



OPEN NETWORKING & EDGE SUMMIT

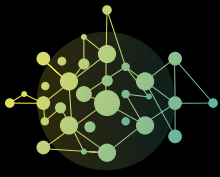
September 28-30, 2020 | Virtual Experience

Distributed But Always Connected.

2020 POST-EVENT REPORT

Hosted By

 THE **LINUX** FOUNDATION |  **LF** NETWORKING |  **LF** EDGE



Distributed But Always Connected.

The Open Networking & Edge Summit 2020 Virtual Experience gathered **1,322** live attendees from **523** organizations in **71** countries around the globe. **54%** hailed from the United States, Canada, and Mexico. The event attrition rate was low with 74% of registered attendees attending the event live. **51% of attendees spent 10 or more hours on the virtual event platform**, and **over 68% of attendees spent 4 or more hours** on the platform. **69%** were first-time Open Networking & Edge Summit attendees.

Feedback from attendees was positive, with an overall average satisfaction rating of over 95%. 97% said they plan to attend a future Open Networking & Edge Summit, and **94%** said they would recommend it to a friend or colleague.

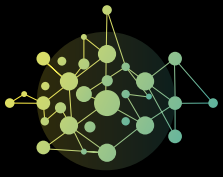
This year's event attracted an incredible mix of attendees from across the global open networking & edge ecosystems.

Attendees came from a range of industry sectors including **Energy, Health Care, Financial, Industrials, Consumer Staples**, and of course **Telecommunications** and **Software**. **Over 40% were from Telecommunications companies.**

Attendee job functions included: Architect, Developer, Executive Leader, Management, Legal/Compliance, DevOps, Product, and Business Development. **48% of attendees were in technical positions.**

Attendees hailed from around the globe with the **majority attending from:**

- **United States**
- **India**
- **Canada**
- **China**
- **Germany**



Attendee Survey Results:

95% of respondents found the event to be a valuable use of their time

97% of respondents said they are likely to join a future Open Networking & Edge Summit

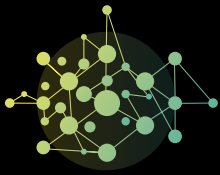
94% of respondents would recommend attending Open Networking & Edge Summit to a friend or colleague

95% of respondents found the conference content & sessions to be informative and useful

87% 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

“**EVEN BETTER THAN IN PERSON EVENT, ALSO THE PRICE POINT MADE IT MUCH MORE ACCESSIBLE TO LARGER AUDIENCES. THIS IS WHAT OPEN SOURCE SHOULD BE.**”



Participant Experience

Content

Featuring **80+** talks including keynotes, tutorials, breakout sessions, BoFs and lightning talks, Open Networking & Edge Summit delivered content across **4 tracks**: Business Critical & Innovation, Carriers - Core / Edge / Access, Cloud Networking & Edge, and Enterprise Networking & Edge.

This year's Program Committee included 12 members with **50% women**. Together, they reviewed 339 submissions from our CFP, a **24% increase in submissions from 2019**. Thanks to the hard work of this committee, the content at the event was rated very highly by event attendees with **over 95% saying they found the conference content and sessions to be informative and useful**.

Program Committee Members:

Malini Bhandaru, Open Source Lead for IoT & Edge, *VMware*

Alla Goldner, Director, Technology, Strategy & Standardization, *Amdocs*

Erik Nordmark, Co-founder & Chief Architect, *ZEDEDA*

Wendy Cartee, Senior Director, Cloud Networking and Service Mesh Product Marketing, *VMware*

Abhijit Kumbhare, Abhijit Kumbhare Principal Architect & Software Director, *Ericsson*

Anees Shaikh, Sr. Staff Engineer, Network Infrastructure, *Google*

Wenjing Chu, Head of Open Source and Research, *Futurewei Technologies*

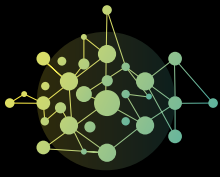
Henry Lau, System Software Architect, Retail Solutions, *HP Inc.*

