



The next billion users: Wikipedia on mobile

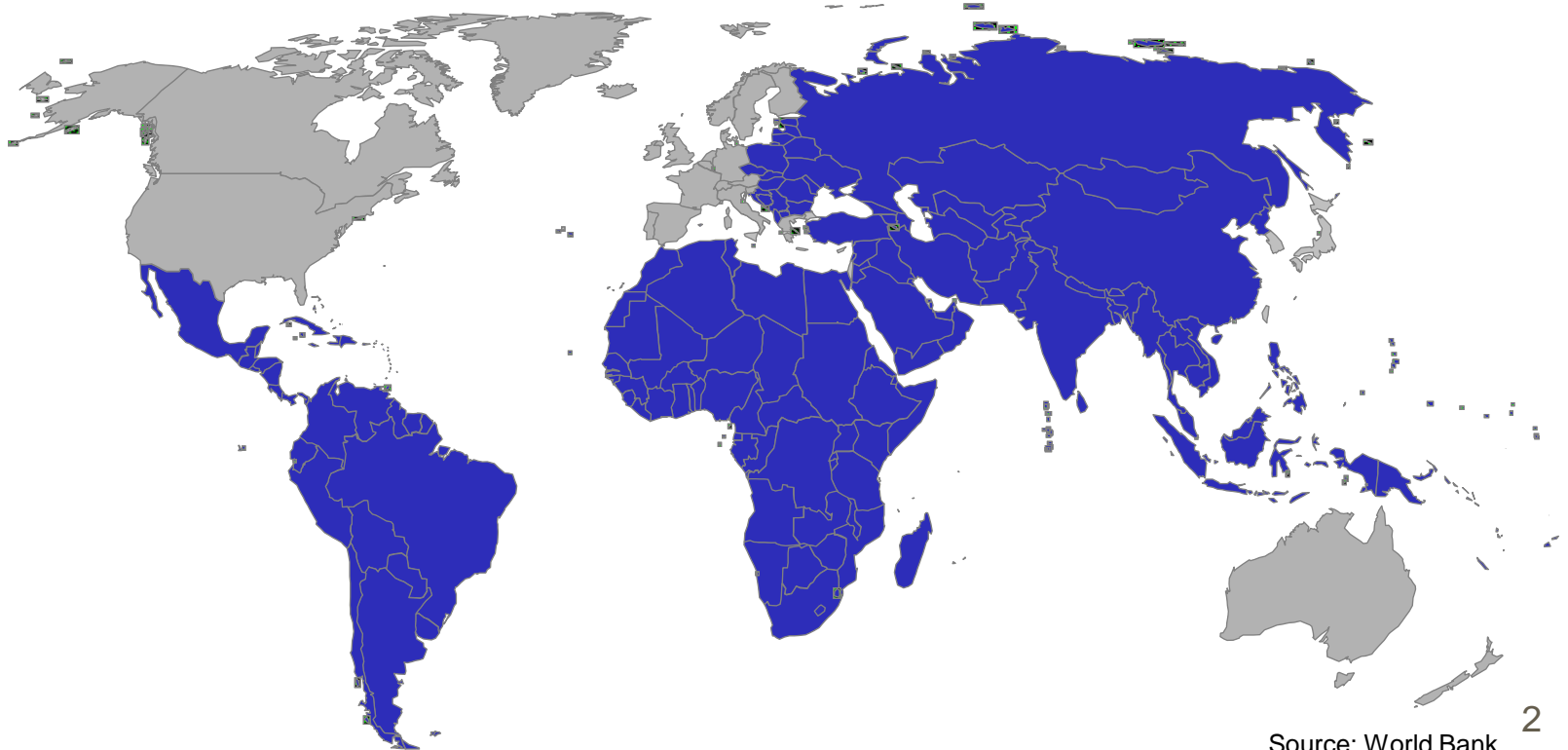


Amit Kapoor, Sr Mgr Mobile Partnerships



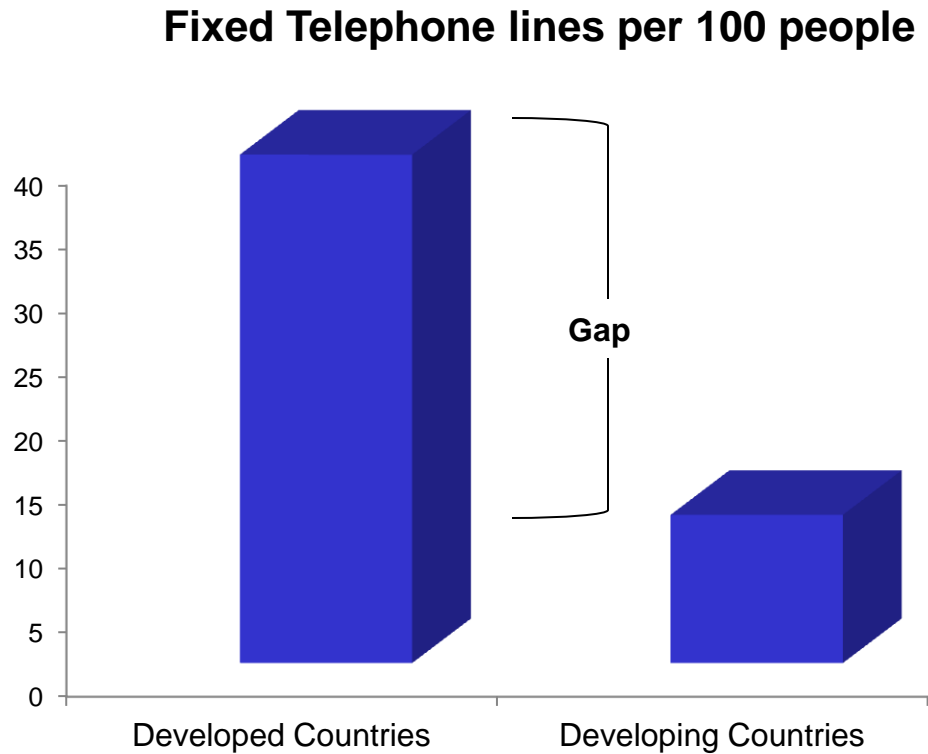
The world is not divided equally

	Definition	Population	% of World Economy
Developed Country	High-income	1.2 billion	70%
Developing Country	Low-income	5.4 billion	30%





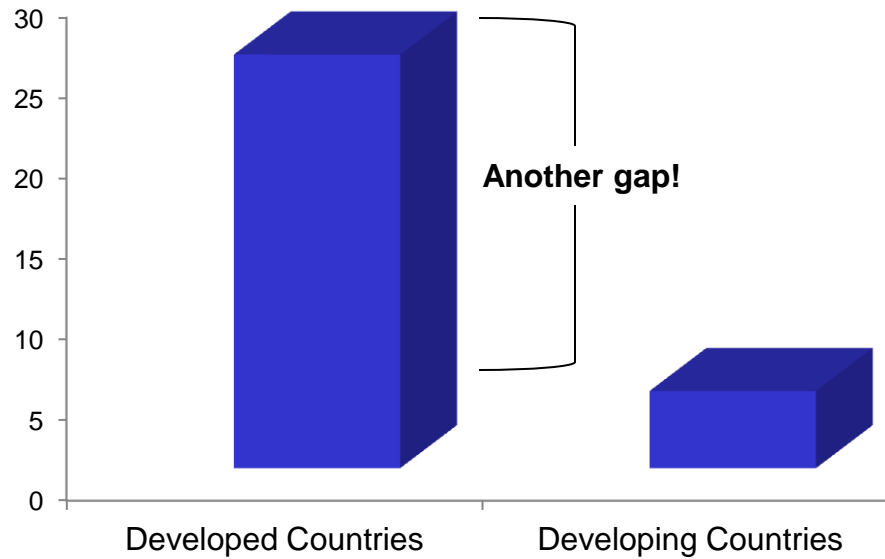
There is a history of a technology infrastructure gap between developed and developing countries





