1,265 attendees registered to attend the Open Networking & Edge Executive Forum (ONEEF) virtual experience April 12-14, to hear from industry-leading visionaries and collaborate with community colleagues. 35% of those attended live sessions.

Participant Experience

Content

ONEEF featured 22 keynote talks from ecosystem leaders discussing the State of the Industry, 2022 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.
2022 Speakers included:

Andre Fuetsch  
AT&T

Ed Knapp  
American Tower

Tom Rondeau  
DARPA

Michael August  
Naval Information Warfare Center Pacific

Sam Armani  
mimik Technology, Inc.

Jason Shepherd  
ZEDEDA

Kandan Kathirvel  
Google Cloud

Gabriele Di Piazza  
Google Cloud

Jacob Smith  
Equinix

Caroline Chappell  
Analysys Mason

Dr. Junlan Feng  
China Mobile Research Institute

Bill Ren  
Huawei Technologies Co. Ltd

Dr. Xiongyan Tang  
China Unicom

Alan Ren  
VMware

Yachen Wang  
Tencent Network

Dr. Dong Wang  
China Telecom

Li Leding  
Baidu, Inc.

Anita Döhler  
NGMN Alliance

Henry Calvert  
GSMA

Anil Guntupalli  
Verizon

Ravi Peddinti  
Walmart

Shah Rahman  
Meta

Dave Maltz  
Microsoft

Tom Arthur  
Dianomic

Tina Tsou  
Arm

Beth Cohen  
Verizon

Petr Lédl  
Deutsche Telekom
Attendee Demographics At-A-Glance

• 1,265 registrations
• 35% of registrants attended live sessions
• Attendees from 791 organizations

Geographic representation includes:

- North America 40%
- Asia 27%
- Europe 21%
- No Response 6%
- Africa 2%
- Australia + Oceania 2%
- South America 2%

Survey Results + Testimonials:

- 70% of survey respondents would recommend this event to a colleague or friend
- 82% of survey respondents rated the event as Excellent or Very Good
- 74% of survey respondents rated the quality of the content as Excellent or Very Good

“The event was a fantastic one!”

“I’m really excited about cloud evolution and integration of services, and its impact on the agility of services provided to customers, almost leaving behind the on-premises environment, due to its diverse advantages which, of course, at the end benefit the customers.”

“The information presented gives me an update of some of the most cutting edge needs and projects in our industry. Extremely valuable.”
Social Results:

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

Between March 19 - April 19, 2022 @LF_Networking saw substantial increases in tweet impressions (increase of 165%), profile visits (increase of 43%), and followers (increase of 21).

### 28 day summary with change over previous period

<table>
<thead>
<tr>
<th></th>
<th>Tweets</th>
<th>Tweet Impressions</th>
<th>Profile visits</th>
<th>Mentions</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>@LF_Networking</td>
<td>49 ↑308.3%</td>
<td>11.9K ↑165.7%</td>
<td>3,059 ↑43.3%</td>
<td>15 ↓37.5%</td>
<td>1,474 ↑21</td>
</tr>
</tbody>
</table>

Between March 19 - April 19, 2022 @LF_Edge also saw substantial increases in tweet impressions (increase 87%) and profile visits (increase of 48%).

### 28 day summary with change over previous period

<table>
<thead>
<tr>
<th></th>
<th>Tweets</th>
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<th>Profile visits</th>
<th>Mentions</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>@LF_Edge</td>
<td>31 ↑106.7%</td>
<td>9,916 ↑86.9%</td>
<td>2,970 ↑47.8%</td>
<td>8 ↓33.3%</td>
<td>2,396</td>
</tr>
</tbody>
</table>

Engagement with our hashtags #opennetedge and #ONEEF from March 18 - April 15, 2022 gathered over 800k impressions, with impressions peaking on April 6, 2022:
Media & Analyst Coverage Synopsis

Open Networking & Edge Executive Forum brought an excited group of media and industry analysts to the event, with a handful piping up to ask questions of the speakers during the Q&A sessions. Registered press/analysts include:

- Dan Meyer, SDxCentral
- Mary Brandscome, Freelance
- Roy Rubenstein, Gazettebyte
- Eric Hanselman, 451 Research
- Caroline Chappell, Analysys Mason
- Roy Chua, AvidThink
- Michael Cooney, Network World
- Jim Carroll, Converge! Network Digest
- Mike Robuck, Mobile World Live
- Guy Daniels, TelecomTV
- Greg Whelan, Greywale Advisors

Media Highlights

Media coverage from this year’s event was robust, with many influencers posting on the Nephio and SONiC project announcements. Here are a few highlights:

Cloud Computing: [Microsoft Contributes SONiC to Linux Foundation](#)
Fierce Wireless: [Linux Foundation, Google Cloud Launch Nephio to Automate 5G Edge Sites](#)
Light Reading: [As 5G Shifts to Cloud, Open Source Software Projects are in Upheaval](#)
Network World: [Microsoft Shifts SONiC Development to the Linux Foundation](#)
RCR Wireless: [Project Nephio Simplifies Network Function Automation on the Edge](#)
SDxCentral: [Google, Linux Foundation Launch Nephio to Automate 5G](#)
SDxCentral: [Verizon SDN Strategist Sees Big Open Source Savings](#)
TelecomTV: [Google Cloud, Linux Foundation Tackle Telco Cloud Automation](#)