



Promoting Wikipedia In Iraq

Campaign Results from February - May 2017

In February 2016, the Iraqi Wikimediaians approached the Wikimedia Foundation with a request:

Help us increase access and awareness to Wikipedia in Iraq.



Access

Situation: Data costs limit internet use for up to 80% of Iraqis.

Approach: Wikipedia Zero partnership with Asiacell, a major national telecom

Awareness

Situation: Low awareness (19%) of Wikipedia corresponds to limited Wikipedia usage

Approach: Messaging campaign to explain and promote Wikipedia



Target audiences

Primary: Asiacell subscribers able to access Wikipedia with no data costs

Secondary: Iraqi internet users

Primary audience result

47% increase in Wikipedia awareness

Note: This is computed from the change in phone survey reported awareness from benchmark 19% to 28% representing 9% more market awareness and a growth of 47%.



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Iraq

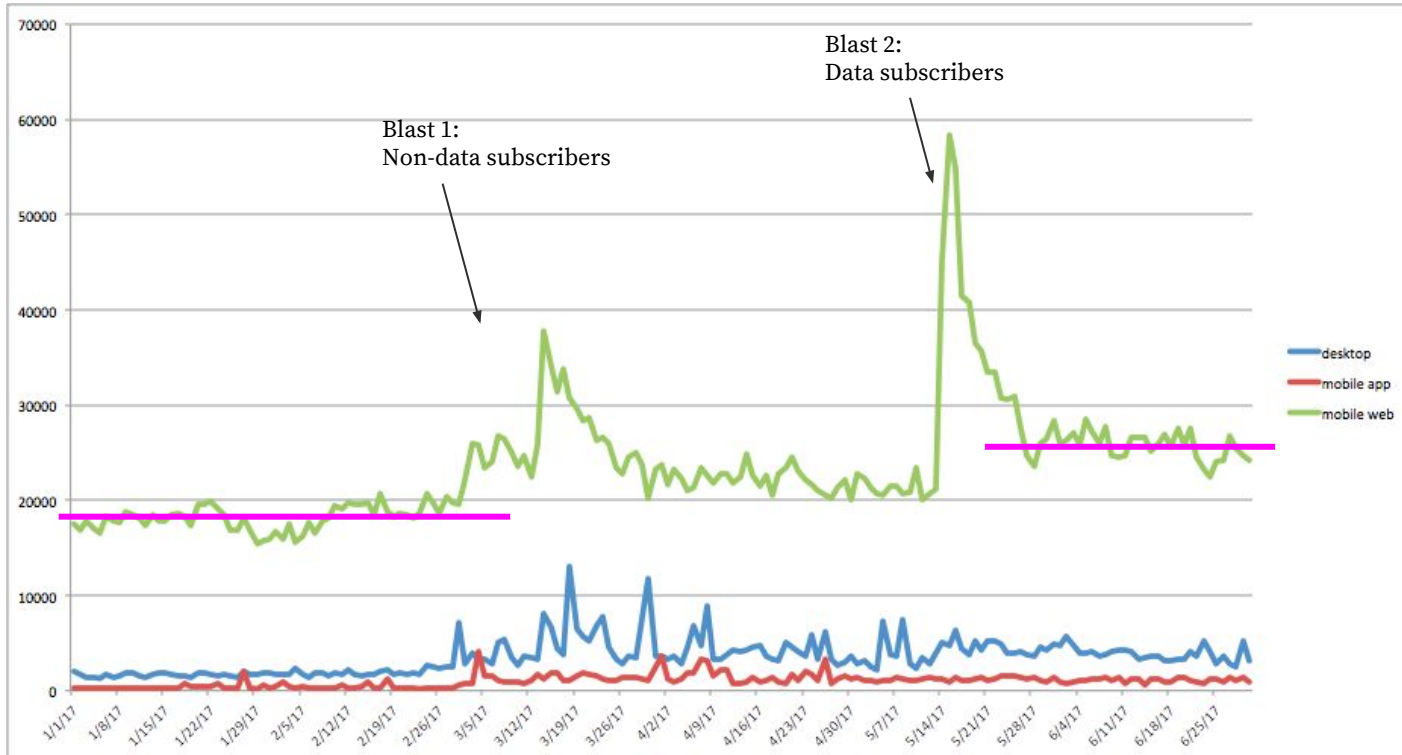


Have heard of Wikipedia

Primary audience result:

Increase in mobile pageviews following launch

Requires more analysis to determine cause & longevity of increase.



