



JUNE 29-JULY 2, 2020 | VIRTUAL EXPERIENCE

2020 EVENT REPORT

OPEN FOR ALL - ANYTIME. ANYWHERE.

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.

Attendee Survey Results:

- | | |
|---|--|
| 96% of respondents felt that participating in the event was a valuable use of their time | 88% of respondents are likely to join a future Open Source Summit + Embedded Linux Conference |
| 95% of respondents found the conference content & sessions to be informative and useful | 86% of respondents felt the virtual event platform was easy to understand, access, and navigate through |
| 96% of respondents would recommend attending Open Source Summit + Embedded Linux Conference to a friend or colleague | 34% of attendees attend only one conference annually, while 54% attend 4 or fewer conferences a year, making Open Source Summit + Embedded Linux Conference a valuable place to connect with this audience |
| 89% of respondents rated the quality of the virtual event as "Good" or "Excellent" | |

“ THIS SUMMIT SUPERSEDED MY EXPECTATIONS.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**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.**

A virtual event hall with a purple and blue color scheme. In the background, there are four circular labels for different hall levels: 'DIAMOND & PLATINUM HALL', 'GOLD & SILVER HALL', 'BRONZE HALL A', and 'BRONZE HALL B'. Each label has a 'CLICK TO VIEW' link below it. The hall floor is reflective, and there are some small figures of people in the distance.

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.



“

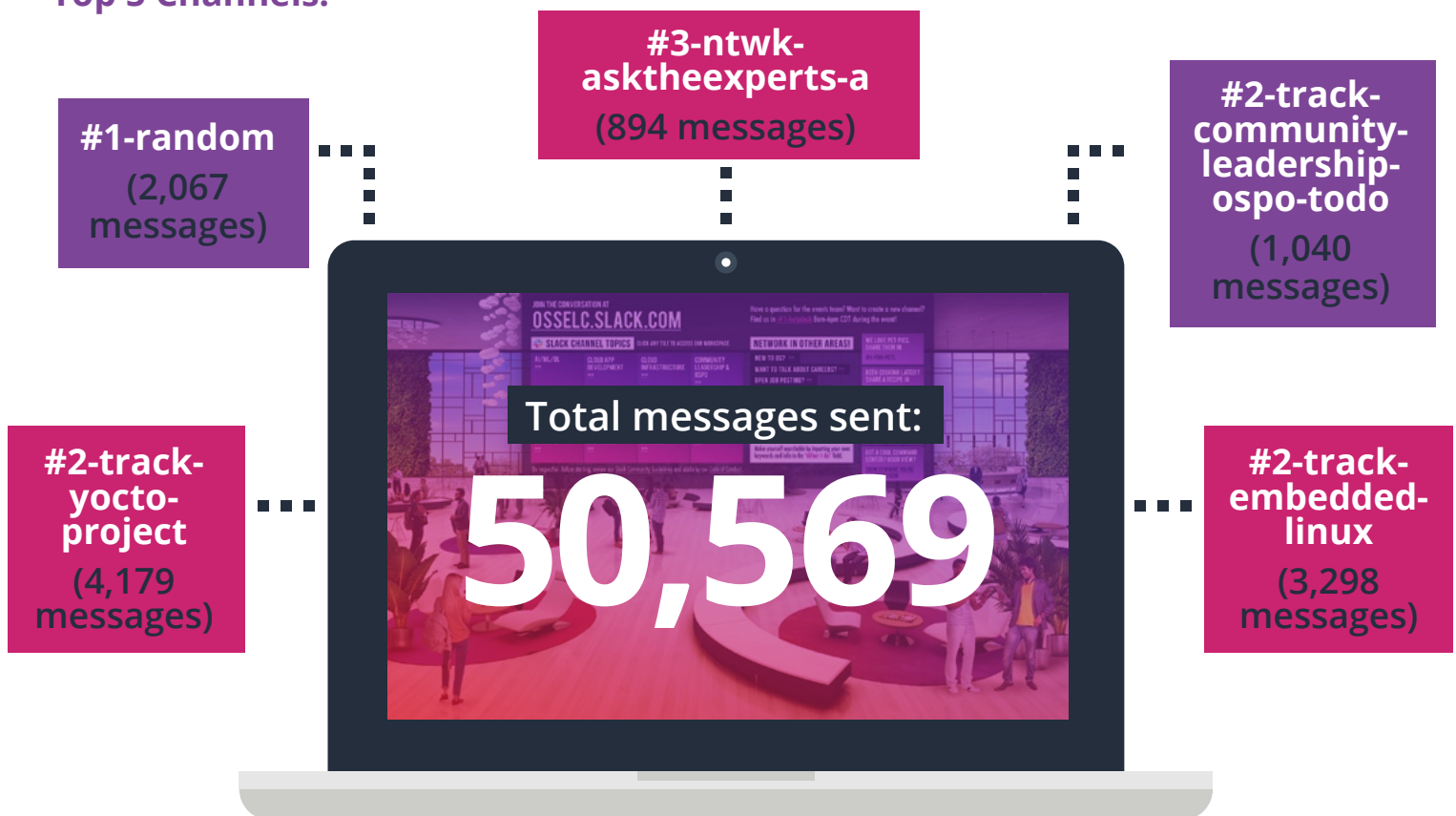
IF YOU WANT TO LEARN, THEN BEING ONLINE LAST WEEK WAS THE PLACE TO BE. THE PRESENTATIONS ABSOLUTELY ADDED TO MY KNOWLEDGE BASE. IF YOU WEREN'T ABLE TO ATTEND, YOU'LL WANT TO BE SURE TO TAKE ADVANTAGE OF THE ON-DEMAND RECORDINGS. I WAS IN ATTENDANCE, AND I STILL INTEND TO VIEW THE RECORDINGS, AND TO SHARE 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:



