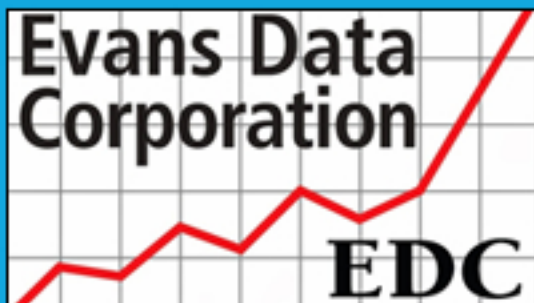


Developer Media User Profiles 2017



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In March of 2017, Developer Media commissioned Evans Data Corp to conduct a survey of their audience. The objective was to obtain a profile that would portray the various characteristics of the developers who frequent the Developer Media websites and so form a profile of their audience.

Evans Data has conducted many developer surveys every year since 1998. We have 12 different syndicated surveys that we run each year, plus many many more bespoke surveys for private clients and they are all focused on developers. Thus we've become highly aware of the characteristics of various types of developers, their technology adoption trends and the dynamics that shape their actions and intentions.

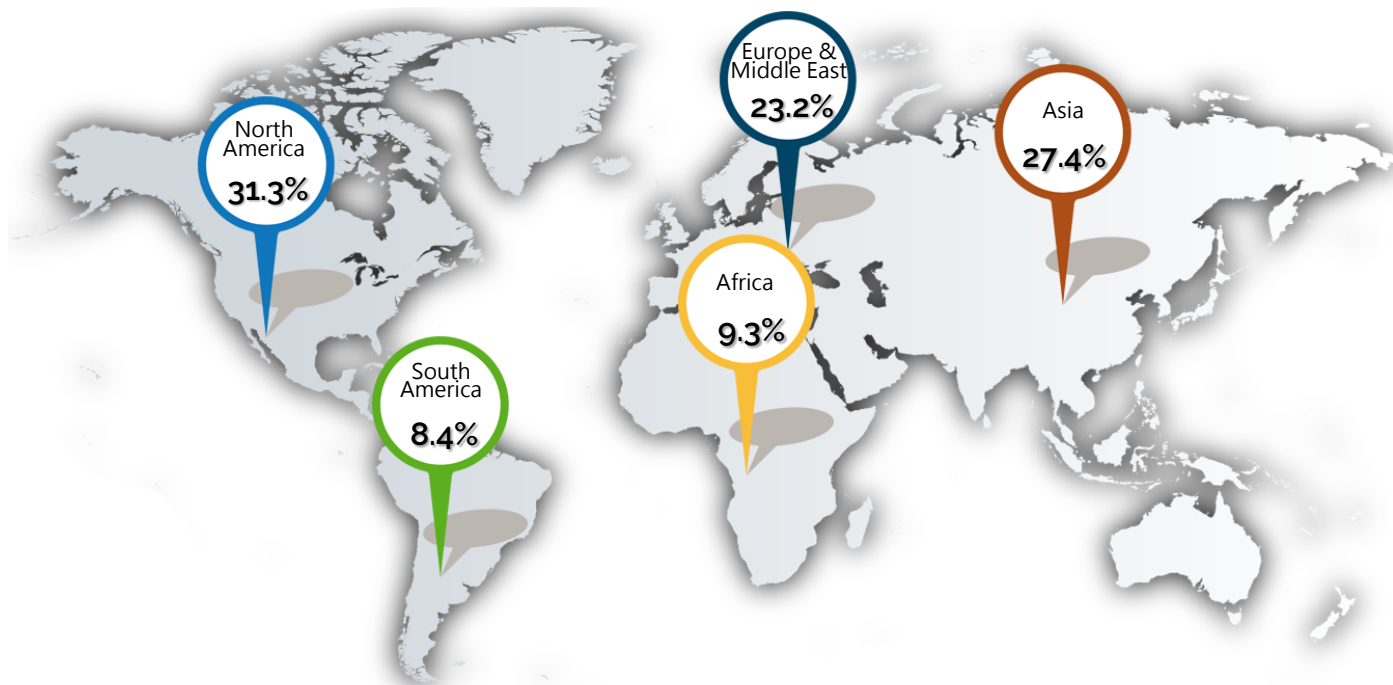
We found Developer Media's developers to be highly responsive and a total of 696 surveys were collected within 2 weeks time. This rapid response shows that these developers know and trust this media brand and value it in their lives enough to take time from their workday to help with this effort, and it should be noted that this is not the case with all developer websites. This sample size provides a margin of error of 3.7% at 95% confidence level.

