Conference Transparency Report:

KubeCon + CloudNativeCon North America 2018

December 10 -13, 2018

CLOUD NATIVE
COMPUTING FOUNDATION

KubeCon + CloudNativeCon North America 2018 was a major success with record-breaking registrations, attendance, sponsorships, and co-located events. The event sold out with 8,000 registrations (and a 1,000+ person waitlist), with only 2.5% percent no-shows, which is extremely rare and much lower than the industry average. Of the 8,000, 73% were first-time KubeCon attendees and 14% were new to open source.

Feedback from attendees was overwhelmingly positive, with an overall average rating of 4.35 / 5. The top two reasons that people attended KubeCon + CloudNativeCon were for networking (34%) and to attend breakout sessions (36%). Of those surveyed, all would highly recommend the event to a colleague or friend.

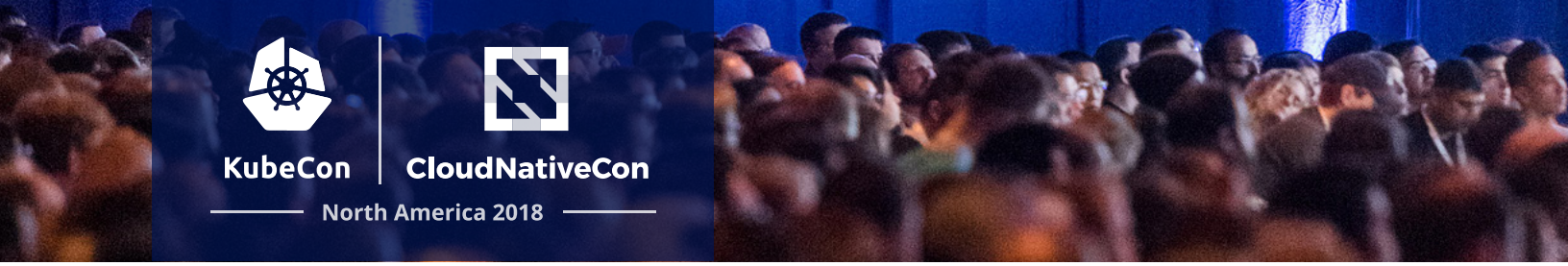
PR + Marketing

Audience engagement and participation was at an all-time high this year in Seattle – with 8,000 attendees, a 90% increase in attendance from last year's KubeCon event in Austin. We also saw a sharp increase in media with nearly 100 media and analyst attendees (a 72% increase in attendance from Austin) from top publications, including Forbes, The New Stack, eWEEK, Gartner, IDC and many more – resulting in more than 10,877 clips of compelling event news (Dec 10 – Jan 10) from CNCF, members, projects, and KubeCon sponsors. Over 35 members and sponsors contributed to the CNCF news package and dozens of additional announcements were made during KubeCon. Analysts and media were invited to attend a special luncheon featuring two closed-session end user panels, along with roundtables featuring insight from CNCF community members on edge computing, Kubernetes 1.13, service mesh and security, and serverless, in addition to the 340+ sessions and keynotes.

As we saw with this event, the awareness and excitement around Kubernetes and cloud native is palpable and both media and analysts are extremely eager to attend KubeCon. Media partnerships with nearly a dozen organizations translated to a great mix of pre-show articles, social media promotion and onsite coverage – both in video segments and feature articles. TheCUBE, The New Stack, Software Engineering Daily, Changelog, DevOps.com, Kubernetes Podcast, FLOSS Weekly and TFiR all broadcasted live from the event. Pre-event marketing activities included email marketing, media and analyst relations, organic and paid AdWords, news announcements and social media campaigns.

Content

KubeCon + CloudNativeCon North America 2018 received 1,621 CFP submissions - the highest ever! The three-day conference gave attendees 318 sessions, including sessions, lightning talks, BoFs, tutorials and Maintainer Track sessions. Fifty-one percent of attendees surveyed attended a session in the Maintainer Track with many requesting deeper dives and more hands-on learning. Over 50% of attendees participated in 27 workshops, mini-summits and training sessions hosted by community members the day prior to the conference.

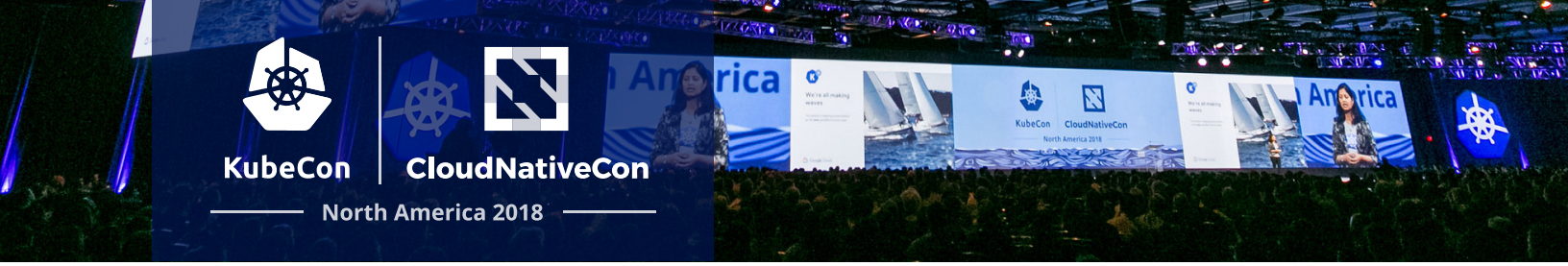


In addition, we focused on bringing 20 thought-provoking speakers to the keynote stage that resonated with the audience, including Julia Evans, Software Engineer, Stripe; Melanie Cebula, Software Engineer, Airbnb; Celina Ward, Software Engineer, Uber + Matt Schallert, Site Reliability, Uber; Kelsey Hightower, Staff Developer Advocate, Google; Brian Grant, Principal Engineer, Google; Tim Hockin, Principal Software Engineer, Google, and Clayton Coleman, Architect Kubernetes & OpenShift, Red Hat.

The talk selection process began when we picked community leaders to serve as conference co-chairs and represent the cloud native community. The co-chairs for Seattle were Liz Rice of Aqua Security and Janet Kuo of Google. Next, the co-chairs selected a program committee of 76 experts, which included project maintainers, active community members, and highly-rated presenters from past events. Program committee members registered for the topic areas they were comfortable covering, and CNCF staff randomly assigned a subset of relevant talks to each member. We then collated all of the reviews and the conference co-chairs spent a very challenging week assembling a coherent set of topic tracks and keynotes from the highest-rated talks. 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. We looked to the conference co-chairs to craft a program that reflected current trends and interests in the cloud native community.

