1,026 attendees from 713 organizations in 84 countries registered to attend the Open Networking & Edge Executive Forum (ONEEF) virtual experience March 10-12, to hear from industry-leading visionaries and collaborate with community colleagues. 65% of those attended live sessions.

Participant Experience

Content

ONEEF featured 26 keynote talks from ecosystem leaders discussing the State of the Industry, 2021 priorities, and their insights into Service Provider, Cloud, Enterprise Networking, & Edge/ IoT requirements. Sessions began at a different time each day to accommodate attendees and speakers from the Americas, APAC, and Europe.

Diversity & Inclusion

At ONEEF, 17% of speakers and 11% of attendees identified as women or non-binary. We continue to increase efforts across this and all of our events to help grow the diversity of presenters and attendees.

All sessions at ONEEF featured live captioning and translation into 19 different languages including Japanese, Chinese (Simplified), Chinese (Traditional), Hindi, Korean, Russian, and more.
Attendee Demographics At-A-Glance

• 1,026 registrations
• 65% of registrants attended live sessions
• Attendees from 713 organizations
• Attendees from 84 countries spanning 6 continents
• 11% of attendees identified as women or non-binary individuals
• and 17% of speakers identified as women or non-binary individuals

Industry
- Information Technology 48%
- Telecommunications 33%
- Non Profit Organization 4%
- Professional Services 3%
- Financials 3%
- Industrials 2%
- Energy 2%
- Consumer Goods 2%
- Automotive 1%
- Health Care 1%
- Materials 1%

Job Level
- Individual Contributor 30%
- Manager 19%
- Other 15%
- Director 15%
- Academic 8%
- CTO / ED 7%
- VP / SVP / GM 6%

Job Function
- Architect 22%
- Executive Leader 13%
- DevOps/SRE/Sysadmin 12%
- Manager - Technical Teams 9%
- Other 9%
- Application Developer (Front-end/Back-end/Mobile/Full Stack) 6%
- Student 6%
- Systems/Embedded Developer 5%
- Product/Biz Dev 5%
- Manager - Other 3%
- Marketing 3%
- Media / Analyst 2%
- Professor / Academic 2%
- Manager - OSPO 1%
- Kernel/Operating Systems Developer 1%
- Legal / Compliance 1%

Country
- North America 44%
- Asia 25%
- Europe 20%
- Middle East 4%
- Africa 2%
- South America 2%
- Caribbean 1%
- Central America 1%
- Oceania 1%
Social Results:

Twitter

We had tremendous engagement for our hashtag #opennetedge from March 1–15, 2021, gathering 24.9M impressions:

March 1 - March 15, 2021

<table>
<thead>
<tr>
<th>1 - 25 of 798 hashtags</th>
<th>TWEETS</th>
<th>RETWEETS</th>
<th>CONTRIBUTORS</th>
<th>POTENTIAL IMPRESSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>#opennetedge</td>
<td>328</td>
<td>249</td>
<td>109</td>
<td>24.9M</td>
</tr>
</tbody>
</table>

Twitter engagement on @linuxfoundation spiked during Open Networking & Edge Executive Forum:

Between February 19 - March 19, 2021 we saw substantial increases in tweet impressions (increase of 13%), profile visits (increase of 25%), and followers (increase of 2,707).

**28 day summary** with change over previous period

<table>
<thead>
<tr>
<th>Tweets</th>
<th>Tweet impressions</th>
<th>Profile visits</th>
<th>Mentions</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>97</td>
<td>1.69M</td>
<td>36.5K</td>
<td>1,087</td>
<td>362K</td>
</tr>
</tbody>
</table>

Twitter engagement on both @LF_Networking and @LF_Edge also spiked during the event:

Between February 22 - March 22, 2021 @LF_Networking saw substantial increases in tweet impressions (increase of 80%), profile visits (increase of 220%), and followers (increase of 45).

**28 day summary** with change over previous period

<table>
<thead>
<tr>
<th>Tweets</th>
<th>Tweet impressions</th>
<th>Profile visits</th>
<th>Mentions</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>54</td>
<td>80.1K</td>
<td>2,654</td>
<td>27</td>
<td>1,006</td>
</tr>
</tbody>
</table>

Between February 22 - March 22, 2021 @LF_Edge also saw substantial increases in tweet impressions (increase of 88%), profile visits (increase of 57%), and followers (increase of 81).

**28 day summary** with change over previous period

<table>
<thead>
<tr>
<th>Tweets</th>
<th>Tweet impressions</th>
<th>Profile visits</th>
<th>Mentions</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>259K</td>
<td>2,879</td>
<td>125</td>
<td>2,059</td>
</tr>
</tbody>
</table>
Social Results:

The following image shows engagement with the event hashtag, #opennetedge, from March 1 - March 15, 2021 including impressions, total tweets & contributors. The highest engagement was on March 10 (Day 1 of ONEEF 2021) with over 8.5M impressions.

#opennetedge  View on Twitter »

- **24.9M** P. Impression
- **328** Tweets
- **109** Contributors

The #OpenNetEdge event by @linuxfoundation is educative and insightful #Linux

8:33 PM · Mar 11, 2021 · Twitter for iPhone
Social Media Highlights

Facebook

Posts from The Linux Foundation's Facebook page reached over 140K impressions from Feb 19 - March 18, 2021, achieving over 1,100 individual engagements.

LinkedIn

From Feb 19 - March 18, 2021, The Linux Foundation's LinkedIn page increased by 4K followers for a total of over 146K. Posts made to our page during this timeframe have garnered 258K impressions and 6.4K unique visitors.

Media Highlights

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

SDxCentral: AT&T CTO Reaffirms Commitment to Open Source Infrastructure
IOT Evolution World: State of the Edge 2021: Open for Business and Poised for Massive Growth
Venture Beat: State of the Edge Report Projects Edge Computing Will Reach $800B by 2028
Tech Republic: Global Edge Computing Infrastructure Market to be $800B by 2028
Edgelt.com: State of the Edge 2021: Forecast for $800B Infrastructure Investment in Edge by 2028

Media & Analyst Coverage Synopsis

Open Networking & Edge Executive Forum brought an excited group of media and industry analysts to the event including:

• Matt Kapko, SDxCentral
• Kyung Mun, Mobile Experts, Inc.
• Christopher Silberberg, Omdia
• Martin Garner, CCS Insight
• Peter Jarich, GSMA Intelligence
• Peter Christy, Peter Christy Consulting
• Will Townsend, Moor Insights & Strategy
• Craig Matsumoto, 451 Research/S&P Global Market Intelligence
• Roy Chua, AvidThink
• Scott Fulton III, Ingenus, LLC
• Cliff Grossner, Omdia
• Eric Hanselman, 451 Research
• Roy Rubenstein, Gazettabyte
• Jim Carroll, Converge! Network Digest
• Dean Bubley, Disruptive Analysis
• Stephanie Gibbons, Omdia