

FOUNDING MEMBER · SEASON 2026

udienza

Ten minutes with the people who build what you run. Your name next to theirs.



What \$1,000 buys you in sponsored video today

A scripted insert

Sixty seconds read off a brief, in the middle of a tutorial, by someone who has never run your product in production.

The wrong audience

People learning the basics. Not the platform team that chooses, and not the CTO who signs.

No one next to you

Your logo sits beside a screen recording. Nobody's name rubs off on yours.

Udienza puts your name next to the creator of MySQL, the CTO of the CNCF and the CTO of the Agentic AI Foundation, in front of the people who run what they built.

The \$1,000 figure is what sponsors report paying for a mid-roll insert on a tutorial channel of this size.

One idea. Ten minutes. On camera. Already in the chair:



Monty Widenius

Creator of MySQL
and MariaDB



Kat Cosgrove

Minimus, Kubernetes
Steering Committee



Sven Mößbauer

Dash0



Luca Galante

Managing Director, Platform
Engineering



Chris Aniszczyk

CTO, Cloud Native
Computing Foundation

Recorded, out on the next Tuesdays: Manik Surtani, CTO and co-founder, Agentic AI Foundation · Frédéric Barthelet, CTO and co-founder, Alpic · Shannon Williams, President, Obot AI · Dilip Lukose, co-founder and CPO, Orkes · Guido Laout, Director Netherlands, OVHcloud · Valency, research infrastructure for AI agents

The format

One thing the guest built or changed, why it matters to someone running systems today, and what broke along the way.

The guests

Founders, maintainers and CTOs of open source, cloud native and AI infrastructure. Rarely interviewed, shaping what everyone runs.

The room

Filmed where they already are: FOSDEM, KubeCon, Open Source Summit, AGNTCon. Every episode is also an article with a full transcript.

5

out

11

recorded

1

every Tuesday

Guests are chosen for what they built. Nobody pays to appear, and nobody is paid to appear. · udienza.com, 4 October 2026



Why Luca, and why only Luca

The guests say yes because the interviewer has run what they build. Fifteen years in production infrastructure, inside the companies and the vendor, before a single camera.

Credibility

Vice President of Infrastructure at JPMorgan Chase. Three years at Red Hat on Ansible and RHEL engineering, including the Log4Shell response. Today an independent consultant with Dell Technologies' professional services, where the multi-tenant

History

Eight technical books. More than 40,000 engineers taught on Pluralsight, Coursera and Udemy. The Dell project took him on stage at KubeCon Europe 2026 and Red Hat Summit 2026. Docker Captain. Linux Foundation Certified Engineer.

Access

Media partner of the Linux Foundation's events, agreed for the coming years. Accredited by the CNCF at the KubeCons. The creator of MySQL, the CTO of the CNCF and the CTO of the Agentic AI Foundation have already sat in the chair.

JPMorgan Chase & Co.

Vice President of Infrastructure, 2022 to 2024. Automated the corporate infrastructure with Ansible.

Red Hat

Ansible and RHEL engineering, 2019 to 2022. Quality for Ansible Automation Platform, customer support, security advisories.

Dell Technologies

Professional services, as an independent consultant, 2024 to today. The project behind the KubeCon and Red Hat Summit 2026 talks on multi-tenant GPUs

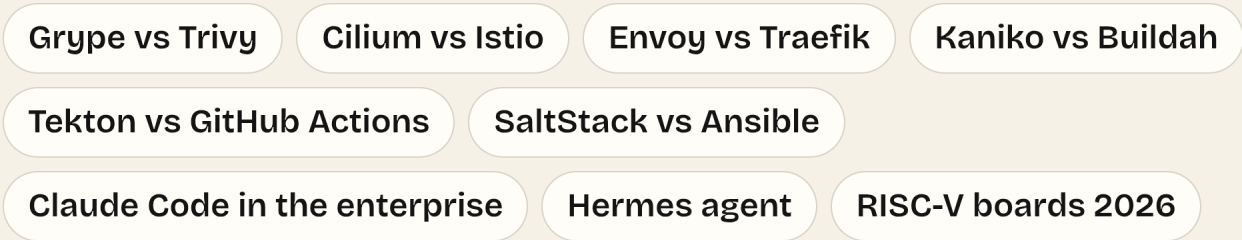
Société Générale

• Safran

Previous consulting projects: infrastructure and automation for a global bank and an aerospace group.

