For the first time ever, Open Source Summit + Embedded Linux Conference North America was held virtually. This year’s event gathered 4,183 attendees from 2,344 organizations in 109 countries around the globe. 58% hailed from the United States, Canada, and Mexico.

This year's event attracted a diverse mix of professionals from across the open source ecosystem.

87% of registered attendees participated in the virtual experience.

65% of attendees were in technical positions.

Developers comprised more than a third of attendees.

61% of attendees spent 10 or more hours on the virtual event platform.

Over 75% of attendees spent 4 or more hours on the platform.
THIS SUMMIT SUPERSEDED MY EXPECTATIONS. THE VIRTUAL PLATFORM WAS EASY TO USE AND SEAMLESS. ALL THE TALKS I ATTENDED HAD SOMETHING IMPORTANT TO TAKE AWAY FOR ME AND HELPED ME LEARN A LOT OF NEW THINGS. THE BEST PART IS THAT THE TALKS I COULDN'T ATTEND DUE TO TIME ZONE DIFFERENCES CAN BE VIEWED ON DEMAND, SO THAT ONE DOESN'T MISS OUT. I HAD A GREAT NETWORKING EXPERIENCE TOO. OVERALL IT WAS A PLEASURE TO BE A PART OF THIS EVENT AND I’D LOVE TO ATTEND MORE IN THE FUTURE.
Exceptional Content

Featuring 250+ talks including keynotes, tutorials, breakout sessions, BoFs and lightning talks, Open Source Summit + Embedded Linux Conference delivered top-notch content across 14 technology topic tracks including: Embedded, Cloud and Linux 101 Essentials, AI/ML/DL, Cloud Infrastructure, Community Leadership, Diversity & Inclusion, Embedded Technologies, IoT, Linux Systems, Open Source Databases and more.

This year’s Program Committee was one of our largest to date. It included 59 members with 38% women. Together, they reviewed 816 submissions from our CFP, a 31% increase in submissions from 2019.

Beyond keynotes and conference sessions, OSS & ELC 2020 featured:

9 Lightning talks
4 Tutorial Sessions
16 Workshops
7 Birds of a Feather sessions
15 Ask the Expert sessions
9 Linux Foundation Project Mini-Summits
Sponsor Showcase

In addition to content provided by industry leaders, OSS + ELC NA hosted a virtual sponsor showcase of 28 sponsor booths, featuring interactive demos, downloadable resources, and 1:1 chat with booth representatives. **Over 3,500 documents were downloaded by attendees directly from sponsor booths.**

**3,026 attendees** visited the sponsor showcase to learn about the latest projects and products and interact with other community members.

Sponsors collected an average of **407 badge scans**, with one sponsor collecting **1,100 individual scans**.

“I THINK THE EXPERIENCE WAS SUPERB, IT WAS WELL COORDINATED. KUDOS TO EVERYONE WHO CONTRIBUTED TO MAKING THIS HAPPEN.”

“IT WAS MY FIRST TIME ATTENDING THE EVENT BUT THE AMOUNT OF KNOWLEDGE I GAINED IN THIS IS LIKE I HAVE ATTENDED EVERY YEAR. I WILL NEVER LET OPPORTUNITY LIKE ATTENDING THIS PASS BY.”
IF YOU WANT TO LEARN, THEN BEING ONLINE LAST WEEK WAS THE PLACE TO BE. THE PRESENTATIONS ABSOLUTELY ADDED TO MY KNOWLEDGE BASE. IF YOU WEREN’T ABLE TO ATTEND, YOU’LL WANT TO BE SURE TO TAKE ADVANTAGE OF THE ON-DEMAND RECORDINGS. I WAS IN ATTENDANCE, AND I STILL INTEND TO VIEW THE RECORDINGS, AND TO SHARE WITH MY COLLEAGUES.
Networking

The OSS + ELC Slack Workspace served as the main form of networking during the event, and was the virtual “Hallway Track” where attendees could collaborate, network, and have fun. Channels included track-specific topics such as #2-track-diversity-inclusion, #2-track-internet-of-things, #2-track-cloud-infrastructure, and more. There were also specific channels for all things networking and fun such as #3-ntwk-newtoos, #4-fun-pets, #4-fun-share-your-workspace, and each sponsor had their own channel to network on and hold further discussions.

Top 5 Channels:

- #1-random (2,067 messages)
- #2-track-yocto-project (4,179 messages)
- #3-ntwk-asktheexperts-a (894 messages)
- #2-track-community-leadership-ospo-todo (1,040 messages)
- #2-track-embedded-linux (3,298 messages)

Total messages sent: 50,569
Diversity

- 23% of speakers at OSSNA 2020 identified as women or non-binary. 16% of ELCNA speakers identified as women or non-binary, an 8% increase from ELCNA 2019.
- Women and non-binary individuals comprised 17% of OSSNA attendees this year, a drop from 2019 which had 21%.
- 14% of ELCNA attendees identified as women or non-binary, a small increase from 13% in 2019.