Secondary audience result

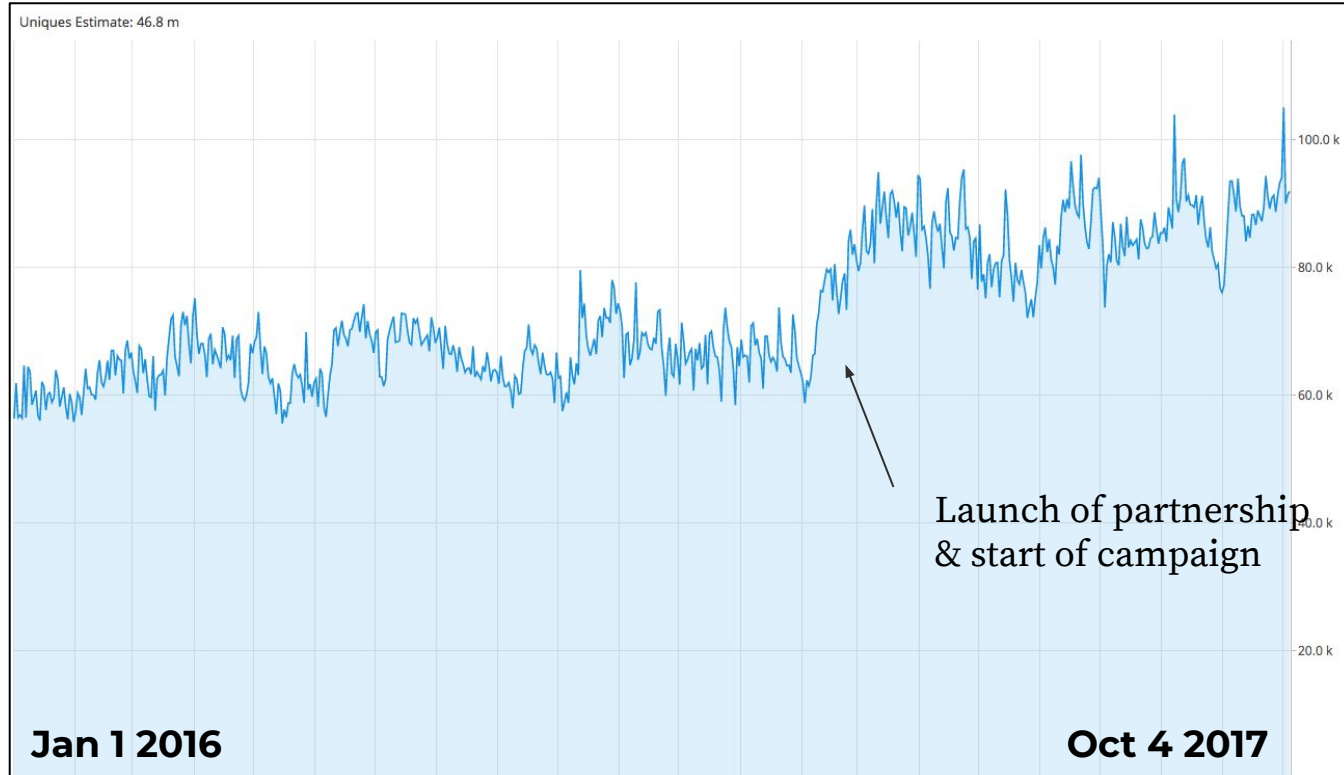
32% increase in Wikipedia awareness

Note: This is computed from the change in phone survey reported awareness from benchmark 19% to 25% representing 6% more market awareness and a growth of 31.6%.

Secondary audience result:

Increase in ar.m.wikipedia.org unique devices in Iraq

Requires more analysis to determine cause & longevity of increase.



Context & Benchmarks



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**There are 37.5 million
people in Iraq.**

