



Multimedia Quarterly Review

Wikimedia Foundation
mediawiki.org/wiki/Multimedia

12/03/2013

Agenda

10:30 am - **2013 Projects**

10:45 am - **Multimedia vision**

11:00 am - **2014 Projects**

11:45 pm - **Next steps**

12:00 pm - **Meeting ends**

* All times above are Pacific time (UTC-8)

Mission

Here is our proposed mission for fiscal year 2013-14:

- **engage users** through multimedia
- provide a **seamless experience**
- make things 'just work'

Goals

Here are our product goals for coming years:

- improve the **viewing experience**



- enable **seamless contributions**



- develop **feedback / curation tools**



- help editors **add media to articles**



- engage users in **media campaigns**



2013 Projects

Here are key projects we took on in our first 6 months (Q1 + Q2):

- **Beta Features** (try new features before their wide release)
- **Media Viewer** (see images in large size, on the same page)
- **Upload Tools** (fix bugs, GLAM batch upload tool)
- **Hire Team** (3 hired, 1 to go)
- **Vision & Plans** (multimedia map, 2016 Vision)
- **Discussions** (fix bugs, GLAM batch upload tool)

Beta Features

Preferences

For information about the settings on this page, see [Help:Preferences](#).

[User profile](#) [Appearance](#) [Date and time](#) [Editing](#) [Recent changes](#) [Watchlist](#) [Search](#) [Gadgets](#) [Beta features](#) [Misc](#) [Notifications](#) [Pending changes](#)

Here are some new features we're considering for Wikipedia. Please try them out and give us your thoughts, so we can improve them based on your feedback.

[About Beta Features](#) | [Leave feedback](#)



Automatically enable all new beta features



Media Viewer



information



discussion

1,718 users have enabled this feature.

Improve your multimedia viewing experience with this new tool. It displays images in larger size on pages that have thumbnails. Images are shown in a nicer Lightbox overlay, and can also be viewed in full-size.



Typography refresh



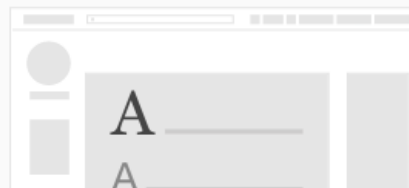
information



discussion

1,416 users have enabled this feature.

Updates typography of the Vector skin to improve readability, accessibility and consistency.



Beta Features

Purpose

- Try out new features before they are released
- Let developers test with many users, without disrupting others

Users

- Logged-in users only (over 5,000 so far)

First Features

- *Media Viewer* — view images in large or full size
- *Typography Refresh* — make text more readable
- *VisualEditor Formulæ* — edit algebra or equations

Demo

Beta Features Users

| Media Viewer on top 10 sites | % Total | Tue. Dec. 3 |
|-------------------------------------|----------------|--------------------|
| English Wikipedia | 39% | 1,718 |
| MediaWiki.org | 17% | 729 |
| Commons | 13% | 548 |
| French Wikipedia | 7% | 304 |
| Spanish Wikipedia | 7% | 302 |
| German Wikipedia * | 6% | 276 |
| MetaWiki | 4% | 192 |
| Italian Wikipedia | 4% | 192 |
| Portuguese Wikipedia | 2% | 103 |
| Polish Wikipedia * | 1% | 28 |
| Total across sites above | 100% | 4,364 |

* Disabled prominent beta link. [Source: Wikimedia Foundation](#) >

Media Viewer



6 in collection

Zonotrichia atricapilla © CC-BY-SA-3.0

Alejandro Erickson  Uploaded by [Smallbones](#)



Media Viewer

Purpose

- Offer a better viewing experience
- Engage more users through images

Users

- All users (logged-in during Beta)

Features

- Show large or full screen images
- Display useful info below images
- Full screen
- Next/previous

Demo

Media Viewer Stats

| Cumulative events * | % Total | Sun. Dec. 1 |
|----------------------------|----------------|--------------------|
| Thumbnail clicks | 100% | 5,683 |
| Close button | 58% | 3,298 |
| Full-screen button | 9% | 484 |
| De-full-screen | 3% | 197 |

| Daily events | % Total | Fri. Nov. 28 |
|---------------------|----------------|---------------------|
| Thumbnail clicks | 100% | 269 |
| Close button | 57% | 153 |
| Full-screen button | 7% | 19 |
| De-full-screen | 4% | 11 |

* Event logs on Commons from Nov. 7 to Dec. 1, 2013 - [Source: Wikimedia Foundation](#) >

Meet the team



2016 Vision

How will we use multimedia in 3 years?

Here's one possible scenario ...



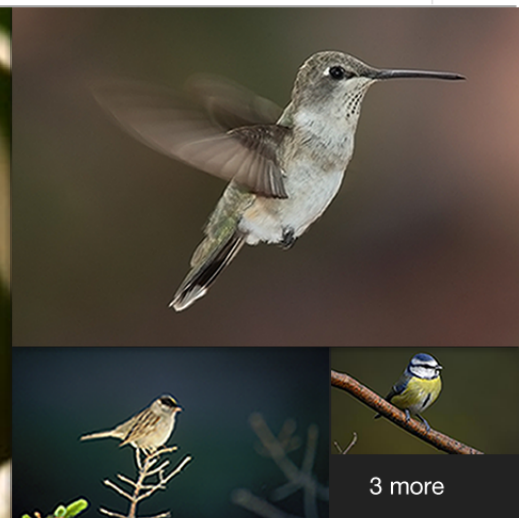
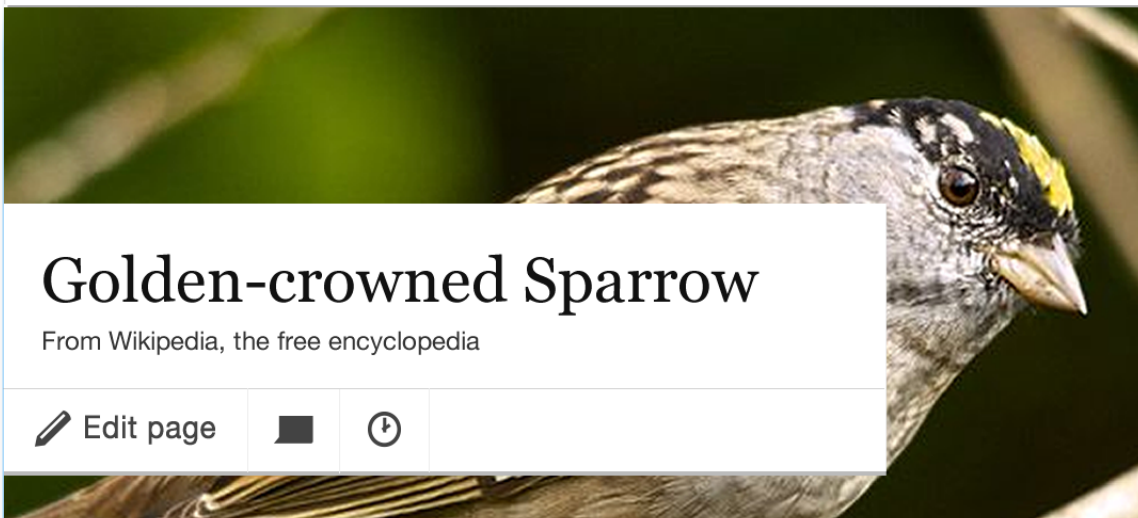
Meet Kim

- **Student**
- Lives in **Canada**
- Regular reader on **Wikipedia**
- **Bird lover**

Kim visits Wikipedia and **views** media-rich, informative content.



Search Wikipedia



Golden-crowned Sparrow

From Wikipedia, the free encyclopedia

Edit page

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

- Interaction
- Toolbox
- Print/export

- Languages
- Català
- Cebuano
- Deutsch
- Español
- Esperanto
- Euskara
- Français
- Magyar
- 日本語
- Русский
- Svenska
- Tiếng Việt
- Winaray
- Edit links

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

| |
|----------------------------------------|
| Contents [hide] |
| 1 Systematics |
| 2 Description |
| 2.1 Similar species |
| 3 Distribution and habitat |
| 4 Behavior |
| 4.1 Feeding |
| 4.2 Breeding and lifespan |
| 4.3 Voice |
| 5 Conservation and threats |
| 6 References |
| 6.1 Works cited |
| 7 External links |

Systematics [\[edit\]](#)

The Golden-crowned Sparrow is one of five species in the [genus Zonotrichia](#), a group of large [American](#)

Conservation status



Scientific classification

| | |
|---------|--------------------------|
| Kingdom | Animalia |
| Phylum | Chordata |
| Class | Aves |

Kim **views** multimedia files in larger size.



6 in collection

Zonotrichia atricapilla © CC-BY-SA-3.0



Alejandro Erickson Uploaded by Smallbones



Kim **previews** a collection of multimedia files for this article.

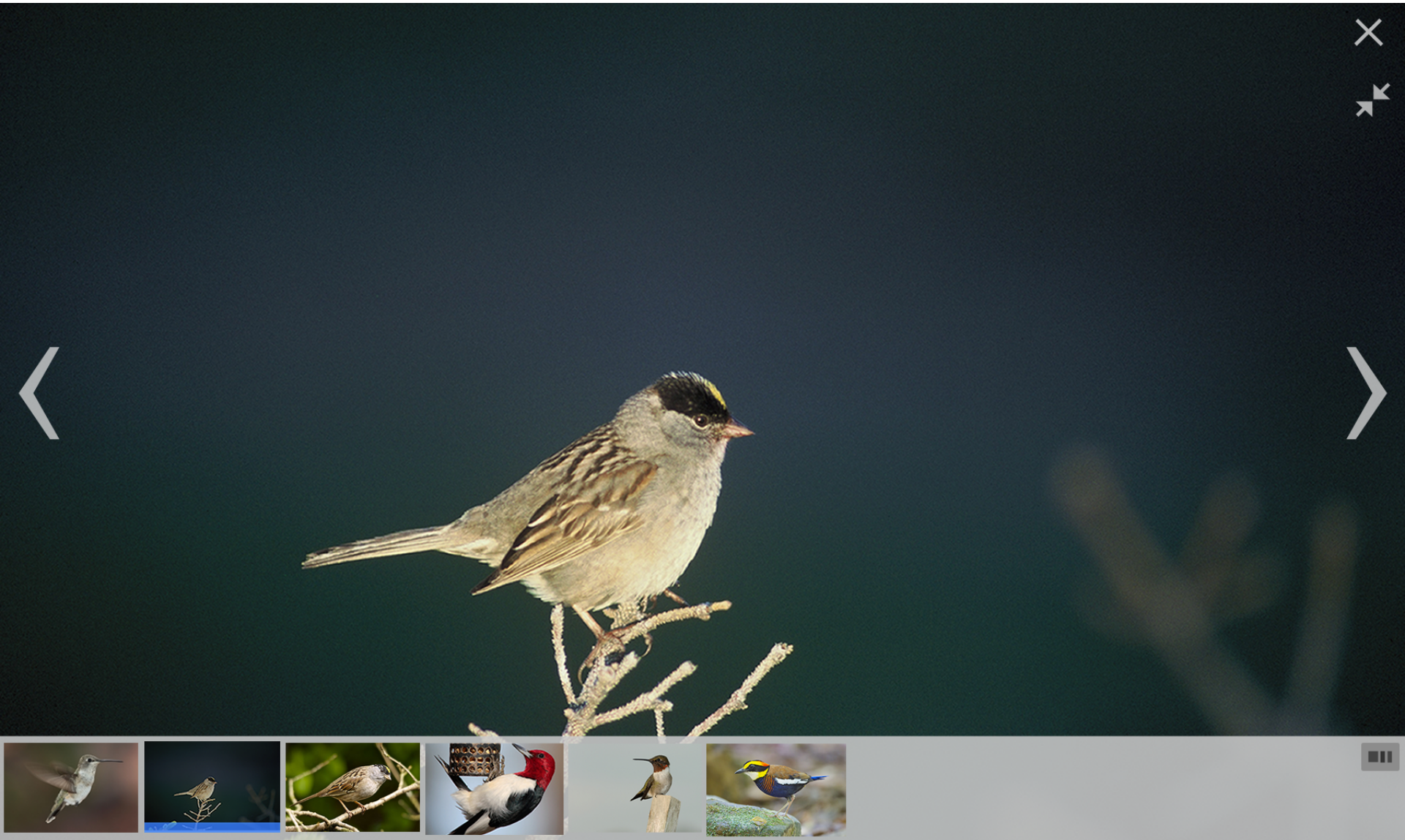


Zonotrichia atricapilla © CC-BY-SA-3.0

Alejandro Erickson Uploaded by [Smallbones](#)



Kim **browses** through several multimedia files in larger size.

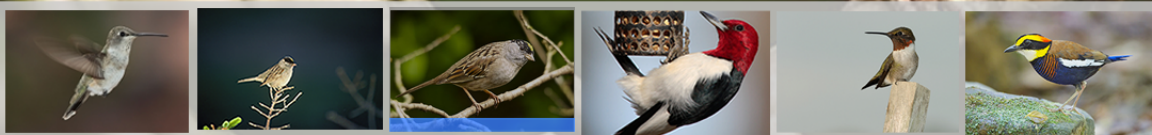


Zonotrichia atricapilla © CC-BY-SA-3.0

Alejandro Erickson  Uploaded by [Smallbones](#)



Kim **browses** through several multimedia files in larger size.