The above process was used to select the ~180 CFP sessions, which were offered in ~10 rooms. The keynote talks were selected by the conference co-chairs from highly-rated CFP submissions.

For KubeCon + CloudNativeCon North America 2018, there were a total of 2,437 speakers that submitted to the CFP, 15% of them represented an end user company and 85% represented a vendor company. 309 of those speakers were accepted to speak at the event, 26% represented an end user company and 74%



represented a vendor company.

In addition, KubeCon + CloudNativeCon North America included ~90 maintainer sessions spread across ~5 rooms. 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 (29) hosted projects, the Kubernetes SIGs and working groups, and CNCF working groups. Each of these were given the opportunity to do one 35-minute Intro and one 35-minute Deep Dive session. Out of the 149 speakers that spoke on one of these maintainer sessions, 19% represented an end user company and 81% represented a vendor company.

Please see the **blog post** for more information on the CFP process for KubeCon + CloudNativeCon Europe 2019.

Diversity

Attendees from 66 countries made for another culturally diverse event. We were pleased that 11% of attendees this year were women, up 1.5% from Austin in 2017. Of the keynote speakers, 60% were male and 40% female, and for track sessions 81% were male, 14% female and 1.14% were non-binary. With $300,000 in diversity scholarship funds available, travel and/or conference registration was offered to 144 applicants. Scholarship funding was provided by Aspen Mesh, CNCF, MongoDB, Twistlock, Two Sigma and VMware. Increasing gender diversity and attendance of underrepresented groups continues to be a priority.

Our ongoing programming to build a more diverse and inclusive community was again popular with attendees, including the EmpowHER evening event, sponsored by Comcast, with more than 200 participants. Over 200 people also participated in the Speed Networking + Mentoring Sessions, a program intended to link seasoned members of the community with those interested in learning more

about Kubernetes and growing their technical skills. Many of the mentees were from underrepresented groups and participants rated the session as 4.5/5. CNCF looks forward to growing the program in 2019.

The Diversity Lunch and Program, sponsored by Google Cloud and Heptio, featured round table discussions around diversity and inclusion with opportunities to get hands-on with Kubernetes. This was a very popular session with over 130 in attendance.

Networking

With networking as one of the top rated reasons for attending, it's no surprise that the evening events were bustling with those looking to meet their colleagues and learn more about the community outside of conference sessions. The Welcome Reception, sponsored by F5 Networks, was abuzz with attendees, enjoying food and drinks and connecting with sponsors. Over 5,000 attendees experienced the excitement and entertainment at the Museum of Pop Culture (MoPOP), Seattle Space Needle and Chihuly Garden & Glass during the All Attendee Party, sponsored by MongoDB and Tigera.

Conclusion

We appreciate the feedback we have received to date and continue to look at ways to make it easier for attendees to learn about the tracks and sessions and navigate the conference. Attendees are looking for additional networking opportunities and we'll be evaluating ways to build in more networking time.

Overall, KubeCon + CloudNativeCon North America 2018 was an exceptionally successful event, and we look forward to making future events even better. A thorough results snapshot is below, in addition to social and media highlights.

Total Registration:

8,000 attendees

1,000+ waitlist

Attendee Demographics

Attendees from 66 countries across 6 continents

- 81% from the United States
- Other countries with a sizeable audience at the event include Canada (4.6%), Japan (2%), United Kingdom (1.7%), Germany (1%)

1,824 companies participated

- 196 member companies
- 22 Kubernetes Certified Service Providers
- 6 Kubernetes Training Partners

Keynote Livestream + Recordings

- 1,580 keynote session live stream sign-ups
- 344 videos added to CNCF's YouTube channel
  - More than 67,458 views to date