**Around 4.8 million
have access to the
internet.**

**And internet access is
growing 7.5% per
year.**

**~ 1.04 million unique
devices visit Arabic
Wikipedia from Iraq**



Dated: February 2017

Awareness benchmarks

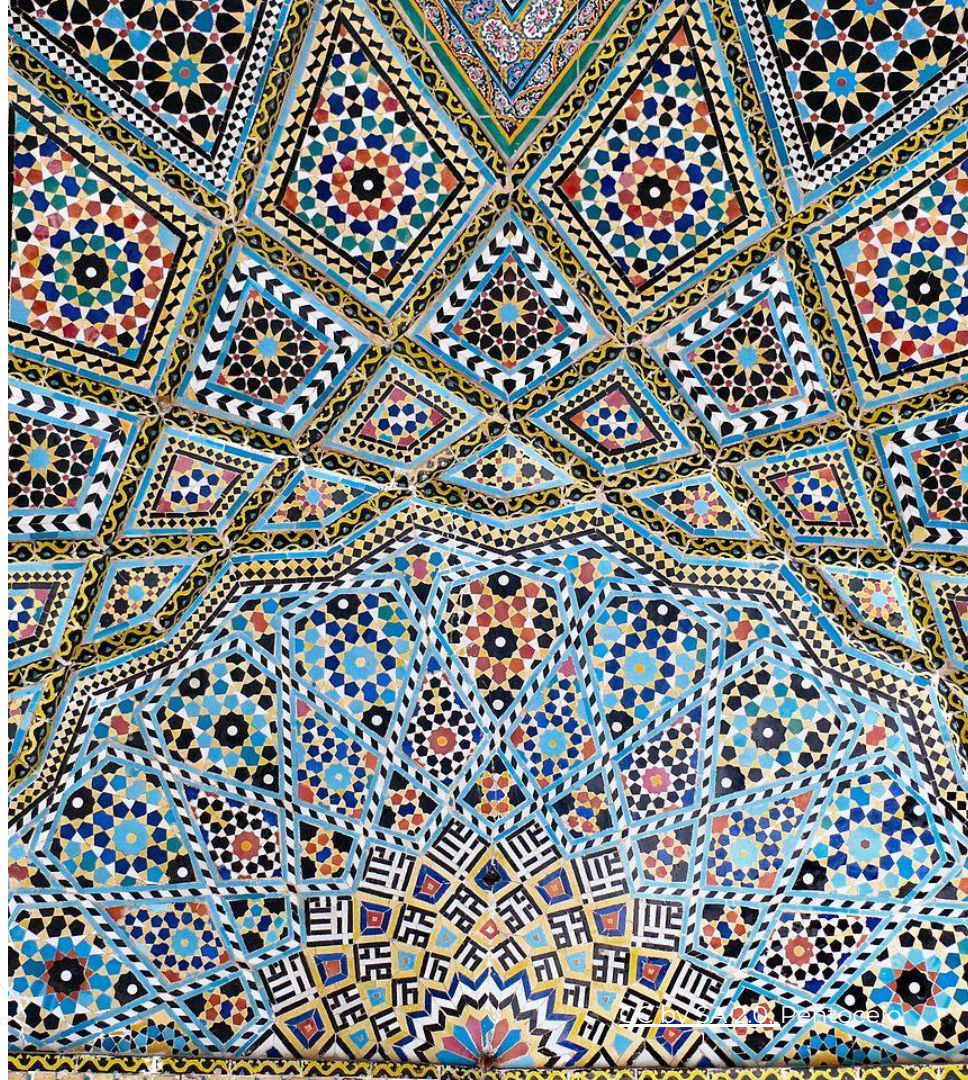
Using phone surveys in early 2017, we established a baseline for Wikipedia awareness in Iraq.

Survey respondents were asked if they “have heard of Wikipedia” and less than 20% could answer yes:

18% of Asiacell subscribers

19% of Iraqi internet users

See more: https://meta.wikimedia.org/wiki/Global_Reach/Iraq_survey_1



Awareness campaign

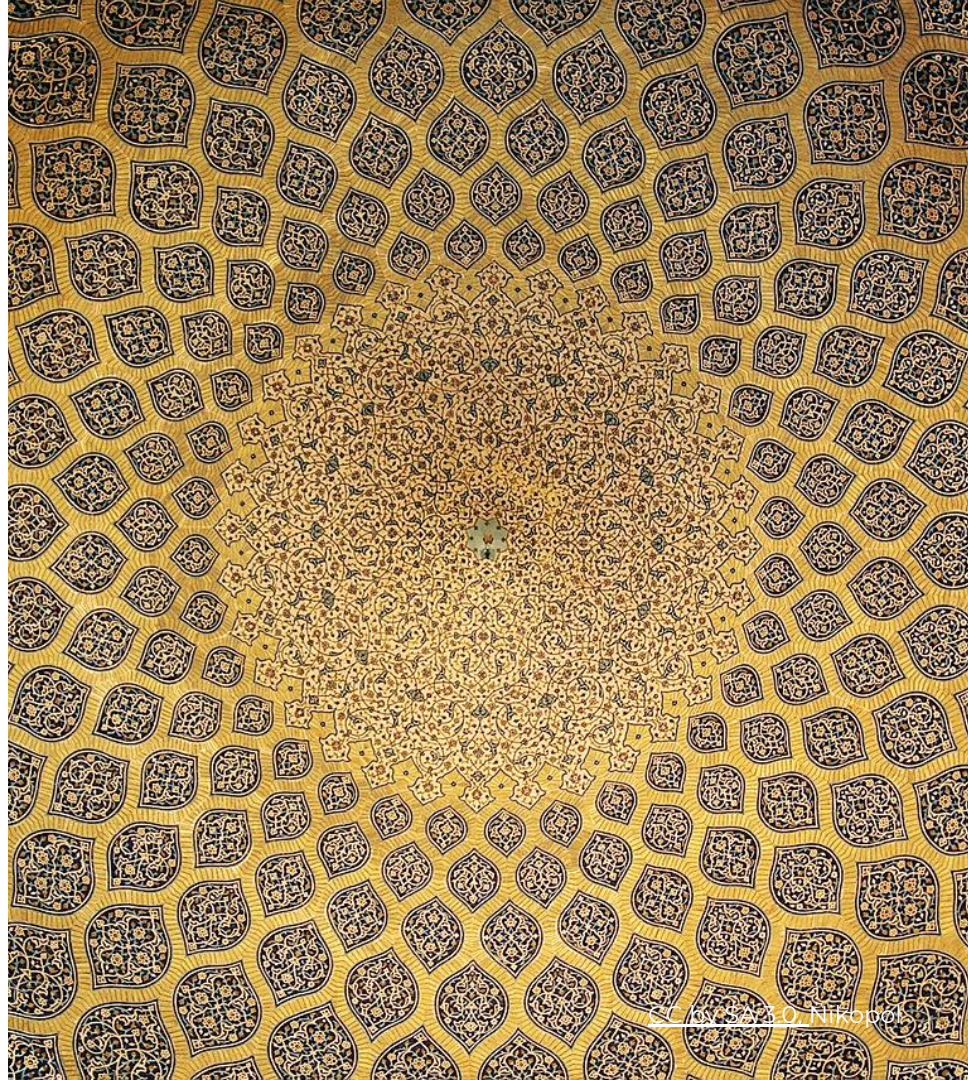


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Campaign overview

The messaging campaign began in February and continued through June:

- **February 28, 2017** - Press event at Mobile World Congress
- **March 14, 2017** - SMS text blast to Asiacell subscribers #1
- **May 14, 2017** - SMS text blast to Asiacell subscribers #2
- **May 30, 2017** - Video ads launch



Press event

100+ stories in 31 countries

What will the
world learn
from Iraq?



Press impact

Message: The Wikimedia Foundation is proud to partner with Asiacell to make Wikipedia free to access for 13 million Iraqis

Timing: Press conference at Mobile World Congress - February 28, 2017

Participants:

1. Katherine Maher, Executive Director
2. Adele Vrana, Director of Global Reach
3. Mohammed Baban, CTO of Asiacell

Results: 100+ stories in 31 countries



BBC Sign in News Sport Weather Shop Earth Travel Mo

NEWS

Home Video World US & Canada UK Business Tech Science Magazine Ent

Technology

MWC 2017: Wikipedia goes data-free in Iraq

28 February 2017 | Technology



ASIACELL TO OFFER FREE ACCESS TO WIKIPEDIA IN IRAQ

BARCELONA: The Wikimedia Foundation, which runs online encyclopedia Wikipedia, said yesterday that telecoms operator Asiacell will offer free access to the website to its nearly 12 million mobile phone customers in war-torn Iraq. The partnership is the first by a telecoms operator in Iraq and the foundation's Wikipedia Zero project, which waives mobile data fees to subscribers of participating telecom operators so they can access Wikipedia without using their mobile data.

The news was announced at the Mobile World Congress, the biggest mobile event

of the year, in Barcelona in northeastern Spain, which wraps up on Thursday. "Asiacell customers will be able to edit Wikipedia without mobile data charges—adding to and improving articles in their preferred language and sharing knowledge of Iraq's rich cultural history, heritage and its people with the rest of the world," the foundation said in a statement.

Like Wikipedia, Facebook and Google also operate programs internationally that exempt from users' data caps to help boost access to information in developing nations. — AFP

Ekurd Daily

Know Your World. Fresh Perspectives in News



Google

Home News List Kurdistan Opinion About us Iraq Syria Turkey Ir

Home / Iraq / General / Asiacell to offer free access to Wikipedia in Kurdistan, Iraq

Asiacell to offer free access to Wikipedia in Kurdistan, Iraq

Posted on March 1, 2017 by Editorial Staff in General, Telecom

BARCELONA,— The Wikimedia Foundation, which runs online encyclopaedia Wikipedia, said Tuesday that telecoms operator Asiacell will offer free access to the website to its nearly 12 million mobile phone customers in Iraq and Kurdistan region.

The partnership is the first by a telecoms operator in Iraq and the foundation's Wikipedia Zero project, which waives mobile data



Wikimedia community in Iraq partners with Asiacell to bring Wikipedia to nearly 12 million subscribers free of mobile data charges

Mobile data fees waived for Asiacell customers in Iraq to access Wikipedia, a free collection of knowledge available in nearly 300 languages

2017 - Today, Wikimedia community foundation, and Asiacell, one of Iraq's largest

Telecom operator will offer free access to Wikipedia to customers in Iraq

Khaleej Times 1 Mar 2017 +3 more

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"Asiacell customers will be able to edit Wikipedia without mobile data charges — adding to and improving articles in their preferred language and sharing knowledge of Iraq's rich cultural

SMS blast

A young man with dark hair and a light beard, wearing an orange polo shirt, is sitting in a library or bookstore. He is looking down at a black smartphone in his hands. The background is filled with bookshelves and stacks of books, creating a cluttered but organized environment. Another person is visible in the background, slightly out of focus.

SMS blast

Approach: Text message blast to subscribers

Message: Asiacell will give access to information to millions of customers for free!

Enjoy unlimited browsing to Wikipedia even with zero balance access the following link:
www.wikipedia.com

Timing:

1. March 14, 2017 (8 million users)
2. May 14, 2017 (5 million users)

Reach: 13 million subscribers



A library scene with people reading and using a smartphone. A woman in an orange top stands reading a book, while another woman in a floral top sits at a table using a smartphone. A man is visible in the background near a bookshelf. The scene is filled with bookshelves and books.

