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WIKIPEDIA

zero

Year-End Review

June 28, 2013

Agenda

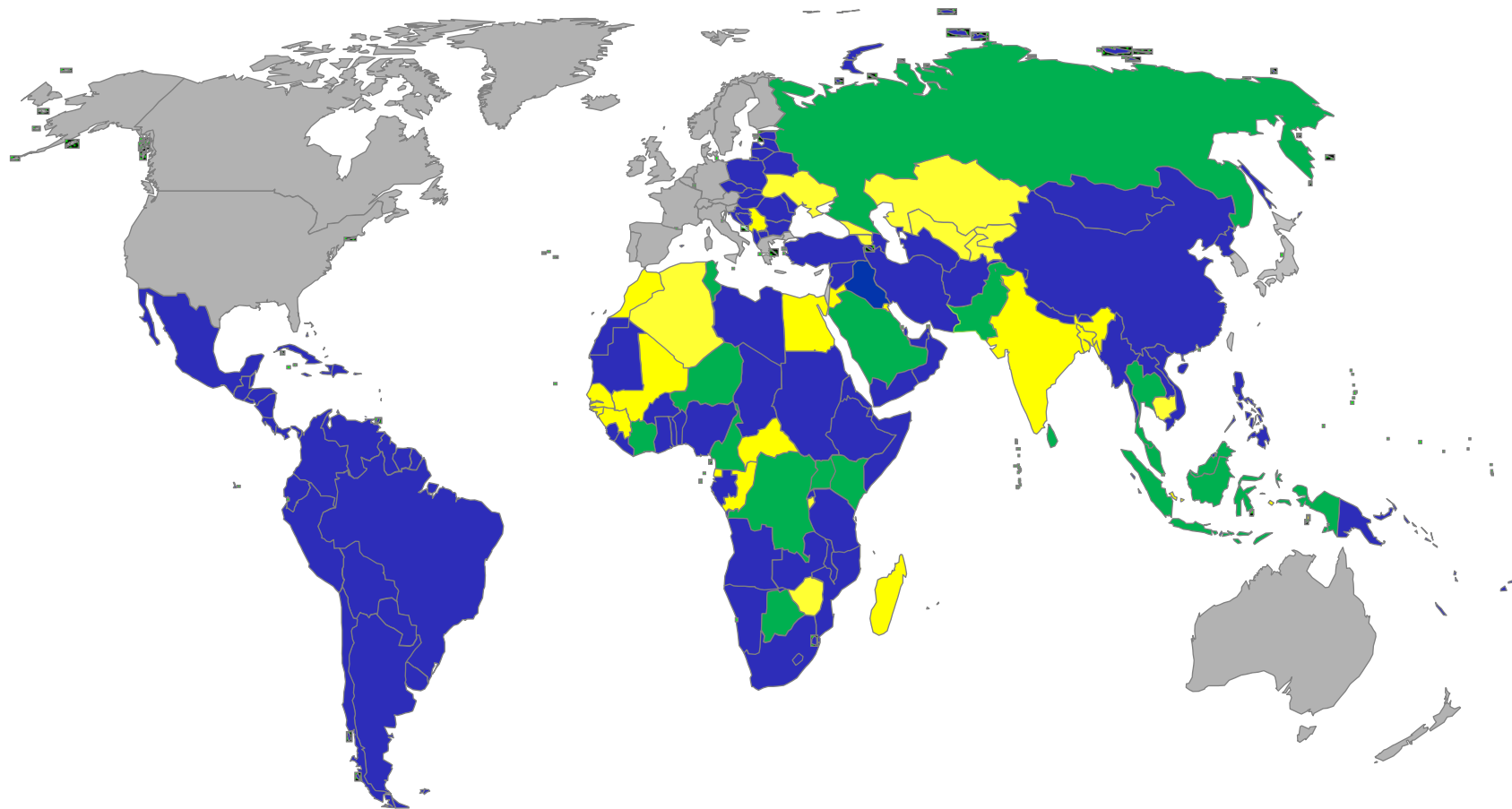
1. Partnership Update
2. Milestones since last quarter
3. Analytics/Stats
4. Awareness Building
5. Tech Update
6. Wikipedia via Text Update
7. Product Review
8. Africa Feedback
9. Needed Improvements
10. Open Issues
11. Goals for Next Quarter




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Partnership Update

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Where We Are



-  Upcoming Launch
-  Launched
-  Global South

Tripled Footprint



Билайн™

55 M



Mobilink

Har Dil. Har Din.

40 M



45 M

(Soft launch)



