Conference Transparency Report:

KubeCon + CloudNativeCon Europe 2020 – Virtual
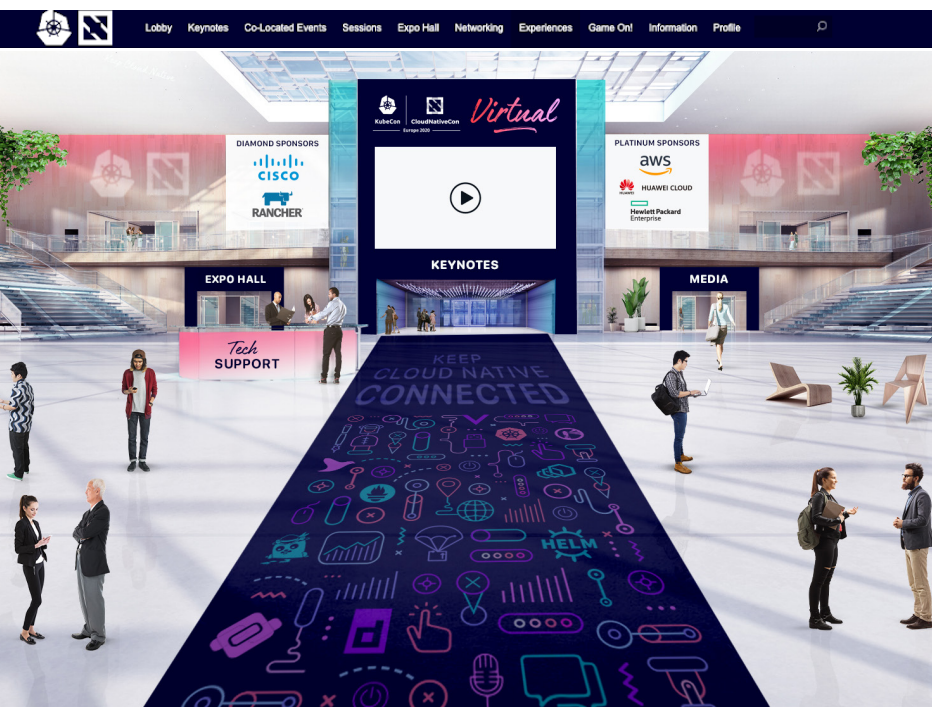
August 17 – 20

CLOUD NATIVE
COMPUTING FOUNDATION

KubeCon + CloudNativeCon Europe 2020 - Virtual was the Cloud Native Computing Foundation's (CNCF) first-ever virtual event with record-breaking registration and attendance.

The conference had 18,700+ registrants and boasted a 70% attendance rate! Of this year's registrants, 72% were first-time KubeCon + CloudNativeCon attendees.

Feedback from attendees was positive, with an overall average satisfaction rating of 87%. The top two reasons respondents cited for attending KubeCon + CloudNativeCon were education (63%) and networking (22%).

End Users

End user organizations are those that use cloud native technologies internally and do not sell cloud native products and services externally. Of all attendees, 45% indicated being a part of an end user organization, a 10% increase from those in attendance at KubeCon + CloudNativeCon North America 2019. More data points regarding our end user attendance can be found in the demographics section below.

Content

The event received 1,525 submissions with an acceptance rate of 16% which resulted in 384 total speakers for the event. Of the accepted speakers, 31% represented an end user company and 69% a vendor company, numbers that were commensurate with the number of speakers that submitted to the CFP. For keynotes, 18% of speakers were from an end user company and 82% a vendor company.

The four-day conference offered attendees 336 sessions, including keynotes, breakout sessions, lightning talks, tutorials, maintainer track sessions, and the new 101 track sessions. Given the high percentage of first-time attendees, the 101 track was one of the most popular aspects of the event. From feedback received via Sched.com, attendees gave an average session rating of 9.1 out of 10.

The schedule was curated by the conference co-chairs, Constance Caramanolis of Splunk and Vicki Cheung of Lyft. Constance and Vicki selected 90 subject matter experts to form the program committee, including project maintainers, active community members, and highly rated presenters from past events. Program committee members registered for the topic areas within their expertise and were randomly assigned a subset of relevant talks for review and rate. Constance and Vicki then selected ~30 subject matter experts from the program committee to form the new track chair selection committee. Each topic area was assigned two track chairs to form a short list of talks they recommended to the co-chairs to accept. Based on these short lists, the co-chairs assembled a coherent set of topic tracks and keynotes from the recommendations of the track chairs. We looked to the conference co-chairs, track chairs, and program committee to craft a diverse program that reflected current trends and interests in the cloud native community. (Note: Here are the scoring guidelines we provided to the program committee. There is not a one-to-one mapping of topic areas to session tracks.)

"When a project or program grows 50%, that's generally considered reasonable progress. 100%? Outstanding. 500%? Amazing. 1,000%? Over the top. Then there is growth of 2,100%, which is the approximate percentage reported by TechRepublic for the share of Kubernetes jobs per million and Kubernetes job searches between 2015 and 2019. And that was before a global pandemic sent millions of people home this year and sparked further interest in learning new skills." – SiliconANGLE, Mark Albertson

Keynote talks were selected by the conference co-chairs from a pool of the highest-rated CFP submissions and track chair recommendations, bringing thought-provoking speakers to the keynote stage. Keynote speakers included Kris Nóva, Sysdig; Shane Lawrence, Spotify; Liz Rice, Aqua Security; Holly Cummins, IBM; Derek Argueta, Tesla; Sally O'Malley, Red Hat; and Urvashi Mohnani, Red Hat.

In addition to selected talks and keynotes, the conference included 89 maintainer sessions. These were produced by the maintainers of CNCF-hosted projects, SIGs, Kubernetes SIGs, Working Groups, and User Groups to inform users about the projects, add new adopters, and transition some of them from users to contributors. Sessions in the maintainer track were open to each of CNCF's 64 hosted projects, the Kubernetes SIGs and working groups, and CNCF SIGs. Each of these groups was given the opportunity to do one 35-minute Intro and one 35-minute Deep Dive session. Thirty-five percent of attendees surveyed attended a session in the maintainer track.

"KubeCon CloudNativeCon always sets a new bar for inclusion & diversity"

Co-Located Events

Thank you to the companies that brought their expertise and additional content to the first day of the conference with their co-located events. There were a total of eight co-located events that took place online.

