



ADOPTIUM

Plans Review 2024

Approved: October 2023

H1 Review: 25 July 2024

Program Plan Goals

1. Vibrant Healthy Projects

Ensure Adoptium's projects thrive by providing excellent community health, technical resource, and marketing support for their success.

2. Maintain Product Usage

Maintain Adoptium as the industry's top vendor-neutral source of secure, high-quality open source Java runtimes.

3. Innovation that Matters

Identify new technical collaboration opportunities across Eclipse projects and beyond.

4. Secure Development

Deliver secure, reproducible binaries. Including all of the associated information required to validate and verify the security of our deliverables.



Key Metrics - Vibrant Healthy Projects

Metric	2023	2024 Target	Q1 2024	Q2 2024	H1 Growth %
Adoptium's Active projects	7	-	3	4	- 42%
Commit Authors (Committers and Contributors) accum	84	94	57	68	- 36%
Committers (unique value)	55	94	28	55	-
New Commits	1,611	-	278	727	N/A
Avg. New commits / author	19	-	10	11	-44%

Highlights

Community engagement:

- 7 Lightning talks
- 8 Blog posts
- Mercedes Benz Intern
- Semester of Code - CMU
- Bloomberg Java Guild meet up
- RiscV Builds by RIVOS

Adoptium at Events:

- 4 Event Attendance with talks: FOSDEM, FOSS Backstage, Devox UK, Payara Virtual Conference.
- 3 Event booth: Javaland, JCON Europe, DevBCN.

Key Metrics - Maintain Product Usage

Metric	2023	2024 Target	Q1 2024	Q2 2024	Growth %
Direct Downloads of Temurin Releases (M)	286.8 accum. 210.9 2023	500 accum. 246 2024	351 accum. + 87	418 acumm +131	65%
Percentage of Tarballs Released Within Target Release Scorecard	34.94%	100%	93.75% Jan: 87.5% Mar: 100%	98,14% Apr: 98,14 %	+80%
Average Days for Primaries (Target 2 day)	7.36	2	3.43 Jan: 5.4 Mar: 1.47	1.5 Apr: 1.5	80% of improve ment
Average Days for Secondaries (Target 7 days)	9.96	7	4.60 Jan: 4.73 Mar: 4.47	4.23 Apr: 4.23	57% of improve ment

Highlights

- [April release, best and biggest. 54 Builds.](#)
- 20M monthly Downloads (Feb)
- Hit 1M daily users (11-jun-2024)

Key Metrics - Innovation that Matters

Metric	2023	2024 Target	Q1 2024	Q2 2024	Growth %
AQAvit Validated Runtimes in Marketplace active	7	-	7	7	0%
Initial Average Pass Rate*	97.65%	99.5%	96.23%	97.95%	N/A
Technical collaboration opportunities					
Trestle Initiative (OpenJDK Upstream Dev)	Definition	PoC	WIP	WIP	N/A

Highlights

- [AQAvit 1.0.0 Release Feb 2024](#)
- Release announcement at EF Newsletter.
- AQAvit community call following each Temurin release period.
- Temurin and AQAvit are [OpenChain ISO 5230 Comformant](#).
- 2 Semester of Code projects (May-July)

*This is the initial test triage captured during release period once finished the team review all tests manually until they get 100% for release. Measure of infra stability / ci-health and how quickly release triage activities can be completed.

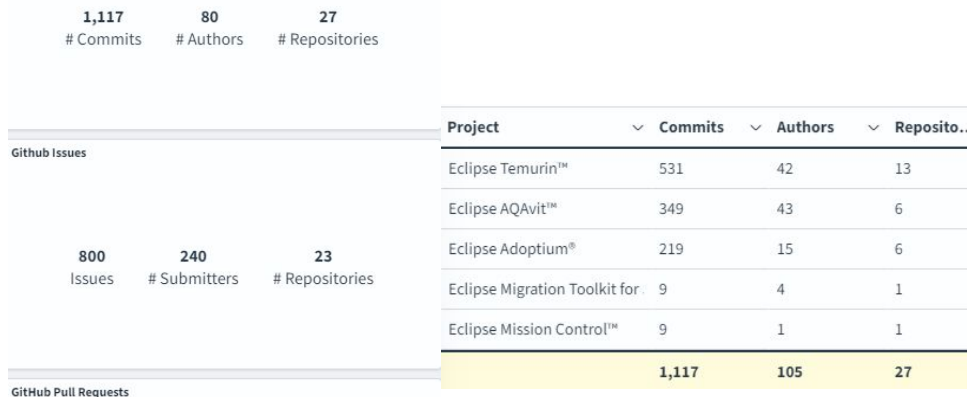
Key Metrics - Secure Development

Metric	2023	2024 Target	Q1 2024	Q2 2024
OpenSSF scorecard average for GitHub org	-	7	-	-
Adoptium.net		7	-	7
Adoptium Installers		7	-	7
Containers		7	-	8.1
Secure Development Criteria for AQAvit	-	Define current level (Q4)	-	-

