

THE HOME OF LONG-FORM DEVELOPER CONTENT



Sponsor Deck Java Documentary

HIGHLIGHTED PARTNERS



Our mission is to document  
the complete history of  
every major open source  
language ever created.

Ready to help?

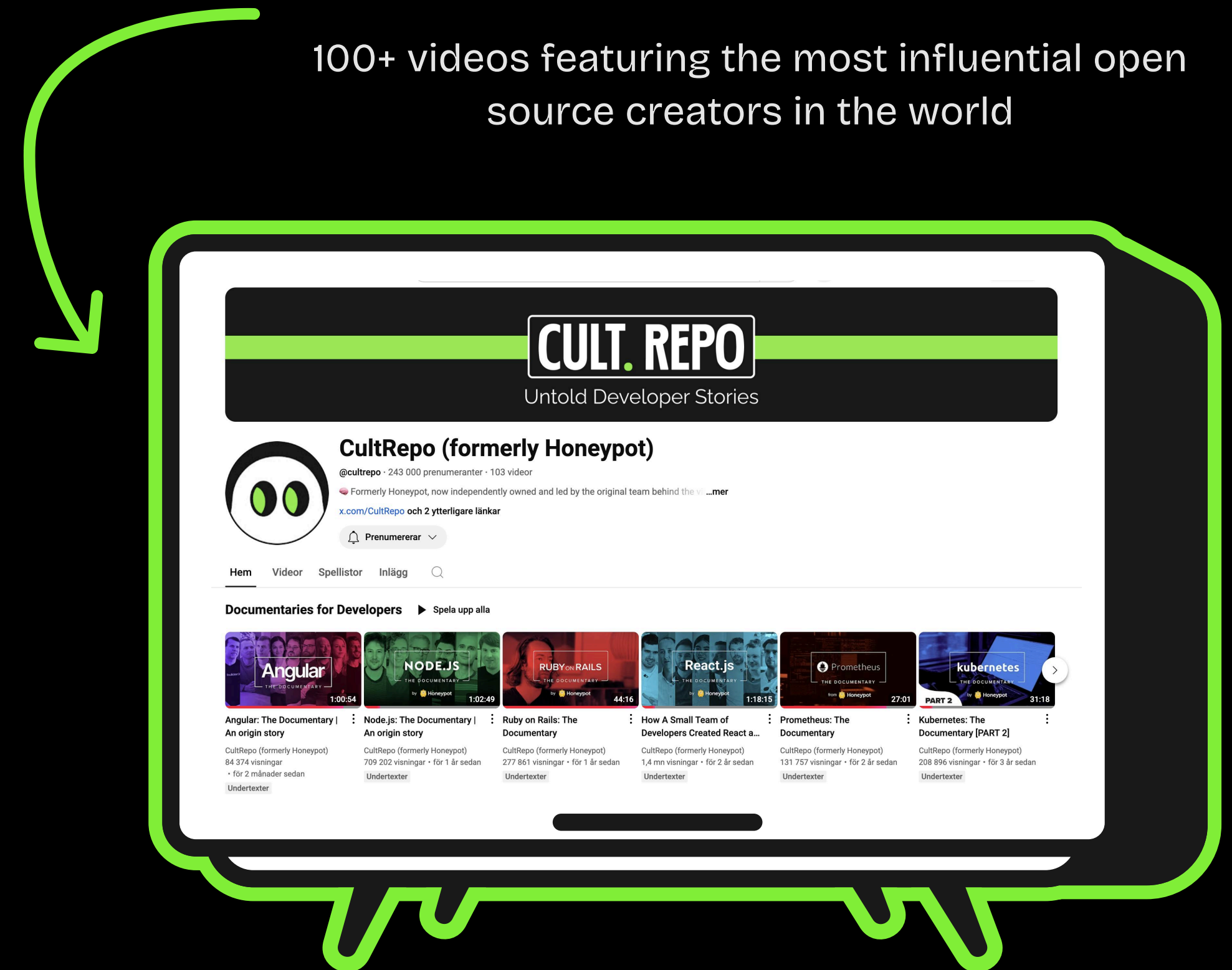


# The home of long form developer content

Cult.Repo — formerly Honeypot — is an independent and much loved media platform and community dedicated to telling the human stories behind technology, with a special focus on open source software and innovative tech narratives.

250k subscribers

100+ videos featuring the most influential open source creators in the world



[View Youtube](#)



# Origin Stories

Origin Stories is Cult.Repo's acclaimed flagship documentary series that explores the human narratives behind influential open source technologies. Each documentary delves into the creation, challenges, and evolution of major OSS projects through intimate interviews with their founders and key contributors.