Tapio Tallgren, Lead SW Architect, Mobile Networks Architecture & Technology, *Nokia*

Lingli Deng, Lead Researcher & Technical Manager, *China Mobile Research Institute*

Catherine Lefèvre, Assistant Vice President, Network Cloud and SDN Platform Integration, *AT&T*

Tina Tsou, Enterprise Architect, *Arm*

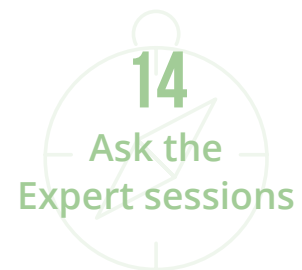


Participant Experience

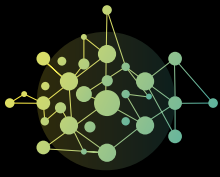
Top 10 Most Attended Conference Sessions:

1. Distributed Cloud for Telco Networks and Edge (302 Attendees)
2. The Wicked Wizard of Oz – Examining Popular Networking Project Ecosystems from Various Perspectives (225 Attendees)
3. Design and Deployment in Edge Computing: A Case Study (187 Attendees)
4. The Making of 5G with AI and Open Source (172 Attendees)
5. The O-RAN SC RIC (RAN Intelligent Controller): xApp API, and the Northbound - A1, O1 - and Southbound Protocols towards eNB/gNB: E2AP, E2SM (172 Attendees)
6. Securing a Network Virtualized with Containers and Kubernetes: Example Solutions and Current Gaps (165 Attendees)
7. Panel Discussion: How Akraino is Used (165 Attendees)
8. Panel Discussion: The Good, Bad and Ugly of Open Source and Telco (165 Attendees)
9. 100 MEC Deployment Trials Analysis in China Mobile (161 Attendees)
10. Building and Managing VNF/ CNF Platforms to Support 5G at Scale (159 Attendees)

Beyond keynotes and conference sessions, Open Networking & Edge Summit 2020 featured:



“ THE LINUX ONES SUMMIT OPENED MY EYES TO THE DEVELOPMENT OF DISTRIBUTED EDGE SYSTEMS AND LATEST DEVELOPMENTS IN THE CLOUD NATIVE SPACE. I WAS ABLE TO BUILD GREAT CONNECTIONS FROM HERE. ”



Session Recordings

Every session at Open Networking & Edge Summit 2020 was recorded and is available on the virtual event platform - for free - for anyone to access until one year after the event dates. Before the end of 2020, we will also upload all sessions onto [The Linux Foundation Youtube Channel](#) which will include captioning for all sessions. **As of October 15, 2020, 456 new people have registered to access the post-event platform.**

Technical Showcase

The virtual Technical Showcase was comprised of 9 sponsor booths and the LF Networking & LF Edge Pavilion included 10 demo booths. 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.

Over 1,697 booth visits

375 individual attendees visited booths in the Technical Showcase

Over 604 documents have been downloaded by attendees directly from sponsor booths

Sponsors collected an average of 120 leads, with one sponsor collecting 258 individual leads

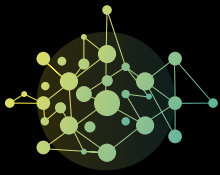
*Numbers shared are during the live event. As we are still receiving registrations from those who would like to view the event content and visit the technical showcase, these numbers are still increasing.



“

I ATTENDED LF OPEN SOURCE SUMMIT +
EMBEDDED LINUX CONFERENCE LAST YEAR
AND OF COURSE THIS YEAR'S VIRTUAL
OPEN NETWORKING & EDGE SUMMIT,
THESE LF CONFERENCES ARE FANTASTIC
AND I FEEL CONNECTED TO THIS GROUP
BEYOND THE TECH.