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

Are you looking to grow your technical skills, get more involved in an open source community, or tackle a career-change?

Whether you're new, or not so new to open source, we invite you to register to attend our Speed Mentoring event.

You'll have the chance to meet with several experienced mentors across many communities, from linux and container technology to cloud and networking, for an inside perspective on advancing your career.

MENTEE SIGN-UPS >>

JOIN US THURSDAY
12:30 - 2:35 PM CDT

 **Nicole Huesman** @uoduckswtd · 23m
Replying to @nithyaruff and @angelatf
What a fantastic week! @angelatf & team has definitely set the bar for virtual events. So inspiring to hear during today's #speedmentoring session that the upside is far more are able to attend, especially first-timers. #OSSummit @linuxfoundation



ASK THE EXPERT SESSIONS

Chat directly with Linux kernel maintainers, open source leaders, and project managers to get all of your questions answered!

Have a technical question? Curious on a career trajectory? Or simply want some tips on how to best participate in an open source project? This is the place to get this and more answered, as our experts sit down for our 'Ask the Expert' Sessions.

These chats will be scheduled daily in the OSS-ELC Slack Workplace in channels #3-ntwk-asktheexperts-A and #3-ntwk-asktheexperts-B

CHECK OUT THE SCHEDULE >>

JOIN THE OSS-ELC SLACK WORKSPACE NOW! >>

 **Thea Aldrich** @TheaClay · 1h
Replying to @GeorgLink and @linuxfoundation
I am too! I have been really impressed so far. There are so many great talks. I am genuinely excited to try out some of the community and social features. #OSSummit

 **Georg J.P. Link** @GeorgLink · 7m
I'm exploring those features too. I'm still overwhelmed with all the features of the conference platform that #OSSummit is using. Not quite sure where to focus my attention. It's almost like going to a conference for the first time, again. 😊

- **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
@veronicajeane621

#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 🙏



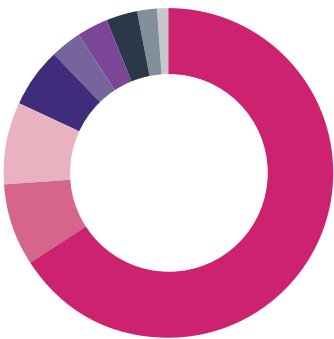
“

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!

”

