Conference Transparency Report:

KubeCon + CloudNativeCon Europe 2019

May 20 - 23, 2019

CLOUD NATIVE
COMPUTING FOUNDATION

KubeCon + CloudNativeCon Europe 2019 built on the success of past CNCF events with record-breaking registrations, attendance, sponsorships, as well as co-located events. The event had 7,700 registrations, an 84% increase over the previous year's event in Copenhagen. KubeCon + CloudNativeCon Europe 2019 had only 2% no-shows. This is significantly lower than the average for developer-centric technology events. Of the registrants, 74% were first-time KubeCon + CloudNativeCon attendees and 13% were new to open source.

Feedback from attendees was strongly positive, with an overall average rating of 4.26 on a scale of 1 to 5 (85.2%). The top two reasons respondents cited for attending KubeCon + CloudNativeCon were to learn (72.4%) and to network (18.6%). Of those surveyed, all would highly recommend the event to a colleague or friend.

PR + Marketing

In Barcelona, we also saw a sharp increase in media and analyst attendees, with 95 total for the event. Publications and analyst organizations represented included Forbes, The New Stack, The Register, Heise, eWEEK, Gartner and IDC. They generated more than 5,300 clips of compelling event news covering the CNCF, members, projects, and sponsors. 40 members and sponsors contributed to the CNCF news package. Analysts and media were invited to attend a special luncheon featuring a closed-session end user panel, as well as roundtables on artificial intelligence, edge computing, Kubernetes, and service mesh featuring CNCF community members.

Kubernetes and other cloud native projects continue to garner great excitement and KubeCon + CloudNativeCon remains a must-attend event for many media and analysts from around the globe. Media partnerships delivered significant coverage, including 32 pre-show articles, as well as social media promotion and onsite coverage in video segments and feature articles. TheCUBE, The New Stack, Software Engineering Daily, DevOps.com, Kubernetes Podcast, and TFiR all broadcasted live from the event. Pre-event marketing activities included email marketing, media and analyst relations, online advertising, news announcements and social media campaigns.

Content

KubeCon + CloudNativeCon received 1,535 CFP submissions, setting a new record for our European event. For Barcelona, there were a total of 2,213 potential speakers who submitted to the CFP, 21% of them representing an end user company and 79% representing a vendor company. Of those, 353 speakers were accepted to speak at the event, with 26% representing an end user company and 74% representing a vendor company.

The three-day conference offered attendees 318 sessions, including keynotes, CFP sessions, lightning talks, BoFs, tutorials and Maintainer Track sessions. 51% of attendees
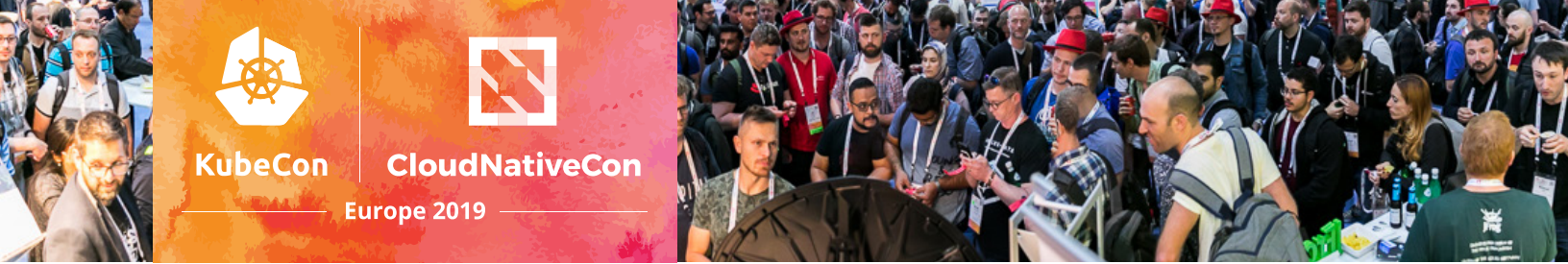
surveyed attended a session in the Maintainer Track with many requesting deeper dives. Over 50% of attendees participated in one or more of the 27 workshops, mini-summits and training sessions hosted by community members the day prior to the conference.

In addition, we brought thought provoking speakers to the keynote stage including Lucas Käldström, CNCF Ambassador, Independent; Nikhita Raghunath, Software Engineer, Loodse; Janet Kuo, Software Engineer, Google; Bryan Liles, Senior Staff Engineer, VMware; Ricardo Rocha, Computing Engineer, CERN; Lukas Heinrich, Physicist, CERN; David Xia, Infrastructure Engineer, Spotify; Katie Gamanji, Cloud Platform Engineer, Condé Nast International; Saad Ali, Senior Software Engineer, Google; Laura Rehorst, Product Owner - Stratus Platform, ABN AMRO Bank; Mike Ryan, DevOps Consultant, backtothelab.io; Tom Wilkie, VP Product, Grafana Labs; and Frederic Branczyk, Software Engineer, Red Hat.

The KubeCon + CloudNativeCon talk selection process for the ~180 accepted CFPs and keynotes was managed by the conference co-chairs who were selected to represent the cloud native community. Co-chairs for Barcelona were Janet Kuo of Google Cloud and Bryan Liles of VMware. Janet and Brian selected 107 subject matter experts for the program committee, including project maintainers, active community members and highly-rated presenters from past events. Program committee members registered for the topic areas they felt were within their expertise and CNCF staff randomly assigned a subset of relevant talks to each member. Based on these reviews, the

co-chairs assembled a coherent set of topic tracks and keynotes from the highest-rated talk proposals. We looked to the conference co-chairs to craft a 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.)

In addition to selected talks and keynotes, KubeCon + CloudNativeCon Europe included 106 maintainer sessions. This was content produced by the maintainers of CNCF-hosted projects 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 (38) hosted projects, the Kubernetes SIGs and working groups, and CNCF working groups. Each of these were given the opportunity to present one 35-minute Intro and one 35-minute Deep Dive session, or an 85-minute combined Intro + Deep Dive session.