8 M

From (69) 81 to 228 Million

Soon to Launch

- ✓ Axiata – 3 countries, July/Aug
- ✓ TBA – big partner, July

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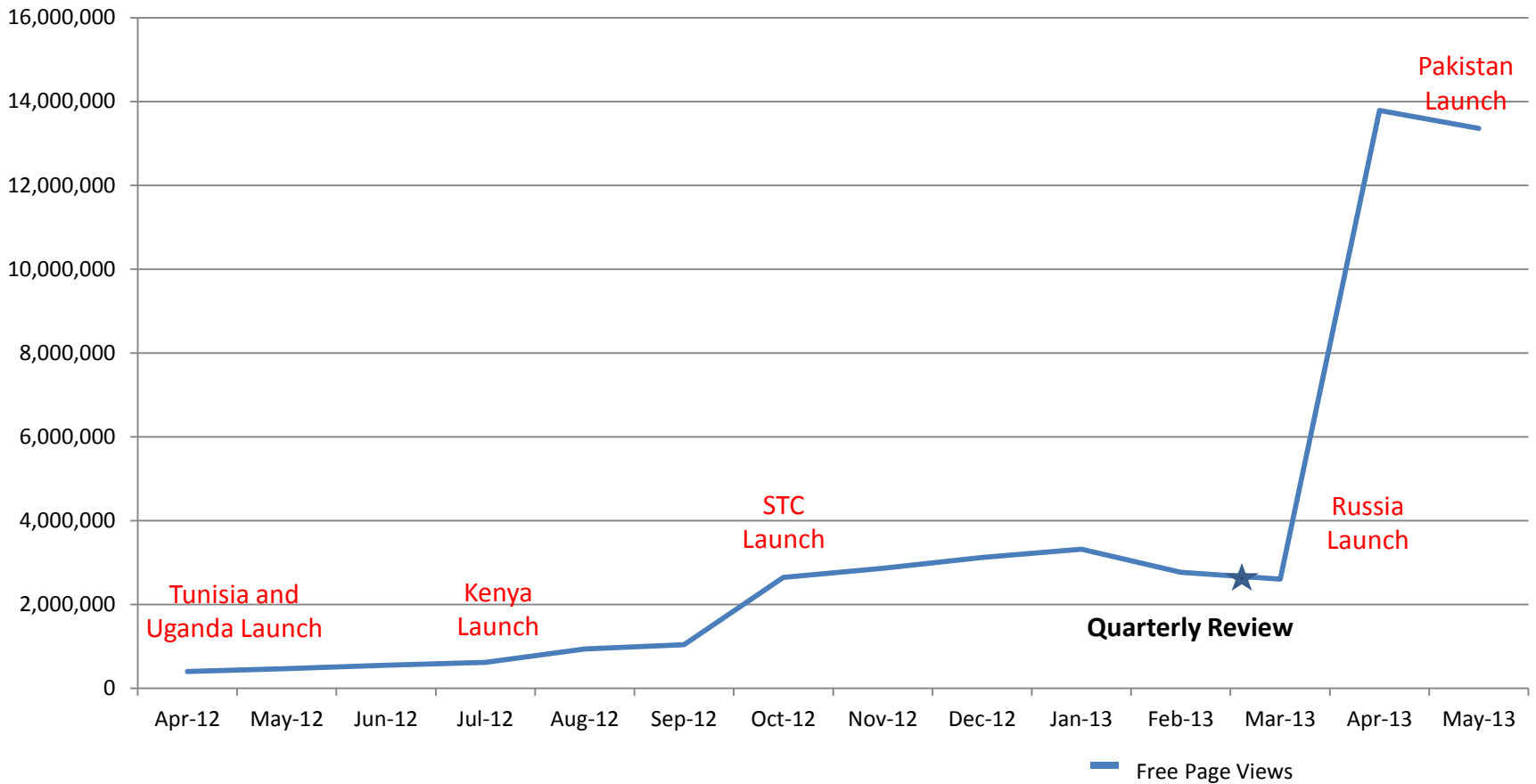
Milestones

...since last quarter

- ✓ Focus on Launches
- ✓ Tripled Footprint
- ✓ More than quadrupled PVs
- ✓ USSD/SMS Pilot Development
- ✓ Work through tech backlog
- ✓ On-boarded two new engineers
- ✓ New Pipeline Development

Overall Program Growth

Free Page Views



May 2013: 13.3 Million; Cumulative Program: 46.9 Million

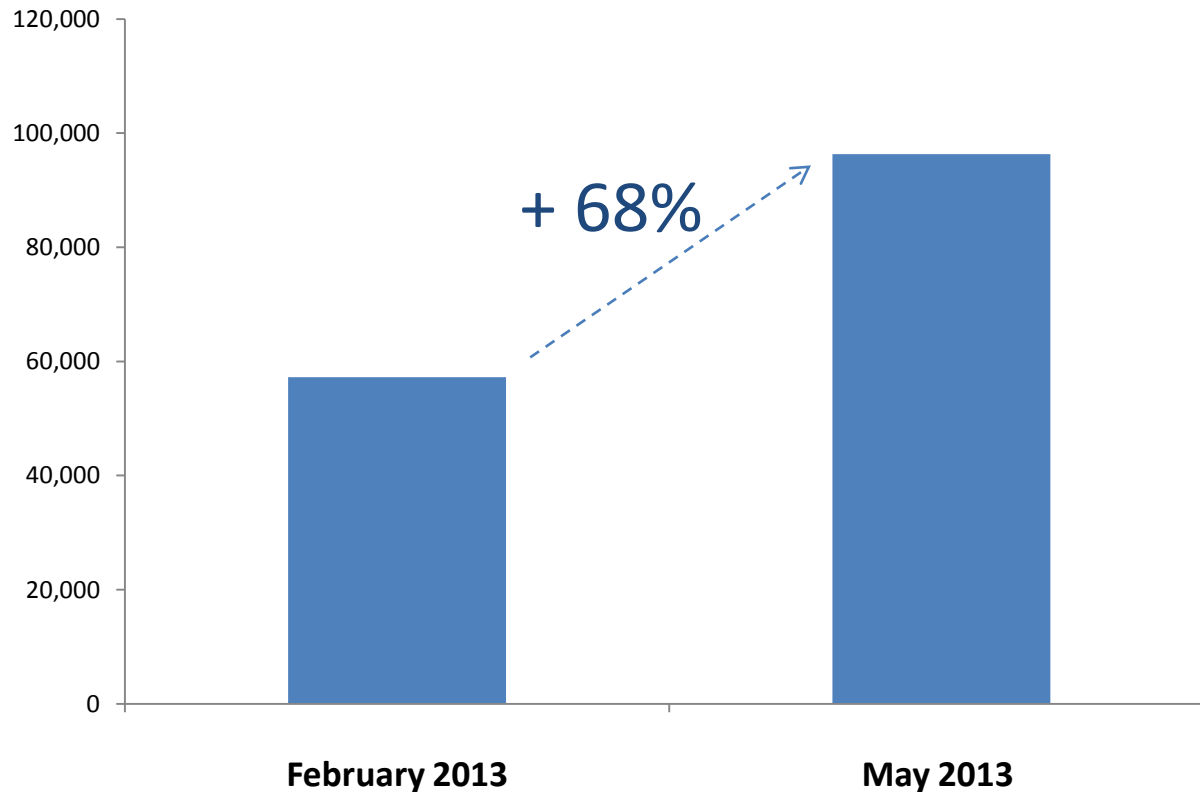
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Analytics/Stats

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Higher Yield From Partners

Free Page Views per One Million Customers



“M.” partners only: Feb 2013 = 2.8 million page views from 8 million subscribers; May 2013 = 13.3 million page views from 220 million subscribers

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Big Impact in Smaller Countries

- ✓ In 5 countries, over 33% of ALL Wikipedia mobile page views in the country are now free:



Tunisia

34%



Niger

40%



Cameroon

44%



Botswana

58%

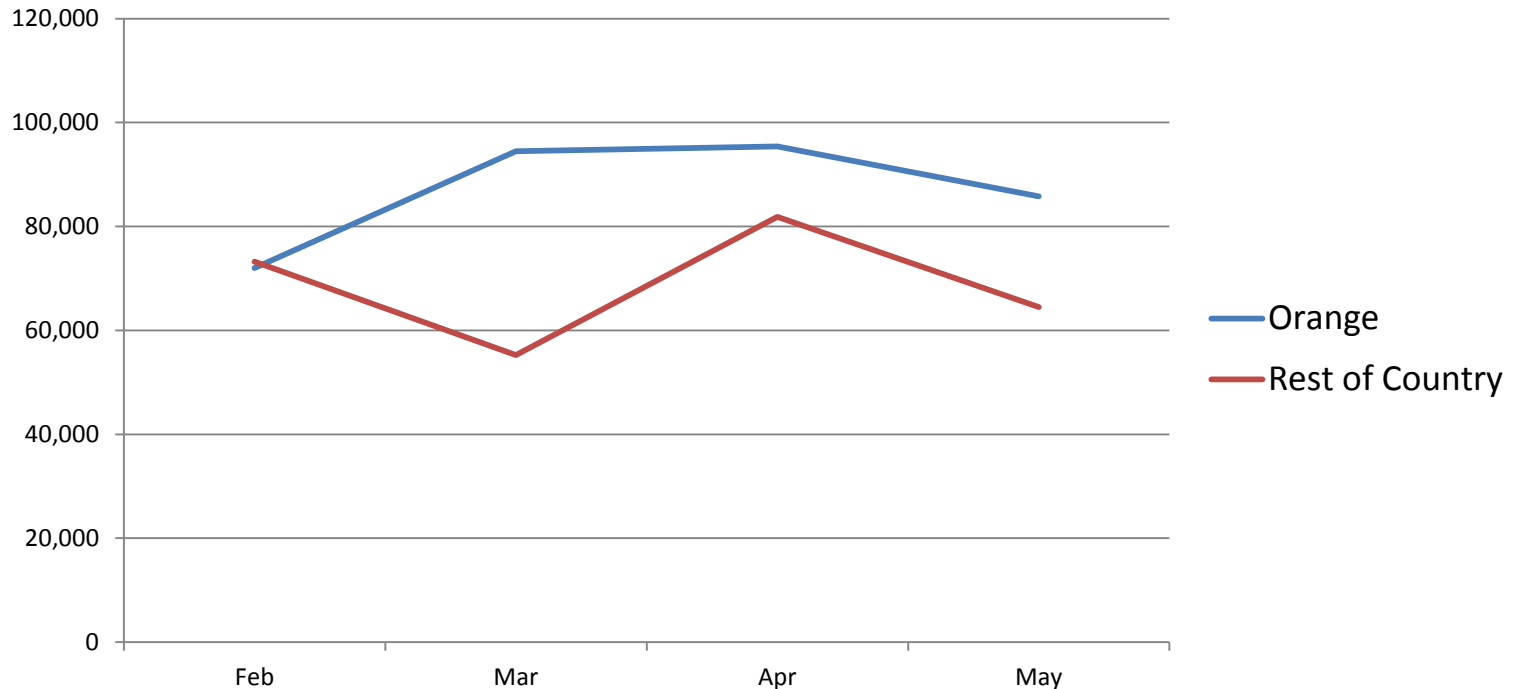


Ivory Coast

38%

Case Study: Botswana

- ✓ Fact: There are more FREE mobile page views served in the country of Botswana now than there were ALL mobile page views 9 months ago



Automated dashboard

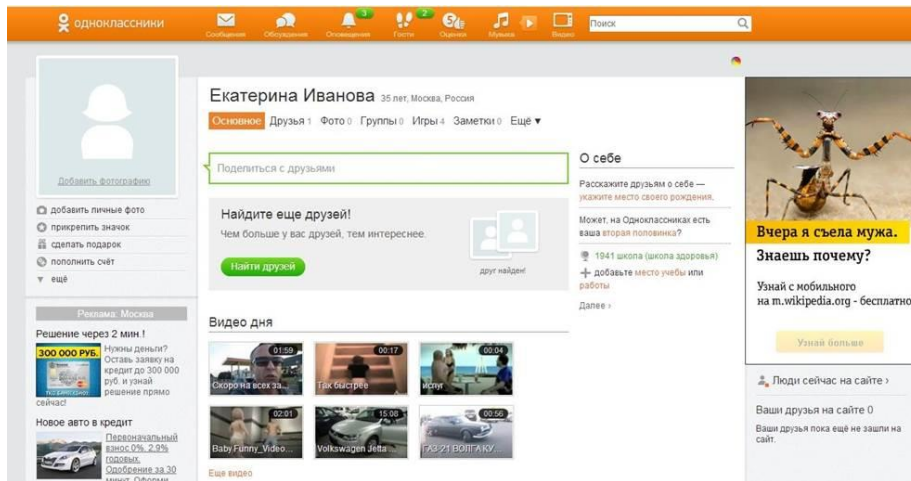
- ✓ Accurate counts, including Opera
- ✓ Total program free page views:
 - http://gp.wmflabs.org/graphs/free_mobile_traffic_by_version_monthly
- ✓ Individual partners:
 - Dashboards hosted on separate URLs
- ✓ Next iteration – language breakdown, data loss alerts

Awareness Building

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Big Ticket Marketing Campaigns

50 million online impressions in 2 month campaign.



Вчера я съела мужа.

Знаешь почему?