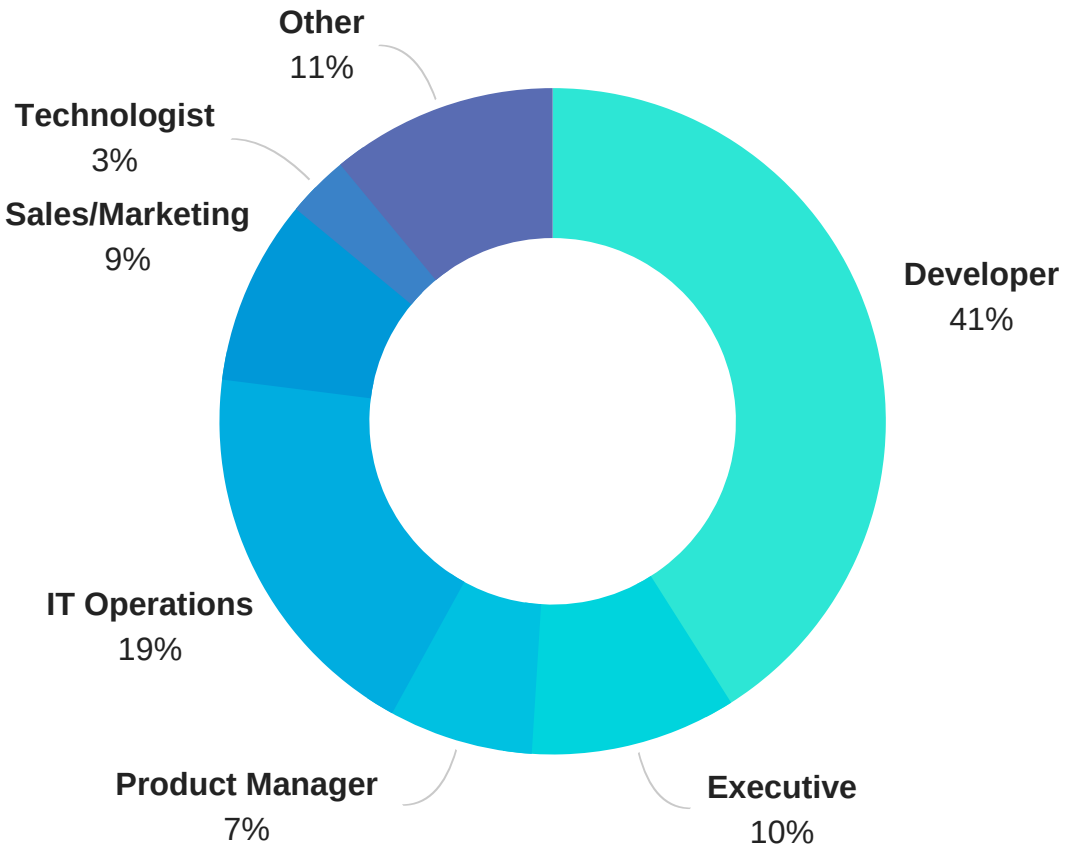
Attendee Demographics

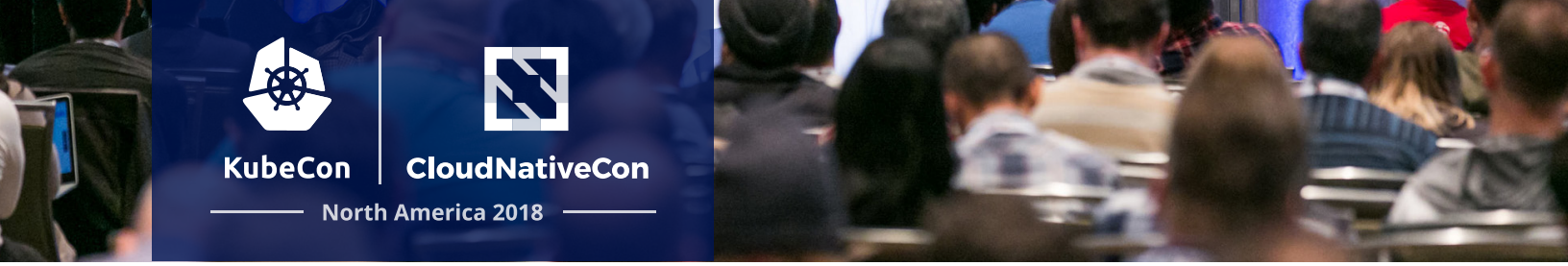
Attendee Booth Traffic

95% of attendees surveyed visited sponsor booths onsite. Total leads scanned at sponsor booths were 69,888 with an average of 395 scans per booth.

Attendee Job Function

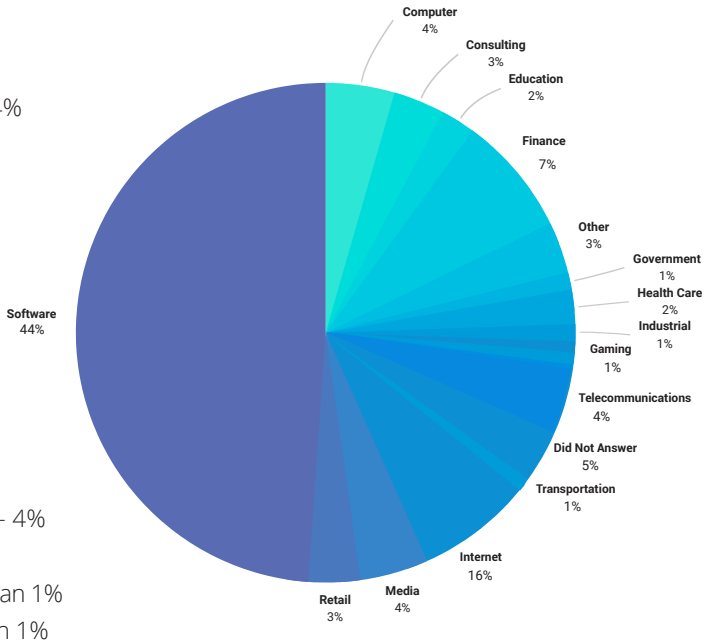
- Developer - 41%
  - Data Scientist - 3%
  - Full Stack Developer - 87%
  - Machine Learning Specialist - 2%
  - Web Developer - 8%
- Executive - 10%
- Product Manager - 7%
- IT Operations - 19%
  - DevOps - 57%
  - Systems Admin - 12%
  - Site Reliability Engineer - 30%
  - Quality Assurance Engineer - less than 1%
- Sales/Marketing - 9%
- Technologist at End User - 3%
- Other - 11%





Industry

Aerospace or Defense - less than 1%
Agriculture, Forestry, or Fisheries - less than 1%
Automotive - less than 1%
Computer Hardware or Consumer Electronics - 4%
Construction - less than 1%
Consulting - 3%
Education - 2%
Energy Generation/Distribution - less than 1%
Finance, Banking, or Insurance - 7%
Gaming - 1%
Government (Including Military) - 1%
Health Care Services - 2%
Industrial Equipment/Heavy Machinery - 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 - 3%
Software - 44%
Telecommunications - 4%
Transportation, Logistics, or Warehousing - 1%
I Prefer Not to Answer / Did not answer - 5%



Project Interest*

Kubernetes - 72%
Prometheus - 42%
Fluentd - 19%
OpenTracing - 20%
Linkerd - 13%
gRPC - 24%
CoreDNS - 18%
Containerd - 26%
rkt - 8%
CNI - 18%
Envoy - 28%
Jaeger - 14%
Notary - 5%
Rook - 5%
TUF - 3%
Helm - 32%
Vitess - 3%
NATS - 4%
Harbor - less than 1%
All Projects - 17%

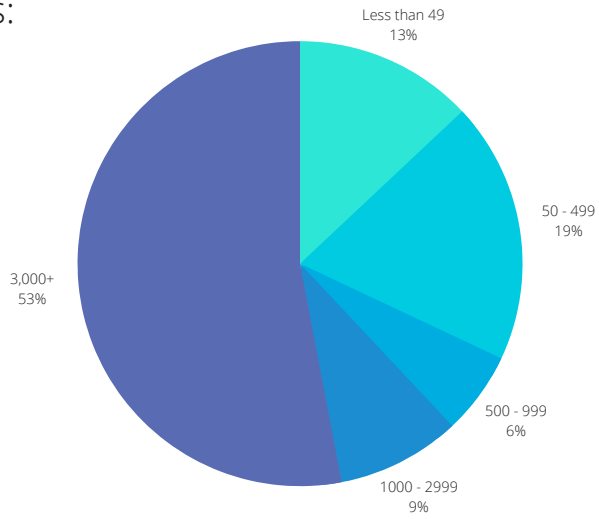
**Note: Attendees were allowed to select more than one project of interest.*

Attendees that use container services:

Yes - 87%

Size of Company:

Less than 49 employees - 13%
Between 50 - 499 employees - 19%
Between 500 - 999 employees - 6%
Between 1000 - 2999 employees - 9%
3,000 and above employees - 53%



Attendees New to Open Source: 14%

Number of KubeCon + CloudNativeCon events attended

- 73% first-time attendees
- 24% attended prior events
  - 15% attended one
  - 6% attended two
  - 3% attended three
  - 3% attended four +

