

Conference Transparency Report:

KubeCon + CloudNativeCon Europe 2021 - Virtual

May 4 - 7

[kubecon.io](https://kubernetes.io/conferences/2021/europe/)



CLOUD NATIVE
COMPUTING FOUNDATION



KubeCon



CloudNativeCon

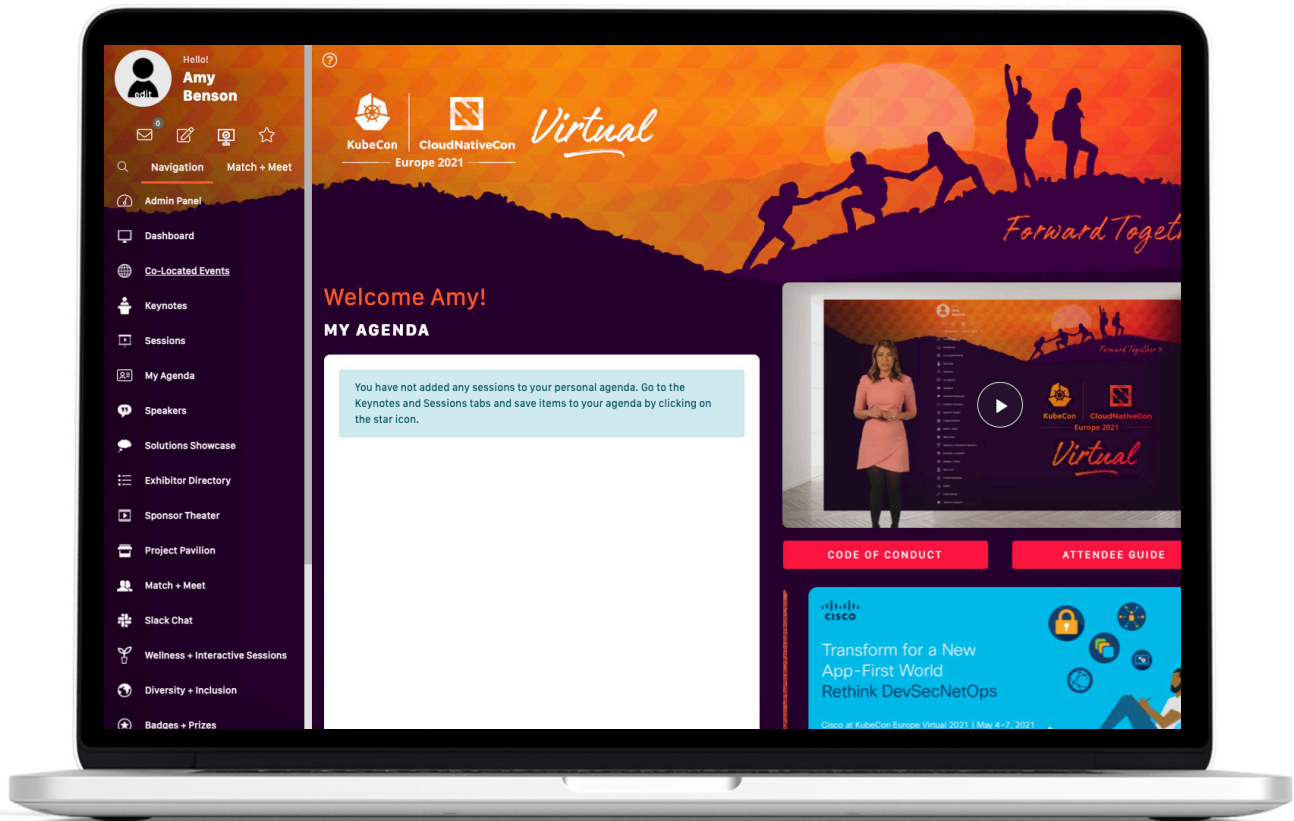
Europe 2021

Virtual



Forward Together »

As the third virtual KubeCon + CloudNativeCon, [this year's Europe event](#) once again set record-breaking registration and attendance. The conference had 26,648+ registrants (a 42.5% increase from Europe 2020) and a 63% attendance rate. Of this year's registrants, 69% were first-time KubeCon + CloudNativeCon attendees. Feedback from attendees was positive, with 95% of respondents rating the event "good," "very good," or "excellent" and an overall average rating of 4.1 / 5. The top two reasons respondents cited for attending KubeCon + CloudNativeCon were career growth/training (58%) and networking (14%).



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, 51% were a part of an end user organization. We held two end user events - the End User Partner Summit which was invite-only but streamed publicly on YouTube and LinkedIn for transparency; and the End User Lounge: Benefits Edition which was a public space for anyone in the community that wanted to learn more about end users and how to get involved. More data points regarding our end user attendance can be found in the demographics section below.

Content

The event received 624 submissions with an acceptance rate of 15% which resulted in 145 total speakers for the event. (Note that total speakers includes co-presenters and panels.) Of the accepted talks, 29% represented an end user company and 71% a vendor company, numbers that were commensurate with the number of speakers that submitted to the CFP. For keynotes, 10% of speakers were from an end user company and 90% a vendor company.