Zonotrichia atricapilla © CC-BY-SA-3.0

Alejandro Erickson Uploaded by [Smallbones](#)



Kim finds this image helpful, clicks **thanks** to give **positive feedback**.



6 in collection

Zonotrichia atricapilla © CC-BY-SA-3.0

Alejandro Erickson  Uploaded by [Smallbones](#)



Kim **thanks** the uploader, to give **feedback** on an image she found useful.



You thanked Smallbones
for this image

Thank users for contributing
great educational material.

Undo thanks

6 in collection

Zonotrichia atricapilla © CC-BY-SA-3.0

Alejandro Erickson 📷 Uploaded by Smallbones



Kim scrolls down to see **more info** on that image.



Zonotrichia atricapilla  CC-BY-SA-3.0

Alejandro Erickson  Uploaded by [Smallbones](#)

A Golden-crowned Sparrow in British Columbia, Canada

Start a conversation about this file



 From [Wikimedia Commons](#)

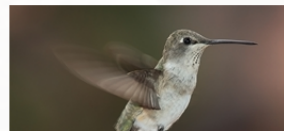
 1 February 2016 (12:06)

 Vancouver, Canada. [View map](#)

 Golden-crowned sparrow

[Edit tags](#)

More

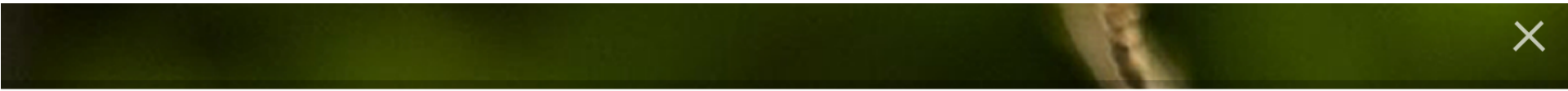


Used in

Wiki Loves Birds
Canada 2016
Featured in campaign

Golden-crowned
sparrow
Wikipedia article

Kim wants to add a **comment** about this image.



Zonotrichia atricapilla CC-BY-SA-3.0

Alejandro Erickson Uploaded by [Smallbones](#)



A Golden-crowned Sparrow in British Columbia, Canada

Start a conversation about this file



From [Wikimedia Commons](#)

1 February 2016 (12:06)

Vancouver, Canada. [View map](#)

Golden-crowned sparrow
[Edit tags](#)

More



Used in

Wiki Loves Birds
Canada 2016
Featured in campaign

Golden-crowned
sparrow
Wikipedia article

Nearby



Related



Kim posts a **comment**, then clicks on a **media contest** it is featured in.

Zonotrichia atricapilla CC BY-SA 3.0

Alejandro Erickson Uploaded by [Smallbones](#)



A Golden-crowned Sparrow in British Columbia, Canada

I think this is better than the current image used in “List of birds of Canada”, consider replacing it in the article.



Cancel

Reply

From [Wikimedia Commons](#)

1 February 2016 (12:06)

Vancouver, Canada. [View map](#)

Golden-crowned sparrow

[Edit tags](#)

More



Used in

Wiki Loves Birds
Canada 2016
Featured in campaign

Golden-crowned
sparrow
Wikipedia article

Nearby



Related

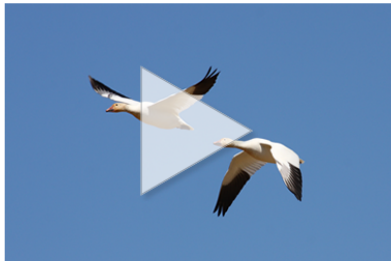


Kim **learns about** the media contest -- and **joins** it.

Wiki Loves Birds 2016 Canada

Log in

The contest around birds in Canada



[View all 685 submissions](#)

Today we are looking for

Red-throated Loon
Gavia stellata

[Submit](#)

Black-footed Albatross
Phoebastria nigripes

[Submit](#)

Violet-green Swallow
Tachycineta thalassina

[Submit](#)

[Join the contest](#)

Upload pictures or videos, and review submissions from other users. [Learn more](#)

834 participants

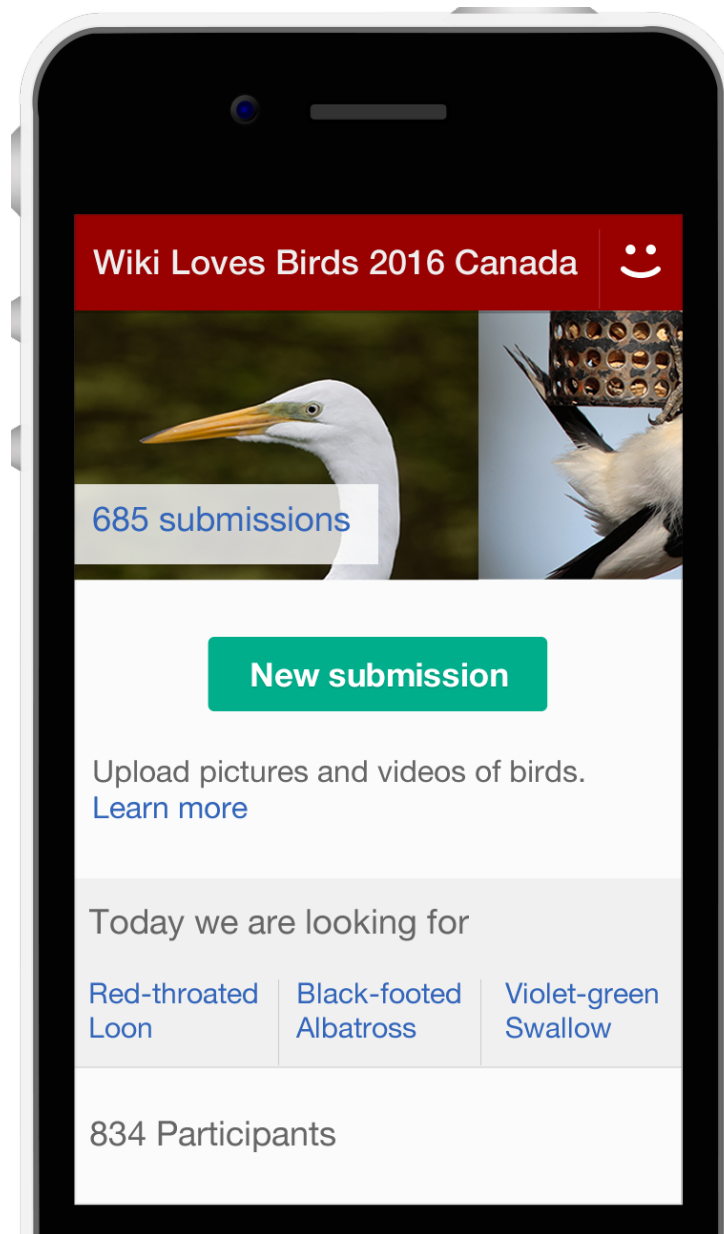
| User | Submissions |
|----------------|-------------|
| 1 Smallbones | 52 |
| 2 Jan PhotoGuy | 46 |
| 3 Kim Robin | 41 |
| 4 Rob Kinen | 29 |
| 5 Kob Binen | 22 |

[View all participants](#)

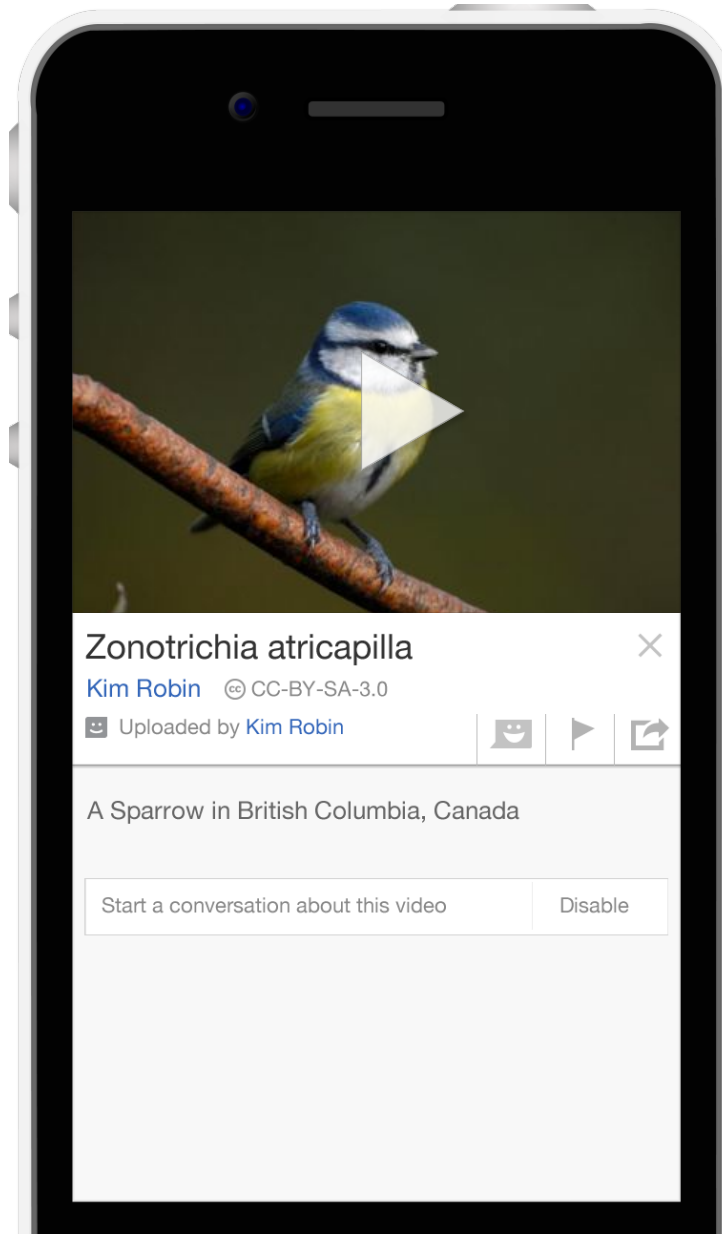
A few days later: Kim **shoots** a **video** of a bird from her mobile ...



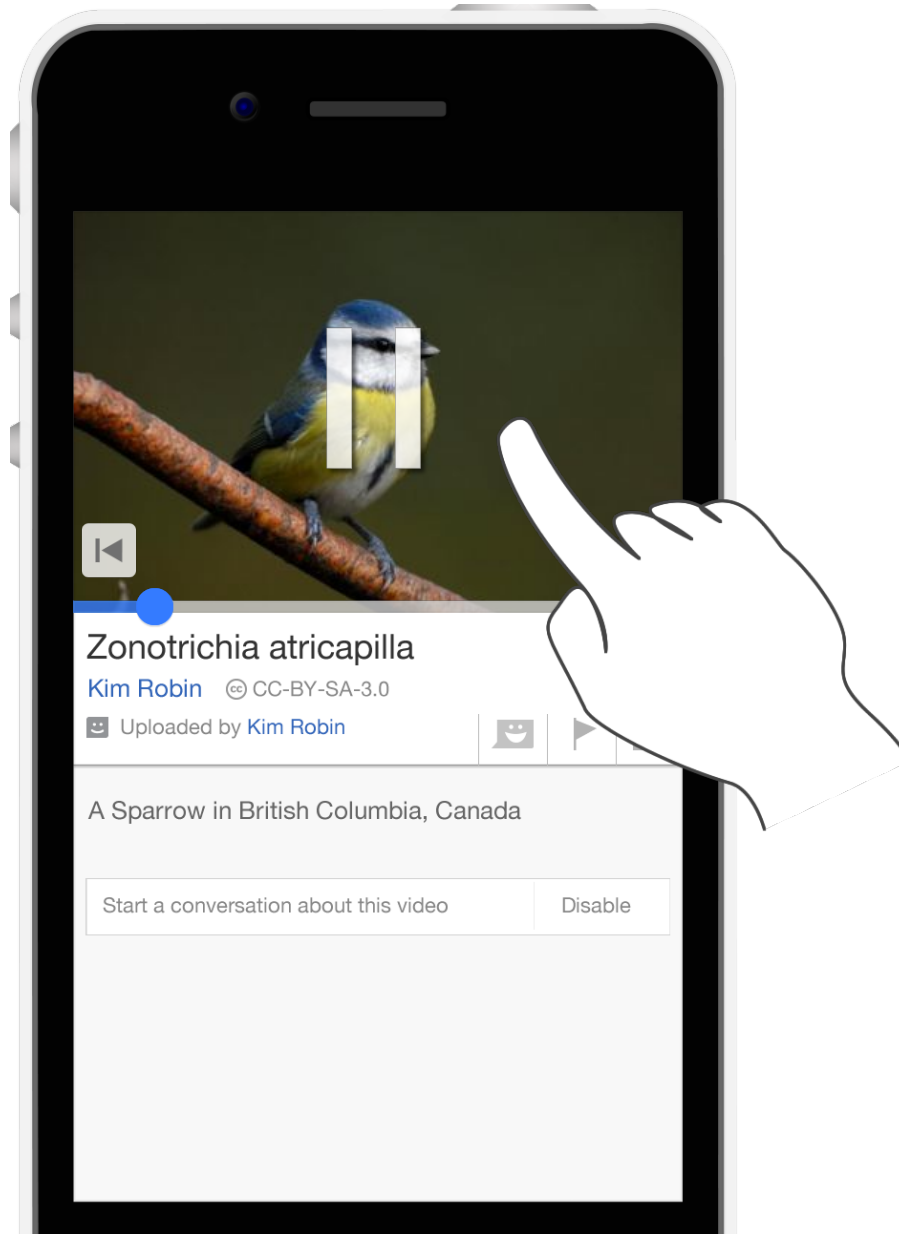
Kim goes to the **mobile contest** to **upload** her file.



