Partnerships and Global Reach: India Plan 2017-2018

WIKIMEDIA
FOUNDATION

Outline

- The Big Picture
- The Wikimedia Foundation Opportunity
- Partnerships & Global Reach: India plan 2017-18
- Strategic direction for Wikimedia Foundation

WIKIMEDIA
FOUNDATION

The Big Picture

WIKIMEDIA
F O U N D A T I O N

India in numbers

Enough people are online. India has the second largest number of internet users in the world at 462M and will reach around 700M internet users by 2020[1].

- Population: 1.3B
- Internet Penetration: 34.8%
- Literacy: 74.04%
- Median age: 28
- Official languages: 22
- Internet users by 2020: 600 - 730M[2,3]

WIKIMEDIA
FOUNDATION

Indian languages are key to building reach

Even if we assume that all English speakers in India use the internet, still we have more than **337M Indian language speakers** using the internet.

- Internet Users (2016) = 462M
- English Speakers (12% of the population) = 125,000,000[4]
- **Indian language Internet Users** = 337M

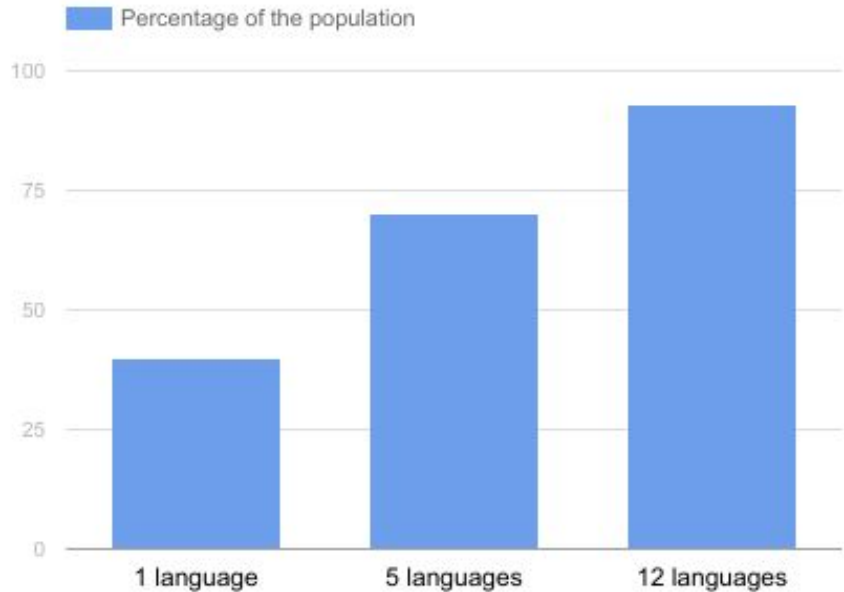**337M is the population of 142 countries put together.**

WIKIMEDIA
FOUNDATION

CC by SA 2.0, Adam Jones

It's not that complex

Yes, India has hundreds of languages.

But, ~89% population is covered by 10 languages[4].

So, we can have a focused strategy on where to start.

Where to start?

89%
of total population
covered by **10 languages**

Untapped reach higher than the number of people online

People can use internet in schools and workplaces. Offline services can reach those who are not online yet.

- Population (2016) = 1.3B
- Literate Population = 967M
- Internet Users (2016) = 462M
- Literate People Offline = 500M

WIKIMEDIA
FOUNDATION

Market Trends

Cheaper Data

- Lower data prices from new mobile operator Reliance Jio[6]

WIKIMEDIA
FOUNDATION

Relevant Content

- More exposure to Indian language content via Google's focus on Indian language search and related advertising[7]

WIKIMEDIA
FOUNDATION

Greater Accessibility

- More country-wide access via broadband expansion via Indian government [8]

WIKIMEDIA
FOUNDATION

Wikipedia awareness

Wikipedia awareness in India is low and has not been increasing proportional to the increase in internet connectivity.

