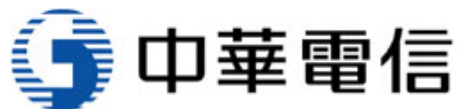


# Sponsors

## Local Co-organizer



## Patron



## Benefactors



## Friends



## Supporters



## Contributors



## Media Sponsors



## Local Co-sponsor



« The whole internet in your hands »



JCDecaux

O PODER DA INTERNET  
NAS TUAS MÃOS.

Liga 12 300 e aproveita  
a primeira mensalidade grátis.

**tmm**  
até já.

# Over 7 000 000 articles



Deutsch • English • Español • Français • Italiano • Nederlands • 日本語 • Norsk (bokmål) • Polski • Português • Русский • Suomi • Svenska • 中文

العربية • • • Bosanski • Brezhoneg • Български • Català • Česky • Cymraeg • Dansk • Eesti • Ελληνικά • Simple English • Esperanto • Euskara • فارسی • Galego • 한국어 • हिन्दी • Hrvatski • Ido • Bahasa Indonesia • Íslenska • עברית • Basa Jawa • Latina • Latviešu • Lëtzebuergesch • Lietuvių • Lumbaart • Magyar • Македонски • मराठी • Bahasa Melayu • नेपाल भाषा • Norsk (nynorsk) • Nnapulitano • Plattdūtsch • Română • Shqip • Sicilianu • Sinugboanon • Slovenčina • Slovenščina • Српски • Srpskohrvatski / Српскохрватски • Basa Sunda • தமிழ் • • 𑌿𑍇𑍄 • Türkçe • Українська • Tiếng Việt • Volapük



# African Languages (very) slowly grow as a Wikipedia presence

Language	Native speakers (2006)	Articles (early 2007)
Afrikaans	6,4 M	6300
Amharic	17,5 M	350
Swahili	5,1 M	3100
Lingala	300 000	500
Malagasy	10,5 M	200
Wolof	3,5 M	200
Yoruba	20 M	750