Video ads

Video details

Message:

Because our value in life is determined by our gifts to society

Because knowledge is priceless

Wikipedia offers you, in association with Asiacell, all the information that interests you

With ease

Even without balance/credit

Learn about your country's heritage

Develop yourself more in your area of specialization

And develop your skills .. Take advantage of yours and others information

[Wikipedia: Share the knowledge](#)



Video details

Strategic approach: We partnered with Hama advertising (an Iraqi agency) to produce a 30-second introduction Wikipedia. The Iraqi Wikimedians requested that the video “show Iraq how it is lived today” so the resulting video showed people in restaurants, students in libraries, family gatherings, and more. Wikipedia was shown on mobile devices throughout in 16 screenshots approved by the Iraqi user group

Two cuts of the video were produced: one in Arabic, one in Kurdish.

Timing: Videos launched May 30, 2017

Distribution channels: Facebook & YouTube





Video impact

Videos earned 5.1 million views,
an audience = 18% of the Iraqi population

Asiacell paid to promote the videos, drastically increasing the reach of the videos.

Video links:

Asiacell

- [Arabic](#) (Facebook)
- [Kurdish](#)

Wikipedia

- [Arabic](#)
- [Kurdish](#)



Video views & engagements

Channel	Views	Comments	Shares	“Likes”	“Love”	“Angry”
Asiacell (Arabic video)	3.9 Million	402	684	26,000+	2,000+	none
Asiacell (Kurdish video)	1.2 Million	87	145	10,500+	500	none
Wikipedia (Arabic video)	20,000	12	28	110	15	5
Wikipedia (Kurdish video)	16,000	39	20	120	20	8



Data shown reflects the performance of the videos on Facebook as compiled on October 10, 2017. Additional views may be examined on Wikipedia and Asiacell YouTube channels

Selection of video comments

 **امين عزيز**
Translated from Arabic
Well done and God bless you.
See Original
Like · Reply · May 30 at 8:05am

 **Hameed Al Harere**
Translated from Arabic
Well done and good luck.
See Original
Like · Reply · June 27 at 7:32am

 **Hameed Al Harere**
Translated from Arabic
Well done and good luck.
See Original
Like · Reply · June 27 at 7:32am

 **ابو ايمن**
السلام عليكم .. نشكركم اسياسيل انتم شركة رائدة وسياقة في كل ما هو ممتع ومفيد ...
سؤال : كيف اشارك في خدمة الويكيديا ؟ تحياتي
Peace be upon you.. Thank you aşyaşyl you are a leading company and a bouquet in all what is fun and useful...
Question: how do I subscribe to Wikipedia? Greetings
Automatically Translated
June 18 at 8:50am June 28 at 11:05pm

 **نور اليقين**


 **الأم، الصابره**
Translated from Arabic
The Library is our culture.
See Original
Like · Reply · June 18 at 5:37pm

Survey findings



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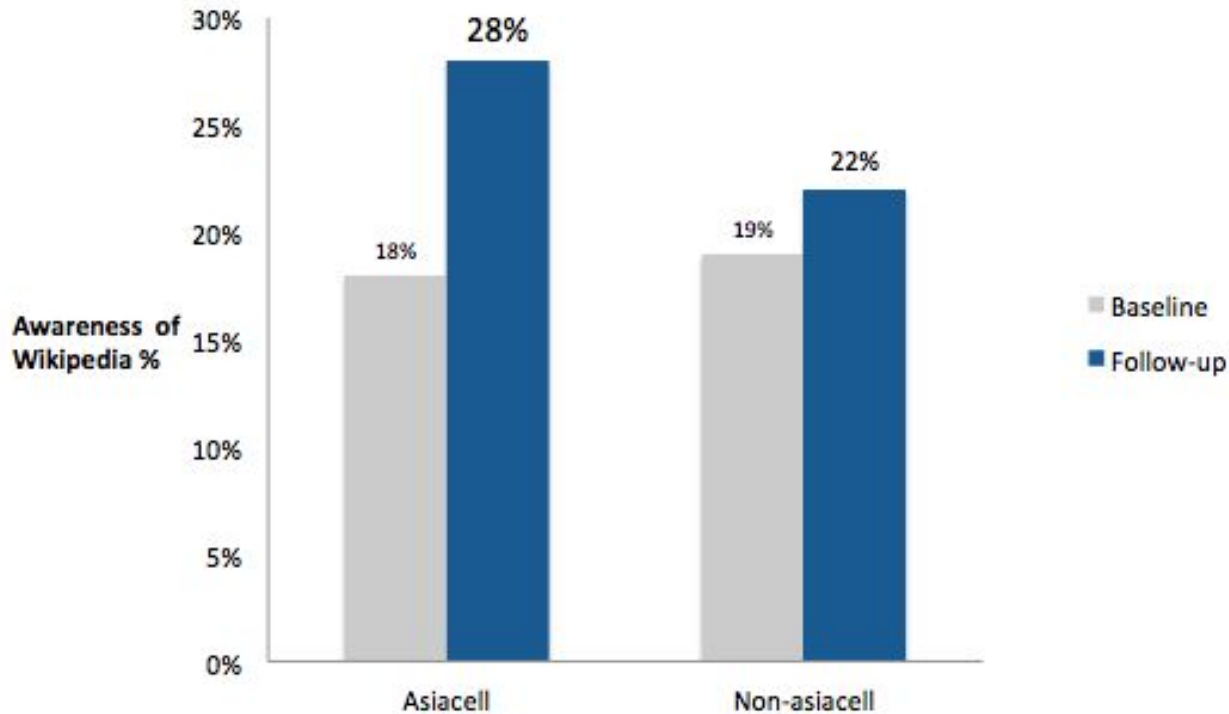
Survey validity