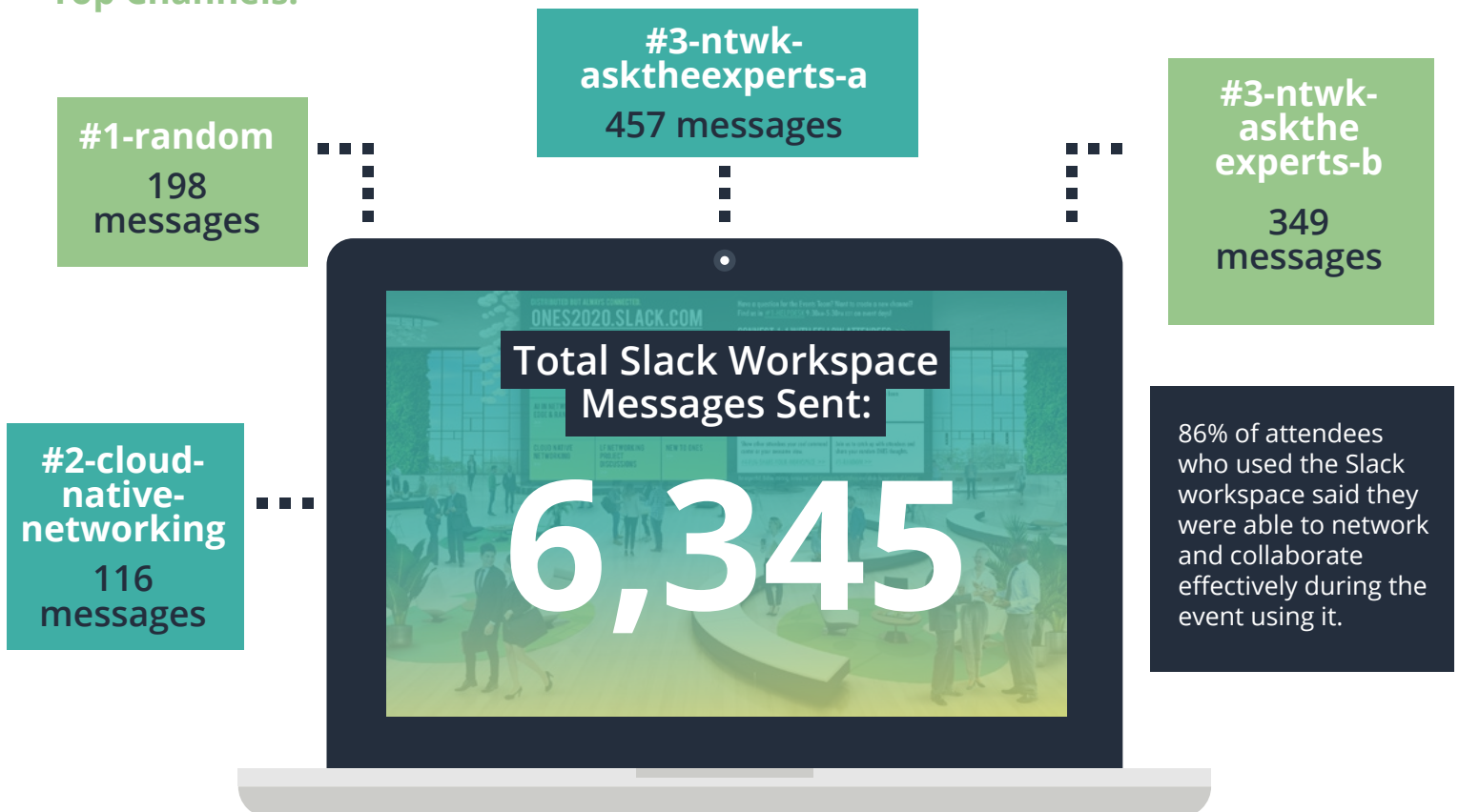
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Networking & Collaboration

The **Open Networking & Edge Summit Slack Workspace** served as the main forum for collaboration within the event, and was the **virtual “Hallway Track”** where attendees could engage and chat with each other. Channels included track-specific topics such as #2-ai-networking-edge-ran, #2-business-iot-edge, #2-cloud-native-networking, and more. There were also specific channels for all things networking and fun such as #3-ntwk-career, #4-fun-pets, #4-fun-share-your-workspace, #4-fun-foods. Each sponsor also had their own channel to network on and hold further discussions. Attendees were able to request additional topic-specific channels to be added.