The following is a synopsis of the results of the survey.

Where are They?

Developer Media's developers share many of the characteristics that we see in developers in general, but at the same time have tendencies all their own.

As we can see from the survey distribution below, Developer Media has a broad and worldwide reach. This survey was conducted only in English and yet we saw developers from all over the world responding. Not surprisingly the largest groups were from North America and Asia where more active developers are found than in



in any other region. Almost a quarter are from Europe and the Middle East with a little more than 8% from Latin America, mostly Brazil.

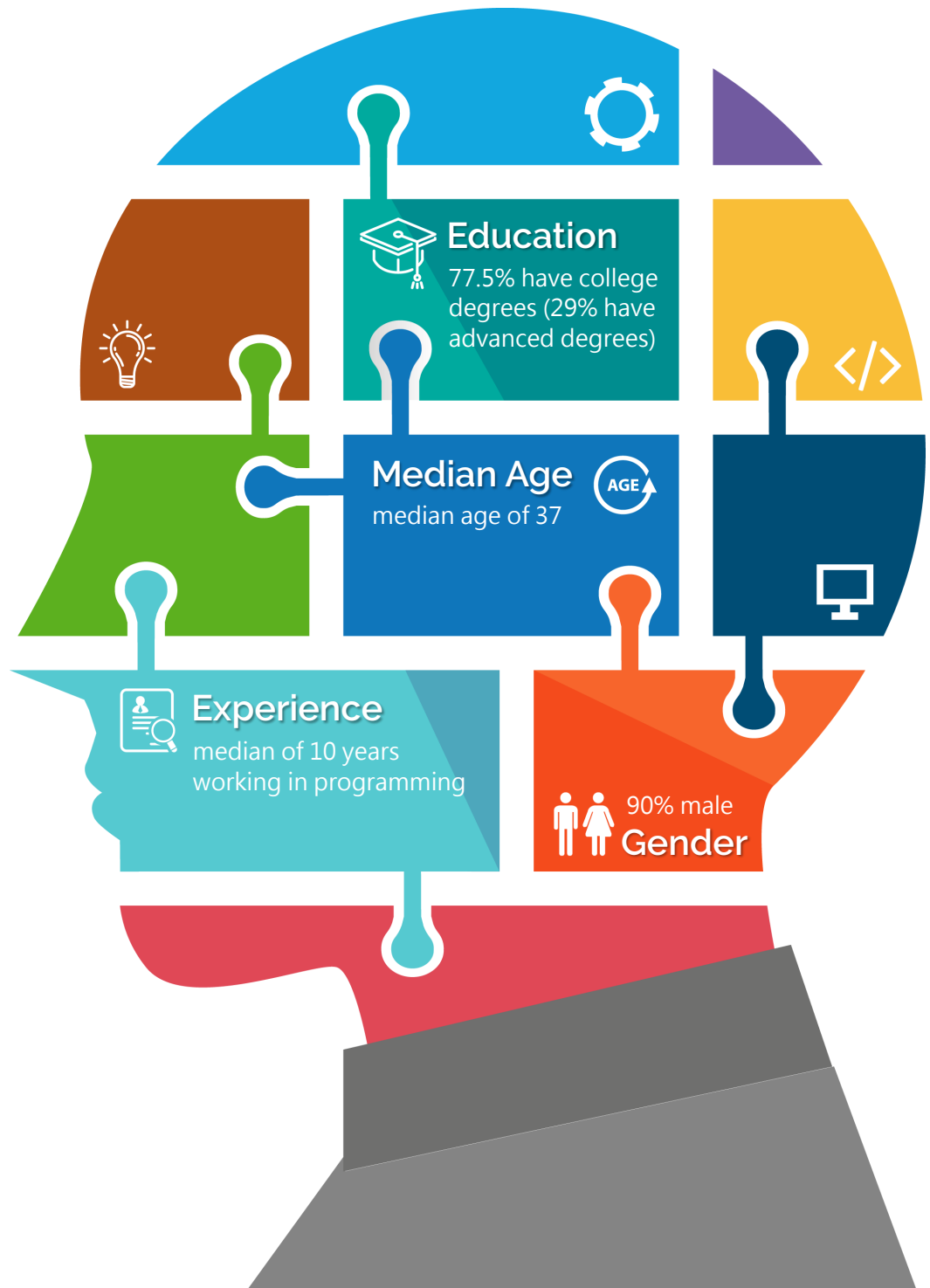
The really unusual thing about the map above is the fact that almost 10% were from the African continent. Africa is the newest emerging market and top vendors want to be able to reach this under-served and growing area. The relative response from Africa is exceptional and speaks to the universal appeal of the offerings that Developer Media provides. African developers are mostly from South Africa, Nigeria, Kenya, Morocco, and Egypt.

