Agenda

Quarter 1 in review

- Financials
- Revenue
- Program highlights
Financial Overview
FY17-18 Q1
Q1 Performance overview

Increased spending relative to total budget by 2.3%
Q1 Performance overview

Reduced budget variance by 5% YoY
Q1 Spending overview

<table>
<thead>
<tr>
<th>Q1 Budget</th>
<th>$16,641,553</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 Actuals</td>
<td>$15,170,010</td>
</tr>
</tbody>
</table>

Principal Spending Variances

- Litigation and consulting expense toward unblocking WP in Turkey: +$165k
- Headcount grew by 15 to 273, which was 16 positions below the budget: -$335k
- Q1 Grant making spread through Q2: -$259k
- Wikimania travel and event savings: -$52k

Specially designated funds

- Office Move ($150k due to AV project completion in October): -$295k
- Brand & Identity: -$151k
- Movement Strategy: +$123k
Q1 Spending overview YoY

$3.3M increase YoY

- 20 additional headcount  +$1,153k
- Wikimania in Q1 FY17-18  +$986k
- Designated Funds  +$965k
  - Office Move  +$401k
  - Movement strategy  +$501k
  - Brand & Identity  +$62k

Q1 2017-18: $15,170,010
Q1 2016-17: $11,855,815

Designated Funds
Wikimania
Personnel
FY17-18 Q1 expense by department

Technology: $4,041K
Audience: $2,981K
Community Engagement: $2,136K
Finance & Administration: $1,515K
Advancement: $1,388K
Legal: $904K
Talent & Culture: $577K
Communications: $491K
Governance: $172K

*Specially Designated Expenses are excluded from all figures above
Q1 Staff distribution & changes (by department)

Headcount # in the beginning of Q1: 258
Headcount # at the end of Q1: 273

Net of 15 headcount increase in FY17-18 Q1
53 Staff (19.4%) are participating in the CDPs

In FY17-18, we implemented reporting capability for our Cross-Departmental Programs.
**Movement strategy: Phase 1**

<table>
<thead>
<tr>
<th>Category</th>
<th>Actuals Q1</th>
<th>Planned Q2* - Phase 1</th>
<th>FY17-18 Phase 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>World-class talent</td>
<td>$402,339</td>
<td>$32,700</td>
<td>$435,039</td>
</tr>
<tr>
<td>Market research</td>
<td>$50,490</td>
<td>$40,000</td>
<td>$90,490</td>
</tr>
<tr>
<td>Global consultations</td>
<td>$48,703</td>
<td>$5,460</td>
<td>$54,163</td>
</tr>
<tr>
<td>Communications</td>
<td>$0</td>
<td>$25,000</td>
<td>$25,000</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$501,532</strong></td>
<td><strong>$103,160</strong></td>
<td><strong>$604,692</strong></td>
</tr>
</tbody>
</table>

FY 2016-17 Actuals $1,524,310

Total Phase 1 Spending $2,129,003

*$371k under $2.5M budget

FY17-18 Annual Plan budget for movement strategy work was set at $453k, but with the extension, an incremental $141k is forecasted to be spent in 2017 for a total of $2.13M. Phase 2 is being planned and the estimated expenses are still being determined.
Q1 FY17-18 traditionally reduces our cash balance, due to the seasonality of our fundraising cycle.

Our spending activities drove a 6% cash usage in Q1.

FY16-17 Q2-Q3 was a growth period for the fiscal year, our cash ended with a balance of $112.2M, resulting a 41% increase compared to beginning of the year in FY16-17.
## Q1 FY17-18 Financials & analysis