An audience that compares infrastructure tools before it buys, on a footprint the sponsored shows would recognise

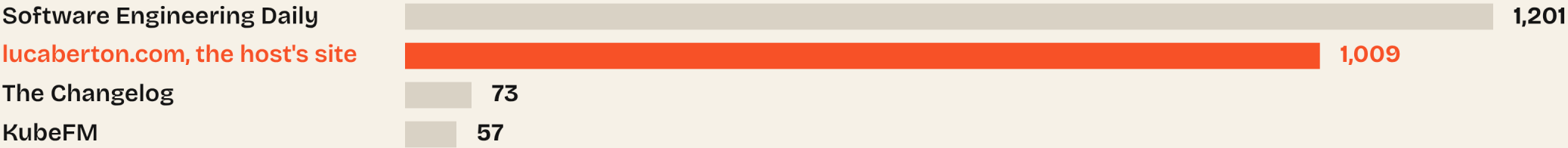
WHAT THEY SEARCHED FOR LAST QUARTER, LUCABERTON.COM



Platform engineers and AI builders choosing between vendors. The host's site answers those questions 1,800 posts deep, and every one of them now carries Udienza. Engaged readers by country: United States, Netherlands, Germany, India, United Kingdom.



KEYWORDS RANKING ON GOOGLE US, OPENSEO ESTIMATE, 4 OCTOBER 2026



Google Search Console, July to October 2026 · Google Analytics 4, organic search, 4 September to 3 October 2026 · OpenSEO domain overview, DataForSEO, US · LinkedIn, YouTube

Filmed in the rooms these companies already pay to be in



FOSDEM 2026, Brussels, February · episode 01

KubeCon + CloudNativeCon Europe, Amsterdam, March · episodes 02 to 04 and 10 · media accredited

KubeCon + CloudNativeCon Japan, Yokohama, July · episode 05 · media accredited

AGNTCon + MCPCon Europe, Amsterdam, September · episodes 06 to 11 · media partner

Open Source Summit Europe, Prague, 7 to 9 October · filming now · media partner

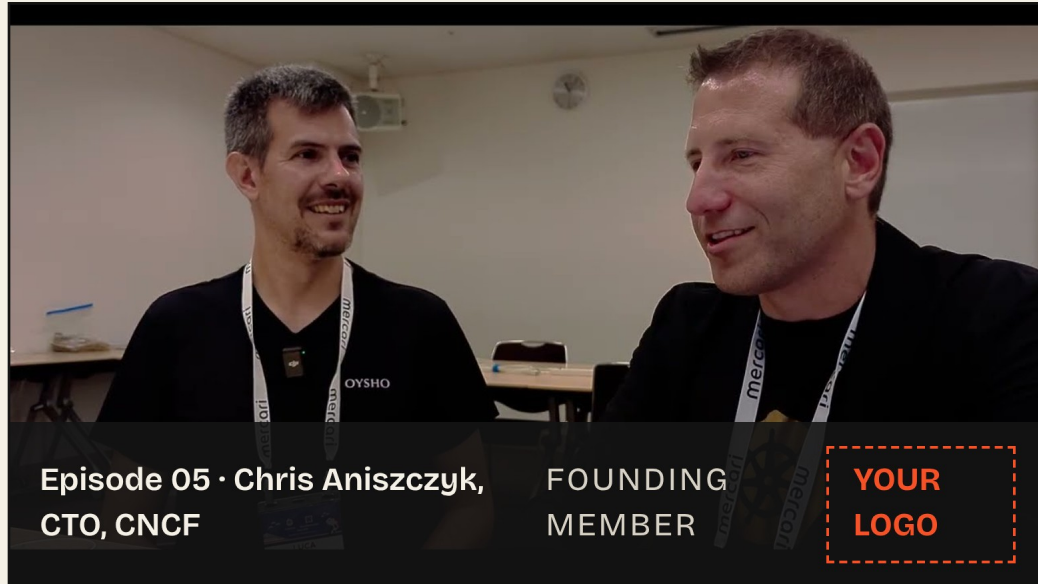
San Jose and the Bay Area, from 20 October · the first batch



On the board behind the host, AGNTCon + MCPCon Europe 2026. Diamond: AWS · Google Cloud · Obot · Solo.io. Platinum: Buzz · FME · Grape Up · Runlayer · Vultr · WSO2. Gold: Akuity · Auth0 · Boomi · ClickHouse · Cockroach Labs · Descope · Elastic · Gravitee · Huawei · JFrog · Neo4j · Omnyx · Oracle · Orkes · RunPod · Temporal · Tigera · Traefik Labs. A booth buys two days with that hall. A founding seat buys its attention for as long as the episodes stay online, with the names it came to hear.

Media partner of the Linux Foundation's events, agreed for the coming years. Media accredited by the CNCF at the KubeCons. Sponsor tiers as displayed by the organiser, 17 September 2026.

Where your name sits, and how far every episode travels



End card of every episode of the batch, on YouTube, Apple, Spotify and Amazon

Episode page on udienza.com, where the article and transcript live
YouTube description and the podcast feed, read by every app

Newsletter, every issue of the season

Founding member credit on the home page for all of Season 2026

Launch and boosted posts on LinkedIn and YouTube

TUESDAY

The episode, YouTube first, then the apps. The article, the newsletter, the guest kit.