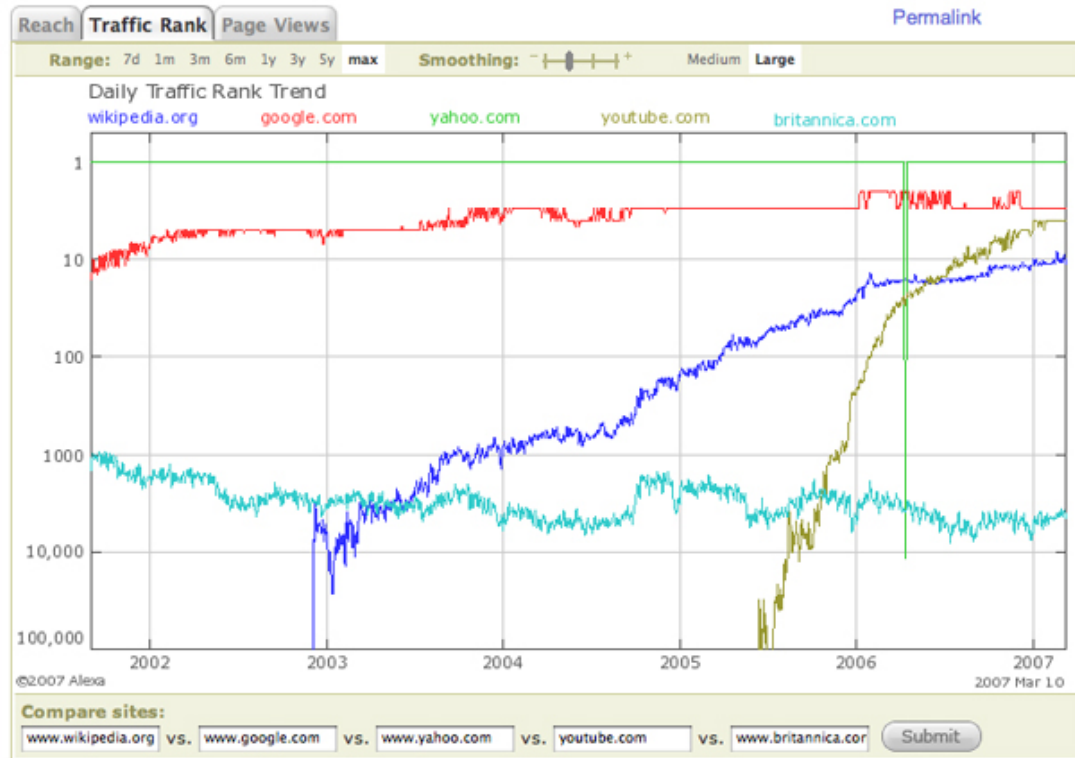
Chris Keane for The New York Times

Ndesanjo Macha, who trained as a lawyer in Tanzania and now directs a Boys and Girls Club in Greensboro, N.C., writes for Wikipedia.

**Goal:** at least 100 000 articles for any language with at least 1 M native speakers



# Wikipedia: one of the 10th most visited websites in the world (according to Alexa.com)



▶ [Get a FREE graph for your site](#)

▶ [Learn more about Traffic...](#)

## Reach for Wikipedia.org:

Percent of global Internet users who visit this site

Yesterday	1 wk. Avg.	3 mos. Avg.	3 mos. Change
5.585%	6.24%	5.8135%	▲ 2%

# 209 Millions unique visitors worldwide (may 07)

**Top 10 Worldwide Online Properties  
Ranked by Worldwide Unique Visitors  
May 2007 vs. April 2007  
Total Worldwide, Age 15+ – Home and Work Locations\***  
Source: comScore World Metrix

Property	Unique Visitors Apr.-07 (000)	Unique Visitors May-07 (000)	% Change	% Reach	Average Visits per Visitor
Total Internet : Total Audience	766,188	771,997	0.8	100.0	54.8
1 Google Sites	527,572	536,401	1.7	69.5	27.4
2 Microsoft Sites	520,238	528,078	1.5	68.4	23.0
3 Yahoo! Sites	467,642	469,826	0.5	60.9	21.5
4 Time Warner Network	266,890	266,609	-0.1	34.5	12.3
5 eBay	248,006	258,678	4.3	33.5	6.9
<b>6 Wikipedia Sites</b>	<b>208,906</b>	<b>217,464</b>	<b>4.1</b>	<b>28.2</b>	<b>4.0</b>
7 Fox Interactive Media	147,760	151,369	2.4	19.6	13.6
8 Amazon Sites	136,655	141,578	3.6	18.3	3.1
9 CNET Networks	119,865	121,423	1.3	15.7	2.7
10 Apple Inc.	115,262	120,982	5.0	15.7	1.4

