



# Multimedia

## Project Overview

Wikimedia Foundation  
[mediawiki.org/wiki/Multimedia](https://mediawiki.org/wiki/Multimedia)

07/18/2013

# Why Multimedia?

As a user, I can:

- **Discover** the world through **images, sounds** or **videos**
- **View** media that match my **learning style**
- **Contribute** by **uploading** or **curating files**
- **Improve** our free **knowledge base**



# Goals

Here are our product goals for fiscal year 2013-14:

- improve the **viewing experience**



- enable **seamless contributions**



- develop **curation / feedback tools**



- help editors **add files on articles**



- support **campaign organizers**



# Multimedia activities



**View**

find / view media files



**Contribute**

create / upload files / info



**Curate**

review, discuss, edit



**Publish**

insert media in articles, projects



**Engage**

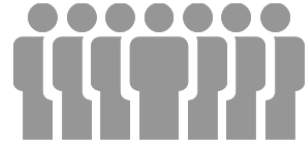
organize media campaigns

# Activities by user group



**View**

~500M visitors



**Contribute**

~20k uploaders



**Curate**

~200 patrollers/admins



**Publish**

~80k active editors



**Engage**

~20 campaign organizers



# Multimedia Map - Overview



Wikipedia



Commons

PAGES



article



gallery



list



file



category



campaign

TOOLS



view



> login



> create



> upload



> review



> discuss



> edit



> insert



> engage

USERS



visitors



contributors



curators



editors

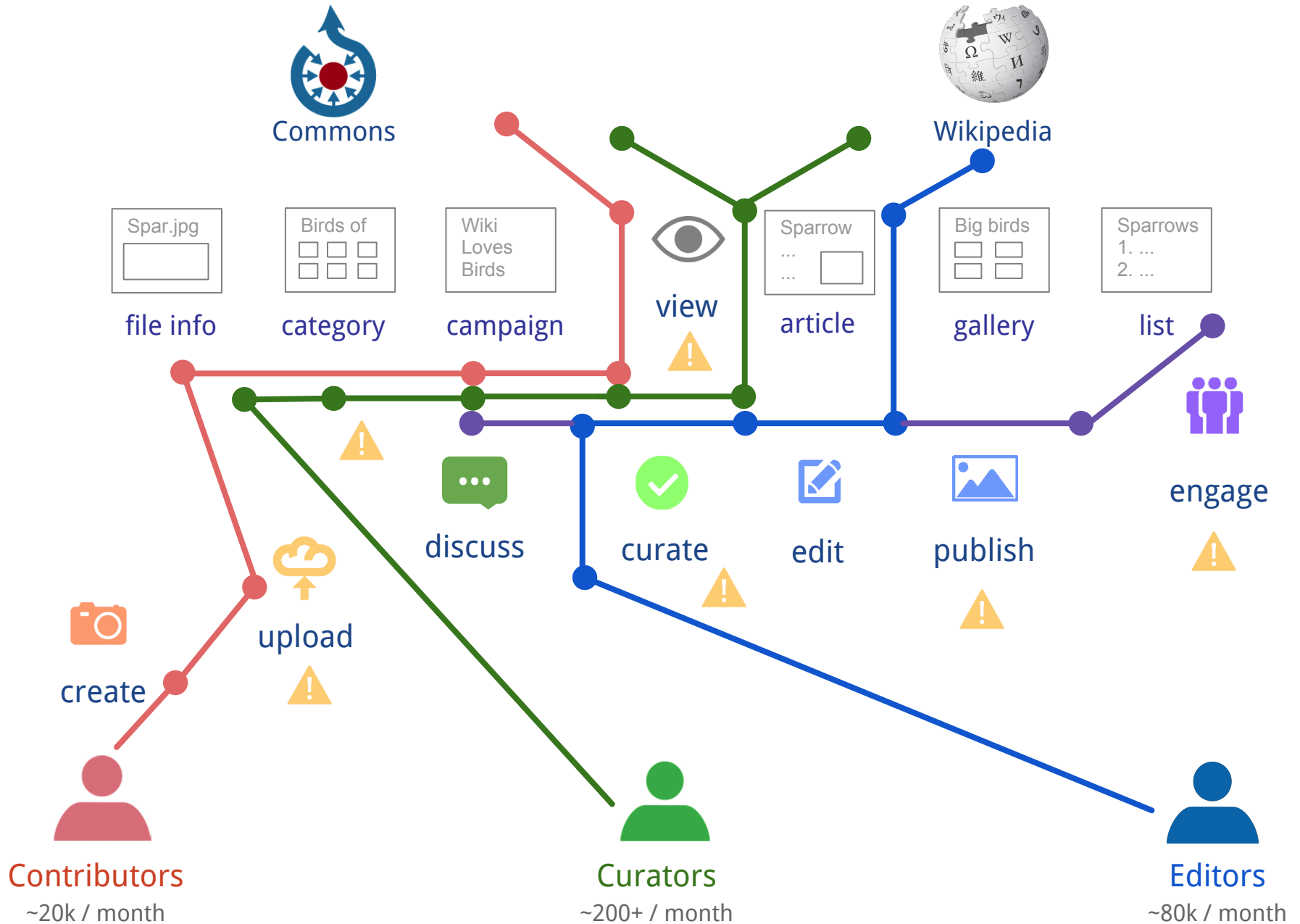


bots



admins

# Multimedia Map - User paths



# Feature ideas



# Feature ideas



**Media viewer**



**File notifications**



**File feedback**



**Add files to articles**



**Campaign tools**

# Media Viewer



Wikipedia

Main page

Contents

Featured content

Current events

Random article

Donate to Wikipedia

Wikimedia Sop

## Golden-crowned Sparrow

The **Golden-crowned Sparrow** (*Zonotrichia atricapilla*) is a large American sparrow found in the western part of North America.