Despite what we may think, the rise of the internet didn't really fix this gap

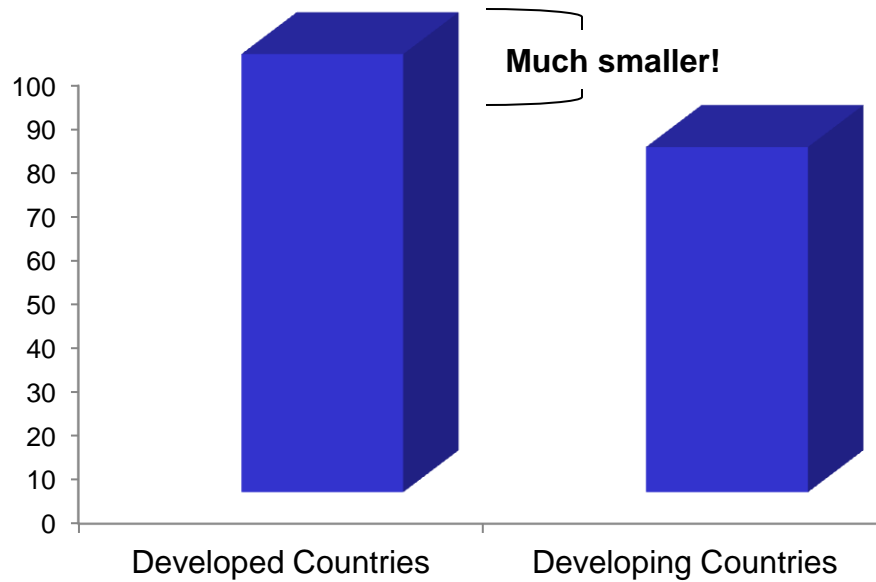
Broadband Connections per 100 people





Mobile phones are the first time we've seen a closing of this gap

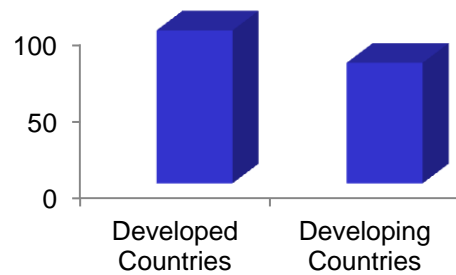
Mobile subscribers per 100 people



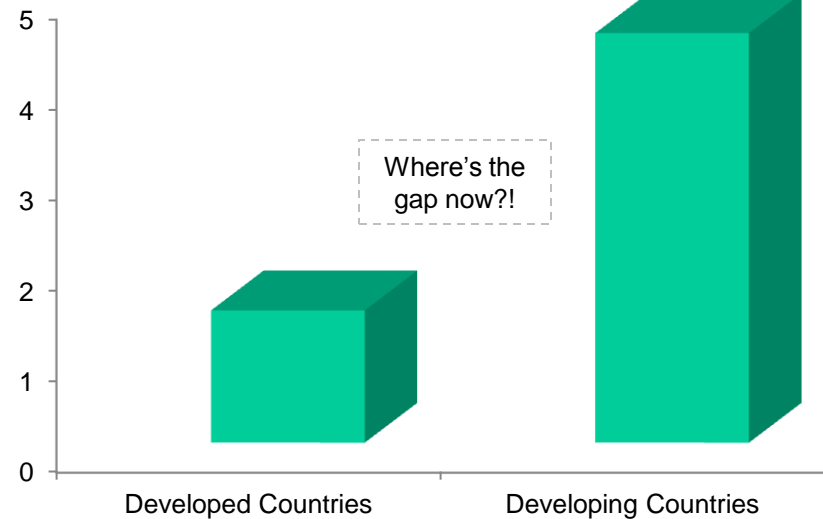


And if we talk about numbers rather than percentages, the reduction of a gap means billions of people

Mobile subscribers per 100 people



Billions of Mobile Subscribers





Why does that reverse gap mean so much to us?

Imagine a world
in which every
single person on
the planet is given
free access to the
sum of all human
knowledge.



So much so that it's a strategic goal of the foundation.

Strategic priorities

The collaborative strategic planning process has culminated in five key priorities for the Wikimedia movement over the next five years, and five critical targets to measure our progress.

Our strategic priorities over the next five years:

Stabilize infrastructure

Increase participation

Improve quality

Increase reach

Encourage innovation

We will know we're succeeding when we reach these critical targets:

Increase the total number of people served to 1 billion

Increase the number of Wikipedia articles we offer to 50 million

Ensure information is high quality by increasing the percentage of material reviewed to be of high or very high quality by 25 percent

Encourage readers to become contributors by increasing the number of total editors per month who made >5 edits to 200,000

Support healthy diversity in the editing community by doubling the percentage of female editors to 25 percent and increasing the percentage of Global South editors to 37 percent

Increase the total number of people served to 1 billion (by 2015)