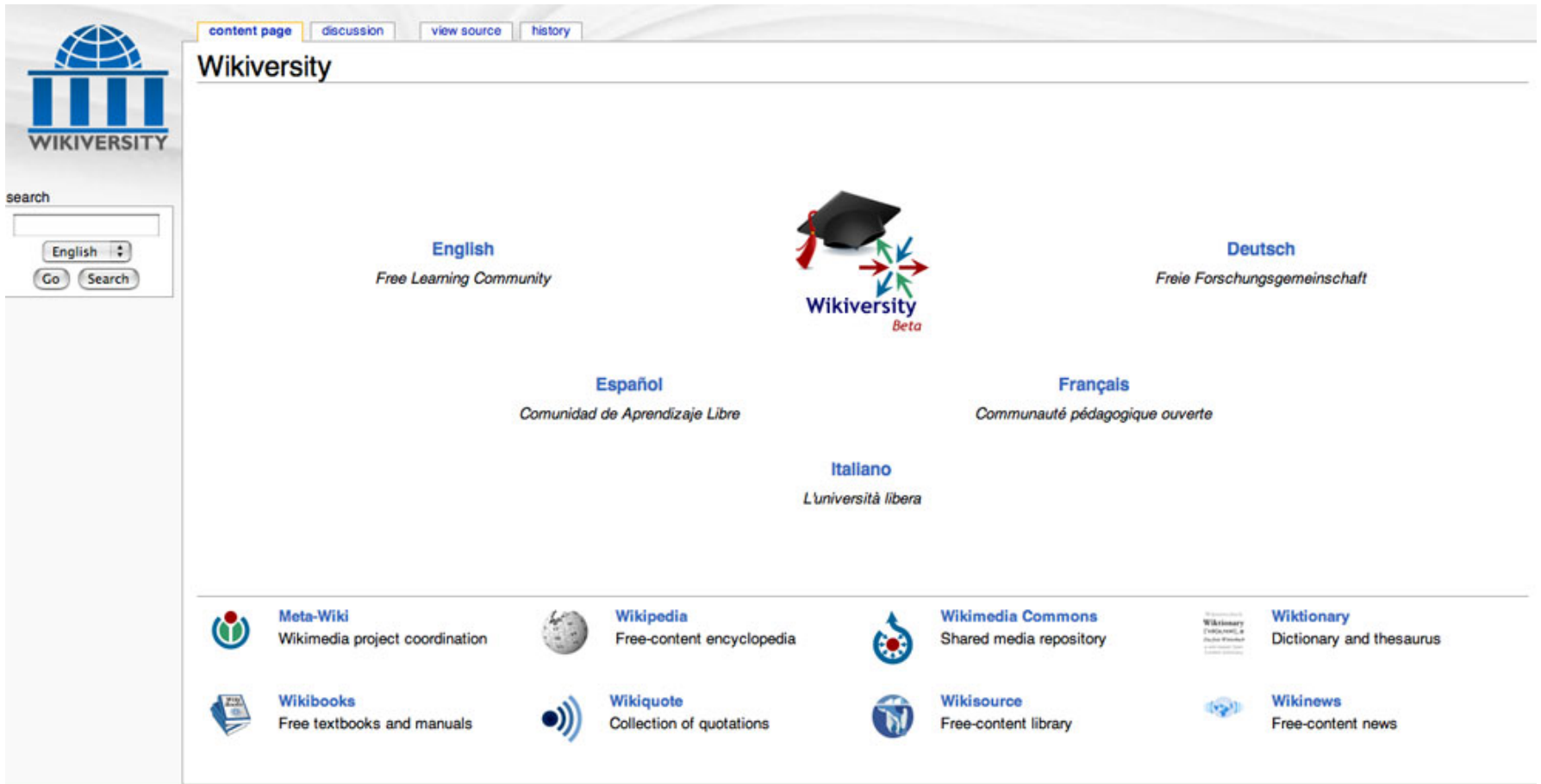
\* Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs.



# Wikimedia Commons: one million files uploaded ! (soon 2...)



# Creation of Wikiversity



The screenshot shows the Wikiversity homepage. At the top left is the Wikiversity logo, a blue globe with a building facade below it, and the word "WIKIVERSITY" underneath. To the right of the logo are navigation tabs for "content page", "discussion", "view source", and "history". Below the logo is a search box with a "Go" button and a "Search" button. The main content area features the Wikiversity logo (a black graduation cap with a red tassel and a green starburst) in the center. Surrounding it are links to language-specific communities: English (Free Learning Community), Deutsch (Freie Forschungsgemeinschaft), Español (Comunidad de Aprendizaje Libre), Français (Communauté pédagogique ouverte), and Italiano (L'università libera). At the bottom, there is a grid of icons and links to other Wikimedia projects: Meta-Wiki (Wikimedia project coordination), Wikipedia (Free-content encyclopedia), Wikimedia Commons (Shared media repository), Wiktionary (Dictionary and thesaurus), Wikibooks (Free textbooks and manuals), Wikiquote (Collection of quotations), Wikisource (Free-content library), and Wikinews (Free-content news).