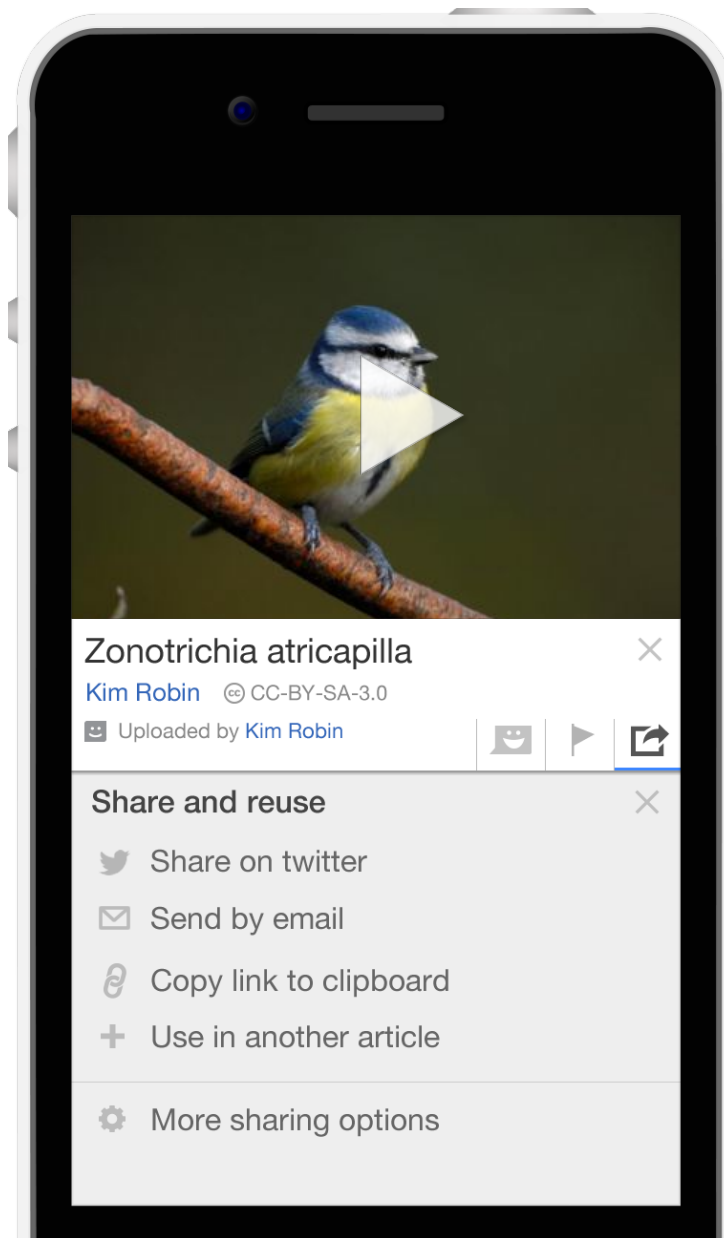
Kim **views** the **video** she just uploaded from her mobile.



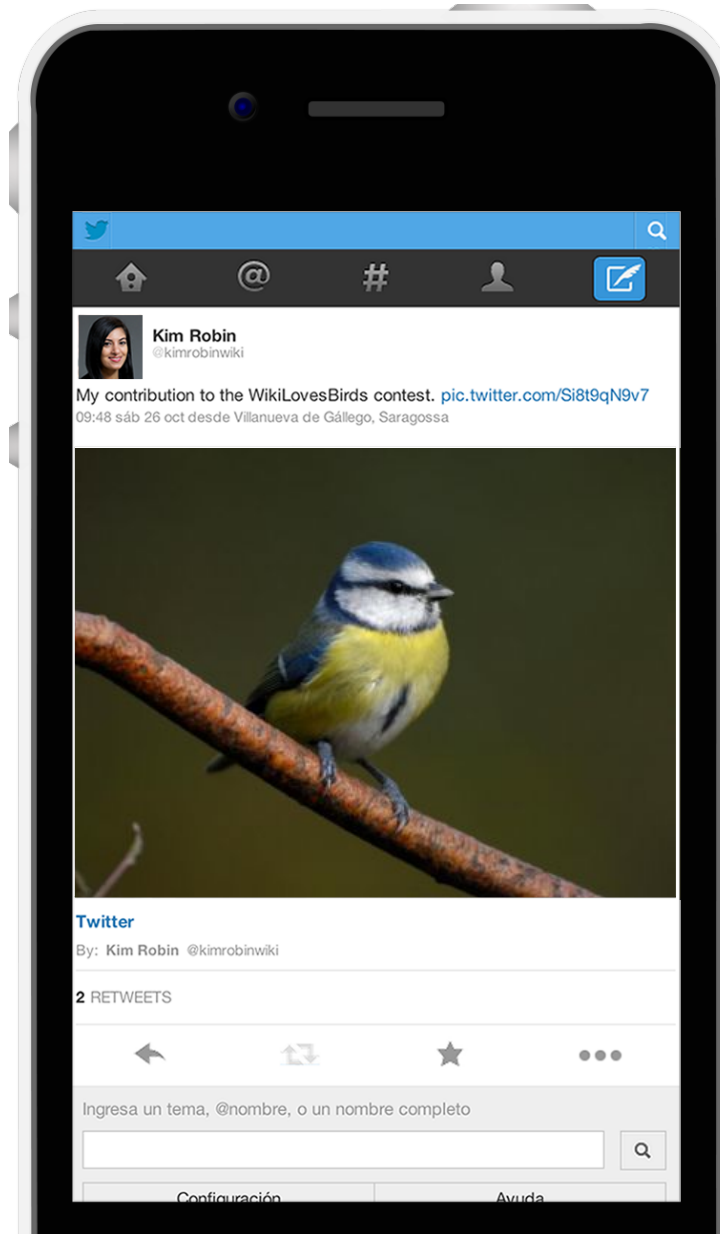
The **video looks good**, time to share it with her community.



Kim **shares** her video on Twitter, invites her followers to join the contest.



Kim **views** her tweet with the video, notices it's been **retweeted** already.



Meet Jan

- **Biologist**
- Lives in **Europe**
- **Experienced editor** on **Wikipedia** and **Commons**
- Likes taking **photos** with his pro **Digital SLR Camera**
- **Campaign organizer** for **Wiki Loves Birds**



Jan is editing a Wikipedia article, wants to add multimedia.



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

- Interaction
- Tools
- Print/export

Languages

- العربية
- বাংলা
- Български
- Català
- Cymraeg
- Dansk
- Deutsch
- Español
- Esperanto
- فارسی
- Français
- Gàidhlig
- ગુજરાતી
- 한국어
- हिन्दी
- Hrvatski

 Pginer 0 [Talk](#) [Sandbox](#) [Preferences](#) [Watchlist](#) [Contributions](#) [Log out](#)

Article [Talk](#)


[Read](#)

[Edit source](#)

Edit beta

[View history](#)







B

I



More 



Cancel

Save page

Bird migration

From Wikipedia, the free encyclopedia

Bird migration is the regular seasonal movement, often north and south along a [flyway](#) between breeding and wintering grounds, undertaken by many species of [birds](#). Migration, which carries high costs in predation and mortality, including from hunting by humans, is driven primarily by availability of food. Migration occurs mainly in the Northern Hemisphere where birds are funnelled on to specific routes by natural barriers such as the [Mediterranean Sea](#).

Historically, migration has been recorded as much as 3,000 years ago by [Ancient Greek](#) authors including [Homer](#) and [Aristotle](#), and in the [Book of Job](#), for species such as [storks](#), [Turtle Doves](#), and [swallows](#). More recently, Johannes Leche began recording dates of arrival of spring migrants in Finland in 1749, and scientific studies have used techniques including [bird ringing](#) and satellite tracking. Threats to migratory birds have grown with habitat destruction especially of stopover and wintering sites, as well as structures such as power lines and wind farms.

The [Arctic Tern](#) holds the long-distance migration record for birds, travelling between Arctic breeding grounds and the Antarctic each year. Some species of tubenoses ([Procellariiforme](#)) such as [albatrosses](#) circle the earth, flying over the southern oceans, while others such as [Manx Shearwaters](#) migrate 14,000 km (8,700 mi) between their northern breeding grounds at the southern ocean. Shorter migrations are common, including altitudinal migrations on mountains such as the Andes and Himalayas.

The timing of migration is controlled primarily by changes in day length. Migrating birds navigate using celestial cues from the sun and stars, the earth's magnetic field, and probably also mental maps. Migration has developed independently in different groups of birds and does not appear to require genetic change; some birds have acquired migratory behaviour



Jan searches for media for his article ... using simple keywords.



WIKIPEDIA
The Free Encyclopedia

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

Interaction

Tools

Print/export

Languages

- العربية
- বাংলা
- Български
- Català
- Cymraeg
- Dansk
- Deutsch
- Español
- Esperanto
- فارسی
- Français
- Gàidhlig
- ગુજરાતી
- 한국어
- हिन्दी
- Hrvatski

Pginer 0 Talk Sandbox Preferences Watchlist Contributions Log out

Article Talk

Read

Edit source

Edit beta

View history

Search



More



Cancel

Save page

Bird

From Wik...

Bird migr...

between b...
which can...
driven pri...
where bird...
Sea.

Historicall...
authors in...
Turtle Dove...
of spring r...
bird ringin...
destruction...
lines and...
The Arctic...
breeding g...
such as a...

Manx Shearwaters migrate 14,000 km (8,700 mi) between their northern breeding grounds at the southern ocean. Shorter migrations are common, including altitudinal migrations on mountains such as the Andes and Himalayas.

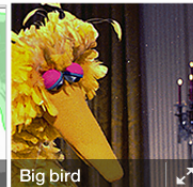
The timing of migration is controlled primarily by changes in day length. Migrating birds navigate using celestial cues from the sun and stars, the earth's magnetic field, and probably also mental maps. Migration has developed independently in different groups of birds and does not appear to require genetic change; some birds have acquired migratory behaviour

Insert media

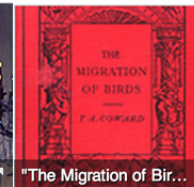
Bird migration #canada



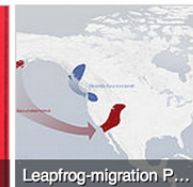
Main international fly...



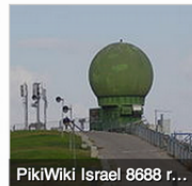
Big bird



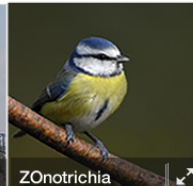
"The Migration of Bir...



Leapfrog-migration P...



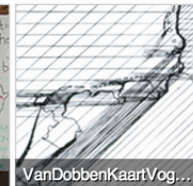
PikiWiki Israel 8688 r...



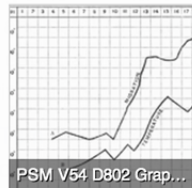
ZOnotrichia



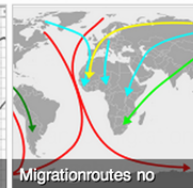
Bird migration record...



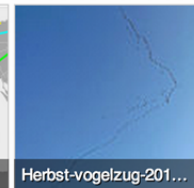
VanDobbenKaartVog...



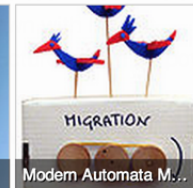
PSM V54 D802 Grap...



Migrationroutes no



Herbst-vogelzug-201...



Modern Automata M...

- Tags
- map
 - usa
 - blue
 - silhouette



Jan finds a file with a copyright **issue**, wants to **report it**.