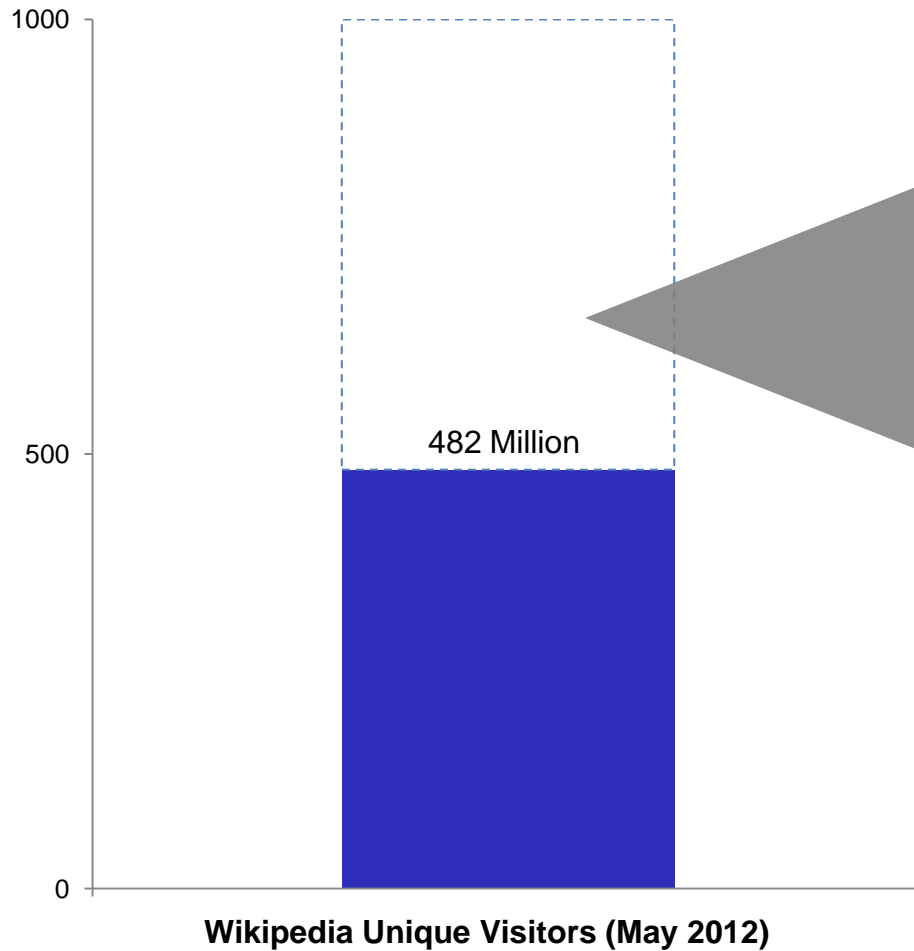
Wikimedia Strategic Plan

A collaborative vision for the movement through 2015





Which means we have a gap to fill as well



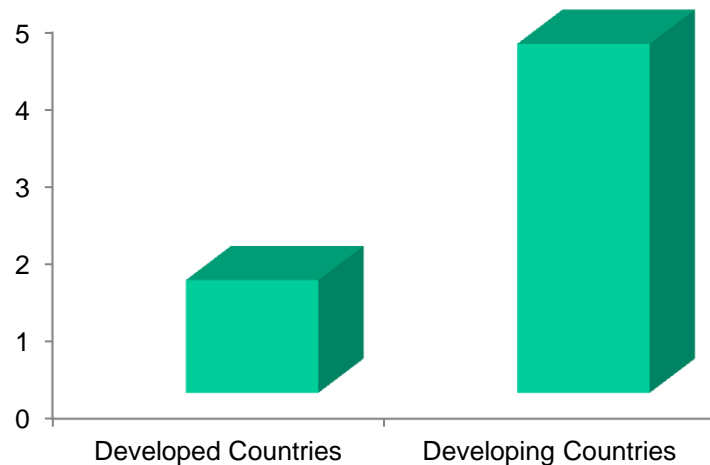


In order to bridge these gaps, we need to address barriers

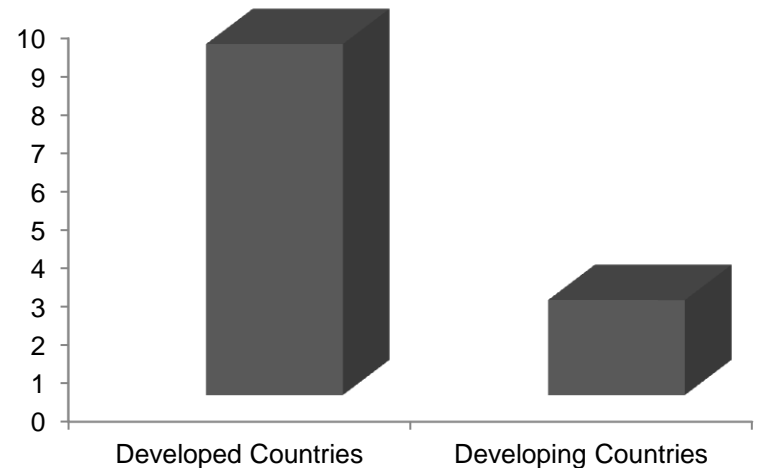
If the world of communications looks like this...

... then access to knowledge should not look like this.

Billions of Mobile Subscribers



Billions of Wikipedia Page Views





How do we know there are barriers?

85% of all new phones sold in the world have a form of internet browser, but only 15% of people currently access the mobile web





Why? One reason is it's still expensive for a lot of people.

- Let's look at a hypothetical data cost in India
 - 0.1 Rs for 10KB of mobile data
 - Average Wikipedia article is 200 KB (ie 10KB x 20)
 - So $0.1 \text{ Rs} \times 20 = 2 \text{ Rs}$ (\$.04 USD) to read one Wikipedia article

- In any given month:
 - An average mobile reader will read 20 articles
 - So, $\$.04 \text{ per article} \times 20 \text{ articles} = \$.80$ to access Wikipedia



That may not sound like a lot, but consider *relative* income

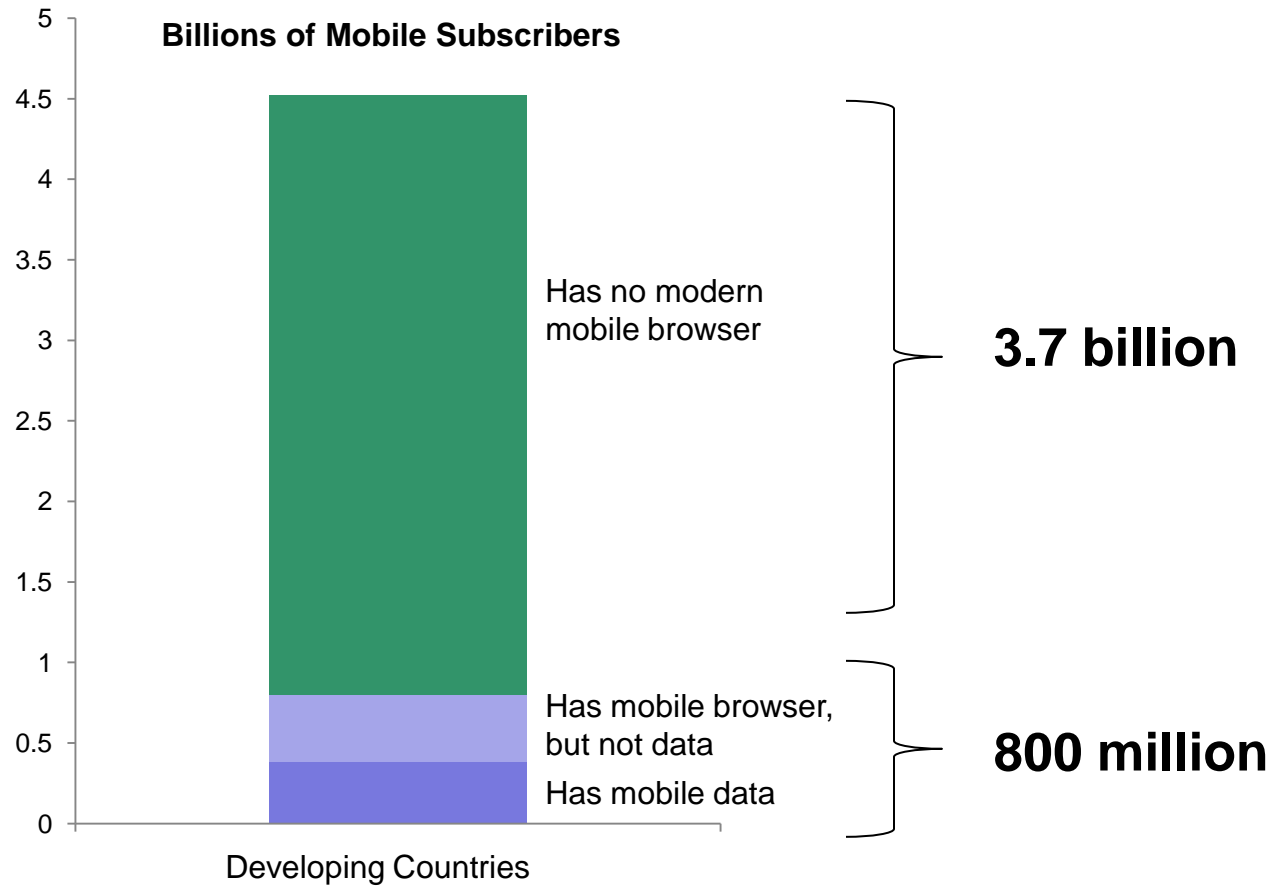
- \$.80 to access Wikipedia in one month in India
 - Average Income in India is \$105 / month
 - That means over 2 days wage for data access to Wikipedia per month

- Not sound like a lot?
 - If it were US income, that would mean \$ 372 per month
 - If it were German income, would mean 250 euros per month

Cost is a barrier!



But that's only part of the equation. There are still billions of people that do not have a modern web browser.



Delivery is a barrier!



There's good news...

- Most people know how to use text messaging
 - 3x more people in the world use SMS than email

- A lot of people have the same phone
 - 700 million people have Nokia S40 devices