Global Reach Phone Survey
- Languages covered = 12
- Representative sample of population = 90%+
- Respondents who used the internet = 64%
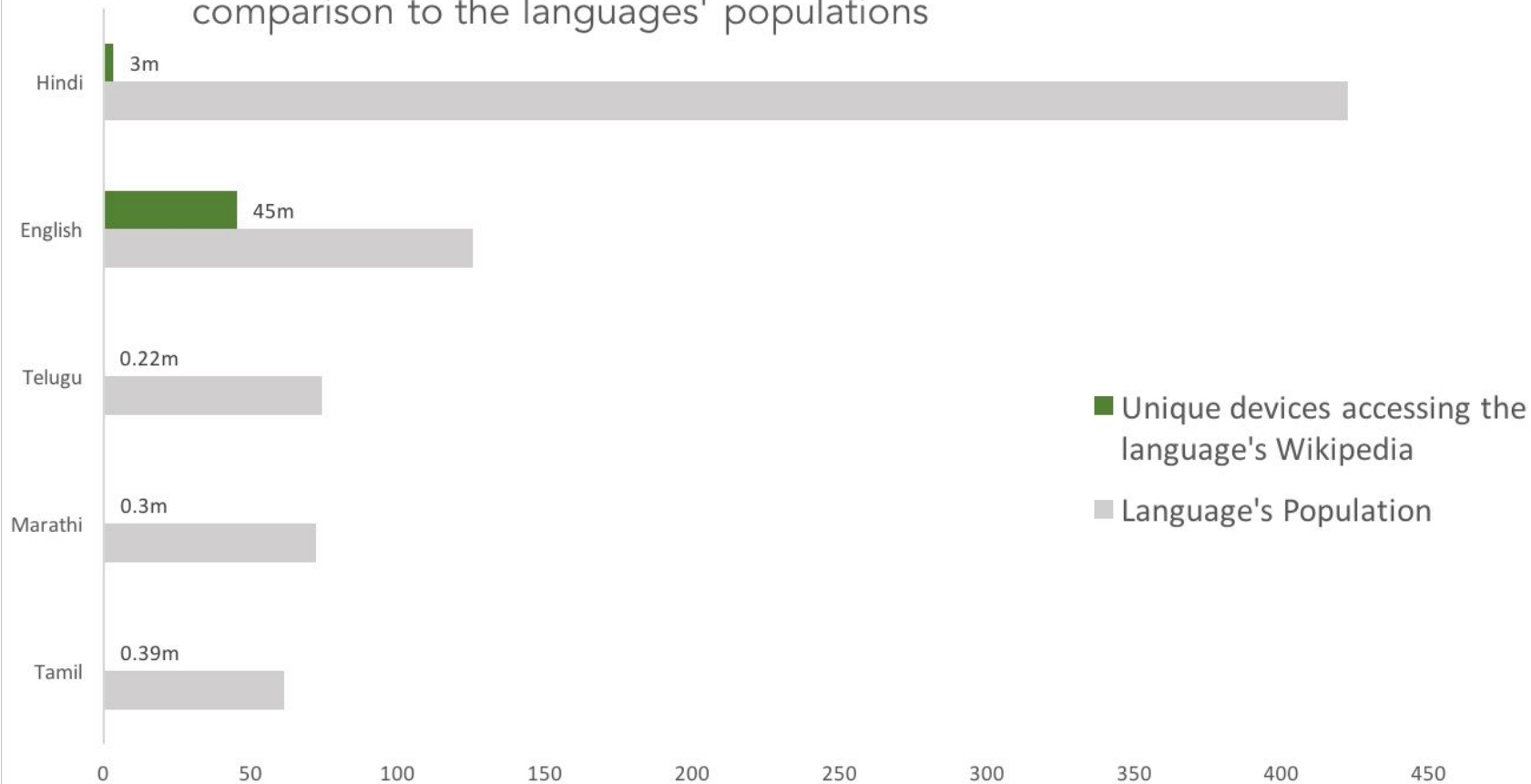- Respondents who had heard of Wikipedia = 25%

WIKIMEDIA
FOUNDATION

Less than 1% of native speakers in each Indian language are accessing their language's Wikipedia.

WIKIMEDIA
FOUNDATION

Low access to Wikipedia articles **written in Indian languages**, in comparison to the languages' populations

- Hindi — 3m
- English — 45m
- Telugu — 0.22m
- Marathi — 0.3m
- Tamil — 0.39m

■ Unique devices accessing the language's Wikipedia

■ Language's Population

0   50   100   150   200   250   300   350   400   450

Given a choice, people consume content in their own language

WIKIMEDIA
FOUNDATION

Indian languages lead in TV

- "Our viewership has jumped to around 90 percent in just about two weeks time since our introduction of the Telugu feed," said Rajiv Bakshi, Vice President, Marketing, Discovery Networks Asia Pacific[9].

Indian languages lead in newspapers

- There is only one English newspaper among Top 10 newspapers in India. All non-English newspapers together have 10 times more readership than the only English newspaper[10].

