
Event Report

Open Source Summit Japan and Automotive Linux Summit 2019

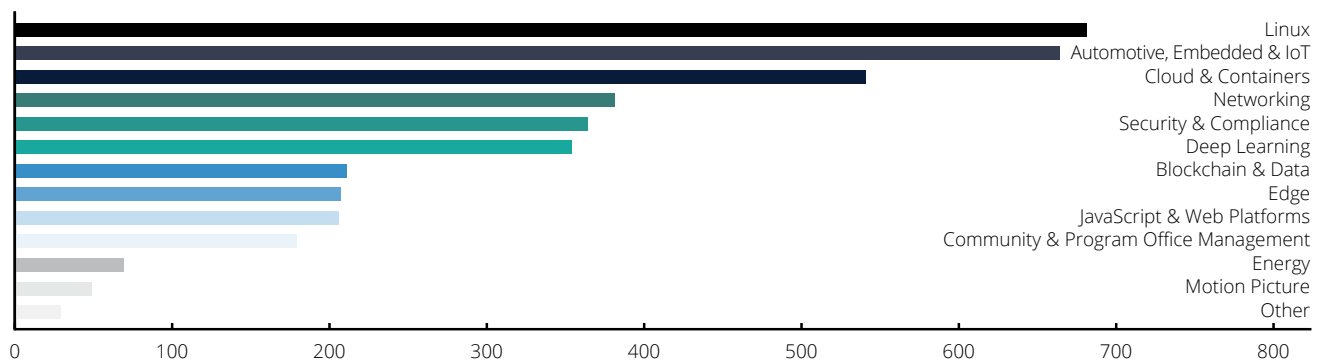
July 17-19, 2019
Tokyo, Japan



Open Source Summit Japan and Automotive Linux Summit 2019 gathered more than 1,000 technologists and open source industry leaders from **284** organizations in **40** countries around the globe. 61% of this year's attendees were from Japan with the next largest contingent from the United States at 8%. 2019 attendance stayed on par to 2018.

Open Source Summit Japan and Automotive Linux Summit 2019 attracted professionals from a variety of industries. 58% of this year's attendees work in software, internet and web services with an additional 18% joining from automotive/transport. Attendees joined from a wide range of industry verticals beyond this including aerospace/defense, banking/finance/insurance and telecom. 13% of this year's attendees identified as women or non-binary which is a number we are actively working to grow, with outreach to women and underrepresented minorities to both speak and attend, and through the addition of on-site activities including the Women in Open Source lunch which we hosted for the first time this year, with over 40 people attending.

Attendee Technology Areas of Interest



This year's events also featured an evenly distributed mix of management professionals (22%) and individual contributors (37%), as well as more than 75 senior executive and C-level decision makers. **Technical professionals**, including architects, developers, sysadmins, and managers, **comprised 66% of this year's audience.**

Of attendees surveyed, over 52% were attending for the first time this year, underscoring the ever-expanding interest and participation in the open source ecosystem.

Exceptional Content & Cutting-edge Learning

Featuring keynote sessions from industry leading organizations and projects including Automotive Grade Linux, Cloud Native Computing Foundation, Fujitsu, Hitachi, IBM, NEC, Renesas, Cloud Bees, RISC-V Foundation, Uber and GitLab, this year's events delivered an unparalleled educational experience.

In addition, attendees had access to more than 100 highly curated educational sessions selected to deliver the best in open source and automotive Linux content. Covering Automotive Linux, Artificial Intelligence, Cloud Native Computing, Linux Systems, Open Source Leadership, Edge, Networking and much more, **not surprisingly, 94% of attendees surveyed found session content to be informative and useful and said that this year's event was a valuable use of their time.**

Alongside technical content provided by industry visionaries, Open Source Summit Japan + Automotive Linux Summit 2019 hosted a bustling sponsor showcase featuring sponsor booths with interactive demos. Attendees packed the showcase each day to experience innovation first-hand, engaging with more than 30 sponsors. **94% of this year's attendees visited sponsor booths, and hundreds of attendees participated in the evening booth crawl, time dedicated exclusively to attendee-sponsor interaction.**



Even More Great Event Experiences

Open Source Summit and Automotive Linux Summit 2019 offered numerous experiences to supplement this year's strong educational program.