Past documentaries cover VueJS, ReactJS, GraphQL, and Kubernetes, with Python, C++, and Vite coming soon. Our series aims to show the personal journeys and community spirit behind the code that powers today's technology.

Each documentary requires 4-6 months of careful production, emphasising cinematic quality to create what becomes the definitive, canonical story of each technology..

Node.Js  
2024



React.Js  
2023



Kubernetes  
2022



Vue.Js  
2021



Elixir



Angular  
2025



Ruby On Rails  
2024



Prometheus  
2023



Ember  
2019



GraphQL  
2020







Developer Bytes

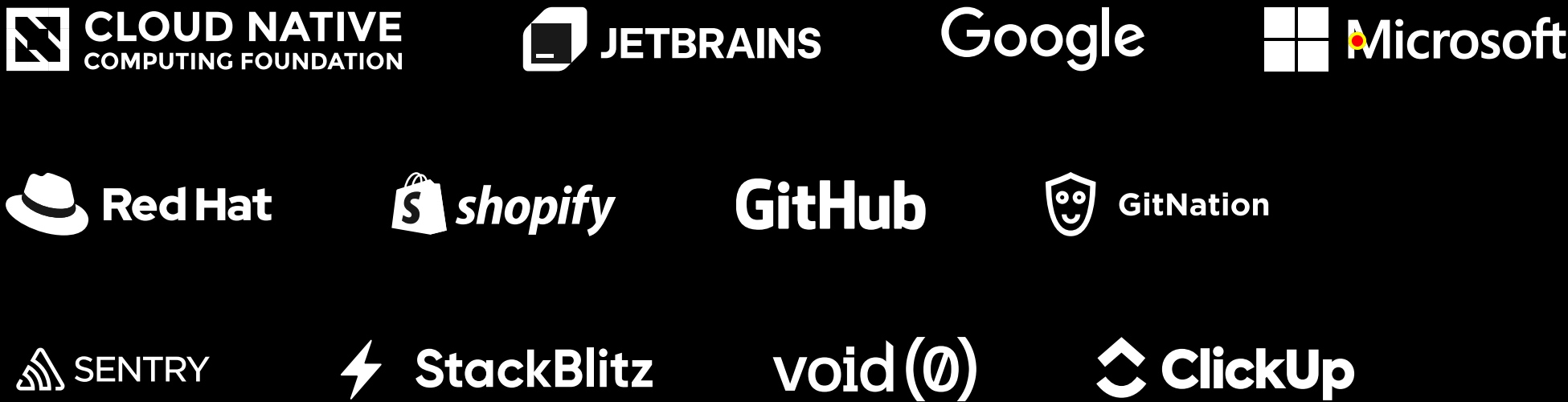


Advice from Developers

# Dev Bytes & Dev Advice

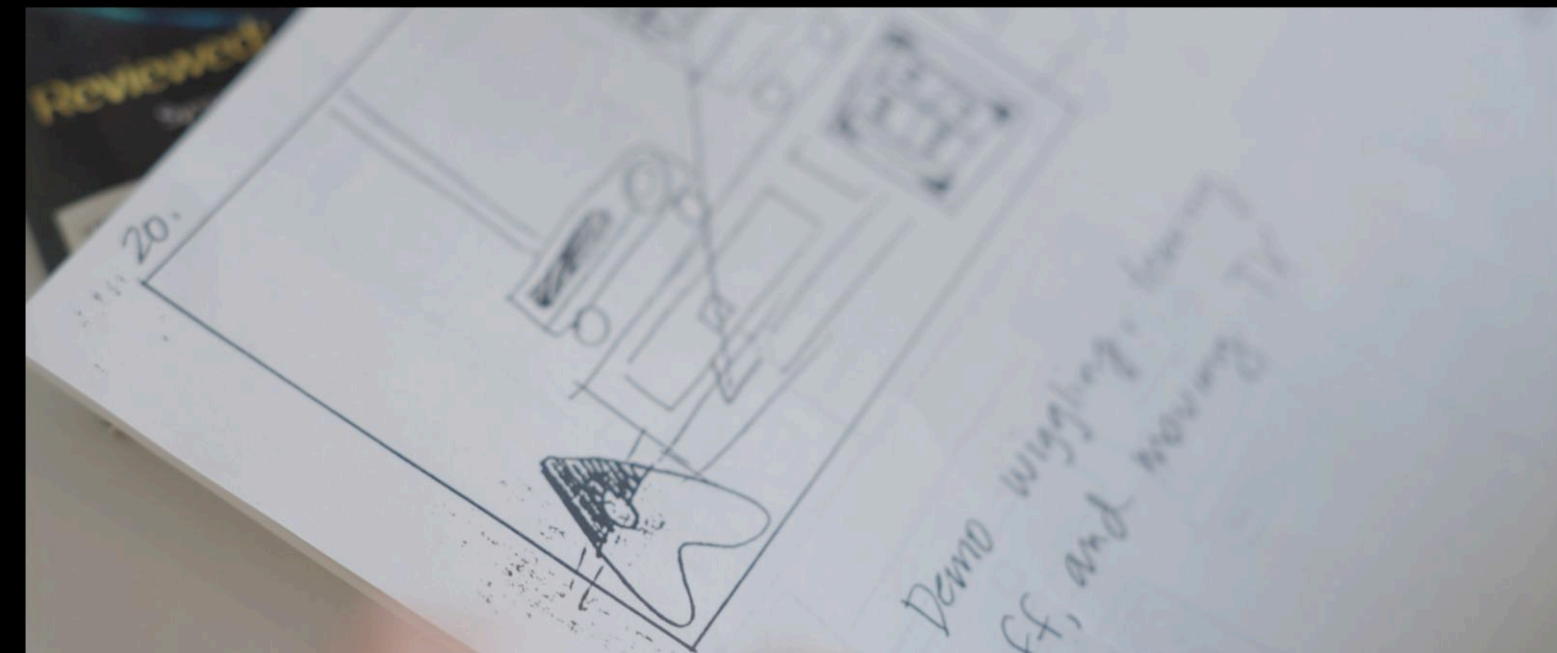
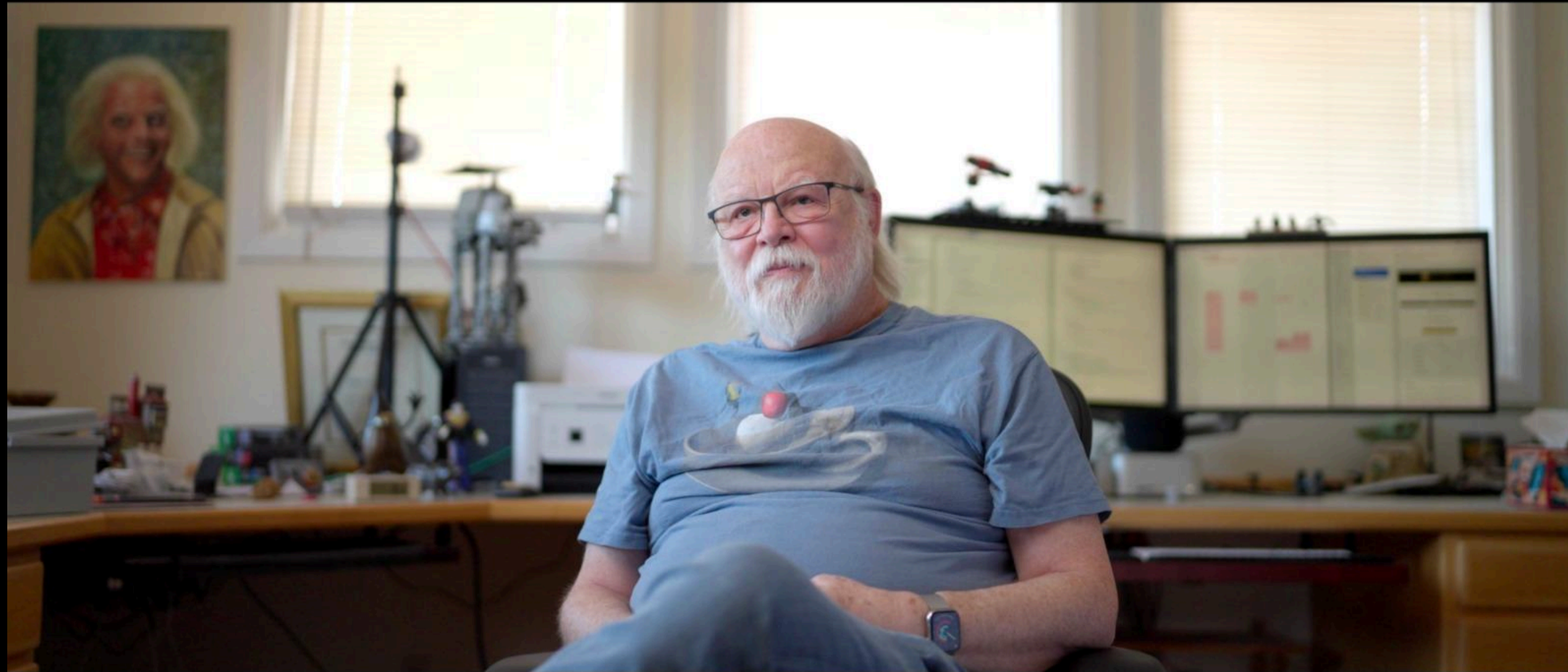
Short snippets of advice and insight from open source creators, CEOs, and engineering leaders.