<table>
<thead>
<tr>
<th>All Revenue and Expenses</th>
<th>Year over Year Actual Analysis</th>
<th>Q1 Actual vs. Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FY17-18 Q1 Actual</td>
<td>FY16-17 Q1 Actual</td>
</tr>
<tr>
<td>Revenue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total revenue</td>
<td>9,433</td>
<td>6,737</td>
</tr>
<tr>
<td>Expenses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Staffing expenses</td>
<td>9,081</td>
<td>7,928</td>
</tr>
<tr>
<td>Data center expenses [1]</td>
<td>954</td>
<td>657</td>
</tr>
<tr>
<td>Grants</td>
<td>196</td>
<td>124</td>
</tr>
<tr>
<td>Endowment contribution</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Donations processing expense</td>
<td>408</td>
<td>251</td>
</tr>
<tr>
<td>Outside contract services</td>
<td>856</td>
<td>586</td>
</tr>
<tr>
<td>Legal fees</td>
<td>426</td>
<td>247</td>
</tr>
<tr>
<td>Travel and conferences</td>
<td>510</td>
<td>234</td>
</tr>
<tr>
<td>Other expenses</td>
<td>1,775</td>
<td>1,830</td>
</tr>
<tr>
<td>Operating expenses</td>
<td>14,206</td>
<td>11,856</td>
</tr>
<tr>
<td>Specially Designated Expenses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Movement Strategy</td>
<td>502</td>
<td>-</td>
</tr>
<tr>
<td>Office Move</td>
<td>401</td>
<td>-</td>
</tr>
<tr>
<td>Wikimedia Brand &amp; Identity</td>
<td>62</td>
<td>-</td>
</tr>
<tr>
<td>Total expenses</td>
<td>15,170</td>
<td>11,856</td>
</tr>
<tr>
<td>Increase (decrease) in net assets</td>
<td>-4,772</td>
<td>-5,119</td>
</tr>
</tbody>
</table>

[1] "Data Center Expenses" include data center operating expenses and non-GAAP adjustment to disclose cash outlay of capital equipment.
Product Metrics & Trends
### Key Audiences Metrics: September 2017

**Search**
Tools and user flows for discovering content

<table>
<thead>
<tr>
<th></th>
<th>MoM</th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>User Engagement</td>
<td>35%</td>
<td>-2.7%</td>
</tr>
<tr>
<td>Zero Rate (with bots)</td>
<td>21%</td>
<td>+5.00%</td>
</tr>
<tr>
<td>API Usage</td>
<td>253.7M</td>
<td>+1.19%</td>
</tr>
<tr>
<td>User Load Time</td>
<td>561ms</td>
<td>+1.63%</td>
</tr>
</tbody>
</table>

**Readers**
User flows including Community Tech, Apps, Desktop & Mobile Web content

<table>
<thead>
<tr>
<th></th>
<th>MoM</th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pageviews</td>
<td>14.7 B</td>
<td>+3.7%</td>
</tr>
<tr>
<td>—Desktop</td>
<td>6.9 B</td>
<td>+5.0%</td>
</tr>
<tr>
<td>—Mobile Web</td>
<td>7.5 B</td>
<td>+2.7%</td>
</tr>
<tr>
<td>Unique Devices (enwiki)</td>
<td>746 M</td>
<td>-0.0%</td>
</tr>
</tbody>
</table>

The year-over-year drop in total traffic observed last month (apparently due to fewer mobile web views compared to July) continued in September.

Source and further details, also on mobile apps usage: [https://www.mediawiki.org/wiki/Wikimedia_Audiences#Readers](https://www.mediawiki.org/wiki/Wikimedia_Audiences#Readers)

Pageviews normalized to 30 days/month

[1] Includes a correction for anomalous IE7 views from Pakistan and some other countries.

[2] A recent bug fix for this metric makes year-over-year comparisons unreliable. A global number for all Wikipedias has recently become available and will be used for reporting going forward.

**Contributors**
Collaborative, inclusive tools and user flows for creating and editing

<table>
<thead>
<tr>
<th></th>
<th>MoM</th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active Editors</td>
<td>79.6 K</td>
<td>+0.5%</td>
</tr>
<tr>
<td>—New (First-month)</td>
<td>16.9 K</td>
<td>+10.4%</td>
</tr>
<tr>
<td>—Second-month</td>
<td>3.6 K</td>
<td>-3.7%</td>
</tr>
<tr>
<td>—Existing</td>
<td>59.1 K</td>
<td>-1.7%</td>
</tr>
<tr>
<td>Non-bot Edits[2]</td>
<td>20.2 M</td>
<td>-13.7%</td>
</tr>
<tr>
<td>Mobile Edits[2]</td>
<td>923 K</td>
<td>-8.3%</td>
</tr>
</tbody>
</table>

Source: [Discovery Dashboards / Search Metrics / Monthly](https://www.mediawiki.org/wiki/Wikimedia_Audiences#Contributors)

New Editor Retention coming soon

The year-over-year drop in total traffic observed last month (apparently due to fewer mobile web views compared to July) continued in September.