Diversity

KubeCon + CloudNativeCon Europe 2019 drew attendees from 93 countries. In Barcelona, only 8% of attendees were women, an area that CNCF intends to improve on going forward with enhanced recruiting efforts to ensure a more equitable gender balance. Of the keynote speakers, 60% were male and 40% female. For track sessions, 81% of speakers were male, 14% female and 1.14% were nonbinary. Leveraging the $100,000 in diversity scholarship funds available, we provided travel and/or conference registration to 56 applicants. This generous

scholarship funding was provided by Aspen Mesh, CNCF, Google Cloud, Red Hat, Twistlock, and VMware. Increasing gender diversity and attendance of other underrepresented groups continues to be a priority for CNCF.

Our ongoing programming to build a more diverse and inclusive community was again popular with attendees. The EmpowerUs evening event, sponsored by Red Hat, drew more than sixty participants. Fifty people participated in the Speed Networking + Mentoring Sessions; the program connects seasoned members of the community with those interested in learning more about Kubernetes and growing their technical skills.

The Diversity Lunch + Hack, sponsored by Google Cloud, featured round table discussions around diversity and inclusion and opportunities to get hands-on with Kubernetes or pair program on your problem of choice in a safe space with allies. Over 200 people attended this session.

Networking

With one of the top reasons to attend the event listed as networking, it's no surprise that the evening events were bustling with those looking to meet their colleagues and learn more about the community. Kubernetes' 5th Boothday Party was busy with attendees enjoying food and drinks and connecting with sponsors. Over 4,500 attendees experienced the excitement and entertainment at the historic Poble Espanyol All Attendee Party.

Conclusion

We appreciate the feedback we have received to date. We are continuing to look at ways to make it easier for attendees to learn about the tracks and sessions, and to navigate through the conference. One takeaway - attendees are looking for even more networking opportunities. So we will be evaluating ways to build in more networking time and additional networking events in upcoming KubeCon + CloudNativeCons.

To summarize, with record attendance, growing diversity, and strongly positive feedback from attendees , we feel it is safe to call KubeCon + CloudNativeCon Europe 2019 an exceptionally successful event. That said, we look forward to making future events even better. A snapshot of the results is below, in addition to social and media highlights.

Total Registration:

7,700 attendees

Attendee Demographics

Attendees from 93 countries across 6 continents

· 17% from the United States
· Other countries with a sizeable audience at the event include Netherlands - 5%, France - 5%, Spain - 7%, United Kingdom - 11%, Germany - 14%

3,242 companies participated

· 195 member companies
· 52 Kubernetes Certified Service Providers
· 10 Kubernetes Training Partners

Keynote Livestream + Recordings - Sponsored by Google Cloud

· 954 keynote session live stream sign-ups
· 345 videos added to CNCF's YouTube channel
 · more than 31.4K views as of June 6, 2019

Attendee Demographics

Attendee Booth Traffic

96.5% of attendees surveyed visited sponsor booths onsite. Total leads scanned at sponsor booths were 63,578 with an average of 435 scans per booth.

Attendee Job Function

- Developer - 36%
  - Data Scientist - 4%
  - Full Stack Developer - 83%
  - Machine Learning Specialist - 3%
  - Web Developer - 10%
- Executive - 7%
- Product Manager - 6%

- IT Operations - 30%
  - DevOps - 47%
  - Systems Admin - 26%
  - Site Reliability Engineer - 24%
  - Quality Assurance Engineer - 3%
- Sales/Marketing - 8%
- Technologist at End User Company - 2%
- Other - 11%