Who are They?

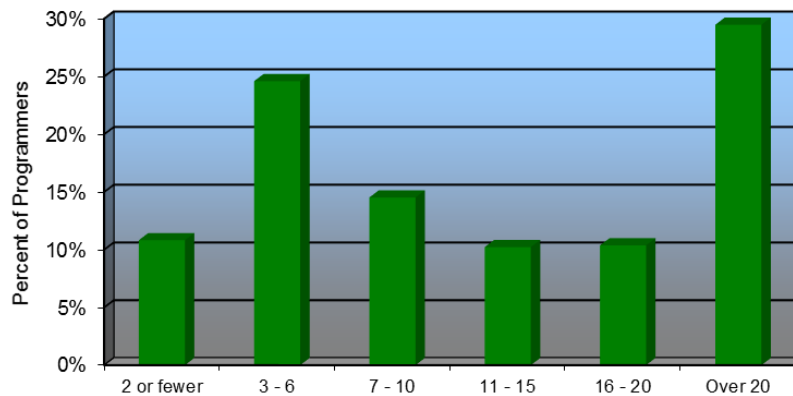
The median age of the Developer Media developer is 37, which is similar to the global median age. They have a median of 10 years experience but the mean is 15 years which is pulled toward the high end by 28% who have been programming for 20 years or more.

These developers are well educated. Over three quarters have college degrees while almost 30% have advanced degrees at Masters or PhD levels.

At 90% the Developer Media audience is more male-oriented than in the general developer population where we've been seeing more women in recent years. The most strongly male oriented region in this survey was Latin America where only 6% of respondents were women.



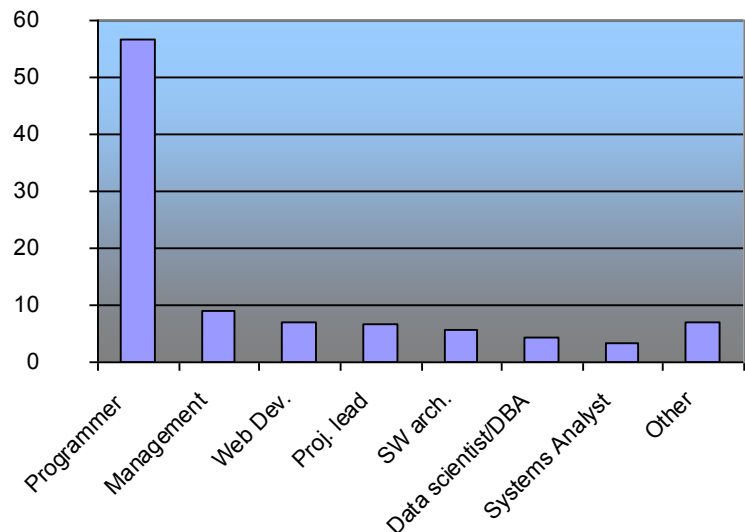
How many years have you been programming?