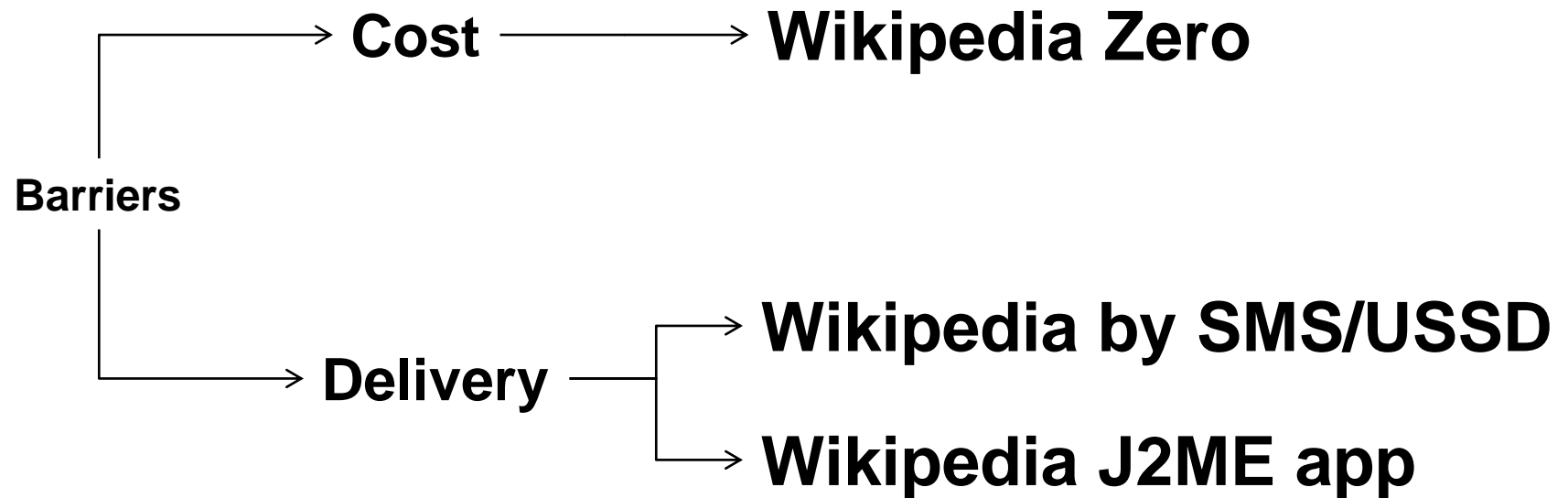
What were the facts again?

1. Mobile devices are the first technology to represent almost every single human being on the planet (ie, including the developing world)
2. It is in the Wikimedia mission to share knowledge with every single human being on the planet (1 billion by 2015; 500 million more than today)
3. There are 4.5 billion mobile subscriptions in the developing world, but there are barriers to accessing free knowledge:
 - Cost (800 million) – Data cost relative to income is high
 - Delivery (3.7 billion) – No modern mobile web browser



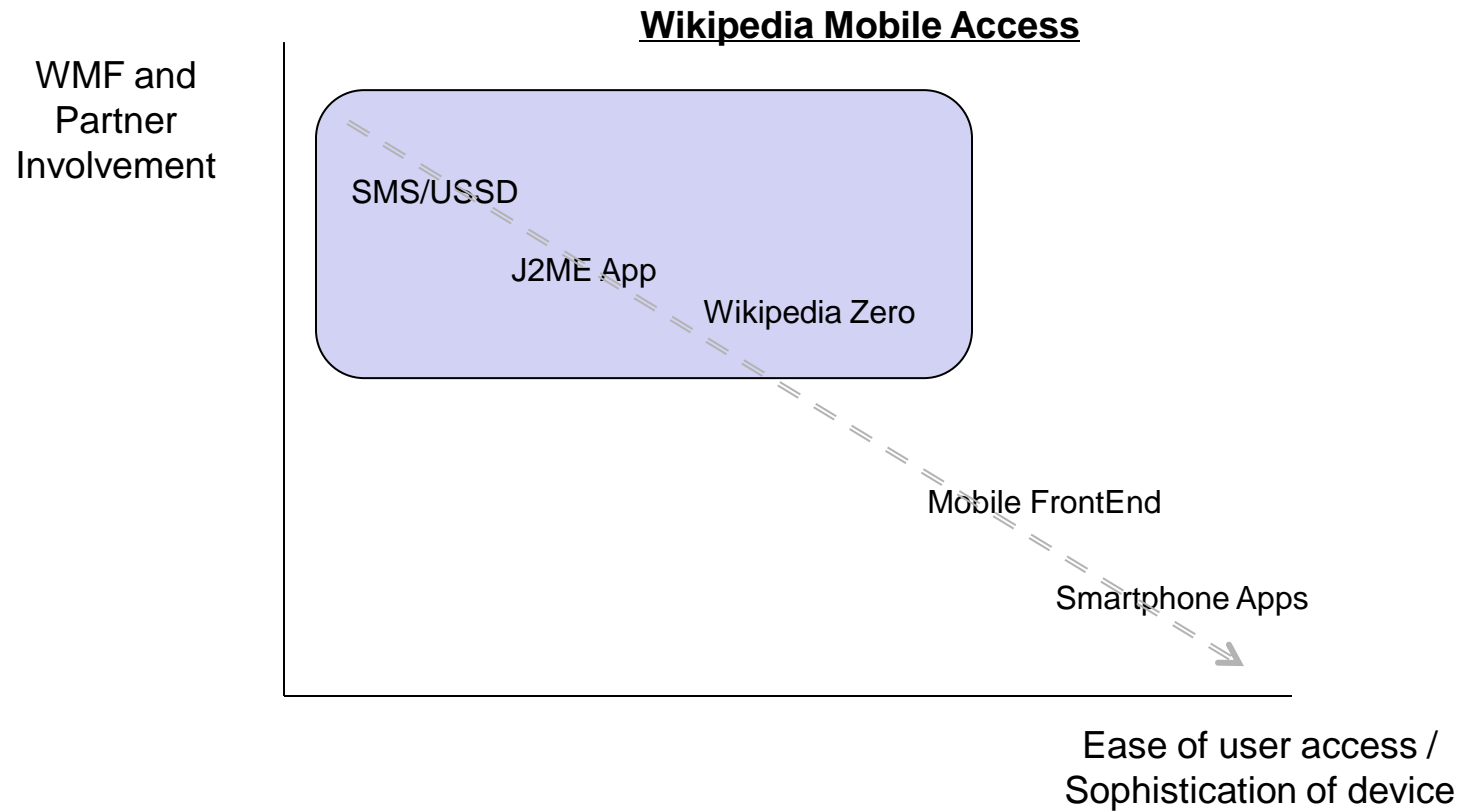
We are addressing these barriers through partnership programs

Programs





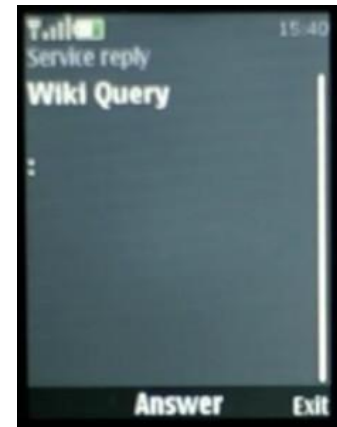
Why does the Foundation have to do this? Why partners?





Let's talk first about delivery programs

- Wikipedia by text - SMS/USSD
 - Clarification on what USSD is
 - Read Wikipedia articles by text
- How will we do this?
 - Implement through carrier partnerships; “packaged” with Wikipedia Zero
 - Integrate into carrier gateway
 - As free or cheap as possible
 - Partners help in marketing usage
 - Start in India, Africa – Q3 or Q4
 - [Tomasz' presentation next will guide you through the experience]





Second delivery program – J2ME

- Official S40 Wikipedia App
 - Simplified article reading
 - 700 million people have Nokia S40
- How will we do this?
 - Developing now, ready in Q4
 - Distribute through carrier partners
 - On deck or pre-loaded when possible
 - Through their app stores
- [More from Tomasz next]



Nokia Announces 1.5 Billion S40 Phones Sold

JORDAN CROOK ✓
Wednesday, January 25th, 2012

1 Comments



Does the term S40 mean anything to you?

It's a mobile operating system built by Nokia for its feature phones back in 1999, and first appeared on the 7110. Well, apparently a lady over in São Paulo, Brazil has today purchased the 1.5 billionth phone running the operating system in the form of the Nokia Asha 303. Nokia is calling it "one of the most significant milestones" in company history.

According to Nokia's estimations, approximately 675 million people in the world are using phones running S40. As far as sales go, a dozen S40 phones are sold each



Addressing cost as a barrier

WIKIPEDIA

zero



**No Data Charges for
Accessing Wikipedia**

=

**(Really) Free Access to the
Sum of All Human
Knowledge**



What does it mean?

- Zero means zero data charges to access a version of Wikipedia
- Anyone with a SIM card of partner
 - No limits to how much you can read
 - Even if you don't have a data plan!
- What does this achieve?
 - Eliminates cost as a barrier for seeking knowledge
 - Introduce people to Wikipedia for the first time via marketing
 - Reaches those whose primary or only access to the internet is via mobile device



How does Wikipedia Zero work?