CNCF-hosted three co-located events:

Cloud Native Security Day hosted by CNCF | 890 attendees
Serverless Practitioners Summit hosted by CNCF | 496 attendees
ServiceMeshCon hosted by CNCF | 891 attendees

Externally-hosted co-located events:

AWS Container Day 2020 hosted by AWS
Building a DevOps Pipeline with Kubernetes and Apache Cassandra™ hosted by DataStax
Cloud Native ROOST Hack-a-thon presented by Zettabytes
KubeAcademy: Introduction to Containers and Kubernetes hosted by VMware
NSMCon hosted by the Network Service Mesh Community

Diversity + Inclusion

KubeCon + CloudNativeCon Europe 2020 - Virtual drew attendees from 130 countries on six continents. For our first virtual event, 9% of attendees were women and 0.35% gender non-conforming. Of the keynote speakers, 26% identified as men, and 74% as women or gender non-conforming. For track sessions, 79% of speakers identified as men, and 20% as women or gender non-conforming. Increasing gender diversity and attendance of other underrepresented groups continues to be a priority for CNCF.

CNCF offered scholarships to 438 diversity applicants. This generous scholarship funding was provided by CarGurus, Cloud Native Computing Foundation, and VMware.

We continue to offer programming to build a more diverse and inclusive community. The EmpowerUs session, sponsored by ITRenew and intended for women and gender non-conforming attendees, drew 35 participants. An impromptu diversity session brought in 40+ attendees for discussion and collaboration. More than 70 people participated in the Peer Group Mentoring + Career Networking, a program that connects seasoned members of the community with those interested in learning more about Kubernetes and growing their technical skills.

Diversity Scholarship RECIPIENTS

Networking

With networking being listed by survey respondents as one of the top reasons to attend the event, we did our best to enhance this feature that can so easily be lost in a digital setting. Attendees were able to utilize the CNCF Slack workspace Networking Lounge, sponsored by NetApp, to chat about everything from a specific session track to diversity to sharing their pet pics or favorite recipes. A total of 3,863 new members joined the workspace the week of the event and a total of 95,543 messages were sent, more than a 600% increase in messages from the previous non-event week.

Throughout all the activities that were open to attendees, 54% viewed and/or participated in at least one.

- Open source games were available in the Goldie's Games arcade, sponsored by Red Hat, where attendees could learn how to contribute and test their skills against fellow developers.

- The virtual job board, sponsored by AWS, provided hiring companies with the opportunity to get their job openings in front of thousands of bright minds in the industry and to connect with job seekers directly.

- The Sponsor Showcase Showdown program brought attendees and sponsors together to drive engagement and booth traffic. Each participating sponsor company ran their own interaction challenge for a chance to win exclusive prizes.

- Sponsors had the opportunity to provide promotional items for a virtual swag store within the event platform. Attendees could browse the available items and add them to their personal virtual swag bag. Popular assets were e-books, special promotions such as free trials, discounts, or coupon codes, and physical giveaways mailed to attendees.

- We concluded two event days by enticing people out of business topics and entertaining them with a Songwriter Showcase with Michael Hicks + Band on Day Two and Drag Queen Bingo on Day Three.

KEEP CLOUD NATIVE *Well*

While CNCF makes every effort to ensure the comfort, health, and happiness of KubeCon + CloudNativeCon attendees, there may still be some attendees who feel overwhelmed by the amount of information or from having to stay home and often secluded from friends, family, and usual activities.

For our online event, we provided options for attendees to get active, watch some fuzzy friends, and discuss wellness. Activities included:

- Session: Stress & Mental Health in Technology, Jennifer Akullian, Founder | Psychologist, Growth Coaching Institute
- On-demand desk stretching
- On-demand desk yoga
- On-demand desktop meditation
- Live online puppy + kitty cams
- Keep Cloud Native Well Slack channel for conversations

PR + Marketing

KubeCon + CloudNativeCon Europe 2020 - Virtual saw a sharp increase in media and analyst interest with 208 total attending the event — this was up from 95 media and analyst attendees at last year's in-person European event. Publications and analyst organizations represented included AGConnect, Computable, DataCenter-Insider, DevOps.com, Forbes, Gartner, IDC, Le Monde Informatique, The New Stack, Redmonk, SiliconANGLE, TechCrunch, TechTarget, VentureBeat and many others. Media and analyst attendees generated more than 6,500 articles, blog posts, and press releases full of compelling event news covering CNCF and its members, projects, and sponsors.

During the event, media and analysts attended a closed-session end user panel. CNCF also hosted three media roundtables, which featured CNCF community members and thought leaders discussing the topics of artificial intelligence and machine learning, cloud native security and edge computing.

We also had our highest number of podcasters recording before and during the event, including DevOps.com, Google's Kubernetes Podcast, IBM's Developers Podcast, Roaring Elephant Podcast, Telesemana, TFiR, TheCUBE, and The New Stack.

Pre-event marketing activities included email marketing, media and analyst relations, organic and paid AdWords, news announcements, promotion to webinar audiences, and social media campaigns. Forty-two members and sponsors contributed to the CNCF news package. Media partnerships also delivered notable coverage, including 51 pre-show articles, as well as social media promotion, onsite video and audio segments, and feature articles.

Conclusion

Thanks to all those that have given their feedback regarding our very first online event. It wasn't easy, it wasn't expected, but we were able to pull together as a community and make an impression on those new and not-so new to the cloud native world. As the uncertainty around us continues, we are actively looking for ways to make our virtual events accessible and understandable for attendees around the globe. We know that education and collaboration are the most important elements to this group and we hope to only build upon what was created this August.

With our record attendance, commitment to diversity, and positive feedback from those around us, we feel it is safe to call KubeCon + CloudNativeCon Europe 2020 - Virtual a successful event. We look forward to making future events even better with no exception being made for KubeCon + CloudNativeCon North America 2020 - Virtual. We'll see you there!

A snapshot of event demographics and survey results are below, in addition to social and media highlights.

Total Registration:

18,700+ attendees
13,077 (70%) attended

Attendee Demographics

Attendees from 130 countries across six continents
- 28% from the United States
- Other countries with a sizeable audience at the event include: Germany – 10%; United Kingdom – 8%; India – 7%

7,800 companies participated
- 385 member companies
  - 99 Kubernetes Certified Service Providers
  - 22 Kubernetes Training Partners

3,598 End User companies participated
- 122 End User Members/Supporters
- Top 10 End User companies by attendance:
  - Capital One
  - Fidelity Investment
  - JP Morgan Chase
  - Apple
  - Spotify
  - Morgan Stanley
  - Zendesk
  - Goldman Sachs
  - Sky Betting & Gaming
  - ING

Attendee Booth Traffic

Total leads captured at virtual exhibit booths were 93,152, with an average of 1,096 leads per booth which is more than a 250% increase over the 2019 in-person event in Barcelona.