- Attendees joined the Fluentd Meet-up to hear the latest information on how Fluentd is one of the top-ranked open source solutions for logging and data processing and recently an officially graduated CNCF project.
- 150+ speakers, media, and sponsors engaged in lively conversation and a night of fun at this year's partner reception.
- Participants gathered to meet other Kubernetes contributors interested in localizing Kubernetes documentation at the Localize Kubernetes Docs event hosted by CNCF.
- Over 40 attendees gathered together at the First Annual Women in Open Source Lunch at Open Source Summit Japan + Automotive Linux Summit

Community Support

To encourage and increase the participation of a diverse community, The Linux Foundation is pleased to offer diversity and need-based registration scholarships and travel funding to our conferences. For Open Source Summit Japan + Automotive Linux Summit 2019, we provided:

- 42 Diversity Scholarships
- 13 Need-Based Registration Scholarships
- Awarded 28 Travel Scholarships - 22 Diversity and 3 Needs-Based

In total, we funded \$60,173 in travel funding and registration scholarships.



Demographics

 Total Registrations: 1000

Demographics Snapshot



Attendees from **40 countries**



61% from Japan, and **8%** from the United States



Attendees from **284** organizations



More than **75** senior executive and C-level decision makers



66% of attendees in technical positions



48% from the software / internet industries



18% from the automotive / transport industries



10% from the internet / web services industries



95% of attendees found the event valuable

Why do people attend?*

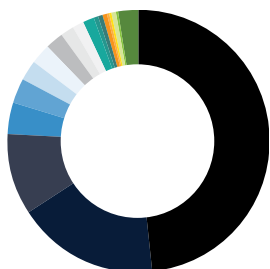
66%

To keep up to date on the latest projects and technologies

66%

For collaboration and networking opportunities

*Multiple responses possible per attendee



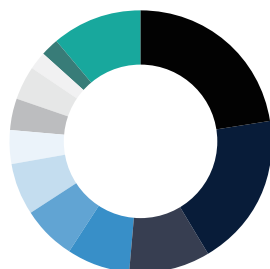
Industry

- Software / Internet **48.35%**
- Automotive / Transport **17.52%**
- Internet or Web Services **10.13%**
- Education / Research **3.98%**
- Media / Publishing **2.84%**
- Consulting **2.50%**
- Non-profit **2.50%**
- Telecommunications **2.28%**
- Banking / Finance / Insurance **1.71%**
- Carriers / Telecommunications **1.48%**
- Industrial Manufacturing & Machinery **1.37%**
- Government **0.57%**
- Healthcare / Medical Devices / Rx **0.57%**
- Transportation / Logistics / Warehousing **0.46%**
- Aerospace / Defense **0.34%**
- Associations / Trade Groups / Foundations **0.34%**
- Energy **0.34%**
- Retail / E-Commerce **0.34%**
- Other **2.39%**



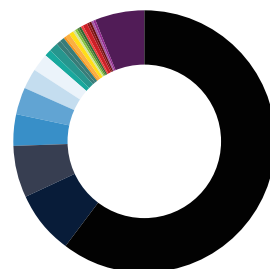
Job Level

- Individual Contributor **36.57%**
- Manager **21.53%**
- Director **8.57%**
- Academic **7.21%**
- CXO / ED **5.02%**
- VP / SVP / GM **2.82%**
- Other **18.29%**



Job Function

- Developer **12.96%**
- Sales/Marketing/Business Development **10.97%**
- Student **5.64%**
- Executive Management (VP/CxO) **4.49%**
- Product Management **3.87%**
- IT Operations - DevOps **3.66%**
- Media/Analyst **2.4%**
- Legal / Compliance **2.3%**
- IT Operations - Sys Admin **2.3%**
- Program Office Leader **1.36%**
- Professor/Academic **1.25%**
- Other **6.27%**



Country

- Japan **60.30%**
- United States **8.00%**
- India **6.30%**
- South Korea **3.90%**
- China **3.20%**
- United Kingdom **2.50%**
- Germany **2.20%**
- Taiwan **1.10%**
- France **1.00%**
- Israel **0.50%**
- Poland **0.50%**
- Finland **0.50%**
- Sweden **0.50%**
- Canada **0.40%**
- Spain **0.40%**
- Argentina **0.30%**
- Australia **0.30%**
- Cameroon **0.30%**
- Costa Rica **0.30%**
- Czech Republic **0.30%**
- Vietnam **0.30%**
- Hong Kong **0.20%**
- Indonesia **0.20%**
- Kosovo **0.20%**
- Netherlands **0.20%**
- Nigeria **0.20%**
- Other **5.9%**