TIPS AND TRICKS FROM





# Java: The Documentary





# Java: The Documentary



- Stage: Production (first shoot complete, planning second)
- Script / Narrative:
  - **Java: The Documentary** chronicles Java's evolution from James Gosling's creation at Sun Microsystems through four major phases: its revolutionary "Write Once, Run Anywhere" foundation, rise to enterprise dominance during the dot-com era and eventual open-sourcing, identity crisis following Oracle's acquisition and amid lawsuits and perceived slow innovation, and modern renaissance with faster releases and continued ubiquity. The story emphasises Java's remarkable adaptability from interactive TV origins to becoming the backbone of enterprise computing.
- Target Release: H1 2026
- Confirmed Participants:
  - James Gosling, Java Creator
  - Kim Polese, Founding Java Product Manager
  - James Duncan Davidson, Tomcat & Ant Creator
  - Rod Johnson, Spring Creator
  - Gavin King, Hibernate Creator
  - Josh Long, Java Champion, Author, YouTube Creator
  - Dr. Venkat Subramaniam, Author, Speaker, Developer
  - Paul Bakker, Senior Software Developer at Netflix
  - More to be announced...
- Research interviews
  - Adam Bien
  - Dan Vega
  - Java Team at Oracle: Georges Saab, Mark Reinhold, Brian Goetz, Paul Sandoz, Sharat Chander





# Audience

260,000

YouTube Subscribers

Position

Software developers,  
engineering leaders, product  
owners, and designers.

Seniority

65% of our viewers are senior  
devs or engineering leaders.

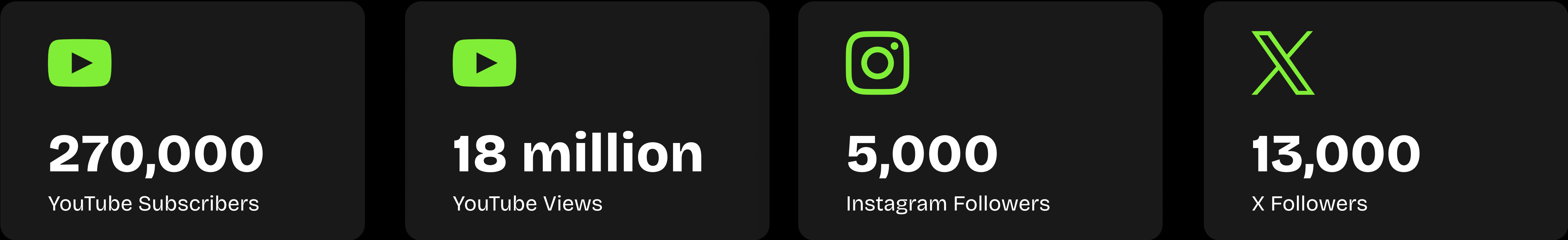
Geography

- U.S - 18.6%
- India - 9.4%
- Germany - 4.7%
- UK - 4.5%
- Canada - 3.5%
- Australia -2.2%
- Kenya - 1.8%
- France - 1.7%
- Philippines - 1.7%


Geography: 2024 YouTube location demographics, ranked by watch time (hours); & Seniority: 2024  
YouTube age demographics, ranked by watch time (hours)



# Our Social Reach





# What our community says




**@pierreyves.lebrun** 1 year ago


I was planning to go watch Dune 2 at the theatre this evening but this has higher priority now :D


 920






Reply





 • 20 replies



**@UliTroyo** 1 year ago

I love that CultRepo's documentaries are so good that everyone wants one about their fondest dev tech.

 102



Reply



**@learnwithtosin461** 1 year ago

CultRepo is the Netflix of Developers.

 2.1K






Reply





18 replies



**@SajadJalilian** 1 month ago (edited)

These Documentaries are the greatest thing that ever happened to the ecosystem. Please keep doing it. This is great. This gives me hope. Thank you.