### Contents

1 Systematics

2 Description

2.1 Similar species

### Media Viewer



*Zonotrichia atricapilla*

Source: Alejandro Erickson via Flickr

The **Golden-crowned Sparrow** is a large American sparrow found in ... More



# Media Viewer

## Purpose:

- Provide a richer multimedia experience to match user expectations
- Display images in larger size, on the same page as the thumbnail

## Users:

- All users, including 500M 'readers/viewers'

## Features:

- Show images in larger, media viewer panel when you click on them
- Include a description and credit below the image, link to file page
- Option to go to next image if it is part of a category or collection

# Multimedia Map - View images (current)

Story 1: As a visitor, I want to view images in large size, to see them better and learn more.

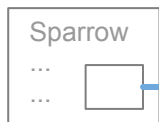
CURRENT



Wikipedia



Commons



article

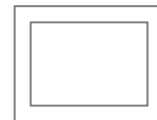


file info



Issues:

- cluttered
- no context
- duplicate
- no edits
- external links



full size



Issues:

- no context
- no links
- dead end



file info (original)



Issues:

- confusing
- cluttered
- duplicate
- external site



# Multimedia Map - View images (proposed)

Solution: View large images on same page, with richer experience.

PROPOSED



Wikipedia



Commons



visitor



article



media viewer



full size



file info (original)

Features:

- large image
- on same page
- simple icons
- no clutter
- clarity

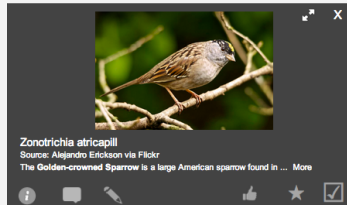
Features:

- image focus
- immersive
- go back

Features:

- landing welcome
- media viewer option
- go back

 Media Viewer



- large image
- on same page
- simple icons
- no clutter



# File Notifications



**WIKIPEDIA**  
The Free Encyclopedia

- Main page
- Contents
- Featured content
- Current events
- Random article
- Donate to Wikipedia
- Wikimedia Shop

- Interaction
  - Help
  - About Wikipedia
  - Community portal
  - Recent changes
  - Contact Wikipedia

- Toolbox
- Print/export

- Languages
  - Add links

Article **Talk**

## Tamalpais Valley,

From Wikipedia, the free encyclopedia

*"Big Coyote, California" redirect*  
*California.*

**Tamalpais Valley** (also known as ""Coyote Valley" or "Coyote Hollow" in Marin County, California.<sup>[3]</sup>

### Contents [hide]

- Land
- People
- Government
- History
- Recreation
- Points of interest
- See also
- References
- External links

## Land

Tamalpais Valley is located at 37°53′N 122°32′45″W﻿ / ﻿37.883°N 122.546°W﻿ / 37.883; -122.546 in size, with an elevation of 108 feet. To the north and **Sausalito** to the south. Traveling by car, Tamalpais Valley is located about 10 minutes from the **Golden Gate Bridge** and fifteen minutes from **San Francisco**. California State Route 1 (also known as Shoreline Highway and the

Jane Finch 4 [Talk](#) [Sandbox](#) [Preferences](#) [Watchlist](#) [Contributions](#) [Log out](#)

### Notifications ?

- Mary Dunlap** and 1 other posted on your **talk page**.  
"Great article on Tam Valley!: new section"  
6 minutes ago
- Mary Dunlap** thanked you for **your edit** on **Talk:Tamalpais Valley**  
"Does anyone have references about Coyote Ridge?: new section"  
11 minutes ago
- Fabrice Florin** mentioned you on **Talk:Tamalpais Valley**  
"Here are some tips on Coyote Ridge, to improve your Tam Valley Page."  
35 minutes ago
- Kaldari** reviewed a page you started: **Tamalpais Valley**  
44 minutes ago
- Wikipedia is a free encyclopedia written by people like you. **Get started** by making your first edit!  
13 hours ago
- Welcome to Wikipedia, Jane Finch! We're glad you're here.  
13 hours ago

[» All notifications](#)

[Preferences](#)

### Government

- Senate** Mark Leno (D)
- Assembly** Marc Levine (D)

# File Notifications

## Purpose:

- Inform file creators when something happens to their files
- Make contributors aware of what's happening on Commons

## Users:

- All Commons contributors or curators

## Features:

- File Upload Complete (for large files)
- File Marked as Reviewed
- File Tagged for Maintenance
- File Marked for Deletion
- File Rated/Featured
- File Page was Edited
- File was Used in Article (requires cross-wiki)
- File was Overwritten
- File was Deleted
- Congrats on your 1st upload

# File Curation

## John Harrison Clark

From Wikipedia, the free encyclopedia

**John Harrison Clark** or **Changa-Changa** (c. 1860–1927) was an adventurer from the South African [Cape](#) who effectively ruled much of what is today southern Zambia from the early 1890s through to 1902. Unassisted by any government, he arrived to the country in about 1887, reputedly as an [outlaw](#), and assembled and trained a private army of [Senga](#) natives, which he used to drive off various bands of [slave-raiders](#). He took control of a bloc of territory on the north bank of the [Zambezi](#) river called Mashukulumbwe, became known as Chief "Changa-Changa" and, through a series of treaties with local chiefs, gained mineral and labour concessions covering much of the region.