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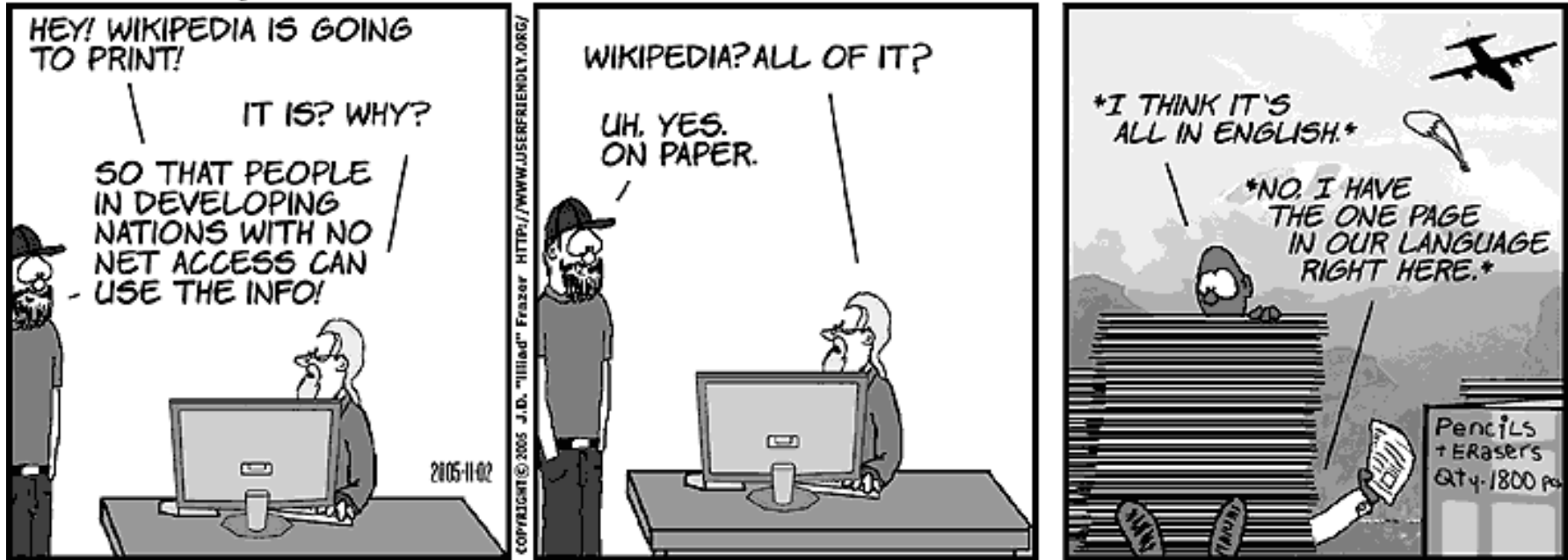


WIKIMEDIA  
FOUNDATION



# «Wikipedia going offline...»

USER FRIENDLY by J.D. "Illiad" Frazer



WikipediaONDVD, MoulinWiki, SOS children, and other initiatives...

# Wikimedia Foundation original mission

- Encourage the growth and development of open content, wiki-based, and multilingual projects
- Maintain the websites online
- Distribute the online information free of charge



# Later, it became a little bit more complex..

*« Imagine a world in which every single person on the planet is given free access to the sum of all human knowledge. That's what we're doing. »*

*« We make the internet not suck. »*

*Jimbo Wales*



WIKIMEDIA  
FOUNDATION



# Though Rob makes efforts to keep things tidy



One of our cages in Tampa facility  
(350 Linux servers, in Florida, Amsterdam and Seoul)





Community (editors, developers....)

Internal community

Wikimedia France

Wikimedia Deutschland

...