Attendee Diversity

Attendee Breakdown

Male 74% Female 11% Non-binary 1% Prefer not to answer 14%

Keynote Speaker Breakdown

Male 60% Female 40%

Speakers only Breakdown

Male 81% Female 15% Non-binary 1% Prefer not to answer 4%

Diversity lunch attendance - 130+

Women's Event attendance - 100+

Diversity Scholarships Provided

- $300k in scholarship funding
- 139 Full Scholarships
- 5 Registration Only Scholarships

Resources:

Videos: https://www.youtube.com/playlist?list=PLj6h78yzYM2PZf9eA7bhWnIh_mK1vyOfU

Event Photos: https://www.flickr.com/photos/143247548@N03/sets/72157704599428714

Year-Over-Year Comparisons

Year Over Year Registration Comparison

ITEM	2016	2017	2018
Total Registrations	1139	4212	8000
Corporate Registrations	38%	64%	68%
Individual Registrations	23%	7%	6%
Speaker Registration	11%	6%	5%
Sponsor Registration	17%	16%	17%
Media Registration	3%	1%	1%
Academic Reg	N/A	2%	2%
Hall Pass	7%	less than 1%	N/A
Exhibitor Only Pass	N/A	1%	N/A

Year-Over-Year Sponsorship Comparison

ITEM	2016	2017	2018
Diamond Sponsors	8	5	6
Platinum Sponsors	3	17	20
Gold Sponsors	10	23	20
Silver Sponsors	13	30	87
Start-Up Sponsors	N/A	30	50
End User Sponsors	N/A	N/A	5
Unique Marketing Opportunity Sponsors	4	2	5
Total Unique Sponsors	38	107	193

Year-Over-Year Sponsor Expo Hours Comparison

ITEM	2016	2017	2018
Total Hours	20	21.5	29.75
Day 1	11.5	9	13.25
Day 2	11.5	7	9
Day 3	N/A	5.5	7.5

Co-Located Events

Cloud Foundry Day
Cloud Foundry

DigitalOcean TIDE: Kubernetes Unconference
DigitalOcean

Envoycon
CNCF

Kubernetes Contributor Summit
CNCF

Kubernetes and Service Mesh Workshop
VMware

OpenShift Commons Gathering
Red Hat

Linkerd in Production 101
Buoyant

Kubernetes II — Advanced Hands-on Training — Advanced
Heptio

Cloud Native Storage Day
Portworx

FoundationDB Summit
FoundationDB

Observability Practitioners Summit
CNCF

KubeSec Enterprise Summit
Aqua Security

Fast Data (FD.io) Project Mini Summit
FD.io

Ballerinacon: Writing Microservices with a Cloud Native Programming Language
Ballerina

Your Path to Production Ready Kubernetes
Weaveworks

Tungsten Fabric Developers Summit
Tungsten Fabric

The GAME CHANGER – Navigating Container and Kubernetes
Verizon

Get Hands on with HPE Hybrid Cloud and Container Solutions
Hewlett Packard Enterprises

Kubernetes Operator Framework Workshop
Red Hat + CNCF

Kubernetes I – Intro to Kubernetes
Heptio

Deploying Serverless Apps to Kubernetes with Knative
Google Cloud

Using Istio and GKE On Prem to Manage On-Prem Data Center Downtime and Maintenance
Google Cloud

The Cloud Native Enterprise Summit
Google Cloud

The Cloud Native Culture & Industry Summit
Oracle

Getting to Continuous Delivery For Your Cloud-Native Applications
Puppet

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

Online Reach & Traffic

Social Results:

Timeframe from December 9-16, 2018 (KubeCon + CloudNativeCon event week)

44.7M @CloudNativeFdn impressions (a 78% increase from Copenhagen)
210.3M #KubeCon + #CloudNativeCon hashtag impressions (a 79% increase from Copenhagen)
12,843 total @CloudNativeFdn engagements (a 51% increase from Copenhagen)
848 new @CloudNativeFdn followers
2,895 @CloudNativeFdn retweets

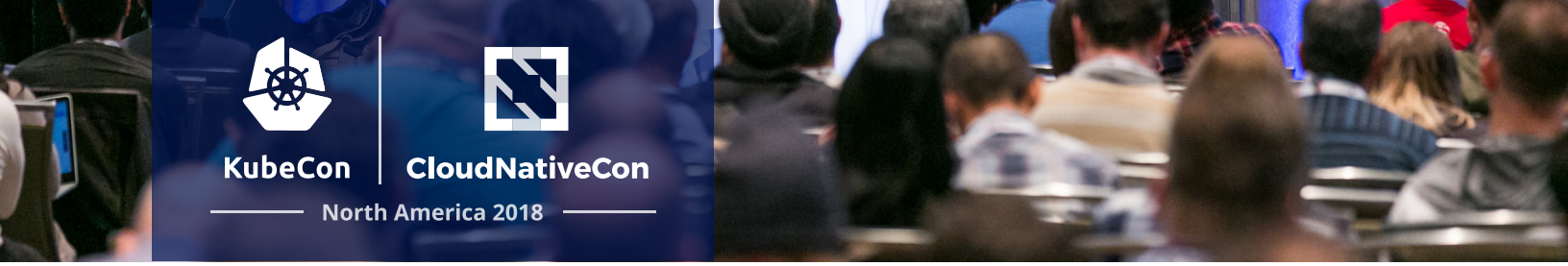
YouTube: As of January 28, the KubeCon + CloudNativeCon Seattle '18 session videos (344 in total) have garnered more than 67,458 views.

