THE LINUX FOUNDATION
OPEN SOURCE SUMMIT
JAPAN

AUTOM⬜TIVE
LINUX SUMMIT

DECEMBER 2-4, 2020 | VIRTUAL EXPERIENCE

2020 EVENT
REPORT

OPEN FOR ALL - ANYTIME. ANYWHERE.

◻ THE **LINUX** FOUNDATION

Open for All - Anytime. Anywhere.

925 community members registered to attend the Open Source Summit Japan + Automotive Linux Summit 2020 Virtual Experience, with **77% attending the event live**. Attendees joined from **535** organizations in **71** countries around the globe, with almost **40% attending from Japan**, and over **68% joining from the Asia Pacific region**. **60%** were first-time attendees.

Feedback from attendees was positive, with an **overall satisfaction rating of 98%**. **95%** of those surveyed **said they plan to attend this event in the future**, and **100%** said they **would recommend it to a friend or colleague**.

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. **65% of attendees were in technical positions**.

Attendees hailed from around the globe (**71 countries**) with the largest numbers of attendees joining from **Japan**, **India**, the **US**, and **Germany**.

Attendee Survey Results:

98% of respondents found the event to be a valuable use of their time.

95% of respondents said they are likely to join a future Open Source Summit Japan + Automotive Linux Summit.

100% of respondents said they would recommend attending to a friend or colleague.

98% of respondents found the conference content & sessions to be informative and useful.

78% 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.

" THE OVERALL EXPERIENCE WAS AMAZING. I REALLY LEARNED A LOT ABOUT TECHNOLOGY AROUND THE WORLD. I EVEN RECOMMENDED THE OPEN SOURCE SUMMIT JAPAN + AUTOMOTIVE LINUX SUMMIT TO MY FRIENDS IN COLLEGE AND WISH TO JOIN THE EVENT IN THE FUTURE TOO. "

Participant Experience

Content

Featuring **84** talks, the event delivered content across **8 technology areas/tracks**: AI/ML/DL, Automotive Linux, Cloud Infrastructure, Embedded Linux & IoT, 101, Linux Systems, OS Dependability and Wildcard.

Top 5 Most Attended Open Source Summit Japan Conference Sessions:

1. **A History of Enterprises with Linux** - Masahiro Date, *The Linux Foundation (89)*
2. **Open Source in Safety Critical Applications** - Kate Stewart, *The Linux Foundation (78*)
3. **Linux on RISC-V with Open Hardware -** Drew Fustini, *BeagleBoard.org Foundation (70)*
4. **Large Pages in the Linux Kernel -** Matthew Wilcox, *Oracle (67)*
5. **BPFTrace - Finally Dtrace Replacement for Linux** - Peter Zaitsev, *Percona (67)*

Top 5 Most Attended Automotive Linux Summit Sessions:

1. **Achieve a Healthy Ecosystem Around Automotive Device Virtualization - VirtIO Support in AGL** - Jerry Zhao, *Panasonic Corporation* with Special Guests: Alex Bennée, *Linaro*; Mikhail Golubev, *OpenSynergy* & Tsubone Takashi, *Panasonic (136)*
2. **Handling Telematics Data with OpenShift -** Ip Sam, *Red Hat (86)*
3. **Get Ready for Vehicle Digital Transformation -** Yusuke Kawasaki, *Renesas (73)*
4. **An Approach to Make Commercial Vehicles its Own Profit and Loss Center with V2X Communications -** Akash Modi, *Mercedes Benz Research and Development India* & Martin Schindele, *Daimler Trucks AG / Mitsubishi Fuso Truck and Bus Corp JP (68)*
5. **BoF: AGL Instrument Cluster Expert Group -** Walt Miner, *The Linux Foundation (66)*

" **IT WAS TRULY AWESOME.**
I ENJOYED THE EXPERIENCE FULLY. "

Participant Experience

Beyond keynotes and conference sessions, Open Source Summit Japan + Automotive Linux Summit 2020 featured other content offerings including **10 Ask the Expert sessions**, **2 Birds of a Feather (BoF) sessions** and the **LF Energy Project Mini-Summit**.