The four-day conference offered attendees 176 sessions, including keynotes, breakouts, lightning talks, maintainer track talks, and 101 track presentations. It also included 35 sponsored talks, 11 interactive sessions, and five sessions around diversity and inclusion initiatives. 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 Stephen Augustus of Cisco. Constance and Stephen selected 116 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 Stephen then selected 28 subject matter

"According to Sharma, Covid-19 has accelerated open source to mainstream. Digitization received a significant push across a broad front. The number of companies and institutions that are members of the CNCF increased from 518 at the end of 2019 to more than 630. Almost all large tech companies are now working together to some extent on the future of container technology. Cisco, IBM Cloud, Kasten (Veeam), Rancher (Suse), RedHat and VMware will be prominently present during the conference."

- *Computable, Alfred Monterie*

Experiences

WEDNESDAY, MAY 5 16:00 - 17:30 CEST • THURSDAY, MAY 6 16:00 - 17:30 CEST

SPONSORED BY Cockroach Labs

BINGO RSVP NOW	ESCAPE ROOM EXPERIENCE RSVP NOW	POP CULTURE TRIVIA RSVP NOW

Interactive Sessions

END USER COMMUNITY LOUNGE: BENEFITS EDITION
WEDNESDAY, MAY 5 | 15:30 - 16:30 CEST
THIS SPACE IS OPEN TO ALL AND NO RSVP IS REQUIRED.
JOIN ZOOM (ONLY AVAILABLE AT THE ABOVE DATE/TIME)

AMA HAPPY HOURS WITH PRIYANKA SHARMA
WEDNESDAY, MAY 5 | 17:15 - 18:00 CEST • THURSDAY, MAY 6 | 16:00 - 16:45 CEST
THIS SPACE IS OPEN TO ALL AND NO RSVP IS REQUIRED.
JOIN WEDNESDAY ZOOM (ONLY AVAILABLE AT THE ABOVE DATE/TIME) | JOIN THURSDAY ZOOM (ONLY AVAILABLE AT THE ABOVE DATE/TIME)

KONVEYOR BOF: COMMUNITY TOOLS TO ACCELERATE THE JOURNEY TO KUBERNETES
THURSDAY, MAY 6 | 15:00 - 15:45 CEST
PRE-REGISTRATION REQUIRED AND CLOSING TUESDAY AT 15:00 CEST.
SPONSORED BY Red Hat
MORE INFO

Keep Cloud Native Well

TAKE A BREAK AND RELAX WITH ONE OF OUR WELLBEING ACTIVITY CARDS

PHYSICAL WELLBEING	EMOTIONAL WELLBEING	SOCIAL WELLBEING	MINDFUL WELLBEING	OCCUPATIONAL WELLBEING	INTELLECTUAL WELLBEING

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.)

Keynote talks were selected by the conference co-chairs from a pool of the highest-rated CFP submissions, track chair and community recommendations, bringing thought-provoking speakers to the keynote stage. Keynote speakers included Priyanka Sharma, CNCF; Cheryl Hung, CNCF; Lei Zhang, Alibaba Cloud; William Morgan, Buoyant; Stefan Prodan, Weaveworks; Liz Rice, Isovalent; Carlos Eduardo de Paula, Red Hat; Bob Killen, Google; Vuk Gojnic, Deutsche Telekom Technik; Aeva Black, Microsoft; Daniel Mangum, Upbound; Jim Haughwout, Peloton; Liam Randall, Wasmcloud; Ralph Squillace, Microsoft; Gar Mac Criosta, Ireland.

In addition to selected talks and keynotes, the conference included 63 maintainer sessions. These were produced by the maintainers of CNCF-hosted projects, TAGs, Kubernetes TAGs, 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 36 graduated and incubating projects, the Kubernetes TAGs and working groups, and CNCF TAGs. Each of these groups was given the opportunity to host one 35-minute introduction and one 35-minute deep dive session.

Project Pavilion + Project Office Hours

The project pavilion + project office hours allow maintainers from CNCF's graduated, incubating and sandbox projects to share with attendees. Forty projects participated in the project pavilion + project office hours. This unique opportunity allows attendees to meet the maintainers, ask questions, and learn about new features.

"Kubernetes is the example to be followed by the CNCF, which has provided some usage data to show its success. According to the CNCF survey on native cloud technologies, the use of containers in production has increased 300% since 2016. Right now it is 92%. The use of Kubernetes, for example, has increased in one year from 78% to 83%." - Silicon ES

Bug Bash

The [#CloudNativeBugBash](#), sponsored by Sonatype and GitPod, was a five-day competition over the event dates where developers of all levels competed to smash as many bugs as they could for prizes, glory, and honor. A total of 250 developers joined and eight CNCF projects participated: Thanos, Serverless Workflow, Chaos Mesh, CRI-O, Tinkerbell, OpenEBS, BuildPack, schemahero. Congrats to Sonia Singla for winning the competition!



Co-Located Events

Thank you to the companies that brought their expertise and additional content to the first two days of the conference with their co-located events. There were a total of 11 CNCF-hosted and 13 sponsor-hosted co-located events that took place online.