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By far the most common job title is "programmer", but that doesn't mean that the other titles shown here don't code. Web developers, project leads, software architects, systems analysts and data scientists are often coders with added responsibilities, and even those who fall into the "management" category are often managing teams of coders.

Job Title



The graph below shows the results of a developer segment question that we've been asking in Evans Data surveys since 2000. It is meant to show the type of applications the developer himself works on rather what the company is focused on, because a developer who works for a large ISV, for example, could be working on applications for use within that company rather than on a team that creates software for sale. He would then be a corporate developer even if his company sells software.

Which of the following best describes the type of applications you work on MOST OFTEN?	
Custom applications of any kind for clients outside your company (SI, VAR)	26.6
Corporate-wide enterprise applications for use inside your company (Corporate Enterprise)	20.9
Commercial applications for sale to people outside your company (ISV)	19.9
Applications for individuals or small workgroups inside your company	14.3
Applications or utilities to support specific devices your company makes or sells (OEM)	6.4
Scientific / Engineering or intensive computation graphics	5.3
Other	6.4
Developer Media User Survey, © 2017 Evans Data Corp.	

The most common type of development shown here is that of a developer who works on custom applications for sale outside his company – usually as a VAR or Systems Integrator, but also possibly as an independent consultant. The next two categories, ISVs and in-house corporate developers are virtually tied.

Their Workplaces

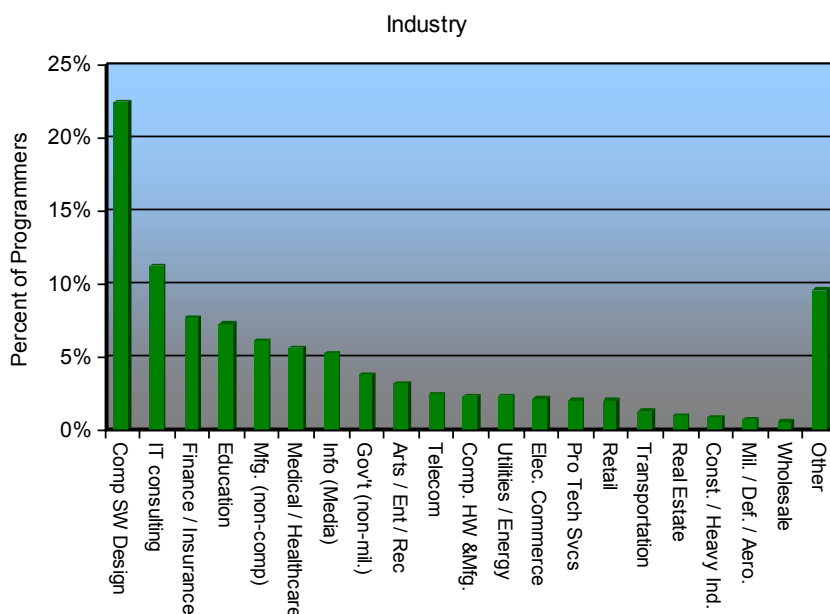
Developers have different needs depending on the types of jobs they work on, their relative job function and title and the size of the companies they are employed by. This graph shows the industries that the developers' companies are in. As is always the case, the largest group of developers is employed by companies within the software industry or work as IT consultants. However, a very healthy mix of companies from a wide variety of industries are also represented among Developer Media followers.

The size of the company that a developer works in is also an important consideration for marketers. In the case of Developer Media developers, there is a wide spread and most company sizes are well covered. Only 10% are individuals while 43% are in companies having more than 100 employees, and almost a quarter are from the largest companies having over 1000 employees.