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*

Jin Hase, *Fujitsu*

Hisashi Hashimoto, *Hitachi*

Masanori Ito, *Toyota*

Shinsuke Kato, *Panasonic*

Yoshitake Kobayashi, *Toshiba*

Nori Kobota, *Sony*

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

Hisao Munakata, *Renesas*

Kenichi Omichi, *NEC*

Frank Rowand, *Sony*

Tsugikazu Shibata, *The Linux Foundation*

Kate Stewart, *The Linux Foundation*

> ❝ **OPEN SOURCE SUMMIT JAPAN + AUTOMOTIVE LINUX SUMMIT 2020 WAS AN AU COURANT AND SHOULD NOT BE MISSED.** ❞

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. By 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 comprised 11 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 **1,036** booth visits in total.

297 individual attendees visited booths in the Sponsor Showcase.

Sponsors collected an average of **89** leads, with one sponsor collecting **170** individual leads.
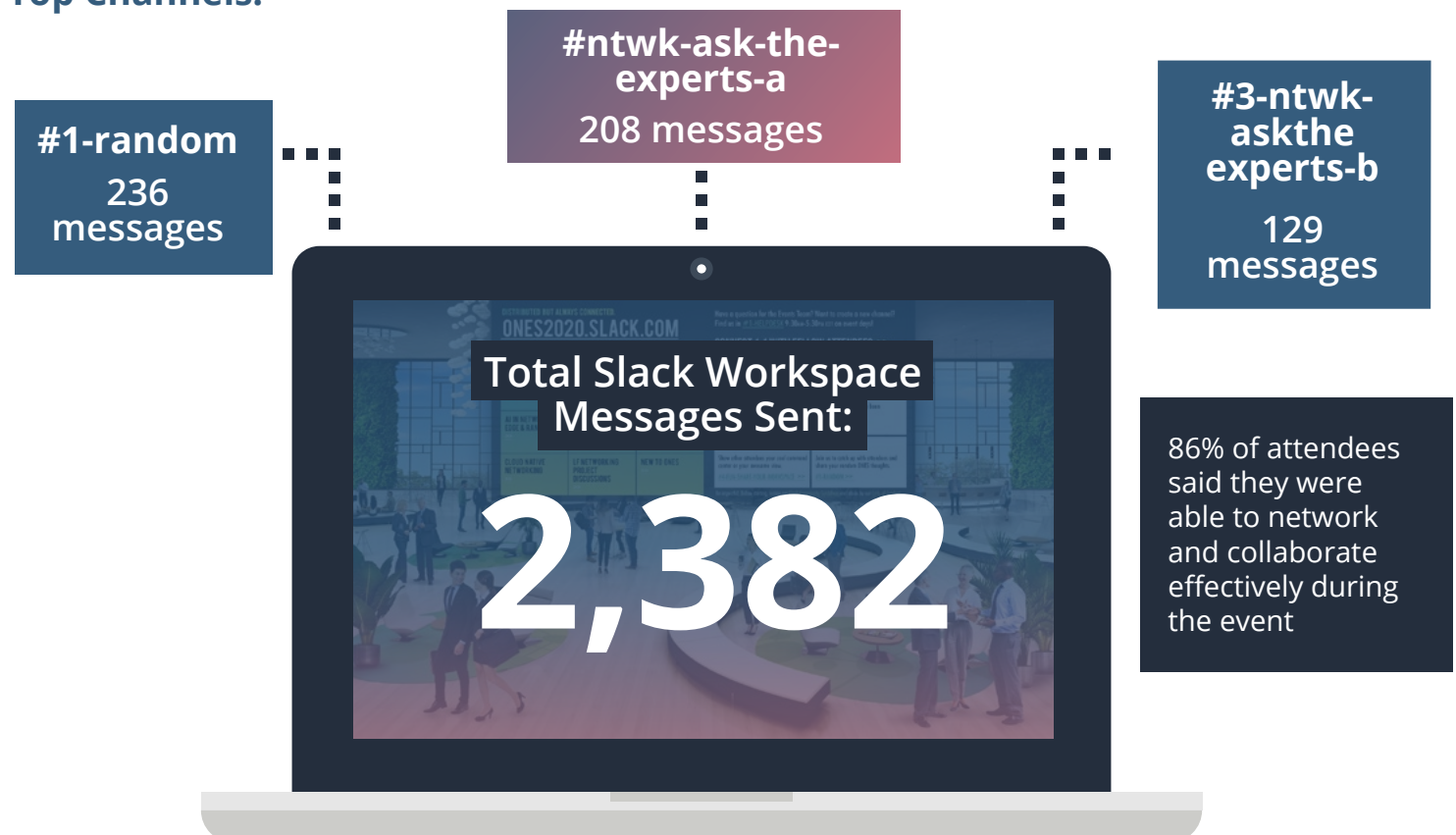
"