Twitter Moments:

Day 1 - https://twitter.com/i/moments/1072659240387366912

Day 2 - https://twitter.com/i/moments/1072902723681439744

Day 3 - https://twitter.com/i/moments/1073246031276531713



During the event, the most popular tweets – determined through high impression rates or significant engagement – were a mix of news sharing and KubeCon + CloudNativeCon highlights from the show, including:

@TheEbizWizard
Jason Bloomberg

Seven Remarkable Takeaways From Massive Kubernetes Conference - #Kubernetes is at the heart of how both enterprises and Web-scale companies will run their technology for years to come. forbes.com/sites/jasonblo... #KubeCon #containers #DigitalTransformation

Dec 13, 2018, 12:07 PM

@bridgetkromhout
Bridget Kromhout

"Instead of worrying about losing her job, she taught herself FORTRAN... and then she went back and taught the whole team. If you want to know what a 10x engineer looks like, there you go." @kelseyhightower #kubecon 💯 💯 💯

Dec 13, 2018, 9:56 AM

@TamaraMcCleary
Tamara McCleary

I had the joy of interviewing @kamal_anand of @A10Networks yesterday about the #future of #Cloud at #KubeCon. pscp.tv/w/1lDxLMOmgMMK... #cybersecurity #kubernetes

Dec 13, 2018, 8:50 AM

@TechCrunch
TechCrunch

The Cloud Native Computing Foundation adds etcd to its open source stable tcrn.ch/2BcbCc1 by @fredericl

Dec 11, 2018, 9:02 AM

@CloudNativeFdn
CNCF

Couldn't make it to #KubeCon + #CloudNativeCon this week? The #K8sBot is BACK 🎉 Virtual attendees can drive throughout the expo hall, interact w/ sponsors + attendees & attend our hallway track! Sign up here: kccncnarobot.youcanbook.me

Dec 10, 2018, 12:35 PM

@bobquillin
Bob Quillin

Sure signs of #Kubernetes momentum at #KubeCon are real user success stories blogs.oracle.com/cloudnative/ku... #CloudNative #OracleIaas

Dec 13, 2018, 12:39 PM

@linuxfoundation
The Linux Foundation

[NEWS from #KubeCon + #CloudNativeCon] @CloudNativeFdn Welcomes @CapitalOneTech as Gold #EndUser Member: cncf.io/announcement/2...

Dec 11, 2018, 11:30 AM

@OpenAtMicrosoft
Open at Microsoft

News from #KubeCon + #CloudNativeCon: Microsoft donated Phippy and friends to @CloudNativeFdn! To celebrate, we released a sequel to their popular Illustrated Children's Guide to Kubernetes. Check it out: msft.social/xvinMb

Dec 11, 2018, 10:00 AM

@ZDNet
ZDNet

Kubernetes etcd data project joins CNCF zd.net/2ROKxm4 by @sjvn

Dec 11, 2018, 10:39 AM

@dankohn1
Dan Kohn @ #KubeCon + #CloudNativeCon Seattle

The first ever live demo of Fortran at a #KubeCon + #CloudNativeCon, by @kelseyhightower

Dec 13, 2018, 9:58 AM

Media & Analyst Results

Coverage Snapshot:

- CNCF (Dec. 10-Jan. 10) – 1,080 mentions in media articles, press releases and blogs, which were then shared 3,154 times across social platforms
- Kubernetes (Dec. 10-Jan. 10) – 7,863 mentions in media articles, press releases and blogs, which were then shared 18,543 times across social platforms
- KubeCon + CloudNativeCon (Dec. 10-Jan. 10) – 1,934 mentions in media articles, press releases and blogs, which were then shared 5,795 times across social platforms

Coverage Synopsis:

Nearly 100 other reporters and analysts attended KubeCon + CloudNativeCon North America – a 72% increase in secured attendance from our 2017 event. They sat in on keynotes, evening events, sessions, a luncheon featuring two end user panels; four roundtables on edge computing, Kubernetes 1.13, service mesh and security, and serverless; and conducted more than 60 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 2018 generated over 5,629 mentions in media articles, press releases and blogs (and counting) between Dec. 10-14 – CNCF with 692 mentions, Kubernetes with 3,494 mentions, and KubeCon + CloudNativeCon with 1,443 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:

"Kubernetes has become boring, and that's good"

"Kubernetes is evolving"

"Enterprise adoption is growing"

"Serverless, service mesh and DevOps dominate"

"CNCF is not here to throw glitzy events, but to help us coordinate as a community and ensure we have proper governance in place and make it harder to hand privileges to some random dude, and that is important as more and more companies rely on open source technologies."

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 keynotes and while they were really pleased with all the great insights from end users, there is an appetite for even more. A few survey comments include:

"Very positive appreciation of analysts' interests, value + needs. Very much appreciated that."

"It was like drinking from a firehose, in a good way."

"It was an informative and useful event overall. There are possibly two research notes that I will write next year based on what I heard at Kubecon."

"The Expo area was buzzing all day and there were many opportunities for engagement with sponsors"

"Valuable keynotes! So many keynotes are fluff, but this one had so much to offer each day, that it kept me informed, educated, and interested."

"Keynotes were great - showed great diversity and content."

"By the way, it seems more than 100 people from Japan attended KubeCon (a photo from a party) – great momentum :)."

Media Coverage Quote Highlights:

"The 8,000 attendees attending the Cloud Native Computing Foundation's (CNCF) KubeCon + CloudNativeCon Kubernetes conference this week in Seattle demonstrated the exponential growth in interest in this complex, technical combination of open source technologies."

"My observation from afar, watching the various KubeCon events over the years, has been that KubeCon, the CNCF and its various people have managed to expertly measure the zeitgeist of the times and create events that balance contributor excitement, the drive to broaden the initiative, the various vendor tensions and the demands of the user base whom, after all, are the reason these initiatives exist."

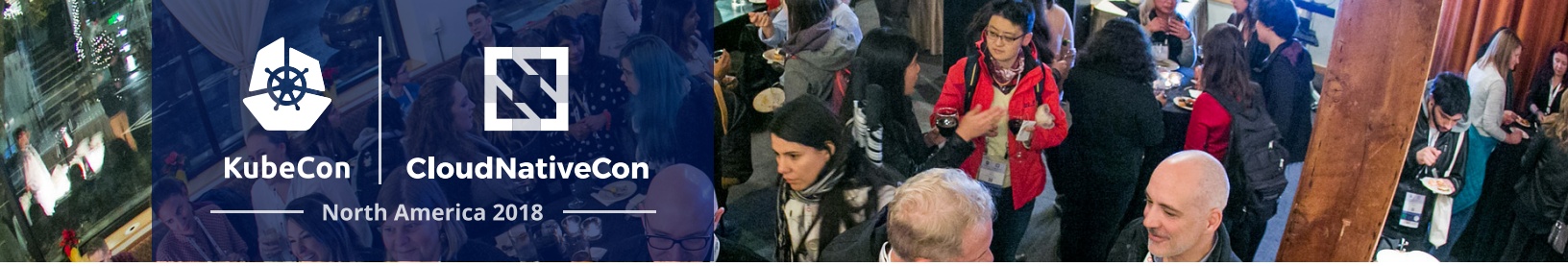
"It has become apparent that Kubernetes has made the jump from something that only early adopters are interested in to a platform that enterprises are beginning to build on. There were a number of organizations that provided deep insight into how they were using Kubernetes in their actual operations, including the likes of Uber, Lyft, and Capital One."