Starting in 1897, Clark attempted to secure protection for his company. The company took little notice of him. When a local chief, [Changa-Changa](#), Clark had secured his concessions while passing himself off as a local chief, collecting [hut tax](#) for at least two years, with no authority or military power, and did so in 1902. Clark then farmed for about two years in the late 1910s to [Broken Hill](#), where he became a prominent landowner in [Northern Rhodesia](#). Remaining in Broken Hill for the rest of his life.

### Contents [hide]

- Early life
- Rise to power
  - Arrival at Feira
  - Chieftainship
- Contact with the British South Africa Company
  - First meeting; Clark seeks company protection
  - Relations disintegrate
  - The end of Clark's chieftainship
- Later life and death
- Notes and references
- Further reading

**John Harrison Clark**



### Add tags

(close)

#### Common

[Metadata](#) (1)

[Cleanup](#)

[Neutrality](#) (1)

[Sources](#) (1)

[Structure](#) (1)

[Unwanted content](#)

[Verifiability](#)

[Writing style](#)

[More tags](#)

- Bare URLs**  
This page uses bare URLs for references, which are prone to link rot.
- Copy edit**  
This page needs copy editing for grammar, style, cohesion, tone, and/or spelling.
- More footnotes**  
This page has some references, but insufficient in-text citations.
- References**  
This page needs additional references or sources for verification.
- Uncategorised**  
This page doesn't belong to any categories.
- Unreferenced**  
This page has no references at all.

Add 4 selected tags





# File Curation

## Purpose:

- Curate new files to identify useful media for Wikipedia
- Make it easier to tag files or nominate them for deletion

## Users:

- All Commons patrollers (and Wikipedia curators?)

## Features:

- A list where editors can preview files that need to be reviewed
- A review tool that helps editors curate files more easily
- Repackage existing tools in a better UI ('Nominate for deletion')

## See also:

- [Image patrol notes](#)

# File Feedback

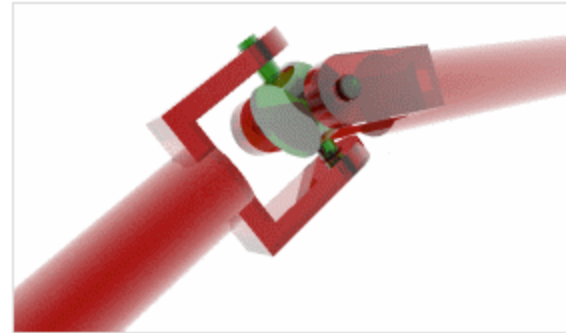
Which is better?

---



"Cynodon dactylon 7 Narben IMG 6596 Wohlers.jpg" is better

[\(View description page\)](#)



"Universal joint.gif" is better

[\(View description page\)](#)

---

[I don't know \(skip\)](#)

**See demos:**

- [Which is better?](#)
- [Highest rated files](#)

# File Feedback

## Purpose:

- Surface useful files, rated by quality

## Users:

- Commons or Wikipedia users

## Features:

- A quick rating tool to tag files that seem useful
- Can be thumbs-up/down -- or compare 2 images
- Sorting / filtering tools for ranking lists or galleries by rating

## See also:

- [File feedback notes](#)
- [Prototype notes](#)

# Media Finder

Article **Talk** Read Edit Edit source View history ☆

↶ ↷ ▼ **B** *I* ↺ ↻ ☒ ☰ ☱ ☲ ☳ 🖼️ 📄 🗑️ 📁 🔍 BETA ⚙️ Page settings Cancel Save page

**Insert media** ✕

🔍

The grid contains 12 thumbnails with the following captions:

- Marin County Califor...
- Tamalpais High Scho...
- Dipsea Race start 2003
- Dipsea Race passing...
- Dipsea Race Jack Ki...
- Coyote Creek in Mari...
- Relay-for-life-survivor...
- Relay-for-life-luminaria
- San Francisco Bay Area
- San Francisco Bay Area
- Tamalpais Valley and Mount Tamalpais, showing Conventine, California
- Forest landscape

**Tamalpais Valley**

Unincorporated community —

Nickname(s): Tam Valley

Location in California

Coordinates: 37°52′47″N 122°32′45″W  
 Coordinates: 37°52′47″N 122°32′45″W

United States  
 California  
 Marin County

Insert media

Representatives: Mark Leno (D), Marc Levine (D), Jared Huffman (D)[1]

Congress

# Media Finder

## Purpose:

- Make it easier to add multimedia on Wikipedia articles
- Help find quality media files and place them quickly

## Users:

- Any Wikipedia or Commons user

## Features:

- Expand the Visual Editor's 'Insert Media' tool
- Support extended search by category, rating or review status
- Easier to sort or filter recommended images in Visual Editor

# Campaign Tools

## Purpose:

- Invite more users to join campaigns (e.g. Wiki Loves Monuments)
- Make it easy for campaign organizers to set up campaigns
- Make it easy for users to participate in campaigns -- and stay engaged