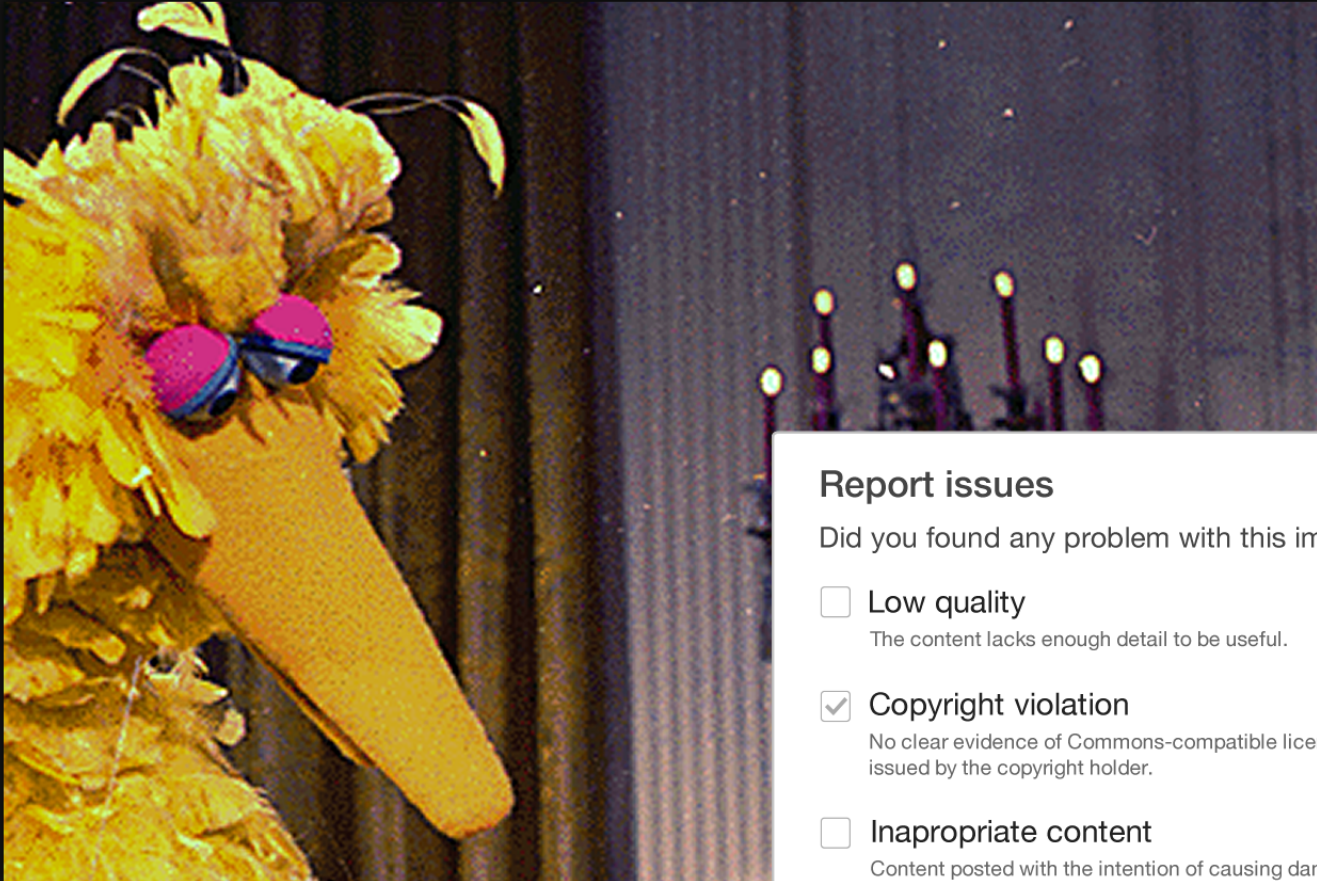


Big Bird © CC-BY-SA-3.0

Alejandro Erickson 🗣️ Uploaded by Smallbones



Jan **flags** the file, **reports** the copyright issue.



Report issues

Did you found any problem with this image?

- Low quality**
The content lacks enough detail to be useful.
- Copyright violation**
No clear evidence of Commons-compatible licensing being issued by the copyright holder.
- Inappropriate content**
Content posted with the intention of causing damage.

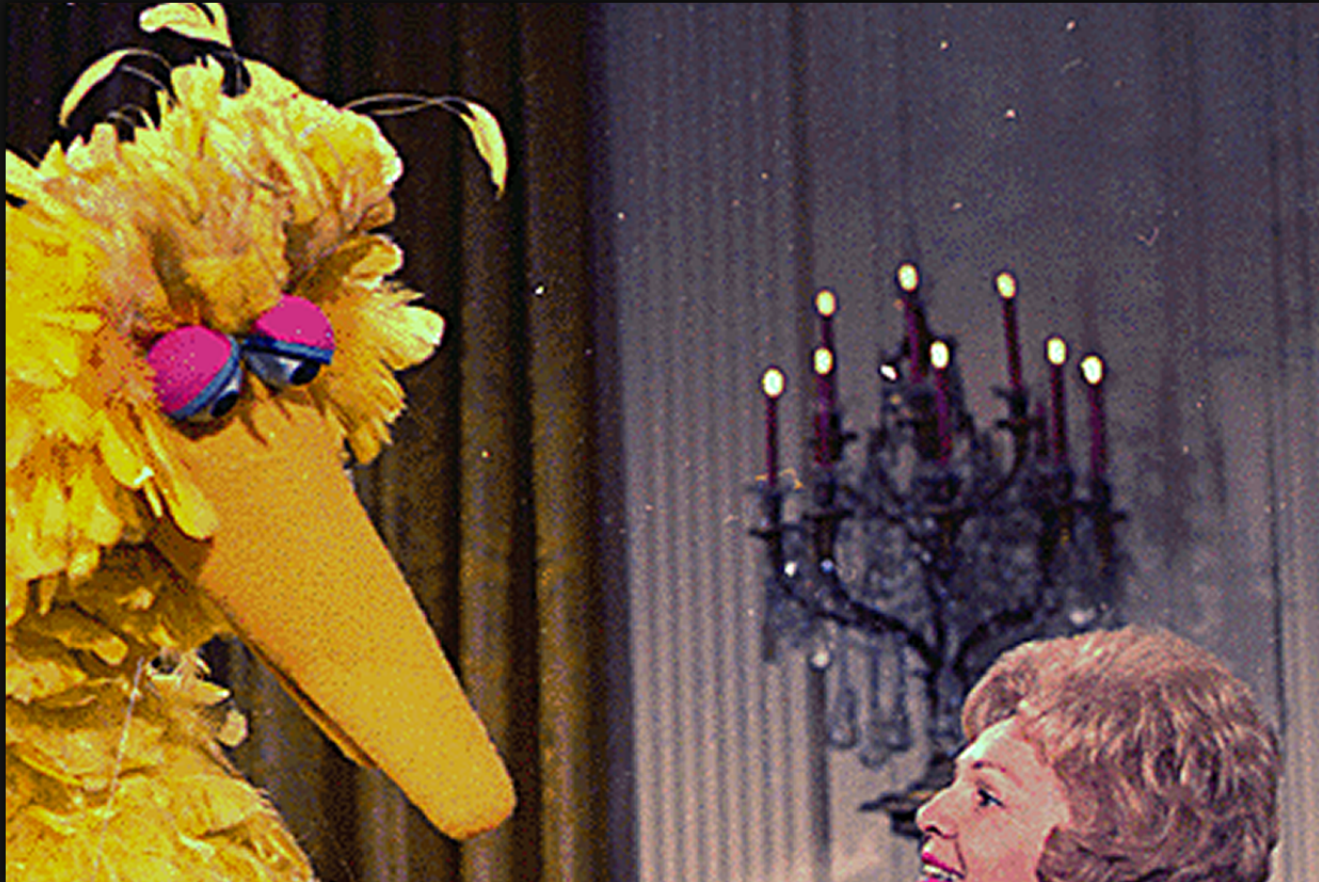
Report issues

Big Bird © CC-BY-SA-3.0

Alejandro Erickson 🗿 Uploaded by [Smallbones](#)



Jan has **flagged** the file, and is now prompted to add a **comment**.



You reported issues with this image

Add comment

Big Bird © CC-BY-SA-3.0

Alejandro Erickson 🗨️ Uploaded by Smallbones



Jan adds a **comment** about the flagged file.



Zonotrichia atricapilla CC BY-SA 3.0

Alejandro Erickson Uploaded by [Smallbones](#)



A Golden-crowned Sparrow in British Columbia, Canada

The image depicts a character of the Sesame Street which is subject to copyright. It may be in the public domain as part of an official work of the United States Federal Government. Plesae, provide additional information on this.



Cancel

Reply

More



From [Wikimedia Commons](#)

1 February 2016 (12:06)

Vancouver, Canada. [View map](#)

Golden-crowned sparrow

[Edit tags](#)

Used in

List of sesame street characters

Wikipedia article

Nearby

Related



Jan goes back to his search, finds Kim's related video.



WIKIPEDIA
The Free Encyclopedia

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

Interaction

Tools

Print/export

Languages

- العربية
- বাংলা
- Български
- Català
- Cymraeg
- Dansk
- Deutsch
- Español
- Esperanto
- فارسی
- Français
- Gàidhlig
- ગુજરાતી
- 한국어
- हिन्दी
- Hrvatski

Pginer 0 Talk Sandbox Preferences Watchlist Contributions Log out

Article Talk

Read

Edit source

Edit beta

View history

Search



B

I



More



Cancel

Save page

Bird

From Wik...

Bird migration

between b...
which can...
driven pri...
where bird...
Sea.

Historical...

authors in...

Turtle Dove...

of spring r...

bird ringin...

destruction...

lines and...

The Arctic...

breeding g...

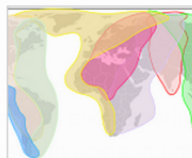
such as a...

Manx Shearwaters migrate 14,000 km (8,700 mi) between their northern breeding grounds at the southern ocean. Shorter migrations are common, including altitudinal migrations on mountains such as the Andes and Himalayas.

The timing of migration is controlled primarily by changes in day length. Migrating birds navigate using celestial cues from the sun and stars, the earth's magnetic field, and probably also mental maps. Migration has developed independently in different groups of birds and does not appear to require genetic change; some birds have acquired migratory behaviour

Insert media

Bird migration #canada



Main international fly...



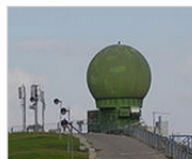
Big bird



"The Migration of Bir...



Leapfrog-migration P...



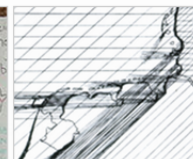
PikiWiki Israel 8688 r...



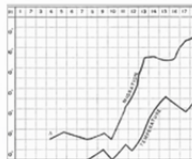
ZOnotrichia



Bird migration record...



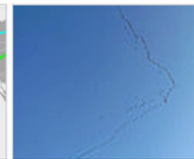
VanDobbenKaartVog...



PSM V54 D802 Grap...



Migrationroutes no



Herbst-vogelzug-201...



Modern Automata M...

- Tags
- map
 - usa
 - blue
 - silhouette



Jan **views** Kim's related video, and wants to use it.

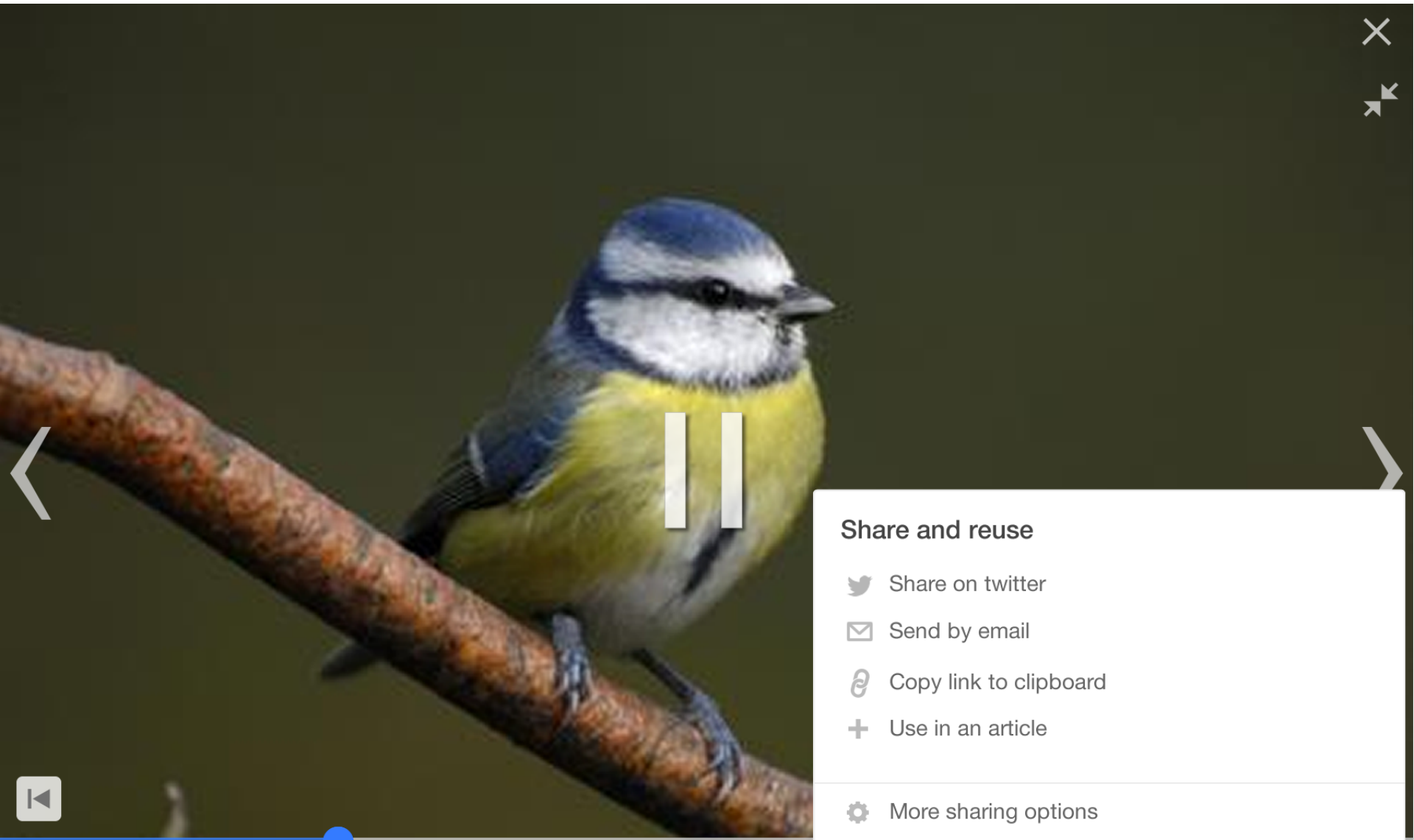


Zonotrichia atricapilla © CC-BY-SA-3.0

Alejandro Erickson  Uploaded by [Smallbones](#)



Jan clicks on 'Share' to **use** Kim's file in his article.