We continue to increase efforts moving forward to help grow these numbers in 2021 and beyond.

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 + Embedded Linux Conference North America 2020 this year, we provided:

- 233 Diversity Scholarships
- 213 Need-Based Registration Scholarships

“THROUGH OSS/ELC, I CAME ACROSS A GREAT AND SELFLESS GROUP OF PEOPLE FROM ALL OVER THE WORLD WHO ARE MAKING POSITIVE IMPACT ON SOCIETY IN A PROFOUND WAY.”
Event Experiences

Beyond top-notch educational content, Open Source Summit + Embedded Linux Conference North America 2020 offered a plethora of activities designed to connect and strengthen our community and attendees’ experiences, including:

- **Speed Mentoring Session** which enabled **36 mentees** to learn from and discuss professional goals and challenges with **12 mentors** on career, community and technical topics.

- **Ask the Experts** sessions were held daily where **14 community leaders** across a range of topics answered attendee questions and provided career advice, tips on participating in an open source project, and technical expertise.

- **317 attendees** participated in the **Technical Writing Workshop** led by Lindsey Anne Thorne, Managing Director at Vaco, and learned the do’s and don’ts of writing a technical resume.

- The **Driving Innovation through Allyship Workshop** presented by Emergent Technologist Christopher Lafayette, had **74 attendees** join to learn how to help support black people and other groups that have been systematically oppressed and create a future where we can all participate and benefit from innovation.
EVERYTHING WAS PERFECT, THERE WERE NO GLITCHES OR PROBLEMS IN THE VIRTUAL EVENT, ALL THE IMPORTANT UPDATES WERE REGULARLY EMAILED TO US AND THE SUPPORT STAFF WAS ALWAYS THERE TO HELP US.

THIS WAS A GREAT, GREAT INVESTMENT OF MY TIME. THE EDUCATIONAL VALUE WAS TREMENDOUS. MANY THANKS TO THE ORGANIZERS FOR HAVING THIS EVENT.

- 2,316 attendees competed to win Trivia and Badges within the platform
- 1,014 attendees participated in the fun games in the Red Hat Arcade
- 713 attendees visited the Zen Zone for some much-needed relaxation

Veronica
@veronicajean621

#RedHat is proud to sponsor the virtual arcade. Don't forget to check this out! #OSSummit @redhatopen #OpenJam

Anup Parajuli Today at 12:37 PM
hey guys..have you been to zen zone?(its under experience tab)...if not do visit once and thank me later 😊
This summit has been an amazing experience!! Very welcoming, very inclusive, and empowering! It filled me with hope and courage to continue my path in technology, and helped me view things from a different perspective. I will definitely join the next in person summit!
OSS + ELC North America Demographics

- **4,183** registrants with **87%** participating in the virtual experience
- Attendees from **2,344** organizations
- Attendees from **109** countries
- **58%** of attendees from the United States, Canada, and Mexico
- **17%** of attendees identified as women or non-binary individuals
- **3,026** attendees visited the sponsor showcase

**Industry**
- Information Technology **66%**
- Non Profit Organization **8%**
- Industrials **8%**
- Professional Services **6%**
- Health Care **3%**
- Financials **3%**
- Consumer Discretionary **3%**
- Energy **2%**
- Consumer Staples **1%**

**Job Level**
- Individual Contributor **44%**
- Other **21%**
- Manager **11%**
- Academic **9%**
- Director **7%**
- CTO/ED **5%**
- VP/SVP/GM **3%**

**Job Function**
- Systems/Embedded Developer **23%**
- DevOps/SRE/Sysadmin **11%**
- Architect **10%**
- Other **10%**
- Application Developer (Front-end/Back-end/Mobile/Full Stack) **10%**
- Student **8%**
- Manager - Technical Teams **6%**
- Kernel/Operating Systems Developer **5%**
- Executive Leader **4%**
- Marketing **3%**
- Product/Biz Dev **2%**
- Manager - Other **2%**
- Professor / Academic **2%**
- Manager - OSPO **2%**
- Media / Analyst **1%**
- Legal / Compliance **1%**
OSS + ELC North America Demographics

Country

- **North America 58%**
  Bermuda, Canada, Greenland, Mexico, United States

- **Europe 18%**
  Aland Islands, Austria, Belarus, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Finland, France, Greece, Hungary, Iceland, Ireland, Isle of Man, Italy, Kosovo, Luxembourg, Netherland, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Spain, Sweden, Switzerland, Ukraine, United Kingdom