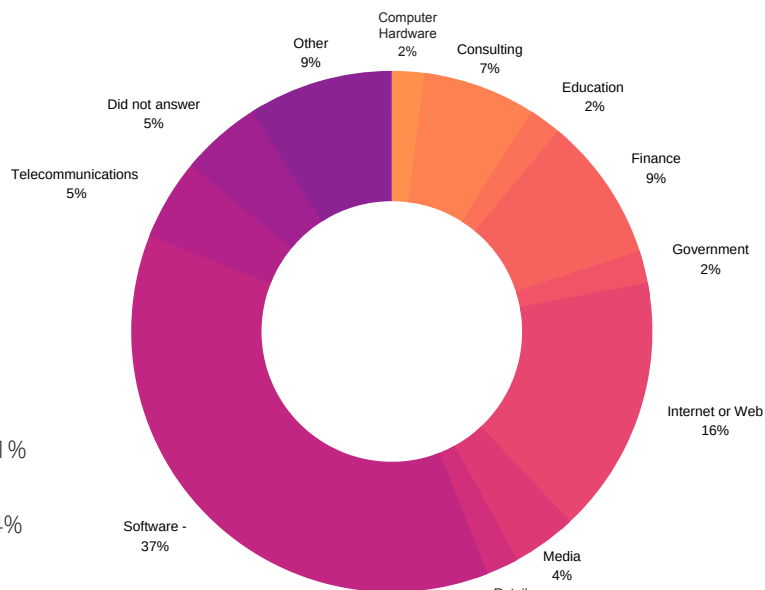Other 11%

Technologist at End User 2%

Sales/Marketing 8%

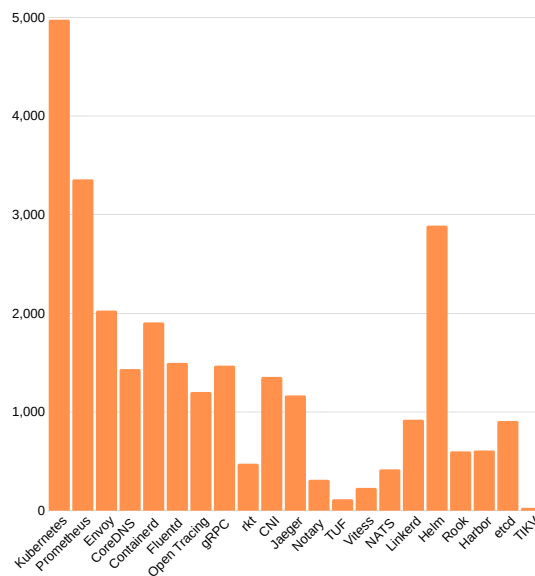IT Operations 30%

Product Manager 6%

Executive 7%

Developer 36%
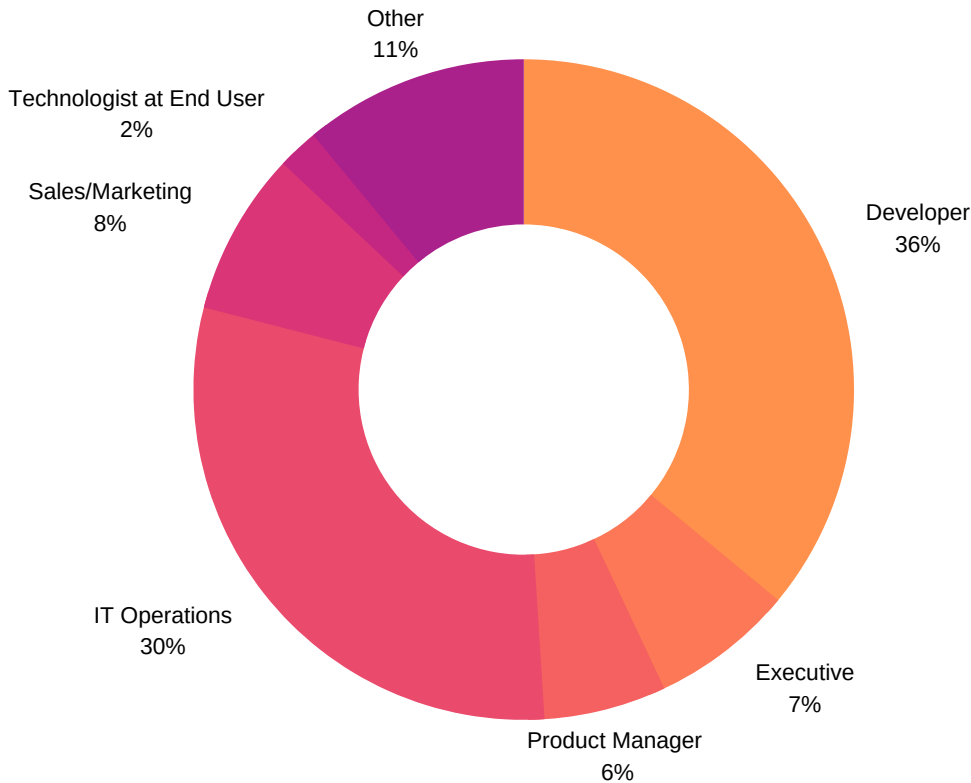
Industry

Aerospace or Defense - less than 1%

Agriculture, Forestry, or Fisheries - less than 1%

Automotive - 1%

Computer Hardware or Consumer Electronics - 2%

Construction - less than 1%

Consulting - 7%

Education - 2%

Energy Generation/Distribution - less than 1%

Finance, Banking, or Insurance - 9%

Gaming - 1%

Government (Including Military) - 2%

Health Care Services - 1%

Industrial Equipment/Heavy Machinery - less than 1%

Internet or Web services - 16%

Media, Advertising, Publishing, or Entertainment - 4%

Mining or Oil & Gas Extraction - less than 1%

Non profit/Non governmental Organizations - less than 1%

Pharmaceuticals and/or Medical Devices - less than 1%

Retail or Wholesale Trade - 2%

Software - 37 %

Telecommunications - 5%

Transportation, Logistics, or Warehousing - 1%

I Prefer Not to Answer / Did not answer - 5%

Pie chart legend: Other 9%, Computer Hardware 2%, Consulting 7%, Education 2%, Finance 9%, Did not answer 5%, Government 2%, Telecommunications 5%, Internet or Web 16%, Software 37%, Media 4%, Retail 2%

Project Interest*

Kubernetes - 4,973

Prometheus - 3,355

Envoy - 2,025

CoreDNS - 1,432

containerd - 1,905

Fluentd - 1,495

Open Tracing - 1,200

gRPC - 1,467

rkt - 473

CNI - 1,353

Jaeger - 1,165

Notary - 310

TUF - 113

Vitess - 228

NATS - 416

Linkerd - 919

Helm - 2,886

Rook - 598

Harbor - 607

etcd - 906

Open Policy Agent - 288

TIKV - 26

SPIFFE - 194

SPIRE - 108

CloudEvents - 356

Telepresence - 157

OpenMetrics - 476

Cortex - 82

Buildpacks - 171

Falco - 132

Dragonfly - 87

Virtual Kubelet - 461

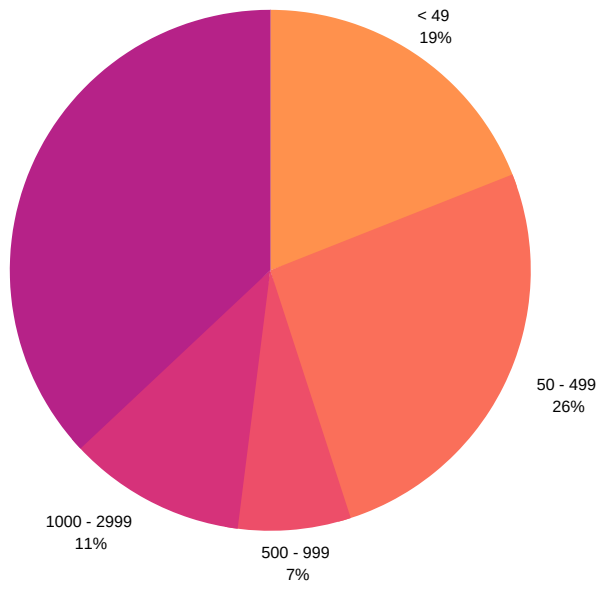KubeEdge - 456

Brigade - 84

All of the Above - 1,304

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

Attendees that use container services: 89%

Size of Company:

Less than 49 employees - 19%

Between 50 - 499 employees - 26%

Between 500 - 999 employees - 7%

Between 1000 - 2999 employees - 11%

3,000 and above employees - 37%

Attendees New to Open Source: 13%

Number of KubeCon + CloudNativeCon events attended

· 73% first-time attendees

· 27% attended prior events

Gender Diversity

Attendee Breakdown

Male 87%   Female 8%   Non-binary 1%   Prefer not to answer 4%

Speakers only Breakdown

Male 81%   Female 14%   Non-binary 1%   Prefer not to answer 4%

Diversity Lunch + Hack attendance - 200+

EmpowerUs Reception attendance - 60+

Diversity Scholarships

· $100k in scholarship funding

· 56 Full Scholarships

· 9 Registration Only Scholarships

Resources:

Videos: **https://www.youtube.com/watch?v=4jEASYCaVDo&list=PLj6h78yzYM2PpmMAnvpvsnR4c27wJePh3**

Event Photos: **https://www.flickr.com/photos/143247548@N03/albums/72157707188120301**

Year-Over-Year Comparisons

Year-Over-Year Registration Comparison

ITEM	2017	2018	2019
Total Registration	1,535	4,300	7,700
Corporate Registration	58%	62%	63%
Individual Registration	12%	10%	13%
Speaker Registration	9%	8%	6%
Sponsor Registration	17%	16%	14%
Media Registration	2%	2%	1%
Academic Registration	2%	3%	3%

Year-Over-Year Sponsorship Comparison

ITEM	2017	2018	2019
Diamond Sponsors	5	6	6
Platinum Sponsors	4	7	15
Gold Sponsors	7	7	14
Silver Sponsors	15	51	55
Start-Up Sponsors	13	25	53
End User Sponsors	N/A	N/A	3
Marketing Opportunities	8	19	27
Total Unique Sponsors	47	96	146

Year-Over-Year Sponsor Expo Hours Comparison

ITEM	2017	2018	2019
Total Hours	19	22.5	23
Day 1	10	10	10
Day 2	9	7	7
Day 3	N/A	5.5	6

Co-Located Events

A Linkerd in Production Workshop hosted by Buoyant

Anthos/GKE Workshop hosted by Google Cloud

AWS Container Day

Cephalocon – Cloud-Native Software-Defined Storage

Cloud Native Network Services Day hosted by LFN

Cloud Native Security Day hosted by Twistlock

Cloud Native Storage Day hosted by CNS Ecosystem

Cloud-Native Transformation Summit hosted by Sysdig

CNCF End User Partner Summit

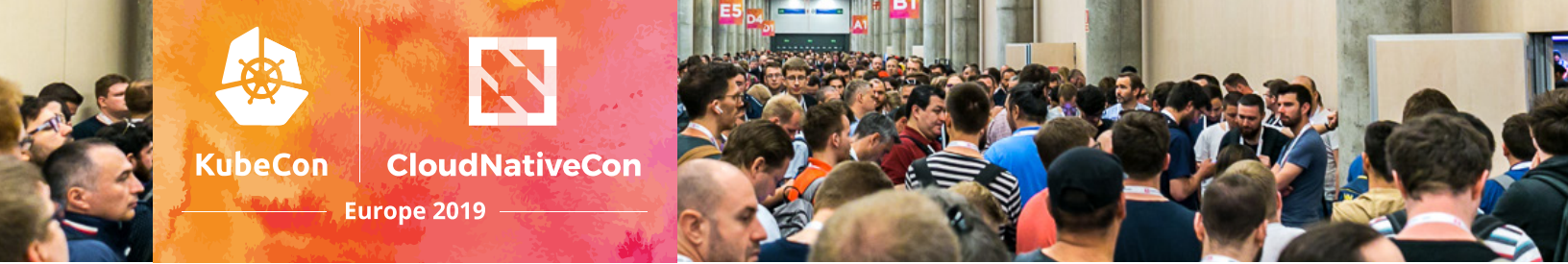Continuous Delivery Summit hosted by CDF

FD.io (Fast Dataplane) Mini-Summit

Get the Cert: Build Your Next App With Kubernetes + Istio hosted by IBM

Harbor Community Reception hosted by CNCF and VMware

Intro to Containers and Kubernetes hosted by VMware

Introduction to CRDs with Kubebuilder hosted by Google Cloud

Kubernetes Contributor Summit

[Kubernetes Operator Framework Workshop hosted by Red Hat](#)

[KubeSec Enterprise Summit hosted by Aqua Security](#)

[Open Data Autonomy Mini Summit hosted by OpenSDS](#)

[OpenShift Commons Gathering hosted by Red Hat](#)

[Serverless Practitioners Summit hosted by CNCF](#)

[Your Path to Production Ready Kubernetes hosted by Weaveworks](#)

Overall participation and feedback from attendees indicates that they appreciate the opportunity for additional content offerings at KubeCon + CloudNativeCon to make the most of their trip.

Online Reach + Traffic

Social Results:

Timeframe from May 20-24 (KubeCon + CloudNativeCon event week)

307K @CloudNativeFdn impressions
5,791 total @CloudNativeFdn engagements
543 new @CloudNativeFdn followers
353 @CloudNativeFdn retweets

YouTube: As of June 6, the KubeCon + CloudNativeCon Barcelona '19 session videos (343 in total) have garnered more than 31.4K views.

Twitter Moments:

Day 1 - https://twitter.com/i/moments/1130834673662418944
Day 2 - https://twitter.com/i/moments/1131183756155465729

Media & Analyst Results

Coverage Snapshot:

• CNCF (May 20-June 6) – 1,084 mentions in media articles, press releases and blogs, which were then shared 1,513 times across social platforms

• Kubernetes (May 20-June 6) – 6,722 mentions in media articles, press releases and blogs, which were then shared 10,515 times across social platforms

• KubeCon + CloudNativeCon (May 20-June 6) – 1,348 mentions in media articles, press releases and blogs, which were then shared 2,168 times across social platforms

Coverage Synopsis:

Important tech reporters and analysts including TechCrunch's Frederic Lardinois, ZDNet's Steven Vaughan-Nichols, The New Stack's Joab Jackson and Alex Williams, ComputerWeekly's Cliff Saran, 451 Research's Owen Rogers, IDC's Filippo Vandara and nearly 100 other reporters and analysts attended KubeCon + CloudNativeCon Seattle. They sat in on keynotes, evening events, sessions, a luncheon featuring an end user panel, roundtables on edge computing, Kubernetes, service mesh, and machine learning/artificial intelligence; many analyst briefings with top-tier firms; and conducted more than 30 1:1 meetings.

