Open Source Summit & Embedded Linux Conference North America 2019

Event Report
August 21 - 23, 2019
San Diego, CA

THE LINUX FOUNDATION
For the first time ever, Open Source Summit & Embedded Linux Conference joined together in North America in 2019. This year’s combined events gathered more than 1800 developers and technologists from nearly 900 organizations in 48 countries around the globe.

2019 attracted a strong mix of professionals from across the open source ecosystem. Developers comprised more than a third of 2019 attendees with an additional quarter of attendees identifying as executives, technical managers, architects, and system administrators. Overall, 65% of attendees were in technical positions.

We welcomed attendees from nearly 50 countries with nearly 79% hailing from the United States, Canada, and Mexico.

Of attendees surveyed, more than 34% attend only one conference annually, while 52% attend 4 or fewer conferences a year, making OSS + ELC NA a valuable place to connect with this audience.

96% of attendees surveyed said that this year’s event was a valuable use of their time.
Exceptional Content

Featuring 275+ breakout sessions and keynote sessions, OSS + ELC NA delivered top-notch content across numerous critical and emerging open source technologies and topics including Automating Compliance, Diversity Empowerment, Linux Systems, Networking & Edge, Open AI, Cloud Native, Open Source in Gaming, OpenIoT, Open Source Program Management, and more.

This year's call for proposals drew 623 submissions, nearly 100 submissions more than 2018, giving the program committee the challenging job of selecting talks, but providing tier 1 content across the board for attendees.

Beyond keynotes and conference sessions, OSS & ELC 2019 featured:

• 9 Lightning talks
• 4 Tutorial Sessions
• 27 Workshops
• 16 Birds of a Feather sessions
• 10 Speaker Office Hour sessions
• 20 Co-located events

Sponsor Showcase

In addition to content provided by industry leaders, OSS + ELC NA hosted a bustling sponsor showcase featuring over 45 sponsor booths, interactive demos and an Embedded Linux technical showcase where embedded developers shared Linux software and techniques.

Attendees filled the showcase each day to learn about the latest projects and products and interact with other community members, and 9 out of 10 attendees surveyed indicated that they visited sponsor booths.

The average badge scans sponsors collected was 94, with the highest scans at 442.
Diversity

23% of speakers at OSSNA 2019 identified as women or non-binary, a slight drop from 25% in 2018. For ELCNA, 16% of speakers identified as women or non-binary, an increase from ELCNA 2018 at 8%.

Women and non-binary individuals comprised 21% of OSSNA attendees this year, a small drop from 2018 which had 24%, but still an increase from 2017 at 18%. Our goal for 2020 is to have over 25% of our attendees identifying as women or non-binary.

14% of ELCNA attendees identified as women or non-binary, a small increase from 13% in 2018. We will be increasing efforts moving forward to help grow these numbers in 2020 and beyond.

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 & Embedded Linux Conference North America 2019 this year, we provided:

• 114 Diversity Scholarships
• 91 Need-Based Registration Scholarships
• Awarded 56 Travel Scholarships - 48 Diversity and 8 Needs-Based

In total, we funded $118,061 in travel funding and registration scholarships.

Even More Great Event Experiences

Beyond top-notch educational content, Open Source Summit & Embedded Linux Conference 2019 offered a plethora of activities designed to connect and strengthen our community and attendees’ experiences, including the:

• First-time Attendee Breakfast, which attracted 188 attendees new to Open Source Summit who connected with one another as well as long-time OSS attendees.
• Better Together Diversity Social, which welcomed over 40 underrepresented minorities in tech, including women, people of color, LGBTQA+, and people with disabilities; we will look to hold this event at the main venue next year in order to increase attendance.
• Women in Open Source lunch, where over 125 women attendees were able to meet and share stories of their experiences in the Open Source community.
• Speed Networking & Mentoring session which enabled more than 27 attendees to learn from and discuss professional goals and challenges with 12 veterans and leaders in the open source community who served as mentors.
• Kid’s Day saw over 20 youths from local organizations join in on a 4 hour course designed as an introduction to the fun and magic of web design.
• Attendees booked 166 meetings through our networking app onsite.