Узнай с мобильного
на m.wikipedia.org – бесплатно

Не тарифицируется доступ к материалам по адресам en.m.wikipedia.org и ru.m.wikipedia.org. При использовании приложения Wikipedia, предоставляющего доступ к ресурсам сайта Wikipedia.org, или переходе по внешней ссылке, интернет-трафик может тарифицироваться согласно стоимости мобильного Интернета в вашем тарифном плане. Услуга действует по всей России для всех абонентов «Билайн». В тарифных планах для USB-модема услуга недоступна. Больше – на www.beeline.ru



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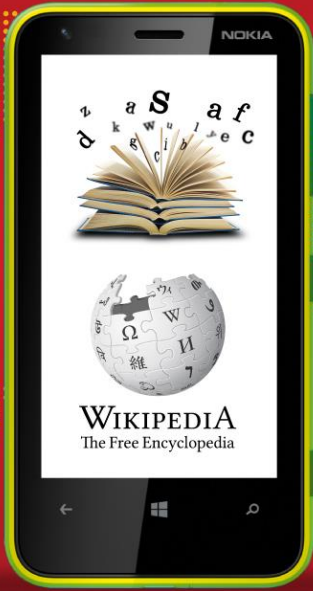
Big Ticket Marketing Campaigns



Mobilink, Pakistan's Fastest Mobile Internet Provider brings you

WIKIPEDIAZERO

@ Zero Mobile Internet Charges



Visit m.wikipedia.org from your mobile browser or Opera Mini now

*This service is available for prepaid subscribers only. This service may not be available on Blackberry, Symbian or other mobile devices. To access Wikipedia without any data charges, visit m.wikipedia.org from mobile browser or Opera Mini internet browser. *Accessing Wikipedia may require internet data charges. *Data charges will apply to accessing internet links on Wikipedia. *Mobile internet services may be available at additional charges. *Using a SIM which is not in your name or allowing others to use your SIM is a crime - U.F.P.A.

Poster campaign near campuses,
online ads on news websites

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Big Ticket Marketing Campaigns

Dialog
Powers a World of
Knowledge for
FREE

en.zero.wikipedia.org/...
Wikipedia @ ZERO CHARGE from Dialog Sri Lanka

Today's featured article
Click to view image of, "dancers from 1913 production of The Rite" ...
The Rite of Spring is a ballet and orchestral concert work by the Russian composer Igor Stravinsky. It was written for the 1913 Paris season of Sergei Diaghilev's Ballets Russes company, with choreography by Vaslav Nijinsky and stage designs and costumes by Nicholas

FREE
of data charge

Browse **WIKIPEDIA**
The Free Encyclopedia  for **FREE**

Type **WIKI** and SMS to **678**

Access the knowledge of the world at anytime,
from anywhere from your Dialog mobile.

- Call 1777 from any network
- Some conditions will apply

The Future.Today. 

Radio ads, Airtime scratch cards,
Online ad buy.

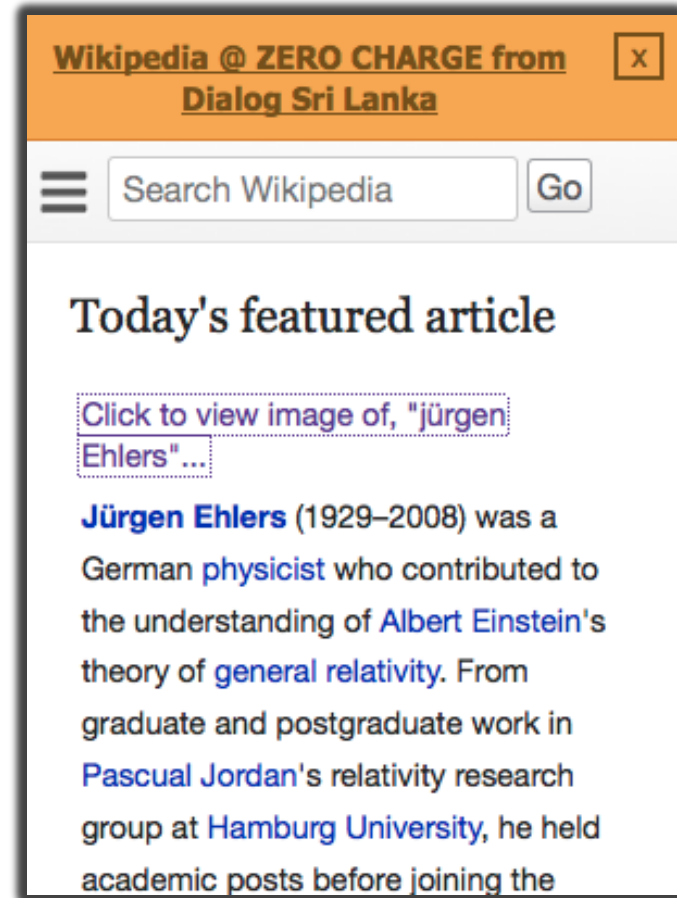
Tech Update

Tech – Key Improvements

- ✓ Majority of critical backlog work completed
- ✓ Fixed number of ‘leaks’ where charge warning was missing
- ✓ Now have ability to conduct live tests without Ops
- ✓ All partner information kept in one place

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Bug fixes – before & after



Partner Configuration

comment	<i>Safaricom Kenya</i>
enabled	<i>false</i>
sites	<div style="border: 1px solid #ccc; padding: 2px; margin-bottom: 2px;"><i>m.wikipedia</i></div> <div style="border: 1px solid #ccc; padding: 2px;"><i>zero.wikipedia</i></div>
name	en <i>Safaricom</i>
banner	en <i>FREE {{SITENAME}} access by \$1</i>
bannerUrl	<i>http://www.safaricom.com</i>
showLangs	<i>en</i>
whitelistedLangs	<i>(all)</i>
langNameOverrides	
background	<i>#FFB612</i>
foreground	<i>#000000</i>
fontSize	
bannerWarning	<i>true</i>
showImages	<i>true</i>
showZeroPage	<i>false</i>
enableHttps	<i>false</i>
ips	<div style="border: 1px solid #ccc; padding: 2px; margin-bottom: 2px;"><i>41.80.0.0/15</i></div> <div style="border: 1px solid #ccc; padding: 2px; margin-bottom: 2px;"><i>41.90.0.0/16</i></div> <div style="border: 1px solid #ccc; padding: 2px; margin-bottom: 2px;"><i>105.160.0.0/13</i></div> <div style="border: 1px solid #ccc; padding: 2px; margin-bottom: 2px;"><i>196.200.0.0/15</i></div> <div style="border: 1px solid #ccc; padding: 2px;"><i>197.176.0.0/13</i></div>