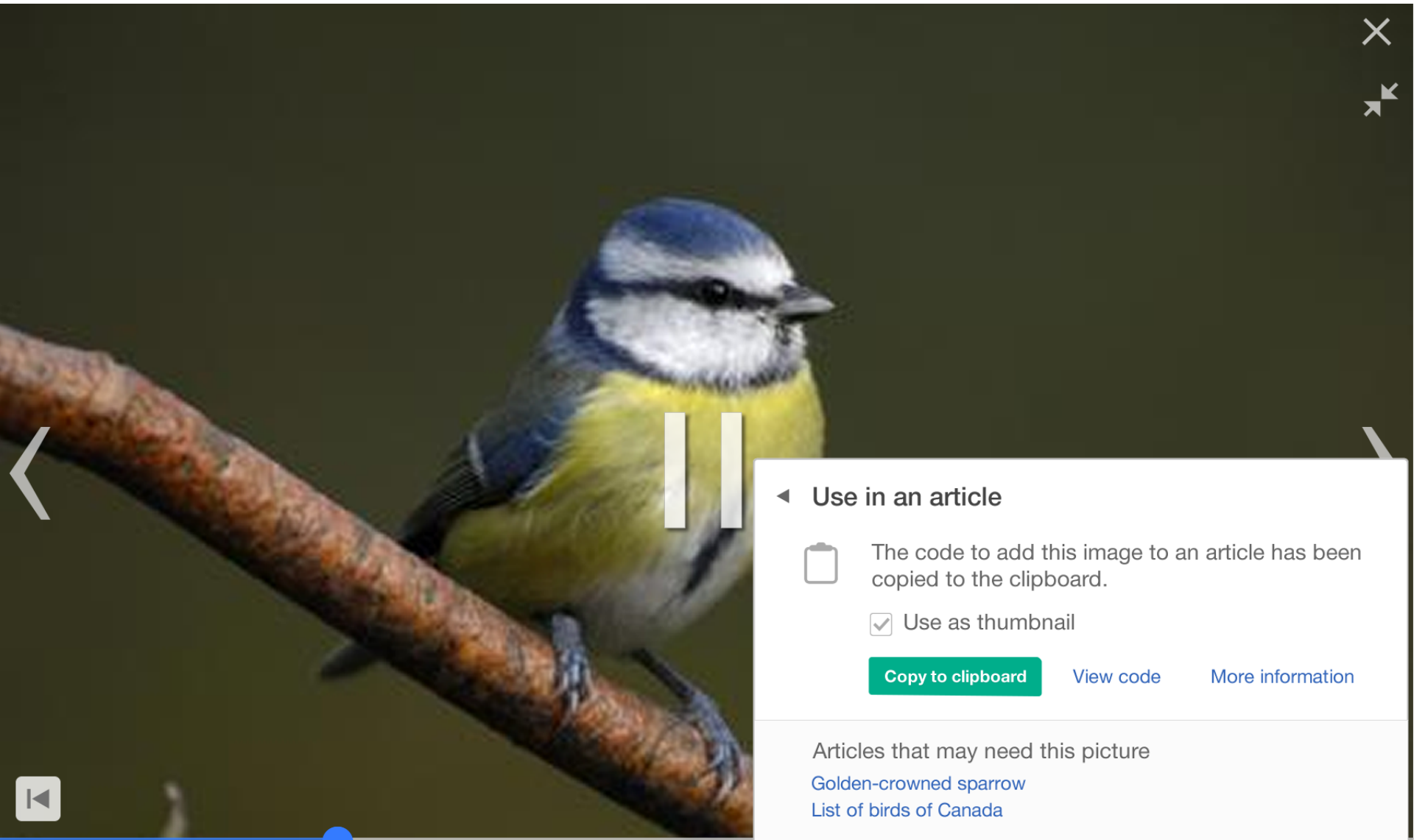


Zonotrichia atricapilla © CC-BY-SA-3.0

Alejandro Erickson 📷 Uploaded by Smallbones



Jan **uses** Kim's file in his article -- with helpful tips along the way.



Use in an article



The code to add this image to an article has been copied to the clipboard.

Use as thumbnail

[Copy to clipboard](#)

[View code](#)

[More information](#)

Articles that may need this picture

[Golden-crowned sparrow](#)

[List of birds of Canada](#)

Zonotrichia atricapilla © CC-BY-SA-3.0

Alejandro Erickson Uploaded by [Smallbones](#)



Jan is now **using** Kim's video in his Wikipedia article.



WIKIPEDIA
The Free Encyclopedia

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

- Interaction
- Tools
- Print/export

Languages

- العربية
- বাংলা
- Български
- Català
- Cymraeg
- Dansk
- Deutsch
- Español
- Esperanto
- فارسی
- Français
- Gàidhlig
- ગુજરાતી
- 한국어
- हिन्दी
- Hrvatski

Pginer 0 Talk Sandbox Preferences Watchlist Contributions Log out

Article **Talk**

Read

Edit source

Edit beta

View history



Search



B

I



More



Cancel

Save page

Bird migration

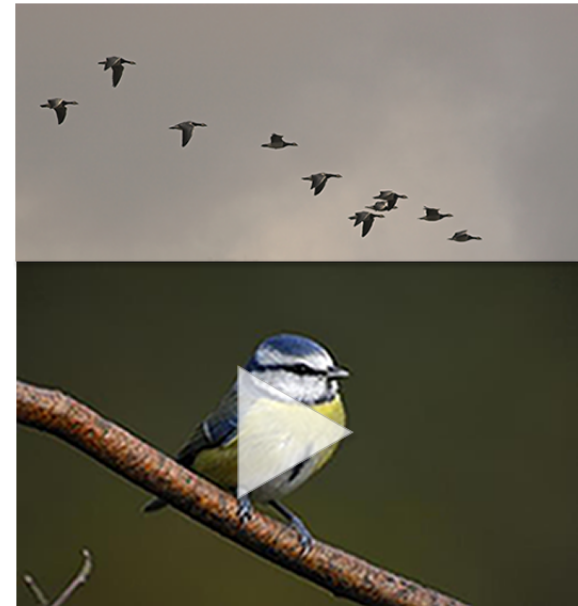
From Wikipedia, the free encyclopedia

Bird migration is the regular seasonal movement, often north and south along a [flyway](#) between breeding and wintering grounds, undertaken by many species of [birds](#). Migration, which carries high costs in predation and mortality, including from hunting by humans, is driven primarily by availability of food. Migration occurs mainly in the Northern Hemisphere where birds are funnelled on to specific routes by natural barriers such as the [Mediterranean Sea](#).

Historically, migration has been recorded as much as 3,000 years ago by [Ancient Greek](#) authors including [Homer](#) and [Aristotle](#), and in the [Book of Job](#), for species such as [storks](#), [Turtle Doves](#), and [swallows](#). More recently, Johannes Leche began recording dates of arrive of spring migrants in Finland in 1749, and scientific studies have used techniques including [bird ringing](#) and satellite tracking. Threats to migratory birds have grown with habitat destruction especially of stopover and wintering sites, as well as structures such as power lines and wind farms.

The [Arctic Tern](#) holds the long-distance migration record for birds, travelling between Arctic breeding grounds and the Antarctic each year. Some species of tubenoses ([Procellariiforme](#) such as [albatrosses](#) circle the earth, flying over the southern oceans, while others such as [Manx Shearwaters](#) migrate 14,000 km (8,700 mi) between their northern breeding grounds at the southern ocean. Shorter migrations are common, including altitudinal migrations on mountains such as the Andes and Himalayas.

The timing of migration is controlled primarily by changes in day length. Migrating birds navigate using celestial cues from the sun and stars, the earth's magnetic field, and probably also mental maps. Migration has developed independently in different groups of birds and does not appear to require genetic change; some birds have acquired migratory behaviour



Kim gets **notified** that her video is now used in Jan's article.

ge Talk

Welcome to **Wikipedia**,
the free encyclopedia that anyone can edit.
4,383,320 articles in English


From today's featured article



Benjamin Britten (1913–76) was a British composer, conductor and pianist, and a central figure in 20th-century British classical music. His wide compositional range includes opera, orchestral, choral, solo vocal, chamber, instrumental and film music. He showed talent from an early age, and first came to public attention with the choral work *A Boy Was Born* in 1934. His best-known works include the operas *Peter Grimes* (1945) and *Billy Budd* (1951), the *War Requiem* (1962) and the orchestral showpiece *The Young Person's Guide to the Orchestra* (1945). Recurring themes in his operas are the struggle of an outsider against a hostile society, and the corruption of innocence. He wrote copiously for children and amateur performers, including the opera *The Young Person's Guide to the Orchestra*, a *Missa Brevis*, and the song collection *Friday Afternoons*. Britten often composed with particular performers in mind, most importantly his personal and professional partner, the tenor *Peter Pears*, with whom he co-founded the Aldeburgh Festival in 1948; the pair were responsible for the creation of its purpose-built concert hall in 1967. In 1976 Britten became the first composer to be awarded a life peerage. **(Full article...)**

Recently featured: *Uru: Ages Beyond Myst – Tropical Storm Keith* (1988) – *Archaeopteryx lithographica*

Notifications ?

 Your file has been used by on **Jan** on **Bird migration** page.
3 months ago | [View changes](#)

 Pg3 mentioned you on Unusual North Canadian birds talk page in "**Unintuitive opacity change**".
5 months ago | [View changes](#)

[» All notifications](#)

[Preferences](#)

- [Society](#)
- [Technology](#)
- [All portals](#)

- British biochemist and two-time **Nobel Prize** winner **Frederick Sanger** (*pictured*) dies at the age of 95.
- **NASA** launches the **MAVEN** probe to **Mars**.
- Fifty people are killed when a **Tatarstan Airlines** Boeing 737 **crashes** in **Kazan**, Russia.
- **Abdulla Yameen** is **elected** president of the **Maldives**.
- **Sachin Tendulkar** retires from all forms of **cricket**.
- The prime ministers of **Canada**, **India** and **Mauritius** boycott the **Commonwealth Heads of Government Meeting** in **Colombo**, Sri Lanka, over allegations of **war crimes** and **human rights abuses**.
- A herd of 40 elephants is **struck by a passenger train** in **Chapramari Wildlife Sanctuary**, India.

Recent deaths: [Doris Lessing](#)

[More current events...](#)



She connects with Jan, they **collaborate** to create a simple **slideshow**.

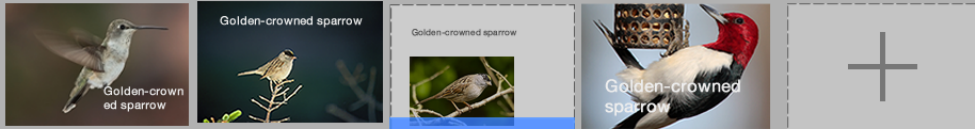
Golden-crowned sparrow



Replace image

Align

| | | |
|--|--|--|
| | | |
| | | |

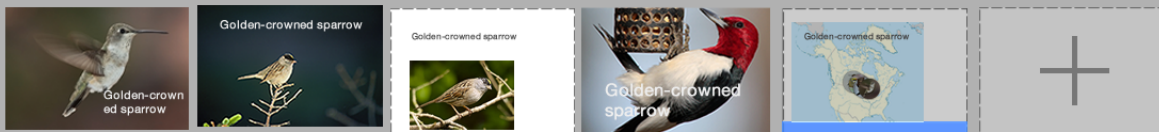


They add a **Wikimap** at the end of their **slideshow**.

What awaits Canada's migratory birds upon return to the gulf?

Distribute

Align



They add a **Wikimap** at the end of their **slideshow**.

What awaits Canada's migratory birds upon return to the gulf?



A map of North America is shown with four circular images of birds overlaid on it. The birds are: a Golden-crowned sparrow (top left), a Red-breasted Nuthatch (top center), a Red-bellied Nuthatch (bottom center), and a Ruby-throated Hummingbird (right side). The map highlights the Gulf of Mexico region.



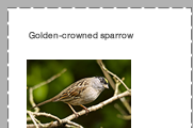
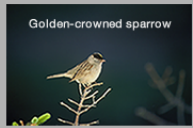
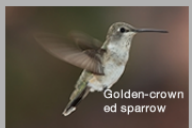
A horizontal navigation bar containing six thumbnails. From left to right: a Ruby-throated Hummingbird, a Golden-crowned sparrow, another Golden-crowned sparrow, a Red-bellied Nuthatch, a Golden-crowned sparrow, and a large grey square with a white plus sign. A small menu icon is visible on the far right.



They add a **Wikimap** at the end of their **slideshow**.

What awaits Canada's migratory birds upon return to the gulf?