Indian languages lead in Youtube

- English content on YouTube in India is number 4 in terms of consumption. Order is: Telugu, Tamil, Hindi, and then English comes fourth[11].

WIKIMEDIA
FOUNDATION

The Way Forward

*Focus on Indian language speakers who are fully or partially online

*Always put Indian language content first in Indian users' WM experience

*Strengthen the brand of Wikipedia among English language speakers

WIKIMEDIA
FOUNDATION

Partnerships and Global Reach: India Plan

WIKIMEDIA

FOUNDATION

GOAL

- **5M people** should be introduced to Wikimedia projects and **500K new readers** should start using Wikimedia projects through strategic partnerships in the FY 2017-18.

Objectives

- Discover WP content
- Understand what WP is
- Use WP content
- Easier access to WP
- Recognize WP

WIKIMEDIA
FOUNDATION

Scope

- Focus on different Wikimedia Foundation projects based on the project's relevance to a partnership [By default, Wikipedia will be the most used]
- Cover both Indian languages and English
- Priority order of New Readers' themes: Awareness, Offline, and Affordability

WIKIMEDIA
FOUNDATION

Strategic Partners

- Governments
- Private Entities
- Mass Media
- Nonprofits

WIKIMEDIA
FOUNDATION

Governments

New Readers themes:
Awareness & Offline

Why ?

Government programs are deployed at massive scale and can introduce Wikipedia to students and new readers in diverse and large regions.

Selection Criteria

State governments because they do more on the ground work

Starting Point

State Government of Tamil Nadu

Partnership Ideas

- Wikipedia articles in school textbooks
- Wikipedia as an open platform example in computer classes
- Wikipedia for school videos
- Wikipedia clubs in schools and colleges
- ICT training for teachers
- Install Kiwix/offline in free laptops/tablets given to students
- Digital India opportunities
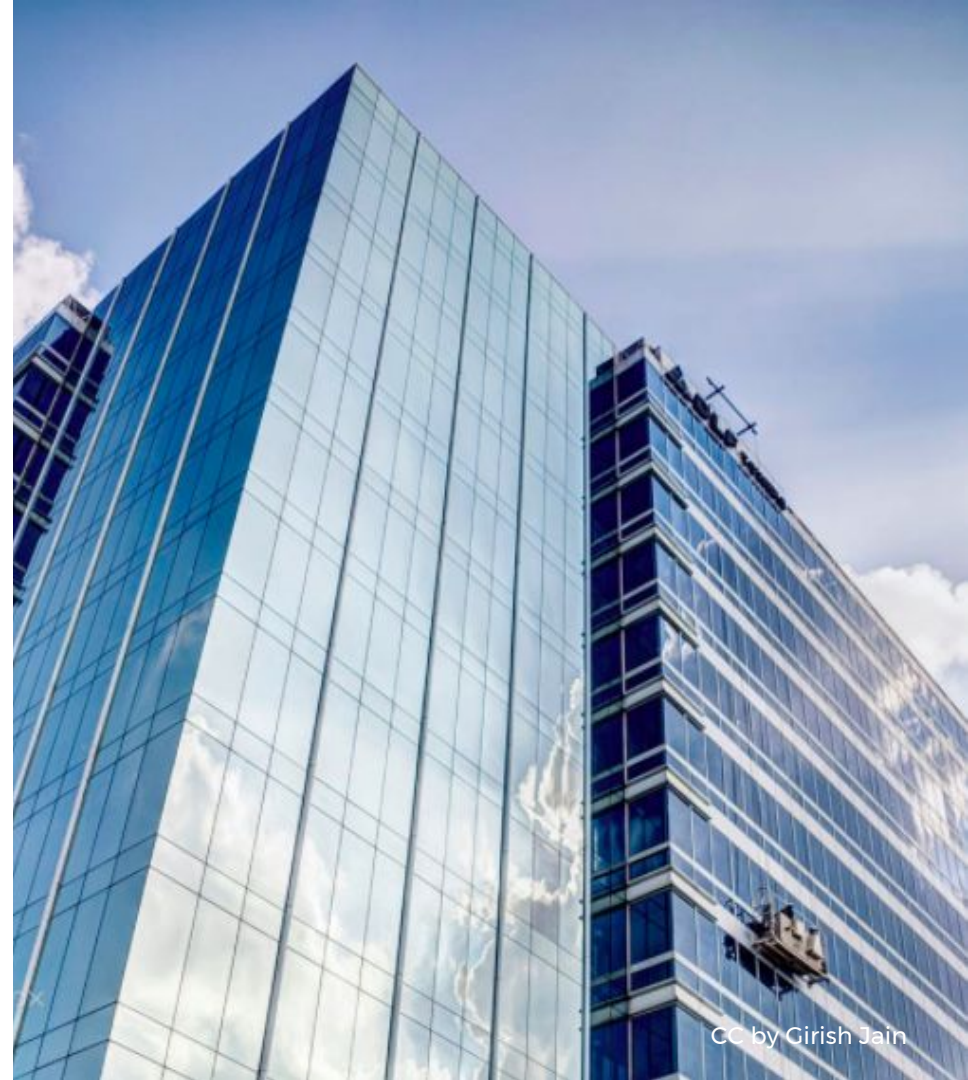- Wikipedia as part of the Skills training initiative