Attendee Job Function

Developer – 37%

- Data Scientist – 5%

- Full Stack Developer – 80%

- Machine Learning Specialist – 3%

- Web Developer – 11%

- Mobile Developer – less than 1%

Executive – 7%

Product Manager – 5%

IT Operations – 30%

- DevOps – 47%

- Systems Admin – 25%

- Site Reliability Engineer – 26%
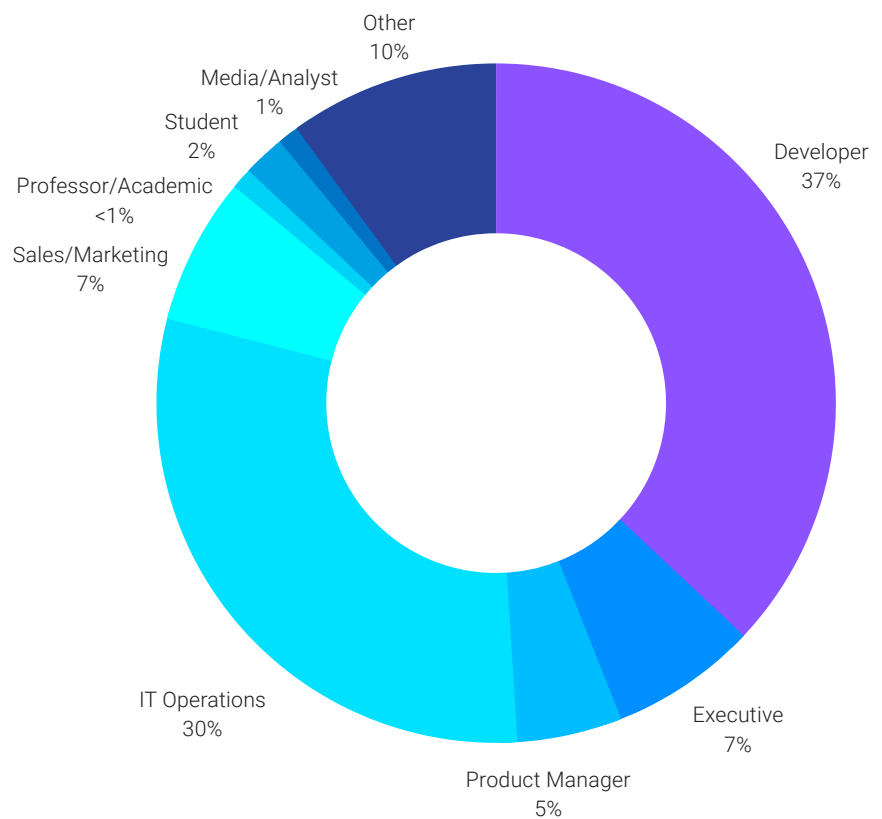
- Quality Assurance Engineer – 2%

Sales/Marketing – 7%

Media/Analyst – 1%

Student – 2%

Professor/Academic – less than 1%

Other – 10%

Donut chart of Attendee Job Function: Developer 37%, Executive 7%, Product Manager 5%, IT Operations 30%, Sales/Marketing 7%, Professor/Academic <1%, Student 2%, Media/Analyst 1%, Other 10%.
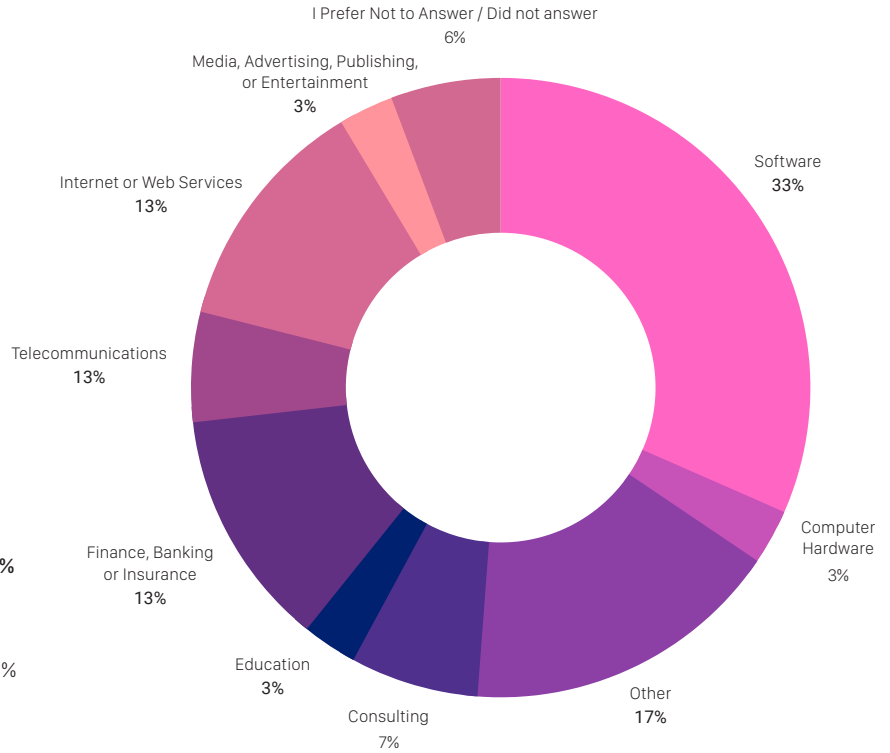
Industry