1. Partner customer opens their phone browser
2. Partner customer goes to Wikipedia url

Two ways:


W Type your search here...

William Shakespeare

This article is about the poet and playwright. For other persons of the same name, see William Shakespeare (disambiguation). For other uses of "Shakespeare", see Shakespeare (disambiguation).



The Chandos portrait, artist and authenticity unconfirmed. National Portrait Gallery, London.

Born	Baptised 26 April 1564 (birth date unknown) Stratford-upon-Avon, Warwickshire, England
Died	23 April 1616 (aged 52) Stratford-upon-Avon, Warwickshire, England
Occupation	Playwright, poet, actor
Period	English Renaissance
Spouse(s)	Anne Hathaway (m. 1582–1616)
Children	Susanna Hall Hamnet Shakespeare Judith Quiney
Relative(s)	John Shakespeare (father) Mary Shakespeare (mother)
Signature	

m.wikipedia.org
(regular mobile site)

W Type your search here...

William Shakespeare

This article is about the poet and playwright. For other persons of the same name, see William Shakespeare (disambiguation). For other uses of "Shakespeare", see Shakespeare (disambiguation).

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Click to view image of, "...	
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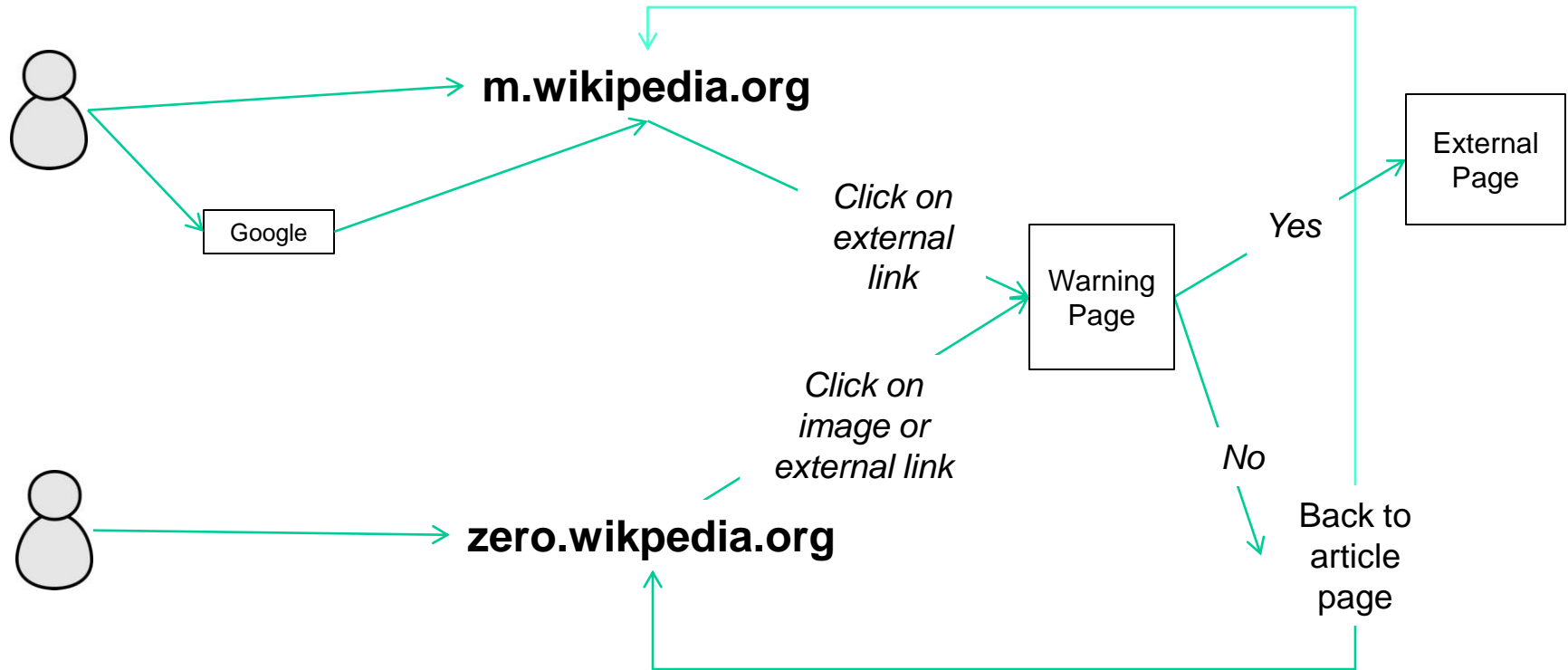
William Shakespeare (baptised 26 April 1564; died 23 April 1616)^[nb 1] was an English poet and playwright, widely regarded as the greatest writer in the English language and the world's pre-eminent dramatist.^[1] He is often called England's national poet and the "Bard of Avon".^{[2][nb 2]} His surviving works, including some collaborations, consist of about 38 plays,^[nb 3] 154 sonnets, two long narrative poems, and several other poems. His plays have been translated into every major living language and are performed more often than those of any other playwright.^[3]

Shakespeare was born and brought up in Stratford-upon-Avon. At the age of 18, he married Anne Hathaway, with whom he had three children: Susanna, and twins Hamnet and Judith. Between 1585 and 1592, he began a successful career in London as an actor, writer, and part owner of a playing company called the Lord Chamberlain's Men, later known as the King's Men. He appears to have retired to Stratford around 1613 at age 49, where he died three years later. Few records of Shakespeare's private life survive, and there has been considerable speculation about such matters as

zero.wikipedia.org
(mobile site with text only)



Two versions of Wikipedia Zero - m.wikipedia and zero.wikipedia

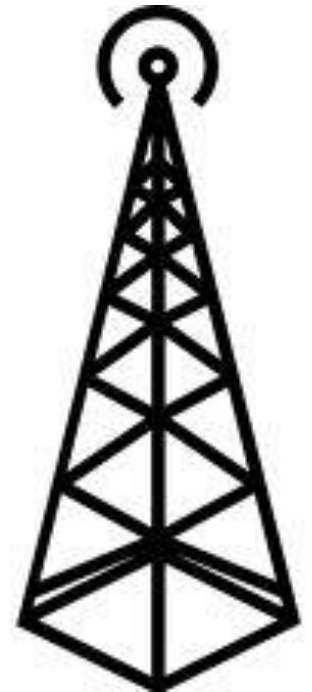


- Partners will either offer both or just zero.wikipedia.org; It is our goal to make more of them offer both



How do we make it happen?

- Negotiate with the carriers
 - Priority countries and mission-aligned companies
 - Maximum impact, multi-country deals
- Why do they do it?
 - Support the mission
 - Introduces new people to usefulness of mobile internet
 - Attractive to customers
- Implementation
 - Carrier billing system can “zero-rate”
 - WMF implements features based on IP





We add a notification to Wikipedia Zero pages so users know it's free

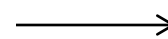
Wikipedia access offered by Orange

W Type your search here...

Today's featured article

Miss Meyers (1949 – March 1963) was a chestnut-colored American Quarter Horse racehorse and broodmare. Her sire was American Quarter Horse Association (AQHA) Hall of Fame member **Leo**, and her dam was Star's Lou. Miss Meyers raced from 1952 until 1955 and started 59 times. She was also the 1953 World Champion Quarter Running Horse. In her career she won \$28,725 (equivalent to about \$249,000 as of 2012) on the racetrack as well as 17 races. As a broodmare, she produced the first AQHA Supreme Champion, Kid Meyers, with AQHA Hall of Fame member **Three Bars**, a Thoroughbred. Miss Meyers was the mother of three other foals and was inducted into the AQHA Hall of Fame in 2009. [\(more...\)](#)

Recently featured: [Teresa Cristina of the Two](#)



- Changes with language of the Wiki
- Collapsible
- Only visible to people on partners' network



We achieve secondary benefits in addition to reducing the cost barrier

1. Enable language selection on front page
 - Most common languages for each country
 - Local language availability especially important on mobile
2. Address the speed barrier via zero.wikipedia.org url
 - Was top concern in 2011 readers' survey



Wikipedia home page for Wikipedia Zero partner (Malaysia example)



Where is Wikipedia Zero today?