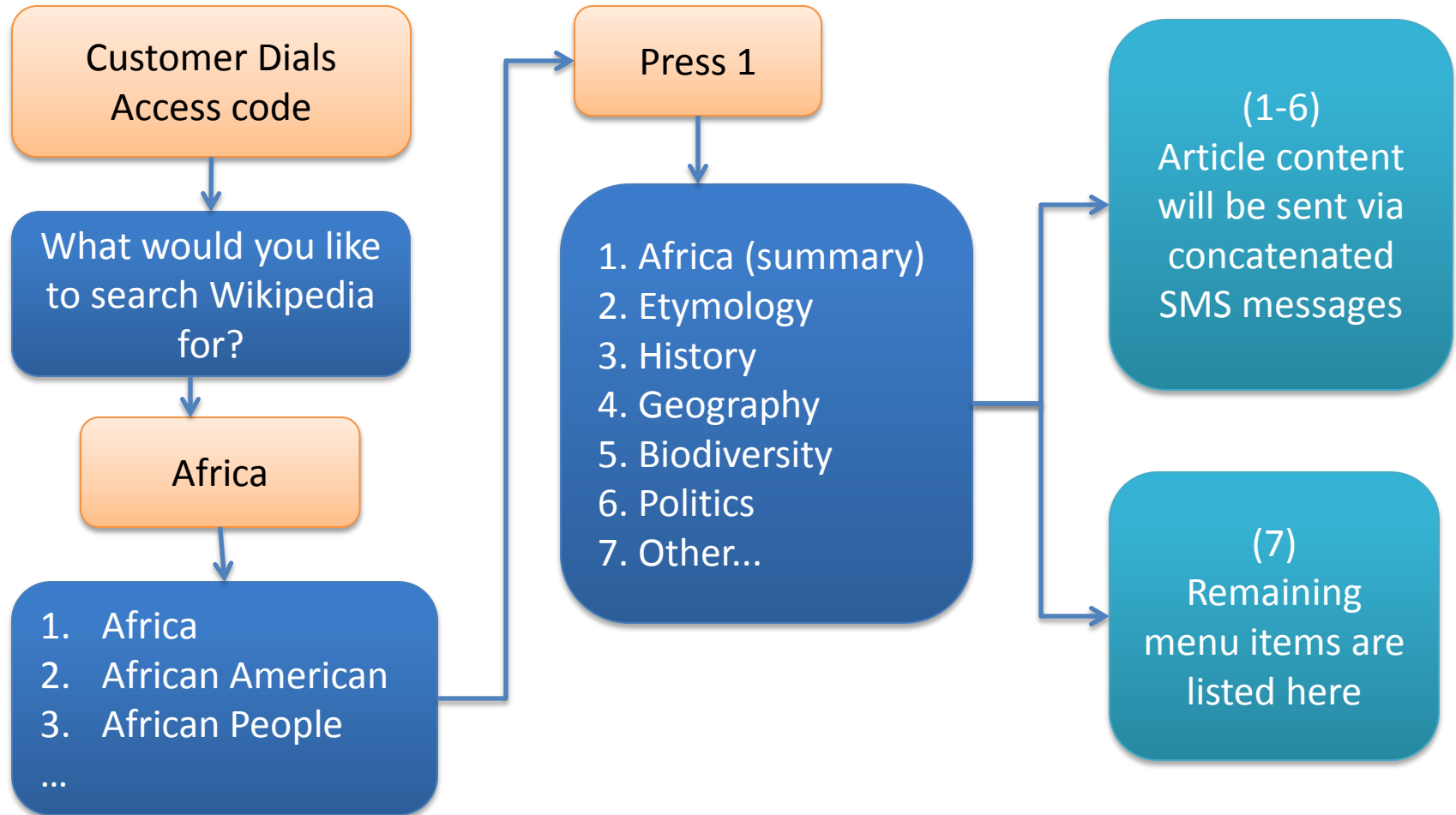
Wikipedia via Text Update



Pilot Goals

- ✓ Market test
- ✓ Analytics
- ✓ Qualitative feedback
- ✓ Server load and Scale
- ✓ User experience and flow
- ✓ Continuity plans

SMS / USSD flow



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Wikipedia via text

DEMO

Product Review

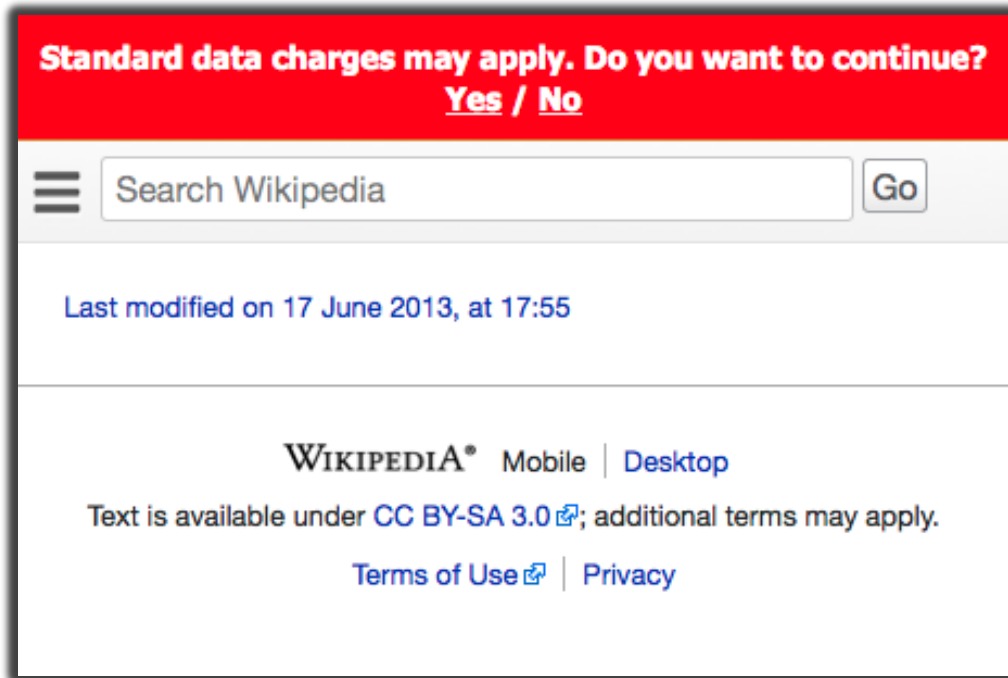
Zero UX Flow

Suggested improvements

- ✓ Making improvements to Zero UX in general
- ✓ Established workflow and identified first round of issues to address
- ✓ Example: Warning when leaving free zone