Wikimedia Israel

Wikimedia Taiwan

Wikimedia Foundation

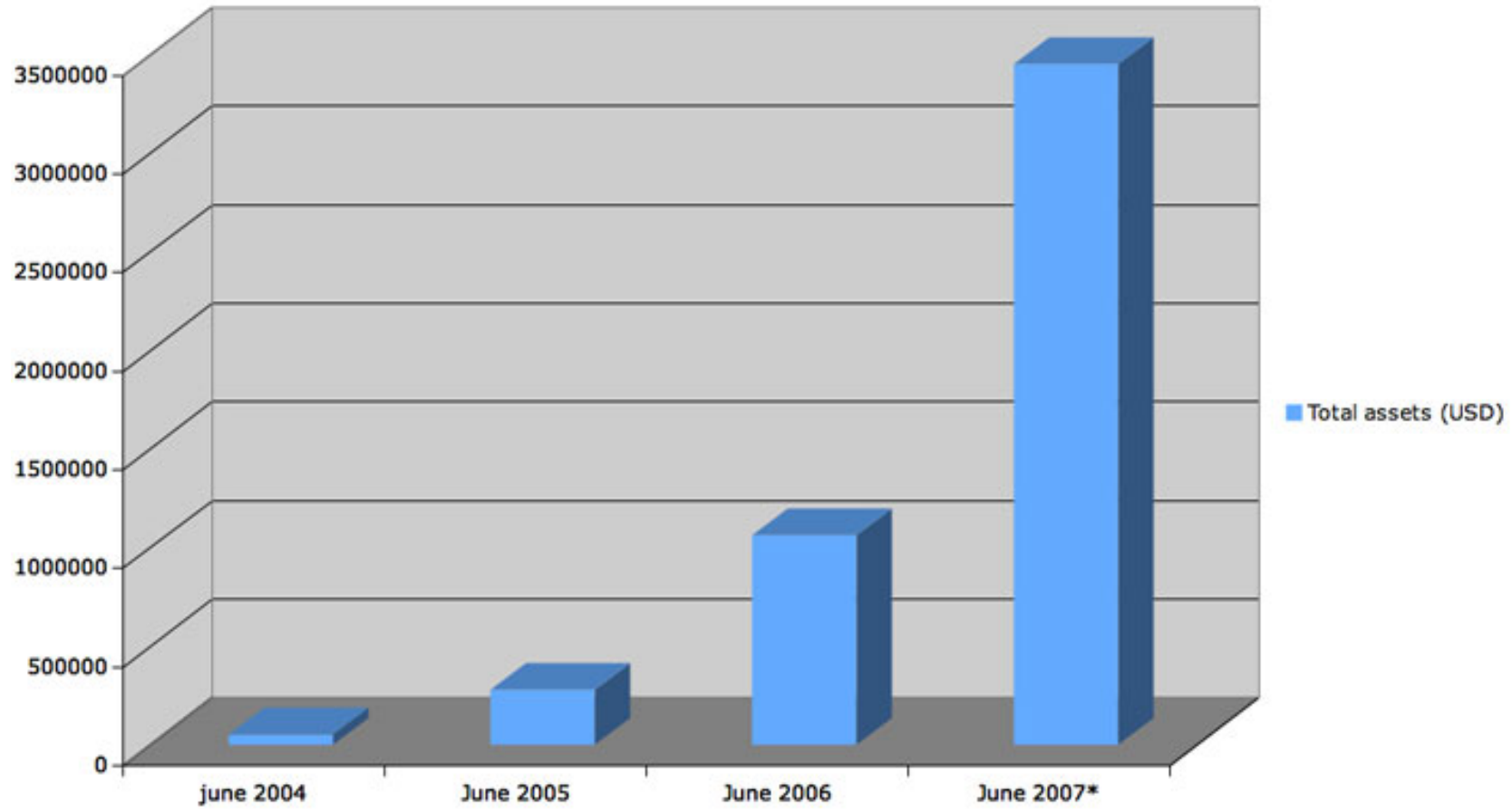
Board: 4/7 elected from and by the community