- 2 principal partners *so far*
- Covers 28 countries/carriers of 205 million people
- 4 countries have launched to date



Botswana, Cameroon, Central African Republic, Congo, Côte d'Ivoire, Egypt, Equatorial Guinea, Guinea Bissau, Guinea Conakry, Jordan, Ivory Coast, Kenya, Mali, Madagascar, Mauritius Island, Morocco, Niger,* Tunisia**, Uganda**, Senegal



Malaysia*, Thailand, Bangladesh, Pakistan, Serbia, Montenegro, India

* Launched

** Soft Launched



Orange Announcement

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and here. Now you can do it here, here, here.

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Wikipedia Wants to Be Free — for Mobile Users, in Africa

January 24, 2012 by Zachary Sniderman 5

1,451 Like Send 80 people like this.

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241 +1

0 Pin it

274 Share

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Wikipedia went dark to fight SOPA, but it's shining bright as a light for mobile users in Africa and the Middle East (AMEA). Wikipedia will be free to use — without any data usage charges — for customers on Orange's mobile network.

Orange and the Wikimedia Foundation, the non-profit that operates Wikipedia, announced on Tuesday that they're making the digital encyclopedia and its store of information available to a continent of people with limited access to information resources.



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WHEN DECIDING BETWEEN TWO HIGHLY APPEALING OPTIONS



Orange Announcement

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Orange offers free Wikipedia access to mobile users in Africa and the Middle East

By [Amar Toor](#) posted Jan 24th 2012 12:41PM



There are more than 70 million [Orange](#) customers across Africa and the Middle East, but only about 10 million are able to access the web from their handsets. That gap may be narrowing, though, now that the provider has decided to offer free mobile access to [Wikipedia](#) for users throughout the region. Under the program, users with an Orange SIM card and a web-enabled phone will be able to access the site as many times as they want, without incurring any data charges. Heralding the partnership as the first of its kind, Orange says its new initiative should make it easier for emerging market consumers to access the online encyclopedia, which Wikimedia Foundation director Sue Gardner described as a "public good." The offer is slated to roll out across 20 countries in Africa and the Middle East, beginning early this year. Find more details in the press release, after the break.

[Show Press Release](#)

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FEATURED BREAKING

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2 hours ago



Telenor Announcement

The Daily Star Your Right To Know Friday, June 8, 2012

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LATEST NEWS What's up, down

Friday, March 9, 2012

StarTech

Telenor to make Wikipedia available to 135 million customers

Abdullah Mamun, back from Barcelona

Telenor Group and the Wikimedia Foundation announced a new partnership to offer Wikipedia free of data charges on mobile devices by making versions of Wikipedia available to 135 million mobile customers of Telenor Group in Asia and Europe.

This was announced at the GSMA Mobile World Congress 2012 in Barcelona, Spain on February 28. According to a Telenor statement, the company involves millions in Asia through the I-Genius project, which has already reached out to 300,000 Bangladeshi students and school-children with a call to explore open knowledge on the internet.

It said customers with a Telenor SIM will be able to access a version of the encyclopedia for as many times as they like in a given period free of charge, as long as they stay within Wikipedia's pages.

The initiative is part of the Wikimedia Foundation's mobile strategy, which focuses on reaching the billions of people around the world whose primary opportunity to access the internet is via a mobile device. The

Crown Prince Haakon of Norway celebrates Wikipedia Zero

Posted by [Matthew Roth](#) on April 25th, 2012

On Monday, at the annual [Wikipedia Academy in Oslo](#), Norway, Crown Prince Haakon of Norway joined with Wikimedians to promote free knowledge and to highlight the cultural institutions and businesses that have embraced Wikipedia. They focused on the [Wikipedia Zero agreement](#) between the Wikimedia Foundation and Telenor, which enables more than 135 million customers in Asia to access Wikipedia without any additional charge on their data plans.

The celebration was headed by local Wikipedians, who introduced Crown Prince Haakon, Jimmy Wales, Minister of Development Heikki Holmas, and Telenor Executive Vice President Kristin Skogen Lund. Lund opened the celebration by advocating for Wikipedia and its open source format, identifying it as the "main pillar" of Telenor's policy of openness in Asia.

"It's an important development we put on track together with the Wikimedia Foundation and the Wikipedia movement, and we are proud to contribute to this," said Lund

Lund then demonstrated Telenor's commitment to the free knowledge mission by announcing that Telenor had [contributed 200 photos](#) to Wikimedia Commons with Creative Commons licensing. "There is so much work to be done globally, but we can also contribute at home," she said. "We hope that others will do the same."

The academy broke past participation records by attracting 99 sign-ups and 23 high school assistants, as well as the first ever royal participant. Half of the attendees belonged to [GLAM institutions](#), mainly museums and archives. It marked the beginning of the sector's national policy of officially acclaiming Wikipedia as a preferred channel of communicating cultural heritage.



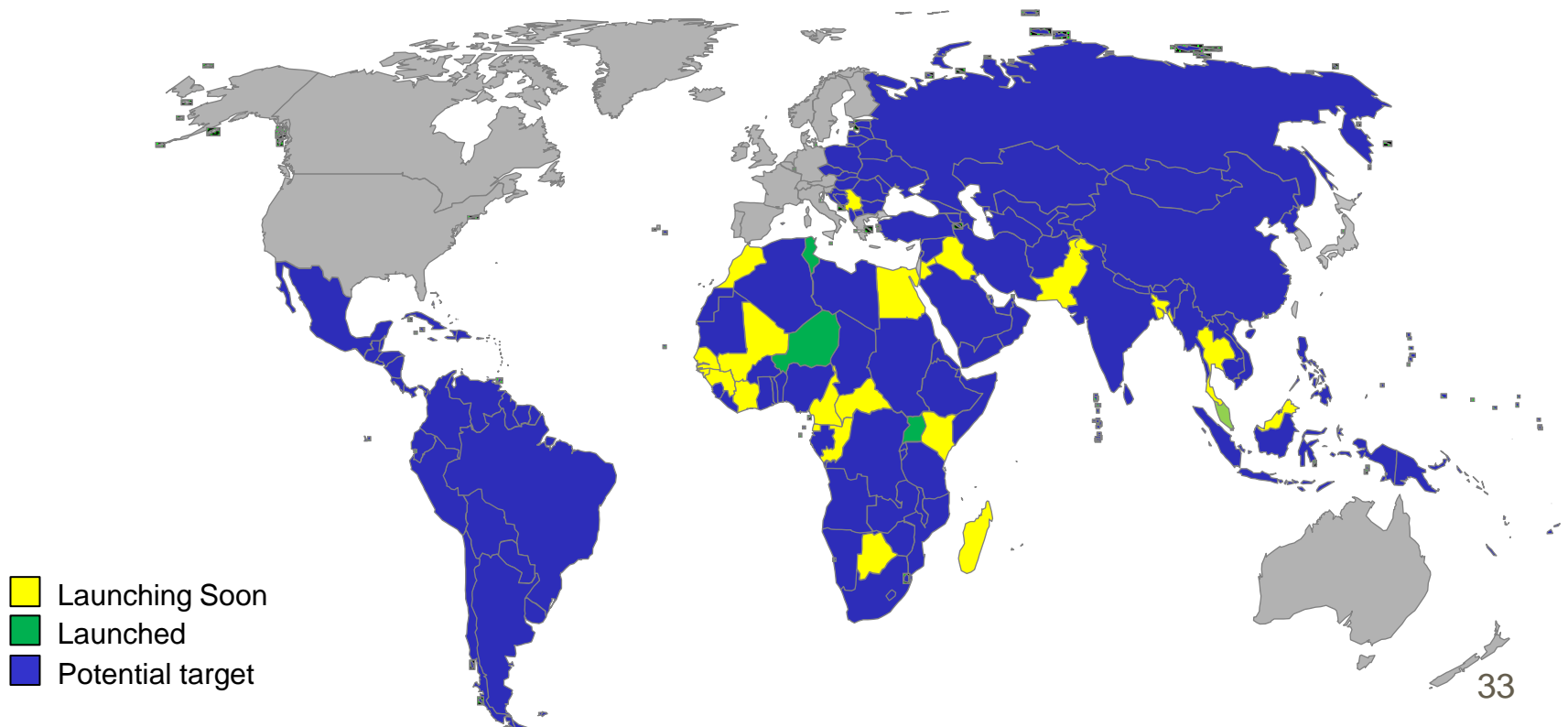
Kristen Skogen Lund, Crown Prince Haakon, Jimmy Wales, and Minister of Development Holmas looking on as Wikipedians demonstrate editing.