Top Channels:





Event Experiences

Beyond top-notch educational content, Open Networking & Edge Summit 2020 offered a plethora of activities designed to connect and strengthen our community and attendees' experiences, including:



- **Ask the Experts** sessions were held daily with **20 community leaders** across a range of topics answering attendee questions.
- **Networking activities** after sessions concluded each day at the **Technical Showcase Booth Crawl, Mingle with Your Board Executives and Technical Leaders**, and the **Community Happy Hour**.
- **Four Sponsored Tutorials** hosted by **Cloud Native Computing Foundation, Futurewei, Hewlett Packard Enterprises, and IBM**.
- **LF Edge** hosted the **'Launching the LF Edge End User Community'** co-located event on Thursday gathering **73 attendees**.
- **415 attendees** competed to win **Trivia and Badges** within the platform, participated in the fun games in the **Red Hat Arcade**, and visited the **Zen Zone** for some much-needed relaxation.

Top 3 Visited "Spaces"

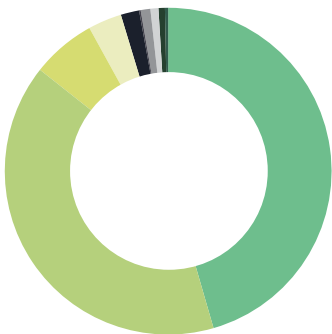
Keynote Theater | Diamond Expo Hall | Sponsored Tutorials

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



Open Networking & Edge Summit Demographics*

- **1,778 registrations thus far (1,322 for the live event and an additional 456 to date for post-event platform access to content and technical showcase)**
- **74% of registrants** attended the live event
- Attendees from **523** organizations
- Attendees from **71** countries
- **54%** of attendees from the United States, Canada, and Mexico
- **14%** of attendees identified as women or non-binary individuals



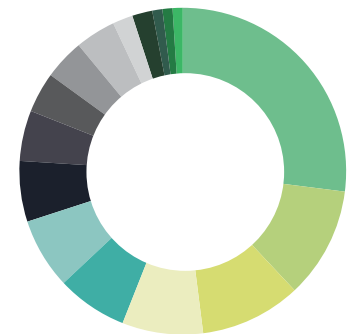
Industry

- Information Technology **44%**
- Telecommunications **40%**
- Non Profit Organization **6%**
- Professional Services **3%**
- Industrials **2%**
- Consumer Staples **1%**
- Energy **1%**
- Financials **1%**
- Health Care **1%**
- Materials **1%**



Job Level

- CXO / ED **6%**
- VP / SVP / GM **8%**
- Director **16%**
- Manager **15%**
- Individual Contributor **32%**
- Academic **6%**
- Other **17%**



Job Function

- Architect **27%**
- Executive Leader **11%**
- Other **10%**
- Manager - Technical Teams **8%**
- DevOps / SRE / Sysadmin **7%**
- Application Developer (Front-end/Back-end/Mobile/Full Stack) **7%**
- Product/Biz Dev **6%**
- Systems/Embedded Developer **5%**
- Marketing **4%**
- Student **4%**
- Manager - Other **4%**
- Media / Analyst **2%**
- Professor / Academic **2%**
- Kernel/Operating Systems Developer **1%**
- Manager - OSPO **1%**
- Legal / Compliance **1%**

* 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

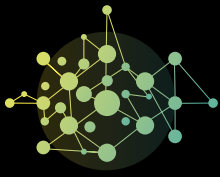
- **North America 54%**
Canada, Mexico, United States
Minor Outlying Islands, USA
- **Asia 19%**
Armenia, Bangladesh, China,
Hong Kong (China), India,
Indonesia, Japan, Myanmar,
Nepal, Pakistan, Russian
Federation, Singapore, South
Korea, Taiwan (Republic of
China), Thailand
- **Europe 18%**
Austria, Belgium, Croatia,
Czech Republic, Denmark,
Finland, France, Germany,
Greece, Hungary, Ireland, Italy,
Lithuania, Malta, Netherlands,
New Caledonia, Norway,
Poland, Portugal, Slovakia,
Slovenia, Spain, Sweden,
Switzerland, Ukraine, United
Kingdom
- **Middle East 3%**
Afghanistan, Iran, Israel, Oman,
Saudi Arabia, Turkey, United Arab
Emirates
- **Africa 2%**
Algeria, Cameroon, Ghana, Kenya,
Nigeria, South Africa, Zimbabwe
- **South America 2%**
Argentina, Bolivia, Brazil, Chile,
Colombia, Peru, Venezuela
- **Caribbean 1%**
Cayman Islands
- **Central America 1%**
El Salvador

