



Promoting Wikipedia in India (Hindi)

Campaign Results from April - June 2018

In July 2017, the Wikimedia Foundation and the Hindi Wikimedians User Group began collaborating to reach “New Readers” in India.

The goal: Increase awareness and drive new usage of Wikipedia among Hindi internet users.



Awareness

Situation: Low awareness (33%) of Wikipedia corresponds to limited Wikipedia usage

Language

Situation: Many Hindi internet users do not know Wikipedia is available in Hindi, and use English content instead

Approach: Messaging campaign to explain and promote Hindi Wikipedia



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Awareness



India (Hindi)

33%

**of target internet users have
heard of Wikipedia**



Full reports are available here:
https://meta.wikimedia.org/wiki/Global_Reach/Insights

Language

Hindi language content consumption is up 94% in 2018... but there are just 120,000 Wikipedia articles in Hindi and many users don't know Hindi content is available.

- Campaign context, February 2018



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Campaign overview



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Target audiences

Primary: School-aged Hindi internet users in Madhya Pradesh who have not heard of Wikipedia

Secondary: Hindi internet users

Primary result

23% increase in Wikipedia awareness

Computed from the change in phone survey reported awareness from benchmark 33% to 40% representing 7% more market awareness and a growth of 23%.



India (Hindi)

33%



40%

Have heard of Wikipedia



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Results based on preliminary phone surveys

Additional results: Usage changes

Internet campaign

Direct click throughs were low, with 9k click throughs from Facebook and 13k from YouTube in Madhya Pradesh. We have adapted our strategies for future campaigns to capture more direct traffic.

We saw no discernible change in overall traffic due to the internet campaign.

TV campaign

The TV campaign showed a small, but statistically significant impact on traffic.

An estimated .14M pageviews/day were earned by the video over 60 days (~.7% increase).

Caveat: without direct linking, attribution is difficult and these models are very rough approximations.



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Context & Benchmarks



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Hindi is India's most common language, with more than 320 million speakers.

**Across India, internet
access is growing 20%+ per
year.**

**Hindi online
content
consumption
is growing
94% per year.**

Source: Economic Times



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Awareness benchmarks

Using phone surveys in our target region of Madhya Pradesh, we established a baseline for Wikipedia awareness preceding our campaign.

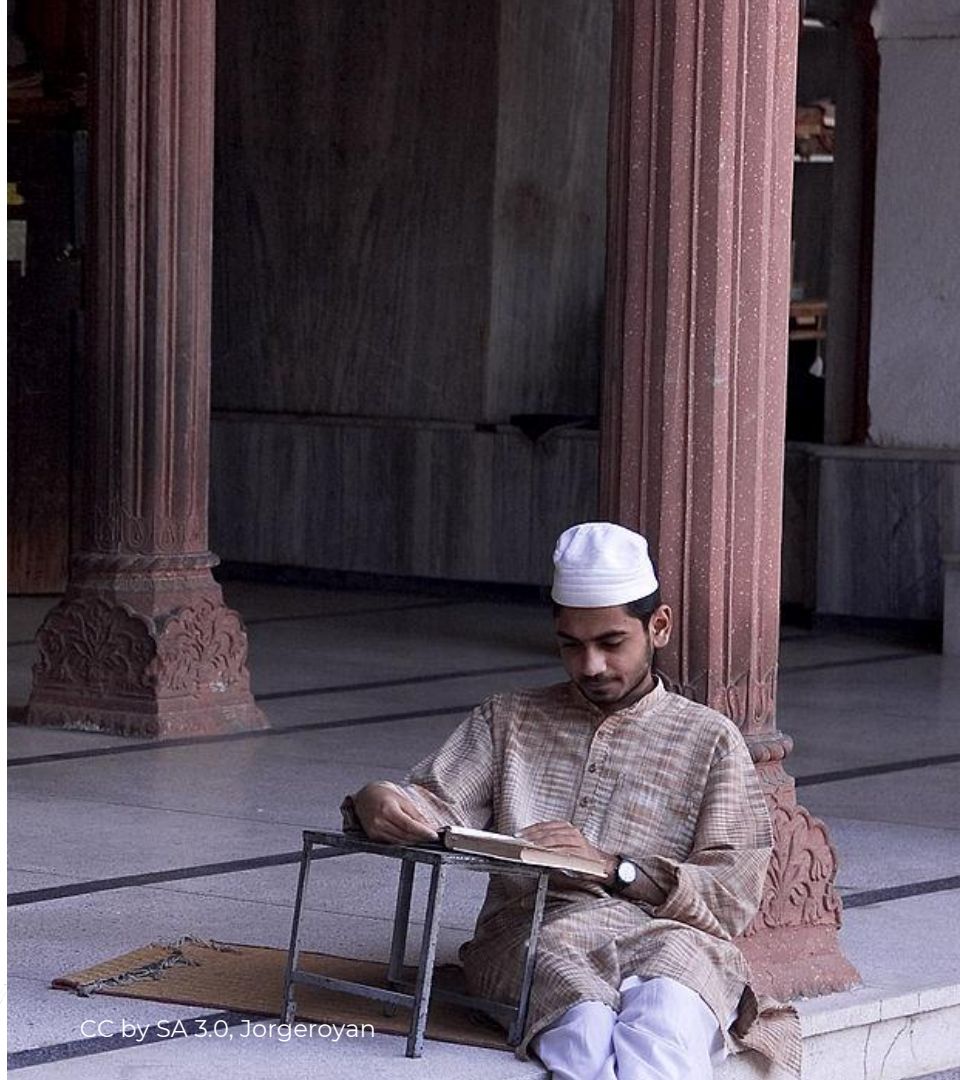
Survey respondents were asked if they “have heard of Wikipedia” and less than 35% could answer yes:

**33% of Hindi internet users
have heard of Wikipedia.**

See more: https://meta.wikimedia.org/wiki/Global_Reach/Insights

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Campaign details



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Campaign overview

The messaging campaign launched on digital channels in April and was live for 3 weeks. A second TV push happened during a major Cricket event in May:

- **April 3** - Ektara video published & promoted on digital channels
- **April 23** - Digital promotion concludes
- **May 27** - Ektara video broadcast on DD Sports during IPL Final



Video ad



Video details

Strategic approach: We partnered with Happy mcgarrybowen (an Indian agency) to produce a short video about Wikipedia. The Hindi Wikimedians requested that the video show “the depth of Hindi Wikipedia” and “appeal to our emotions” so the resulting video told a sentimental story. Wikipedia was shown as the secret hero of the video, revealing a forgotten family secret.

Timing: Video launched April 3, 2018

Distribution channels:

- **Digital:** Facebook & YouTube
- **TV:** DD Sports



भारतीय वाद्य यंत्र

व वाद्य यंत्रों का परिचय



ॐ



Video impact

The video earned **3.98 million total views**, with **2.9 million within Madhya Pradesh**.

Video links:

Ektara

- [Facebook](#)
- [YouTube](#)



Video views & engagements

Channel	Views	Comments	Shares	“Likes”	“Love”	“wow”
Facebook	853,000	410	795	51,000+	850+	100+
YouTube	1.76 million	8	n/a	72	n/a	n/a

TV Channel	Reach	Male viewers	Female viewers	Madhya Pradesh
DD Sports	1.37 million	727,000	643,000	193,000

Total views = 3.98 million

Data shown reflects the performance of the videos on Facebook as compiled on August 10, 2018. All digital views were within Madhya Pradesh as the target region.



TV data collected by Eurodata TV via BARC in India. The total TV audience in India is estimated by these organizations as 779,843,000. During the pregame broadcast of the IPL Final we managed to reach 1.37 million.

Selection of video comments



Irshad Khan Irshad Khan Wow so sweet

Like · Reply · 16w



Dipak Rathore Rathote Nice bro

Like · Reply · 17w



Gajendra Rajpoot Nice

Like · Reply · 15w



Vikki Bhau Special thanks to

Like · Reply · 15w



Ramkumar Kurmi Good things ...

Like · Reply · 15w



Vitor Madeira 4 months ago

Outstanding. Thank you for this precious video.

Greetings from Portugal.

👍 6 🗨️ REPLY



Vinay Garg It happens to me too. Wikipedia is Ocean of knowledge. ...



Like · Reply · 17w



Sanjeev Meena 3 months ago

For everything you know, there's more that you don't. Awesome! 😄

👍 7 🗨️ REPLY



Ketan Deshmukh Wtf, i mean from electric car to ek tar??? 🤔🤔

Like · Reply · 17w



Survey findings



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Internet usage in Madhya Pradesh held steady between the surveys at 71%.

**9% of internet users in Madhya Pradesh
said they had seen the video.**

**66% of those said it was the first time
they had heard of Wikipedia.**

**25% of internet users said they had
seen the video on TV**

75% said they had seen it online.

Among the general public (combining internet and non-internet users) Wikipedia awareness increased from 27% to 31%.

7.5% of the general public reported seeing the video. 25% of those, saw it on TV.

This low change in awareness is in-line with expectations because the emphasis was on reaching internet users.

Recommendations



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Invest more in TV distribution

The Hindi ad was originally distributed on Facebook and YouTube where it was slow to reach 1 million viewers.

But when broadcast on TV, during the IPL final, we reached more than 1 million viewers in just 2 minutes. TV distribution is thus something to include in more future campaigns.

Make videos 1 minute or shorter

The running time of the Hindi ad was 2:25. This is 5x longer than the standard TV ad slot of 0:30, which required us to buy several slots to broadcast on TV.

Moreover, in places where internet connectivity is inconsistent, video loading times can be a major barrier to watching a “whole” video. We recommend 1 minute (2 TV slots) as a compromise between digital and TV constraints.

Thank you



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