## Users:

- Any user with a camera/phone -- and campaign organizers

## Features:

- Tools for organizers to set up and customize campaigns
- To-do lists with clear assignments for contributors to follow
- Leaderboards and recent contributions to keep participants motivated

# Summer Plans

# Team

- Product Manager
- Engineering Director
- UX Lead Designer
- Front-end Developer
- Software Developer
- Back-end Developer

**Fabrice Florin**

**Rob Lanphier**

**Jared Zimmerman**

**Mark Holmquist**

**Brian Wolff** (contractor)

**Jan Gerber** (contractor)



# Summer Goals

Here are our goals for Q1 2013-14:

- **Planning** (define vision, inventory + backlog)
- **Development** (build a few useful features)
- **Community** (identify important needs from both new and power users)
- **Hiring** (recruit 2 engineers, + part-time designer, researcher + community liaison)
- **Legal** (video codec licenses)

# Summer Features

Here are key features we are considering for this summer:

- **Media Viewer** (see images in large size, on the same page)
- **File Notifications** (release Echo on Commons)
- **File Feedback** (rating tool, compare 2 pictures)
- **Upload Wizard** (fix bugs, refactor code)
- **GLAM Tools** (GWToolset)

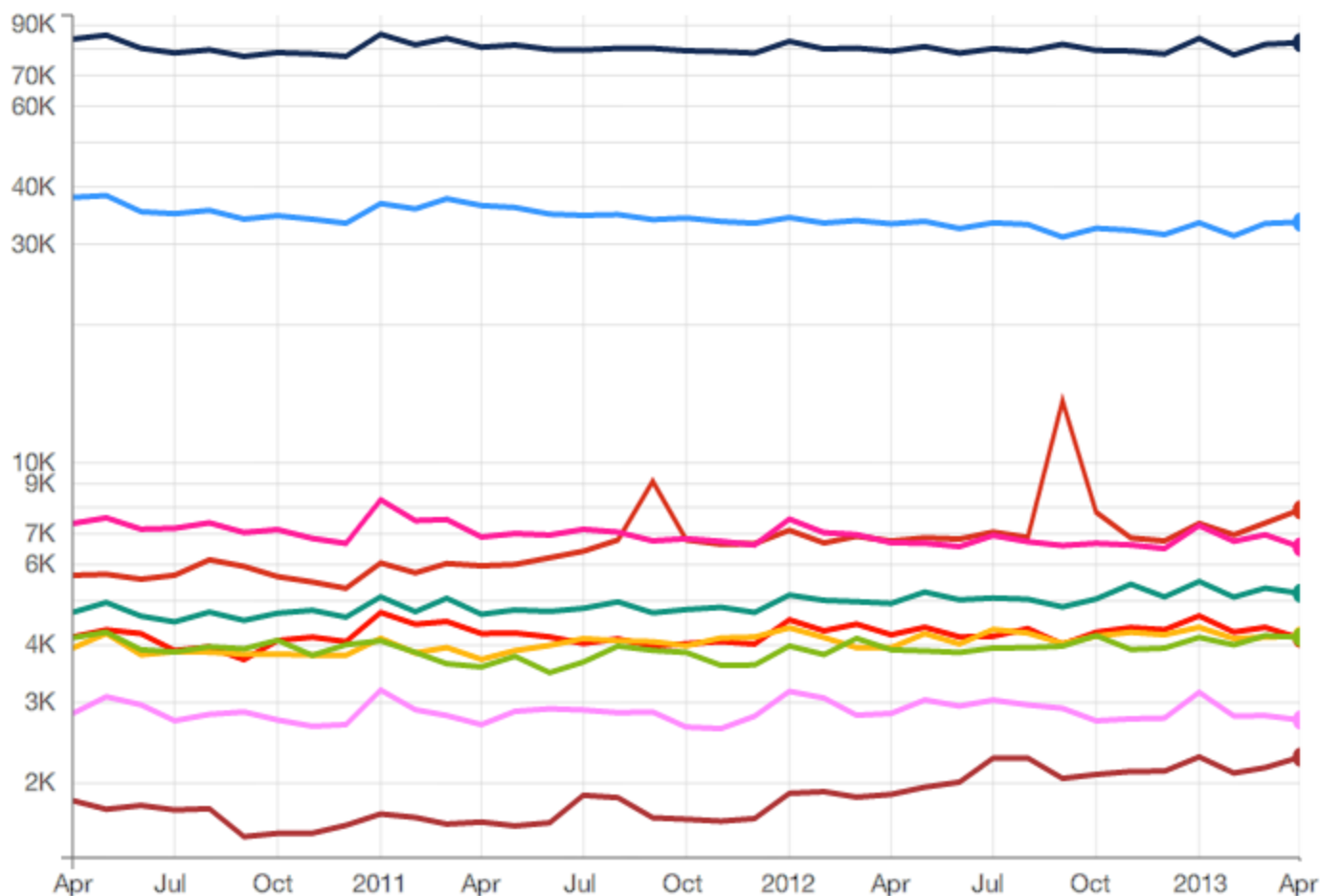
# More summer tasks

Here are our other tasks we plan to for Q1 2013-14:

- **Architecture audit**
- **Community discussions**
- **Design new features**
- **Research data**
- **Video codec licenses**