Aerospace or Defense – less than 1%

Agriculture, Forestry, or Fisheries – less than 1%

Automotive – 1%

Computer Hardware or Consumer Electronics – 3%

Construction – less than 1%

Consulting – 7%

Education – 3%

Energy Generation/Distribution – less than 1%

Finance, Banking, or Insurance – 13%

Gaming – 2%

Government (Including Military) – 2%

Health Care Services – 2%

Industrial Equipment/Heavy Machinery – less than 1%

Internet or Web services – 13%

Media, Advertising, Publishing, or Entertainment – 3%

Mining or Oil & Gas Extraction – less than 1%

Non profit/Non governmental Organizations – 1%

Pharmaceuticals and/or Medical Devices – less than 1%

Retail or Wholesale Trade – 2%

Software – 33%

Telecommunications – 6%

Transportation, Logistics, or Warehousing – 1%
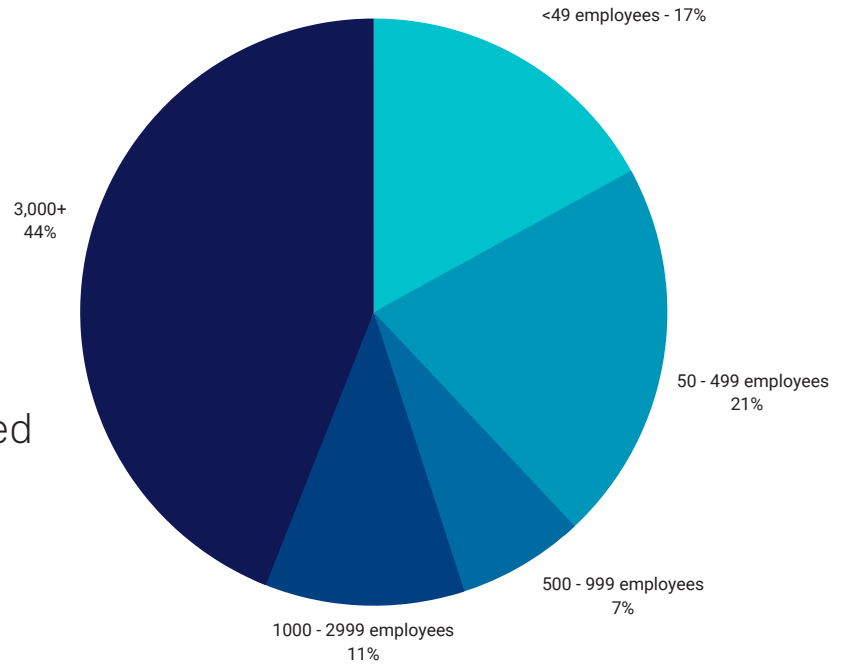
I Prefer Not to Answer / Did not answer – 6%

Pie chart labels:
- I Prefer Not to Answer / Did not answer — 6%
- Media, Advertising, Publishing, or Entertainment — 3%
- Internet or Web Services — 13%
- Telecommunications — 13%
- Finance, Banking or Insurance — 13%
- Education — 3%
- Consulting — 7%
- Other — 17%
- Computer Hardware — 3%
- Software — 33%

Project Interest*

CloudEvents (incubating) – 2119

Argo (incubating) – 2293

Artifact Hub (sandbox) – 675

BFE (sandbox) – 208

Brigade (sandbox) – 39

Buildpacks (sandbox) – 1021

ChaosMesh (sandbox) – 752

ChubaoFS (sandbox) – 265

Cloud Custodian (sandbox) – 668

CloudEvents (incubating) – 2119

CNI (incubating) – 3211

CNI-Genie (sandbox) – 391

containerd (graduated) – 3906

Contour (incubating) – 415

CoreDNS (graduated) – 3584

Cortex (incubating) – 792

CRI-O (incubating) – 2246

Crossplane (sandbox) – 468

Dex (sandbox) – 432

Dragonfly (incubating) – 452

Envoy (graduated) – 4392

etcd (incubating) – 4520

Falco (incubating) – 1204

Fluentd (graduated) – 4031

flux (sandbox) – 2069

gRPC (incubating) – 4142

Harbor (graduated) – 2171

Helm (graduated) – 5532

in-toto (sandbox) – 256

Jaeger (graduated) – 2599

KEDA (sandbox) – 573

Keptn (sandbox) – 267

KubeEdge (incubating) – 2174

Kubernetes (graduated) – 13497

KubeVirt (sandbox) – 2354

Kudo (sandbox) – 506

Kuma (sandbox) – 359

Linkerd (incubating) – 2808

LitmusChaos (sandbox) – 280

Longhorn (sandbox) – 884

NATS (incubating) – 1115

Network Service Mesh (sandbox) – 2906

Notary (incubating) – 719

Open Policy Agent (incubating) – 2504

OpenEBS (sandbox) – 975

OpenMetrics (sandbox) – 2664

OpenTelemetry (sandbox) – 2498

OpenTracing (incubating) – 3031

Operator Framework (incubating) – 116

Parsec (sandbox) – 211

Prometheus (graduated) – 7442

Rook (incubating) – 1793

Serverless Workflow Specification (sandbox) – 1040

Service Mesh Interface (sandbox) – 2502

SPIFFE (incubating) – 800

SPIRE (incubating) – 662

Strimzi (sandbox) – 555

Telepresence (sandbox) – 768

Thanos (sandbox) – 2068

TiKV (graduated) – 367

TUF (graduated) – 409

Virtual Kubelet (sandbox) – 2223

Vitess (graduated) – 713

Volcano (sandbox) – 337

Note: Attendees were allowed to select more than one project of interest.

Size of Company:

<49 employees – 17%

Between 50 – 499 employees – 21%

Between 500 – 999 employees – 7%

Between 1000 – 2999 employees – 11%

3,000 and above employees – 44%

Number of KubeCon + CloudNativeCon events attended

71% first-time attendees

29% attended past (live) events

Event Platform "Dwell Time*"

69% of attendees spent 6+ hours

61% of attendees spent 10+ hours

*Time spent in the event platform

<49 employees - 17%

50 - 499 employees
21%

500 - 999 employees
7%

1000 - 2999 employees
11%

3,000+
44%

Gender Diversity

Attendee Breakdown

Male: 79%   Women: 9%   Gender Non-Conforming: Less than 1%   Prefer not to answer: 11%

Keynote Speakers-only Breakdown

Men: 26%   Women: 73%   Gender Non-Conforming: Less than 1%

Speakers-only Breakdown

Men: 79%   Women: 20%   Gender Non-Conforming: Less than 1%

EmpowerUs attendance*: 35

Peer Group Mentoring + Career Networking attendance: 15 Mentors / 55 Mentees

Diversity Scholarships: 438 offered

*Open to women and gender non-conforming attendees only.

Resources:

Videos (YouTube): **https://www.youtube.com/playlist?list=PLj6h78yzYM2O1wlsM-Ma-RYhfT5LKq0XC**

Year-Over-Year Comparisons

Registration

TYPE	2017 - Berlin	2018 - Copenhagen	2019 - Barcelona	2020 - Virtual
Total Registration	1,535	4,300	7,700	18,700+
Full Pass	NA	NA	NA	71%
Keynote + Expo Hall Only	NA	NA	NA	20%
Corporate	58%	62%	63%	NA
Individual	12%	10%	13%	NA
Speaker	9%	8%	6%	2%
Sponsor	17%	16%	14%	6%
Media	2%	2%	1%	Less than 1%
Academic	2%	3%	3%	N/A

Sponsorship

SPONSOR LEVEL	2017 - Berlin	2018 - Copenhagen	2019 - Barcelona	2020 - Virtual
Diamond	5	6	6	6
Platinum	4	7	15	7
Gold	7	7	14	8
Silver	15	51	55	35
Start-Up	13	25	53	26
End User	N/A	N/A	3	3
Marketing Opportunities	8	19	27	17
Total Unique	47	96	146	87

Sponsor Expo Hours

HOURS	2017 - Berlin	2018 - Copenhagen	2019 - Barcelona	2020 - Virtual
Total	19	22.5	23	30.75*
Day 1	NA	NA	NA	6.75*
Day 2	10	10	10	8.5*
Day 3	9	7	7	7*
Day 4	NA	5.5	6	8.5*

*Recommended booth staff hours. Virtual booths accessible 24 hours a day.