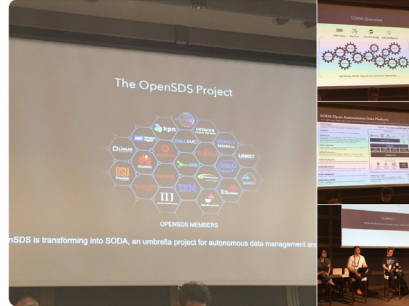
From our presentation in #OSSummit in Tokyo, thanks again for all the awesome contributions from the Japanese community to #OpenAPI #Generator 🌞🌞🌞 Looking forward to the next Open Source Summit. #OpenSource #AutoLinux #OSSummit



11:59 PM - 18 Jul 2019



Great panel session moderated by @stevenphtan at #OSSummit Tokyo. Very interesting to learn from end users what challenges they are facing in cloud native storage management.



10:04 PM - 18 Jul 2019



At #OSSJapan with @HarshitPrasad8. Amazing speakers lined up and great experience. 🌟🌟 #ossummit @linuxfoundation



11:27 PM - 16 Jul 2019



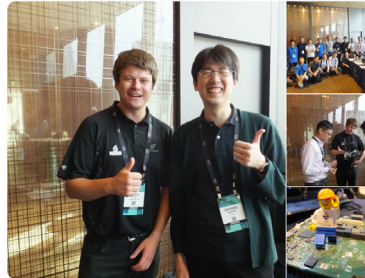
Knowledge is power. Documenting knowledge encourages equity and inclusion. ❤️❤️ #ossummit



10:56 PM - 16 Jul 2019 from Chiyoda-ku, Tokyo



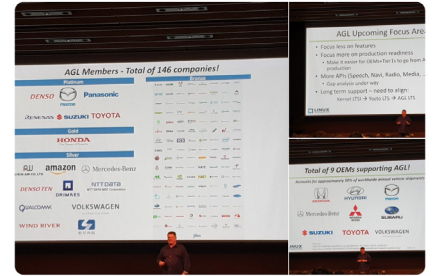
Very much enjoyed being part of the Civil Infrastructure Platform team at #OSSummit Japan @linuxfoundation - great team, great event!



7:48 AM - 19 Jul 2019



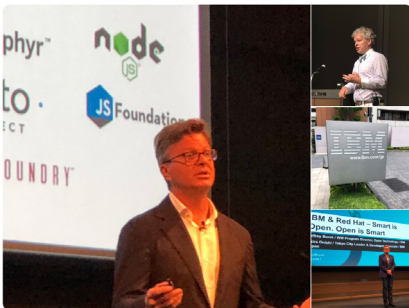
@linuxfoundation Automotive Grade Linux presented as an #ecosystem, 50% of car industries is already part of it. #autolinux cc @fab_mob



6:07 PM - 16 Jul 2019



A great week in Japan for @linuxfoundation #OSSummit 2019 and @IBMJapan1 office to discuss #OpenSource & @IBMDeveloper transformation. Thank you to all my community friends and #IBM colleagues! どうもありがとうございます! @tmmoore_1 @bradtopol @wtejada223 @rwlord @CallforCode



12:23 AM - 22 Jul 2019



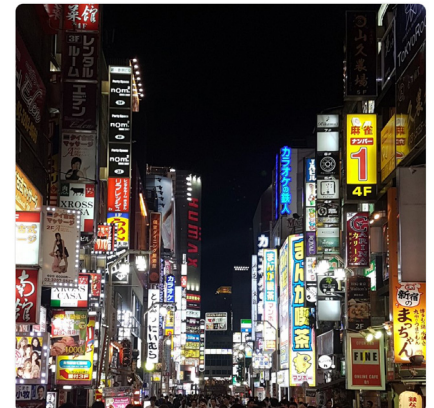
Great presentation by Xing and Takei-san on building telemetry and anomaly detection for storage #opensds #OpenDataAutonomy #ifevents #ossummit



1:48 AM - 17 Jul 2019



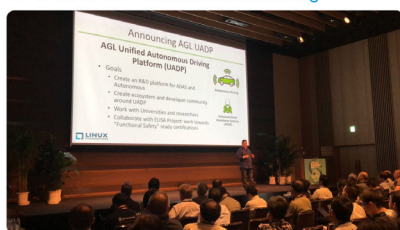
Had the best time in Japan at @linuxfoundation #ossummit. Thanks to @codethink for sending me!