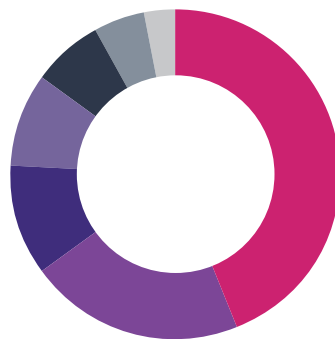
OSS + ELC North America Demographics

- **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



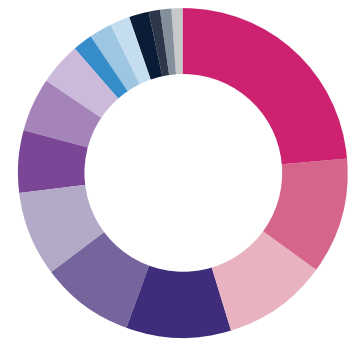
Industry

- 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

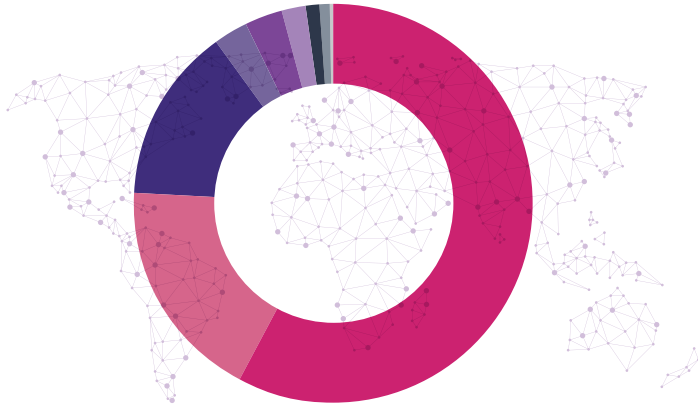
- Individual Contributor **44%**
- Other **21%**
- Manager **11%**
- Academic **9%**
- Director **7%**
- CXO/ED **5%**
- VP/SVP/GM **3%**



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, Netherlands, 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

• Africa 3%

Algeria, Botswana, Cameroon, Cote d'Ivoire, Ethiopia, Ghana, Kenya, Malawi, Morocco, Nigeria, Rwanda, Senegal, Sierra Leone, South Africa, Togo, Tunisia, Uganda, Zambia, Zimbabwe

• 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, Curaçao, Dominican Republic, Jamaica, Puerto Rico, Trinidad and Tobago

ABSOLUTELY
FANTASTIC. THE SITE
IS WELL ORGANIZED.
I IMMEDIATELY FELT
COMFORTABLE IN THE
ENVIRONMENT.



Shivamurthy Shastri @opensdev · 1m
Attending OSS and ELC from Munich, Germany. It is awesome. #ossummit and #ifelc



Georg J.P. Link @GeorgLink · 1h
I'm appreciating the live captioning on the #OSSummit virtual conference platform. I'd like to think that I'm proficient in English, but being able to see what was said is helpful to digest the flood of information. (Especially as other channels vie for attention as well).



Fernando Ike @fernandoike · 59m
It's really awesome to watch people to talk for many countries in the #ossummit. It would be impossible to see something like that in a physical event. Thanks, @linuxfoundation. #goremote

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.



Esborn Orina @esbornorina · 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 #lfelc



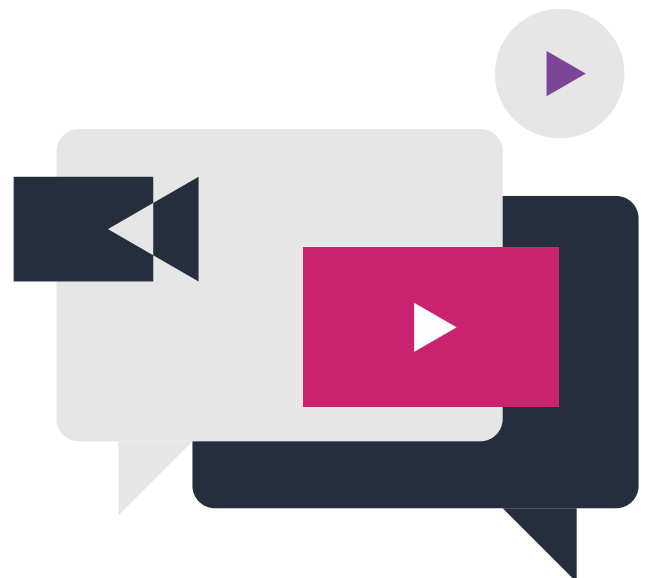
Avni Sharma @16avnisharma · 30m

#ossummit #lfelc

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 #ossummit and #lfelc for the date range over OSS + ELC NA 2019 and 2020, **showing a 184% increase in impressions for #ossummit and a 2014% increase in impressions for #lfelc.**

2019 (Aug 14 - 24):

| 1 - 25 of 464 hashtags | TWEETS | RETWEETS | CONTRIBUTORS | POTENTIAL IMPRESSIONS ▼ | |
|------------------------|--------|----------|--------------|-------------------------|-------------|
| #OSSummit | 3,383 | 2,016 | 1,322 | 31.5M | <div></div> |
| #lfELC | 550 | 304 | 240 | 3.5M | <div></div> |

2020 (June 22 - July 3)

| 1 - 25 of 327 hashtags | TWEETS | RETWEETS | CONTRIBUTORS | POTENTIAL IMPRESSIONS ▼ | |
|------------------------|--------|----------|--------------|-------------------------|-------------|
| #OSSummit | 3,523 | 2,216 | 1,406 | 89.4M | <div></div> |
| #lfELC | 2,090 | 1,464 | 947 | 74M | <div></div> |

