Tell Your Story the Most Powerful Way.
Who is MediaOps?

An Omniversal Tech Media Company.

MediaOps is an omniversal tech media company covering IT industries and practices that are re-shaping the world of technology. Specifically, DevOps, cloud-native, cybersecurity and digital transformation are the communities we live in.

The Markets We Serve

Digital Transformation

- DevOps
- Cloud-native
- Cybersecurity

433K
Subscribers

13M
Yearly Page Views

250+
Sponsors
What we offer

Thought Leadership > Engagement > Leads

- Webinars and Roundtables
- Virtual Events
- TechStrong TV Broadcasts
- Video Production
- Analyst Research
- Custom Content
- Content Syndication
- Blogs, Chats and Comics
TechStrong TV

A groundbreaking broadcast platform featuring high-quality, engaging content related to all things IT and technology.

OFFERINGS

Video Production + Distribution + Sponsorships

Sponsors can produce and/or distribute content for both branding and lead generation campaigns.

Multiple Formats

• Custom apps for smartphones and tablets
• Channels on popular streaming platforms/hardware and, of course, via web browser.

Conversations with Tech Experts

• Transformational leaders, innovators and experts sharing their insights and best practices

In-depth Coverage

• Leading-edge companies and technologies

VIEW RECENT COVERAGE AT techstrong.tv

10,000+

Daily Viewers

Past broadcasts are archived on digitalanarchist.com
Content Pillar Programs

An integrated, multi-channel program customized to fit your needs.

**BENEFITS**

Convey thought leadership, branding opportunities and demand generation activities.

**Infographic and Feature Article**
- One Infographic, followed by TechStrong TV segment.
- Transcribed into a text feature article.
- Gating of infographic is optional.

**Panel Roundtable Webinar**
- Video roundtable panel discussion with client leadership as well as key leaders in your organization.
- Panel webinar requires registration ensuring lead generation.

Promotion By MediaOps
Expert IT Analyst Services

Industry experts deliver insightful, intelligent, useful information relevant to the IT community in a variety of content formats.

Custom research

• Engage with our analyst team to research a topic of your choosing.

Scheduled research

• Research is based on relevant and timely topics determined by our editorial staff.

Editorial surveys

• Every quarter, we run a vendor-neutral survey to focus on important trends within the IT community.

Format

The Accelerated Strategies team will deliver research results in a format of your choosing - video, webinar, eBook, standard report and/or event presentation.

Sponsorship

Each research activity is a sponsorship and branding opportunity. Your logo will be placed on the relevant research report and your company will be mentioned during survey promotion.

Take Our Survey
Webinars

We use BigMarker, the #1-rated platform to create, distribute and build traction with live, on-demand, and automated webinar content.

DID YOU KNOW?

Webinars can be a very effective lead generation channel.

Sponsors

• Opportunity to work with editorial staff to define topics that matter to your prospects.

MediaOps

• MediaOps staff will moderate the webinar and can facilitate recruitment of speakers.

Panel Webinars and Roundtables

Our editorial team will facilitate lively debate and discourse among webinar panelists. The webinar will feature practitioners discussing relevant topics selected by our editorial staff.

Sponsorship

• Receive a speaking slot on the webinar and your logo on the accompanying infographic which is behind a registration wall.
We offer the most powerful virtual conference platform for marketing and lead generation.

**EXAMPLES OF PAST CONFERENCES**

**DID YOU KNOW?**

We are the producer of DevOps Experience, the industry’s first, true virtual conference.

This inaugural event featured luminaries such as Gene Kim, Dr. Nicole Forsgren, Kohsuke Kawaguchi and speakers from industry. All presenters shared expert insights from their DevOps experiences.

**Attendees**

- Virtual summits offer the best networking and learning experience in a fun and engaging way.