**Research**

# Active Wikimedia Editors for All Wikimedia Projects (5+ edits per month)



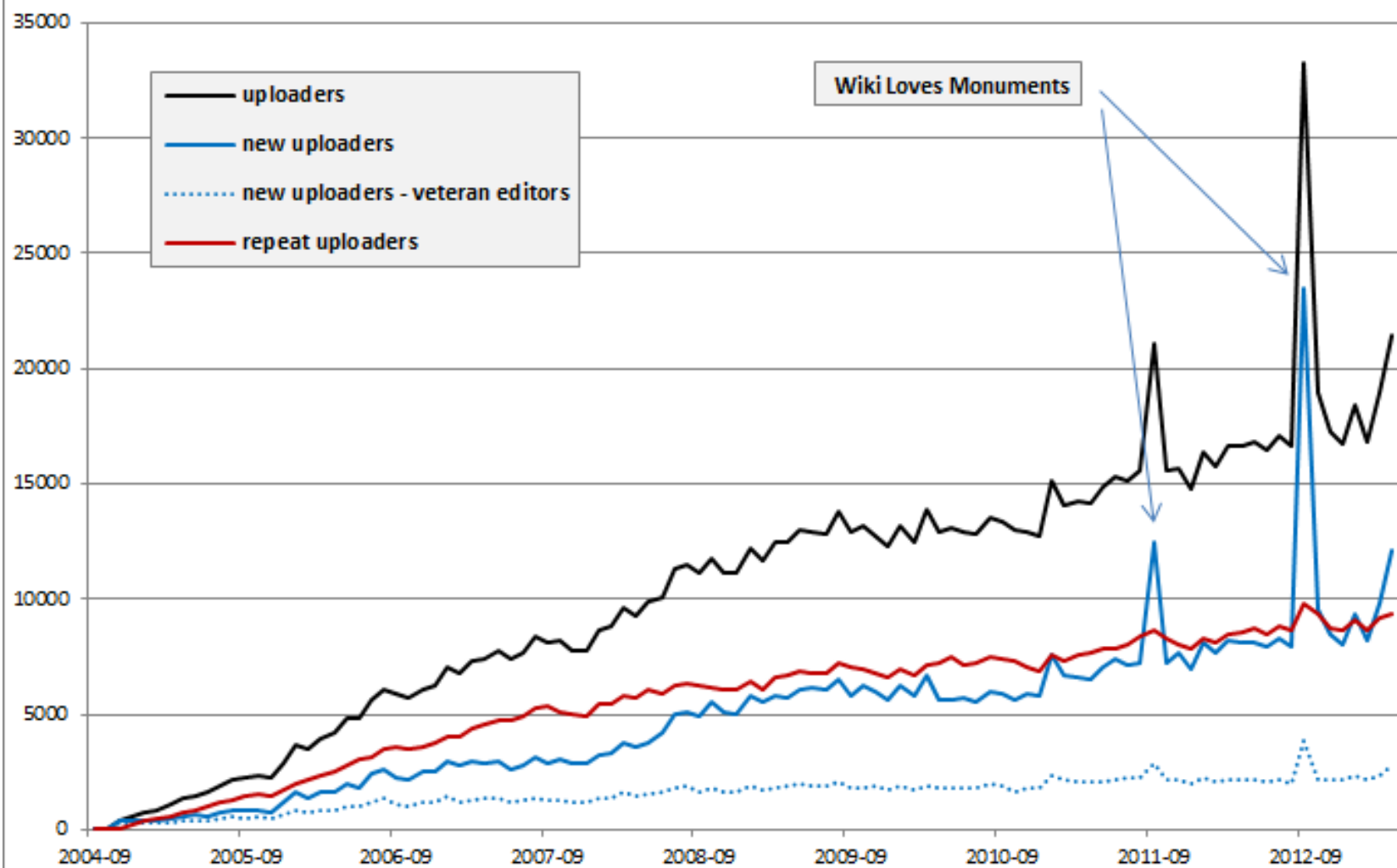
82,553

Apr 12 — Apr 13 4.38%  
 Mar 13 — Apr 13 0.86%

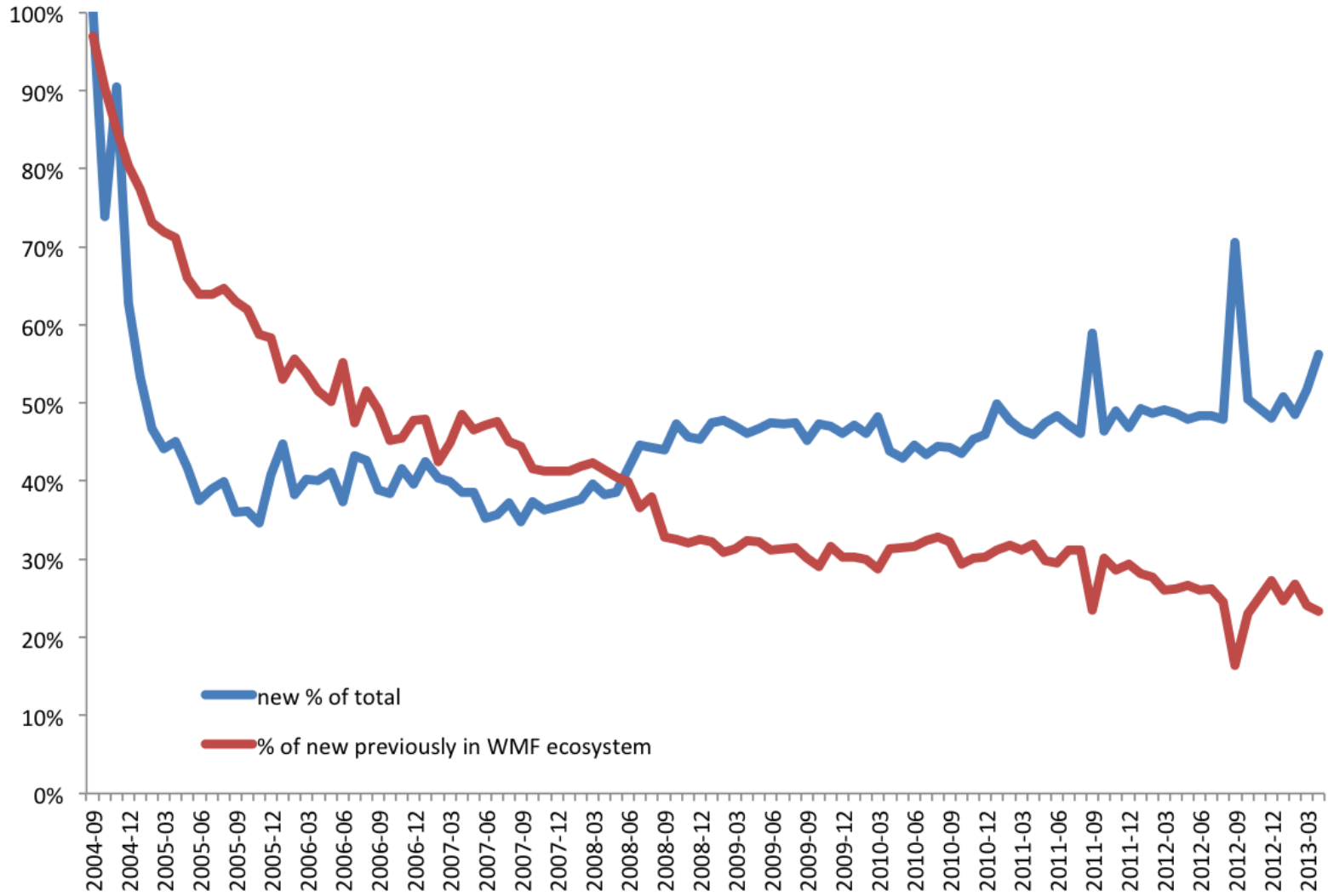
## Apr 2013

|                 |        |
|-----------------|--------|
| <b>Total</b>    | 82.55K |
| <b>English</b>  | 33.51K |