Staff: 50% from the community



# A human effort sustained with... 3,5 millions dollars

**WMF Total assets**



\*: 2007 estimated



# Need for scalable revenue streams

- Consistent with the non profit charity status
  - any substantial material transaction should be sufficiently related to the pursuit of the charitable mission
- Within with « the open and free content movement » principles
  - (eg, avoidance of proprietary software)
  - (WMF is not owner of content)
- Consistent with Wikimedia community wishes
  - (eg, no explicit advertisement)



JCDecaux

# O PODER DA INTERNET NAS TUAS MÃOS.



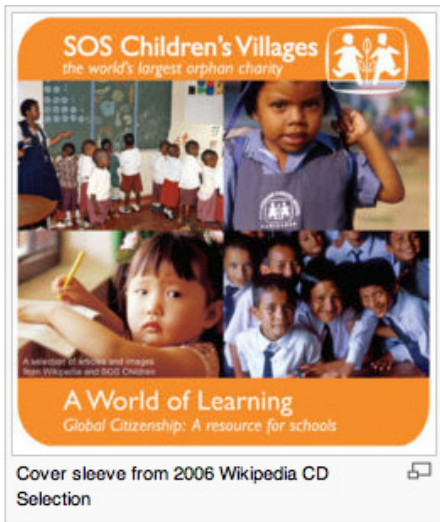
Liga 12 300 e aproveita  
a primeira mensalidade grátis.





**In the meanwhile....**





Henry Ford: Biography and Much More from Answers.com

http://www.answers.com/topic/henry-ford?cat=biz-fin

Henry Ford: Biography and...

Join the **WikiAnswers** Q&A community. [Post a question](#) or [answer questions](#).

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http://en.citizendium.org/wiki/Main\_Page

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Main Page - Citizendium

article discussion edit history

The world needs a more credible free encyclopedia. Help create it. All unapproved articles are subject to a disclaimer; please read.

Citizendium beta

Main Page

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- Live articles
- Random page

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- Recent changes
- Project home
- Help
- Workgroups
- Communicate
- Donate

toolbox

- What links here
- Related changes
- Upload file
- Social pages
- Printable version
- Permanent link

Welcome!

We are an encyclopedia project, and more.

We are a different sort of Web 2.0 project:

- We aim at credibility and quality, not just quantity.
- We offer gentle expert oversight.
- We use our real names, not pseudonyms.
- We're collegial.

We have added over 2,400 articles since Nov. 2006.

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Natural Sciences Social Sciences

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- Some of Citizendium's finest [ edit ]

Article of the Week

Biology is the science of life. Biologists study all aspects of Earth's living things, including the dynamic processes within them that enable them to survive. These vital processes include the harnessing of energy and matter, the *synthesis* of the materials that make up the body, the healing of *injuries*, and the *reproduction* of the entire organism, among many other activities. The mysteries of life have fascinated all peoples throughout history, and curiosity about the physical beings of people, plants, and animals exists in every known society. Some of that curiosity arises from a desire to control life processes and to exploit natural resources. Pursuit of the answers has led to an understanding of organisms that has steadily improved our standard of living. Other questions come from a desire to understand nature, rather than to control it; and, in answering these, biological investigation has changed our view of the world.



## Study: Wikipedia Dominates Brand Search Results

Wikipedia articles on the top 100 advertisers in the U.S. are consistently among the most highly ranked pages in Google on direct searches. This is according to an exclusive Micro Persuasio study conducted over the past week. The study was compiled by simply taking [the largest 100 advertisers from AdAge](#), entering them into Google and then tallying the results.

The obvious conclusion here is that most search results are full of related entries from Wikipedia (not to mention blogs and other peer media). Taking this a step further, this means that millions of individuals who hear about products through these billions of dollars advertising and then turn to Google to research them are likely influenced by what Wikipedia says. Further, many searchers probably do not even know that the encyclopedia is not run by a single body but by a collective of individuals, even people they may know.