CNCF-hosted co-located events:

- [Cloud Native Rust Day](#) | 518 attendees
- [Cloud Native Security Day](#) | 1,102+ attendees
- [Cloud Native Wasm Day](#) | 340+ attendees
- [Crossplane Community Day](#) | 293+ attendees
- Data on Kubernetes Day hosted by CNCF | 370+ attendees
- [FluentCon: Cloud Native Logging day with Fluent Bit and Fluentd](#) | 335+ attendees
- [Kubernetes AI Day](#) | 588+ attendees
- [Kubernetes on Edge Day](#) | 624+ attendees
- [Magma Day](#) | 163 attendees
- [PromCon Online 2021](#) | 429 attendees
- [ServiceMeshCon](#) | 783+ attendees

Sponsor-hosted co-located events:

- AWS Container Day x KubeCon hosted by AWS
- Build with GKE + Anthos hosted by Google Cloud
- Charting our Kubernetes and Cloud Native Journey: Past, Present and Future (Roundtable) hosted by Datadog

- Cloud Native Data Mgt Day hosted by Kasten, HPE, MinIO, NetApp, Portworx, Scality, StorageOS, VMware
- Commit at KubeCon: DevOps hosted by GitLab
- GIFFEE Day hosted by Equinix Metal
- GitOps Con hosted by Weaveworks + Red Hat
- Hack my Application with Snyk, Docker, & AWS
- Kubernetes: Beyond the Basics hosted by VMware
- OpenShift Commons Gathering hosted by Red Hat
- Operator Day hosted by Canonical
- Running a Cloud-Native Data Tier with K8ssandra hosted by DataStax
- ScaleX hosted by Cisco

Diversity and Inclusion

For the first time, KubeCon + CloudNativeCon applied for a [CHAOSS Diversity & Inclusion Event Badge](#), something that is awarded to events in the open source community that foster healthy D+I practices. We're proud to say we earned a gold level badge!

KubeCon + CloudNativeCon Europe 2021 - Virtual drew attendees from 168 countries across six continents. Event attendees were 9.15% women and 0.57% gender non-conforming. Of the keynote speakers, 57% identified as men, and 43% as women or gender non-conforming. For track sessions, 83% of speakers identified as men, and 17% as women or gender non-conforming. Increasing gender diversity and attendance of other underrepresented groups continues to be a priority for CNCF.

"In the lead up to the event, Cloud Native Computing Foundation (CNCF) vice president of ecosystem Cheryl Hung penned an article in Tech Beacon that offered readers a look at four cloud native trends to watch at the conference: Internet of Things and edge computing, AI, GitOps, and system resilience. 'A need to master the development and delivery process [...] became a pressing issue,' Hung wrote, noting the increasing adoption of containers and Kubernetes alongside the similarly increasing pace of software delivery." - Mike Melanson, The New Stack

CNCF offered 297 diversity scholarships and 514 need-based scholarships to attendees around the globe. This generous scholarship funding was provided by Apple, Cisco, Cloud Native Computing Foundation, Cockroach Labs, and StackPulse.

In addition, we offered attendees the option to receive an event gift or to forgo the gift to donate \$5 to the CNCF Scholarship Fund + Covid-19 Relief. A total of 19,500 attendees (All Access pass only) took this option and we were able to donate \$39,130 to the CNCF Scholarship Fund, \$19,565 to [United Way Covid Relief](#), and \$19,565 to [Oxfam](#).

We continue to offer programming to build a more diverse and inclusive community. The EmpowerUs session, sponsored by Google Cloud and intended for women and gender non-conforming attendees, drew 63 participants. The Allyship Workshop, sponsored by Red Hat, brought in 72 attendees watching live and participating in the Q+A. For 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, 157 people participated.

This year we also partnered with a number of organizations that share a common goal of introducing new people to the cloud native community. Coding Black Females, Geekettes, and Internet of Production | RWTH Aachen University each became a part of the Introduction to Cloud Native program to help their members grow in their careers and gain access to new opportunities within the ecosystem.

Students

The cloud native ecosystem grows and sustains itself with influxes of new people and contributors. Students are an important part of this growth because they represent the next generation of tech professionals. The virtual event allowed CNCF to drastically expand its inclusion of students; and they showed up! Over 1,600 students attend KubeCon + CloudNativeCon diving into the College to Cloud Native session and various other tracks like business value, 101, and the community. Based on feedback from this event, CNCF looks forward to seeing the student community grow and plans to have a dedicated student track at KubeCon + CloudNativeCon North America 2021.

Networking

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 to network and chat about everything from a specific session track to diversity to sharing their pet pics or favorite recipes. A total of 2,284 new members joined the workspace the week of the event and a total of 77,848 messages were sent, a 355% increase in messages from the previous non-event week.

A myriad of fun activities were open to attendees including:

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

- Sponsors had the opportunity to provide promotional items for a virtual swag page within the event platform. Attendees could browse and download the available items. Popular assets were e-books, special promotions such as free trials, discounts, or coupon codes, and physical giveaways mailed to attendees.
- Opportunity to engage with the Match + Meet feature in the platform where a series of five questions were answered and attendees were paired with other individuals with similar interests for discussion and networking.
- CNCF General Manager Priyanka Sharma held three happy hours to engage attendees in end-of-day socializing and to make connections with others in the community.
- We concluded two event days by enticing people out of business topics and entertaining them with bingo, escape rooms, and trivia, sponsored by Cockroach Labs.

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 a set of wellness activity cards meant to inspire attendees to get moving, reflect, and connect. Conversations and connections could also be made in the Keep Cloud Native Well Slack channel and a wellness focused session was offered as part of the overall event content - Stress & Mental Health in Technology, Jennifer Akullian, Founder & Psychologist, Growth Coaching Institute.