| <b>Commons</b>  | 7.90K  |
| <b>German</b>   | 6.55K  |
| <b>French</b>   | 5.19K  |
| <b>Russian</b>  | 4.14K  |
| <b>Spanish</b>  | 4.19K  |
| <b>Japanese</b> | 4.16K  |
| <b>Italian</b>  | 2.75K  |
| <b>Chinese</b>  | 2.28K  |

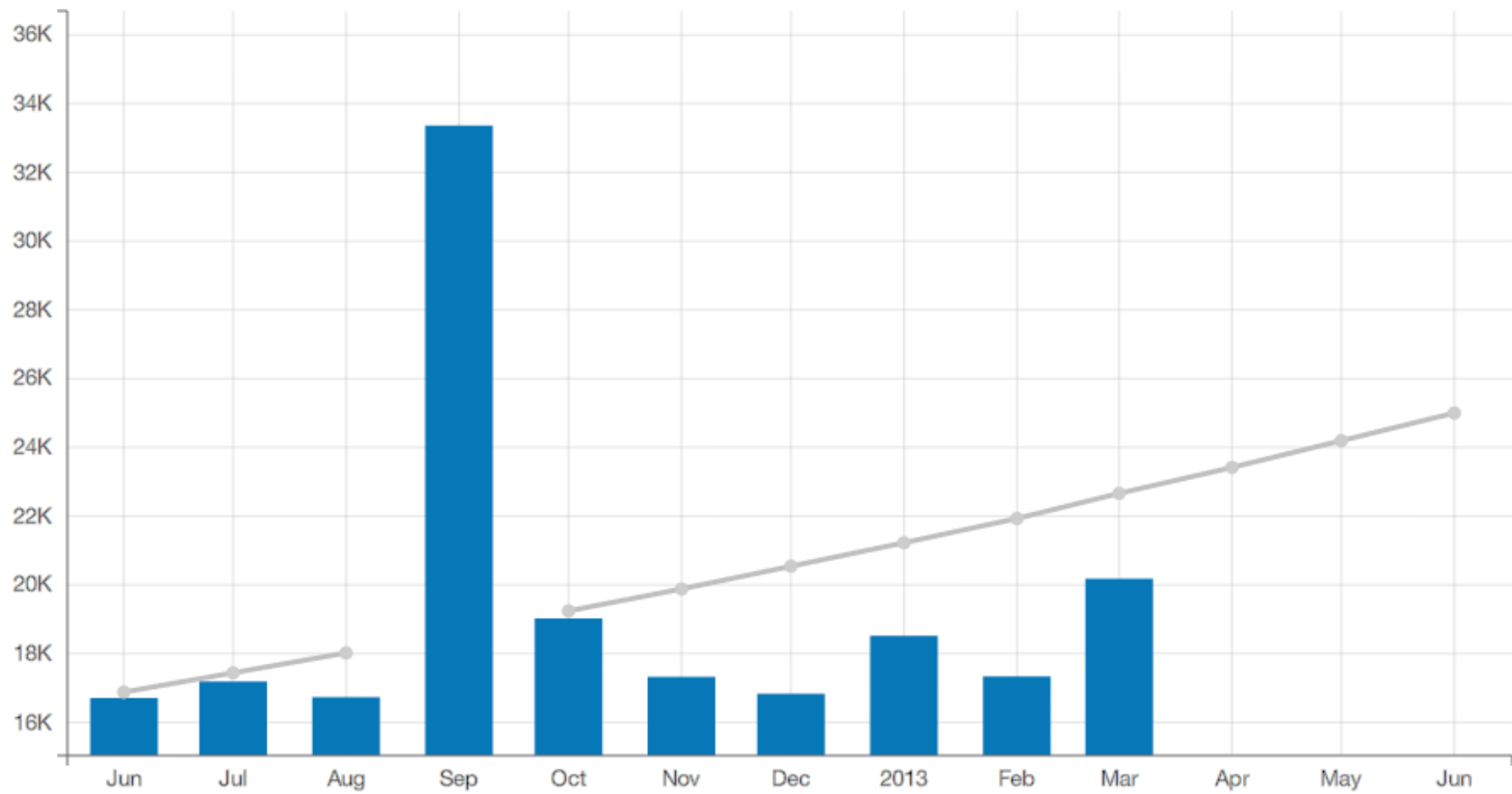
## Monthly contributors of one or more images to Wikimedia Commons