Below is a summary of where Wikipedia ranks in the Google results of the top 20 media spenders. You can download [the full Top 100 table here](#) (PDF). If you want the spreadsheet so you can slice the data some more, shoot me an email. All data is current as of yesterday. In the notes I have ID'd Edelman clients.

### Wikipedia's Impact on Brands

2005 Media Spend Rank	MEGABRAND	TOTAL 2005	Google Result
1	Verizon	\$1,715.20	14
2	Cingular	\$1,314.30	4
3	Sprint	\$995.00	14
4	Ford	\$984.60	14
5	Chevrolet	\$876.60	4
6	Nissan	\$813.70	14
7	Dell	\$776.30	7
8	Toyota	\$766.90	8
9	McDonald's	\$742.30	4
10	Honda	\$637.10	21
11	Chrysler	\$604.40	7
12	Target	\$601.50	9
13	GM	\$600.60	11
14	American Express	\$592.70	12
15	Citi	\$587.90	28
16	Wal-Mart	\$563.30	8
17	Macy's	\$553.60	5
18	Home Depot	\$533.60	6
19	T-Mobile	\$521.60	15
20	Dodge	\$516.80	8



## Wikipedia SEO: Don't Spam - Contribute



Submitted by Mike Banks Vale... on Fri, 04/13/2007 - 15:07.

[Email](#) | [Print](#)

Because [Wikipedia](#) entries routinely show up in the top 5 search engine results at Google, some black hat SEO's (and a few clueless beginners) realized the value of a link from the online encyclopedia and began link spamming blatantly. So recently Wikipedia posted the "nofollow" tag to all outbound links, purportedly to stop [SEO Spam](#) by reducing the value of those outbound links.

SEO's weren't the only ones to notice the value of Wikipedia entries. Microsoft became the focus of Wikipedia editors wrath when someone at [Microsoft attempted to buy some edits](#) to entries unfavorable to Microsoft. That gaff was a PR nightmare for Microsoft and encourages others to attempt underhanded methods of editing articles to favorable from negative or controversial.

Because reputation management is so critical for companies, and because Wikipedia entries can follow right on the tail of company web sites in the search results pages, it has become routine for PR departments, marketing departments and product managers to monitor what is said about their company in Wikipedia. The problem comes when they learn that they can edit entries and just jump in there and do that before becoming valued members of the community - and don't even engage those who are respected community members in conversation through accepted forums and public discussions.

Against this background, Search Engine Strategies offered a session in New York on day 3 of the conference titled, "Wikipedia & SEO" where the description was:





## Microsoft Offers Cash for Wikipedia Edit

By *BRIAN BERGSTEIN*

The Associated Press

Tuesday, January 23, 2007; 5:14 PM

-- [Microsoft Corp.](#) landed in the Wikipedia doghouse Tuesday after it offered to pay a blogger to change technical articles on the community-produced Web encyclopedia site.

While Wikipedia is known as the encyclopedia that anyone can tweak, founder Jimmy Wales and his cadre of volunteer editors, writers and moderators have blocked public-relations firms, campaign workers and anyone else perceived as having a conflict of interest from posting fluff or slanting entries. So paying for Wikipedia copy is considered a definite no-no.



**Where does the money come from ?**

**Where will it come from next year ?**

**And in 10 years ?**



# User Generated Content Economics

- Goods and services
- Attention
- Karma (<sup>tm</sup>Arne Klempert)



# Goods and services | Attention | Karma

A non-rival good is a resource that can be enjoyed simultaneously by an unlimited number of consumers

\* a stroopwafel is a rival good

\* information is a non rival good





A non-excludable good is a good which access can not be easily be forbidden to someone who has not paid to consume it (one can not prevent another to access it)

- \* A flight between Hong-Kong and Taipei is an excludable good
- \* The view of Taipei Grand Hotel is a non-excludable good



# Goods and services | Attention | Karma

	<u>Excludable</u>	Non-excludable
rival	<b><u>Private goods</u></b> food, clothing, toys, furniture, cars	<b><u>Common pool resources</u></b> water, fish, hunting game
Non rival	<b><u>Club goods</u></b> cable television	<b><u>Public goods</u></b> national defense, terrestrial television

Information on Wikimedia project is a non-rival, non excludable

It is a public good.