“ THIS IS THE BEST
CONFERENCE I HAVE
EVER ATTENDED ON
EDGE COMPUTING. ”

“ IT WAS AN EXCELLENT
EVENT, I HOPE TO SEE MORE
LIKE THIS IN THE FUTURE. ”

“ ATTENDING ONES 2020
HELPED ME GET FAMILIAR
WITH NEW TRENDS IN
THE OPEN NETWORKING
COMMUNITY TO BETTER
EXTEND MY RESEARCH AS
A PHD STUDENT. ”

* 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 2019 statistics. However, 14% of our 2020 attendees identified as women or non-binary, showing an increase of 11% from our 2019 event.

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:

- **86** Diversity Scholarships
- **90** Need-Based Registration Scholarships



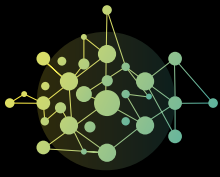
“ THE MC OF THE EVENT ALWAYS RECAPPED KEY MINDFUL REMINDERS. I JUST LOVED IT AND CAN'T SAY ENOUGH GREAT THINGS ABOUT IT. GREAT FIRST TIME EXPERIENCE. ”



“

OPEN NETWORKING & EDGE
SUMMIT 2020 WAS A VALUABLE
EXPERIENCE FOR KNOWING
MORE ABOUT NETWORKING AND
ARCHITECTURAL EVOLUTION.

”



Online Reach + Traffic

With the Open Networking & Edge Summit 2020 being entirely online this year, we created a social media plan designed to engage with our community, as well as expand our reach and drive new awareness.

Impressions were driven by promotional content, including informational post series such as: “Why Attend” and “Explore the Track”, posts highlighting end-users and those representing telecom companies attending, and promotion of individual sessions, speakers, sponsors, news announcements, and live-tweeting.

Social Results:

Twitter

- Year over year comparison between event hashtags (#OpenNetSummit for 2019 and #ONESummit for 2020) for the week of event shows a 122% increase in impressions in 2020.

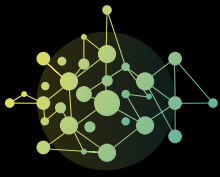
April 2-6, 2019

1 - 25 of 320 hashtags	TWEETS	RETWEETS	CONTRIBUTORS	POTENTIAL IMPRESSIONS ▼
#OpenNetSummit	392	268	185	22.3M

September 27 - October 1, 2020

1 - 25 of 400 hashtags	TWEETS	RETWEETS	CONTRIBUTORS	POTENTIAL IMPRESSIONS ▼
#onesummit	418	298	176	49.4M

Twitter engagement on [@linuxfoundation](https://twitter.com/linuxfoundation) spiked during Open Networking & Edge Summit 2020.



Online Reach + Traffic

Between September 7 - October 4, 2020 **we saw substantial increases in tweet impressions (increase of 74%), profile visits (increase of 12.5%), and followers (increase of 1,382).**

28 day summary with change over previous period

Tweets

187 ↑117.4%



Tweet impressions

2.89M ↑74.0%



Profile visits

14.3K ↑12.5%



Twitter engagement on [@LF_Networking](#) also spiked during the event. Between September 9 and October 8, **we saw substantial increases in tweet impressions (increase of 169k), profile visits (increase of 139%), and mentions (increase of 70%).**