Private entities

New Readers themes:
Awareness

Why ?

Private companies have the implementation discipline and can tie Wikipedia awareness to their existing programs.

Selection Criteria

Growing user base. Popular among newly connected and Indian language users

Starting Point

- Social media companies
- Large chains that provides computer trainings
- Popular mobile browsers in India

Partnership Ideas

- Integration with messaging to learn more about certain keywords (will require engineering resources)
- Position Wikipedia as an useful continuous learning resource in computer skills classes
- Highlight Wikipedia via leading browsers such as Opera, Firefox and UC browser

Mass Media

New Readers theme:
Awareness

Why ?

Research has shown huge consumption of news in India. Partnering with both offline/online media outlets would help create Wikipedia content awareness.

CC by Silje Rindal

Selection Criteria

Large media houses that cover Indian languages in multiple formats:
print, TV, radio, online

Starting Point

- Languages with good amount of Wikipedia content
- High population reach of the media company + large population speaking a certain language

Partnership Ideas

- Regular features in local language papers with content sourced from Wikipedia
- Wikipedia-related contests in local languages newspapers
- Integration with the online news articles (will require WMF engineering resources to build automated tool)
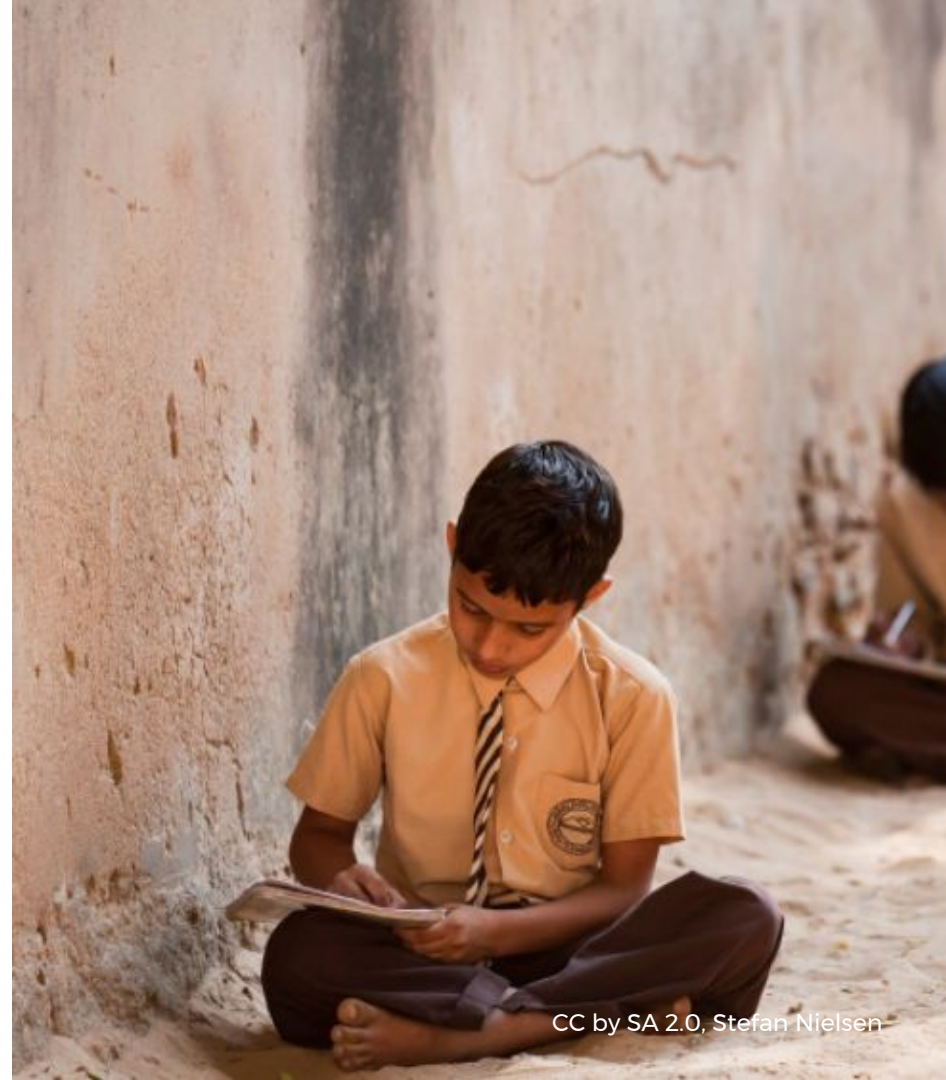
Nonprofits