CNCF worked closely with project maintainers, members and sponsors to include their show news in the news package that went to attending media and analysts under embargo. Thanks to these efforts, KubeCon + CloudNativeCon Europe 2019 generated over 5,393 mentions in media articles, press releases and blogs (and counting) between May 20-24 – CNCF with 1,557 mentions, Kubernetes with 2,905 mentions, and KubeCon + CloudNativeCon with 931 mentions.

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

Despite the platform's complexity, Kubernetes remains popular among both technical experts and novices

I'm pretty sure we're going to see a consolidation in the next six months or so

The cloud-native ecosystem continues to grow, looking for the new great innovation

Serverless and Containers: Two Great Technologies That Work Better Together

Containers Put The 'Dev' Back In DevSecOps

Reporters and analysts shared generally positive and constructive feedback of the overall event and activities planned for them. In a post-event survey, most media and analysts really appreciated the access to high-level executives and the content but would appreciate a less spread out venue next time. The key takeaways are that **100% would recommend the event to a colleague and 100% are requesting to attend a future KubeCon + CloudNativeCon event.**

Media Coverage Quote Highlights:

"The obvious conclusion: If you're interested in enterprise IT infrastructure, Kubernetes should be your technology of choice, and KubeCon is the place to be." Jason Bloomberg, SiliconANGLE

"As Kubernetes turns five, enterprises are starting to see the benefits of a highly automated, programmable IT infrastructure." - Cliff Saran, ComputerWeekly

"One of these "other things" is reaching out personally to introduce more minorities to cloud computing. Hung quotes from a GitHub survey from 2017 that showed women were just as interested in contributing to an open-source project as men but were much less likely to ask questions on a public forum — or to receive unsolicited help. This is a statistic she aims to change." - Betsy Amy-Vogt, SiliconANGLE

"Kubernetes, the orchestration platform for the deployment of container-packed applications, is becoming mainstream. Five years after Google released the toolkit for managing workloads to the open source community, Kubernetes became the celebrated boy. Nothing seems to stop its advance, especially because the developers have embraced this system." [Translated from Dutch] Alfred Monterie, Computable

"This ecosystem starts sprawling, and we've got everything from security companies to service mesh companies to storage companies. Everybody is here. The whole hall is full of them. Sometimes it's hard to distinguish between them because there are so many competing start-ups at this point. I'm pretty sure we're going to see a consolidation in the next six months or so where some of the bigger players, maybe Oracle, maybe VMware, will start buying some of these smaller companies. And I'm sure the show floor will look quite different about a year from now. All the big guys are here because they're all trying to figure out what's next." - Ron Miller and Frederic Lardinois, TechCrunch

"Cloud native has never been bigger or better — or so it seems. Conferences like KubeCon + CloudNativeCon are doubling in size every year. New projects are being adopted by the Cloud Native Computing Foundation (CNCF) every month. And the how, what and where we develop and deploy has been totally reimagined over the last five years. DevOps has changed how we develop and deploy software. Open source has democratized what platforms we use. The cloud has revolutionized where we develop and run applications." - Bob Quillin, The New Stack
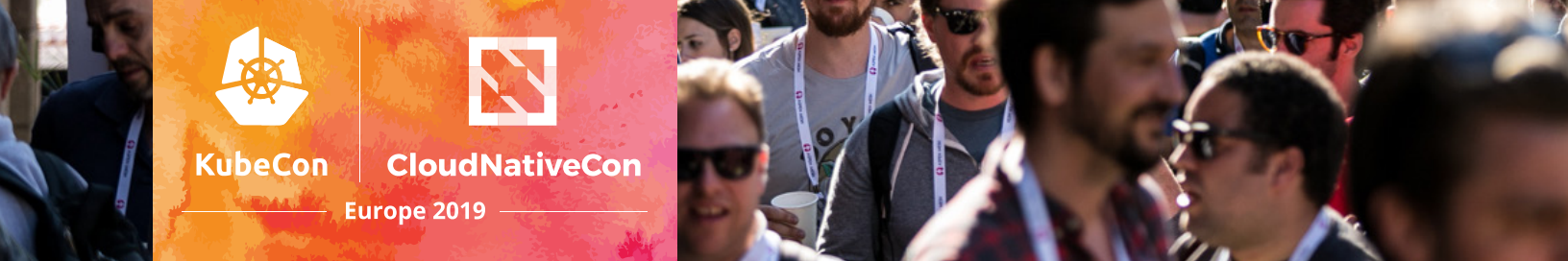
Analyst Coverage Highlights (through 6/13/19) includes:

• Gartner (Wataru Katsurashima, Arun Chandrakesan) - [Top Emerging Trends in Cloud-Native Infrastructure](#)

• IDC (Sriram Subramanian): [Modern Applications and Their Influence on/by Modern Infrastructure](#)

• 451 Research (William Fellows): [Kubernetes turns five: Cloud native goes mainstream](#)

• Almalgam Research (Tom Petrocelli) Kubernetes Grows Up – The View from KubeCon EU 2019

Media Coverage Highlights (through 6/17/19) includes:

• 01net: [Kubernetes, Google Cloud potenzia la gestione dei container](#)

• CBR: [Google Kubernetes Engine: Now With Windows Container Support and Upgrade Channels](#)

• CloudComputing-Insider: [Kubernetes – die Wundertüte für Container](#)

• CloudComputing-Insider: Replex reduziert Containerkosten

• CloudComputing-Insider: [Three good reasons to switch to Cloud Native](#)(Translated)

• CloudComputing-Insider: [Was ist Kubernetes (K8s)?](#)