WEDNESDAY TO FRIDAY

Three captioned vertical clips: YouTube Shorts, LinkedIn, and the guest's own Reels and X.

EVENT DAYS

One post a day from the floor, which becomes next week's teaser.

EVERY MONTH

Boosted posts naming the members; once a quarter, your own piece for your channels.

12 • 36 • 12

episodes, clips, newsletter issues per batch, October to December

Brand on the production, never in the conversation. The Tuesday release is automated; the clips are cut from the chapters on each episode page.

The same money, side by side

	A sponsored insert today	A founding seat on Udienza
Production	One scripted minute inside someone else's tutorial	Every episode of the batch, filmed at four events, cut and captioned
Audience	Whoever is learning the basics this week	The people who run production and compare vendors: 6,100 a month from search, 53% engaged, plus 11,000
Association	A screen recording	The creator of MySQL, the CTO of the CNCF, the CTO of the Agentic AI Foundation
Lifetime	One video	Every episode for as long as it is online, and founding credit on the site all season
Content you own	None	One piece a quarter about your company, for your own channels
Price	\$1,000 per video	\$8,000 per seat for the batch of 12 episodes: \$667 per episode

Three seats. Each one costs less per episode than the insert, and buys the rooms, the names and the audience the insert never reaches.

Insert price as reported by sponsors for mid-roll placements on tutorial channels of this size. Audience figures: Google Analytics 4 and LinkedIn, see sources.

Three ways in

EPISODE PARTNER

\$2,400

For one launch. Three episodes of your choice in the batch, \$800 each.

- ✓ Logo on those three episodes: end card, episode page, YouTube description
- ✓ Named in their launch posts
- ✓ Their clips for your own channels

FOUNDING MEMBER · THREE SEATS

\$8,000

For the first batch. One seat per company, named for the whole season.

- ✓ Logo on every episode of the batch
- ✓ Founding member credit on udienza.com, all of Season 2026
- ✓ A line in every newsletter issue
- ✓ Boosted posts on LinkedIn and YouTube
- ✓ One piece a quarter for your channels
- ✓ Your builders in the chair, on equal terms

PRESENTING PARTNER · ONE

\$22,000

For the whole of Season 2026. One company, named everywhere the show is.

- ✓ Everything in the founding seat
- ✓ "Season 2026 presented by" on every episode page and the home
- ✓ In every YouTube description and podcast feed entry, all season
- ✓ First option on Season 2027

Every tier: no say in who is on the show, what they are asked or what is cut. Prices in US dollars, excluding VAT. Seats close 31 October 2026.

Next

7 to 9 October

Prague, Open Source Summit Europe. Filming the next episodes as media partner.

From 20 October

San Francisco Bay Area. Meeting founding members and filming the first batch.

31 October

Founding seats close. The batch ships one episode a week, every Tuesday, through December.



Luca Berton

hello@udienza.com · udienza.com · linkedin.com/in/lucaberton

Built something the rest of us run on? Take the other chair: calendly.com/lucaberton

APPENDIX

The numbers, and where the prices come from

IN HAND, 4 OCTOBER 2026

YouTube: 6,200 subscribers, 99 videos, 1.16M lifetime views

LinkedIn: 11,000 followers

lucaberton.com: 6,100 organic visitors a month, 53% engaged; 580,000 impressions; 1,009 ranking keywords

Episodes 01 to 05: 345 views, four days after the relaunch

SHARED ON REQUEST

View duration and retention per episode · audience age, gender and country · subscriber growth per month · LinkedIn post impressions · episode link clicks

What the market charges, 2026	Rate	For
Host-read ad, tech and SaaS podcasts	\$40 to \$80 CPM	one spot
The Changelog, two episodes a week	\$3,000 a week, 4-week minimum	8 episodes
Developer newsletter, 10,000 readers	\$600 to \$800	one send
LinkedIn creator, 10,000 followers, B2B	\$500 to \$2,500	one post
YouTube channel, 1,000 to 10,000 subscribers	\$100 to \$500	one video
KubeCon Europe 2026 booth, Gold	\$35,000 to \$42,000	two days

The founding seat, \$8,000: twelve episode placements, four named LinkedIn posts, twelve newsletter lines, one produced piece and a season on the site come to about \$7,000 at these rates, before the names and the rooms. \$667 an episode, below the \$1,000 insert. Episode partner at \$2,400, \$800 an episode; presenting partner at \$22,000, about half a Gold booth, for twelve months instead of two days. **Three seats fund** Prague, San Jose and the Bay Area, the editor, captions and clips for twelve episodes, and the winter batch.

Changelog sponsor pricing · Operation Podcast, Podder, Sponsorable CPM guides · Newsletrix, SponsorGap · Contentgrip, Favikon · 1of10 · KubeCon Europe 2026 sponsor prospectus. Retrieved 4 October 2026.