New Readers themes:
Awareness & Offline

Why ?

Nonprofits (especially those working for education, digital literacy, online skills) can introduce Wikipedia to the ones who need it the most.

Selection Criteria

Well-funded non-profits who are established in their space

Starting Point

Large trusts and foundations that fund/ implement a wide spectrum of projects and have strong government relationships

Partnership Ideas

- Learning to access/read Wikipedia as part of digital literacy or general education
- Learning to access/read Wikipedia as part of skill building
- Wikipedia for continuous learning

Potential Partners

- State Governments
  - WP for skill development
  - Offline WP
  - WP in Education
- Non-profits
  - WP for cultural & literary activism
  - WP on the TV for rural and semi-urban families
- Private
  - News aggregator app with Indian languages focus

WIKIMEDIA
F O U N D A T I O N

Measurement

KPIs

- Monthly Unique devices
- Page views
- Partner subscriber base

WIKIMEDIA
FOUNDATION

Analyze

- Monthly Unique Devices per language WP
- Page views per language WP
- Top search terms & landing pages
- Visitor heatmaps based on regions
- Bounce rate, time spent
- Repeat Vs New users
- App installations
- Referring channels: search, links, social media etc.,

WIKIMEDIA
FOUNDATION

Strategic direction for Wikimedia Foundation

WIKIMEDIA

FOUNDATION

- Continue to invest resources for addressing the barriers regarding affordability, awareness and offline.
- Content -> Reach -> Content -> Reach is the sustainable cycle for Wikipedia growth.
- Highlight and make it easy to discover and switch between existing multilingual content for visitors of English Wikipedia.
- Encourage content creation in Indian languages in a bigger scale with immediate goals.

WIKIMEDIA
FOUNDATION

- Explore presence in traditional knowledge channels like print, radio and television.
- Invest resources for free and open source
  - software development of machine translation
  - extraction of machine readable data from Wikimedia content
  - voice based content development and exploration.

WIKIMEDIA
FOUNDATION

THANK YOU

Partnerships and Global Reach Team
globalreach@wikimedia.org

WIKIMEDIA
FOUNDATION

Appendix

References

1. [Internet Live Stats - Users by country](#)

2. [ASSOCHAM- Deloitte joint study](#)

3. [NASSCOM –– AKAMAI Technologies Report](#)

4. [List of languages by number of native speakers in India](#)

5. [List of countries by population (United Nations)](#)

6. [Jio's free data drives up FB user numbers to record highs globally](#)

7. [Google's TV ad promoting voice search in Hindi](#)

8. [India is bringing free Wi-Fi to more than 1,000 villages this year](#)

9. [Discovery Channel in Telugu](#)

10. [List of Newspapers in India by readership](#)

11. [Indic does well on YouTube](#)

Monthly Unique Devices calculation

Based on October 2016 data, calculated as below:

Monthly Unique Devices (MUD) for enwiki in India =
MUD for enwiki*page view share of enwiki in India
= 656.123M*0.068
= 44.6M

Monthly Unique Devices calculation

LANGUAGE	POPULATION (2001 data) in Millions	GLOBAL MUD (OCT 2016 data) IN MILLIONS	PAGE VIEWS SHARE FROM INDIA IN %	MUD ACCESSING THE LANGUAGE'S WP FROM INDIA IN MILLIONS	MUD ACCESSING WP AS % Of THE SPEAKING POPULATION IN MILLIONS
English	~125	656	6.8	45	35%
Hindi	422	3.9	80	3	0.74%
Tamil	61	0.6	59	0.39	0.64%
Marathi	72	0.4	74.8	0.3	0.42%
Telugu	74	0.29	76.5	0.22	0.30%

WIKIMEDIA
FOUNDATION