- **Asia 14%**
  Afghanistan, Bangladesh, China, Hong Kong, India, Indonesia, Japan, Kazakhstan, Laos, Malaysia, Nepal, Pakistan, Philippines, Russian Federation, Singapore, South Korea, Sri Lanka, Taiwan, Thailand, Timor-Leste, Vietnam

- **South America 3%**
  Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay

- **Middle East 2%**
  Cyprus, Egypt, Iran, Iraq, Israel, Lebanon, Saudi Arabia, Turkey, United Arab Emirates

- **Oceania 1%**
  Australia, French Polynesia, New Zealand

- **Central America 0.75%**
  Costa Rica, El Salvador, Guatemala, Haiti, Honduras

- **Caribbean 0.25%**
  Bahamas, Barbados, Curacao, Dominican Republic, Jamaica, Puerto Rico, Trinidad and Tobago

Absolutely fantastic. The site is well organized. I immediately felt comfortable in the environment.

I love the diversity of knowledge that was explored. There was no limit to what could be discussed and I felt engaged in every workshop/talk I attended.
Session Recordings

The event platform will continue to be accessible for one year so attendees can access and view all session recordings. We will also upload all sessions onto The Linux Foundation YouTube Channel in the coming months and they will include captioning for all sessions.

Esbern Orina @esbernerina - 23m
Am happy to attend this year’s @linuxfoundation Open Source Summit from the comfort of my home. Amazing Questions and Answers from these great guys. #ossummit #flec

Avni Sharma @16avnisharma - 30m
#ossummit #flec
A great virtual conference experience. Kudos @linuxfoundation team

"Talk about an eye-opening experience...the community itself made every bit of the event absolutely worth it."
Social Media Highlights

**Twitter**

- With the Open Source Summit + Embedded Linux Conference North America 2020 Virtual Experience being entirely online this year, we made a concentrated effort to create a diligent and precise social media plan to engage with our community, as well as expand our reach and drive new awareness.

- 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, blog posts, news announcements, and live-tweeting.

Here is the year to year comparison between our hashtags #oss summit and #lfelc for the date range over OSS + ELC NA 2019 and 2020, **showing a 184% increase in impressions for #oss summit and a 2014% increase in impressions for #lfelc.**

### 2019 (Aug 14 - 24):

<table>
<thead>
<tr>
<th>1 - 25 of 464 hashtags</th>
<th>TWEETS</th>
<th>RETWEETS</th>
<th>CONTRIBUTORS</th>
<th>POTENTIAL IMPRESSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>#OSSummit</td>
<td>3,383</td>
<td>2,016</td>
<td>1,322</td>
<td>31.5M</td>
</tr>
<tr>
<td>#lFelc</td>
<td>550</td>
<td>304</td>
<td>240</td>
<td>3.5M</td>
</tr>
</tbody>
</table>

### 2020 (June 22 - July 3)

<table>
<thead>
<tr>
<th>1 - 25 of 327 hashtags</th>
<th>TWEETS</th>
<th>RETWEETS</th>
<th>CONTRIBUTORS</th>
<th>POTENTIAL IMPRESSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>#OSSummit</td>
<td>3,523</td>
<td>2,216</td>
<td>1,406</td>
<td>89.4M</td>
</tr>
<tr>
<td>#lFelc</td>
<td>2,090</td>
<td>1,464</td>
<td>947</td>
<td>74M</td>
</tr>
</tbody>
</table>
Social Media Highlights

Twitter engagement on @linuxfoundation spiked during the Open Source Summit + Embedded Linux Conference North America 2020 Virtual Experience. Below are the stats between June 9, 2020 - July 7, 2020. **In this 28 day period, we saw substantial increases across the board in tweet impressions (increase of 140.4%), profile visits (increase of 36.6%), mentions (increase of 71.4%), and followers (increase of 2,461).**

<table>
<thead>
<tr>
<th></th>
<th>May 2020 Summary</th>
<th>Jun 2020 Summary</th>
<th>Jul 2020 Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tweets</td>
<td>50</td>
<td>234</td>
<td>76</td>
</tr>
<tr>
<td>Tweet impressions</td>
<td>1.37M</td>
<td>4.16M</td>
<td>1.24M</td>
</tr>
<tr>
<td>Profile visits</td>
<td>13.9K</td>
<td>20.4K</td>
<td>5,964</td>
</tr>
<tr>
<td>Mentions</td>
<td>803</td>
<td>1,410</td>
<td>458</td>
</tr>
<tr>
<td>New followers</td>
<td>1,725</td>
<td>2,449</td>
<td>661</td>
</tr>
</tbody>
</table>