Save The Date for 2020

Open Source Summit & Embedded Linux Conference 2020 will be held in Austin, TX, June 22 - 24, 2020.
Open Source Summit & Embedded Linux Conference Demographics

**Industry**
- Software / Internet 46%
- Computer Hardware or Consumer Electronics 12%
- Internet & Web Services 6%
- Education / Research 5%
- Telecommunications 5%
- Other 5%
- Aerospace / Defense 4%
- Media / Publishing 3%
- Industrial Manufacturing & Machinery 2%
- Government 2%
- Healthcare / Medical Devices / Rx 2%
- Automotive / Transport 2%
- Carriers / Telecommunications 2%
- Retail / E-Commerce 1%
- Energy 1%
- Transportation / Logistics / Warehousing 1%

**Job Function**
- Developer 39%
- Architecture 11%
- Sales/Marketing/Business Development 9%
- Executive Management (VP/CxO) 8%
- Other 7%
- Student 5%
- IT Operations - DevOps 5%
- Product Management 4%
- Program Office Leader 4%
- IT Operations - Sys Admin 3%
- Media/Analyst 2%
- Professor/Academic 2%
- Legal / Compliance 2%

**Interests**
- Linux 72%
- Cloud & Containers 56%
- Security & Compliance 45%
- Networking 44%
- Automotive, Embedded & IoT 43%
- Blockchain & Data 28%
- Community & Program Office Management 23%
- Javascript & Web Platforms 23%
- Edge 22%
- Deep Learning 21%
- AL, ML, & DL 18%
- Energy 10%
- Motion Picture 8%
- Other 4%

**Job Level**
- Individual Contributor 46%
- Manager 17%
- Director 12%
- Other 9%
- Academic 7%
- VP / SVP / GM 4%
- CxO/ED 6%

**Country**
- United States 77%
- Canada 4%
- India 3%
- Japan 2%
- United Kingdom 2%
- Germany 1%
- Israel 1%
- France 1%
- South Korea 1%
- China 1%
- Mexico 1%

- 1808 Attendees
- Attendees from 48 countries
- 79% of attendees from the United States, Canada, and Mexico
- Women and non-binary individuals comprised nearly a quarter of attendees
- 65% of attendees in technical roles
Videos & Photos

Videos: All event participants will be emailed a link and coupon code to use view keynote and conference session videos from the event. Keynote videos will also be posted on The Linux Foundation Youtube Channel.

Event Photos: www.flickr.com/photos/linuxfoundation/albums/72157710475662961

Social Media Highlights

Coverage window spans Thursday, August 15 - Tuesday, August 27.

Twitter:

• Impressions were driven by promotional content, including blog posts, news announcements, and live tweeting.
• The aggregate readership for OSS & ELC NA 2019 was 1,310,892,544 between online news and blogs.
• There were 2,042 total mentions on Twitter during the event coverage period.

Twitter engagement on @linuxfoundation spiked during Open Source Summit & Embedded Linux Conference 2019:

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

- Potential reach: 4M
- Total tweets: 3,568 (Tweets: 1,471, Retweets: 2,097)
- Contributors: 1,437

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

- Potential reach: 744.1k
- Total tweets: 653 (Tweets: 312, Retweets: 341)
- Contributors: 289
Below were this year’s most retweeted tweets.

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<th>TIME</th>
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<th>REPLIES</th>
<th>POTENTIAL IMPRESSIONS</th>
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**Facebook:** The Linux Foundation's Facebook account achieved over 900 engagements during the event window, and there were nearly 200,000 post impressions to The Linux Foundation Facebook page during the same window.

**Linkedin:** The Linux Foundation's LinkedIn followers increased by 2,087 users during the window, and we achieved nearly 80,000 impressions.

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**Media & Analyst Results**

As awareness and excitement swell around open source as the new norm, press and analysts are eager to attend the event. Thanks to news announcements from The Linux Foundation, its projects and event sponsors, Open Source Summit + Embedded Linux Conference saw 1,695 media clips during the events window.

We welcomed The New Stack, Light Reading, TFIR.io, LWN.net, Linux Today, SDxCentral, and TechTarget to the event, which proved effective in producing a steady stream of coverage during the event, and continues afterward. Important tech and open source reporters including Paul Krill of InfoWorld, Stephen Belanger & Al Gillen of IDC, Dan Meyer of SDX Central, Alex Williams of The New Stack and Steven Vaughan-Nichols of ZDNet were in attendance to cover the event.

