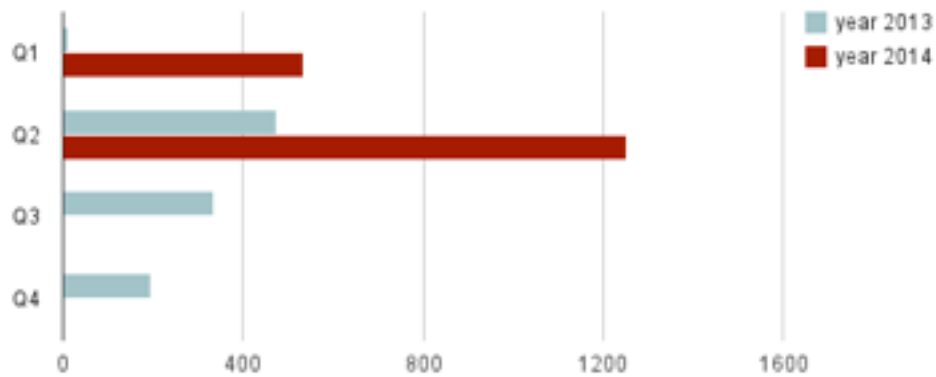


**Xen Project  
PR/Social Media Key Activities Report  
June 2014**

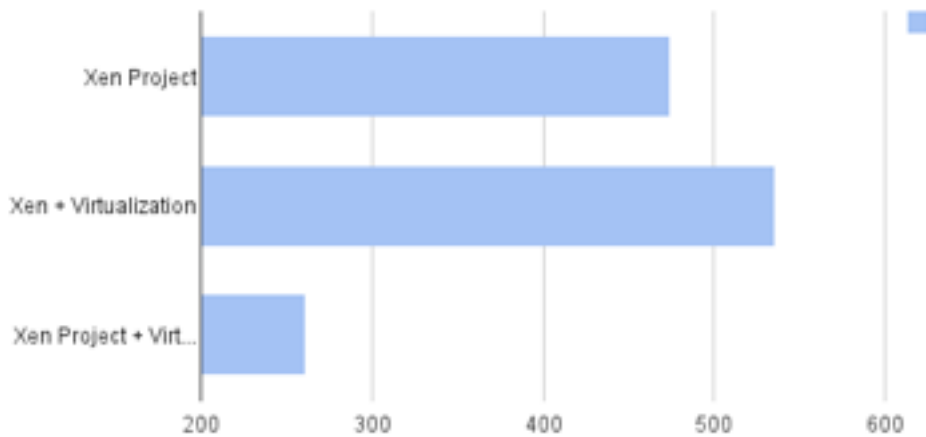
**Executive Summary**

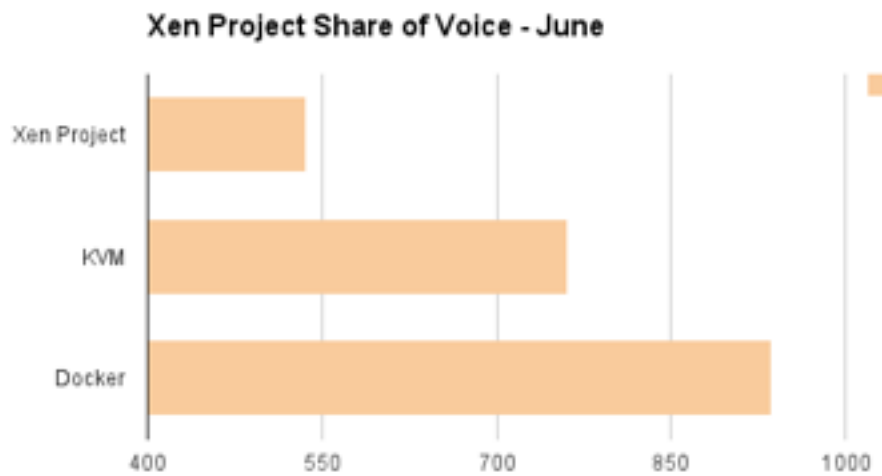
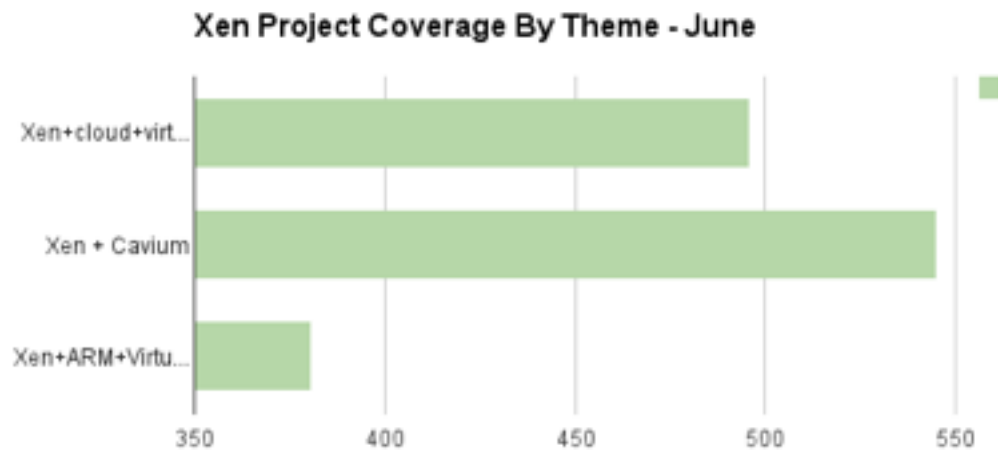
In June we focused on finalizing the Xen Project audit and submitted revised PR/AR messaging. The latest new board member Cavium was our key news focus for the month. By timing our rather straightforward new AB member announcement with product news of Cavium’s ThunderX 64bit ARMv8 Server Processors, Xen Project received more than 500+ mentions in articles worldwide.