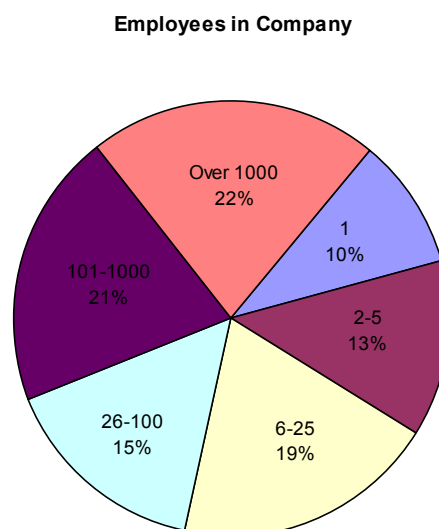
While developers in smaller companies may have more individual authority for purchases, those in larger companies usually have more need for enterprise licenses for tools, collaboration software, requirements and asset management, test software and more.

They Influence Purchases

Of course developers buy development tools – compilers, IDEs, debugging tools and so on. They are the users of the tools and so have tremendous influence over their purchase. But they also exert a lot of influence over the purchase of a great many different types of software and hardware as well. Developers are the go-to



Developer Media User Survey, © 2017 Evans Data Corp.



experts and sources of information on middleware, services, and infrastructure. Over half of these Developer Media developers identify needs within an organization and make recommendations on purchases. They are a highly influential group. Over 80% have at least some influence in the purchase process.

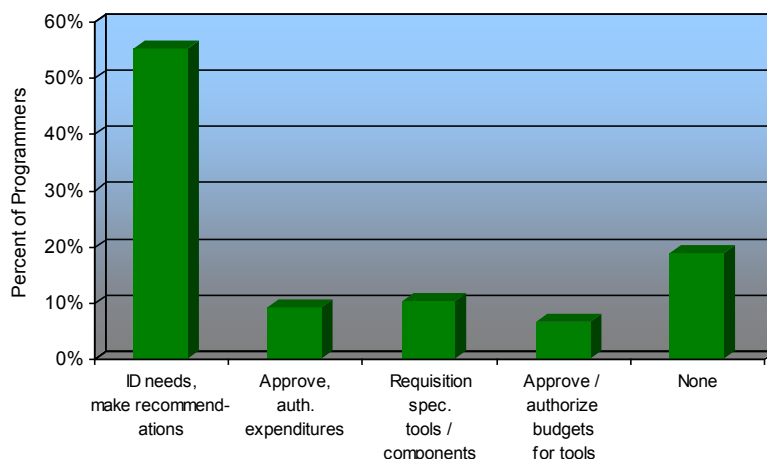
They Adopt New Technologies

Developers are not only always on the cutting edge of new technologies – they basically are the catalyst for what becomes the future in the world of tech. They are first adopters, they are promoters, and some are even the inventors of technologies that change the face of our industry. And Developer Media developers are no different. The table below shows a rapid adoption pattern along with optimism and enthusiasm for future tech adoption for five of the new technologies that are changing the face of our industry.

Blockchain is another technology that has been picking up in adoption as more and more developers start to discover the versatility and security of blockchain and begin to use it outside of the known realm of cryptocurrency. Blockchain databases act as a shared transaction ledger. Whenever a transaction occurs between any users, that information is broadcast to the networks of other users, or nodes. Each node accumulates transactions for a given unit of time. Once verified, the sequence of accumulated transactions, a block, is broadcast to all other nodes. As the namesake suggests, blocks are chained together to establish an “absolute” order of transactions.

More than 20% of the Developer Media audience have realized the advantages that a secure trust based ledger system can bring and are using or planning for blockchain development.

Which best describes your involvement with purchasing of tools or components for your development efforts?

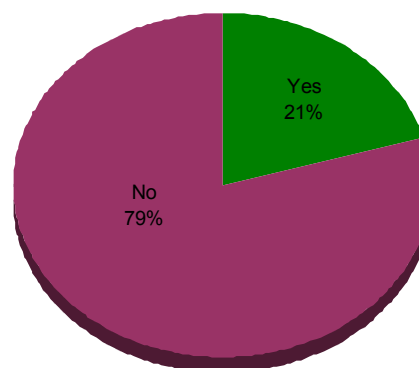


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What are your plans for working with the following in your development?	Currently using	Plan to use within next year
Artificial Intelligence	11.1	29.7
Machine learning	12.3	36.3
Big Data	24.5	34.3
Virtual reality	6.9	19.5
Augmented reality	5.7	20.7

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Do you or are you planning to use a blockchain database within the next two years?