Highlights

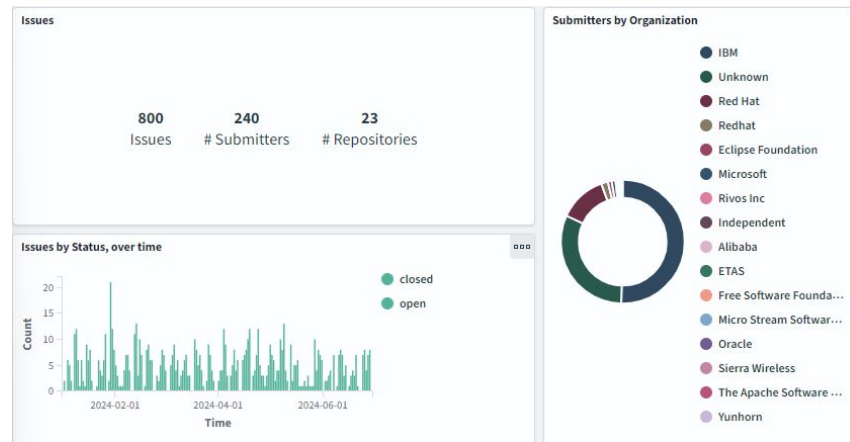
- SSDF ([SSDF Epic](#)) & SLSA Level Build L3 ([Epic](#))
- [Security Audit](#) with Eclipse Foundation - released June, 18, 2024
- Vulnerability Disclosure Report (Issue) - in progress.
- [Temurin Case Study](#) - final release April 16th

Community involvement



1,029 # Pull Requests 80 # Submitters 26 # Repositories

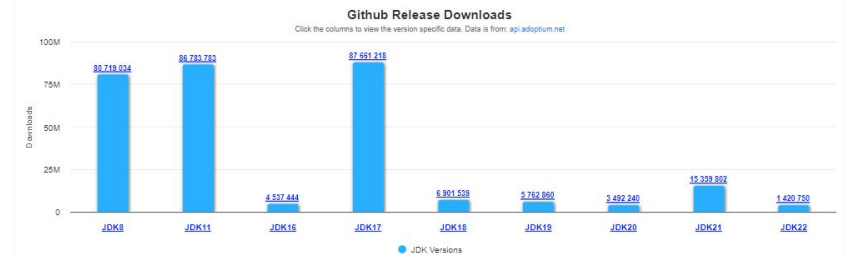
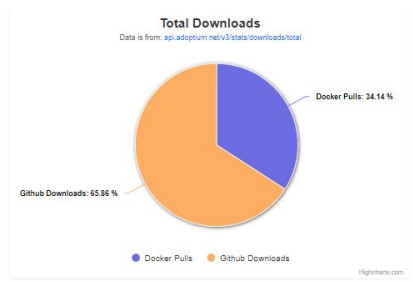
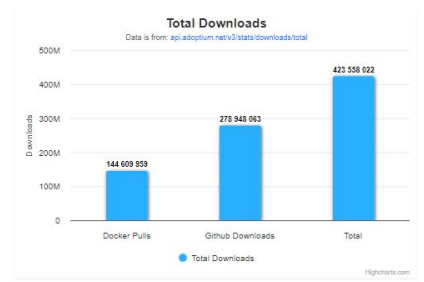
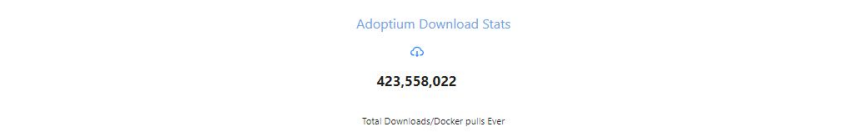
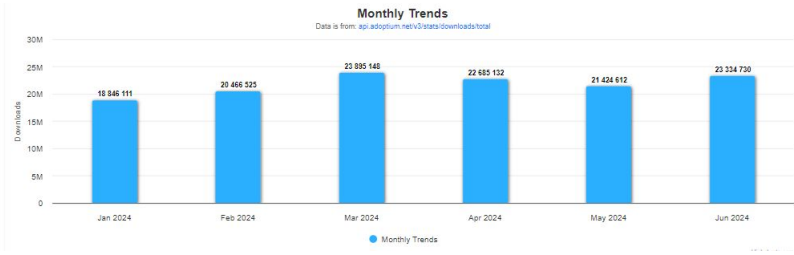
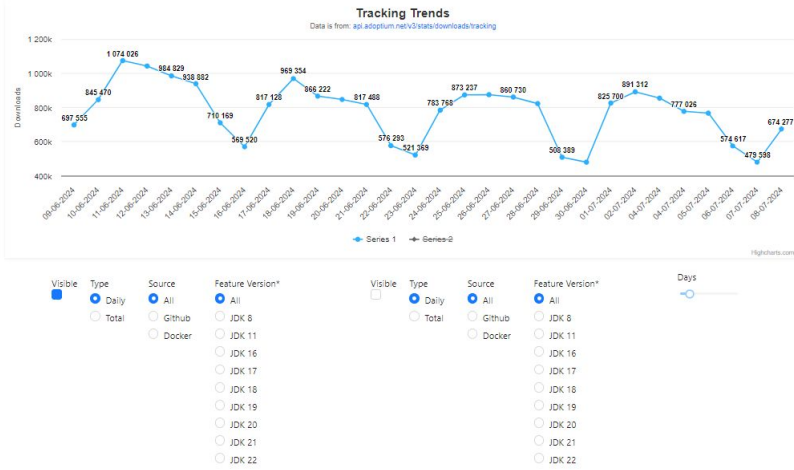
Source: Overview / bitergia



