MediaOps Overview

Communities | Content | Platform

mediaops.io

MediaOps is the Premier Global Media Platform for Technical Communities
DevOps.com, the flagship site of MediaOps, features the largest and most diverse original content related to DevOps.

DevOpsTV is DevOps.com's online video channel hosted on YouTube. It features hundreds of videos, including webinars and exclusive interviews from DevOps conferences around the world.

DevOps Chats are "fireside" podcasts featuring DevOps.com and Security Boulevard editor in chief Alan Shimel discussing relevant topics with luminaries and thought leaders in the DevOps and security industries.

DevOps Dozen annual awards recognizes the best companies, leaders and technologies that are driving the DevOps movement.

Container Journal features the largest and most diverse original content related to containers and microservices and is a top search result for container-related terms.

Security Boulevard is the foremost site for security news and information and the home of the Security Bloggers Network (SBN). More than 400 member blogs strong, SBN has been promoting and distributing some of the leading blog content in the security space for more than 12 years.

Digital Anarchist is a comprehensive video platform featuring high-quality, engaging content related to DevOps, security, containers and more. Digital Anarchist will officially launch in 2020.

DevOps Experience and Predict are the industry’s first truly immersive, virtual reality conferences, featuring theaters for keynotes and presentations, a conference lobby to chat and socialize and a virtual trade show floor with exhibitor “booths” equipped with video, downloads and even giveaways for attendees.

Now entering its fifth year, DevOps Dozen annual awards recognizes the best companies, leaders and technologies that are driving the DevOps movement.

What began in 2011 as “Camp DevOps,” a grassroots conference to bring together practitioners of DevOps to educate themselves on process and tools to make their jobs easier, has evolved into DevOps Connect: New name, same mission.

More than 400 member blogs strong, SBN has been promoting and distributing some of the leading blog content in the security space for more than 12 years.

What began in 2011 as “Camp DevOps,” a grassroots conference to bring together practitioners of DevOps to educate themselves on process and tools to make their jobs easier, has evolved into DevOps Connect: New name, same mission.

Digital Anarchist is a comprehensive video platform featuring high-quality, engaging content related to DevOps, security, containers and more. Digital Anarchist will officially launch in 2020.

DevOps Experience and Predict are the industry’s first truly immersive, virtual reality conferences, featuring theaters for keynotes and presentations, a conference lobby to chat and socialize and a virtual trade show floor with exhibitor “booths” equipped with video, downloads and even giveaways for attendees.

MediaOps’ powerful integrated marketing and communication platforms help clients maximize their campaign ROI and paid media investments.
DevOps.com

Where the World Meets DevOps

DevOps.com, the flagship site of MediaOps, features the largest and most diverse original content related to DevOps. DevOps.com is one of the top destinations for DevOps influencers, buyers, practitioners and leaders.

DevOps.com hosts a variety of articles, videos, podcasts and custom content, all designed to educate, inform and engage. Topics on the site include:

- AI / ML / AIOps
- Cloud
- CI / CD
- Continuous Testing
- Culture
- DevOps for Databases
- DevSecOps
- DevOps Practices
- DevOps Tools
- IT As Code
- Enterprise DevOps
- Leadership Suite
- Monitoring
- ROELBOB

Country (Top 10) Views

<table>
<thead>
<tr>
<th>Country</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>34.41%</td>
</tr>
<tr>
<td>India</td>
<td>17.42%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>6.36%</td>
</tr>
<tr>
<td>Canada</td>
<td>3.57%</td>
</tr>
<tr>
<td>Germany</td>
<td>2.64%</td>
</tr>
<tr>
<td>Australia</td>
<td>2.42%</td>
</tr>
<tr>
<td>France</td>
<td>1.92%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>1.58%</td>
</tr>
<tr>
<td>Brazil</td>
<td>1.57%</td>
</tr>
<tr>
<td>Singapore</td>
<td>1.24%</td>
</tr>
<tr>
<td>Others</td>
<td>26.87%</td>
</tr>
</tbody>
</table>
Security Boulevard
The New Road in Security

Security Boulevard is the home of the Security Bloggers Network (SBN). More than 400 member blogs strong, the Security Bloggers Network has been promoting and distributing some of the leading blog content in the security space for more than 12 years. The site contains more than 15,000 posts from the SBN and growing.