The slide features a map of North America with four circular images of birds. Blue arrows point from each bird to the Gulf of Mexico region. The birds are: a Golden-crowned sparrow (top left), a Red-breasted nuthatch (top center), a Ruby-cracked kinglet (bottom center), and a Ruby-throated hummingbird (right). The text at the top asks, "What awaits Canada's migratory birds upon return to the gulf?"

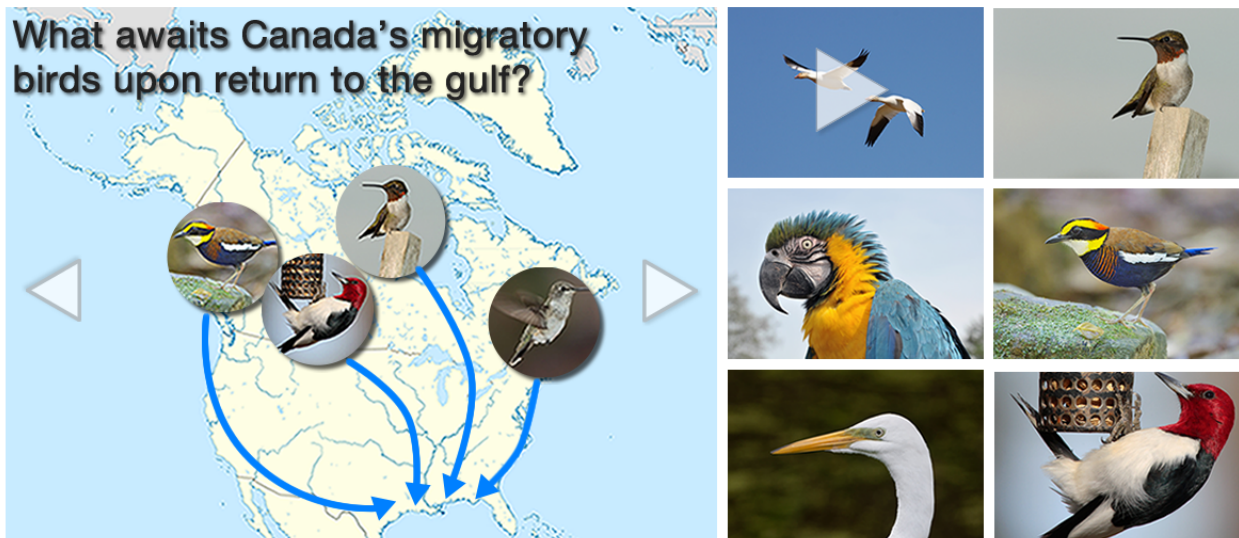


They add the **slideshow** to the **contest page**, so others can **improve** it.

Wiki Loves Birds 2016 Canada

Log in

The contest around birds in Canada



[View all 685 submissions](#)

Today we are looking for

Red-throated Loon
Gavia stellata

[Submit](#)

Black-footed Albatross
Phoebastria nigripes

[Submit](#)

Violet-green Swallow
Tachycineta thalassina

[Submit](#)

[Join the contest](#)

Upload pictures or videos, and review submissions from other users. [Learn more](#)

834 participants

| User | Submissions |
|----------------|-------------|
| 1 Smallbones | 52 |
| 2 Jan PhotoGuy | 46 |
| 3 Kim Robin | 41 |
| 4 Rob Kinen | 29 |
| 5 Kob Binen | 22 |

[View all participants](#)

Our vision for 2016 ...

**Engage and
collaborate
with multimedia**

What we do today with text ...
but with more compelling media
that engages more people.

Key ingredients



A new way to learn



More audio + video



Smooth uploads



Structured data



Easy feedback



Group editing



Social interactions

2014 Projects

2014 Projects (first 6 months)

We are considering these projects for the rest of fiscal year 2013-14 (Jan.-Jun.):

 **Media Viewer +**

 **Upload Pipeline**

 **Video / Audio** (based on RfC)

 **File Feedback** (start w/ positive feedback)

 **File Notifications**

 **More Technical Debt**

2014 Projects (next 6 months)

We are considering these projects for the start of fiscal year 2014-15 (Jul.-Dec.):



Structured Data (with Wikidata)



Better Search (with Platform/VE teams)



Campaign Tools (with Mobile team)

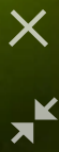


File Feedback (continued, using Flow and Wikidata)



More Technical Debt

Media Viewer +



6 in collection

Zonotrichia atricapilla © CC-BY-SA-3.0

Alejandro Erickson  Uploaded by [Smallbones](#)



Media Viewer +

Purpose:

- Provide a richer viewing experience
- Engage more users to contribute

Users:

- All users, once Beta is over

Next Features:


- Improve **performance** (load faster)
- Browse through **related media files**
- Play **audio/video** files and **PDF slides**
- Invite more users to **share** and **reuse** files
- Support for **plugins** by other developers

New Demo: multimedia-alpha.wmflabs.org/wiki/Lightbox_demo

Upload Pipeline

Upload Wizard

Thanks for using our new upload tool! [Leave feedback](#) · [Help with translations](#) · [Back to the old form](#)

 Please visit **Commons:Upload help** if you need to ask questions about uploading files.

Learn

Upload

Release rights

Describe

Use



Media-Contest-Wiki-Loves-Birds.png

Uploaded

[* Remove](#)



Add more files

Add more images from Flickr

All uploads were successful!

[Continue](#)

1 of 1 file uploaded

Upload Pipeline

Purpose:

- Provide a smoother upload experience
- Engage more users to contribute

Users:

- Logged-in users

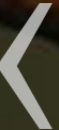
Tasks:

- Add more **unit tests**
- Fix **high priority bugs**
- Incremental **refactoring**
- Improve **user experience**
- Time-boxed: **a few sprints** each quarter

New Video Formats



New Video Formats



5min

Zonotrichia atricapilla © CC-BY-SA-3.0



Alejandro Erickson  Uploaded by [Smallbones](#)



New Video Formats

Purpose:

- Support popular video formats like MPEG-4 *
- Enable more users to view video (e.g. on mobiles)
- Enable more users to contribute video

Users:

- All users


Features:

- View MPEG-4 video files (on desktop or mobile devices)
- Contribute MPEG-4 video files (on desktop or mobile devices)
- Store files in both open source and MPEG-4 formats *

* To be discussed in Request for Comments (RFC) in mid-December

File Feedback: Thanks



You thanked Smallbones for this image 

Thank users for contributing great educational material.

Undo thanks

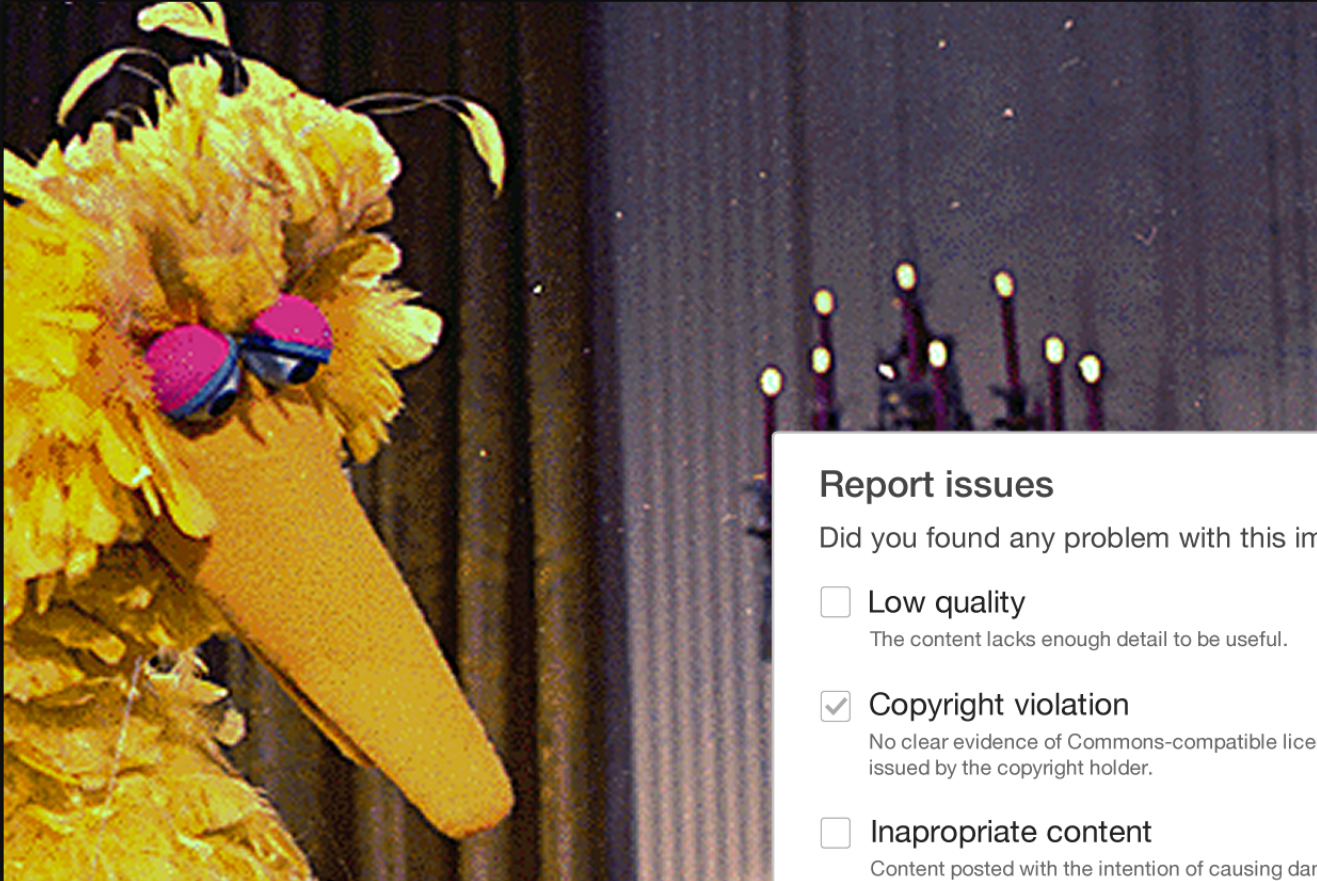
6 in collection

Zonotrichia atricapilla © CC-BY-SA-3.0

Alejandro Erickson  Uploaded by [Smallbones](#)



File Feedback: Flag



Report issues

Did you found any problem with this image?

- Low quality**
The content lacks enough detail to be useful.
- Copyright violation**
No clear evidence of Commons-compatible licensing being issued by the copyright holder.
- Inappropriate content**
Content posted with the intention of causing damage.

Report issues

Big Bird © CC-BY-SA-3.0

Alejandro Erickson 🗿 Uploaded by Smallbones



File Feedback: Discussion



Zonotrichia atricapilla  CC-BY-SA-3.0

Alejandro Erickson  Uploaded by [Smallbones](#)



A Golden-crowned Sparrow in British Columbia, Canada

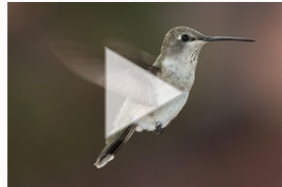
The image depicts a character of the Sesame Street which is subject to copyright. It may be in the public domain as part of an official work of the United States Federal Government. Plesae, provide additional information on this.



Cancel

Reply

More



 From [Wikimedia Commons](#)

 1 February 2016 (12:06)

 Vancouver, Canada. [View map](#)

 Golden-crowned sparrow

[Edit tags](#)

Used in

List of sesame street characters

Wikipedia article

Nearby

Related

File Feedback

Purpose:

- Surface useful files
- Report / flag issues
- Engage more users to contribute
- Help curate content

Users:

- All users? Logged-in only?

Features:

- **Positive feedback** tool for useful files (thanks or watchlist in early 2014?)
- **Negative feedback** tool for reporting issues (categories + tags in summer 2014?)
- **Discussion** or **annotation** tool (flow discussions in fall 2014?)
- **Moderation** tool (late 2014?)

File Notifications

ge Talk

Welcome to **Wikipedia**, the free encyclopedia that anyone can edit.
4,383,320 articles in English

From today's featured article



Benjamin Britten (1913–76) was a British composer, conductor and pianist, and a central figure in 20th-century British classical music. His wide compositional range includes opera, orchestral, choral, solo vocal, chamber, instrumental and film music. He showed talent from an early age, and first came to public attention with the choral work *A Boy Was Born* in 1934. His best-known works include the operas *Peter Grimes* (1945) and *Billy Budd* (1951), the *War Requiem* (1962) and the orchestral showpiece *The Young Person's Guide to the Orchestra* (1945). Recurring themes in his operas are the struggle of an outsider against a hostile society, and the corruption of innocence. He wrote copiously for children and amateur performers, including the opera *Young Person's Guide to the Orchestra*, a *Missa Brevis*, and the song collection *Friday Afternoons*. Britten often composed with particular performers in mind, most importantly his personal and professional partner, the tenor *Peter Pears*, with whom he co-founded the Aldeburgh Festival in 1948; the pair were responsible for the creation of its purpose-built concert hall in 1967. In 1976 Britten became the first composer to be awarded a life peerage. (Full article...)

Recently featured: *Uru: Ages Beyond Myst – Tropical Storm Keith* (1988) – *Dinobird*

Notifications ?