Source and further details, also on mobile apps usage: [https://www.mediawiki.org/wiki/Wikimedia_Audiences#Readers](https://www.mediawiki.org/wiki/Wikimedia_Audiences#Readers)

Pageviews normalized to 30 days/month

[1] A new global metric, defined as the proportion of new users who, having edited in their first 30 days after registering, edit at least once in their second 30 days.

[2] A recent bug fix for this metric makes year-over-year comparisons unreliable. A global number for all Wikipedias has recently become available and will be used for reporting going forward.

[1] A new global metric, defined as the proportion of new users who, having edited in their first 30 days after registering, edit at least once in their second 30 days.

[2] A recent bug fix for this metric makes year-over-year comparisons unreliable. A global number for all Wikipedias has recently become available and will be used for reporting going forward.

[1] A new global metric, defined as the proportion of new users who, having edited in their first 30 days after registering, edit at least once in their second 30 days.

[2] A recent bug fix for this metric makes year-over-year comparisons unreliable. A global number for all Wikipedias has recently become available and will be used for reporting going forward.
Key Audiences Metrics: September 2017

Key takeaways:

Readers:

- The year-over-year drop in total traffic observed last month (apparently due to fewer mobile web views compared to July) continued in September.

- Source and further details, also on mobile apps usage: https://www.mediawiki.org/wiki/Wikimedia_Audience#Readers

- Pageviews normalized to 30 days/month
  
  [1] Includes a correction for anomalous IE7 views from Pakistan and some other countries.
  
  [2] A recent bug fix for this metric makes year-over-year comparisons unreliable. A global number for all Wikipedias has recently become available and will be used for reporting going forward.
Key Audiences Metrics: September 2017

Key takeaways:

Contributors:
- Existing active editors remains flat to slightly positive, as it has been for years. On the other hand, new active editors registered a significant year-over-year drop for the second month in a row. It’s difficult to assess trends in new active editors because of its high volatility, but it increasingly seems to have moved downward over the last 2 to 3 years, from about 20,000 per month to about 17,000. About half of this seems to be caused by the introduction of anonymous mobile editing (which decreased the number of registered new users), but the remainder is unexplained.

- [1] A new global metric, defined as the proportion of new users who, having edited in their first 30 days after registering, edit at least once in their second 30 days.

- [2] Now includes Wikidata edits, which include a large number of edits by unflagged bots.

Source: https://www.mediawiki.org/wiki/Wikimedia_Audiences#Contributors
Key Audiences Metrics: September 2017

Key takeaways:

Search:
- User Engagement is steady.
  + First test of machine learned-ranking (MLR) showed we have a model that performs as well (and in some ways slightly better than) the current result ranking method on English Wikipedia, and we are testing MLR on 18 more languages. We expect that more training data – including search relevance surveys based on a successful MVP – will yield even better results.
- Zero Rate remains stable for the most part, with tiny fluctuations.
  + Search Platform team is looking into adjusting recall (increasing number of returned results) by relaxing some constraints.
- User Load Time fluctuates month to month.
  + Slight (<2%) increase due to sister project search.
- API usage fluctuates month to month, this change is normal variance.
  + Efforts to improve include: N/A
The Foundation
Events
Wikimania 2017
Montreal
WikiArabia 2017
Cross-department projects
Structured Data on Commons

This year is about building the foundation for the program, implementing key infrastructure and understanding our users -- this quarters milestones were:

- Completed hiring team
- Started building critical infrastructure: Federated Wikibase, MultiContent Revisions, MediaInfo Extension
- Mapped stakeholders, engaged community contacts and drafted a roadmap, wrote first grant report
New Readers

Increasing Readership in New Geographies

Increasing awareness and understanding of Wikipedia

- Selected marketing partner (Anakle)
- Established community marketing group with Wikimedia Nigeria User Group
- Launched micro-marketing campaign in Nigeria

Improving access through offline support...