Security Boulevard hosts a variety of articles, videos, podcasts and custom content, all designed to educate, inform and engage. Topics on the site include:

- Analytics Intelligence
- AppSec
- CISO
- DevOps
- Governance, Risk & Compliance
- Identity & Access
- Incident Response
- IoT Security

---

### Monthly Traffic

- **Visitors**
- **Views**

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitors</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>50,000</td>
<td>250,000</td>
</tr>
<tr>
<td>2018</td>
<td>100,000</td>
<td>200,000</td>
</tr>
<tr>
<td>2019</td>
<td>150,000</td>
<td>150,000</td>
</tr>
</tbody>
</table>

---

### Job Titles

- **Practitioners**: 70%
- **Executives**: 19%
- **Managers**: 11%

---

### Followers

<table>
<thead>
<tr>
<th>Platform</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>2,000</td>
<td>4,000</td>
<td>6,000</td>
</tr>
<tr>
<td>Facebook</td>
<td>70%</td>
<td>11%</td>
<td>19%</td>
</tr>
<tr>
<td>Linkedin</td>
<td>51%</td>
<td>7%</td>
<td>38%</td>
</tr>
</tbody>
</table>

---

### Global Readership

- **US**: 51%
- **Europe**: 23%
- **India**: 19%
- **Rest of the World**: 7%
Container Journal
Long Live Containerization!

The momentum behind containers isn’t showing signs of slowing down in 2019, as businesses recognize their many benefits including increased scalability and limited cybersecurity attacks. As the container sector continues to mature and newer technologies, such as Kubernetes, come into play, Container Journal is and will continue to be the premier source of news and information for this growing market.

Topics on the site include:
- Container Ecosystem
- Container Management
- Container Security
- Container Networking
- Container News
- And more…

![Newsletter Subscribers Chart]

![Job Titles Chart]

![Monthly Traffic Chart]

![Followers Chart]

![Global Readership Chart]
Digital Anarchist

Digital Anarchist is a groundbreaking new video platform, featuring high-quality, engaging content related to all things IT and technology.

Digital transformation is creating a new breed of companies in every market. Those embracing and capitalizing on this disruption are tomorrow's success stories.

Video is the preferred method for today's digital citizens to consume content. As the consequences of this new normal flow through the traditional technical media community, more and more news, education and entertainment will be produced, delivered and watched via video streaming.

This disruption will also create new winners and losers. Companies seeking to reach the digital audience via video will need a solid partner that can handle all aspects of video production, streaming and distribution.

Digital Anarchist will offer video production and distribution, as well as sponsorships. Sponsors will be able to produce and/or distribute content for both branding and lead generation campaigns. The DA platform will feature both original DA content as well as third-party partner content. Additional sponsorship opportunities will also be available.

• For viewers and subscribers, Digital Anarchist—using ML/AI powered functionality—will offer suggested relevant educational and informative content personalized to each viewer based on viewing history.
• Digital Anarchist will be available via multiple device formats with custom apps for smartphones and tablets, channels on popular streaming platforms/hardware and, of course, via web browser.

To learn more visit https://digitalanarchist.com

Click on the image to watch the video

Dig-i-tal An·ar·chist [ˌdijidl ˈanərkəst] – *a catalyst for Digital Transformation that disrupts the outdated and inefficient, ushering in a faster, higher quality and more secure future*

~ Alan Shimel, co-founder Digital Anarchist.
DevOps.com expands to Mobile, Amazon Fire TV, Apple TV & Roku Devices

A mobile experience where you can access professionally produced written, audio, and video content on all things DevOps.
WATCH ON ALL YOUR DEVICES
ON THE TV, ON THE PHONE AND ON THE COMPUTER

Download DevOps.com App Now!
Google Play / Apple Store / Fire TV / Apple TV / Roku
MediaOps utilizes various strategies and tactics to drive, capture and cultivate more leads.