Top 5 Session Tracks

1. Operations
2. Maintainer Track
3. Application + Development
4. Tutorials
5. CI/CD

Top 5 Sessions

1. Day 1 Keynotes
2. Lightning Talks
3. Day 2 Keynotes
4. KubeCon + CloudNativeCon 101: A Beginner's Guide to the Conference
5. Help! My Cluster is on the Internet: Container Security Fundamentals

Top 3 "Spaces*"

1. Keynote Theater
2. Diamond Expo Hall
3. 101 Track Theater

*Spaces refer to webpages in the event platform such as each theater, expo hall, lounge, etc.

Demo Theater Unique Visitors: 4,626 (35%)

Total # of Sponsor Swag Downloads: 12,024
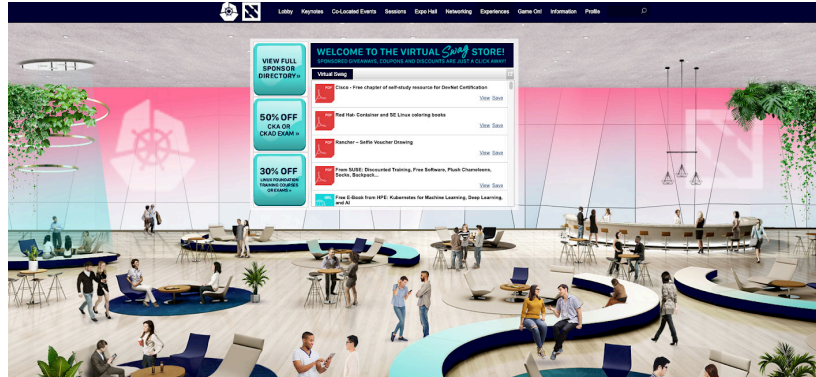
Total Job Board Posts: 55

Online Reach + Traffic

Social Results:

Timeframe from Aug 17-20 (KubeCon + CloudNativeCon event week)

6.4M @CloudNativeFdn impressions

3,300 total @CloudNativeFdn engagements

401 @CloudNativeFdn retweets

1,800 @CloudNativeFdn mentions

YouTube: As of September 16, the KubeCon + CloudNativeCon EU 2020 – Virtual session videos have garnered more than **14,506** views.

Twitter Moments:

August 18 – https://twitter.com/i/events/1295795020885364737?s=20
August 19 – https://twitter.com/i/events/1296168473698152448?s=20
August 20 – https://twitter.com/i/events/1296528603291820035?s=20

Media + Analyst Results

Coverage Snapshot (Aug 17-28):
- CNCF — 705 mentions in media articles, press releases, and blogs shared 1,391 times across social platforms
- Kubernetes — 5,230 mentions in media articles, press releases, and blogs shared 11,105 times across social platforms
- KubeCon + CloudNativeCon — 580 mentions in media articles, press releases, and blogs shared 684 times across social platforms

Coverage Synopsis:

More than 208 reporters and analysts attended KubeCon + CloudNativeCon EU 2020 - Virtual, including influential tech reporters including Computable's Alfred Monterie, Computer Weekly's Cliff Saran, i'X Heise's Udo Seidel, Le Mag IT's Yann Serra, TechTarget's Beth Pariseau, ZDNet's Steven Vaughn Nicols, and The New Stack's Joab Jackson and Alex Williams. Industry analysts came from leading firms such as Gartner, Forrester, IDC, 451 Research, Global Data, ISG, and Aberdeen Group.

Media and analyst attendees sat in on keynotes, evening events, sessions, a press and analyst conference featuring an end user panel, and roundtables on edge computing, security and machine learning/AI.

CNCF worked closely with project maintainers, members, and sponsors to include their show news in the news package that was shared with attending media and analysts under embargo. Thanks to these efforts, KubeCon + CloudNativeCon EU 2020 - Virtual generated over 6,500 mentions in media articles, press releases and blogs between August 17 - 28 — CNCF with 705 mentions, Kubernetes with 5,230 mentions, and KubeCon + CloudNativeCon with 580 mentions.

With over three dozen announcements from CNCF and its member companies, coverage surrounding KubeCon + CloudNativeCon can be summed up in a few short phrases:

- "In a year where cloud transformation became a do-or-die choice for many organizations, the Cloud Native Computing Foundation is shining a light through the complexities of adapting to a remote-first world."

- "More developers are going cloud native"

- "The field of cloud native computing continues to grow at a rapid clip"

- "KubeCon CloudNativeCon always sets a new bar for inclusion & diversity"

- "End user driven open source"

- "GM Priyanka Sharma presents a positive message routed in the community of open source"

- "There will always be a virtual aspect to KubeCon"

Reporters and analysts shared generally positive and constructive feedback on the overall event, and the activities planned for them. In a post-event survey, most media and analysts really appreciated the wide breadth of content. The key takeaway was that 100% would recommend the event to a colleague.

Media Coverage Quote Highlights:

"Open source software has gained momentum with the rise of the cloud. In particular, Kubernetes, an orchestration platform for containers, is fast becoming the basis for the modern, cloud native infrastructure."
- Computable, Alfred Monterie

"The pandemic has fundamentally changed business models -- sometimes for better, and sometimes for the worse -- and the adoption of cloud has played a significant role here in regards to both driving innovation and providing capabilities to elastically meet increased customer demand. CNCF aims to empower all organizations to be capable of harnessing cloud technologies and the related architectures and processes." - InfoQ, Rags Srinivas

"Sharma sees the immaturity reported by Gartner diminishing rapidly. "In a number of areas there is agreement on the best solutions." This applies, for example, to telemetry projects where the operation of complex systems can be better understood. Much progress has also been made in the integration of various storage options into Kubernetes. "We are close to standardization," Sharma says." - Computable, Alfred Monterie

"As the Cloud Native Computing Foundation marks its fifth year of operation, the group's growing range of projects highlights an important milestone for open-source computing. With continued expansion of the cloud native community and more companies, including many of the world's largest enterprises, becoming involved, open source is beginning to define its own value."- SiliconANGLE, Mark Albertson