5:33 PM - 20 Jul 2019



We're excited to announce a new [#autolinux](#) project to create the Unified Autonomous Driving Platform (UADP) - an R&D platform for [#ADAS](#) and [#autonomousdriving](#)



6:12 PM - 16 Jul 2019



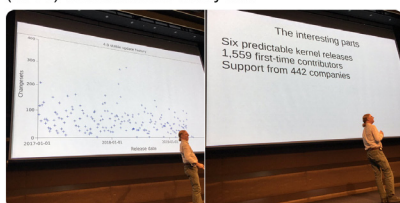
We had a wonderful time attending [#autolinux](#) in Tokyo where Bill Joll and Rolf Lumpe spoke about "V2X Communication and the Security Challenges for the Automotive Industry". [#cybersecurity](#) [#IoT](#)



3:39 PM - 19 Jul 2019



Learning about the Linux kernel development change sets at [#ossummit](#) Japan. So many (1559) contributors this year!



6:14 PM - 18 Jul 2019



Women in Open Source Lunch. I had a great pleasure meeting and talking with [@pferreiro92](#) [@mona10010000](#) [@sarahnovotny](#). Thanks [#ossummit](#) ❤️



11:29 PM - 17 Jul 2019

Event Photos & Feedback

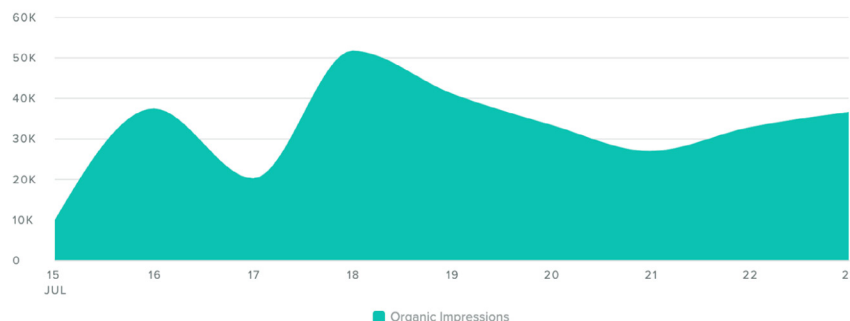
Event Photos: <https://www.flickr.com/photos/linuxfoundation/albums/72157709713608566>

Social Media Highlights

Coverage window spans Monday, July 15 - Tuesday, July 23

Twitter engagement on [@linuxfoundation](#) spiked during Open Source Summit Japan and Automotive Linux Summit 2019: **57.6%**