The 100 chairs of the academy room were all filled up with



Where will Wikipedia Zero be in a year? More announcements soon...

- Continue to enlist partners in developing countries
- Emphasis on priority areas like India, Middle East, Brazil
- 205 million today, 500+ million in a year





How do we get people to use Wikipedia? See Wikipedia Zero in action...

- Partner marketing to drive awareness
- How do you get someone to make their first search?
- Uganda example



Orange posters in Kampala, Uganda 34



We are also encouraging basic messaging at all points of contact



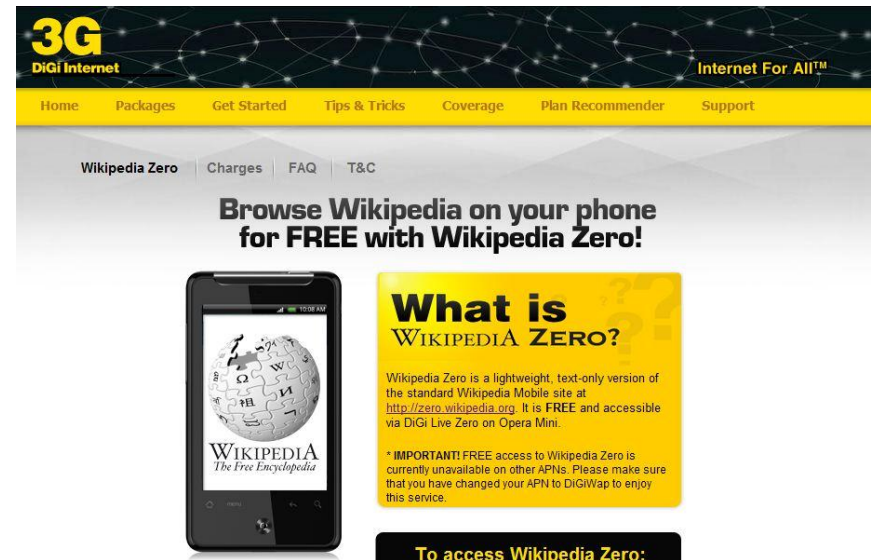
Mail marketing from Digi Malaysia



Along with promotion on the partner's web and social channels



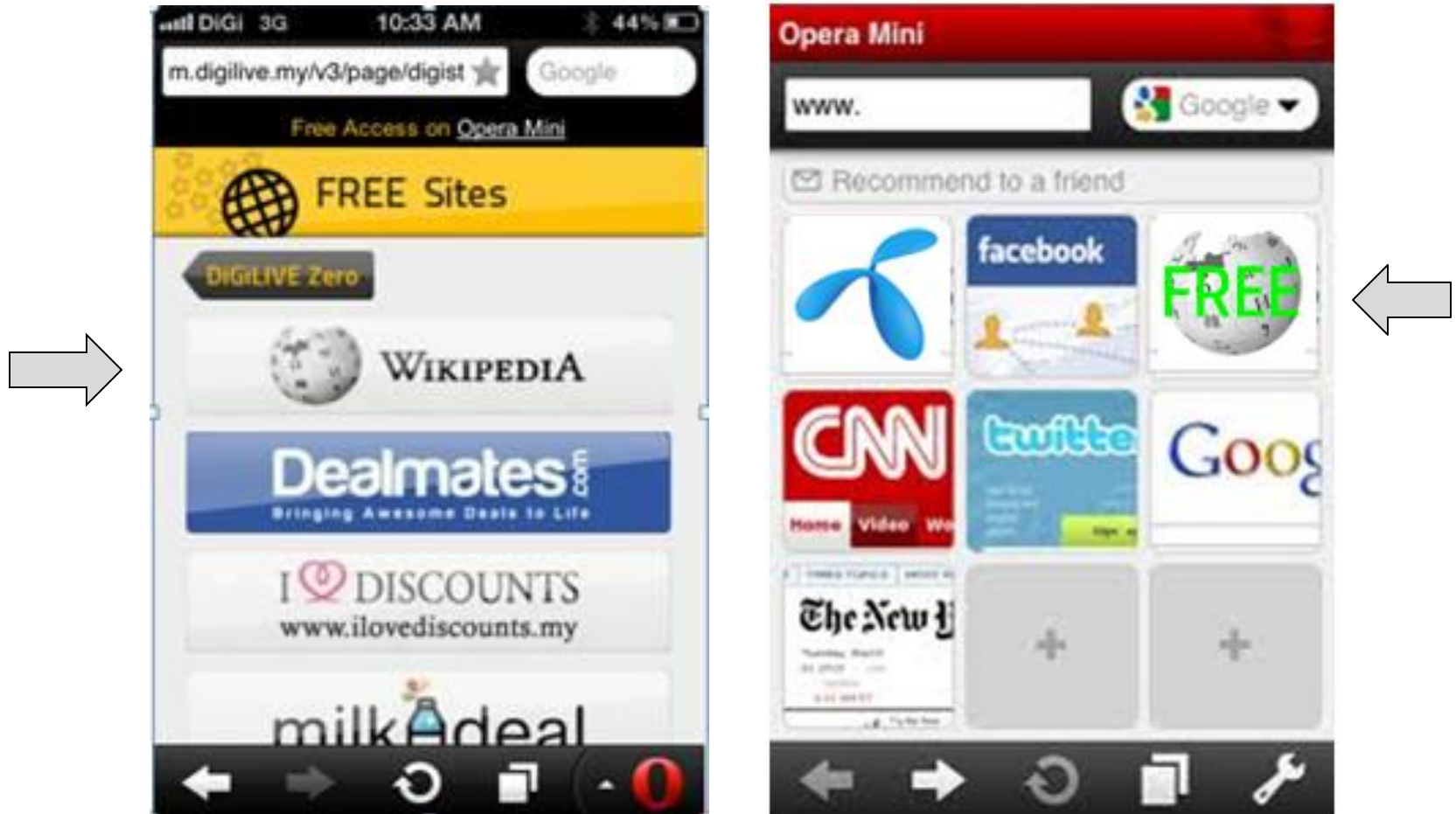
Orange Tunisia Twitter Channel



Digi Malaysia Web Site



And we advocate strongly for direct links from portals and devices





What more will be done to promote Wikipedia Zero

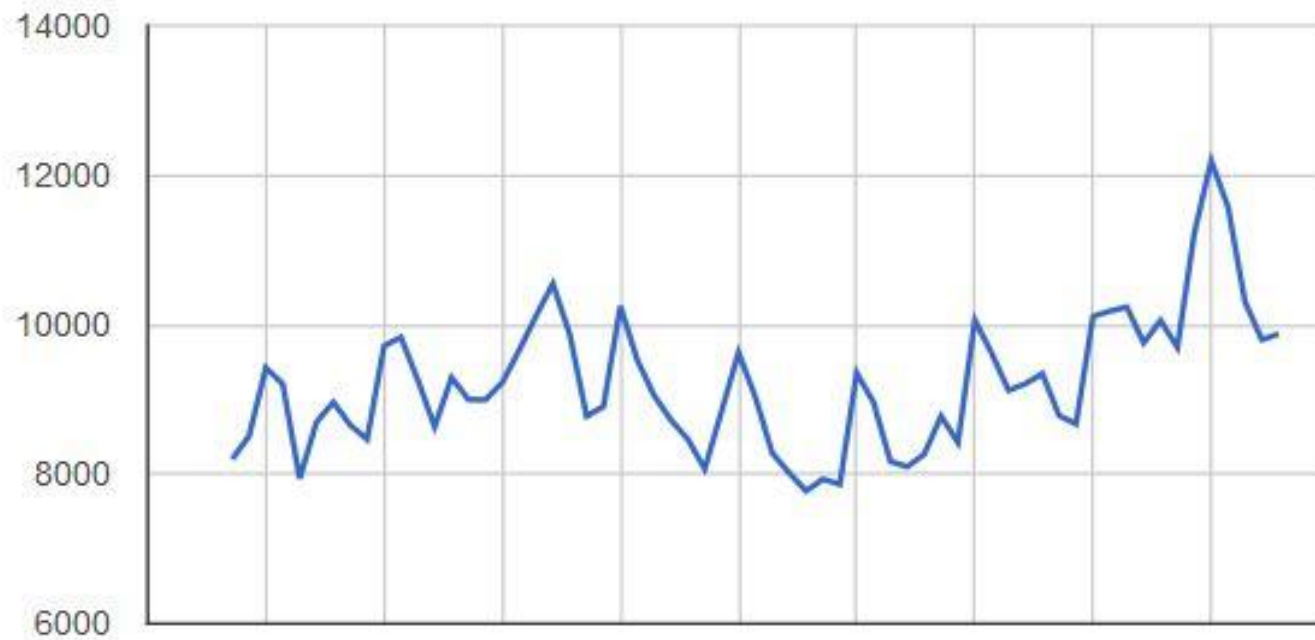