Source: Github Issue /Overview / bitergia
Note: Red Hat is top 1 organization, Some IBMs are now Red Hat (pending to update).



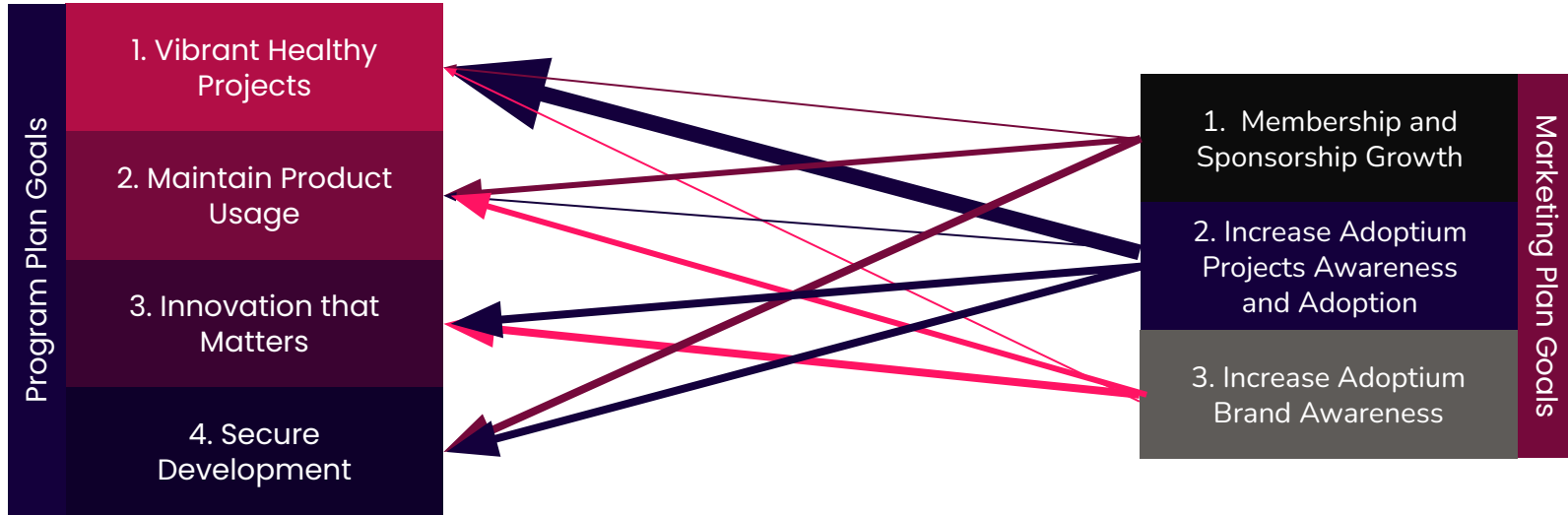
Temurin downloads



Date: 09-july-2024



Program and marketing goals alignment



Key Metrics - Membership and Sponsorship Growth

Metric	2023	Target	Q1 2024	Q2 2024	Growth %
<u>Weekly active Slack members</u> (within last 30 days)	103	-	157	160	9.8%
<u>Strategic Members</u>	7		0	7	0%
<u>Enterprise Members</u>	3		0	3	0%
<u>Participant Members</u>	2		0	2	0%
<u>Total Members</u>	12	15	12	12	0%
<u>Sponsors</u> active	3 agreements 8 GitHub	25% growth	0%	0%	0%
Linkedin Followers (B2B) - New	83	300	57	116	40%
New Named Adopters	30	30	0	0	0%

Highlights

Enterprise users targeting:

- Website Redesign - in progress
- Members pipeline review and Ecosystem Development meetings
- Sponsorship promotion
- Temurin Case Study , final release April 16th.
- Security Audit
- Event outreach

Key Metrics - Increase Adoptium Awareness

Metric	2023	Target	Q1 2024	Q2 2024	Growth %
Blogs on adoptium.net	12	20	4	4	
Mailing List Campaign	0	6	2	2	
Case Studies	1	1	0	1	
Testimonials Business Users	0	4	0	0	
PR / announcements	1	1	0	1	
Dedicated Newsletter (3 Spotlight)	1	3	1	1	100%
Virtual Events (Lightning Talks + Webinars)	11	12	5	2	
Events F2F	1	1	0	0	
Website Redesign	0	1	0	0	
Conference Talks (F2F/Online)	5	10	2	5	
Linkedin posting (annual)	82	96	19	62	
X posting (annual)	120	150	24	67	

Highlights

Community engagement:

- [Lightning talks](#)
- Blog posts
- SWAG Store release <https://eclipse-foundation.store/>
- Mailing list campaign nurturing subscribers:
 - Youtube Subscribers.
 - New contacts follow up
 - SWAG Store
 - Adoptium Summit
