Industry map: Offline Wikimedia
March 15, 2017
So what is this?

The New Readers team is working to address access as a barrier through supporting offline reading.

The following is our understanding of how Wikipedia’s free content gets into the hands of readers who don’t always have an internet connection. That includes content packages, software, hardware, and distribution channels.

We should continue to build on this industry analysis with a deeper understanding of use cases and strategic priorities. From there, we will be able to match solutions to opportunities.
Reader > content
How does content get to readers?

Device
- Smartphone
- Desktop
- Proprietary

Legend
- 3rd party
- Kiwix owned
- WMF owned
- Prospective

Reader

content

Raspberry Pi

Kiwix apps

Wikimed apps

3rd party (see slide 5)

Kiwix software

Wikipedia App (prototype)

WMF Servers (online)

Kiwix .ZIM

XOWA data

??

Content
**Kiwix distribution**

How do Kiwix’s content packages get to readers?

- **Preload**
  - App store (requires internet)
  - P2P
- **Kiwix ($275)**
- **Self install**
- **3rd party (see slide 5)**
- **Raspberry Pi**
- **Wikipedia app (prototype)**
- **Wikimed apps**
- **Kiwix apps**

**Legend**
- 3rd party
- Kiwix owned
- WMF owned
- Prospective

**Kiwix .ZIM**
- Whole projects (pic or no pic)
- Curated content (eg. Wikimed)
  - Wikimedia Content
  - Ted
  - Project Luxembourg
  - Others

**Readers**
- Reader
- Institution (eg schools)
- Grantees

**Distribution**

**Grantees**
### Other [known] players using Kiwix

<table>
<thead>
<tr>
<th>Cost</th>
<th>Locations</th>
<th>Device</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Doorway</td>
<td>South Africa</td>
<td>Solar powered terminal</td>
<td>Now deployed w/ solar-powered container</td>
</tr>
<tr>
<td>$99 - $399</td>
<td>Guatemala, Liberia, Sierra Leone (impact reports)</td>
<td>Content hot spot</td>
<td></td>
</tr>
<tr>
<td>Internet-in-a-box</td>
<td>$100 +</td>
<td>Proposed Wikimed (not yet deployed)</td>
<td>Content hot spot</td>
</tr>
<tr>
<td>Digisoft</td>
<td>Africa</td>
<td>Projector with offline content</td>
<td>Digital classroom system&quot;: Projector with preloaded offline content (but can also go online).</td>
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<tr>
<td>$800-1700</td>
<td></td>
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| **Endless Mobile**    | $80 - 24GB $230 - 500GB etc.       | Priority: Jordan, Mexico, El Salvador      | - Preloaded "apps" - several with WP content, including a full "encyclopedia" app.  
- No Wikipedia branding.                                                                                                                     |
| **eGranary**          | $1800 + 3600                        | USA and Kenya                               | 3 million users around the world                                                                                                                                                                      |
| **CDPedia**           | free?                              | Argentina (gov’t preloads) + Mexico         | Curated part of ES.WP, by Arg python comm. Last update: 2013                                                                                                                                          |
| **Xowa**              | Free (cost of data)                | None (software only: Windows, OSX, Linux, Android) | Users download their own WP copy using database dumps, or by special database files.                                                                                                               |