**Sponsors**

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

**See 2021 events schedule**

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**Examples of Past Conferences**

- DevOpsExperience.io
- DevOpz.io
- KubeVirtual.com
# 2021 Topic Spotlight

## Jan
- **Enterprise Digital Transformation**
  - Cloud-Native Goes Native
  - Value Stream Management
  - Low-Code/No-Code/Digital Transformation

## Feb
- **Rise of 5G**
  - Kubernetes - Beyond Orchestration
  - Container Networking
  - Kubernetes in the Enterprise

## Mar
- **Security Challenges and Opportunities of Remote Work**
  - Securing the Cloud
  - Identity and Access Management
  - AppSec

## April
- **Virtual and Hybrid Events**
  - Open Mainframe
  - Security Summit
  - Healthcare

## May
- **DevOps Connect: DevSecOps**
  - DevOps Connect: DevSecOps May 19
  - Splunk DevOps ASEAN Day July 8
  - TechStrong Con July 14-15

## June
- **RSA Conference 2021**
  - Modern Incident and Change Management
  - Continuous Delivery

## July
- **Cloud-Native Security**
  - Container Storage/Rise of Stateful Apps
  - Cloud-Native Security
  - Deep Fake and Other Social Engineering Tactics
  - AI and Machine Learning in Security
  - API Security

## Aug
- **SRE**
  - Observability, Monitoring and Analytics
  - App Dev Platforms for Kubernetes
  - Kubernetes at the Edge
  - Securing the Edge

## Sep
- **DevSecOps**
  - DevSecOps
  - Securing Open Source
  - Regulatory Compliance

## Oct
- **Chaos Engineering**
  - Chaos Engineering
  - Containers and Microservices in the CI/CD Pipeline
  - Best of 2021

## Nov
- **Best of 2021**

## Dec
- **Low Code Virtual**
  - Low Code Virtual Nov 18
  - FinConDX Dec 9
  - Global SKILup Festival Dec 1-2

### Virtual and Hybrid Events
- **Predict**
  - Jan 21-22

- **Open Mainframe**
  - Feb 11

- **Security Summit**
  - March 4

- **Healthcare**
  - April 22

- **DevOps Connect: DevSecOps**
  - May 19

- **Splunk DevOps ASEAN Day**
  - July 8

- **TechStrong Con**
  - July 14-15

### SKILup Days
- **Cloud Native and Serverless**
  - Feb 25

- **Value Stream Management**
  - March 18

- **Agile Transformation**
  - April 22

- **SRE**
  - May 20

- **CI/CD**
  - July 22

- **DevSecOps**
  - Aug 12

- **Government SKILup Day**
  - Sept 9

- **Container Orchestration**
  - Oct 21

- **APAC Day**
  - Nov 18

- **Global SKILup Festival**
  - Dec 1-2

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**MediaOpsEvents.com**
Overview

Upskilling 2021
Enterprise DevOps Skills Survey and Report

Survey/Report #s

>2,000 Survey Respondents
>4,000 Report Downloads* *(March-December 2020)

Global Report

- North America: 30.7%
- APAC: 22.4%
- Europe: 21.0%
- LATAM: 10.6%
- UK: 6.4%
- Africa: 3.9%
- Australia/New Zealand: 3.4%

Leverage the research and contribute to the most recognized survey and report of its kind in the DevOps space.

What
- Annual survey and report explores the top issues facing the DevOps industry today and keeps a pulse on the needs of the future.

Who
- Engineers, Developers, Managers, C-level, VP, Director, HR

When
- Report published in second quarter, annually
- Survey opens in August, annually

Why
- Increase your brand exposure: Visibility to more than 80,000 DevOps Institute community members
- Hear from your customers: Give your community a voice to express their opinions and feedback
SKILup Days


Focused

• Focused on specific industry practices that examine “how-to” perspectives of the people, process, and technology aspects of IT. Recognized by TechTarget as the top industry conferences to participate at in 2021.

Engaging

• Extremely engaging opportunity to connect with the DevOps Institute community.

Opportunities

• Speaking and promotional opportunities

80,000+
Members in the community
Why Partner With Us

IT-Focused Sponsor Value

**IT Professionals**

MediaOps is the trusted source for the most current and useful knowledge that improves job effectiveness and career advancement.

**IT Marketers**

MediaOps provides access to highly engaged IT professionals through a range of omniversal media platforms. Grow demand generation by educating target audiences.

**IT Experts**

MediaOps is the global platform to share your and your company’s industry vision and experience. Tell your story and help advance your industry.