



LinuxTag 2007
30. May – 2. June

Attendee Audit
Summary of Results

The LinuxTag is Europe's leading community and business event for Linux, Open Source, and free software!

Linux and Open Source becomes professional – same as LinuxTag. Founded in 1996 as a student initiative in Kaiserslautern, it is today Europe's leading conference and trade show for Linux, Open Source, and free software. No other event unites the developer community to such a high degree as the LinuxTag is already doing throughout the years with its substantial conference programme, numerous workshops, tutorials, and the large presence of free projects.

Thereby the LinuxTag does not only address the international developer community. In fact the event and its professional trade show has made it its business to be a platform for commercial vendors of open source products and services as well. This showcase enables companies to present their products and to introduce trends and innovations to trade visitors and industry insiders.

By co-operating with Messe Berlin the Linux-Community found a strong partner to enhance the increasing business significance of open source for the LinuxTag trade show.

The reactions to this year's Berlin premiere of LinuxTag were very positive. 94% of the respondents had a good or even very good overall impression of the event. Furthermore, about 85% were satisfied with their business dealings. 9 out of 10 attendees described the conference programme as very informative. More than 80% welcomed the event's move to Berlin. Last but not least: more than 90% of the respondents declared their intention to return to LinuxTag 2008.

Besides the official Partner LIVE Linux-Association as well as further co-operating business partners, LinuxTag has attracted IBM, Novell, and Sun as official sponsors of the event. Additionally to the close collaboration with several federal authorities, e.g. the German Department of the Interior, the idea of open source software obtains increasing access to political decision-making processes.

The arrangements for LinuxTag 2008 have already started. Join us on our journey to develop and improve open source solutions and make LinuxTag the international meeting point for the industry and community.

Attached, please find the attendee audit including a summary of facts and figures of LinuxTag 2007. In addition to the exhibitor and conference profile, we also attached excerpts of the visitors survey, media feedback, and quotes related to LinuxTag 2007.

1. LinuxTag 2007 – EXHIBITION & CONFERENCE PROFILE

EXHIBITION	2007
Number of Exhibitors, total	127
... Commercial exhibitors from Germany, Norway, Sweden, Swiss, UK & USA	47
... Free projects from 40 countries, incl. Canada, India, Iran, Japan, Mozambique & USA	80

Source: Messe Berlin

CONFERENCE	2007					
Number of conference panels	220					
Day	Hall 1	Hall 2	Hall 3	Hall 4	Hall 5	Forum
Wednesday	Public Authority	Medicine	Virtualisation	Data Management	OpenSuSE Day	Company Lectures
Thursday	Enterprise Linux	Open-Source in use	Linux Wow!	Network & Administration	FUDCon	Company Lectures
Friday	Enterprise Software Development	Mobile & Embedded Devices	Multimedia & DTP	Security	OpenSolaris Day	Managing & Building Communities
Saturday	Web 2.0	Extreme Programming	Learning with free Software, Open Books & Docs	LPI Day	Ubuntu-Love Day	Company Lectures

2. LinuxTag 2007 – EXCEPT OF THE ATTENDEE SURVEY

VISITORS	2006	2007
Number of visitors, total*	9,000	9,600
... Trade visitors**		83.4 %
... Public visitors**		16.6 %
Press		102

Source: Messe Berlin, Survey conducted by Gelzus

TRADE VISITORS	2007
TRADE VISITORS	8,006
... from Germany	7,229
... International	777
... International (in %)	9,7
... from ... countries	23

Source: Messe Berlin, Survey conducted by Gelzus

TRADE VISITORS – PREVIOUS VISITED EVENTS	2007
None, first visit at LinuxTag	64.6 %
LinuxTag 2006, Wiesbaden	15.0 %
LinuxTag 2005, Karlsruhe	18.5 %
LinuxTag 2004, Karlsruhe	14.1%
LinuxTag 2003, Karlsruhe	11.7 %
Earlier LinuxTag-Events	12.2 %

Source: Messe Berlin, Survey conducted by Gelzus

TRADE VISITORS – REASONS FOR ONE'S VISIT	2007
Professional training	58,9 %
Information about products & solutions	49,6 %
General survey	47,0 %
New contacts/Networking	44,9 %
Conference attendance	25,6 %
Market & Competition observance	22,0 %
Maintaining existing business contacts	14,5 %
Making business transactions	6,3 %
Miscellaneous	9,6 %

Source: Messe Berlin, survey conducted by Gelzus

TRADE VISITORS – ECONOMIC SECTORS	2007
IT-Services	40,5%
Public authority/Government agency	12,4%
Education, R & D, Science	9,6%
Consulting	4,2%
Media/Publisher	2,8%
Association/Organisation	2,0%
Other sectors	12,2%
Pupils, students, employees	16,3%

Source: Messe Berlin, survey conducted by Gelzus

TRADE VISITORS – SIZE OF ENTERPRISE	2007
More than 10,000	7.0 %
1,000 – 9,999	9.6 %
100 – 999	17.9 %
50 – 99	6.4 %
Less than 49	42.8 %
Students & others	16.3 %

Source: Messe Berlin, survey conducted by Gelzus

TRADE VISITORS – INFLUENCE ON DECISION PROCESS	2007
Decisive	24.3 %
Co-Decisive	25.1 %
Advisory	22.7 %
Not involved	11.6 %
Students & others	16.3%

Source: Messe Berlin, survey conducted by Gelzus

TRADE VISITORS – COMMERCIAL PROFIT	2007
Very good	6.4 %
Good	35.3 %
Satisfying	43.3 %
Others	5.5%

Source: Messe Berlin, Survey conducted by Gelzus

3. LinuxTag 2007 – MEDIA RESPONSE

PRESS ACCREDITATION	2007
Accreditation total	102
from Germany, Austria, Denmark, and Spain	

Source: Messe Berlin

Articles from January - June 2007	2007
Articles, total	457
therefrom ... articles in online media	394
therefrom ... articles in print media	40
therefrom ... articles from news agencies	23

Source: Messe Berlin

PRINT MEDIA	2007
Articles, total	40
Realised gross rating points (in contacts)	8,87 Mio.
Advertisement equivalent (in Euro)	900.000

Source: Messe Berlin

4. Quotations about LinuxTag

Quim Gil, Product Manager maemo Development Platform, Nokia (Finland): "Berlin is a very good city for LinuxTag because of its location at the heart of Europe. Here at LinuxTag it was possible to meet an interesting mix from the community and companies. My impression is that the organization of LinuxTag here in Berlin has been very professional."

Sergei Pikalev, Director OpenSolaris-Community Russland: "LinuxTag breaks down the barriers between individual projects and links developers across the board. It is sometimes difficult to find assistance for special topics using the internet. Here at LinuxTag I found the support I need. I particularly valued the papers, which were very clearly devoted to specific themes."

Florian Schliefl, City of Munich LiMux-Client-Team: "This year's LinuxTag provided an outstanding platform for LiMux. Based on our own experience we were able to show that free software offers a genuine, ready-to-use alternative for public sector administrations. In our many discussions we were able to present the numerous uses of our own Basis Client to the representatives of various authorities, including those of Berlin."

Dag Klimas, German Moodle-Community moodle.org: "Together with Skolelinux we organized a virtual classroom at LinuxTag in order to present 'Learning on the Computer'. I never dreamed that we would meet as many professionals as we did here over the last few days."