I REALLY ENJOYED BEING A PART OF THIS SUMMIT. THANKS A LOT TO LINUX FOUNDATION FOR PROVIDING ME A SCHOLARSHIP TO ATTEND THIS SUMMIT AND EXPAND MY HORIZONS AND NETWORK.
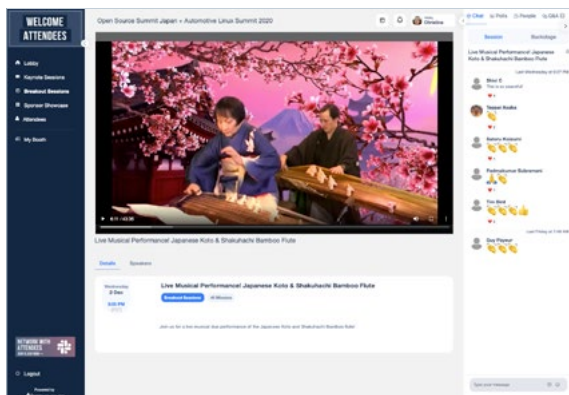
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Networking & Collaboration

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:

#ntwk-ask-the-experts-a
208 messages

#1-random
236 messages

#3-ntwk-askthe experts-b
129 messages

Total Slack Workspace Messages Sent:

2,382

86% of attendees said they were able to network and collaborate effectively during the event
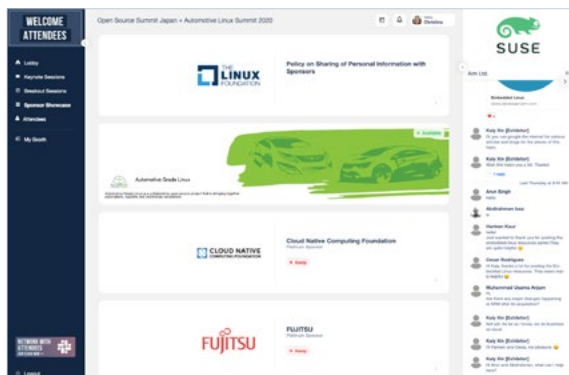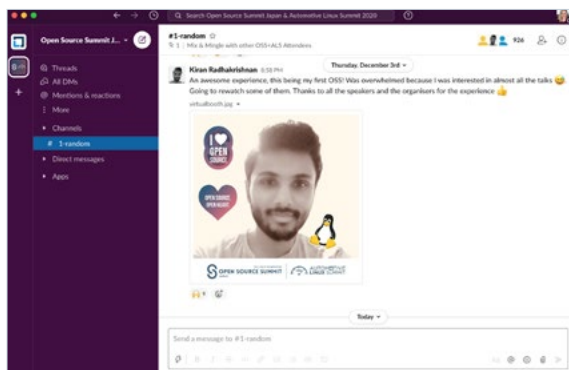
Event Experiences

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 snapped a photo in the **Virtual Photo Booth**