• CloudComputing-Insider: [Wuchernde Wundertüte für Container](#)

• CloudTech: [Calculating the Kube roots: Why 2019's KubeCon represented a milestone for the industry](#)

• com! Professional: [Unternehmen setzen zunehmend auf Kubernetes](#)

• Computable: [Google Cloud verbetert 'managed service' Kubernetes](#)

• Computable: [Helft Amerikaanse techies is geesteziek](#)

• Computable: [Kubernetes is up & running and popular](#)

• Computable: ['Kubernetes snel basis cloud-native infrastructuur'](#)

• ComputerWeekly: [How Kubernetes' fifth year is leading to a shift in enterprise IT](#)

• ComputerWeekly: [Oracle looks to holy trinity of open positives](#)

• Computerwelt: [Enterprise Service Mesh rückt immer weiter in den Fokus](#)

• ComputerWorld: [The enterprise service mesh ecosystem comes into focus](#)

• Container Journal: [Adopting an Omakase Approach to Containerized Infrastructure](#)

• Container Journal: [Cluster API to the Rescue: An Easier Way to Manage Your Kubernetes Clusters](#)

• Container Journal: [Docker Inc. Extends Tigera Networking Alliance](#)

- Container Journal: [Extending Kubernetes With Service Mesh](#)

- Container Journal: [Kubernetes and OpenShift: Discerning the Differences](#)

- Container Journal: [Oracle Extends Kubernetes Reach](#)

- Container Journal: [Shift-Left Security is About Empowerment, Not Encroachment](#)

- ContainerJournal: [Styra Shifts Kubernetes Policy Management Left](#)

- DataCenter-Insider: [Gridgain tritt der Cloud Native Computing Foundation bei](#)

- DataCenter-Insider: [K8s feiert auf KubeCon + CloudNativeCon](#)

- DevClass: [OpenTelemetry debuts at Kubecon, heads to CNCF sandbox](#)

- Dev Insider: [DevSecOps in 4 Schritten](#)

- Dev-Insider: [K8s feiert auf KubeCon + CloudNativeCon](#)

- DevOps.com: [Survey Finds CI/CD Adoption Has Long Way to Go](#)

- Dutch IT-Channel: [F5 toont eerste NGINX services sinds overname op Kubecon Europe 2019](#)

- EDP: [F5 al Kubecon Europe 2019](#)

- Forbes: [Containers Put The 'Dev' Back In DevSecOps](#)

- Geekwire: [Microsoft makes a service mesh move with new specification it hopes will unite emerging cloud-native technologies](#)

- GlobalSecurityMag: [OVH, le seul acteur du cloud européen à proposer Kubernetes sur tous les environnements](#)

- Heise Online: [KubeCon + CloudNativeCon EU: Plateau der Realität](#)

- Heise Online: [KubeCon + CloudNativeCon EU: Suche nach dem Next Big Cloud Native Thing](#)

- Heise Online: [Kubernetes-Neuigkeiten bei Elastic, Docker, NGINX, DigitalOcean und GitLab](#)

- ICT Business: [App a microservizi più facili da gestire, l'impegno di F5 Networks](#)

- InfoQ: [Google Kubernetes Engine Enhancements: Upgrade Channels, Windows Container Support and Stackdriver](#)

- ITKnowledge Exchange: [From Silos to Services: Cloud Computing for the Enterprise](#)

- ITNewsAfrica: [F5 Networks to highlight multi-cloud capabilities at Kubecon Europe](#)

- IT Ops Times: [How the lack of Kubernetes experts is hindering Kubernetes adoption](#)

- IT Portal: [Five things the KubeCon + CloudNativeCon Europe 2019 run-up reveals about Kubernetes and Cloud Native](#)

- La Stampa: [Kubernetes: quando la comunità è sul cloud](#)

- LeBigaData: [La Cloud Native Computing Foundation compte déjà plus de 400 membres](#)

• LeBigaData: [OVH propose désormais Kubernetes sur ses serveurs bare-metal](#)

• LeBigaData: [VMware Velero passe en version 1.0 à la Kubecon 2019](#)

• LeMagIT: [Kubernetes: support of Windows containers on GKE, monitoring and SLA, the community accelerates](#)

• LinuxMagazine: [Kubesec: Kubernetes und die Sicherheit](#)

• MidDailyNews: [Cloud Native Computing Foundation Announces Intuit as Winner of Top End User Award](#)

• PACKT: [KubeCon + CloudNativeCon EU 2019 highlights: Microsoft's Service Mesh Interface, Enhancements to GKE, Virtual Kubelet 1.0, and much more!](#)

• PODCTL Podcast: [Reviewing KubeCon Barcelona 2019 - Part I](#)

• SD Times: [CI/CD for open-source Kubernetes applications](#)

• SDxCentral: [KubeCon to Focus on Stability, Extensibility, Stateful Support](#)

• Silicon.fr: [DevOps: when the automation of developments skids](#)

• SiliconANGLE: [Analysts weigh cloud-native hysteria versus hybrid real world](#)

• SiliconANGLE: [At KubeCon, the Kubernetes ecosystem goes all-in on cloud-native](#)

• SiliconANGLE: [Bitnami makes open source so easy, enterprises can do it](#)

• SiliconANGLE: [CircleCI expands partner integrations for Kubernetes with AWS, Azure and more](#)

• SiliconANGLE: [Cloud computing community needs more women to join, says CNCF ecosystem director](#)

• SiliconANGLE: [Google's Kubernetes Engine adds rapid release channels, support for Windows containers](#)

• SiliconANGLE: [Is bare Kubernetes still too messy for enterprises?](#)

• SiliconANGLE: [Let's play with particle physics! Kubernetes and Google Cloud open CERN research to everyone](#)

• SiliconANGLE: [Peak hype: Can Kubernetes survive the booms and busts of cloud services?](#)

• SiliconANGLE: [Q&A: AWS "container czarina" weighs in on Kubernetes excitement](#)

• SiliconANGLE: [Q&A: Kubernetes thrives despite complexity; Google software engineer weighs in](#)