- iJUG newsletter monthly announcements.
- [Adoptium PR](#) - May 2024

Adoptium at Events:

- Event Attendance and booths.
- Adoptium Summit
- OC for Java

Adoptium SWAG Store

- Nov 23 - Feb 24 - Implementation:
 - Policies review.
 - Domains
 - Site and SWAG design
- Went live on March 12th
- Mar - Jul:
 - Marketing promotion
 - EU policies.
 - 20M / monthly product release
 - 5 sales - 3 of them the 20M campaign



HOME ADOPTIUM

The Eclipse Foundation store is launching with the Adoptium collection.
Rep your community with Adoptium gear!



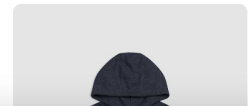
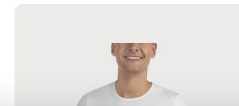
TEMURIN 20 MILLION + MONTHLY DOWNLOADS
T-SHIRT - MIDNIGHT NAVY
\$41.71



TEMURIN 20 MILLION + MONTHLY DOWNLOADS
T-SHIRT - ORCHID
\$41.71



TEMURIN 20 MILLION + MONTHLY DOWNLOADS
T-SHIRT
\$48.66



Temurin Case Study Metrics

Eclipse Temurin: Pioneering Software Supply Chain Security

Case Study

Eclipse Temurin: Pioneering Software Supply Chain Security

Find out how the Eclipse Foundation and Adoptium Working Group are working to build the world's most secure OpenJDK distribution

Download Now



<input checked="" type="checkbox"/>	SOURCE	PAGE VIEWS	
<input checked="" type="checkbox"/>	Other campaigns	8,536	
<input checked="" type="checkbox"/>	Direct traffic	7,321	
<input checked="" type="checkbox"/>	Referrals	765	
<input checked="" type="checkbox"/>	Organic search	76	
<input checked="" type="checkbox"/>	Organic social	35	
<input checked="" type="checkbox"/>	Email marketing	2	
<input checked="" type="checkbox"/>	Paid search	1	
	Report Total	16,736	

Full promotional campaign including:

- Featured on EF website & Adoptium website,
- social campaign,
- email campaign,
- newsletter, etc.