# Commons: New Uploaders



## Active Uploaders Commons (1+)



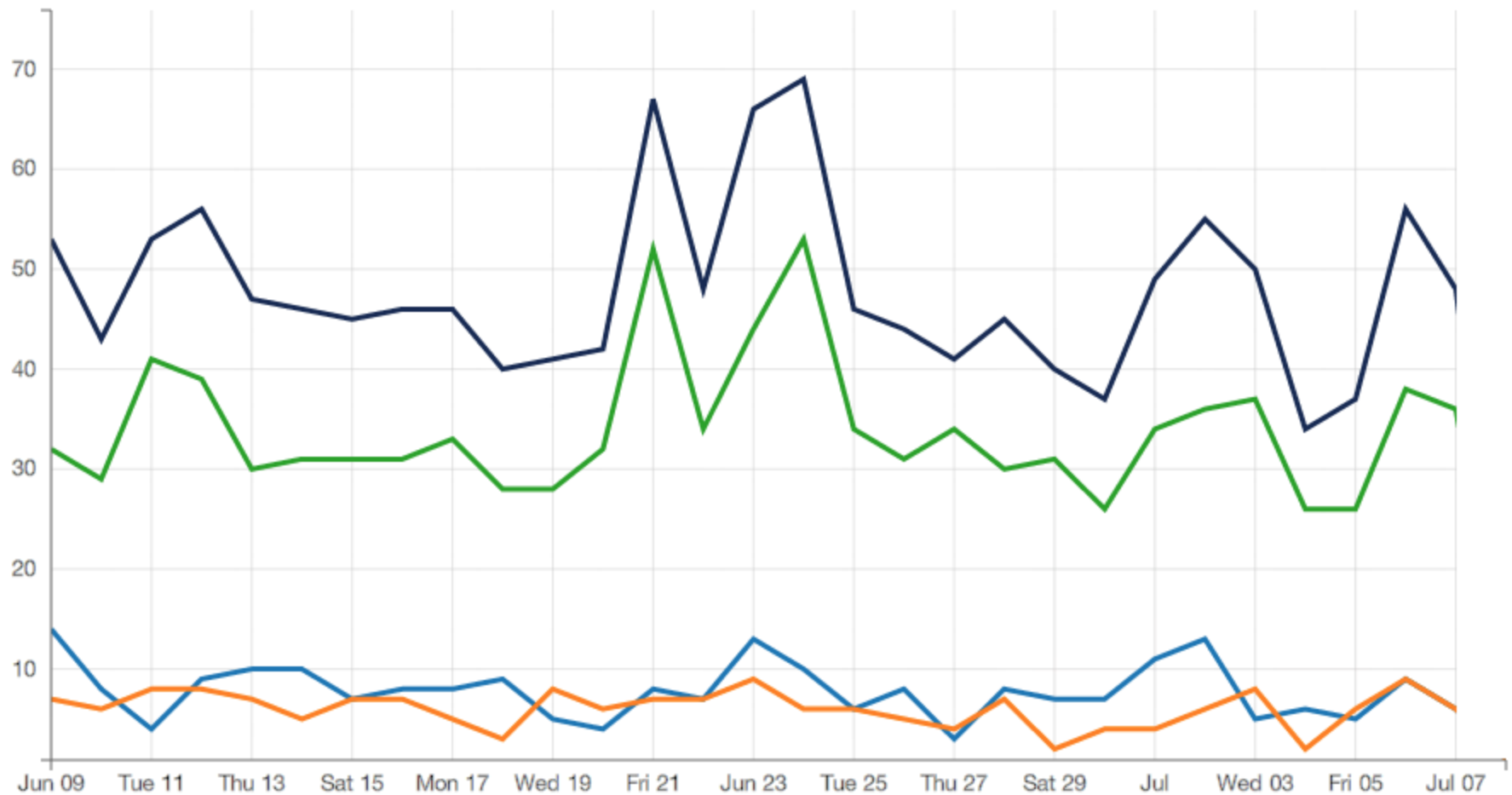


# Mobile Contributions

Unique uploaders (per day)