- Worked with Android team to deploy Offline Libraries (ZIM files) feature in Android app, allowing readers who have ZIM files to open and read them in the app.
Community Health

- With the Wikipedia community, research and plan the **Interaction Timeline** feature, allowing admins to evaluate and understand the sequence of events between 2+ users.
- Assisted Support & Safety in measuring the expectations and experiences of people using our main noticeboards for user disputes.
- Implement performance and anti-spoof improvements to **AbuseFilter**, allowing admins to block recurring harmful edits.
- Conduct community consultation for **page-specific blocking**, allowing admins to block a user from editing a specific page.
Finance and Administration
Clean Audit

FY16-17
FY15-16

No significant deficiencies or material weaknesses
Expanding our ability to resource communities

Identifying solutions for international grantmaking in an era of expanding regulation and closing civil societies.

Bangladesh - Venezuela - Iran
Office move

- Official moved in on Oct 1
- Revamped AV system for better remote & conference experience
- New fiber optic internet with improved security
- Assessed 38 locations and involved over 16 vendors in the process
- Total duration of 9+ months from planning to fully move in
- Total team work involved all levels of the Foundation
Office move

Project 97% complete
Anticipating overall saving of 15%

Approved Budget for Office Move in FY 2018 $697K
Projected cost for Office Move Project in FY 2018 $580 to 600K

Budget Savings: $ 97 to 117K
Advancement
Q1 Revenue

Goal: $8.5 million
Amount raised: $11.6 million

Successful campaigns in:
- Israel
- Brazil*
- South Africa
- Malaysia
- Japan
- Belgium*

*The campaigns in Brazil and Belgium were moved into Q1.
DC event

- Raised more than $150,000
- Includes matching gift from author Antoine Bello
Staggered launch

October 1st
Email Campaign launch

November 29,
(Giving Tuesday)
Desktop banner launch

December 6,
Mobile banner launch

10/01

October - December

12/31

<table>
<thead>
<tr>
<th>Device</th>
<th>Average amount (2016)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>$20</td>
</tr>
<tr>
<td>Desktop</td>
<td>$11.85</td>
</tr>
<tr>
<td>Mobile</td>
<td>$10.29</td>
</tr>
<tr>
<td>iPad</td>
<td>$14.01</td>
</tr>
</tbody>
</table>

Big English Campaign includes: US, UK, Canada, Australia, New Zealand, Ireland
Wikimedia Endowment

- $18.2 million raised (overall)
- Five Endowment Advisory Board members recruited
- Four significant planned gifts secured
- Investment policy instated
Endowment marketing

- Launched website
- Developed printed materials

www.wikimediaendowment.org
Talent & Culture
C-team hiring

Toby Negrin
Chief Product Officer
(Interviewing)
Chief Marketing & Communications Officer

Tony Sebro
Deputy General Counsel
(Kicking off FQ2)
Chief Community Engagement Officer
Hiring

**Highlights (FQ4/FQ1)**

- Increased hires of women from 44% to 68.4%
- Increased hires of people of color from 11% to 53%
- Req# Departures held steady at 5 people, with Female departures reduced from 60% to 40% and People of Color departures remaining 40%
Foundation Value: We welcome and cherish our differences
Foundation values

We strive for excellence
We welcome and cherish our differences
We are in this together
We engage in civil discourse
We are inspired

UPDATE: We have been having over 50 conversations with staff and c-level as part of the discovery process to embed values into the foundations of our staff life cycle: recruiting, onboarding, orientation, development, promotions, departures. This will wrap up and first iterations into the life cycle will begin at mid-FY.
Glassdoor Ratings