28 day summary with change over previous period

Tweets

89 ↑140.5%



Tweet impressions

169K ↑1,246.8%



Profile visits

538 ↑139.1%



[@LF_Edge's](#) Twitter account also experienced a significant increase during the event. Over the same 28-day period ending October 8, **impressions spiked (up 254%), as did profile visits (increase of 215%) and mentions (increase of 42%).**

28 day summary with change over previous period

Tweets

70 ↑70.7%



Tweet impressions

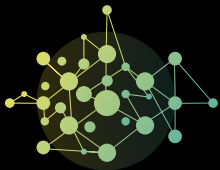
274K ↑254.2%



Profile visits

1,076 ↑215.5%



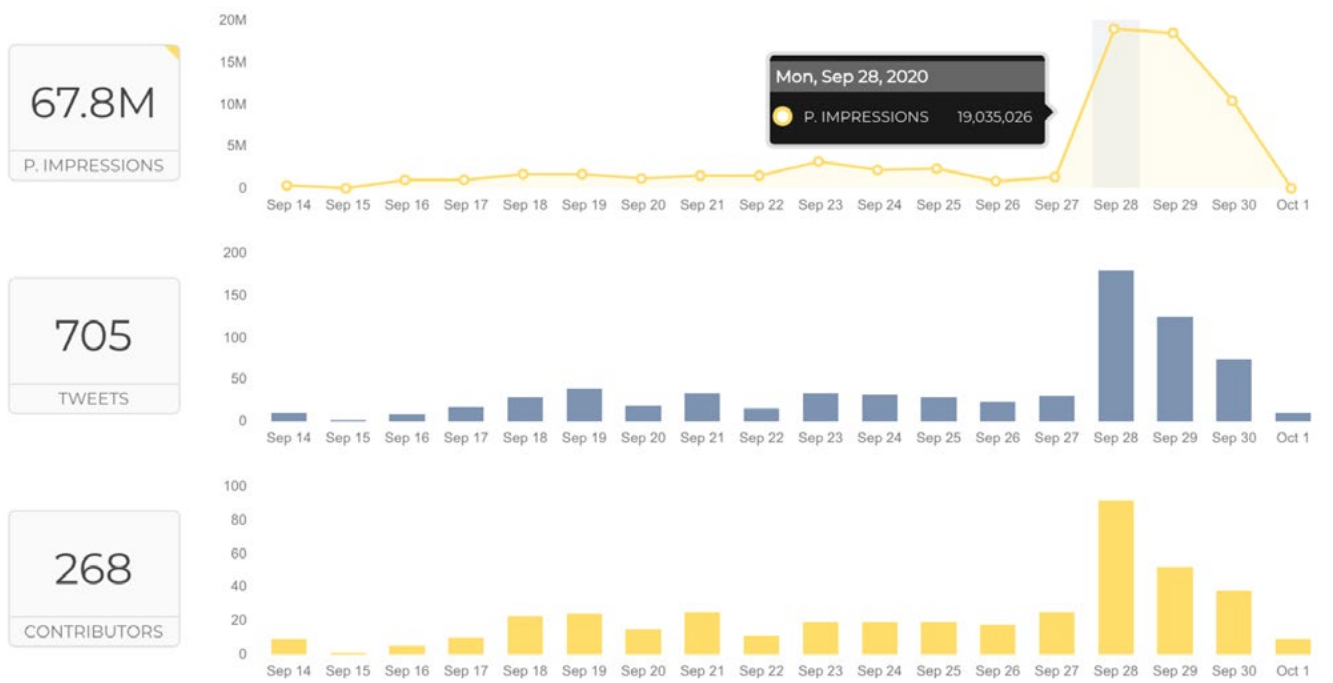


Online Reach + Traffic

The following image shows engagement with the event hashtag, #ONESummit, from September 14 - October 1, 2020, including impressions, total tweets & contributors. The highest engagement was on September 28 (Day 1 of Open Networking & Edge Summit 2020) with over 19M impressions.