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).**



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.**

| MAY 2020 SUMMARY | | JUN 2020 SUMMARY | | JUL 2020 SUMMARY | |
|-------------------|-------|-------------------|-------|-------------------|-------|
| Tweets | 50 | Tweets | 234 | Tweets | 76 |
| Tweet impressions | 1.37M | Tweet impressions | 4.16M | Tweet impressions | 1.24M |
| Profile visits | 13.9K | Profile visits | 20.4K | Profile visits | 5,964 |
| Mentions | 803 | Mentions | 1,410 | Mentions | 458 |
| New followers | 1,725 | New followers | 2,449 | New followers | 661 |

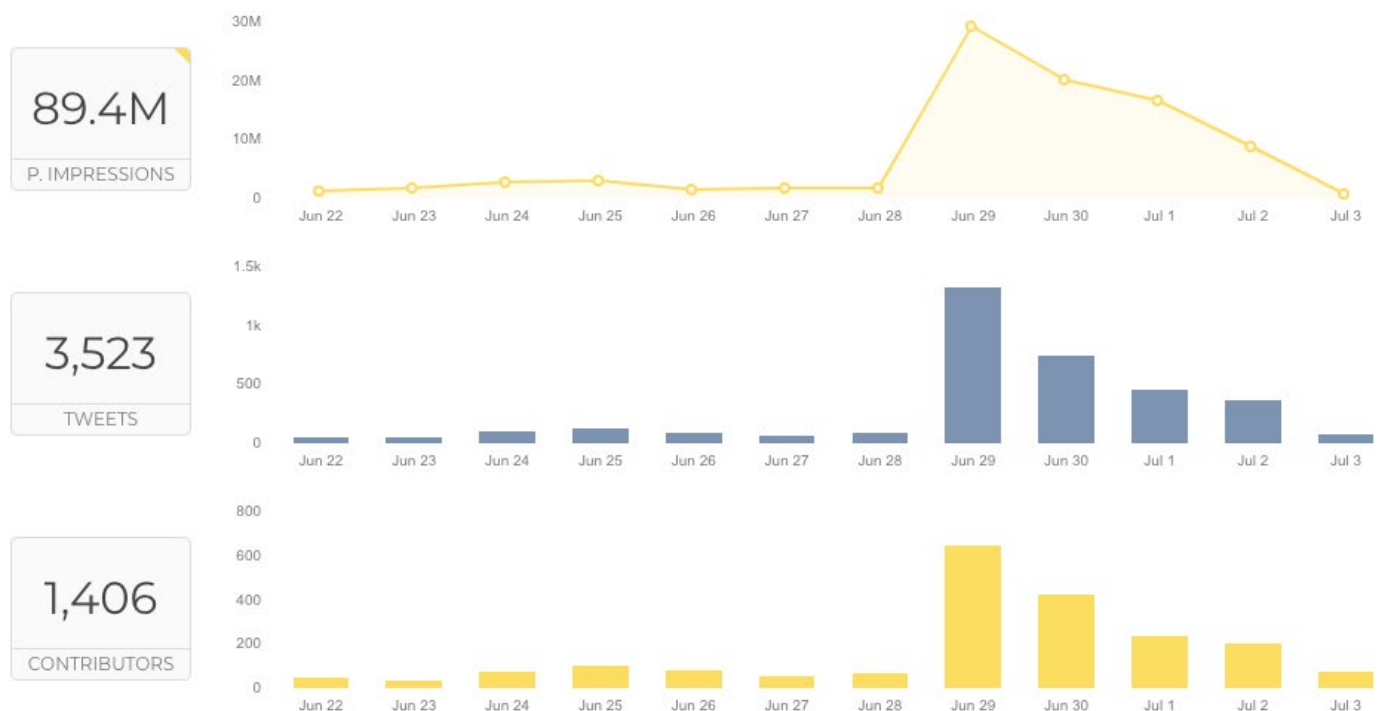
Social Media Highlights

Engagement with #OSSummit from June 22 - July 3, 2020

(impressions, total tweets & contributors):

#OSSummit [View on Twitter »](#)

Day Week



AVG TWEETS/DAY

293.6

TWEETS/CONTRIBUTOR

2.5

POTENTIAL
IMPRESSIONS/DAY

7.4M

POTENTIAL
IMPRESSIONS/TWEET

25.4k

“ I ATTENDED IT FOR THE FIRST TIME AND ENJOYED EVERY MINUTE OF THE CONFERENCE. LOOKING FORWARD TO THE NEXT ONE IN VANCOUVER IN 2021. ”