Zero UX Flow

Suggested improvements



- Do not limit warnings to banner style
- Explanation of what the system is doing
- Eliminate extraneous content

Africa Feedback

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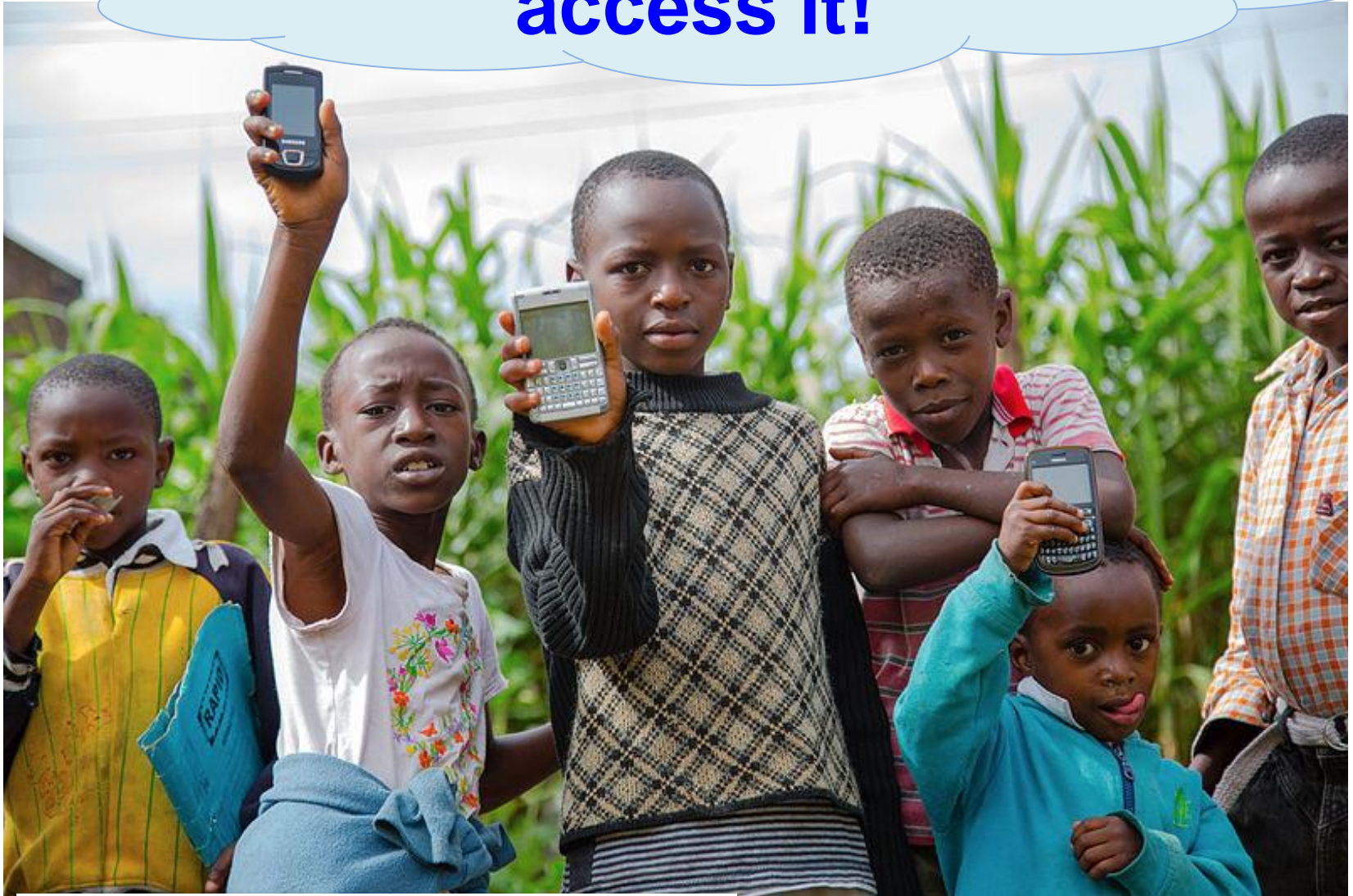
We know Wikipedia



[Omaranabulsi](#) CC-BY-SA-3.0, via Wikimedia Commons

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We do too but can't
access it!



[Omaranabusi](#) CC-BY-SA-3.0, via Wikimedia Commons

Maybe we've heard of Wikipedia?



What's Wikipedia?



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Make knowledge come out of my phone too



[Omaranabulsi](#) CC-BY-SA-3.0, via Wikimedia Commons

facebook®



WhatsApp

Formal Research Study

- ✓ Uncover the behaviors, norms, and attitudes that may inhibit people in Africa from using Wikipedia
 - Themes that can be applied throughout the Global South
 - Insights will be used to execute marketing strategy (partner marketing and WMF tactics)
- ✓ Three-pronged study – Botswana and Uganda
 - Focus groups: 3 each, mix of urban/rural
 - Face-to-face interviews (“man on the street”): 500 each
 - Mobile surveys: 4500 total in Vietnam, India, Indonesia, Philippines, Kenya, Nigeria, Uganda, South Africa



Formal Research Study



Formal Research Study

- ✓ Sample themes addressed:
 - Internet credibility and/or elitism
 - Skepticism of free
 - Encyclopedia familiarity
 - Local relevance
 - Comparison to other media

- ✓ Next Steps:
 - Results and deliverable end of next week
 - Present internally, to partners and community late-July

Needed Improvements

42 Need resource on awareness building

- ✓ Opportunity: things we can affect
 - Many *current* customers of partners still don't know Wikipedia is free
 - Social media conversation can be carried for grass roots effect (eg, South Africa, Mixit)
 - Empowering local volunteers to promote program; create case study

Public Evangelism

OPINION: Free access to Wikipedia from cellphones

 June 12, 2013 by [Finweek Staff](#)  1 Comment

This Youth Day, three men have the power to change the lives of 12 million South African children with the stroke of a pen.

This may sound like the usual political rhetoric around Youth Day, but I assure you, this is probably the most tangible opportunity of 2013.