**Quarter Over Quarter Xen Project Global Coverage**



**Xen Project Coverage - June**





#### Media/Analyst Relations

- Opensource.com: finalized a contributed blog on Xen Project's involvement in technology internships this summer with an emphasis on female participants. Slated to appear any day.

#### Planning/Strategy

- Conducted 1:1 interviews with Advisory Board members to update PR and analyst messaging and market positioning. Interviews completed with the following members:
  - Intel, Susie Li, 6/11
  - Oracle, Konrad Rzeszutek Wilk, 6/10
  - Interview requests pending with ARM, Thomas Molgaard.
- Submitted PPT summary of audit responses.
- Based on audit input, submitted Xen Project PR and analyst messaging. In review.

## Announcements/Blogs

- **June 3 News Release:** [Cavium Joins Xen Project Advisory Board](#)
- **June 10 News Release:** Xen Project Community Announces Program for Its Developer Conference
- Drafting Mirage OS 2.0 news release for OSCON.

## Social Media

- Ongoing: Social posts on Xen Project updates, events, coverage and related industry happenings; editing/writing Xen Project blogs as appropriate.
  - Key metrics: 2690 social followers
  - Twitter: 1,738 followers; 23 new followers, 31 Twitter interactions, 35.9K impressions
  - Facebook: 665 page likes total, 33 new fans
  - Google+: 287 followers, 14 new followers

## Coverage Highlights

6/3/2014

VMBlog

By David Marshall

Linux Foundation Releases Program for LinuxCon and CloudOpen

<http://vmblog.com/archive/2014/06/03/linux-foundation-releases-program-for-linuxcon-and-cloudopen-north-america.aspx#.U8P2hJRX-uZ>

6/3/2014

Serverwatch.com

Cavium Arms New Server Chips

By Sean Michael Kerner

<http://www.serverwatch.com/server-news/cavium-arms-new-server-chips.html>

6/6/2-14

SDNCentral

SDNCentral SDN and NFV Weekly Roundup — June 6, 2014 (Cavium)

By Craig Matsumoto

<http://www.sdncentral.com/news/sdncentral-sdn-nfv-weekly-roundup-june-7-2014/2014/06/>

6/10/2014

VMBlog

*Xen Project Community Announces Program for Its Developer Conference*

By David Marshall

<http://vmblog.com/archive/2014/06/10/xen-project-community-announces-program-for-its-developer-conference.aspx>

6/10/2014

linux.com

The Companies That Support Linux: Rackspace

By Libby Clark

<http://www.linux.com/news/featured-blogs/200-libby-clark/775890-the-companies-that-support-linux-rackspace>

6/12/2014

Tech Rights

Links 12/6/2014: Linux 3.15, New RHEL (Rackspace)

By Roy Schestowitz

<http://techrights.org/2014/06/12/new-rhel/#devices>

6/19/2014

Motley Fool

Intel Corporation Fights to Maintain Data Center Dominance

By Tim Brugger

<http://www.fool.com/investing/general/2014/06/19/intel-corporation-fights-to-maintain-data-center-d.aspx>

6/20/2014

eSecurity Planet

Bromium CTO Explains The Promise of Being Secure by Design

By Sean Michael Kerner

<http://www.esecurityplanet.com/malware/bromium-cto-explains-the-promise-of-being-secure-by-design.html>

6/23/2014

Motley Fool

Red Hat, VMware, and Microsoft: Which Company Is Winning the Server Virtualization War?

By Joseph Gacinga

<http://www.fool.com/investing/general/2014/06/23/red-hat-vmware-and-microsoft-which-company-is-winn.aspx>

