

1

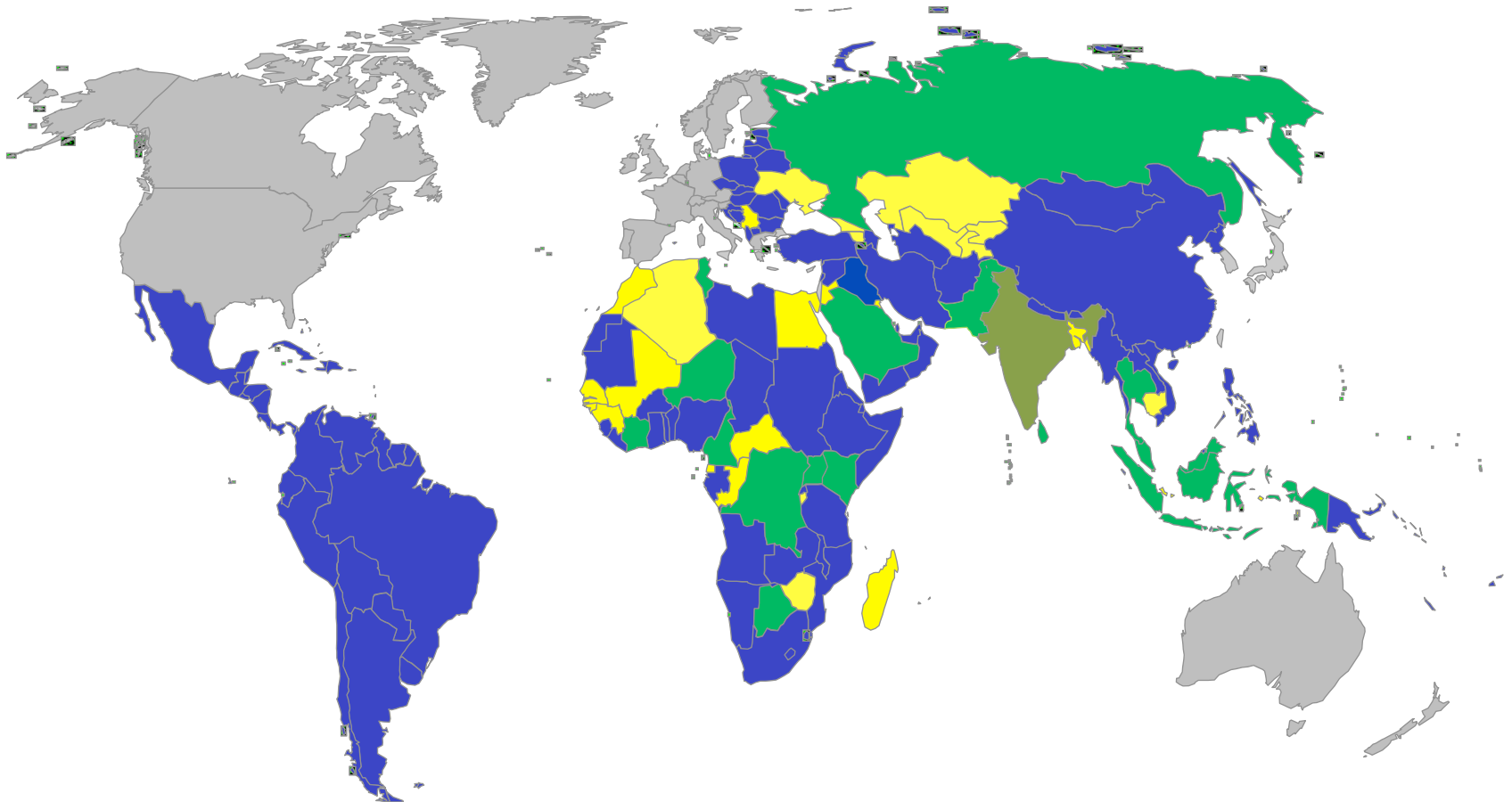
**WIKIPEDIA** | **zero**




Metrics Meeting Update

