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 Networkign & 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
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 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

*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

* 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 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 #k8sedgeday. 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)

<table>
<thead>
<tr>
<th>1 - 25 of 142 hashtags</th>
<th>TWEETS</th>
<th>RETWEETS</th>
<th>CONTRIBUTORS</th>
<th>POTENTIAL IMPRESSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>#onesummit</td>
<td>672</td>
<td>509</td>
<td>359</td>
<td>25.8M</td>
</tr>
<tr>
<td>#k8sedgeday</td>
<td>233</td>
<td>170</td>
<td>112</td>
<td>18M</td>
</tr>
<tr>
<td>#5G</td>
<td>102</td>
<td>63</td>
<td>53</td>
<td>5.5M</td>
</tr>
<tr>
<td>#edgecomputing</td>
<td>103</td>
<td>81</td>
<td>54</td>
<td>5.3M</td>
</tr>
<tr>
<td>#OpenNetworking</td>
<td>95</td>
<td>77</td>
<td>57</td>
<td>5.3M</td>
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<tr>
<td>#OpenSource</td>
<td>162</td>
<td>125</td>
<td>74</td>
<td>3.2M</td>
</tr>
<tr>
<td>#edge</td>
<td>73</td>
<td>52</td>
<td>50</td>
<td>2.8M</td>
</tr>
</tbody>
</table>
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)

<table>
<thead>
<tr>
<th>#onesummit</th>
<th>View on Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>25.8M</td>
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<td>672</td>
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<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>AVG TWEETS/DAY</td>
<td>TWEETS/CONTRIBUTOR</td>
<td>POTENTIAL IMPRESSIONS/DAY</td>
<td>POTENTIAL IMPRESSIONS/TWEET</td>
</tr>
<tr>
<td>56.0</td>
<td>1.9</td>
<td>2.2M</td>
<td>38.5k</td>
</tr>
</tbody>
</table>

Mon, Oct 11, 2021
P. IMPRESSIONS: 11,545,777
Social Media Highlights

Engagement with #k8sedgeday, October 4-15, 2021 (impressions, total tweets & contributors), with the peak impressions on Day 1 of ONE Summit at over 6M:

- **18M** impressions
- **233** tweets
- **112** contributors

**Average:**
- Avg. tweets/day: **19.4**
- Tweets/contributor: **2.1**
- Potential impressions/day: **1.5M**
- Potential impressions/tweet: **77.4k**

*View on Twitter [Here]*
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 eBFP 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
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.

<table>
<thead>
<tr>
<th>Username</th>
<th>Tweet Text</th>
<th>Retweets</th>
<th>Likes</th>
<th>Retweet Count</th>
<th>Like Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>IOTA @iota</td>
<td>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 #LFEdge</td>
<td>187</td>
<td>0</td>
<td>213.4k</td>
<td>352k</td>
</tr>
<tr>
<td>The Linux Foundation @linuxfoundation</td>
<td>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 #k8sedgeday</td>
<td>13</td>
<td>0</td>
<td>383.6k</td>
<td>480.9k</td>
</tr>
<tr>
<td>The Linux Foundation @linuxfoundation</td>
<td>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/H0YYLT10 #onesummit #k8sedgeday #k8s</td>
<td>12</td>
<td>0</td>
<td>383.4k</td>
<td>515.4k</td>
</tr>
<tr>
<td>LF Edge @LF_Edge</td>
<td>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-networking... #ProjectEVE</td>
<td>10</td>
<td>0</td>
<td>2,273</td>
<td>27.8k</td>
</tr>
<tr>
<td>IOTA News @iotatokennews</td>
<td>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 #LFEdge</td>
<td>9</td>
<td>0</td>
<td>28.8k</td>
<td>32.1k</td>
</tr>
</tbody>
</table>
Below are this year’s most retweeted tweets.

The Linux Foundation @linuxfoundation
Need financial assistance to attend Open Networking & Edge Summit + Kubernetes on Edge Day? Applications for diversity & need-based registration scholarships are being accepted through Oct 7! Apply now: hubs.ly/H0YX5Mc0 Funding provided by @ori_edge #onesummit #k8sedgeaday
Oct 6, 2021, 10:18 AM

8 0 383.2k 468.8k

The Linux Foundation @linuxfoundation
@HuaweiENT, @IBMDeveloper, @SUSE & @ZededaEdge - huge thanks for being Platinum Sponsors of Open Networking & Edge Summit + Kubernetes on Edge Day 2021! Register to join us virtually, NEXT WEEK Oct 11-12 hubs.ly/H0YYMhh0 #onesummit #k8sedgeaday #opennetworking #kubernetes
Oct 8, 2021, 8:00 AM

8 0 383.6k 386.2k

The Linux Foundation @linuxfoundation
Join industry experts from Orange Group, CNCF & Verizon at Open Networking & Edge Summit + Kubernetes on Edge Day, NEXT WEEK Oct 11-12. Register now: hubs.ly/H0Y-ypb0 #onesummit #k8sedgeaday #opennetworking #edgecomputing
Oct 7, 2021, 11:32 AM

7 0 383.4k 388.6k

The Linux Foundation @linuxfoundation
@CloudNativeFdn - thank you for being a Gold Sponsor of Open Networking & Edge Summit + Kubernetes on Edge Day 2021. Register now and join us virtually - it all starts THIS MONDAY: hubs.ly/H0YYM3m0. View the schedule: hubs.ly/H0YYNGQ0 #onesummit #k8sedgeaday
Oct 9, 2021, 11:59 AM

7 0 383.8k 509.3k

The Linux Foundation @linuxfoundation
LIVE at Open Networking & Edge Summit + Kubernetes on Edge Day: Business Transformation: Value of Network Slicing. #onesummit #k8sedgeaday #opennetworking #edgecomputing #opensource
Oct 11, 2021, 9:17 AM

6 0 384.2k 389.2k