The idea is simple: provide mobile access to Wikipedia free of data charges. It isn't complicated or glamorous, but it would put the world's knowledge in the hands of millions of South African youths, especially those without libraries or computers. "What is chlorophyll?"; "Who was Seretse Khama?"; "Where are the Canary Islands?" – four million articles on absolutely everything, all accessible through a cell phone.

So if your name is Shameel Joosub (CEO of Vodacom), Sifiso Dabengwa (CEO of MTN), or Allan Knott-Craig (CEO of Cell-C) this could be one of the best (and most satisfying) decisions of your life. Listen to the Wikimedia Foundation or listen to the under-resourced Sinenjongo High School who have explicitly asked for free access to Wikipedia, if all else fails then listen to reason.

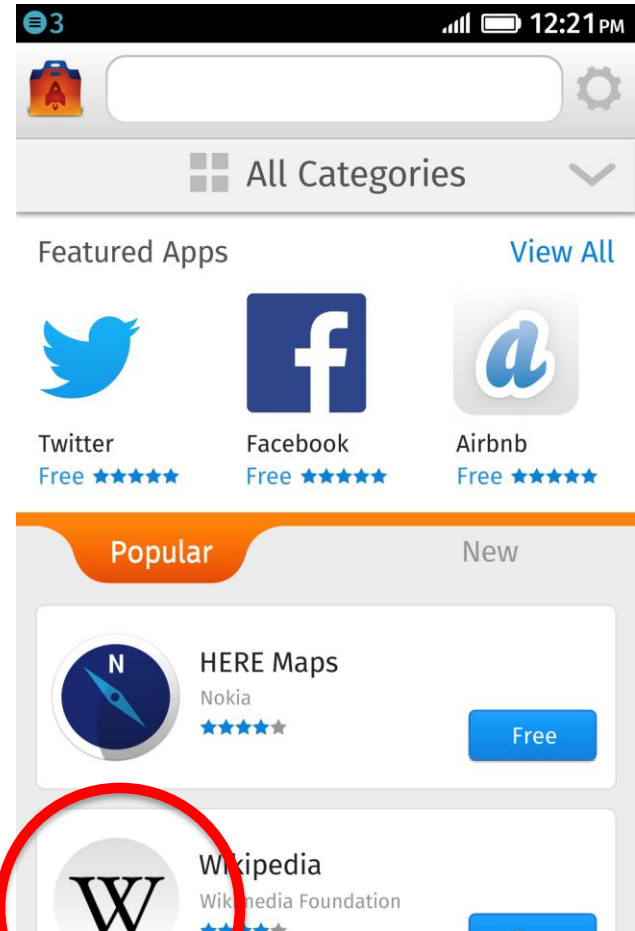
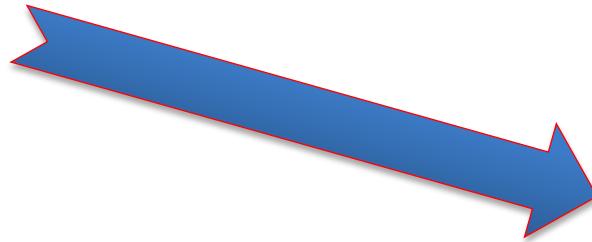
The world is evolving in an increasingly digital way and encouraging mobile-phone use in education is just plain business sense. There really isn't a legitimate reason why not to. We

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Marketing w/ other mobile partners



Firefox OS



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Marketing w/ other mobile partners



Opera Mini

Site Notice



WIKIPEDIA
The Free Encyclopedia

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Read Edit View history

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Wikipedia Zero is now available in Sri Lanka

WIKIPEDIA zero

Phnom Penh

From Wikipedia, the free encyclopedia

Coordinates: 11°33′N 104°55′E

Phnom Penh (/pəˈnɒm ˈpɛn/ or /ˈnɒm ˈpɛn/; Khmer: ភ្នំពេញ, Khmer pronunciation: [pnum pɨŋ]) is the capital and largest city of Cambodia.

Located on the banks of the **Mekong River**, Phnom Penh has been the national capital since **French colonization of Cambodia**, and has grown to become the nation's center of economic and industrial activities, as well as the center of security, politics, **cultural heritage**, and diplomacy of Cambodia.

Once known as the "Pearl of Asia," it was considered one of the loveliest French-built cities in **Indochina**^[3] in the 1920s. Phnom Penh, along with **Siem Reap** and **Sihanoukville**, are significant global and domestic tourist destinations for Cambodia. Founded in 1434, the city is noted for its beautiful and historical architecture and attractions. There are a number of surviving **French colonial** buildings scattered along the grand boulevards.

Situated on the banks of the **Tonlé Sap**, **Mekong** and **Bassac** rivers, the Phnom Penh **metropolitan area** is home to about 2.2 million^[2] of Cambodia's population of over 14.8 million, up from about 1.9 million in 2008.^[4] The city is the wealthiest and most populous city in Cambodia and is the country's political hub.

Contents [hide]

- Etymology
- History
- Geography
 - Climate
- Administration
- Demographics
- Economy
- Education