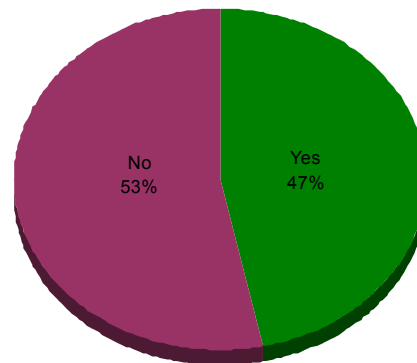
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Almost Half Write Mobile Apps

While development of applications that run on mobile devices is not exactly new anymore, it has become more and more important. Mobile apps are not limited to minor apps that are sold in app stores mostly to consumers. Now every corporate entity has to support mobility with their enterprises and many have adopted a philosophy of "Mobile first".

Of those Developer Media followers who write mobile apps the majority are writing directly to the devices' native operating system, although most adopt multiple approaches.

Are you currently developing any mobile applications or have you developed any in the last two years?



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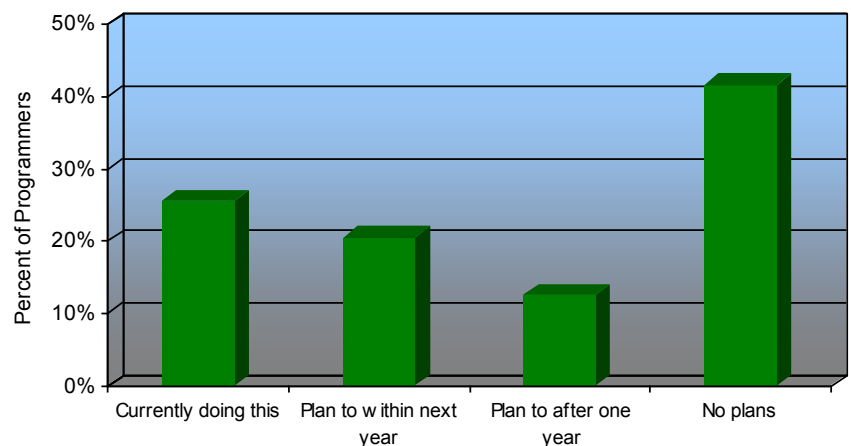
Which of the following approaches do you use most often for your mobile apps?	Count	Percent of Cases
Written to the native device's OS	177	56.7
Written with a hybrid approach (part web runtime, part native code)	116	37.2
Written in a web runtime	96	30.8
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Total Responses	389	124.7

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They're Planning for Internet of Things

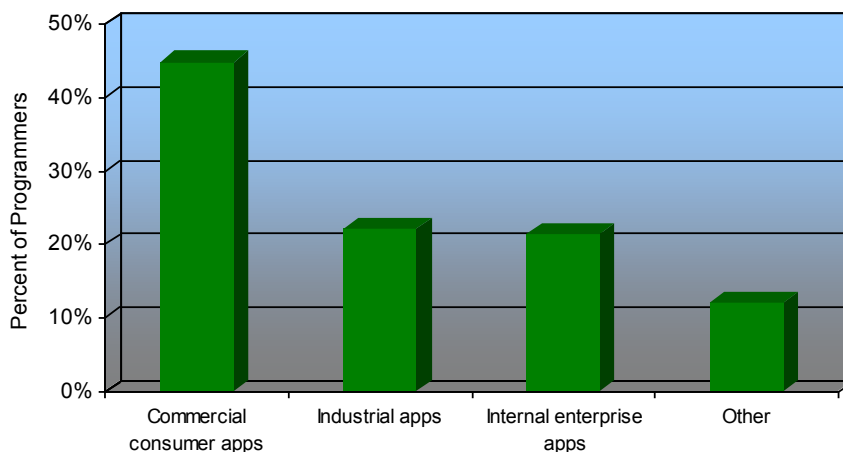
The world is becoming more and more interconnected and these developers are well aware of that and planning to be involved. A quarter of these developers are already developing for the Internet of Things while over 60% have plans for it. Of those who are planning to write IoT applications, more are planning to target consumer implementations.