- Your file has been used by on **Jan** on **Bird migration** page.
3 months ago | View changes
- Pg3 mentioned you on Unusual North Canadian birds talk page in "**Unintuitive opacity change**".
5 months ago | View changes

» All notifications ⚙ Preferences

- Society
- Technology
- All portals



- British biochemist and two-time **Nobel Prize** winner **Frederick Sanger** (pictured) dies at the age of 95.
- **NASA** launches the **MAVEN** probe to **Mars**.
- Fifty people are killed when a **Tatarstan Airlines** Boeing 737 **crashes** in **Kazan**, Russia.
- **Abdulla Yameen** is **elected** president of the **Maldives**.
- **Sachin Tendulkar** retires from all forms of **cricket**.
- The prime ministers of **Canada**, **India** and **Mauritius** boycott the **Commonwealth Heads of Government Meeting** in **Colombo**, Sri Lanka, over allegations of **war crimes** and **human rights abuses**.
- A herd of 40 elephants is **struck by a passenger train** in **Chapramari Wildlife Sanctuary**, **India**.

Recent deaths: Doris Lessing

More current events...

File Notifications

Purpose:

- Inform file creators when something happens to their files
- Engage users to contribute more files

Users:

- All Commons contributors or curators

Features:

- File Upload Complete
- File was Used in Article
- File was Rated/Featured
- File Page was Edited
- File was Overwritten
- File was Marked for Deletion
- File was Deleted

More 2014 tasks

Here are other tasks we are working on this year:

- **Hire/train team**
- **Architecture**
- **Bug fixes**
- **Research**
- **Discussions**

Next steps

Roadmap to 2016

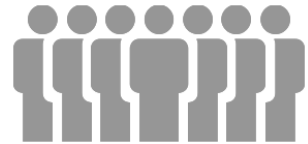
- **Unified experience** (integrate Wikipedia and Commons)
- **More video/audio formats** (e.g. MPEG4)
- **Better uploads** (improve infrastructure)
- **File feedback / sharing** (Media Viewer +)
- **Better search** (using structured data and tags)
- **Campaign tools** (join, to-do, leaderboard, featured)
- **Media editing tools** (slideshow, map, layouts)

Activities by user group



View

~500M visitors



Contribute

~20k uploaders



Curate

~1k patrollers/admins



Use

~80k active editors

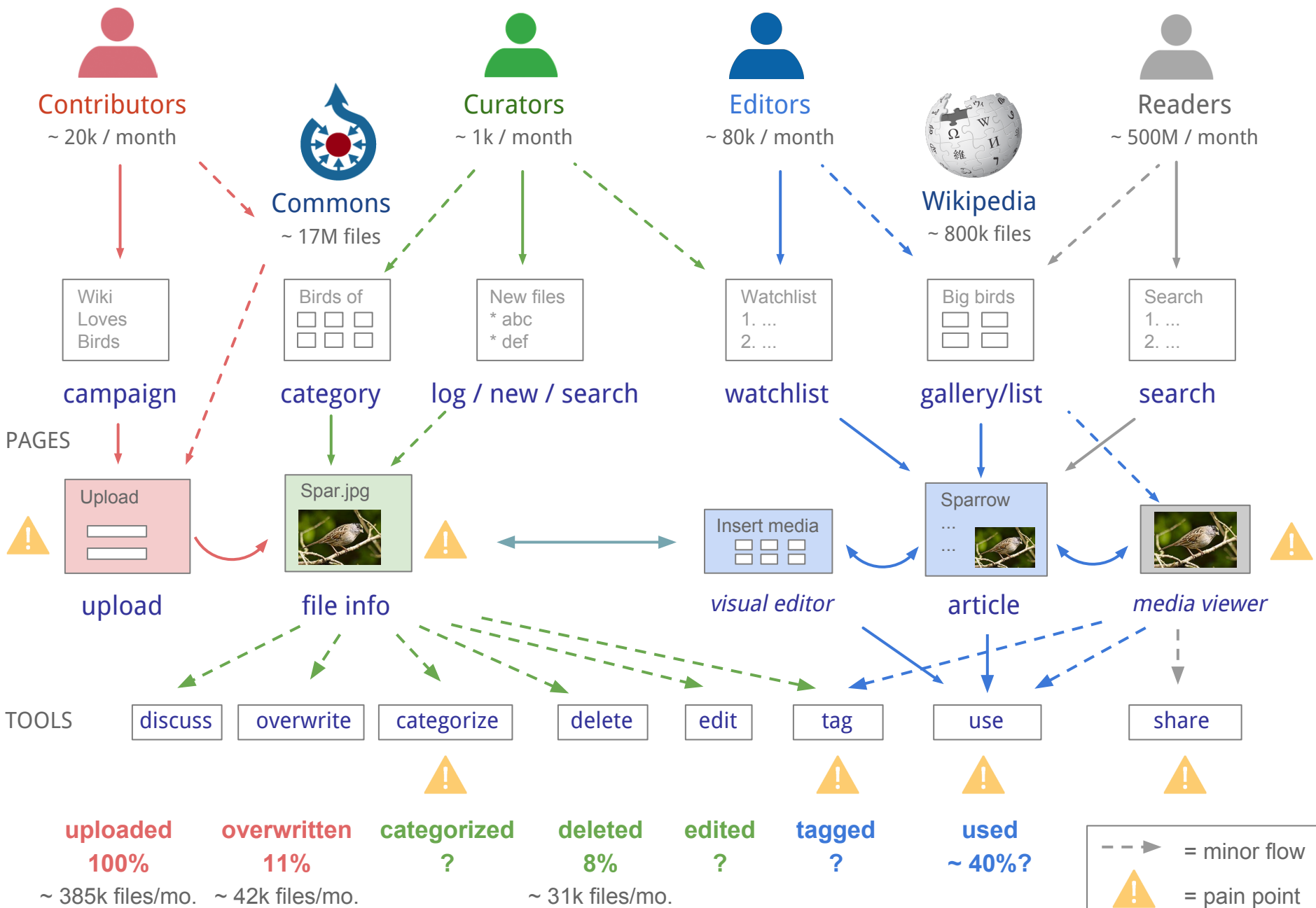


Engage

~30 campaign organizers



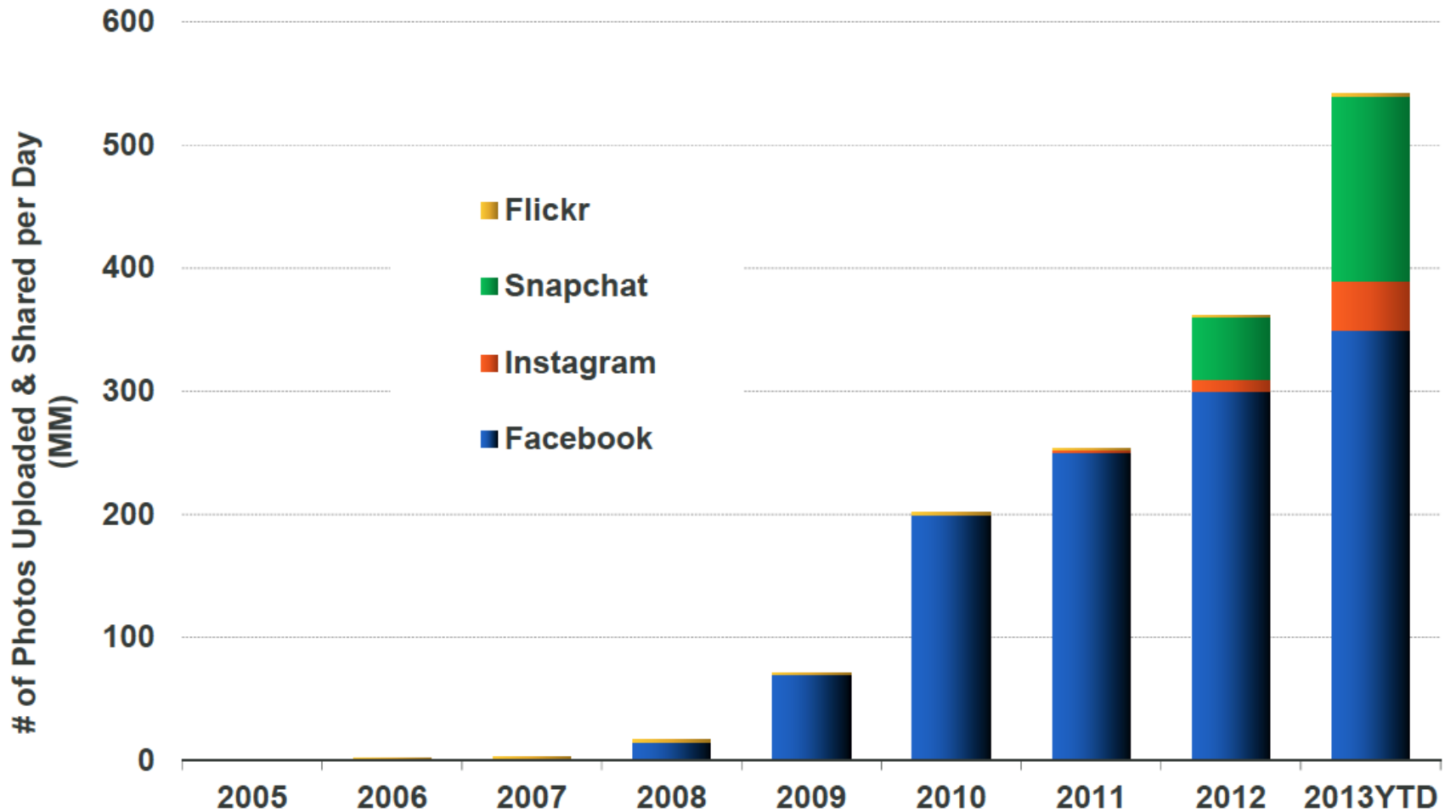
Multimedia Map - Workflows by user group



Research

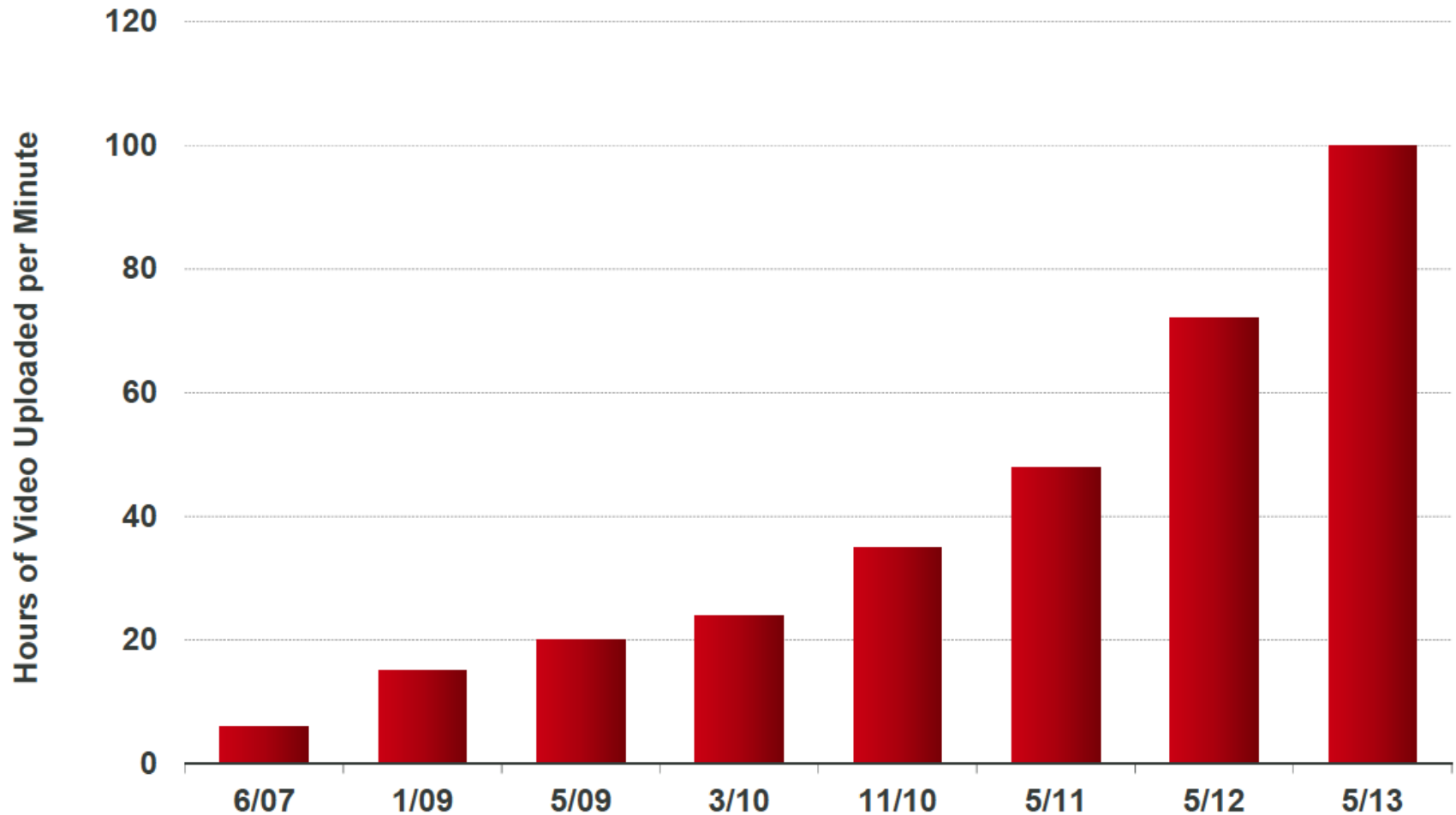
Photos = 500MM+ Uploaded & Shared Per Day, Growth Accelerating, on Trend to Rise 2x Y/Y...