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**Media Highlights**

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

- **Appuals** - Confidential Computing By Linux Foundation Gets Backing From Biggest Tech Companies To Encrypt Data In Transit
- **BetaNews** - IBM extends its commitment to open hardware
- **BetaNews** - Microsoft and others join the Linux Foundation's Confidential Computing Consortium
- **Channel Futures** - How the Linux Foundation Can Help Channel Partners Gain More Business
- **Data Center Knowledge** - How Storj Is Building a Storage Cloud Without Owning a Single Disk
- **Data Center Knowledge** - IBM Open Sources Its Workhorse Power Chip Architecture
- **FossBytes** - Google, Microsoft, Intel Join Hands With Linux Foundation To Protect Your Data
- **Info Security** - #OSSUMMIT: Confidential Computing Consortium Takes Shape to Enable Secure Collaboration
- **Info Security** - #OSSummit: Don't Ignore GitHub Security Alerts
- **Info Security** - #OSSummit: Linux Continues to Pay the Price for CPU Hardware Vulnerabilities
- **Info Security** - #OSSummit: Seven Properties of Highly Secure IoT
- **Investor Place** - Is it Time to Start Buying IBM Stock?
- **Phoronix** - Intel Shares Highlights From Their 2019 Open-Source Technology Summit
- **Phoronix** - Open-Source GPU Drivers For Embedded Have Been Improving But RE'ing Take A While
- **Phoronix** - The Linux Foundation, Intel & Co Form The Confidential Computing Consortium
- **SDxCentral** - Can a Composable Hypervisor Re-Imagine Virtualization?
- **SDX Central** - How Will Open Source Deal With Success?
- **Slashdot** - Some Original Berkeley Unix Pioneers Still Work On The FreeBSD Project
- **TechTarget** - IBM Power chip instruction set now open source
- **The New Stack** - Linux Foundation Forms the Confidential Computing Consortium to Protect Data In Use
- **Toolbox** - IBM Introduces Power Instruction Set Architecture: Strengthens Commitment to Open Hardware Movement
- **ZDNet** - IBM's Power-ful open source gift: China wins big, and these are the losers
Don’t take our word for it. See what attendees had to say about OSS + ELC NA 2019.

Here is my experience attending the Open Source Summit North America. I didn’t really expect anything, but it turned out to be incredibly memorable.

Great week in San Diego at the Open Source Summit with two talks about open source and the great work by the Azure team. Also great to have @SweetDev20 with me. We found some time for fun in San Diego too!

I’m excited to see the culmination of work across Intelsat and with our industry partners!

To be inclusive at our events, I’ll borrow these ideas from @ossoumit:

- Nursing Room
- Complimentary childcare
- Venue Accessibility
- Quiet Room
- All-Gender Restrooms
- Communication Stickers
- Pronoun Stickers

I enjoyed a week of reconnecting with friends and making new friends at @ossoumit and @CHAgSScon. An Ethiopian dinner was a great way to put a cherry on top. Tomorrow, I fly back home to @Omaha.

Safe travels home, @ossoumit folks. As usual, always a wonderful time seeing you all. Thanks again to the @linuxfoundation team and the program chairs for all the hard work. Until Lyon!
What Attendees Said

Don’t take our word for it. See what attendees had to say about OSS + ELC NA 2019.

“It was my first time at OSS and it couldn’t have been better. I was able to network with other people interested in my work. ”
- MARIA IGNACIO

The OSS was a blast! I was able to meet so many awesome people, learn about projects going on in the community, and attend several very informative talks. 10/10 would recommend!
- SAMANTHA COYLE

As a newbie in the industry, I was definitely a bit intimidated before I attended OSS, but everyone from industry experts to students who attended the conference were so enthusiastic to share their knowledge that it turned my intimidation into a motivational factor! This is a must attend for people who want to learn and grow!
- VICTOR BASU

During the “hallway track”, I go out of my way to talk to people I’ve never met because most of us are introverts. I’m always impressed by what people are doing and it fills me with optimism and new ideas. – KATHY GIORI, MOZILLA IOT

OSS NA 2019 is amazing and mind blowing. I enjoyed every minute of it from the keynotes session, k8s session, cloud sessions, expo, USS Midway and of course, Kairan Quazi keynotes
- RAMESH KUMAR

I really like the diversity in projects that are featured at the conference. It really shows how open source is changing so many industries around the world.
- ROBERT TREAT // XZILLA