"Kubernetes is hotter than hot? Why? A big reason is because many companies think it's the way to the future of the cloud."

"For an exclusive group, it has a surprisingly inclusive message. At the sold-out KubeCon 2018 in Seattle, a conference for those who are building cloud computing infrastructure, the vibe of everyone from entrepreneurs to rainbow-bearded engineers was one of coming together to solve planet-scale problems. If the goal of Kubernetes is a world where apps run on a cloud that is as ubiquitous as electricity, the excitement makes sense."

"I'm shocked at the level of growth we have in our community; we're at 8,000 attendees here," he said. "In general, the industry is finally coalescing around Kubernetes and cloud-native as a modern way to do infrastructure."

"For my seventh takeaway, I saved the most remarkable for last: women are leading the Kubernetes charge. Yes, you read that right. While the audience at KubeCon was perhaps 90% male, the keynote speakers were more than half female."



Analyst Coverage Highlights (through 1/10/19) includes:

IHS Markit analyst insight: **KubeCon + CloudNativeCon 2018: Where boring is the new sign of success**

451 Research: **KUBECON/CNCFCON SHOWS THE BREADTH OF SECURITY TECHNOLOGY WITHIN CLOUD-NATIVE STACKS**

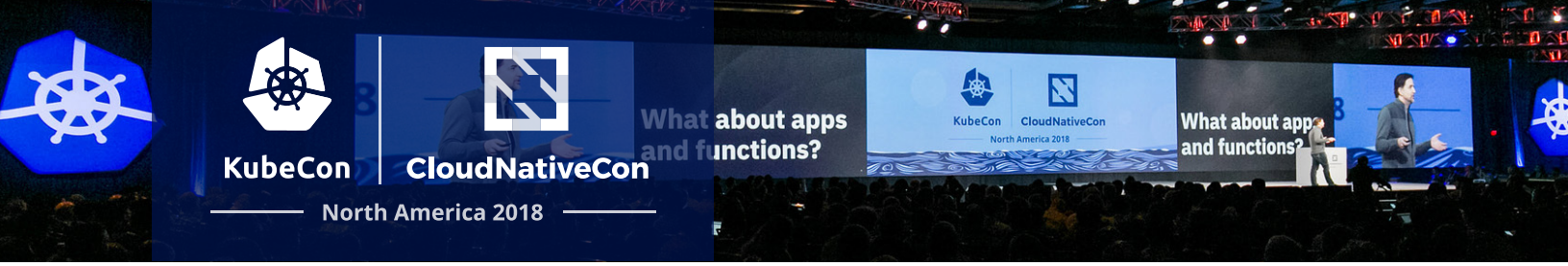
Ovum: **Cloud-native computing grows in maturity**

Ovum: **Oracle gears up for cloud-native development with new framework**

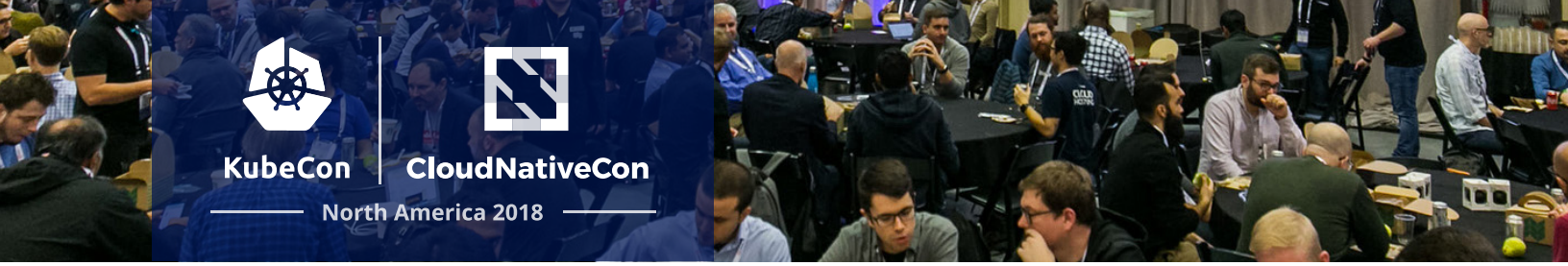
Media Coverage Highlights (through 1/10/19) includes:

Aberdeen: The Rise of Containers Can't Be Contained
Admin Magazine: Google developer advocate Kelsey Hightower shares his thoughts on Kubernetes and the culture of open source
Container Journal: Global Survey - Maturity of the Technology Spurs Cloud Adoption More than Business Drivers or Culture Change
Container Journal: Aqua Container Security Platform Awarded CIS Benchmark Certification
Container Journal: Aqua Security, Amazon Web Services and Red Hat to Co-Host First-Ever KubeSec Enterprise Summit
Container Journal: Nutanix Preps Kubernetes Distribution
Container Journal: VMware Embraces Istio Service Mesh
Container Journal: Streamlio Brings Cloud-Native Fast Data Processing Powered by Apache Pulsar to Google Cloud Platform
Container Journal: Oracle Extends Curated Kubernetes Platform
Container Journal: CNCF Takes Control of Open Source etcd Data Store Project
Container Journal: Google Adds Istio and Knative Support to GKE Cloud Service
Channel Futures: Oracle Debuts New Cloud-Native Framework for App Development
DevClass: Oracle shows up at KubeCon bearing 'comprehensive cloud native framework'
DevOps.com: Instana Extends Leading Kubernetes Monitoring Solution to Better Serve Developer Community
DevOps.com: DevOps Chat: Container Security and Aqua 3.5 with Rani Osnat and Andy Feit
DevClass: etcd finds new home at CNCF
DevClass: CloudBees Xs up Jenkins, partners with Pivotal, peers into future
Digital Journal: Rancher Labs Introduces Industry's First Multi-Cluster, Multi-Tenant Prometheus Support
Diversity Limited: KubeCon: No one ever wins, but Kubernetes certainly didn't lose
DZone: Kubernetes Moving Forward
Enterprise Networking Planet: Networking Vendors Flock To Embrace Open-Source Istio Service Mesh
eWEEK: Kubernetes Security Authentication Moving Forward With SIG-Auth
eWEEK: How CNCF Is Growing the Cloud Landscape at KubeCon
eWEEK: How Google Is Improving Kubernetes Container Security