"In general, Sharma says it's clear containers and Kubernetes is gaining momentum, which in turn is giving birth to a vibrant ecosystem made up of a wide variety of complementary open source projects and commercial offerings. The CNCF has also certified more than 15,000 developers who have passed what Sharma describes as a challenging exam set up by the CNCF as part of the training courses it provides." - Container Journal, Mike Vizard

Analyst Coverage Highlights through September 9:

- 451 Research: [Security for cloud native a key topic at CNCF's KubeCon + CloudNativeCon EU](#), Fernando Montenegro, Matthew Utter
- 451 Research: [KubeCon EU shows serverless advancing on general-purpose computing, but challenges remain](#), William Fellows
- Global Data: [KubeCon EU 2020: Importance of CNCF's Blessing Highlighted Among Cloud Players](#), by Charlotte Dunlap
- Redmonk: [Some Takeaways from KubeCon + CloudNativeCon Europe 2020,](#) by KellyAnn Fitzpatrick
- Forrester: [Trend: Cloud-Native Technologies Accelerate Software Innovation Everywhere](#), Dave Bartoletti, Brian Hopkins
- Gartner: [Best Practices for Running Containers and Kubernetes in Production](#), Arun Chandrasekaran
- Gartner: [Hype Cycle for Platform as a Service, 2020](#), Fabrizio Biscotti, Yefim Natis, Paul Vincent
- Gartner: [Maximizing Your Business Opportunity in the Container Ecosystem: 2020 Through 2024](#), Michael Warrilow, Wataru Katsurashima
- IDC: [Kubernetes and Security: Friend or Foe of Implementing Secure Code?,](#) Gary Chen, Frank Dickson
- Amalgam Research: [Kubernetes Evolves to an Enterprise Platform](#), Tom Petrocelli

Media Coverage Highlights through August 28:

- ADT: [Red Hat Updates Dev Tools for Kubernetes Across Cloud-Native Toolchain](#)
- ADT: [Terrascan Update Leverages Cloud Native Computing Foundation's OPA Engine](#)
- ADT Mag: [A Roundup of Red Hat Revelations from KubeCon+CloudNativeCon](#)
- AG Connect: [Lots of containers are still running with root privileges](#)
- AGConnect: [RedHat makes OpenShift ready for edge applications](#)
- App Developer Magazine: [New version of Terrascan from Accurics](#)
- Computable: [ABN AMRO makes migration from AWS to Azure](#)
- Computable: [Cloud Native is rapidly maturing](#)
- Computable: [Nationale Nederlanden uses Kubernetes](#)
- Computable: [NN quickly puts containers into production](#)
- Computable (BE): [Number of Cloud Native developers increases quickly](#)
- Computable (NL): [Number of Cloud Native developers increases quickly](#)
- ComputerWeekly: [Linux Foundation showcases the greater good of open source](#)
- ComputerWeekly: [What defines modern software development?](#)
- Computing: [Monzo: we learned a lot from self-hosting Kubernetes, but we wouldn't do it again](#)
- Container Journal: [CNCF: Cloud-Native Ecosystem Expansion Continues](#)
- Container Journal: [NeuVector Melds Container Compliance, Security](#)
- Container Journal: [Red Hat Expands OpenShift Platform Scope, Reach](#)
- Container Journal: [Snyk Launches Tool to Address Kubernetes Configuration Issues](#)
- CRN: [Red Hat OpenShift 4.5 Adds Virtualization, Edge Support](#)
- DataCenter-Insider: [CNCF delivers status report for the adaptation of cloud-native technologies](#)

- DataCenter-Insider: Kubernetes alone is not enough
- DataCenter-Insider: Virtualization in the cloud-native world with Red Hat Openshift
- DataCenter-Insider: Why Kubernetes needs more security
- DevClass: I node what you'll do next summer: Red Hat drops veil on OpenShift 4.5, pushing virtualization and edge use-cases
- DevClass: Prometheus, isn't it? CNCF rounds off community shindig by slipping Thanos and Cortex into incubator
- DevOps.com: Accurics Adds Compliance Control Support to Code Analyzer
- EnterpriseAI: COVID's 'Next Normal' Fueling Cloud Migration
- Europa Press: Microsoft improves its Azure Kubernetes services to develop applications in the cloud
- Executive People: Red Hat launches Red Hat advances cluster management for Kubernetes
- Global Banking & Finance: Zerto Announces Membership in CNCF to Support the Growth and Evolution of the Cloud Native Ecosystem
- InfoQ: KubeCon EU, CNCF Community, and Role of the Cloud During the Pandemic: Q&A with Priyanka Sharma
- InformationWeek: Kubecon + CloudNativeCon Shows Enterprise Software Dev Growth
- IT Daily: Zerto becomes a member of the Cloud Native Computing Foundation
- ITOpsTimes: KubeCon + CloudNativeCon EU: Carbon Relay releases Red Sky Ops free edition, Cloudtamer.io and Kublr announce integration, and more
- ITOpsTimes: KubeCon + CloudNativeCon Europe: Red Hat announces Advanced Cluster Management for Kubernetes, OpenShift 4.5, and a partnership with Intuit on Argo CD
- ITOpsTimes: What's coming in Kubernetes 1.19
- Kubernetes Podcast: Communication and KubeCon, with Constance Caramanolis
- Le Lezard: StackRox expands into EMEA to meet global demand for Kubernetes safety
- Le Monde Informatique: Red Hat OpenShift 4.5 Embeds Virtualization and Looks at Edge Computing
- Le Monde Informatique: VMware's Vrealize Suite Enhances Support for Kubernetes
- Linux Magazin: Kubecon 2020: AI, Edge and Cloud Native
- Linux Magazin: This time on the Internet: Virtual Kubecon 2020 started
- MuyCanal: Red Hat OpenShift takes virtualization into the Cloud-Native Era
- Notimerica: Portaltic.-Microsoft mejora sus servicios Azure Kubernetes para desarrollar aplicaciones en la nube
- Protocol Cloud: Protocol Cloud Newsletter - Aug 19
- Revista Cloud Computing: One week left for KubeCon + CloudNativeCon Europe 2020 Virtual to start
- Root: Snippets from the KubeCon and CloudNativeCon virtual conference (day one)
- SearchITOPerations: GitOps gains momentum among Kubernetes deployment tools
- Silicon.fr: Red Hat OpenShift 4.5 opens up more to virtualization
- SiliconAngle: Amazon's Elastic Kubernetes Service now supports its Graviton2 Arm processors
- SiliconAngle: Cisco deepens innovation with a new team to incubate its emerging bets
- SiliconAngle: End users, developers collaborate on cloud native container security solutions
- SiliconAngle: IBM and Red Hat tighten forces to boost multicloud built on containers and ensure data protection
- SiliconAngle: In broad Kubernetes rollout, Red Hat boosts cluster management and adds virtual machine links
- SiliconAngle: Kubernetes inspires cooperation and innovation in the storage world
- SiliconAngle: Open source shows its enterprise value as CNCF moves through its fifth year
- SiliconAngle: OpenTelemetry project gathers momentum as KubeCon Europe goes virtual
- SiliconAngle: Red Hat brings paradigm shift to Kubernetes cluster management
- SiliconAngle: Red Hat leverages container virtualization with new OpenShift capability
- SiliconAngle: Red Hat pushes the 'layers' of edge computing through new ways of deploying OpenShift
- SiliconAngle: Red Hat's OpenShift helps users deploy AI and machine-learning solutions