4,998 pageviews in September

Important resource for candidates thinking of joining the Foundation

Average Glassdoor rating for all companies is 3.4%

“A part-time remote job can be an ideal arrangement for many professionals who either can’t find a good job in their local area and/or for people such as working parents, semi-retirees, people with health issues or disabilities, military spouses, millennials, career changers, and people seeking better an alternative working arrangement to full-time, on-site work,” Sara Sutton Fell, founder
Communications
WIKIMEDIA 2030
Knowledge belongs to all of us.
WIKIMANIA
Press coverage
10+ interviews
9,496 press mentions
Raising awareness in Iraq
Raising awareness in Iraq

- 5.1 Million views (= ~18% of Iraqi population)
- 32% increase in Wikipedia awareness
- Measurable site traffic rise during campaign
Raising awareness in Nigeria
Raising awareness in Nigeria

- 2 videos with Nigerian film & comedy stars
- 3 Million video views in first two weeks
- 10k+ Android installs in following 6 weeks
Installs on active devices

May 20 - Nov 15

Nigeria
Legal & policy
Turkey block: 6 months
WMFR: Working together
Public policy

Fighting to defend intermediary liability protections in the U.S.
Litigation in Europe
Fighting content alteration
Audiences & product
Reach

1.4 billion unique devices/month
iOS App Recognized

- The iOS app has been selected as an Editors’ Choice by Apple.
- A testimony to the diligent efforts of the iOS team over the past two years.
- Our vision is that all of our experiences should have this level of design!

https://commons.wikimedia.org/wiki/File:Marcha_das_Mulheres_no_Porto_DX5A0746_(31674364293).jpg
ORES Moderation

- The recent changes feed was updated to use AI (ORES) in production
- This was the first time Wikimedia worked with machine learning in production. It posed some product challenges such as:
  - Users’ lack of familiarity with AI can translate into doubt that the software can actually perform the advanced tasks that it promises (e.g., predicting good faith). This, in turn, can make users avoid such functions. To address this, we first added a “What’s this?” link next to the ORES tools. With more testing, we rephrased to answer users real question: “How do these work?”
- Of 1,197 English Wikipedians who used Recent Changes since beta graduation, only 56 (4.7%) opted out (despite a prominent opt-out message displayed to all users).
Wikitext syntax highlighting

- #6 on the 2016 Wishlist
- 8,000+
- Users on English Wikipedia
- Co-created with User:pastakhov
- Partnership with Wikimedia Deutschland as a model for collaboration
- Audiences and Technology met with Wikidata team on long term strategy
- $1.2 million transferred
Introduce programmatic framework

This year we will deploy Kubernetes

This year we will streamline service delivery

100% Programmatic in FY17–18
Reduce technical debt

- Align the technical community on its **definition**.
- **Team enablement** and value-based prioritization.
- Work with developer community to implement **sound code health practices**.
- Continuous attention to the **whole codebase** and not just product features.

Source: [https://twitter.com/carnage4life](https://twitter.com/carnage4life)
Wikistats 2.0
Multi-datacenter support

1. Faster primary datacenter switchover
2. Dual primary data centers
New algorithms to help identify missing sections to **expand articles**.

- 89% of missing section recommendations judged as **relevant** by experienced English Wikipedians.
- 96% judged as relevant by Mechanical Turk users.
Tech Community

ArchCom graduated to TechCom

Dev Summit 2018 ("Dev Summit 2.0")
Great Hires!

Fundraising Tech

Wearing Cloak of Invisibility

Jack Gleeson
Software Engineer
(Contractor)

Cloud Services

Wearing Cloak of Invisibility

Arturo Borrero González
Operations Engineer
(Contractor)

Performance

Ian Marlier
Manager, Engineering

Research

Miriam Redi
Research Scientist
(Contractor)

Diego Sáez-Trumper
Research Scientist
(Contractor)
Community Engagement
Mentoring for diversity

Wikimania Hackathon
Wikimania Learning Days

- 96 community participants
- Peer-to-peer and professional training on programmatic and community activities
- Specialized track on leadership development
Grantee site visits
organizational development support

- Wikimedia Taiwan
- Wikimedia Indonesia
- Wikimédia France
- Wikimedia Argentina
Insights

- First annual broad survey
- Over 4,500 responses
Funding & supporting emerging communities