What are your plans for developing applications for Internet of Things?



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What type of applications will your Internet of Things apps be?



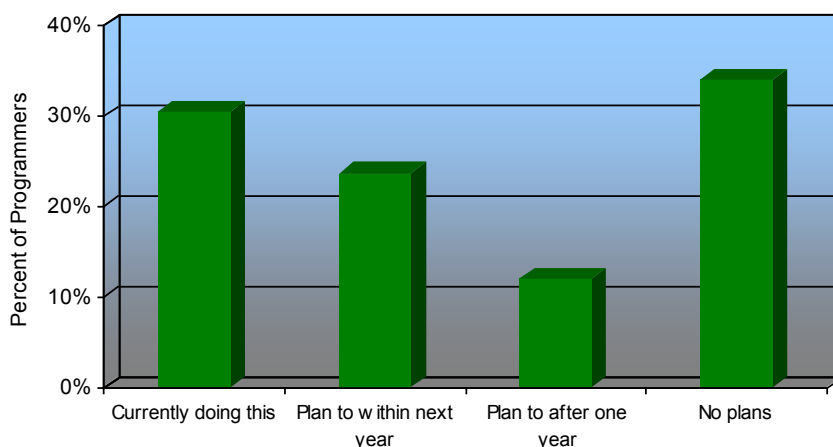
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Cloud Development

Cloud development is interwoven into many aspects of modern development and there are many forces driving enterprises to the Cloud – reducing IT costs, adding capabilities, and being able to serve customers as seamlessly as possible. In the recent past, there have been developments on the horizon that promise to add new momentum to business technology – the Internet of Things, data analytics, artificial intelligence and machine learning. All of these capabilities are available through cloud services. Clearly, the Cloud has become the delivery mechanism for orders of magnitude advancement into an era of digitally driven markets. Those organizations not adopting or integrating these technologies into their strategies and day-to-day operations risk falling behind in an increasingly competitive global economy.

Just over 30% of Developer Media developers are writing Cloud applications today, while another 23% plan to within the next year. These developers are evenly split between developing applications in the Public Cloud and in a Private Cloud.

What are your plans for developing your applications in the Cloud?



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What are your plans for using the following Cloud types?	Currently using	Plan to use within next year	Plan to use after one year	No plans
Public Cloud	39.2	27.7	12.0	21.2
Private Cloud	39.5	25.1	14.9	20.6
Hybrid Cloud	14.3	29.7	21.9	34.1

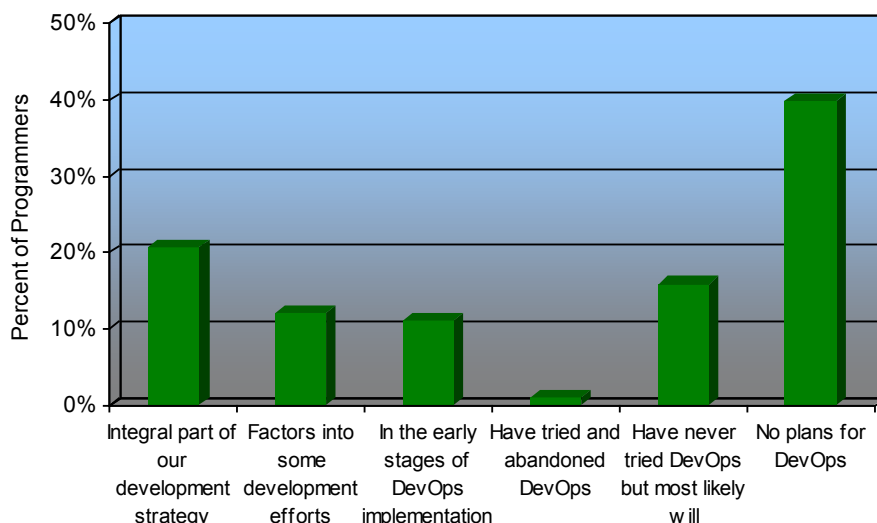
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DevOps

There are several methods and best practices designed to optimize the efficiency of producing and deploying an application. DevOps, calls for collaboration between the two major stakeholders in the development process: developers and operations. While DevOps is more of a consideration in larger companies, the general principles apply across the board.