- Attendees enjoyed a **live musical duo performance** of the Japanese Koto and Shakuhachi Bamboo flute after sessions ended on the second day of the conference
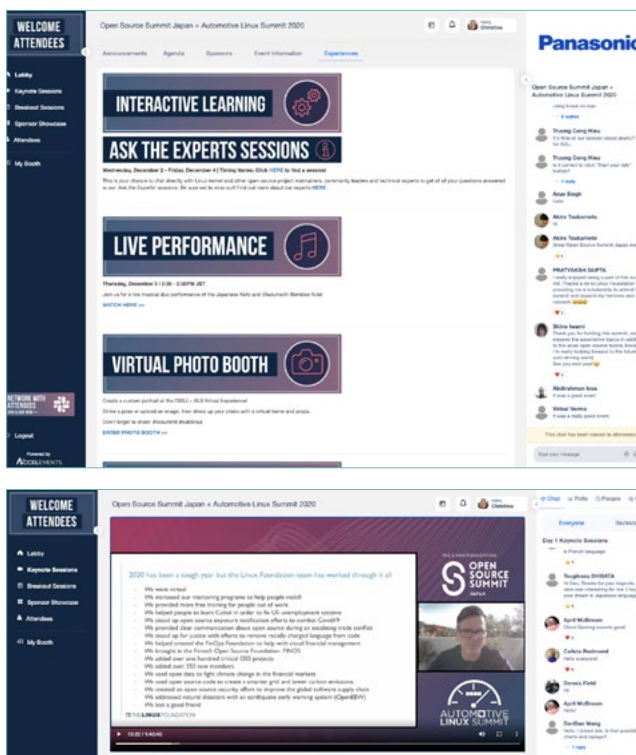
> **" IT WAS AWESOME TO SEE A GLIMPSE INTO THE FUTURE OF OUR SMART CITIES AND OUR DRIVING EXPERIENCE. CAN`T BE MORE EXCITED ABOUT OUR FUTURE DURING THESE DARK TIMES WITH WHAT OUR OPEN SOURCE COMMUNITY IS DOING. "**
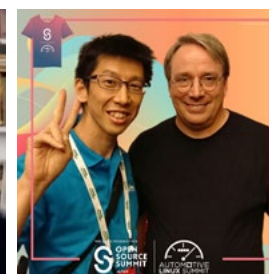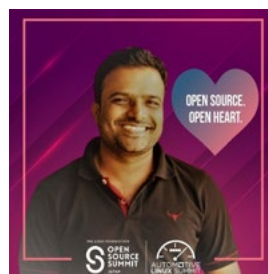
Interactive Learning Opportunities

Beyond highly educational and informative keynotes and conference sessions, the event offered a number of additional opportunities designed to connect and strengthen our community and attendees' experiences, including:

- **Ask the Experts** sessions were held daily with **12 community leaders** sharing their expertise across a range of topics. **186 attendees participated in these sessions and 98% found the content to be valuable.**

- **78 attendees** participated in the **LF Energy Mini Summit**, engaging with some of LF Energy's diverse set of projects and learning about examples of companies who are taking the first steps towards transforming the planet and the world's economy.

- **Two interactive Birds of a Feather Sessions (BoFs) focused on AGL** brought together almost **100 attendees** for collaborative conversations.
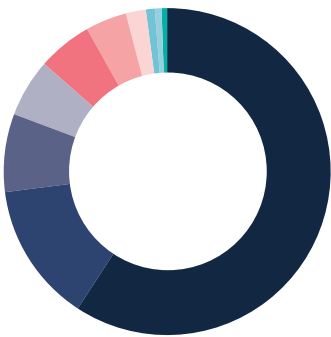
"