eWEEK: Why the Cloud-Native Market is Expanding at KubeCon
eWEEK: Top Five Reasons Why Kubernetes Is Changing the Cloud Landscape
FierceTelecom: F5 Networks makes a play in mesh space with Istio-based Aspen Mesh
Forbes: Seven Remarkable Takeaways From Massive Kubernetes Conference
Forbes: DigitalOcean Expands Its Cloud Platform With A Managed Kubernetes Offering
Forbes: At KubeCon 2018, Kubernetes Lifts Cloud Native Coders To New Heights
Forbes: Top Nine Ven dor Highlights From KubeCon
Geekwire: Straight outta Linux: Cloud tech conference KubeCon will feature hip-hop star at 'Ice Cube-Con'
Geekwire: Chef co-founder Adam Jacob launches new effort to define "sustainable" open-source software
Geekwire: Red Hat donates a key open-source Kubernetes tool to the Cloud Native Computing Foundation
Geekwire: Crashing KubeCon: Has Istio become the new cloud-native darling?
IDG Connect: Cloud native - the successes so far and the challenges ahead
InfoQ: KubeCon 2018: The Return of SQL
InfoQ: KubeCon and CloudNativeCon 2018 Summary: Kubernetes 1.13, Envoy Update, and New Hosted Projects
Intellyx: Pivotal: Continuously Functioning in the Cluster Flux
IoT Evolution: Inventory on Track as Iguazio and Trax Partner with Google Cloud
IT Pro Today: Gender Roles: In Search of Open Source Software Diversity
ITOpsTimes: KubeCon: Aqua Security and Datadog, Kublr 1.1, and Oracle Cloud Native Framework
ITOpsTimes: KubeCon: Instana's APM solution, Atomist's SDM updates, and Sysdig and IBM's new monitoring solution
JAXenter: 8 reasons why DevOps gets more exciting in 2019
Light Reading: Google Extending Managed Kubernetes With Istio Support
Light Reading: Oracle: Legacy Customers Are Our Secret Weapon
Light Reading: Arista Extends Its Reach Into Containers
Linux Today: Why the Cloud-Native Market Is Expanding at KubeCon
Linux.com: Kubernetes etcd Data Project Joins CNCF
Network Asia: Kubernetes vendors target container security, operations and management
Network World: Kubernetes vendors target container security, operations and management
Packt: Introducing Grafana's 'Loki' (alpha), a scalable HA multi-tenant log aggregator for cloud natives; optimized for Grafana, Prometheus and Kubernetes
Packt: RedHat contributes etcd, a distributed key-value store project, to the Cloud Native Computing Foundation at KubeCon + CloudNativeCon
Packt: Oracle introduces Oracle Cloud Native Framework at KubeCon+CloudNativeCon 2018
Packt: Kelsey Hightower on Serverless and Security on Kubernetes at KubeCon + CloudNativeCon
Packt: NeuVector upgrades Kubernetes container security with the release of Containerd and CRI-O run-time support
Packt: Why moving from a monolithic architecture to microservices is so hard, Gitlab's Jason Plum breaks it down [KubeCon+CNC Talk]
PodCTL: Kube Security, Kube 1.13 and KubeCon
RecentlyHeard: Mirantis Enables OpenStack on Kubernetes
Redmond Magazine: Microsoft Highlights Emerging Kubernetes Scalability and Governance Efforts
Scott's Weblog: KubeCon 2018 Day 1 Keynote
Scott's Weblog: Liveblog: Hardening Kubernetes Setups



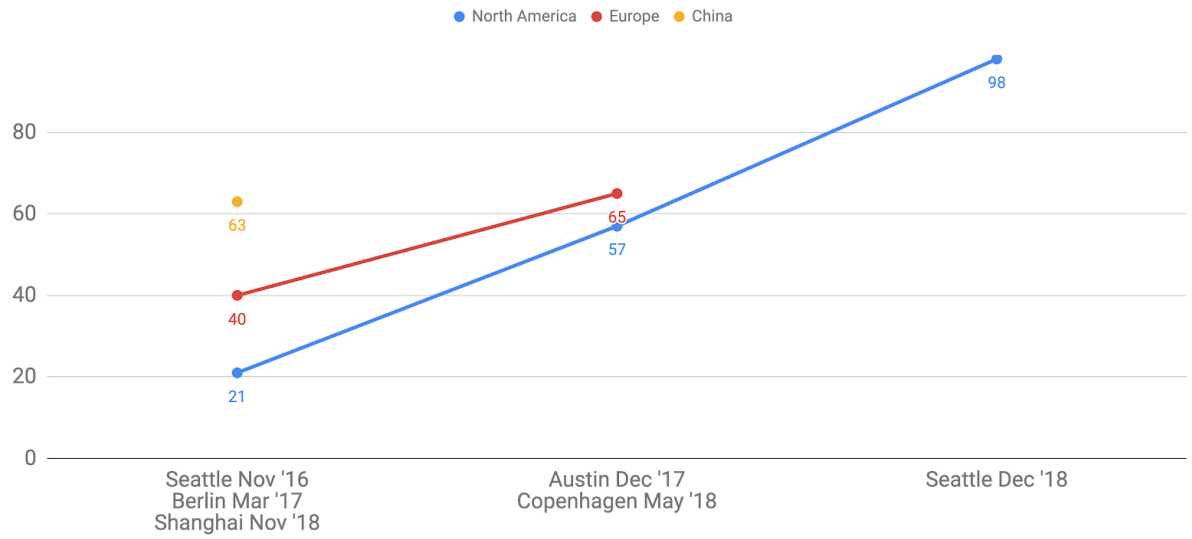
Scott's Weblog: Liveblog: Linkerd 2.0, Now with Extra Prometheus
SDxCentral: Etcd Joins CNCF's Growing Cache of Open Source Projects
SDxCentral: Arista Works With Red Hat and Tigera on Container Environments for Enterprises
SDxCentral: VMware Paid $550M for Heptio to Boost Its Kubernetes Portfolio
SDxCentral: Verizon Has Migrated 80 Apps to Cloud Native Platforms
SDxCentral: VMware Warns That 3 Hurdles Prevent Mass Kubernetes Adoption
SDxCentral: KubeCon Showed Kubernetes' Power and Challenges
SDxCentral: Serverless and Knative Underline Cloud Native Evolution
SearchITOperations: Kubernetes security issues raise concerns for enterprise shops
SearchITOperations: Kubernetes 1.13 stabilizes storage, but Windows GA delayed
SearchITOperations: Enterprise SREs guide devs through Kubernetes in production
SearchITOperations: Istio service mesh tradeoffs prompt caution among IT pros
SearchITOperations: Knative project stokes interest in event-driven IT ops
ServerWatch: Why Kubernetes Is Successful and Boring
SiliconANGLE: Kubernetes open-source project matures as commercialization accelerates
SiliconANGLE: Exploring Kubernetes' impact in hybrid cloud at KubeCon + CloudNativeCon North America 2018
SiliconANGLE: Oracle pitches new serverless computing options for developers
SiliconANGLE: Google announces beta of Istio service mesh on its Kubernetes Engine
SiliconANGLE: Kubernetes and serverless are getting chummy in open source
SiliconANGLE: News from KubeCon highlights Kubernetes maturation and growing user community
SiliconANGLE: Contrail, Red Hat treat multicloud-network headache with Kubernetes
SiliconANGLE: At KubeCon, serverless, mesh and DevOps announcements dominate
SiliconANGLE: High-flying Kubernetes security startup Tigera grabs $30M in funding
SiliconANGLE: Rise of managed services is filling in the Kubernetes gaps
SiliconANGLE: IBM goes hard in open source so enterprises can take it easy
SiliconANGLE: Cloud-native security for a maturing Kubernetes world
SiliconANGLE: The next Kubernetes could be available now to daring enterprises
SiliconANGLE: Kubernetes' sprawling ecosystem offers plenty of choice – and risk
SiliconANGLE: Original developers assess past, present and future of Kubernetes
SiliconANGLE: Can real-world enterprises digest all this open-source, startup stuff?
SiliconANGLE: At KubeCon, the Kubernetes community discusses its growing pains
SiliconANGLE: 32 flavors of Kubernetes and why as-a-service tastes the best
SiliconANGLE: KubeCon Showed Kubernetes' Power and Challenges
SiliconANGLE: Cabling is now code: How cloud and open source fuel Cisco's vision for the programmable network
SiliconANGLE: Kubernetes can handle the gnarly plumbing, but can it handle the gnarly problems too?
SiliconANGLE: Q&A: How Wyndham hotels keep pace with digital hospitality
SiliconANGLE: This new Kubernetes tech turned KubeCon talk into mob scene
SiliconANGLE: IT vet Lew Tucker's picks for sanity in times of multicloud madness
SiliconANGLE: Attacking the 95% of machine learning that's grunt work
SiliconANGLE: Kubernetes culture influences Google Cloud's approach to enterprises



