WIKIPEDIA zero

Metrics Meeting Update

September 5th, 2013
17 Countries and counting...
10x growth last six months
Higher yield from partners

Free Page Views per One Million Customers

February 2013

May 2013

+ 68%

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

Based on May 2013 analytics. Cameroon is estimated while debugging reporting.
500 Million
What’s Wikipedia?
How do people learn about Wikipedia?

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

- Search engine (e.g. Google): 33.9%
- Through my family & friends: 31.1%
- On the web-site of my mobile operator: 23.1%
- Facebook: 7.2%
- Via SMS from my mobile operator: 2.4%
- Newspaper: 1.6%
- Don't know: 0.4%
- Twitter: 0.4%

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

- On the web-site of my mobile operator: 14%
- Through my family & friends: 28%
- Google: 29%
- Facebook: 19%
- In a mobile phone store: 2%
- Other: 1%
- Via SMS from my mobile operator: 1%
- Newspaper: 1%
Marketing Campaigns

- Upgrade your knowledge with free access to Wikipedia.
- Simply enter m.wikipedia.org in your browser.

[Marketing campaign image]
Marketing Campaigns

50 million online impressions in 2 month campaign.
Marketing Campaigns

Poster campaign near campuses, online ads on news websites
Marketing Campaigns

Radio ads, Airtime scratch cards,
Online ad buy.
Community Participation
Ask a question!