✓ Webinars
✓ Virtual Events
✓ Content Syndication

We can help you develop an integrated marketing campaign tailored to your business needs.
**USE VIDEO AS PART OF YOUR THOUGHT LEADERSHIP STRATEGY**

**Build Trust:** Video is an effective way to connect with your audience and gain trust and build brand loyalty.

**Higher Engagement:** Video helps people stay on sites longer and stay more engaged. They retain visual content better than a page loaded with words. A great method for developing a loyal following.

**Stay Relevant.** A series of thought leadership videos not only reinforces your expertise, but also keeps you in front of your audience.

**2019 VIDEO TRENDS**

- **81% of businesses use video** as a marketing tool — up from 63% over the last year. (Hubspot)
- **59% of executives** say they would rather watch a video than read text. (Wordstream)
- **Viewers retain 95% of a message** when they watch it in a video, compared to 10% when reading it in text. (Insivia)

Source: https://biteable.com/blog/tips/video-marketing-statistics/

---

**VIDEOS**

**Full video production** services; State-of-the art digital HD equipment and dynamic post-production **video editing**

- Brand Marketing Video
- Educational Video Series
- Video Blog / Interviews
- Live Streaming at Events
- Sponsored Video Ads
- Storytelling Testimonial Video
- Virtual Summit Video
- Case Study Video
BRANDING

DISPLAY ADVERTISING

From traditional direct-response CPM and CPC campaigns to custom-built display options, DevOps.com has a solution to meet your branding needs. Site-wide, section-specific and newsletter ads are available in a variety of sizes and placements, including: Leaderboard (728 x 90) and Sidebar (300 x 250)

https://devops.com/

MICROSITES

A microsite is comprised of an individual page or a cluster of pages. Microsites are particularly useful if your business wants to highlight one segment of its business to your customers. A microsite ensures thought leadership in a particular discipline and can be a permanent place to showcase the product or a temporary site during a product launch or promotion. A microsite exists to offer specific content that caters to a specific audience.

https://devops.com/cloudbees/

CloudBees Microsite on DevOps.com
Editorial eBooks deliver in-depth insights into hot topics that matter to the target community. Scheduled eBooks provide content based on relevant and timely topics determined by our editorial staff. Display ads are limited to four sponsors. Single-sponsor eBooks are also available on an ad-hoc basis, with sponsors choosing the theme. 

https://devops.com/library/

Every quarter, we’ll run a vendor-neutral survey to focus on important trends within the MediaOps reader community, including topics such as perceptions about digital transformation, best practices within the enterprise and career trends. Sponsorship is a branding opportunity, with logo placement within the survey report and mentions during survey promotion.
WEBINARS

PREMIUM / TRADITIONAL WEBINARS

Webinars can be a very effective lead generation channel. We offer both Premium and Traditional Webinars.

For **Premium Webinars**, our editorial team will facilitate lively debate and discourse among webinar panelists, featuring practitioners and topics chosen by our editorial staff. Attendees will be emailed a downloadable PDF report with summary highlights after the show. Sponsors will be mentioned briefly during the show and have the opportunity for branding within the PDF. The authenticity of this vendor-neutral approach offers a unique branding opportunity for sponsors to contribute to the community and increase their reputation among community members.

Our **Traditional Webinars** offer sponsors the opportunity to work with editorial staff to come up with topics that matter to prospects. MediaOps staff will moderate the webinar and can facilitate recruitment of speakers.

https://devops.com/webinars/
ALL-DAY VIRTUAL CONFERENCE

MediaOps offers the most powerful virtual conference platform for marketing and lead generation.