AN AWESOME EXPERIENCE, THIS BEING MY FIRST OSS! WAS OVERWHELMED BECAUSE I WAS INTERESTED IN ALMOST ALL THE TALKS. GOING TO REWATCH SOME OF THEM. THANKS TO ALL THE SPEAKERS AND THE ORGANISERS FOR THE EXPERIENCE.
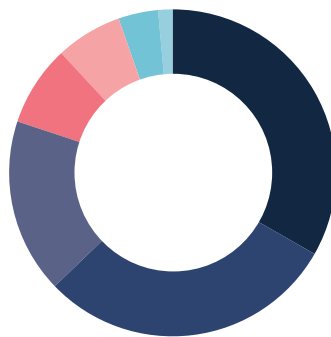
"

Open Source Summit Japan + Automotive Linux Summit Demographics*

- **925 registrations**
- **77% of registrants** attended the live event
- Attendees from **535** organizations
- Attendees from **71** countries
- **68%** of attendees from Asia
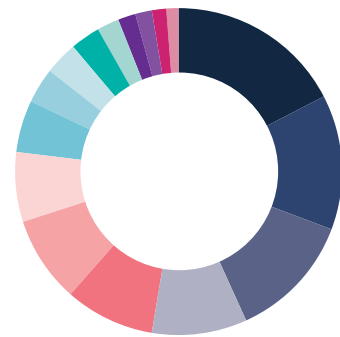- **15%** of attendees identified as women or non-binary individuals

Industry

- Information Technology **59%**
- Automotive / Transport **14%**
- Non-profit **7%**
- Telecommunications **6%**
- Industrial Manufacturing & Machinery **5%**
- Professional Services **4%**
- Energy **2%**
- Consumer Dicretionary **1%**
- Financials **1%**
- Materials **1%**

Job Level

- Other **33%**
- Individual Contributer **30%**
- Manager **17%**
- Academic **8%**
- Director **7%**
- CXO / ED **4%**
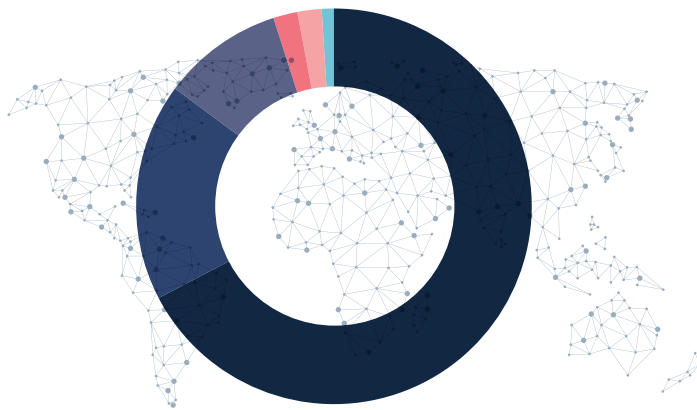- VP / SVP / GMr **1%**

Job Function

- Systems/Embedded Developer **17%**
- Other **13%**
- IT Operations - DevOps **12%**
- Student **9%**
- Architecture **9%**
- Application Developer (Front-end / Back-end / Mobile / Full Stack) **9%**
- Manager - Technical Teams **7%**
- Kernel/Operating Systems Developer **5%**
- Marketing **4%**
- Executive Management (VP/CxO) **4%**
- Product Management **3%**
- Manager - Other **2%**
- Media/Analyst **2%**
- Professor/Academic **2%**
- Legal / Compliance **1%**
- Manager - OSPO **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.

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Open Source Summit Japan + Automotive Linux Summit Demographics*

Region

- Asia **68%**
- North America **18%**
- Europe **10%**
- Africa **2%**
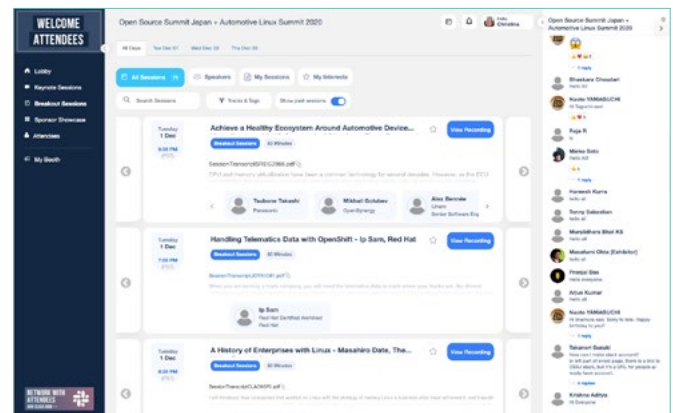- South America **1%**
- Australia **1%**

*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.