PR + Marketing

KubeCon + CloudNativeCon Europe 2021 - Virtual saw fairly steady media and analyst interest with 159 total attending the 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 2,260 articles, blog posts, and press releases full of compelling event news covering CNCF and its members, projects, and sponsors.

Media and analysts attended a closed-session end user panel during the press conference. CNCF also hosted three media roundtables, which featured CNCF community members and thought leaders discussing service mesh, DevSecOps, edge computing and "what's next in cloud native technology." These resulted in great coverage in publications including [ITProToday](#) and [DataCenterKnowledge](#).

Both theCUBE and The New Stack recorded several videos ahead of the event that were released both leading up to and during the conference. This included a [KubeCon insider's guide](#) with Priyanka Sharma and Stephen Augustus, KubeCon + CloudNativeCon co-chairs [Jasmine James and Stephen Augustus](#) on improving diversity, and [insights on Prometheus](#) with Richard Hartmann.

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. Over 50 members and sponsors contributed to the CNCF news package. Media partnerships also delivered notable coverage, including 65 pre-show articles thanks to contributed content submitted by members, as well as social media promotion, onsite video and audio segments, and feature articles.

Conclusion

Thanks to all those that have given their feedback on the event. There may be some screen fatigue and online event burnout, but we still pulled together as a community and brought even more people into the fold of our cloud native world.

With our record attendance, commitment to diversity, and positive feedback, we think we can call KubeCon + CloudNativeCon Europe 2021 - Virtual a success! We're greatly looking forward to the opportunity to be together in person this fall - don't miss us in Los Angeles, CA for [KubeCon + CloudNativeCon North America 2021!](#) And if you can't make it? Don't worry - we'll have virtual components to keep everyone engaged and learning. See you there!

A snapshot of event demographics and survey results are on the next page, in addition to social and media highlights.



Total Registration:



26,648+ registered attendees

16,749 (63%) attendance rate

Attendee Demographics



Attendees from 168 countries across six continents

20% from the United States

Other countries with a sizeable audience at the event include:
India - 15%; Germany - 10%; United Kingdom - 7%



9,092 companies participated

497 member companies

97 Kubernetes Certified Service Providers

27 Kubernetes Training Partners



7,230 End User companies participated

- 135 End User Members/Supporters
- Top 10 End User companies by attendance:
 - Fidelity Investments
 - JP Morgan Chase
 - Apple
 - Daimler
 - Salesforce
 - Visa
 - Wipro
 - Goldman Sachs
 - Walmart
 - Zalando

End User Partner Summit attendance: 30

- YouTube streaming views: 1,100
- LinkedIn streaming views: 2,600

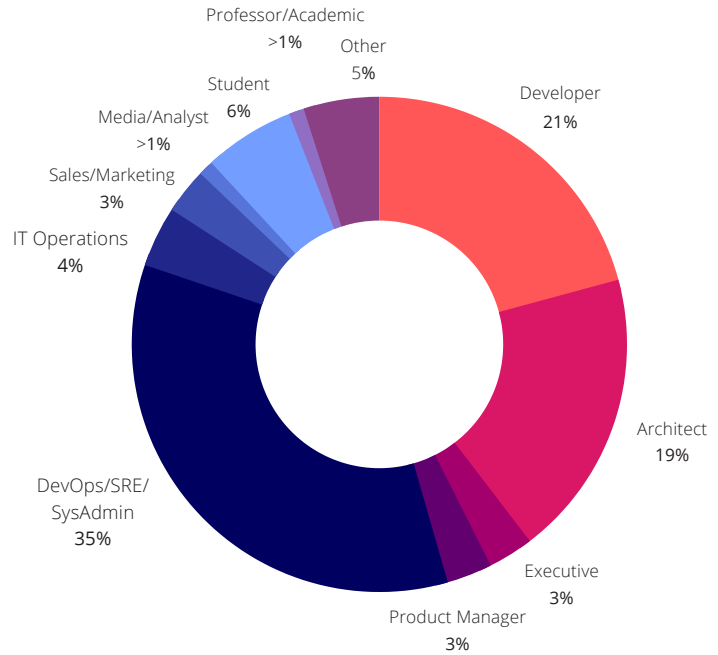
End User Lounge: Benefits Edition attendance: 75

Attendee Booth Traffic

Total leads captured at virtual exhibit booths were 117,822, with an average of 1,167 leads per booth.