- PR, events, more marketing experiments
- Your suggestions as a community
 - Come talk to us





How will we measure it?

- Page views from partners (measured by IP address)

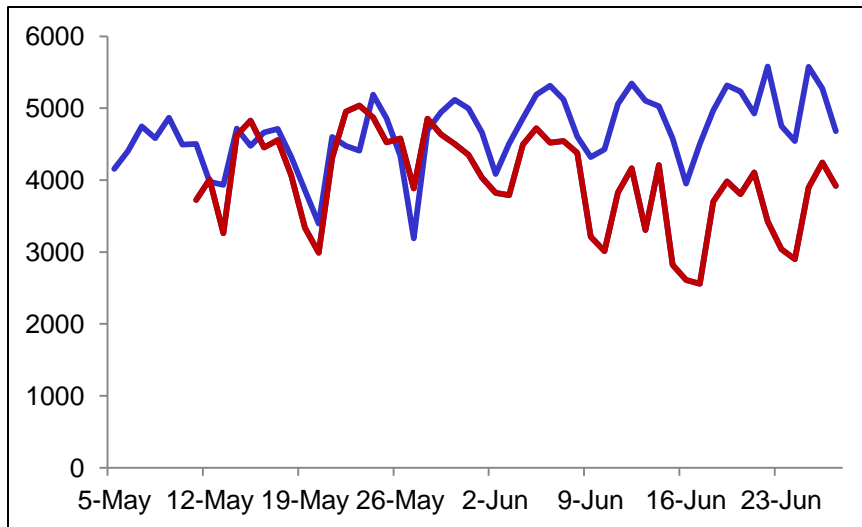




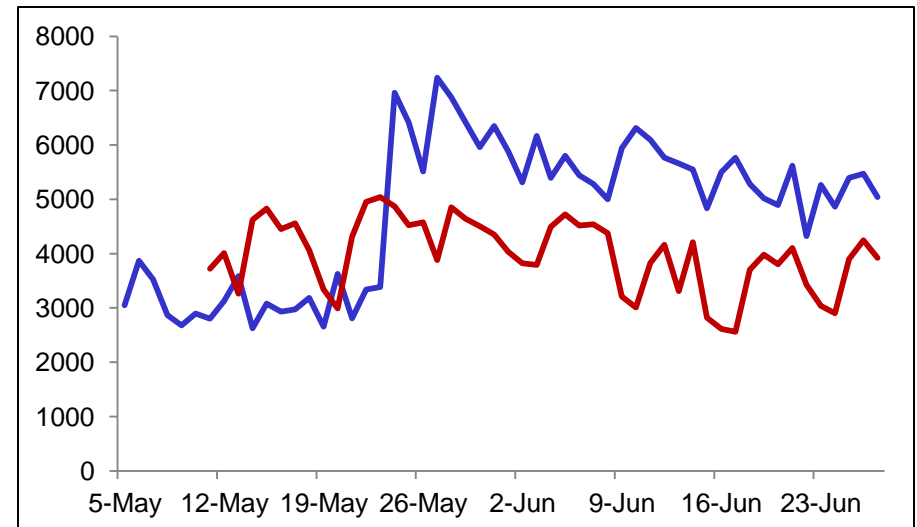
How does it look so far?

- In 2 months of activation, early measurements show strong page view growth against control group
- Too soon for statistically significant data, but we're tracking

Orange Uganda: +20%



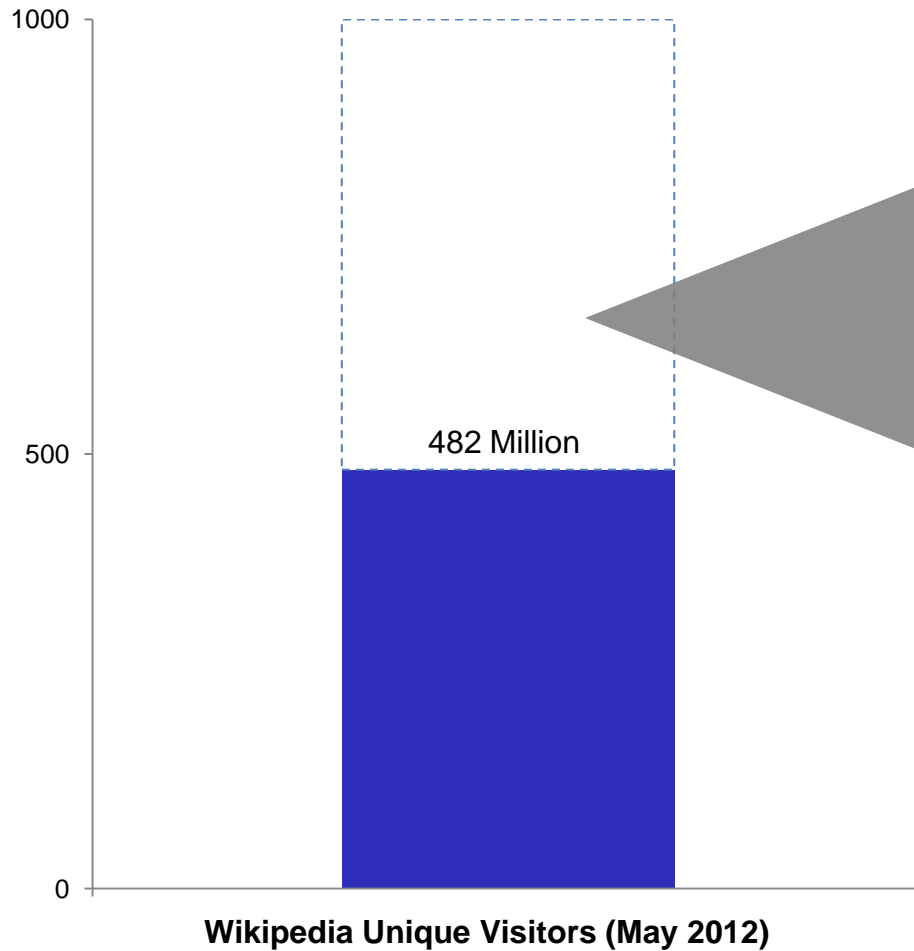
Orange Tunisia: + 45%



■ Wikipedia page views (when it's free)
■ Control group (country that has not launched)



What about the 1 billion question?



The future of measurement?



What happens over the next year?

1. Launch new countries
2. Enlist more partners
3. Optimize marketing and outreach

WIKIPEDIA

zero



What else is in store for the future

- Community Involvement
 - Testing
 - Do we need a mailing list for mobile-partnerships?
- Talks with device makers
- IVR (Voice Response)