Diversity

At Open Source Summit Japan + Automotive Linux Summit 2020, **14% of speakers and 15% of attendees identified as women or non-binary**. For speakers, this was a **8%** increase from 2019 (6% of speakers identified as women or non-binary) which we are really happy to see. For attendees, this was a 1% increase from last year.

Although we are pleased that our percentage of women and non-binary speakers and attendees has increased, we do not find our numbers to be satisfactory and 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:

- **66** Diversity Scholarships

- **48** Need-Based Registration Scholarships

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Online Reach + Traffic

With the event being entirely online this year, we created a social media plan designed to engage with our community, as well as expand our reach and drive new awareness.

Impressions were driven by promotional content, including informational post serieses such as: "Why Attend" and "Explore the Track", promotion of individual sessions, speakers, sponsors, news announcements, and live-tweeting.

Social Results:

Twitter

• Year over year comparison between event hashtags for the 14 day period surrounding the event show a 2655% increase for #ossummit and a 22527% increase for #autolinux.
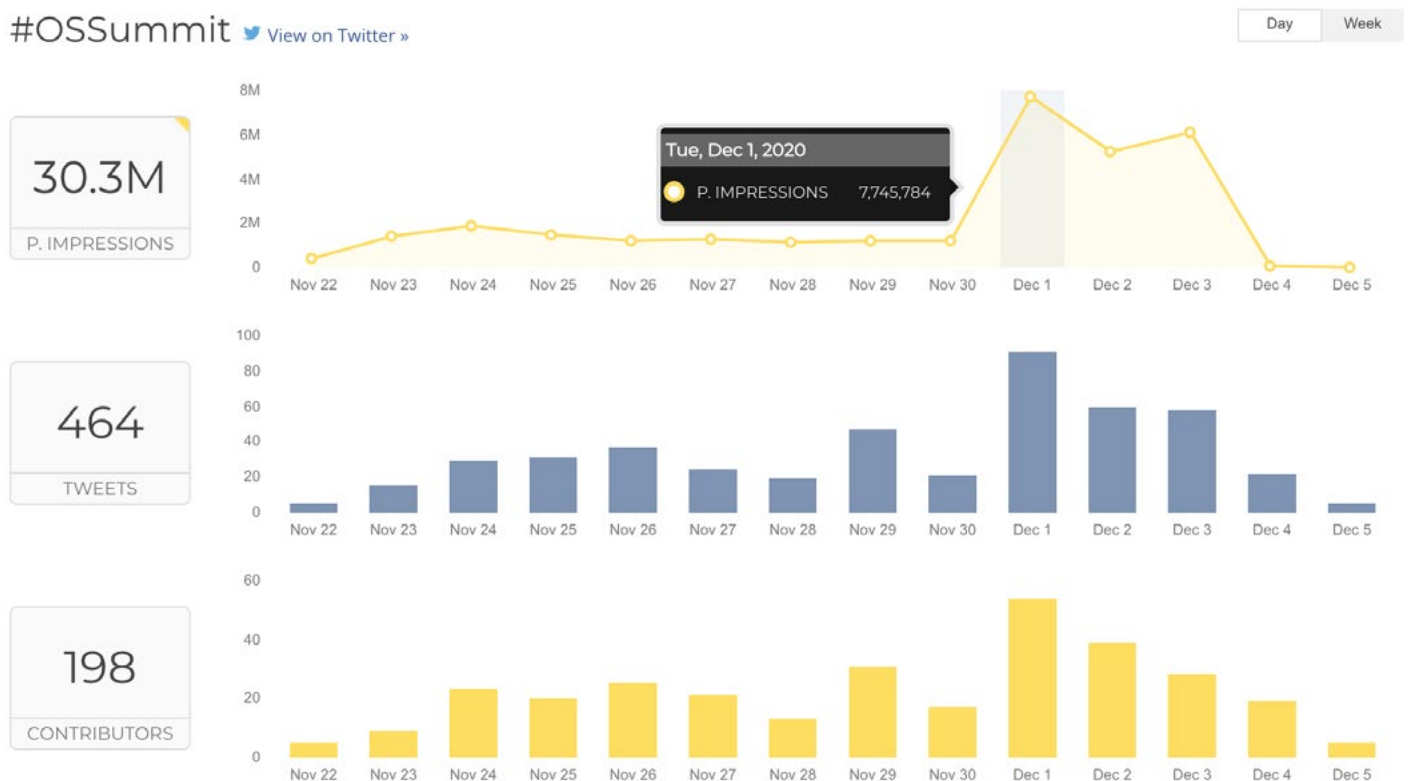
July 6 - 20, 2019

