

Audience Demographics: DevOps

"Our developer and DevOps audience is comprised of core application developers, DevOps specialists and engineers, directors and managers from companies of all sizes and industries across North America. They are actively making or influencing new DevOps technology purchases and deployment. If you are a DevOps solution vendor, this is the audience you want to speak to."

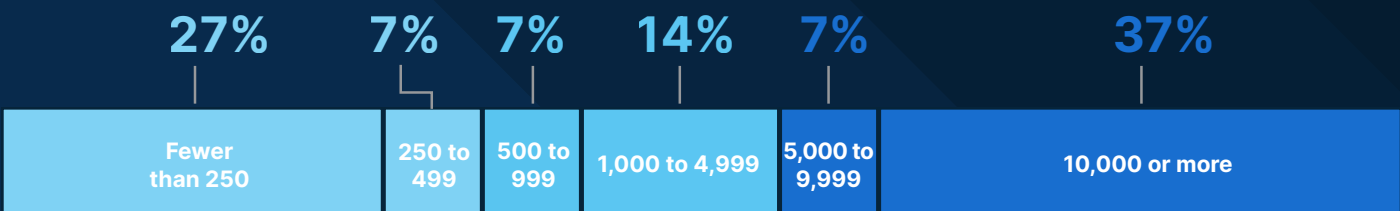
—Scott D. Lowe, CEO, ActualTech Media



308,571

Full Development-Centric Audience Size

Company Size



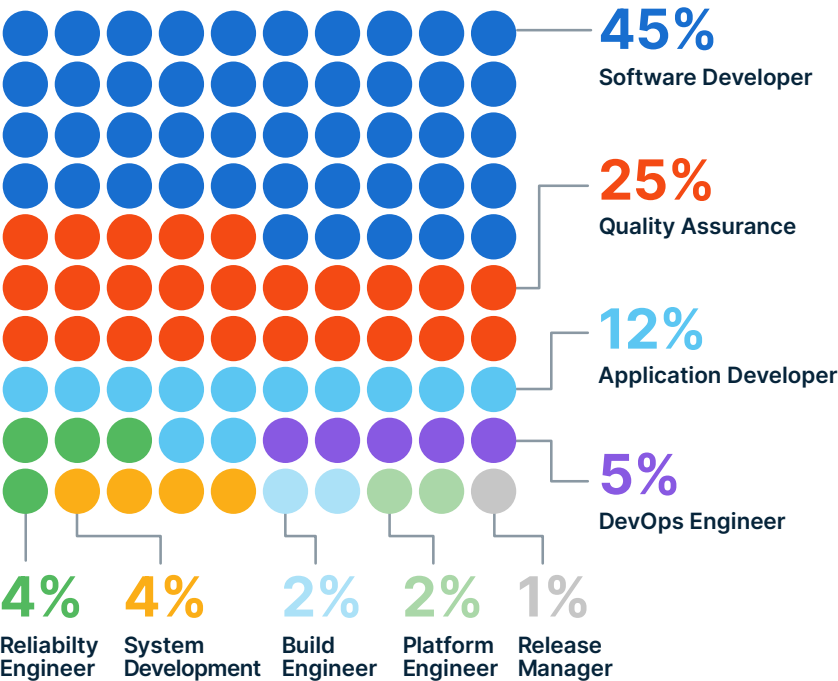
FEWER EMPLOYEES



MORE EMPLOYEES



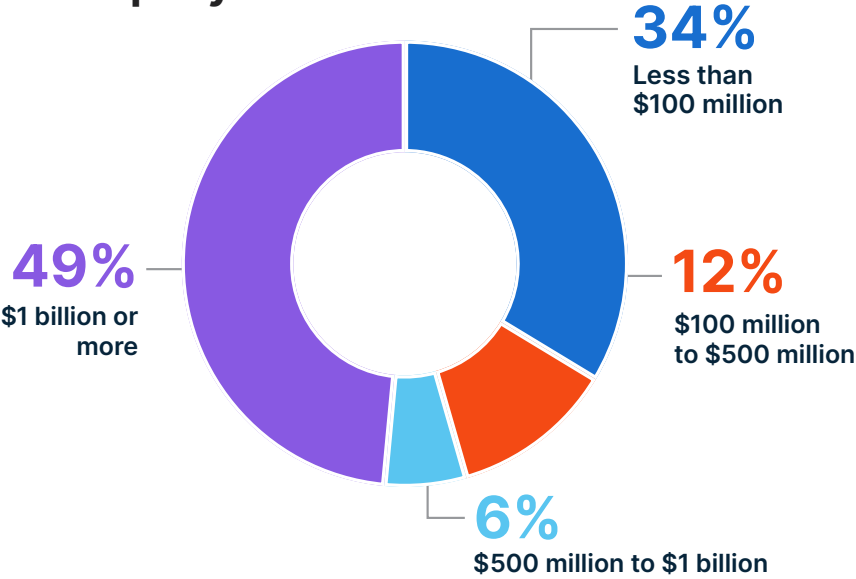
Roles



SAMPLE TITLES

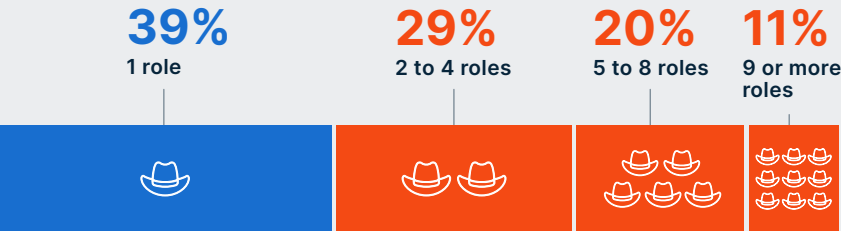
DevOps Engineer
Application Developer
Software Developer
Systems Development
Quality Assurance & Testing
Build Engineer
Release Engineer
Platform Engineer
Automation Architect
Reliability Engineer

Company Revenue



Number of Hats Audience Members Wear

Our audience members are often responsible for more than one technology area inside their organization, wearing multiple 'hats'. We recommend widening targeting wherever possible to capture maximum demand.



We are now using more than 10 tools that we learned about on ActualTech Media's webinars.

Reddy K. – Sr. Associate, Capital One

ActualTech Media's MegaCasts and EcoCasts give us the ability to see similar vendor offerings to compare and contrast with minimal effort. This gives us familiarity with different product offerings in a short period of time.

Gijo G. – Principal Systems Engineer, City of Philadelphia

COMPANY HIGHLIGHTS

(North America only)

Deutsche Bank	PNC
Intercontinental Hotels	Medline
Little Caesar Enterprises	Huntington
US Bancorp	JP Morgan Chase
Herbalife Nutrition	Barclays
US Dept of Defense	Fidelity
Fairway Financial	Leidos
Inspire Brands	New York Life Insurance
Procter & Gamble	Williams-Sonoma
Skechers	Ecolab
Novartis	Smithfield Foods
General Electric	Bell Canada
Abbott	Union Bank
AbbVie	Delta Airlines
Johnson & Johnson	DIRECTV
Walmart	McKesson
Molina Healthcare	Kyocera Group
Citi	



92%

say webinars play a role in their purchase process



67%

consume more than 3 pieces of vendor content per month