 75% of data processed will be at the #edge, and by 2024 \$240B will be spent on edge. Need is stronger than ever to embrace #open edge computing, via @ZededaEdge's @souissal. Live at #ONESummit events.linuxfoundation.org/open-networkin... #ProjectEVE Oct 11, 2021, 11:36 AM 📈</p>	10	0	2,273	27.8k
<p>IOTA News @iotatokennews The #ProjectAlvarium is now part of the @LF_Edge community! We continue working actively with @Dell @linuxfoundation @ZededaEdge to leverage #IOTA's technology for the economies of tomorrow. linuxfoundation.org/press-release/... #ONESummit #LFEEdge Oct 12, 2021, 2:00 AM 📈</p>	9	0	28.8k	32.1k



## Below are this year's most retweeted tweets.

<p>The Linux Foundation @linuxfoundation Need financial assistance to attend Open Networking &amp; Edge Summit + Kubernetes on Edge Day? Applications for diversity &amp; need-based registration scholarships are being accepted through Oct 7! Apply now: <a href="https://hubs.la/H0YX5Mc0">hubs.la/H0YX5Mc0</a> Funding provided by @ori_edge #onesummit #k8sedgeday Oct 6, 2021, 10:18 AM </p>	8	0	383.2k	468.8k
<p>The Linux Foundation @linuxfoundation .@HuaweiENT, @IBMDDeveloper, @SUSE &amp; @ZededaEdge - huge thanks for being Platinum Sponsors of Open Networking &amp; Edge Summit + Kubernetes on Edge Day 2021! Register to join us virtually, NEXT WEEK Oct 11-12 <a href="https://hubs.ly/H0YYMhh0">hubs.ly/H0YYMhh0</a> #onesummit #k8sedgeday #opennetworking #kubernetes Oct 8, 2021, 8:00 AM </p>	8	0	383.6k	386.2k
<p>The Linux Foundation @linuxfoundation Join industry experts from Orange Group, CNCF &amp; Verizon at Open Networking &amp; Edge Summit + Kubernetes on Edge Day, NEXT WEEK Oct 11-12. Register now: <a href="https://hubs.la/H0Y-ypb0">hubs.la/H0Y-ypb0</a> #onesummit #k8sedgeday #opennetworking #edgecomputing Oct 7, 2021, 11:32 AM </p>	7	0	383.4k	388.6k
<p>The Linux Foundation @linuxfoundation .@CloudNativeFdn - thank you for being a Gold Sponsor of Open Networking &amp; Edge Summit + Kubernetes on Edge Day 2021. Register now and join us virtually - it all starts THIS MONDAY: <a href="https://hubs.ly/H0YYM3m0">hubs.ly/H0YYM3m0</a>. View the schedule: <a href="https://hubs.ly/H0YYNQGO">hubs.ly/H0YYNQGO</a> #onesummit #k8sedgeday Oct 9, 2021, 11:59 AM </p>	7	0	383.8k	509.3k
<p>The Linux Foundation @linuxfoundation LIVE at Open Networking &amp; Edge Summit + Kubernetes on Edge Day: Business Transformation: Value of Network Slicing. #onesummit #k8sedgeday #opennetworking #edgecomputing #opensource Oct 11, 2021, 9:17 AM </p>	6	0	384.2k	389.2k