1 - 25 of 491 hashtags	TWEETS	RETWEETS	CONTRIBUTORS	POTENTIAL IMPRESSIONS ▼	
#OSSummit	161	114	126	1.1M	
#autolinux	58	46	50	118k	

November 22 - December 5, 2020

1 - 25 of 521 hashtags	TWEETS	RETWEETS	CONTRIBUTORS	POTENTIAL IMPRESSIONS ▼	
#OSSummit	464	336	198	30.3M	
#autolinux	352	248	136	26.7M	

Online Reach + Traffic

The following image shows the engagement with the event hashtag, #OSSummit, from November 22 - December 5, 2020. The highest engagement was on December 1 (December 2 in Japan Standard Time - Day 1 of OSSJ + ALS 2020) with over 7M impressions.

Online Reach + Traffic

The following image shows engagement with the event hashtag, #autolinux, from November 22 - December 5, 2020. The highest engagement was on December 3 (December 4 in Japan Standard Time - Day 4 of OSSJ + ALS 2020) with over 6M impressions.

Social Media Highlights

Facebook

Posts from The Linux Foundation's Facebook page posts reached over 2.9M people from November 22 - December 5, achieving over 8K individual engagements.

LinkedIn

From time range: November 14 - December 14, The Linux Foundation's LinkedIn page increased by 5.2K followers, for a total of over 135K. Posts made to our page during this timeframe garnered 373K impressions.

Media & Analyst Coverage Synopsis

Open Source Summit Japan + Automotive Linux Summit 2020 brought an excited group of media and industry analysts to the event, eager to check out the latest updates from the global open source community.

Attending media included:

Jiro Aso, *Universal Shell Programming Laboratory*
Akiko Gomi, *Freelance*
Hiroshi Imada, *Kohgakusha Co.Ltd*
Masahide Kimura, *Nikkei BP*
Hiroshi Kosaka, *Gijutsu Hyoron Co. Ltd.*
Hideyoshi Kume, *Nikkei BP*
Yasuyuki Matsushita, *ThinkIT*
Kenji Momota, *International Press Network*
Shigetaka Ogasawara, *Kohgakusha Co.Ltd*
Fumitaka Osawa, *Kohgakusha Co.Ltd*
Yuki Saito, *ITmedia Inc.*
Yukio Yoshida, *ThinkIT*

Media Highlights

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

Publication	Link
Tmedia @IT 「日本の競争力を高める鍵となる」：オープンソースのドキュメントをいち早く日本語化、NICTがAI自動翻訳技術をLinux Foundationに提供	www.atmarkit.co.jp/ait/articles/2012/07/news024.html
CodeZine LPI-Japan、「Kubernetesアプリケーション開発者認定試験」「Kubernetes管理者認定試験」の実施、および教材販売を開始	codezine.jp/article/detail/13289
ASCII.jp The Linux Foundation(R)認定トレーニングパートナーとしてリネオが日本語のYocto Project(R)公式実践講座を開設	ascii.jp/elem/000/004/035/4035978/