• SiliconANGLE: [Q&A: Red Hat leverages Rook to ease storage deployment](#)

• SiliconANGLE: [With industry support, Microsoft launches standard for service mesh interoperability](#)

• SoftwareEngineeringDaily: [Service Mesh Wars with William Morgan](#)

• StorageReview: [KubeCon + CloudNativeCon EU 2019 Wrap-up](#)

• StorageReview: [Reduxio Magellan Starting Customer Evaluation](#)

• TechBeacon: [Kubernetes fails: 3 ways to kill your clusters](#)

- TechCrunch: [Digital Ocean's Kubernetes service is now generally available](#)

- TechCrunch: [Google brings release channels and Windows Container support to its Kubernetes Engine](#)

- TechCrunch: [Microsoft launches Service Mesh Interface, Visual Studio Code Kubernetes extension 1.0, and Virtual Kubelet 1.0](#)

- TechCrunch: [Microsoft makes a push for service mesh interoperability](#)

- TechCrunch: [Palo Alto Networks to acquire container security startup Twistlock for $410M](#)

- TechCrunch: [Praqma puts Atlassian's Data Center products into containers](#)

- TechCrunch: [Praqma puts Atlassian's Data Center products into containers](#)

- TechCrunch[: Serverless and Containers: Two Great Technologies That Work Better Together](#)

- TechCrunch[: Takeaways from KubeCon; the latest on Kubernetes and cloud native development](#)

- TechCrunch: [Talk key takeaways from KubeCon 2019 with TechCrunch writers](#)

- TechCrunch[: The Challenges Of Truly Embracing Cloud Native](#)

- TechTarget: [GKE, Azure roll out Windows Kubernetes support](#)

- TechZine: [Google voorziet GKE van ondersteuning voor Windows Server Containers](#)

- TechZine[: Oracle maakt werken met Kubernetes in de cloud eenvoudiger](#)

- TFiR: [Developing Kubernetes API Extensions And Operators – Kubebuilder Vs Operator Kit Vs Metacontroller](#)

- TFiR: [Krazy Parties At KubeCon Barcelona](#)

- TFiR: [Kubernetes Powering The Push To Edge Computing](#)

- TFiR: [Kubernetes – The Not So Secret Ingredient To Enterprise Success](#)

- TFiR: [Monitoring For Organizations At Scale With M3 And Prometheus](#)

- TFiR: [What's The Right Ingress Controller For My Kubernetes Environment?](#)

- TFiR[: Why You Must Go To KubeCon+CloudNativeCon](#)

- TheCUBE: [Abby Fuller, AWS | KubeCon + CloudNativeCon EU 2019](#)

- TheCUBE: [ALL COVERAGE](#)

- TheCUBE: [Bryan Liles, VMware & Janet Kuo, Google | KubeCon + CloudNativeCon EU 2019](#)

- TheCUBE: [Daniel Lopez Ridruejo, Bitnami | KubeCon + CloudNativeCon EU 2019](#)

- TheCUBE: [Erin A. Boyd, Red Hat | KubeCon + CloudNativeCon EU 2019](#)

- TheCUBE: [Jeff Brewer, Intuit | KubeCon + CloudNativeCon EU 2019](#)

- TheCUBE: Keynote Analysis | KubeCon + CloudNativeCon EU 2019

- TheCUBE: Rob Szumski, Red Hat OpenShift | KubeCon + CloudNativeCon EU 2019

- The New Stack: 3 Reasons Why You Can't Afford to Ignore Cloud Native Computing

- The New Stack: Conquering the Cloud Native Conundrum

- The New Stack: Context: Monitoring and Observability Trends, KubeCon + CloudNativeCon 2019

- The New Stack: From Laptop to Cloud to Kubernetes

- The New Stack: GitLab Deploys the Crossplane Control Plane to Offer Multicloud Deployments

- The New Stack: Google Kubernetes Engine Offers Multiple Release Channels, Extends Support to Windows

- The New Stack: Gravitational Touts Gravity 6.0's User Interface for Cluster Management

- The New Stack: How to Avoid a Dead-End Kubernetes Strategy

- The New Stack: How to Treat Your Kubernetes Clusters Like Cattle, Not Pets

- The New Stack: KubeMove: Move Data Across Kubernetes Clusters Without Proprietary Extensions

- The New Stack: OpenTracing, OpenCensus Merge into a Single New Project, OpenTelemetry

- The New Stack: Reduxio Launches a Microservices-Based, Container-Native Storage Platform

- The New Stack: Serverless, Functions and Challenges in Today's Cloud Native World

- The New Stack: Survey Results Show How the Hybrid Cloud Is Happening

- The New Stack: Why Cloud Native Storage Requires Tightly-Coupled Containers and Microservices

- The Register: All aboard the Windows Server container train as Google punts out Rapid Release GKE channel

- The Register: Come join the Mirantis Kubernetes party, just be sure to BYOD – the D being distro, not drinks

- The Register: GitLab looks for users to CI to eye: Come join us on the happy path

- The Register: Looks like we've got ourselves into another fine mesh: Enter the Service Mesh Interface

- The Register: Microsoft gently leads workhorse Windows Server 1903 for a pad around the paddock

- The Register: Microsoft shoves serverless container baby Virtual Kubelet at KubeCon crowds

- The Register: Mirantis teases Kubernetes-as-a-Service to terrorise bare metal, public clouds, everything in between

- The Register: Team OpenCensus or OpenTracing? It'll be neither and both now: Hello, OpenTelemetry

- Tollbox: Oracle Expands its Cloud Native and Open Source Solutions

- VentreBeat: Microsoft launches Service Mesh Interface, Visual Studio Code Kubernetes extension 1.0, and Virtual Kubelet 1.0

- Virtualization Review : [KubeCon + NativeCon Europe 2019 Wrap-Up](#)

- VMBlog: [#KubeCon #CloudNativeCon Europe 2019 - VMblog Speaks with Sysdig Founder and CTO Loris Degioanni](#)