For over 40% of Developer Media developers DevOps factors into their processes in at least some way, while for just over 20% it is an integral part of their strategy.

To what extent is DevOps a part of your company's development strategy?



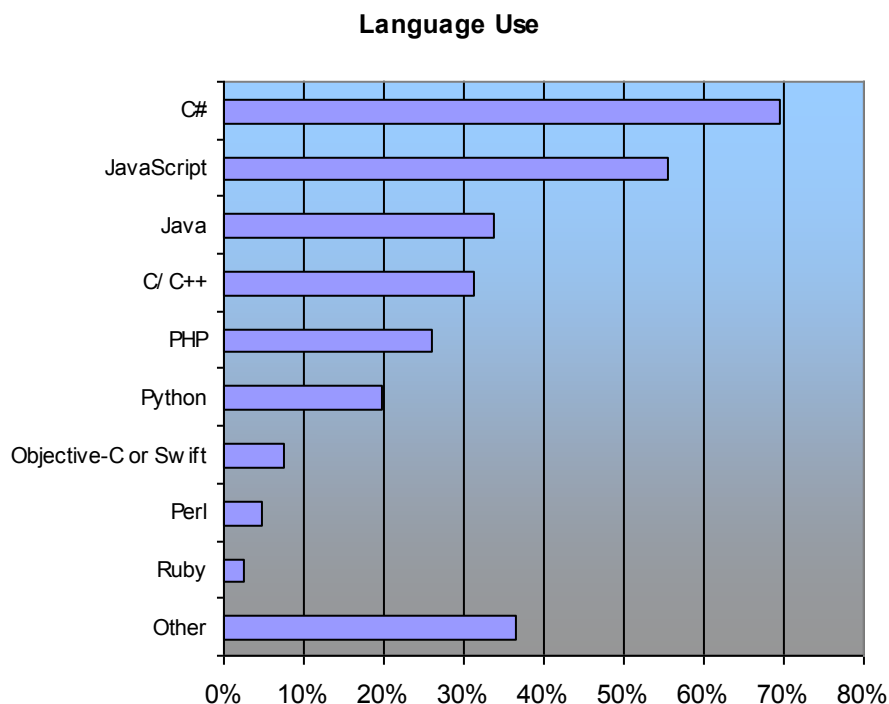
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The virtues and benefits of a DevOps strategy are obvious to teams who have tried to implement this discipline, thus we see that almost none of these developers who have once had a DevOps strategy abandoned it.

Languages

As is true with most developers, Developer Media developers use multiple languages. Some languages are more appropriate for certain tasks than others and developers like to use the right tools for the job. Among this group C# is used by more developers than any other language, though Javascript is not far behind.

A significant number of developers use languages that are not listed here. These may be languages that are specialized to a distinct purpose or older languages that are needed to maintain legacy systems. There are literally hundreds of programming languages.



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In Summary

Developer Media developers represent a wide ranging audience with a broad geographic reach and cutting edge development proclivities. They are responsive, well educated and for the most part very experienced professionals who have a keen interest in the technologies they work with.

About Evans Data

Evans Data Corporation (EDC) was created in 1998 to fill the demand for market research, market intelligence, insight, and strategic planning for the Information Technology (IT) and software development communities. EDC's research focus and global (80 countries) developer panel has placed us in a unique position, unlike that of any other market research company, to truly understand emerging areas of development, technology plans and adoption, platform and device targets and the impacts of these on product plans and developer relation programs, partners and ecosystems. EDC's services include syndicated bi-annual and tactical primary research based reports, and custom research that includes surveys, focus groups, inquiry, competitive/benchmarking analysis, and overall developer relations program consultation.

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