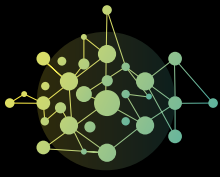
#onesummit [View on Twitter »](#)

Day Week



“ I REALLY ENJOYED MYSELF AT THIS SUMMIT AND LEARNED A LOT. ”

Marisa Viveros @ViverosMarisa - Sep 30
 Many thanks to all the @IBMcloud technical experts and marketing leaders that contributed to our presence at #ONESummit !! Thank you to @linuxfoundation for one more time, energizing the developer community. Well done !!



Social Media Highlights

Facebook

Posts from The Linux Foundation's Facebook page reached over 161K impressions from September 14 - October 1, 2020, achieving over 1600 individual engagements.

LinkedIn

From September 4 - October 4, 2020, The Linux Foundation's LinkedIn page increased by 5.6K followers for a total of over 122K. Posts made to our page during this timeframe have garnered 576K impressions (a 40% increase from August 2020).

Media & Analyst Coverage Synopsis

The Open Networking & Edge Summit 2020 Virtual Experience brought an excited group of media and industry analysts to the event, eager to check out the virtual experience and see what's new in the world of open source networking and edge. The event press conference included a robust registration list of media and analysts, including:

Steven Vaughnaun-Nichols, *ZDNet*
Srini Penchikala, *InfoQ*
James Crawshaw, *Omdia*
Dan Meyer, *SDxCentral*
Sean Michael Kerner, *Enterprise Networking Planet / eWeek*
Martin Garner, *CCS Insight*
Ian Redpath, *Omdia*
Brian Buntz, *Informa*
Arti Loftus, *Freelance*
Swapnil Bhartiya, *The Fourth Industrial Revolution*
Caroline Chappell, *Analysys Mason*
Matt Kapko, *SDxCentral*
Paul Parker-Johnson, *ACG Research*
Dick Slansky, *ARC Advisory Group*
Anil Rao, *Analysys Mason*
Linda Hardesty, *FierceTelecom*
Alexander Williams, *The New Stack*
Sue Marek, *Light Reading*
Denny Yost, *Enterprise Systems Media, Inc.*
Patrick Lopez, *Core Analysis Inc.*
Gavin Whitechurch, *Topio Networks*
Mike Robuck, *FierceTelecom*
Lawrence Hecht, *The New Stack*
Ethan Banks, *Packet Pushers Interactive*
Cynthia Artin, *IoT Evolution World*
Eric Hanselman, *451 Research*
Joab Jackson, *The New Stack*
Philippe Cases, *Topio Networks*
Leticia Pautasio, *TeleSemana.com*
Kristian Kissling, *Computec / Linux Magazin*
Will Townsend, *Moor Insights & Strategy / Forbes*
Roy Chua, *AvidThink*

Thanks to LF project and member news announcements, blogs, and articles written, we saw an aggregated readership of 283M during our event window (September 23 - October 8, 2020), including online news (279M) and blogs (3.8M).



Media Highlights

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

Converge Network Digest: [Google Cloud Joins Linux Foundation Networking](#)

DevOps.com: [Onboard edge computing devices with SDO and Open Horizon](#)

Enterprise Talk: [AT&T deploys DriveNets Network Cloud in their next-gen core](#)

Fierce Telecom: [AT&T's Fuetsch talks about Airship and the telco cloud](#)

Fierce Telecom: [Spotlight is on DriveNets with AT&T's deployment](#)

Forbes: [Open Network And Edge Summit 2020 Delivers](#)

Light Reading: [Public cloud providers seek closer collaboration with telcos](#)

Linux Magazin (German): [Open Networking & Edge Summit: Containers Welcome](#)

TelecomLead: [DriveNets provides software-based core routing solution for AT&T](#)

Telesemana (Spanish): [LF Networking plans to join OPNFV and CNTT to make cloud migration a reality](#)

ZDNet: [How open source software transformed the business world](#)

“ I LOVED THE VIRTUAL EXPERIENCE. IT WAS WELL MANAGED AND WORKED SEAMLESSLY. I DID MISS THE IN-PERSON MEETING WITH COLLEAGUES AND OTHER ATTENDEES AND TOUCHING AND FEELING THE DEMOS IN THE BOOTHS. ”