September 5th, 2013

2

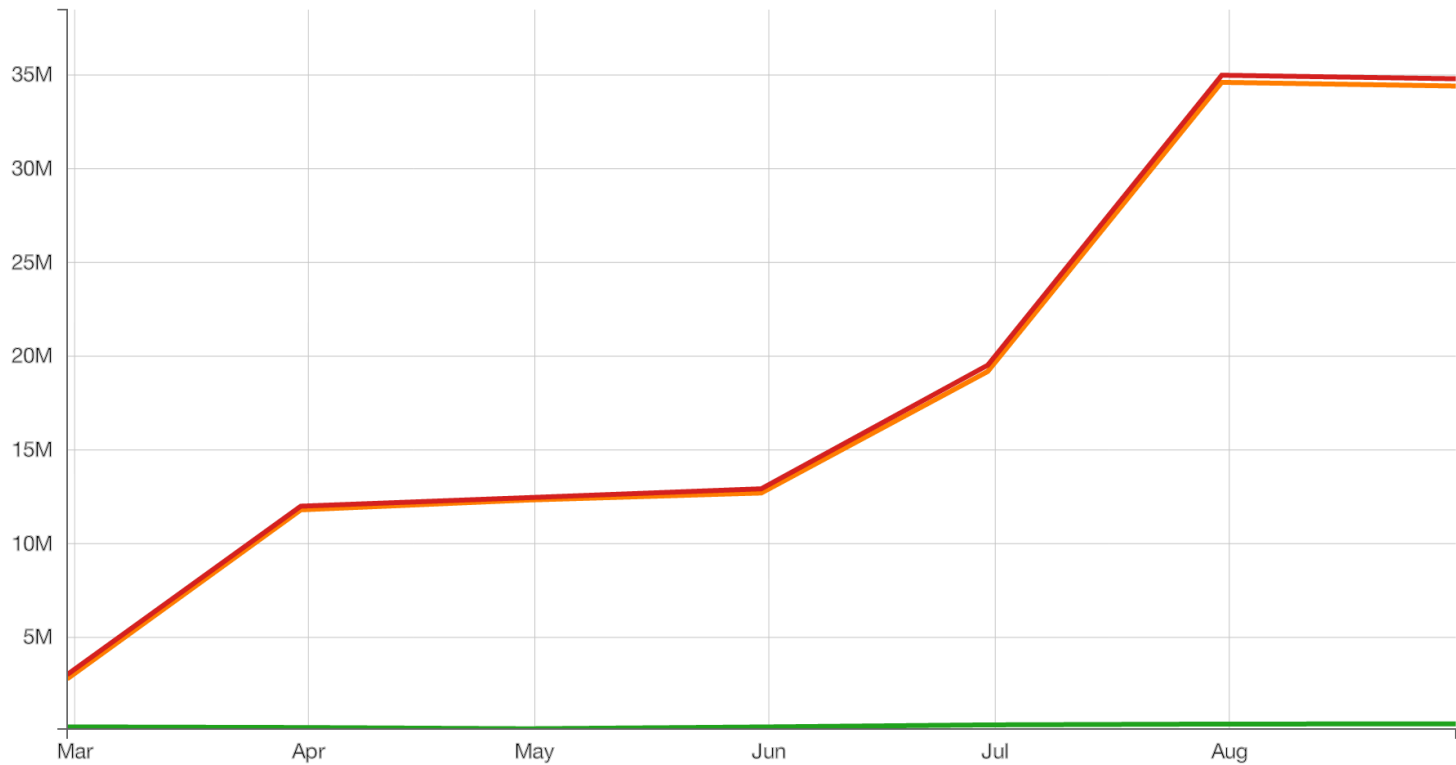
# 17 Countries and counting...