Phnom Penh

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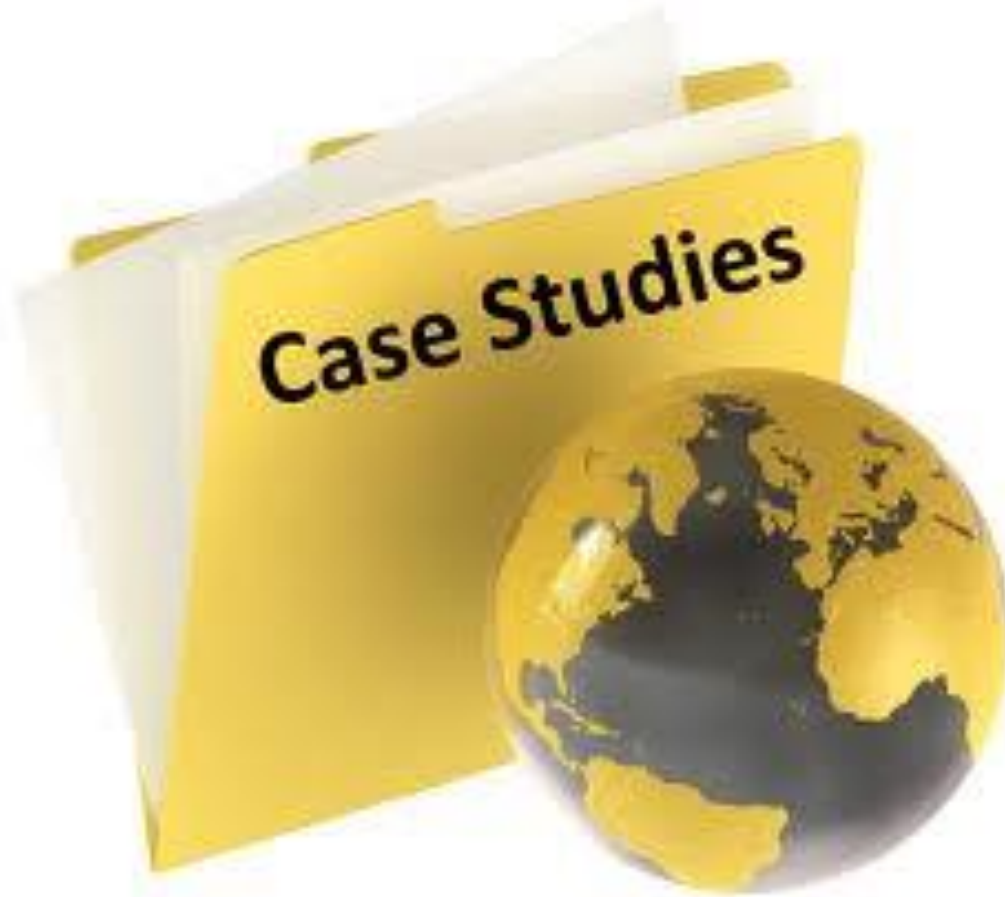
— Provincial Municipality —



Clockwise from top: Royal Palace, Choeung Ek, National Museum, Independence Monument, and Wat Phnom

WIKIPEDIA zero

Case Studies



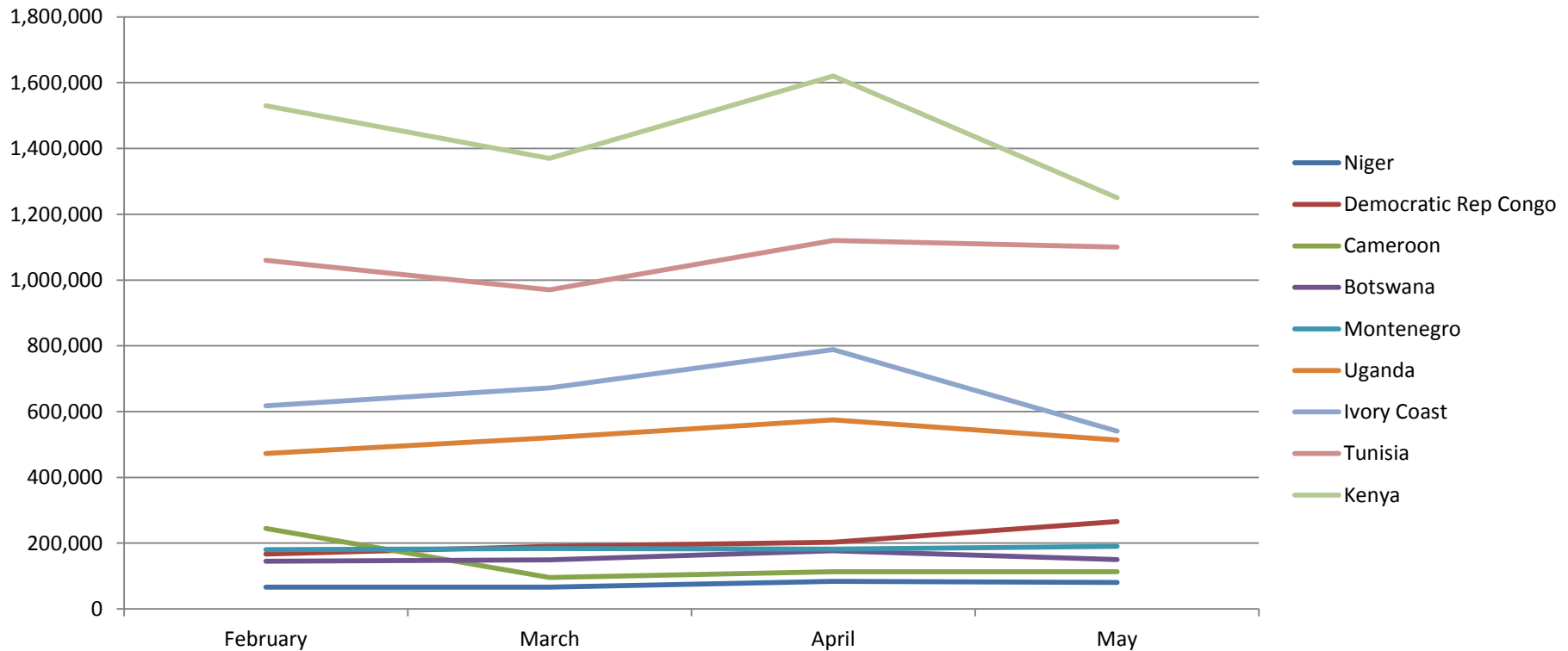
Open Issues

3 Key Issues

- 1) Starting to know what we don't know → research
- 2) Sustainability models
- 3) Mobile PVs → slowing in these countries in general?
 - General marketing/awareness
 - Mobile tailored content

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Challenging Environment - Mobile PVs flat in Global South



Goals for Next Quarter

Next Quarter

- ✓ New Pipeline Development
- ✓ Support smaller partners
- ✓ Marketing/Awareness campaigns
- ✓ USSD/SMS Pilot Learning
- ✓ Start-to-finish setup of new partner with no code changes
- ✓ Automated testing with alerts to catch problems quickly
- ✓ J2ME app
- ✓ Portal?

What we accomplished

- ✓ 410 million subscriber base, 228 million launched
- ✓ Headway on free access trials on Wikipedia via text
- ✓ 4X on PVs
- ✓ Growth with existing partners
- ✓ Making progress while fighting market forces

Thank You!

WIKIPEDIA

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