- SiliconAngle: [Traditional enterprise tests the waters of the open-source community pool as cloud native gains mainstream approval](#)
- SiliconAngle: [Watch Live: CNCF meets demand for Kubernetes skills as KubeCon + CloudNativeCon Europe 2020 kicks off](#)
- SiliconAngle: [What would CNCF do? Team 'cloud native' tackles 2020 challenges through open-source ethos](#)
- Storage Review: [News Bits: Mirantis, Quantum, Nutanix, Dell, Parallels, Hammerspace, Alluxio, TEAMGROUP & QNAP](#)
- Techzine: [Red Hat Advances Kubernetes Across the Cloud-Native Toolchain](#)
- Techzine: [What are you doing here as a storage provider?](#)
- Telecomkh: [Cloud Native Computing Foundation announces Intuit as gold member](#)
- Telecomkh: [Kubermatic releases KubeOne 1.0: Simplified Kubernetes operations everywhere for everyone](#)
- Telesemana: [Creating an ecosystem for microservices and containers](#)
- The Cloud Report: [Carbon Relay Launches Free and Self-Service Edition of Red Sky Ops to Help More Organizations Optimize Application Performance in Kubernetes Environments](#)
- The Cloud Report: [StackRox Expands in EMEA to Meet Global Demand for Kubernetes-Native Security](#)
- The New Stack: [Introducing Contour: Routing Traffic to Applications in Kubernetes](#)
- The New Stack: [KubeCon EU: Azure Kubernetes Services Gets Ephemeral Disks](#)
- The New Stack: [KubeCon EU: Cloud Native Developers Now an Army 6.5 Million Strong](#)
- The New Stack: [KubeCon EU: Surge of Kubernetes Edge Deployments Leads to Cluster Sprawl](#)
- The New Stack: [Thanos Takes Scalable, Highly-Available Prometheus Monitoring to CNCF Incubation](#)
- The Register: [Microsoft adds 'Here's what we may have broken' screen to Windows 10 Insider PCs](#)
- Toolinux: [KubeCon and CloudNativeCon Europe 2020: the announcements](#)
- Toolinux: [KubeCon et CloudNativeCon Europe 2020 : annonces du jour 2](#)
- VMBlog: [Trilio Brings Momentum of 300%+ Growth in 1H 2020 and Market Validation of Cloud-Native Data Protection Platform for Kubernetes into KubeCon Europe](#)

Pre- Event Media Coverage Highlights include:

- BI-Platform: [Diamanti exposant op KubeCon + CloudNativeCon Europe in Amsterdam](#)
- Computable.nl: [CNCF maakt programma KubeCon Amsterdam bekend](#)
- DataCenter-Insider: [1525 Eingaben für Programmplanung der CNCF](#)
- DataCenter-Insider: [Kubernetes alone is not enough](#)
- DataCenter-Insider: [Why Kubernetes needs more security](#)
- Dev-Insider: [1525 Eingaben für Programmplanung der CNCF](#)
- Dutch IT Channel: [KubeCon + CloudNativeCon Amsterdam](#)
- Executive-People.nl: [KubeCon + CloudNativeCon Amsterdam](#)
- InfoQ: [KubeCon EU, CNCF Community, and Role of the Cloud During the Pandemic: Q&A with Priyanka Sharma](#)
- LinuxMag.nl: [Cloud Native Computing Foundation verwacht 8.000 deelnemers van 30 maart – 2 april in de RAI](#)
- nl.jug: [Programma KubeCon + CloudNativeCon Amsterdam bekend](#)
- Release.nl: [KubeCon + CloudNativeCon Amsterdam maakt programma bekend](#)
- Revista Cloud Computing: [One week left for KubeCon + CloudNativeCon Europe 2020 Virtual to start](#)
- Storage Review: [News Bits: Mirantis, Quantum, Nutanix, Dell, Parallels, Hammerspace, Alluxio, TEAMGROUP & QNAP](#)
- Techzine: [What are you doing here as a storage provider?](#)

208 journalists and analysts attended KubeCon + CloudNativeCon EU 2020 - Virtual, including:

- The Cloud Report, Julia Hahn
- The Cloud Report, Emelie Gustafsson
- c't (Heise), Jan Mahn
- RadioTux, Ingo Ebel
- Com! Professional, Hartmut Wiehr
- Jaxenter / entwickler.de, Dominik Mohilo
- i'X (Heise), Udo Seidel
- IDC, Marco Becker
- Linux Magazin, Kristian Kißling
- DZone, Chris Ward
- Crisp Research, Max HIlle
- DataCenter-Insider, Ulrike Ostler
- DataCenter-Insider, Lydia Wagemann
- ISG, Heiko Henkes
- ISG, Pedro L. Bicudo Maschio
- The Cloud Report, Friederike Zelke
- Heise Developer, Silke Hahn
- ComputerWeekly Germany, Franziska Holzfurtner
- Security Magazin, Patrick Boch
- Computable, Alfred Monterie
- Computable, Suzanne Martens
- AG Connect, Thijs Doorenbosch
- AG Connect, Eveline Meijer
- Teqnation & Linux Magazine, Martin Smelt
- Freelancer for Techzine.nl, Karina Meerman
- TechUnplugged, Joep Piscaer
- Dutch IT Channel, Witold Kepinski
- IDG, Sander Almekinders
- Belgium Cloud, Peter Witsenburg
- Open Marketing Foundation - IT, Tony Thijs
- Open Marketing Foundation - IT, Jurriaan Romijn - video crew
- Freelancer, Kim Loohuis
- CloudWorks, Robbert Hoeffnagel
- NRC, Stijn Bronszwaer
- Automatie, Fred Franssen
- Hardware Info, Frank Everaardt