MediaOps is the producer of industry’s first true virtual conference, DevOps Experience. The inaugural event featured Gene Kim, Dr. Nicole Forsgren, Kohsuke Kawaguchi and industry luminaries, as well as speakers from well-known companies who shared the learnings from their DevOps initiatives.

For attendees, virtual summits offer the best networking and learning experience in a fun and engaging way.

For sponsors, virtual summits offer a cost-effective way to generate more leads, improve lead quality and build brand awareness through the sales cycle.

https://devopsexperience.io/

https://devopz.io/

https://kubevirtual.com
Extend the reach of your custom content through our whitepaper and custom content and syndication services.

Any kind of digital content can be syndicated, including sponsored videos, whitepapers, eBooks, infographics and more.

It is important that the content you syndicate should be high-quality so that you attract positive attention and create a strong reputation for your business and solutions you offer.

Quarterly syndication campaigns are available for content at reasonable CPL rates. Our team supports your reach through targeted popups, newsletter, social and site-wide support.

https://devops.com/library
ARTICLES / BLOGS

MediaOps sites host a variety of articles, videos, podcasts and custom content across our sites, all designed to educate, inform and engage. Each site features a solid mix of news and information aimed at the reader community, with content refreshed daily to provide the most up-to-date information for the topics most relevant to our readers.

Topics on the site include:
- APM
- AI
- Cloud
- Continuous Delivery
- Continuous Testing
- DevSecOps
- DevOps Tools & Practices
- Leadership Suite
- Mainframe DevOps
- and more...

DEVOPS CHATS

DevOps Chats are “fireside” podcasts featuring DevOps.com and Security Boulevard editor in chief Alan Shimel discussing relevant topics with luminaries and industry experts in the DevOps and security industries.

https://devops.com/chat/
INFLUENTIAL LEADERS IN THE TECH INDUSTRY

• Digital Anarchist provides in-depth coverage at all leading conferences focused on DevOps, Cybersecurity & Container technologies.

• Coverage includes live conversations with transformational leaders, innovators and experts sharing their insights and best practices.

• Through lively panels, one-on-one interviews and interactive experiences, audiences gain new insights and expanded perspectives.

• Check out our recent coverage from DevOps Enterprise Summit, RSA Conference, KubeCon & CloudNativeCon, DevOps World | Jenkins World and other events at: digitalanarchist.com
2020 CONFERENCES & EVENTS

MediaOps attends events around the world, conducting live streaming interviews via Digital Anarchist.

MediaOps 2019 Event Calendar

January 13-15
Gitlab Commit, San Francisco

February 23-28
RSA, San Francisco

March 9-11
Appian World

March 19-20
Melbourne DOTC (DevOps Talks Conference)

March 24-25
Auckland DOTC (DevOps Talks Conference)

March 27-April 5
KubeCon Amsterdam

April 27-29
SauceCon, Austin, TX

May 4-7
IBM Think

June 23-25
DOES London

July 14-16
RSA APJ

August 18-19
Singapore DOTC (DevOps Talks Conference)

August 24-25
Sydney DOTC (DevOps Talks Conference)

August 27-28
Melbourne ECTC (Enterprise Cloud Conference)

September 22-24
DOES Las Vegas

November 17-20
KubeCon US
A FEW OF OUR SPONSORS

- aqua
- cloudbees
- Datical
- Electric Cloud
- GitLab
- IBM
- influxdata
- JFrog
- NowSecure
- pagerduty
- PLUTORA
- Red Hat
- Signal Sciences
- threat stack
- TRICENTIS
- Veracode
- WhiteHat Security
- WhiteSource
- XebiaLabs Enterprise DevOps
Our most valuable asset are our people at MediaOps. Through their talent, skills, experience and most of all their passion, they allow MediaOps to thrive in a time of disruption in the media world.

- Alan Shimel, CEO
LET’S CONNECT

For more information or inquiries, please visit: https://mediaops.io/#contact or, email us directly at sales@mediaops.io