No statistically significant difference
(Baseline vs Follow-up) in terms of gender,
age and location



Key finding:

Higher Wikipedia awareness compared to Baseline survey (reflects value of marketing campaign)



Key finding:

Higher % of **Internet users from Asiacell** learned about **Wikipedia before 2017**

17%

In 2016 or
> 2 years ago

5%

In 2017

6%

Not sure

Hypothesis:

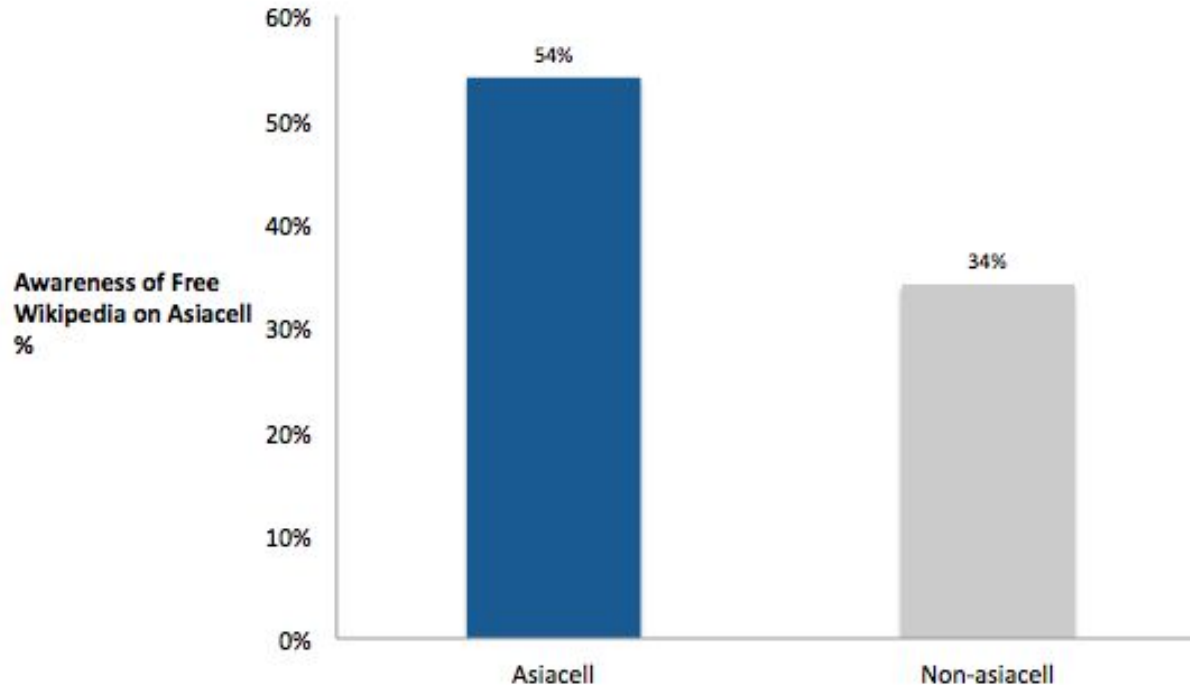
It appears that people who recently discovered Wikipedia are unsure about the time when they first got exposed to it.



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Key finding:

A higher % of asiacell users are aware of Free Wikipedia than non-asiacell users



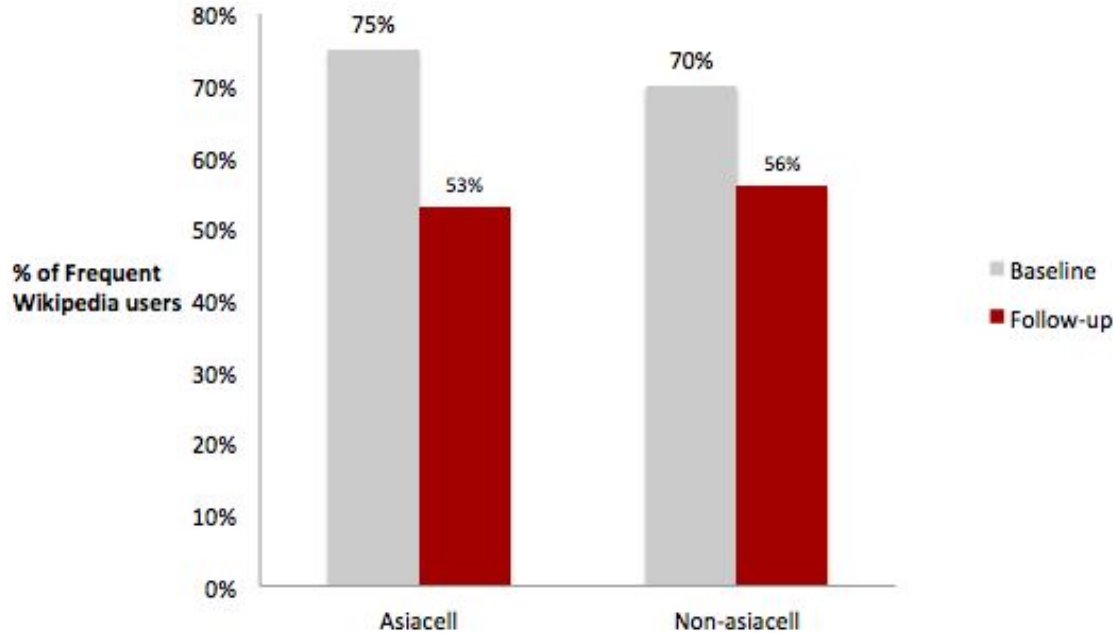
Further exploration



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Question:

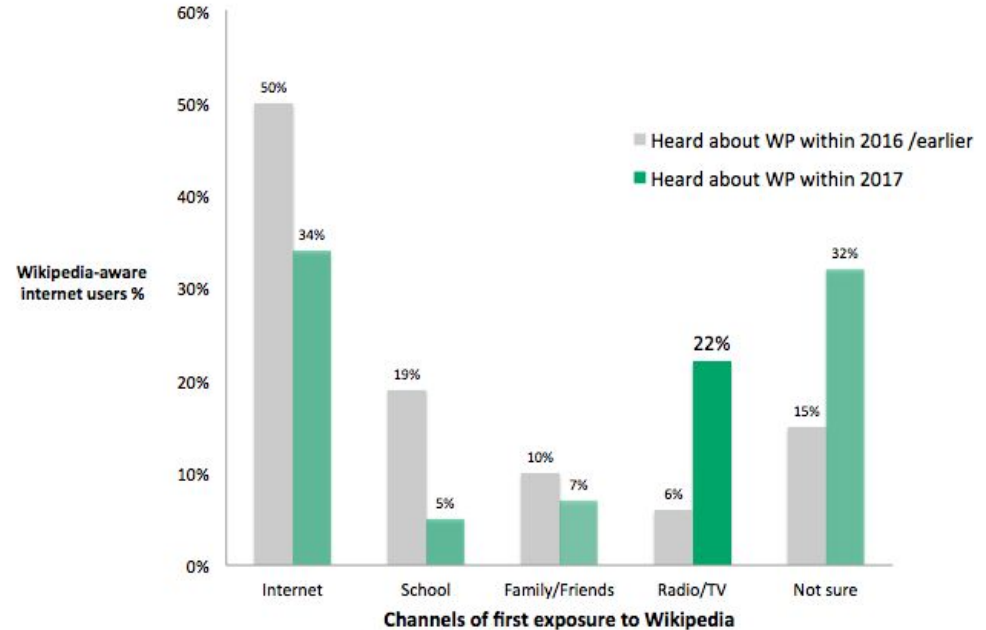
Lower % of frequent Wikipedia users in follow-up survey - *Can we find out whether the drop is related to the time of the year? (summer, no school etc.)*



Question:

A high % of respondents reported that they found out about Wikipedia through **Radio/TV**

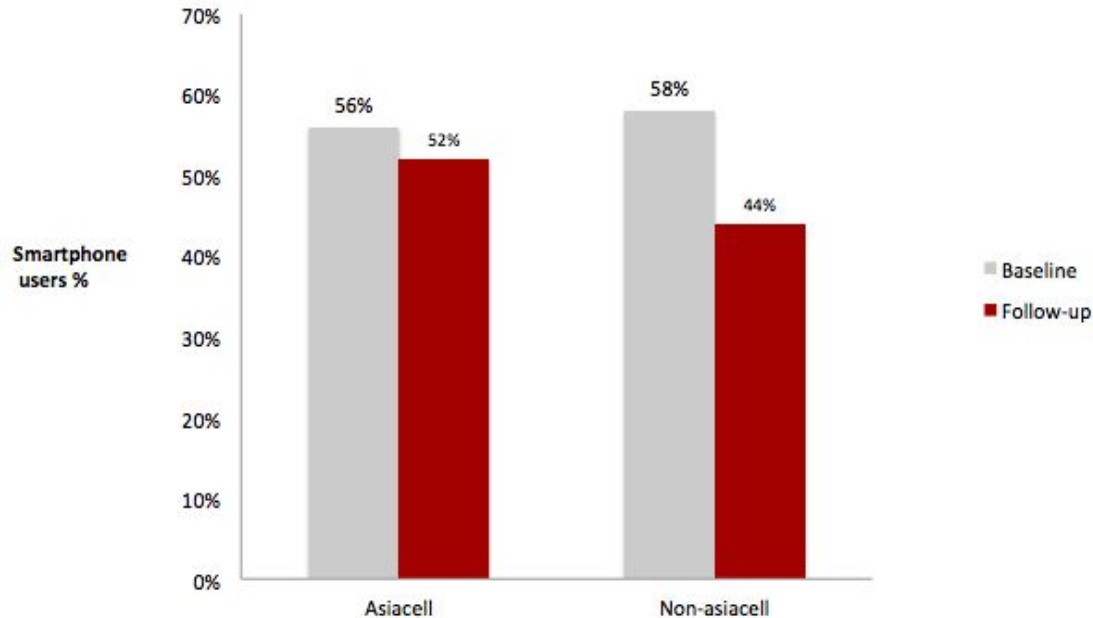
Since Radio/TV were not part of marketing efforts, where is this coming from?