ORGANIC IMPRESSIONS, BY DAY



Impressions Metrics

Average Organic Impressions per Day

Total Organic Impressions

Totals

32,199.1

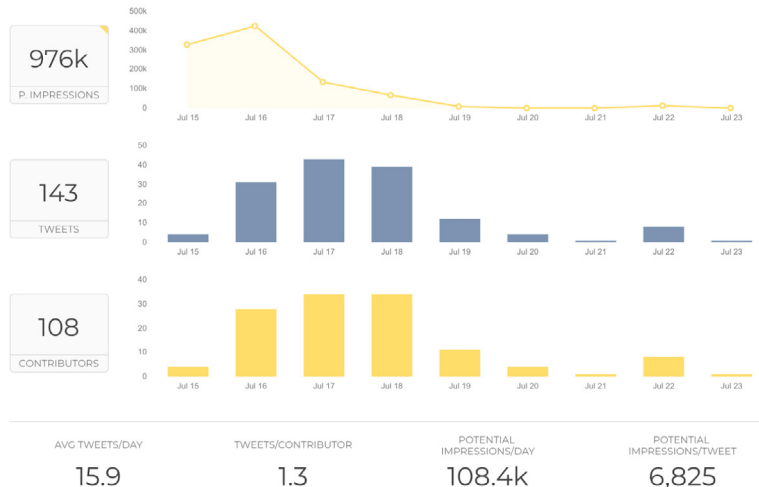
289,792

Organic Impressions increased by

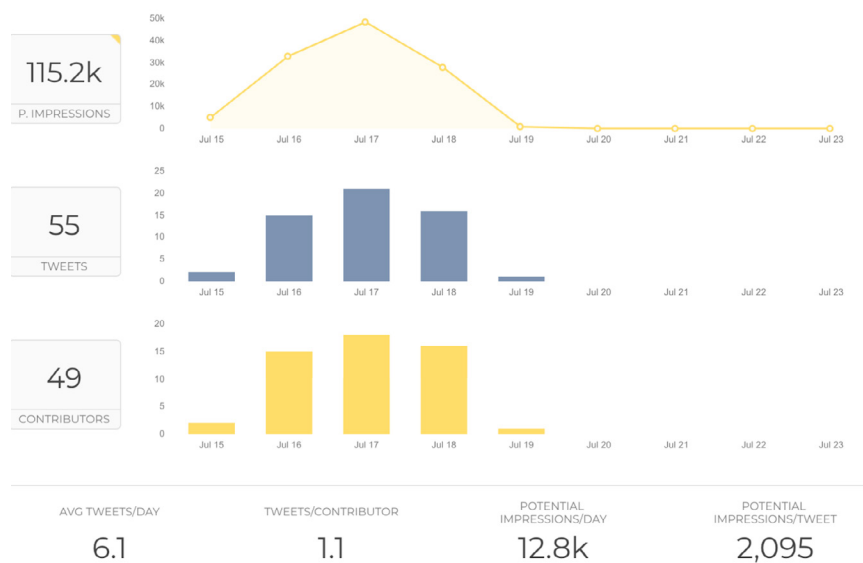
-57.6%

since previous date range

Engagement with [#OSSummit](#) during the event window (impressions, total tweets & contributors):



Engagement with #AutoLinux during the event window (impressions, total tweets & contributors):



Facebook: The Linux Foundation's Facebook account achieved over 170 engagements during the event window. There were 144,800 total impressions of posts to The Linux Foundation Facebook page during that same window.

LinkedIn: The Linux Foundation's LinkedIn followers increased by 1,757 users during the window, and over 53,000 impressions were achieved.

Media & Analyst Results: Thanks to news announcements from The Linux Foundation, its projects and event sponsors, the event saw 1,011 media clips during the event window.

Media Highlights

Find just a few media highlights from this year's event below.

ASCII - [Reduce Your Contributor License Agreements \(CLA\) Administrative Headaches Today](#)

I/O Monthly Magazine - Open Source Summit Japan 2019, the International Conference Where Open Source Developers Gather (September issue publishing on August 18th)

ITmedia atmarkIT - [Automotive Grade Linux Gains Momentum of Advanced Driver Assistance System \(ADAS\) and Autonomous Driving System with New Project UADP](#)

ITmedia atmarkIT - What is Linux Foundation's "Community Bridge", the Effort Beyond Financial Assistance (publishing on August 7)

JIJI.COM - [Fujitsu and GE Research Become Premier Members of LF Edge](#)

MONOist - [Automotive Linux Expands Beyond In-Vehicle-Infotainment \(IVI\) Focusing on Automated Driving and Functional Safety](#)

MONOist - [Android or In-Vehicle Linux? Exploring the Best to Reduce the Development Burden.](#)

MONOist - ["We can not rely on Android," Japanese Car Makers Work on In-Vehicle Linux](#)

ThinkIT - Open Source Summit Japan 2019 Report (coming soon)

Media & Analyst Attendance

21 journalists and analysts attended Open Source Summit Japan and Automotive Linux Summit including:

- Computer Technology Editorial Dep., Yoichi Yamamoto
- Dailykanban/TheDrive, Bertel Schmitt
- ITmedia Inc., Yuki Saito
- ITmedia, Inc., Izumi Miki
- Impress Corporation, Noriyuki Suzuki
- Gijutsu Hyoron Co. Ltd., Hiroshi Kosaka
- Handelsblatt Media Group, Martin Koelling
- Jidousha Shibunsha, Keizo Inoue
- Jidousha Shibunsha, Yuki Shibata
- Kohgakusha Co. Ltd, Hiroshi Imada
- Kohgakusha Co. Ltd, Shigetaka Ogasawara
- Kohgakusha Co. Ltd, Fumitaka Osawa
- Masakazu Takahashi
- MKT International, Inc., Makoto Akai
- Nikkei BP, Masahide Kimura
- Reuters, Kevin Buckland
- ThinkIT, Yasuyuki Matsushita
- ThinkIT, Yukio Yoshida
- Universal Shell Programming Laboratory, Jiro Aso
- Universal Shell programming Laboratory, Kaori Inoue
- USB Lab., Hironobu Suzuki