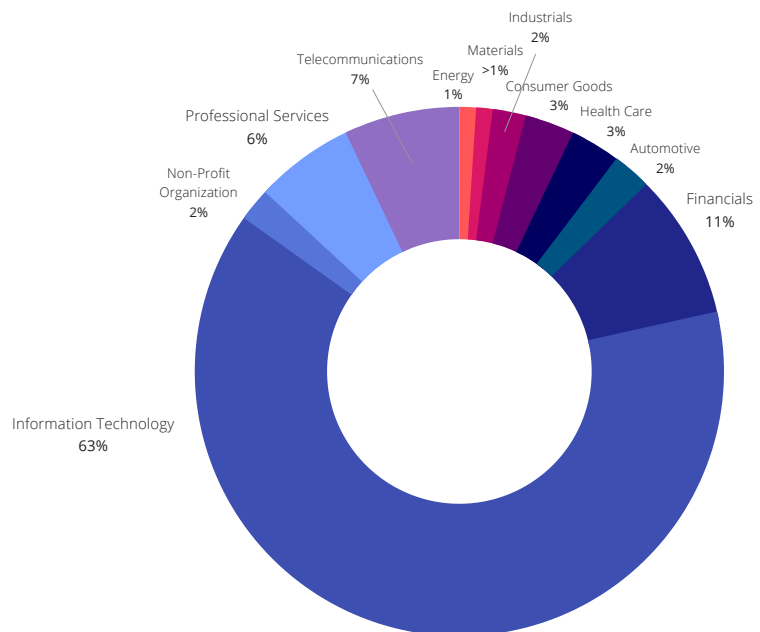
Attendee Job Function

- Architect - 19%
- Developer - 21%
- Data Scientist - 6%
- Full Stack Developer - 75%
- Machine Learning Specialist - 3%
- Web Developer - 14%
- Mobile Developer - 2%
- Executive - 3%
- Product Manager - 3%
- DevOps/SRE/SysAdmin - 35%
- IT Operations - 4%
- DevOps - 34%
- Systems Admin - 51%
- Site Reliability Engineer - 12%
- Quality Assurance Engineer - 3%
- Sales/Marketing - 3%
- Media/Analyst - >1%
- Student - 6%
- Professor/Academic - >1%
- Other - 5%



Industry

- Automotive - 2%
- Energy - 1%
- Materials - >1%
- Industrials - 2%
- Consumer Goods - 3%
- Health Care - 3%
- Financials - 11%
- Information Technology - 63%
- Non-Profit Organization - 2%
- Professional Services - 6%
- Telecommunications - 7%



Number of KubeCon + CloudNativeCon events attended

69% first-time attendees

31% attended past events

Gender Diversity

Attendee Breakdown

Male: 80% Women: 9.15% Gender Non-Conforming: 0.57%

Prefer not to answer: 10.28%

Keynote Speakers-only Breakdown

Men: 57% Women + Gender Non-Conforming: 43%

Speakers-only Breakdown

Men: 79% Women: 16% Gender Non-Conforming: Less than 2%

EmpowerUs attendance: 63

Allyship Workshop attendance: 72

Inclusive Naming Initiative Working Group attendance: 132

Peer Group Mentoring + Career Networking attendance:

15 Mentors / 142 Mentees

Diversity Scholarships: 297 offered

Need-Based Scholarships: 514 offered

Resources:

Videos (YouTube): <https://youtube.com/playlist?list=PLj6h78yzYM2MqBm19mRz9SYLsw4kfQBrC>

Year-Over-Year Comparisons

Registration

TYPE	2017 - Berlin	2018 - Copenhagen	2019 - Barcelona	2020 - Europe Virtual	2021- Europe Virtual
Total	1,535	4,300	7,700	18,682+	26,648+
Full Pass	NA	NA	NA	71%	66.8%
Keynote + Solutions Showcase Only	NA	NA	NA	20%	26.6%
Corporate	58%	62%	63%	NA	NA
Individual	12%	10%	13%	NA	NA
Speaker	9%	8%	6%	2%	1.1%
Sponsor	17%	16%	14%	6%	4.7%
Media	2%	2%	1%	Less than 1%	0.6%
Academic	2%	3%	3%	NA	NA

Sponsorship

SPONSOR LEVEL	2017 - Berlin	2018 - Copenhagen	2019 - Barcelona	2020 - Europe Virtual	2020 - Europe Virtual
Diamond	5	6*	6*	6*	6*
Platinum	4	7	15	7	8
Gold	7	7	14	8	12
Silver	15	51	55	35	46
Start-Up	13	25	53	26	28
End User	NA	NA	3	3	2
Marketing Opportunities	8	19	27	17	25
Total Unique	47	96	146	87	102

*Capped maximum

Sponsor Expo Hours

	2017 - Berlin	2018 - Copenhagen	2019 - Barcelona	2020 - Europe Virtual	2021 - Europe Virtual
TOTAL	19	22.5	23	30.75*	27.5*
DAY 1	NA	NA	NA	6.75*	7.5*
DAY 2	10	10	10	8.5*	7*
DAY 3	9	7	7	7*	7*
DAY 4	NA	5.5	6	8.5*	6*

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

Top 10 Sessions

Keynotes are always popular and well attended, but below are the most popular individual sessions.

1. [Inside Kubernetes Networking](#) (101 Track) - *Dominik Tornow, Cisco*
2. [First Principles of Cloud Native Technology](#) (101 Track) - *Ronald Petty, RX-M LLC*
3. [Automating Your Home with K3s and Home Assistant](#) (101 Track) - *Eddie Zaneski, Amazon Web Services & Jeff Billimek, The Home Depot*
4. [Hacking into Kubernetes Security for Beginners](#) (101 Track) - *Ellen Körbes, Tilt & Tabitha Sable, Datadog*
5. [I Can RBAC, and So Can You!](#) (101 Track) - *Marc Boorshtein, Tremolo Security, Inc.*
6. [Building a Portable Kubernetes Deployment Pipeline with Argo Workflows and Events](#) (Operations Track) - *Thomas Meadows, Jetstack & Ollie Young, Improbable*
7. [Secrets Store CSI Driver: Keeping Secrets Secret](#) (Storage Track) - *Anish Ramasekar, Microsoft & Tommy Murphy, Google*