- VMBlog: [A Year Later - Updating Container Attached Storage](#)

- VMBlog: [Cloud-native technologies and DevOps approach in the age of digital disruption](#)

- VMBlog: [Humio Unveils Scalability Benchmark Running 100 Terabytes A Day In Real-Time](#)

- VMBlog: [Is NVMe-oF the Future in Storage?](#)

- VMBlog: [Kubernetes for the Enterprise: Governance and Cost Management](#)

- VMBlog: [The Road to a Better Kubernetes Ingress](#)

- VMBlog: [Turbonomic to Preview Continuous Optimization of Kubernetes Services for DevOps at KubeCon + CloudNativeCon Barcelona](#)

- VMBlog: [Wallarm Launches Cutting Edge API and Microservices Protection in EMEA](#)

- VMBlog: [Your Quick Start Guide to Better Kubernetes Security](#)

- WinBuzzer: [Microsoft Launches Service Mesh Interface at KubeCon](#)

- Youfocus.tv: [Il Servizio Kubernetes Di Digital Ocean è Ora Generalmente Disponibile](#)

- ZDNet: [Couchbase hops the Kubernetes bandwagon with automated operator](#)

- ZDNet: [Google updates GKE with release channels, Windows Server Containers](#)

97 journalists and analysts attended KubeCon + CloudNativeCon EU 2019, including:

451, Owen Rogers
451, William Fellows
451 Research, Csilla Zsigri
Aberdeen Group, Jim Rapoza
Amalgam Insights, Tom Petrocelli
Analysys Mason, Caroline Chappell
C't (Heise), Jan Mahn
CloudComputing-Insider / DataCenter-Insider, Dirk Srocke
Cloudibility Cloud Report, Julia Hahn
CNIS Mag, Solange Belkhayat-Fuchs
Computable, Alfred Monterie
Computer Weekly, Cliff Saran
Creative Intellect, Bola Rotibi
DevClass, Julia Schmidt

DevOps.com, Alan Shimel
DevOps.com/MediaOps, Brian Yaskulka
DevOps.com/MediaOps, Elizabeth Eller
DevOps.com/MediaOps, Paul Gustafson
DevOps.com (podcast), Deborah Schalm
DevOps Weekly, Gareth Rushgrove
Doublehorn Research, Paul Teich
DZone, Chris Ward
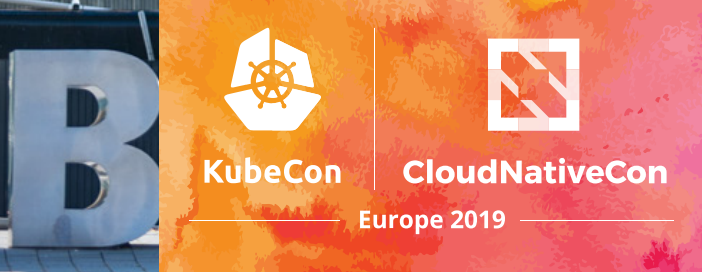eWeek, Sean Michael Kerner
Forbes, Jason Bloomberg
Forrester, Amy DeMartine
Forrester, Charlie Dai
Forrester, Randy Heffner
Freeform Dynamics, Bryan Betts

Freelance, Karina Meerman

Freelancer, Ben Kepes

Gartner, Wataru Katsurashima

Global Data / Current Analysis, Chris Drake

Google podcast, Adam Glick

Google podcast, Craig Box

IBM Podcast, Kevin Allen

IDC, Amita Pontis

IDC, Carla Arend

IDC, Filippo Vandara

IDC, Gary Chen

IDC, Sriram Subramanian

IDC, Stephen Belanger

IHS Markit, Cliff Grossner

InfoQ, Daniel Bryant

InfoQ, Raghavan "Rags" N. Srinivas

Informatique News, Alain Baritault

ISG/Experton, Blair Hanley Frank

ISG/Experton, Heiko Henkes

ISG/Experton, Jan-Erik Aase

ISG/Experton, Shashank Rajmane

ITmedia, Inc., Izumi Miki

ix (Heise), Udo Seidel

Lars Bennetzen, Tech Test

La Stampa, Marco Tonelli

Last week in AWS, Corey Quinn

Le Big Data, Bastien Lépine

Le Monde Informatique, Dominique Filippone

Linux Academy, Ell Marquez

Linux Academy, Wesley Payne

Linux Magazin, Hans-Joerg Ehren

Linux Magazin, Kristian Kissling

Moor Insights Strategy, Rhett Dillingham

Nuefx, John Henderson (audio engineer)

O'Reilly Media, Kevin Pearce

OpenSource.com, Rikki Endsley

Ouistart Media, Abby Klein

Proefx Video Productions, Steve Henderson

Programmez.fr, Aymeric Weinbach

Radio Tux, Ingo Ebel

Redes&Telecom / Data Center Market, Cristina Lopez

Régional-IT, Jean Luc Manise

Reshift, Martin Smelt

Software Engineering Daily, Jeff Meyerson

Speicherguide, Jens Leischner

Taipricebook, Javier Renovell

TechConsult, Marco Becker

TechCrunch, Frederic Lardinois

TechCrunch, Ron Miller

Techzine, Michael Aussems

Teknowlogy, Mathieu Poujol

Telecom Know-How, German Fernandez

TFiR, Swapnil Bhartiya

The CloudCast/Red Hat (podcast), Brian Gracely

TheCUBE, Patrick Foley (Vid prod)

TheCUBE, Steve James (Producer)

TheCUBE, Stuart Miniman

The New Stack, Alex Williams, founder & editor-in-chief

The New Stack, Bruce Gain, TNS correspondent

The New Stack, Joab Jackson, managing editor

The New Stack, Judy Williams, operations manager

The New Stack, Kiran Oliver, podcast producer

The New Stack, Libby Clark, editorial director

The New Stack, Norris Deajon, AV technician

The Register, Richard Speed

Think IT, Yasuyuki Matsushita

TonyDay.tv, Tony Day

Virtualization Review, Tom Fenton

Women in Tech Show (podcast), Edaena Salinas