-  Upcoming Launch
-  Launched
-  Global South

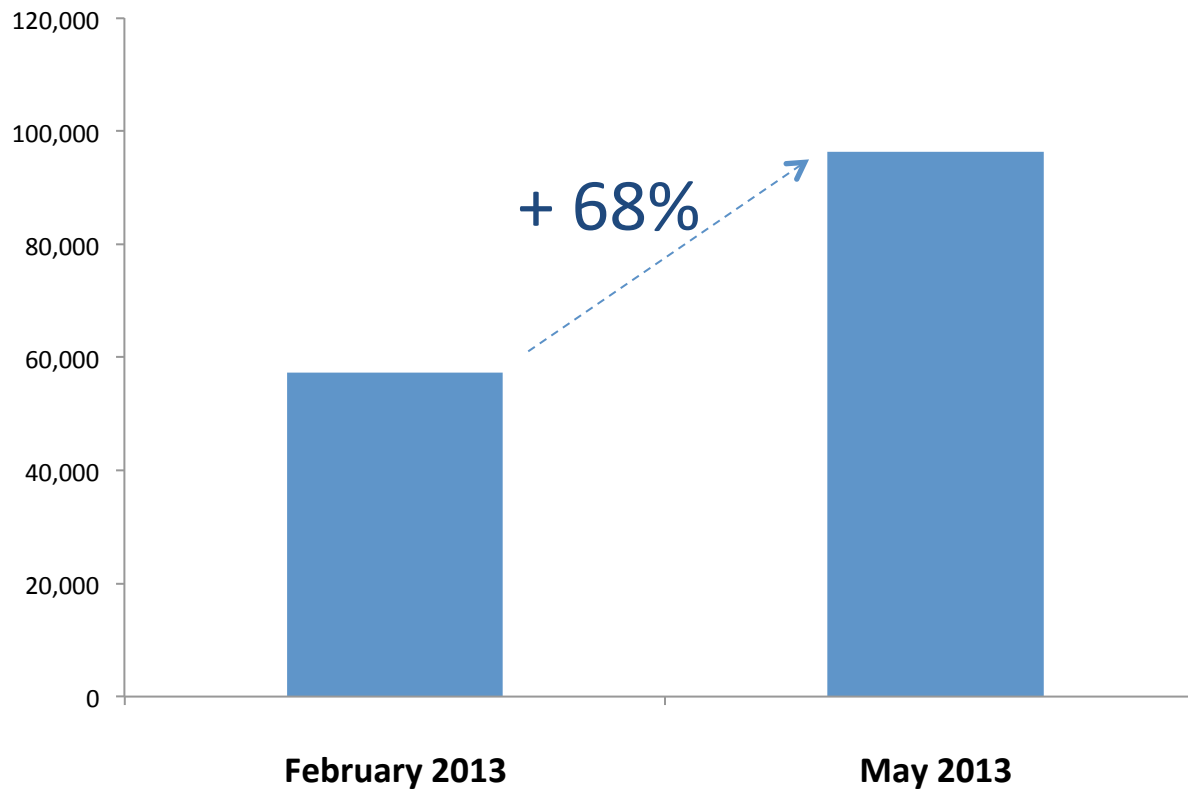
# 10x growth last six months

Summed Monthly Free Mobile Traffic by Version



# 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; 13.3 million page views from 220 million subscribers

# 5

## It doesn't happen overnight

- ✓ 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%

# 500 Million

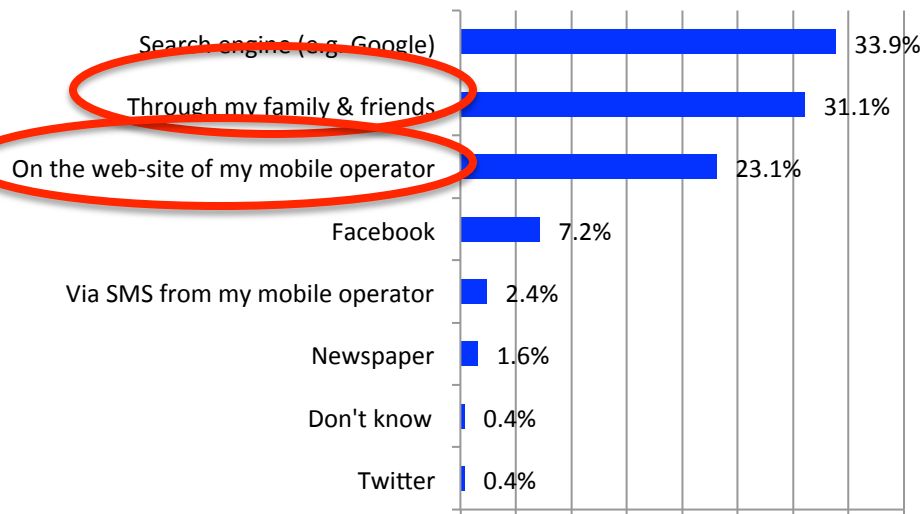


# What's Wikipedia?

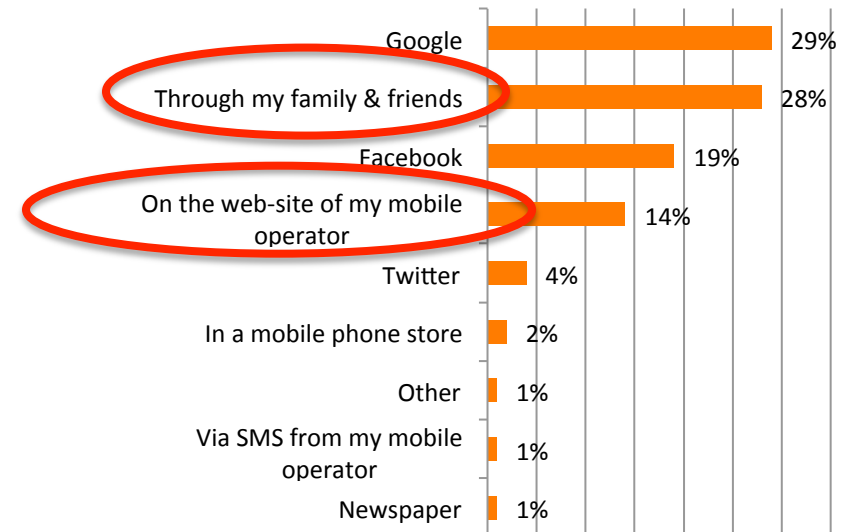


# How do people learn about Wikipedia?

Botswana Q21: How did you FIRST find out about Wikipedia?



Uganda Q21: How did you first find out about Wikipedia?





# Marketing Campaigns

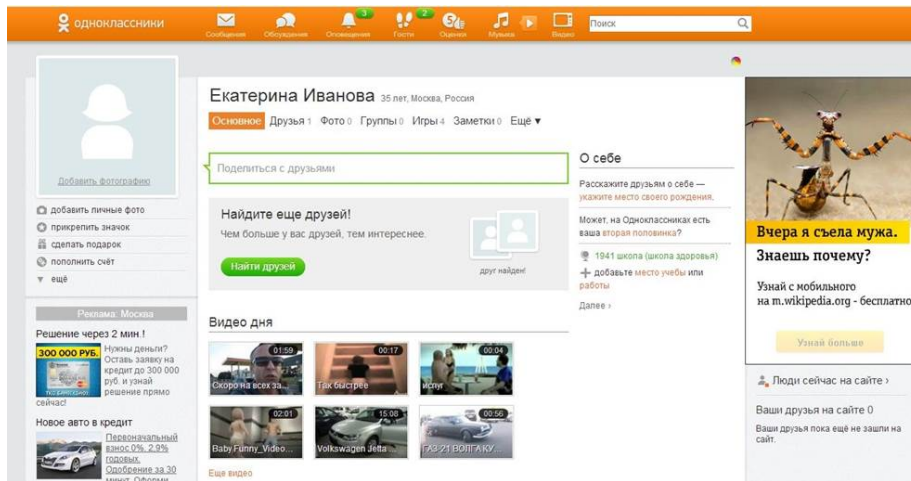
The screenshot shows the Orange Kenya website interface. At the top, there is a navigation menu with links for mobile, landline, internet, vas, orange money, devices, loyalty, and customer care. Below the menu is a search bar with the text "Google™ Custom Search" and a "Search" button. The main content area features a large banner with the text "knowledge is power" and "enjoy unlimited access to Wikipedia on Orange without paying any data charges". To the right of the banner is a "selfcare" section with icons for User Guide, User Help, Mail, and Your Price. Below this is a "my accounts" section with links for Prepaid recharge portal, Postpaid mobile, and ADSL portal. A "quick links" section is also present, listing "orange xpress", "orange 2500", and "Internet everywhere 3G+ Prepaid Recharge Portal". At the bottom, there is a "coverage checker" section with a map of Kenya. The footer contains the text "About Orange Careers Contacts Us Copyright © 2012 Orange Kenya. All Rights Reserved. Designed and maintained by Havas Media Kenya."



10

# Marketing Campaigns

50 million online impressions in 2 month campaign.



Вчера я съела мужа.

Знаешь почему?

Узнай с мобильного  
на [m.wikipedia.org](http://m.wikipedia.org) – бесплатно

Не тарифицируется доступ к материалам по адресам [ru.m.wikipedia.org](http://ru.m.wikipedia.org) и [ru.m.wikipedia.org](http://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-модемов услуга недоступна. Больше – на [www.beeline.ru](http://www.beeline.ru)



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# Marketing Campaigns



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Poster campaign near campuses,  
online ads on news websites

# Marketing Campaigns

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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

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# Community Participation



# Ask a question!