Page metrics

PAGE VIEWS

16,736

TOTAL FORM SUBMISSIONS

0

NEW CONTACTS

0

NEW CUSTOMERS

0

BOUNCE RATE

54.44%

TIME PER PAGE VIEW

4.1 minutes

EXITS PER PAGE VIEW

85.89%

ENTRANCES

14,382

Adoptium Summit - Work in progress

Metrics	Target	Jul/23
Registrations	200	37
CFP Submissions	10 - 15	13
Sessions	4-6	7
Attendees Live	20-40 /session	

Task	Status	Date
Brand and marketing definition and design	DONE	Jan - March
Call for Paper - Campaign	DONE	End May, 31st
Event page	DONE	April, 19th
Talks selected	DONE	June, 10th
Registration Campaign-social and email	IN PROGRESS	Jun 14- Sep 10
Final Schedule	IN PROGRESS	
Introducing Speakers Campaign	DONE	July 17
Speakers and MC testing		- 2 weeks
Event day		Sep, 10

Newsletter Articles

110K+ subscribers to the [Eclipse Community Newsletter](#)

- [February](#): Eclipse Temurin Is Enhancing Supply Chain Security With SLSA Build Level 3 Compliance
 - 198 views from the email

- [April](#): First Release of AQAvit Brings Lightweight Governance to Robust, High-Quality Releases
 - 537 views from the email

Email Campaigns stats

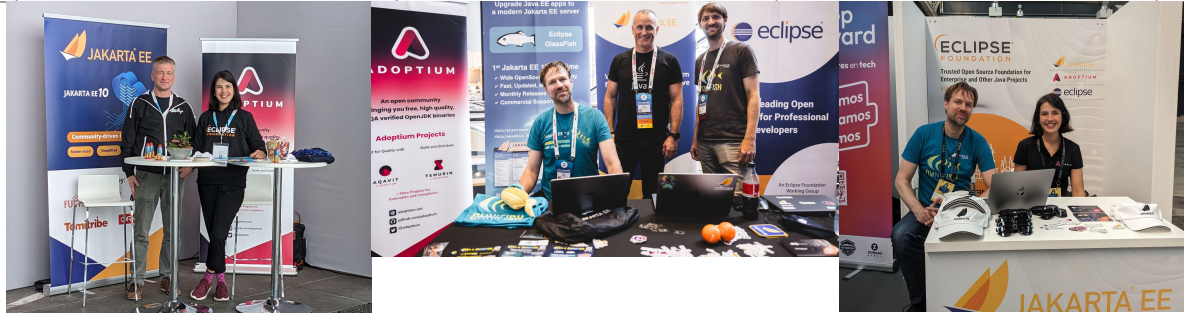
Campaign	Release date	Open Rate	Click Rate
Temurin Case Study	17 April	16.14% (81 opens)	0.6%
Adoptium Summit	8 May	22.25% (107 Opens)	2.29%



There was a **first** campaign to activate and clean the mailing list, with 1500+ contacts from the Contact Us page.
CTA: Subscribe to YouTube channel, and stay tuned about Adoptium.

Event presence

	JavaLand	JCON Europe	Dev BCN
When	9-11 April	13-16 May	13-14 June
Where	Nurburgring, Germany	Cologne, Germany	Barcelona, Spain
Attendees	1.445	1.000	705
SWAG	Stickers, OC flyers, Pens	Stickers, Flyers	Stickers, OC Flyers



Key Learnings

- **Brand Awareness and information dissemination.**
 - Event attendance helps community outreach for brand awareness.
- **Getting new contributors on board**
 - Dedicated student program like internships are more beneficial than general programs: Semester of Code or Paid Internship
 - Having an public plan and priorities help community to understand WG focus areas.
- **Security is a hot topic**
 - Adoptium community has been invited to events thanks to their work on Security Supply Chain
 - Enterprise user seek for security compliance.
- **Targeting Enterprise Users - Decision makers**
 - Create more educational content on: Migration, Open source support, commercial support, etc.
 - Enterprise users are not familiar with Open Source and Foundations, sponsorship or membership value proposition.
 - Enterprise user seek for security and quality assurance compliance.
- **Budget and resources optimization**
 - Prepare a clear message for Sponsors
 - Supporting secondary platforms builds linked to getting more funds or in kind support.



Areas to improve

- **Collaboration with other Eclipse Foundation projects**
 - Java at Eclipse team had brought bigger opportunities for Adoptium.
 - Pending to generate technical collaboration with other projects.
- **Marketplace publishers review**
 - Pending to do a publisher review after a year (May 2022) of using marketplace.
- **Promote others Adoptium projects and community involvement.**
 - Promote Incubator initiative and other small projects.





Thank you!