Here are the breakdowns for @linuxfoundation for May, June and July, which show just how large and engaged our audience was during the OSS + ELC NA Virtual Experience. **This includes a 203% increase in tweet impressions from May 2020 to June 2020.**
Social Media Highlights

Engagement with #OSSummit from June 22 - July 3, 2020
(impressions, total tweets & contributors):

89.4M
P. IMPRESSIONS

3,523
TWEETS

1,406
CONTRIBUTORS

293.6
AVG TWEETS/DAY

2.5
TWEETS/CONTRIBUTOR

7.4M
POTENTIAL IMPRESSIONS/DAY

25.4k
POTENTIAL IMPRESSIONS/TWEET

"I attended it for the first time and enjoyed every minute of the conference. Looking forward to the next one in Vancouver in 2021."
Social Media Highlights

Engagement with #lfelc June 22 - July 3, 2020
(impressions, total tweets & contributors):

I just have two words - mind blowing. This was my first ever event I have attended in tech. Coming from a society where you hear little or nothing about Linux and open source, I am glad I was part of this event. It was so inspirational seeing people sacrificing their time for the growth of this community.
Social Media Highlights

Facebook

Posts from The Linux Foundation's Facebook page garnered 211K impressions from June 22 - July 3, achieving over 1200 individual engagements. Facebook ads reached over 75K people, delivering 170K impressions.

Linkedin

From June 8 - July 8, 2020, The Linux Foundation’s LinkedIn page increased by 5.8K followers for a total of 106,125. Posts made to our page have garnered 370K impressions (a 362% increase from 2019’s event period impressions).

I wasn’t expecting much from a virtual summit. I was wrong. It was spectacular and I enjoyed every minute!

I loved the virtual platform. Many companies will not pay for travel to conferences and the virtual platform allows people to attend who would not otherwise be able to.
ATTENDING THE ONLINE ONLY OSS + ELC 2020 PROVED TO BE TIME SPENT VERY WELL. I GOT A PILE OF NEW IDEAS TO EXPLORE FURTHER. THE CONFERENCE FORMAT INCLUDING THE WAY OF ASKING QUESTIONS WORKED WELL FOR ME AND THE PRESENTERS DID A VERY GOOD JOB. THANKS TO ALL WHO HELPED SETTING UP THIS EVENT. HIGHLY APPRECIATED. I WILL BE BACK. IN PERSON OR ON THE RECEIVING END OF A STREAM.
Media & Analyst Results

The OSS + ELC North America 2020 Virtual Experience brought an excited group of media to the event, eager to check out the virtual experience and see what's new in the world of open source. We welcomed: CBS Interactive/ZDNet, Channel Futures/Channel Partners, IDC, ISG, LWN.net, opensource.com, TechJournalist, TeleSemana.com, The Register, ThinkIR, Virtualization Review, and more.

Thanks to news announcements and articles written, we saw an aggregated readership of 1.3B during our event window (June 25 - July 7, 2020), including online news (1.2B) and blogs (81.8M).

Media Highlights

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

**InfoWorld:** [Linus Torvalds longs for Apple’s ARM-based Mac](#)
**ITProToday:** [FinOps Foundation Brings New Focus to Cloud Costs](#)
**LinuxInsider:** [The Linux Foundation's First-Ever Virtual Open Source Summit](#)
**LWN.net:** [Btrfs at Facebook](#)
**MobileIDWorld:** [Zephyr Strengthens Security of Open-Source IoT OS](#)
**SearchDataManagement:** [SODA Foundation launches to unify open source data management](#)
**Softpedia:** [Linus Torvalds Says He’s No Longer a Programmer; My Job Is to Say No](#)
**The New Stack:** [Linus Torvalds on Diversity, Longevity, Rust, and ARM Chips](#)
**The Register:** ‘It’s really hard to find maintainers...’ Linus Torvalds ponders the future of Linux
**The Register:** [Scala contributor: Open source and diversity key to tackling dev skills shortage](#)
**TFir:** [FinOps Foundation Joins Linux Foundation](#)
**ZDNet:** [Linus Torvalds on the future of Linux kernel developers and development](#)
**ZDNet:** [SODA Foundation expands cloud data autonomy plans](#)
**ZDNet:** [FinOps Foundation joins The Linux Foundation to nail down best cloud financial practices](#)
SAVE THE DATE FOR 2021

OSS + ELC NA 2021 WILL BE BACK IN PERSON NEXT YEAR! MARK YOUR CALENDAR FOR AUGUST 4-6, 2021, AND JOIN US IN VANCOUVER, CANADA!