SiliconANGLE: The co-evolution of Kubernetes and Heptio founder Joe Beda
Storage Review: KubeCon 2018 Bits
TechCrunch: The Cloud Native Computing Foundation adds etcd to its open-source stable
TechCrunch: DigitalOcean launches its container service
TechCrunch: Kong launches its fully managed API platform
TechCrunch: Tigera raises $30M Series B for its Kubernetes security and compliance platform
TechGenix: KUBECON + CLOUDNATIVECON 2018 - What to expect
TechGenix: WHAT KUBECON + CLOUDNATIVECON TELLS US ABOUT CONTAINERS IN 2019
TFiR: Aspen Mesh Beta simplifies service mesh implementation
TFiR: Pivotal launches multi-cloud serverless platform
TFiR: Enterprises can now accelerate move to multi-cloud with Kong Cloud
The New Stack: Aqua Security's Kubernetes Benchmarks Get CIS Approval
The New Stack: The Etcd Database Joins the Cloud Native Computing Foundation
The New Stack: DigitalOcean Opens Up Its Managed Kubernetes Service
The New Stack: VMware Extends Istio into the 'NSX Service Mesh' for Microservices
The New Stack: Twistlock Enhances Visibility into Multicloud, Istio, Kubernetes
The Next Web: DigitalOcean's Kubernetes container hosting platform is now open to anyone
The New Stack: Traefik: A Dynamic Reverse Proxy for Kubernetes and Microservices
The New Stack: Buoyant CEO on How Linkerd Sprang from Twitter's Heady Early Days
The New Stack: KubeCon: New Tools for Protecting Kubernetes with Policy
The New Stack: Add It Up: Enterprise Adoption of Kubernetes Is Growing
The New Stack: Oracle Cloud Native Framework Promises 'Bi-Directional' Cloud Portability
The New Stack: TNS Context: Grafana Loki and KubeCon Takeaways
The Register: Celebrating K8s crates inflation rate, Linux mates congregate
The Register: Google's rent-a-cloud biz revs Istio for its Kubernetes service
The Register: Kubernetes caretaker auditions for Hoarders; takes in another open source project
The Register: Kubernetes has become 'boring' and that's good, Google tells devs
The Stack: DigitalOcean launches Kubernetes as a Service
VentureBeat: Everything that was announced at KubeCon + CloudNativeCon
VentureBeat: Uber brings Horovod project for distributed deep learning to Linux Foundation
Virtualization & Cloud Review: Solo.io Launches Enterprise API Gateway GlooE
Virtualization & Cloud Review: 5 Most Eye-Catching Technologies at KubeCon + CloudNativeCon North America 2018
Virtualization & Cloud Review: Kaloom Software Defined Fabric Integrates Kubernetes, OpenShift
VMBlog: Arista to Demonstrate Any Cloud Networking for Kubernetes at KubeCon NA 2018
VMBlog: Pulumi #KubeCon 2018 - VMblog Video Interview
VMBlog: Chef #KubeCon 2018 - VMblog Video Interview
VMBlog: Platform9 #KubeCon 2018 - VMblog Video Interview
VMBlog: Pulumi and Atomist #KubeCon 2018 Talking Software-Defined Delivery Manifesto - VMblog Video Interview
VMBlog: Lacework #KubeCon 2018 - VMblog Video Interview
VMblog: Sysdig #KubeCon 2018 - VMblog Video Interview

[VMblog:](#) Hedvig #KubeCon 2018 - VMblog Video Interview
[VMblog:](#) Binaris #KubeCon 2018 - VMblog Video Interview
[VMblog:](#) Rancher #KubeCon 2018 - VMblog Video Interview
[VMblog:](#) Kublr #KubeCon 2018 - VMblog Video Interview
[VMblog:](#) SnapRoute #KubeCon 2018 - VMblog Video Interview
[VMblog:](#) StackRox #KubeCon 2018 - VMblog Video Interview
[ZDNet:](#) Kubernetes etcd data project joins CNCF
[ZDNet:](#) Bitnami Kubernetes Production Runtime released
[ZDNet:](#) The rise of Kubernetes epitomizes the transition from big data to flexible data
[ZDNet:](#) What is the Kubernetes hybrid cloud and why it matters
[ZDNet:](#) IBM protects your cloud container data running under Kubernetes with encryption

Media & Analyst Attendance Over Time



CLOUD NATIVE
COMPUTING FOUNDATION