Question:

Lower % of smartphone users in follow-up survey

- Can the drop of smartphone usage be due to changing societal conditions?



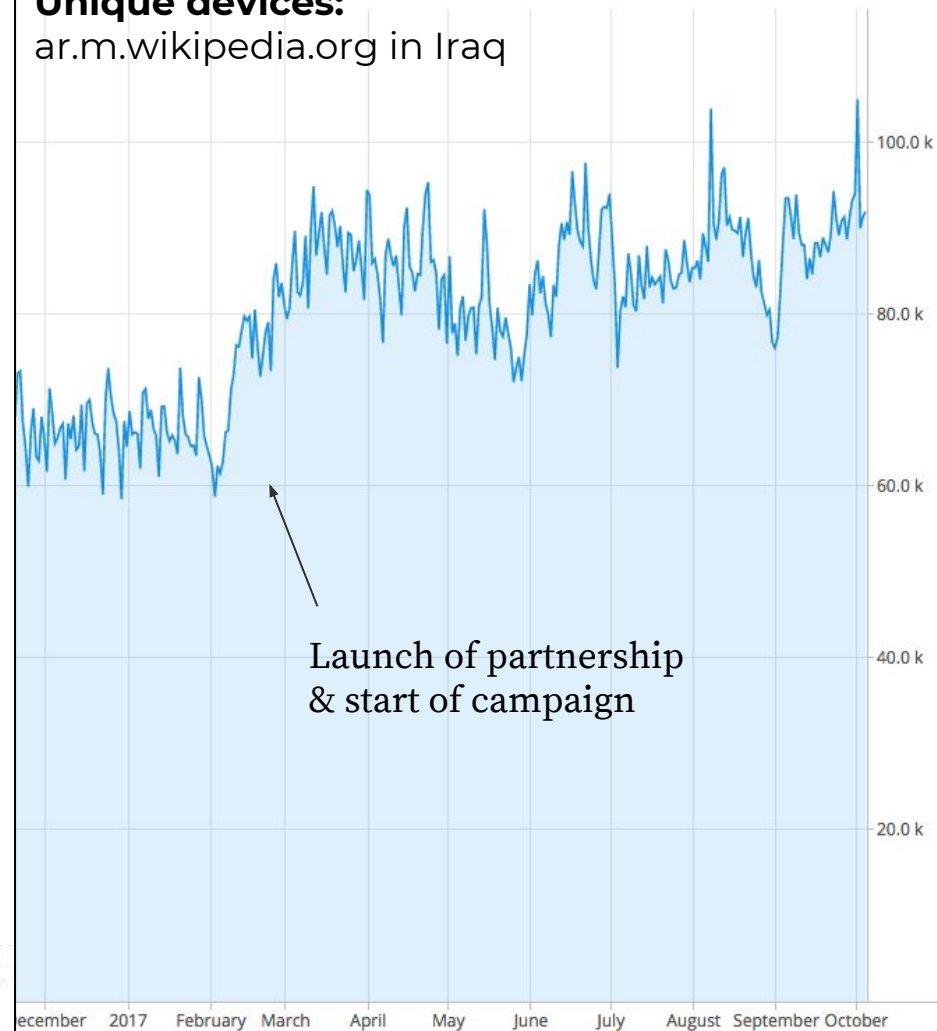
Question:

Unique devices increased in more countries than Iraq for mobile Arabic Wikipedia.

Is the increase going to sustain? Why is there a similar increase for Arabic in other countries?

Unique devices:

ar.m.wikipedia.org in Iraq



Recommendations



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Wikimedia should manage ad spend

A drawback of Asiacell managing the ad spend for this campaign was that the Wikimedia Foundation did not see the cost effectiveness of the effort. This means we do not know how much is needed to invest in future campaigns.

For future efforts, Wikimedia should manage the ad spend so a global baseline of distribution cost may be developed.

Include notable celebrity in ad

The Iraq video lacked any recognizable personality, actor, or musician who could act as a “celebrity endorsement.” With a celebrity in the video, viewers should have increased “trust” for the message.

Moreover, an “influencer” may help increase the viral reach of the video.

Thank you



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