Daily Number of Photos Uploaded & Shared on Select Platforms, 2005-2013YTD



Video = 100 Hours Per Minute Uploaded to YouTube, Up from ~Nada Six Years Ago

YouTube Hours of Video Uploaded per Minute, 6/07 – 5/13



19.41 Million

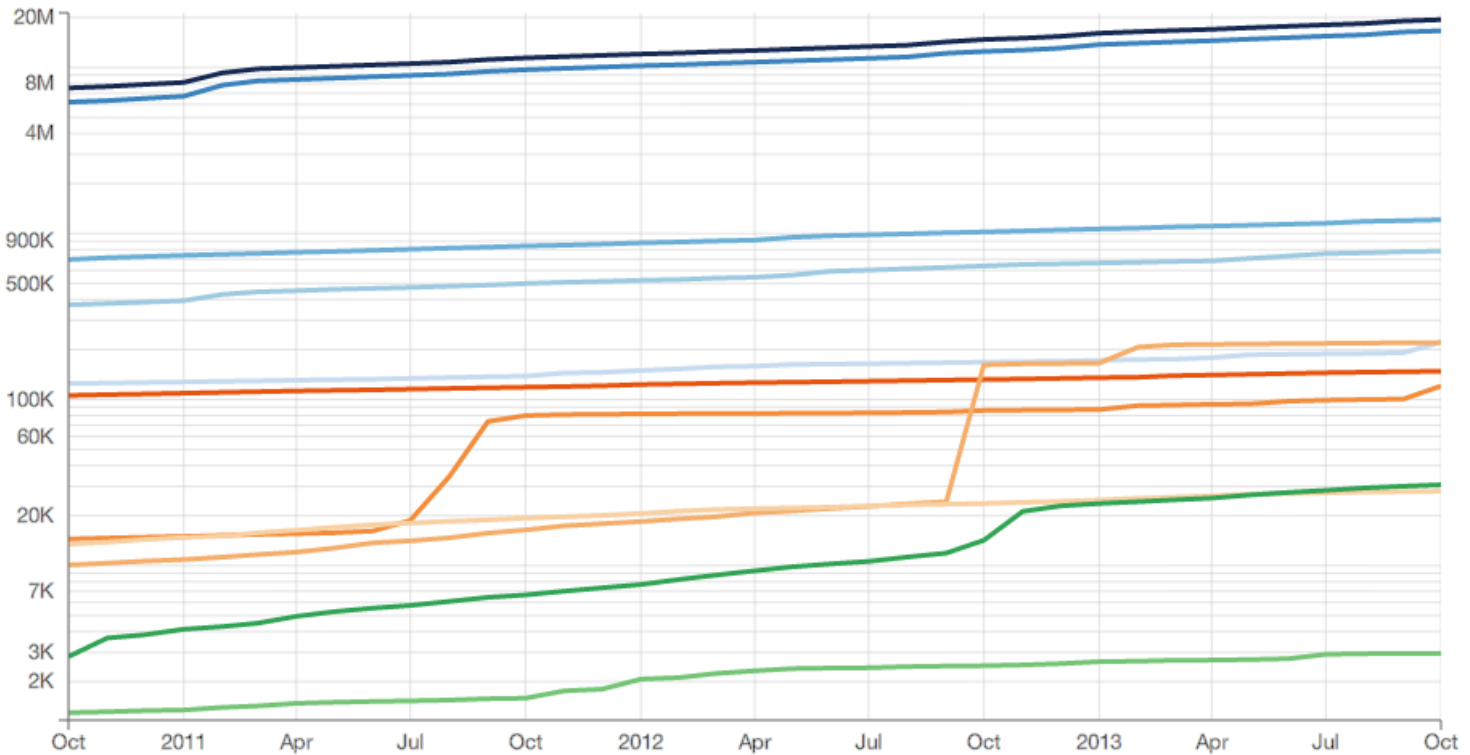
Oct 12 – Oct 13 31.67%

Sep 13 – Oct 13 1.79%

Commons Binaries (log scale)

Oct 2013

| | |
|--------------|---------|
| Total | 19.41M |
| jpg | 16.63M |
| png | 1.21M |
| svg | 783.08K |
| ogg | 221.69K |
| gif | 147.97K |
| tif | 120.54K |
| pdf | 220.35K |
| djvu | 28.04K |
| ogv | 30.65K |
| mid | 2.96K |



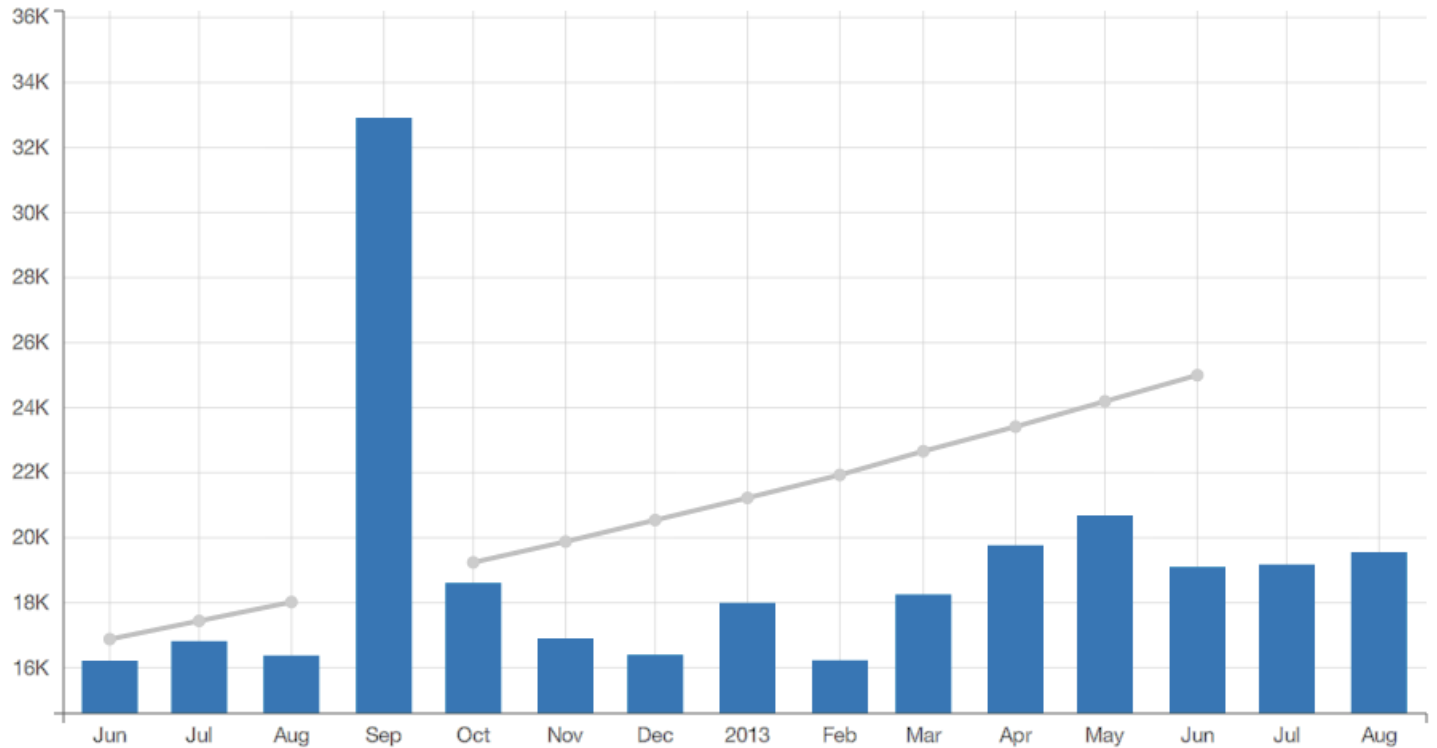
Source: Wikimedia Foundation - See [Annual Plan Report Card >](#)

19,554

Aug 12 — Aug 13 19.44%
Jul 13 — Aug 13 1.94%

Active Uploaders Commons (1+)

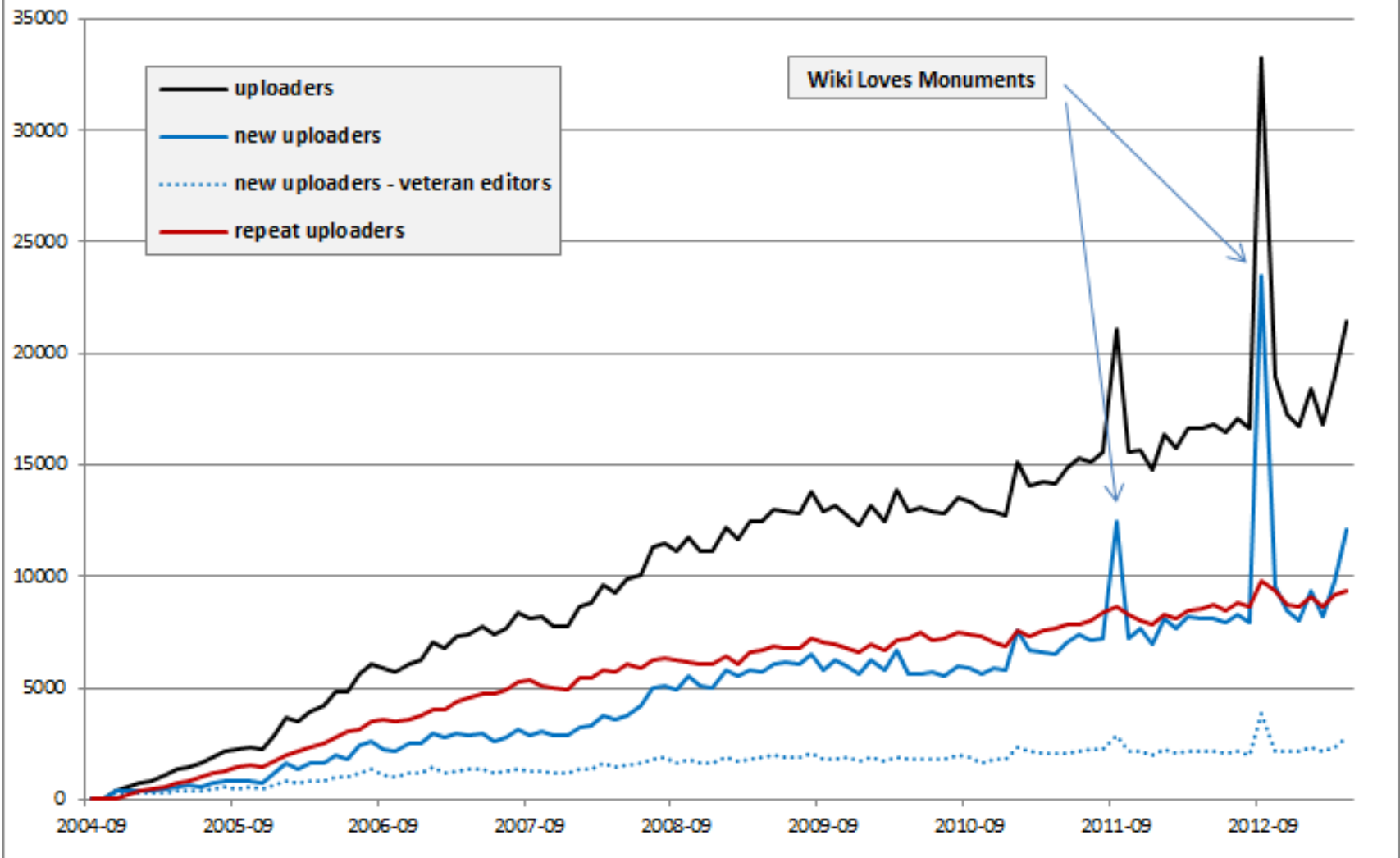
| Aug 2013 | |
|----------|--------|
| Total | 19.55K |
| Target | NaN |



December 2012: An experiment to show logged out users the upload image feature resulted in many uploads that were copyrighted. A lot of these were removed by Commons Admins between April 4-11 2013.

Source: Wikimedia Foundation - See [Annual Plan Report Card >](#)

Monthly contributors of one or more images to Wikimedia Commons



Source: Wikimedia Foundation - See [Commons Stats >](#)

Metrics

Here are proposed metrics for tracking the impact of our work:

- unique **contributors**:

19k uploaders per month ⁽¹⁾

- **files used** in articles:

7.6M files = **39%** of all media files ⁽²⁾

We will monitor these metrics in coming months, to set future targets for our work.

(1) Commons uploaders in Aug. 2013. [Source: Wikimedia Foundation](#)

(2) GlobalFileUsage stats on Dec. 3, 2013. [Source: Wikimedia Foundation](#)

Learn more:

mediawiki.org/wiki/Multimedia

Join our mailing list:

lists.wikimedia.org/mailman/listinfo/multimedia

Multimedia Team
Wikimedia Foundation

Shortcut to this deck: ur1.ca/g519t