8. [Helm Users! What Flux 2 Can Do For You \(CI/CD Track\)](#) - Scott Rigby & Kingdon Barrett, Weaveworks
9. [Using Trace Data for Monitoring & Alerting of Application Health, not Just Debugging](#) (Graduated Project Lightning Talk) - Albert Teoh
10. [Gateway API: A New Set of Kubernetes APIs for Advanced Traffic Routing](#) (Networking Track) - Harry Bagdi, Kong Inc. & Rob Scott, Google

Top 5 "Spaces"

1. Sessions
2. Keynotes
3. Solutions Showcase
4. Co-located Events
5. Project Pavilion | Office Hours

**Spaces refer to webpages in the event platform.*

Sponsor Theater Unique Visitors: 5,111

Total # of Sponsor Swag Views or Downloads: 42,955

Online Reach + Traffic

Social Results:

Timeframe from May 3-7 (KubeCon + CloudNativeCon event week)

6.3M @CloudNativeFdn impressions

23.4K @CloudNativeFdn clicks

760 @CloudNativeFdn retweets

4.1K @CloudNativeFdn likes

[YouTube Playlist](#): As of June 7, event session videos have garnered more than 16,404 views.

Twitter Moments:

May 5 - <https://twitter.com/i/events/1389931011342053376>

May 6 - <https://twitter.com/i/events/1390272518217420805>

May 7 - <https://twitter.com/i/events/1390647640216543232>

Media + Analyst Results

Coverage Synopsis:

More than 159 reporters and analysts attended KubeCon + CloudNativeCon Europe 2021 - Virtual, including influential tech reporters such as Computable's Alfred Monterie, Heise's Udo Seidel, TechTarget's Emily Mell, Le Monde Informatique's Dominique Philippone, The Register's Richard Speed 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, sessions, a press and analyst conference featuring an end user panel, and roundtables featuring CNCF members, project maintainers and end users on the topics of service mesh, DevSecOps, edge computing and "what's next in cloud native technology."

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 Europe 2021 - Virtual generated over 2,260 mentions in media articles, press releases and blogs between May 3-7 – CNCF with 705 mentions, Kubernetes with 767 mentions, and KubeCon + CloudNativeCon with 580 mentions.

With over 50 announcements from CNCF and its member companies this week, coverage surrounding KubeCon + CloudNativeCon Europe - Virtual can be summed up in a few short phrases:

- *"COVID-19 has accelerated open source to mainstream"*
- *"More companies investing in open source"*
- *"Diversity, security and end-user contributions are focal points of KubeCon 2021"*
- *"End users also contribute a lot to software development"*
- *"The next phase of development for Kubernetes and its related open source projects has become squarely focused on multi-cluster management."*
- *"A small army of community volunteers is necessary to host a KubeCon"*
- *"Kubernetes is becoming the standard runtime platform"*

Media Coverage Quote Highlights:

"What do you get when you teleconference a group of IT engineers connected to the Cloud Native Computing Foundation and ask them to talk about "What's Next in Cloud Native?" You get a conversation centered around the future of edge computing, and at the heart of that future is the container orchestration platform Kubernetes -- the glue that holds the cloud native ecosystem together, and arguably the most important project under the Cloud Native Computing Foundation's guidance." - Christine Hall, ITProToday

"In the lead up to the event, Cloud Native Computing Foundation (CNCF) vice president of ecosystem Cheryl Hung penned an article in Tech Beacon that offered readers a look at four cloud native trends to watch at the conference: Internet of Things and edge computing, AI, GitOps, and system resilience. "A need to master the development and delivery process [...] became a pressing issue," Hung wrote, noting the increasing adoption of containers and Kubernetes alongside the similarly increasing pace of software delivery." - Mike Melanson, The New Stack

"Today, most Sandbox projects of the Cloud Native Computing Foundation fall under the broad categories of runtime and application delivery, reflecting how DevOps teams continue to seek ways to improve the developer and operations experience when building and deploying applications on cloud native environments, especially for those built on Kubernetes. DevOps teams are often receptive to trying new solutions — such as those still in the earlier stages of development as CNCF Sandbox projects — as they try to find ways to reduce the often enormous complexity to help alleviate the pressures they face associated with deploying applications and pushing code into production at an ever-rapid pace. This was one of the main takeaways during KubeCon + CloudNativeCon EU keynotes and talks that took place Wednesday." - Bruce Gain, The New Stack

"The adoption of GitOps, improvements to APIs and the increasing reach of WebAssembly (Wasm) are influencing the Kubernetes developer experience. And these were among the themes at Cloud Native Computing Foundation's KubeCon + CloudNativeCon EU earlier this month." - Editorial team, The New Stack

"Kubernetes is the example to be followed by the CNCF, which has provided some usage data to show its success. According to the CNCF survey on native cloud technologies, the use of containers in production has increased 300% since 2016 . Right now it is 92%. The use of Kubernetes , for example, has increased in one year from 78% to 83%." - Silicon ES

Analyst Coverage Highlights through May 18:

IDC Research, [IDC Market Glance: Future of Digital Infrastructure Ecosystem, 2Q21](#), Mary Johnston Turner