 52



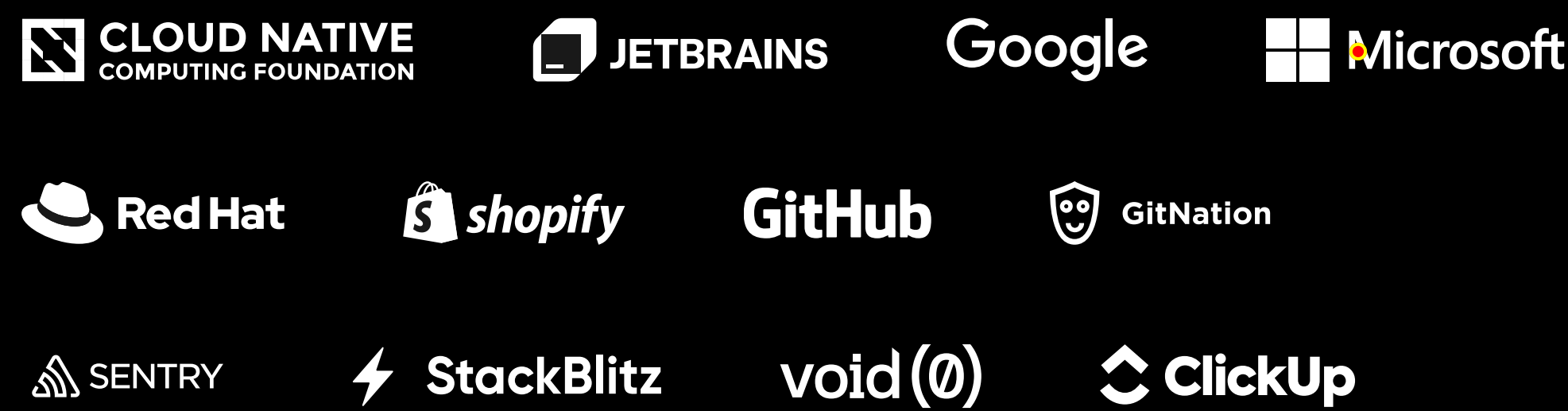
Reply





# What sponsorship means for you

FORMER SPONSORS



## Gain high-exposure with software developers

Position your brand in front of developers and technologists for hiring or product marketing. 65% of our viewers are senior devs or engineering leaders.

## Build trust in the open source community

Show that you support the development of open source and recognition of the creators. Build trust and cut through the usual marketing fluff


























## Join an ambitious mission

Our content is evergreen and often becomes the canonical story of a particular language. Get your name on a piece of history.

## Lead the industry

Stand out with content that positions you as a tech leader, shaping the future of innovation.

# Sponsor Java

	SILVER (5) €20,000	GOLD (2) €45,000	PLATINUM (1) €85,000
FILM BRANDING			
Logo placement within documentary, trailer, snippet intros (tiered depending on package)			
Logo on Cult.Repo homepage			
Logo and link in YouTube description of documentary, trailer, and all snippet videos			
Logo placement within documentary (laptop sticker or swag) or soft mentioned in the narrative			
Company logo on YouTube channel banner promoting the release of the documentary			
FILM INTERVIEW			
Team member featured in documentary			
Your complete interview in cinematic documentary format for own use			
Interview edited to become a product video promoting your company			
ADDITIONAL EXPOSURE			
Social post thanking you			
DevByte or Dev Advice Feature with your CTO			
LIVE EVENTS & OFFICIAL PREMIERE			
Right to host a screening party, before official launch			
Exclusive co-host of live premier at a cinema			



# The Team



Josiah McGarvie

Josiah McGarvie is an Australian filmmaker who has been creating tech documentaries for the past eight years. Together with Emma Tracy they started the original YouTube channel from zero and built the incredible team that has brought to life stories behind groundbreaking technologies that are shaping the future of software development.



Ida Bechtle

Ida Bechtle joined the team when the YouTube channel was just getting started and has played a key role in growing it into what it is today. She's passionate about capturing the stories behind the code and bringing the human side of the developer world to life. Also, she likes cats, puzzles and good beer.



Guillermo López

Guillermo López is a filmmaker and producer from the advertising world, now diving deep into the world of tech documentaries. He joined the team early on to help renew the production with a sharper vision and narrative edge. As he always says: "I'm just a filmmaker, standing in front of developers, asking them to love me."



Emma Tracey

Emma is a serial founder. She started her career as a journalist and loves how storytelling can connect people and ideas. A passionate advocate for open source, she champions creators and contributors, believing they deserve recognition and support for their vital work.





Thank you for your support

[For enquires: emma@cultrepo.com](mailto:emma@cultrepo.com)