- De Datloog, Jurjen Helmus
- Gartner, Joerg Fritsch
- Techzine, Coen van Eenbergen
- ISG, Manoj Chandra Jha
- ThinkIT, Yasuyuki Matsushita
- Forbes, Janakiram MSV
- The New Stack, Mike Melanson
- The New Stack, Joab Jackson
- The New Stack, Alex Williams
- The New Stack, Judy Williams
- The New Stack, Bruce Gain
- The New Stack, Libby Clark
- The New Stack, Benjamin Ball
- The New Stack, Norris Deajon
- The New Stack, Jennifer Riggins
- The New Stack, Eddie Rogers
- The New Stack, Colleen Coll
- The New Stack, Celeste Malia
- The New Stack, Richard McManus
- The New Stack, Gabriel Dinh
- ZDNet Steven Vaughn Nicols
- SiliconAngle, Steven Conti
- SiliconAngle, Brendon Rider
- SiliconAngle, Sonia Tagare
- SiliconAngle, Stuart Miniman
- Freelance, Emily Omier
- Forbes, Udi Nachmany
- SiliconAngle, Patrick Foley
- TFiR, Swapnil Bhartiya
- Intellyx / Forbes, Jason Bloomberg
- Intellyx, Jason English
- Computer Weekly, Cliff Saran
- 451 Research, William Fellows
- DevClass, Julia Schmidt
- Computing, John Leonard
- 451 Research, Owen Rogers
- The Register, Richard Speed
- IDC, Archana Venktraman
- Test / Software Testing News Grace Barnott

- IDG Connect, Patrick Martlew
- Techerati, James Orme
- Freeform Dynamics, Bryan Betts
- ITProPortal / TechRadarPro, Mayank Sharma
- Global Data, Chris Drake
- Freelancer, Max Cooter
- Freelancer, Tim Anderson
- Blogger, Chris Evans
- Ovum, Michael Azoff
- CCS Insight, Bola Rotibi
- Ovum, Roy Illsley
- AI Business, Max Smolaks
- Analysys Mason, Michela Venturelli
- Enterprise Times, Ian Murphy
- Computerworld UK, Tamlin Magee
- RedMonk, James Governor
- Freelance, Adrian Bridgwater
- Computerworld UK, Scott Carey
- Freelance, Simon Bisson
- Freelance, Mary Branscombe
- Analysys Mason, Anil Rao
- Forrester, Paul Miller
- Data Economy, Joao Lima
- HostingJournalist.com, Koen Stegeman
- Data Economy, Abigail Opiah
- Information Age, Aaron Hurst
- Freelancer, Dan Robinson
- Freelancer (attending on behalf of ITPro), Keri Allen
- InfoQ, Raghavan "Rags" N. Srinivas
- Freelance/TechRepublic/CTO Advisor, Keith Townsend
- CTO Advisor, Alfonso Ross
- CTO Advisor, Melissa Townsend
- Google podcast, Adam Glick
- Google podcast, Craig Box
- IBM, Kevin Allen
- Roaring Elephant, John

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- Roaring Elephant, Dave Russel
- Contlization Blog, Khaled Eldesouky
- Devops.com, Alan Shimel
- Devops.com, Deb Schalm
- Devops.com, Spencer Segal
- Devops.com, Brian Yaskulka
- Devops.com, Paul Gustafson
- Devops.com, Parker Yates
- Devops.com, Sofia Orlova
- OpenSource.com, Gordon Haff
- InfoQ, Daniel Bryant
- Women who Code, Andreza Alencar
- ContainerJournal, Mike Vizard
- InformationWeek, Joao-Pierre Ruth
- TechTarget, Beth Pariseau
- SDxCentral, Daniel Meyer
- ITreload / Tech TV, Lars Bennetzen
- Version2, Tania Andersen
- IT-kanalen.se / Freelance, Jane Hamrin
- IDG.se, Lars Dobos
- Aktuell Säkerhet, Linda Kante
- IDC Nordic, Carla Arend
- Forrester, Diego LoGuidice
- Vinfrastructure.it, Andrea Mauro
- Le Big Data, Bastien Lépine
- Place de l'IT, José Diz
- Le Mag IT, Yann Serra
- L'Informaticien, Bertrand Garé
- Programmez, Laurent Grangeau
- Programmez, Aymeric Weinbach
- Developpez, François Tonic
- Tai Price Book, Javier Renovel
- Muy Linux, Jose Pomeyrol
- Silicon Week, Pablo Fernandez
- Tecnonews, Guillem Alsina
- Freelancer / Techweek, Jose Luis Anduix
- Telesemana, Leticia Pautasio
- Toolinux.com, Cedric Godart
- IDC, George Mironescu
- IDC, Jennifer Thomas
- Freelancer / Regional IT, Jean-Luc Manise

- Le Monde Informatique, Jacques Cheminat
- CNIS Mag, Solange Belkhayat-Fuchs
- IHS Markit, Vladimir Galabov
- ISG, Jan Erik Aase
- Forrester, Randy Heffner
- ISG, Blair Hanley-Frank
- Amalgam Research, Tom Petrocelli
- 451 Research, Jean Atelsek
- IDC, Sriram Subramanian
- IDC, Ashish Nadkarni
- IDC, Andrew Smith
- Aberdeen Research, Jim Rapoza
- Forrester, Charlie Dai
- ISG, Shashank Rajmane
- Liftrinsights, Paul Teich
- GigaOm, Jon Collins
- GigaOm, Enrico Signoretti
- Redmonk, Rachel Stephens
- Redmonk, Kelly-Ann Fitzpatrick
- 451 Research, Fernando Montenegro
- Arc Advisory Group, Harry Forbes
- Forrester, William McKeon-White
- Forrester, Lauren Nelson
- Gartner, Sanjeev Mohan
- IDC, Gary Chen
- Gartner, Thomas Murphy
- Gartner, Wataru Katsurashima
- Cloud Unfiltered (Podcast)/Cisco, Ali Amagasu
- Freelance, Mike Vizard
- Freelance, Scott Fulton
- Technology Business Review, Catie Merrill
- 451 Research, Liam Rogers
- IDC, Deepak Mohan
- 451 Research, Hanselman, Eric
- IDC, Mercer, Jim
- Omdia Galabov, Vladimir
- MediaOps, Frank Ohlhorst
- Forbes, Justin Warren
- Freelance, Sean Kerner

- CRN, Joseph Tsidulko
- Global Data, Dunlap, Charlotte
- ProgrammableWeb, Robert Reselmann
- 451 Research, Liam Eagle
- IDC, Larry Carvahlo
- Gartner, Arun Chandrasekaran
- The Next Platform, Nicole Henderson
- IT Media, Izumi Miki
- Omdia Galabov, Vladimir
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