IDC Research, [Five Open Source Projects to Watch Carefully in 2021](#), AI Gillen, David Schubmehl, Jim Mercer, Mary Johnston Turner, Dave McCarthy, Gary Chen Brad Casemore, Sriram Subramanian

Gartner Research, [Assessing the Strengths and Weaknesses of Multicloud Architectures](#), Paul Gore
Gartner Research, [How to Protect Your Clouds With CSPM, CWPP, CNAPP and CASB](#), Richard Bartley
Gartner Research, [Solution Path for Implementing a Public Cloud Adoption Framework](#), Elias Khnaser Douglas Toombs
The Register, [Kubecon 2021: A largely dry and corporate affair where the best bits involved a spot of Kubernetes-hacking roleplay](#), Charlotte Dunlap
Gartner Research, [Emerging Technologies: Emergence Cycle for Cloud-Based Solutions](#), John Santoro, Wataru Katsurashima | Ed Anderson | Sid Nag | Scot MacLellan
Silicon ES, [In-depth: Container use in production increases by 300% since 2016](#), Lee Sustar
Mundo + Tech, [What does it take for a company to become native in the cloud?](#), Brent Ellis, Lee Sustar, Charlie Dai
Gartner Research, [Cool Vendors in Cloud Computing](#), Arun Chandrasekaran, Sid Nag, David Wright
Gartner Research, [How to Assess an Application Portfolio for Public Cloud Deployment](#), Douglas Toombs
Gartner Research, [Market Guide for Cloud Networking Software](#), Andrew Lerner, Arun Chandrasekaran, Joe Skorupa, Jonathan Forest
Forrester Blogs, [KubeCon And The \(Partial\) Emergence Of Enterprise Kubernetes](#), Lee Sustar, Principal Analyst, Brent Ellis, Senior Analyst, Andras Cser, VP, Principal Analyst

Media Coverage Highlights through May 24th:

AG Connect: [Gebrek aan expertise blijft uitdaging Kubernetes, state of Kubernetes survey VMware](#)
AG Connect: [Misconfigurations nr. 1 cause of Security issues in Cloud Native](#)
AG Connect: [Security tests are still a pain point for DevOps teams](#)
AmazicWorld: [DevSecOps is not easy but it is moving forward](#)
CloudComputing-Insider: [Kubernetes framework creates apps "as if from a catalog"](#)
CloudComputing-Insider: [What is the Cloud Native Computing Foundation?](#)
CloudTech: [KubeCon Europe roundup: Key developments for Kubernetes on the edge](#)
Computable: [Increase of Cloud Native and Open Source during pandemic](#)
Computable: [Many new contributors for Linux Foundation](#)
Container Journal: [Ambassador Labs Brings Order to Cloud-Native Toolchains](#)
Container Journal: [Red Hat Woos Developers with Free OpenShift Instances](#)
Container Journal: [StormForge Makes ML for Kubernetes Clusters Accessible](#)
DataCenterKnowledge: [Will CNCF's 'Service Mesh Interface' Help Consolidate the Service Mesh Market?](#)
DevClass: [Prometheus gets conformance program to certify compatibility](#)
DevOps Chat: [KubeCon CloudNativeCon EU Confronts the Great App-Delivery Challenge](#)
Heise: [KubeCon Europe: Cloud-Native and Kubernetes in the Pandemic](#)
Heise: [Red Hat OpenShift gets developer sandbox for Kubernetes environments](#)

InfoQ: [Cloud Native and Kubernetes Observability: Expert Panel](#)

IT Ops Times: [KubeCon + CloudNativeCon Europe 2021: Pixie joins CNCF, Red Hat rebrands StackRox, and more from day 1](#)

ITProToday: [Key Considerations for Developing an Edge Computing Storage Strategy](#)

ITProToday: [KubeCon EU: The Future of Edge Computing is Open Source](#)

ITProToday: [KubeCon Panel: The Edge Won't Make a Decentralized Internet](#)

Kubernetes Podcast: [Putting on a KubeCon, with Colleen Mickey](#)

Mundo + Tech: [What does it take for a company to become native in the cloud?](#)

SiliconANGLE: [Accuris Terrascan now integrates with the Argo Project to enhance cloud security](#)

SiliconANGLE: [After Red Hat acquisition, StackRox takes unusual path to open source](#)

SiliconANGLE: [CERN boosts large-scale deployment of Kubernetes and machine learning to improve science](#)

SiliconANGLE: [Creating opportunity in a changing enterprise cloud landscape](#)

SiliconANGLE: [Diversity, security and end-user contributions are focal points of KubeCon 2021](#)

SiliconANGLE: [Konveyor community guides enterprises on the cloud native journey](#)

SiliconANGLE: [Real-time data monitoring crucial as cloud computing grows](#)

SiliconANGLE: [The CNCF mission to 'get the code out there' makes end users a priority at KubeCon + CloudNativeCon Europe 2021](#)

SiliconANGLE: [Widespread open-source adoption increases diversity in cloud-native innovation](#)

Silicon ES: [In-depth: Container use in production increases by 300% since 2016](#)

Storage Insider: [Portworx integration shows in products](#)

TechBeacon: [4 cloud-native trends to watch at Kubecon + CloudNativeCon Europe](#)