Jun 2013

|                |       |
|----------------|-------|
| <b>Total</b>   | 53.00 |
| <b>Android</b> | 14.00 |
| <b>iOS</b>     | 7.00  |
| <b>Web</b>     | 32.00 |



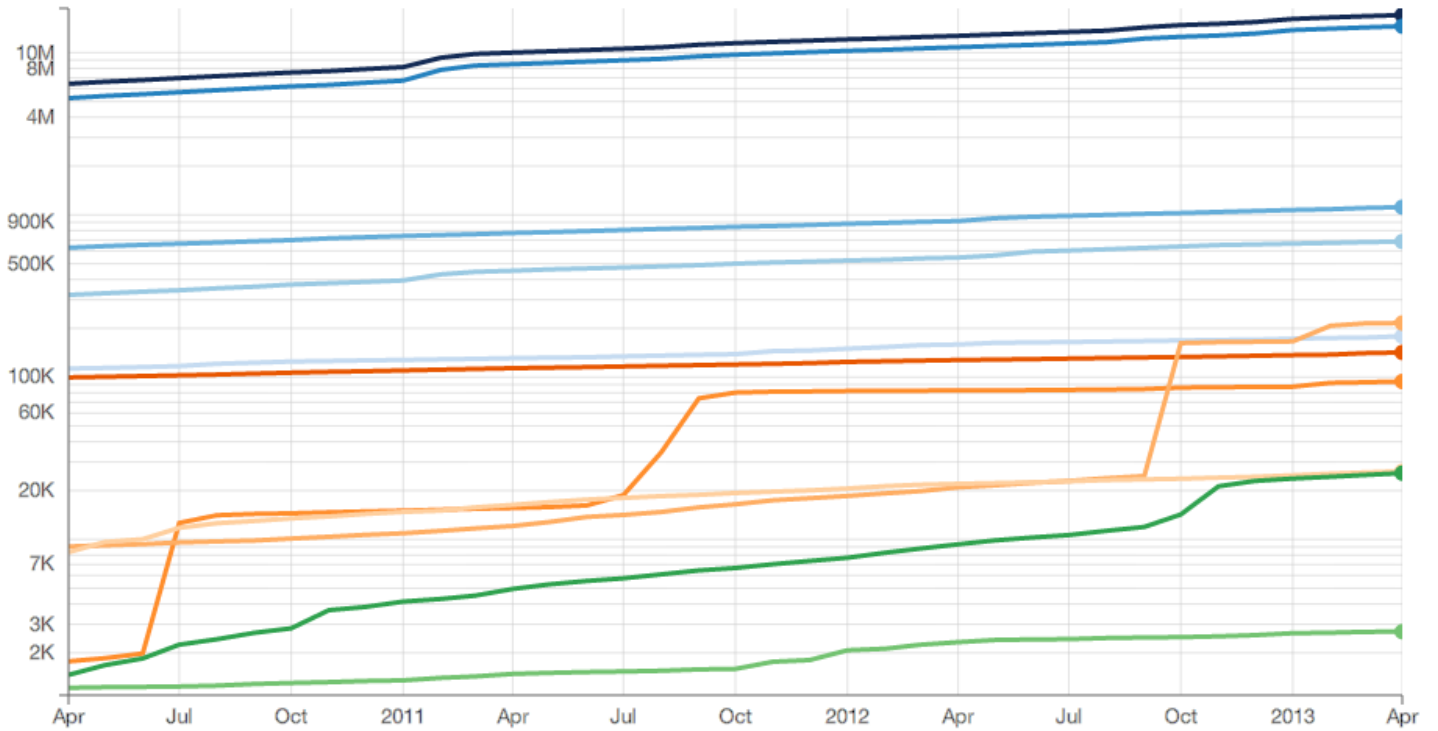
17.05 Million

Apr 12 — Apr 13 34.40%  
Mar 13 — Apr 13 1.69%

## Commons Binaries (log scale)

Apr 2013

|              |         |
|--------------|---------|
| <b>Total</b> | 17.05M  |
| <b>jpg</b>   | 14.55M  |
| <b>png</b>   | 1.12M   |
| <b>svg</b>   | 685.24K |
| <b>ogg</b>   | 178.97K |
| <b>gif</b>   | 141.98K |
| <b>tif</b>   | 94.09K  |
| <b>pdf</b>   | 215.72K |
| <b>djvu</b>  | 26.31K  |
| <b>ogv</b>   | 25.61K  |
| <b>mid</b>   | 2.70K   |



Learn more:

[mediawiki.org/wiki/Multimedia](https://mediawiki.org/wiki/Multimedia)

Multimedia Team  
**Wikimedia Foundation**

[mediawiki.org/wiki/Multimedia](https://mediawiki.org/wiki/Multimedia)