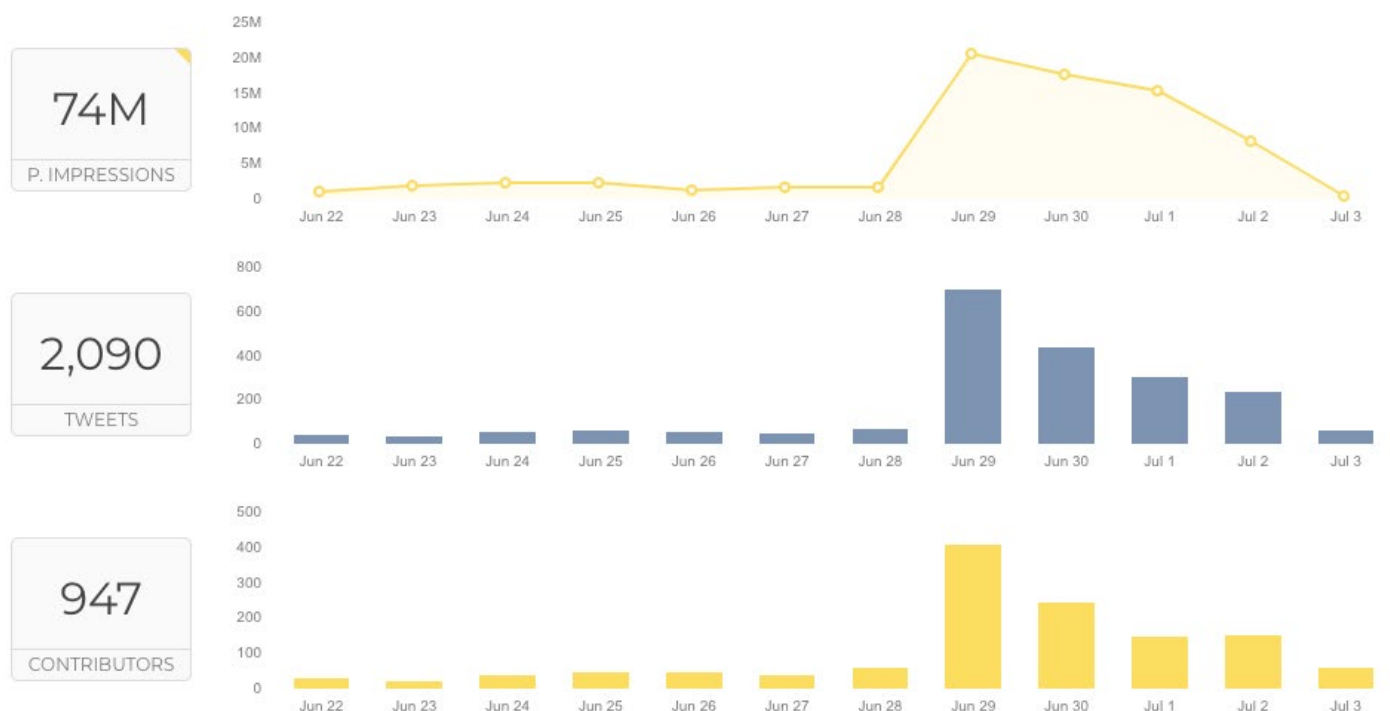
Social Media Highlights

Engagement with #Ifelc June 22 - July 3, 2020

(impressions, total tweets & contributors):

#IfELC [View on Twitter »](#)

Day Week



AVG TWEETS/DAY

174.2

TWEETS/CONTRIBUTOR

2.2

POTENTIAL
IMPRESSIONS/DAY

6.2M

POTENTIAL
IMPRESSIONS/TWEET

35.4k

“ 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).**



pr0PM
@MP0rp

This was just awesome, awesome, awesomex100
Thanks [@linuxfoundation](#) for the opportunity to participate via the complementary pass to the [#OSSummit](#) [#ifelc](#). I'm watching the recorded sessions, this was the best online event I attended entire lockdown
🤔🤔🤔🤔🤔🤔



Claudia [@frankfurtine](#) · 1h

got up in the middle of the night to attend [#OSSummit](#) . so many great talks!



Guy Martin [@guyma](#) · 1h

Love that even in a virtual conference, I'm finding and learning of great resources like [bit.ly/2CLZpyY](#) (Mentorship Guide). Thanks [@holaguedis](#) for the talk and resources. [#OSSummit](#)



Nicholas Karimi [@karimimuigai](#) · 51m

Replying to [@LF_Training](#)
I'm proud and humbled to have been selected to join the program. I can't thank enough [@linuxfoundation](#) for the great opportunity. Virtual [#OSSummit](#) is just amazing.



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!**