TechTarget: [CNCF projects hone multi-cluster Kubernetes management](#)

TechTarget: [IT pros make a case for GitOps in IT governance](#)

TechTarget: [New Relic open sources Pixie observability platform](#)

TechTarget: [Ongoing KubeCon + CloudNativeCon 2021 Coverage](#)

TechTarget: [Prometheus Q&A: How the Kubernetes monitoring tool is evolving](#)

TechTarget: [Trilio and Portworx showcase Kubernetes backup at KubeCon](#)

Techzine: [DataStax launches Apache Cassandra in Kubernetes](#)

Techzine: [Dynatrace brings AI Ops platform to Open Telemetry](#)

Techzine: [Linux Foundation and CNCF launch Kubernetes in the Edge training](#)

Techzine: [Loft Labs makes Kubernetes manageable with JavaScripts](#)

Techzine: [More security concerns due to cloud-native computing](#)

Techzine: [PortWorx by pure storage focusses on Kubernetes with PX Backup](#)

Techzine: [Red Hat is helping organisations migrate to Kubernetes](#)

Techzine: [Red Hat launches Stackrox open source](#)

Techzine: [Red Hat OpenShift tools accelerate Kubernetes development](#)

Techzine: [Sysdig launches security for AWS fargate](#)

Techzine: [Trilio launches Trilio Vault 2.1 for Kubernetes](#)

Techzine.eu: [DevOps-teams maken steeds meer gebruik van CI/CD-technieken - Techzine.nl](#)

Techzine.nl: [DevOps teams are increasingly using CI/CD techniques - Techzine Europe](#)

TheCUBE Livestream: [KubeCon + CloudNativeCon Europe 2021 - Virtual](#)

The New Stack: [3 Key Takeaways from KubeCon EU 2021](#)

The New Stack: [Avesha Deploys Machine Learning for More Efficient Load Balancing](#)

The New Stack: [Data Persistence and Storage over Pancakes at KubeCon EU 2021](#)

The New Stack: [KubeCon + CloudNativeCon EU Confronts the Great App-Delivery Challenge](#)

The New Stack: [KubeCon EU: The Case for Bare Metal](#)

The New Stack: [KubeCon EU: WebAssembly Is More Than a JavaScript Replacement](#)

The New Stack: [Multicloud Disaster-Recovery-as-a-Service Now Offered by Wanclouds](#)

The New Stack: [Pixie Brings In-Cluster Kubernetes Debugging to CNCF](#)

The New Stack: [Shell-less Kubernetes: Talos Systems Introduces the Common Operating System Interface](#)

The New Stack: [This Week in Programming: What's the Takeaway of KubeCon EU 2021?](#)

The Register: [Kubecon 2021: A largely dry and corporate affair where the best bits involved a spot of Kubernetes-hacking roleplay](#)

ZDNet: [Rolling the dice on network slicing: Kubernetes sparks a rethink of 5G edge](#)

Pre-Event Media Coverage Highlights include:

TechVisor: [CNCF announces KubeCon 2021 virtual](#)

TechBeacon: [4 cloud-native trends to watch at Kubecon + CloudNativeCon Europe](#)

The New Stack: [The Insider's Guide to KubeCon + CloudNativeCon EU 2021](#)

SiliconANGLE: [The CNCF mission to 'get the code out there' makes end users a priority at KubeCon + CloudNativeCon Europe 2021](#)

SiliconANGLE: [Widespread open-source adoption increases diversity in cloud-native innovation](#)

Telekomkh: [How Kubernetes saved OpenStack](#)

159 journalists and analysts attended KubeCon + CloudNativeCon Europe 2021 - Virtual from publications and research firms, including:

451 Research	Freelancers	SDxCentral
Aberdeen	Gartner	Security
AGConnect	GigaOm	Boulevard
ARC Advisory Group	Global Data	Silicon/
AvidThink	Heise	NetmediaEurope
Blogger	IBM	SiliconANGLE
Byte TI	IDC	SPGlobal
c't	Independent Consultants	TaiPricebook
Changelog	InfoQ	TechCrunch
CIO / Computerworld / Infoworld / Network World	Informa	TechSpective
CloudComputing-Insider	Intellyx	TechTarget
Cloudflight	ISG (Information Services Group)	TECHunplugged B.V.
Cloud Tech	JDN	Techzine
CogArtTech	Kisaco Research	Tecnonews
Computable	Kodsnak	Telecomkh
Computerweekly.de	Kubernetes Podcast	Magazine
Constellation Research	Le Mag IT	TFIR YouTube
ContainerJournal	Le Monde Informatique	Channel
Crisp Research	Linux Magazin	The Cloud Report
CRN	Muy Computer/ Muy	The Linux
CSS Insight	Pimes/ Muy Canal (tpnet)	Foundation
DevClass	Omdia	The New Stack
Dev-Insider	OpenSource.com	The Register
DevOps.com	ProgrammableWeb	ThinkIT
Diginomica	Programmez	VentureBeat
DZone	Radio Tux	Virtualization
EnterpriseAI	Redes & Telecom / Data	Review
Enterprise Management	Center Market	VMBlog
Enterprise Times	RedMonk	Xataka
Forbes	S&P Global Market	ZDNet
Forrester	Intelligence	
Freeform Dynamics Ltd	SD Times	



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