Information reproduction and distribution costs are very low



# Goods and services | Attention | Karma

- scale model
  - (sell a lot, but at very low price)
  
- long tail model
  - (sell at greater volumes items of low popularity)



# Goods and services | Attention | Karma

Revenue model based on a service revenue stream rather than a licence revenue stream.

- Example of service: the datafeed  
(live access to updated content rather than use of the free monthly dump)
- Example of a future service: the print-on-demand
- Other examples: **advertisements, search systems...**

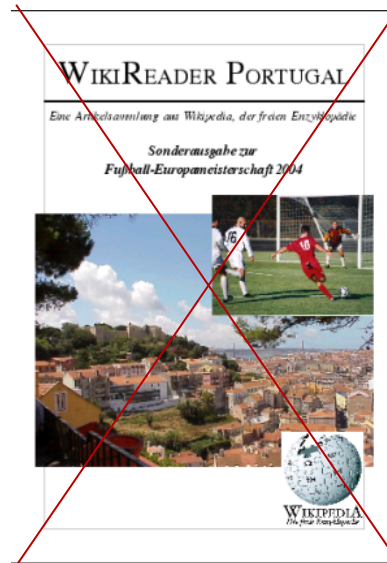




# Goods and services | Attention | Karma

Sale of goods: publishing of DVD, Paper versions  
(Wikireaders, Wikipress, Wikijunior)

- Legal risk: being considered responsible of copyright infringement, libel etc...
- Ethical risk: upsetting the editing community



Goods and services | **Attention** | Karma

Attention economy is the



# Goods and services | **Attention** | Karma



Halafish, cc by



WIKIMEDIA  
FOUNDATION

Attention economy is the

management of information that treats human attention as a scarce commodity

As the Net becomes an increasingly strong presence in the overall economy, the flow of attention will not only anticipate the flow of money, but eventually replace it altogether





## Traditional on internet

- Banner ads for sponsors
- Google ads
- Selection of search engines in the search page

## Key ingredients are

- 1) Relevancy (user must define his preferences)
- 2) Privacy of user preferences

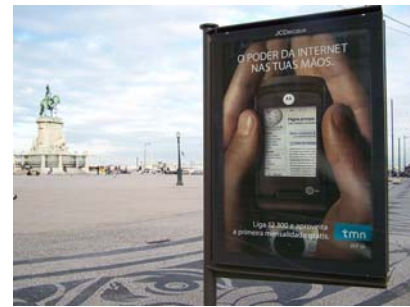
----> Study of consumer data or consumption patterns



# Brand Licensing strategy

Charging other companies for the right to use its brand names and trademarks

- as a **marketing/PR/Image/selling point**
- eg, a cell phone, during an advertisement campaign
- **in a new product**
- eg. Board game, puzzle
- **as a signature on wikimedia content**
- eg. Classic mirrors (Answers.com), DVD publishers, Wikijuniors
- **in merchandising**
- eg. mugs, caps, t-shirts, posters



WIKIPÉDIA

Die freie Enzyklopädie  
Ausgabe Herbst 2004

Digitale Bibliothek  
Sonderausgabe



WIKIMEDIA  
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# Brand Licensing strategy

- Free use for promotion of wikimedia projects
- Free use for media
- Free use for non profit organisations
- Royalties for commercial uses

## Issues:

- Many unauthorized uses
- Trademarks registration is expensive
- Competition with chapters

Status: limited as of today, but expansion to expect

# Goods and services | Attention | Karma

Also called « Gift economy »

Goods and services are given without any explicit agreement for immediate or future more-or-less equal exchange or substitution of goods or services.

Emphasize social and intangible rewards for generosity (karma, honor, loyalty, gratitude)





# Millions of hours given by volunteers

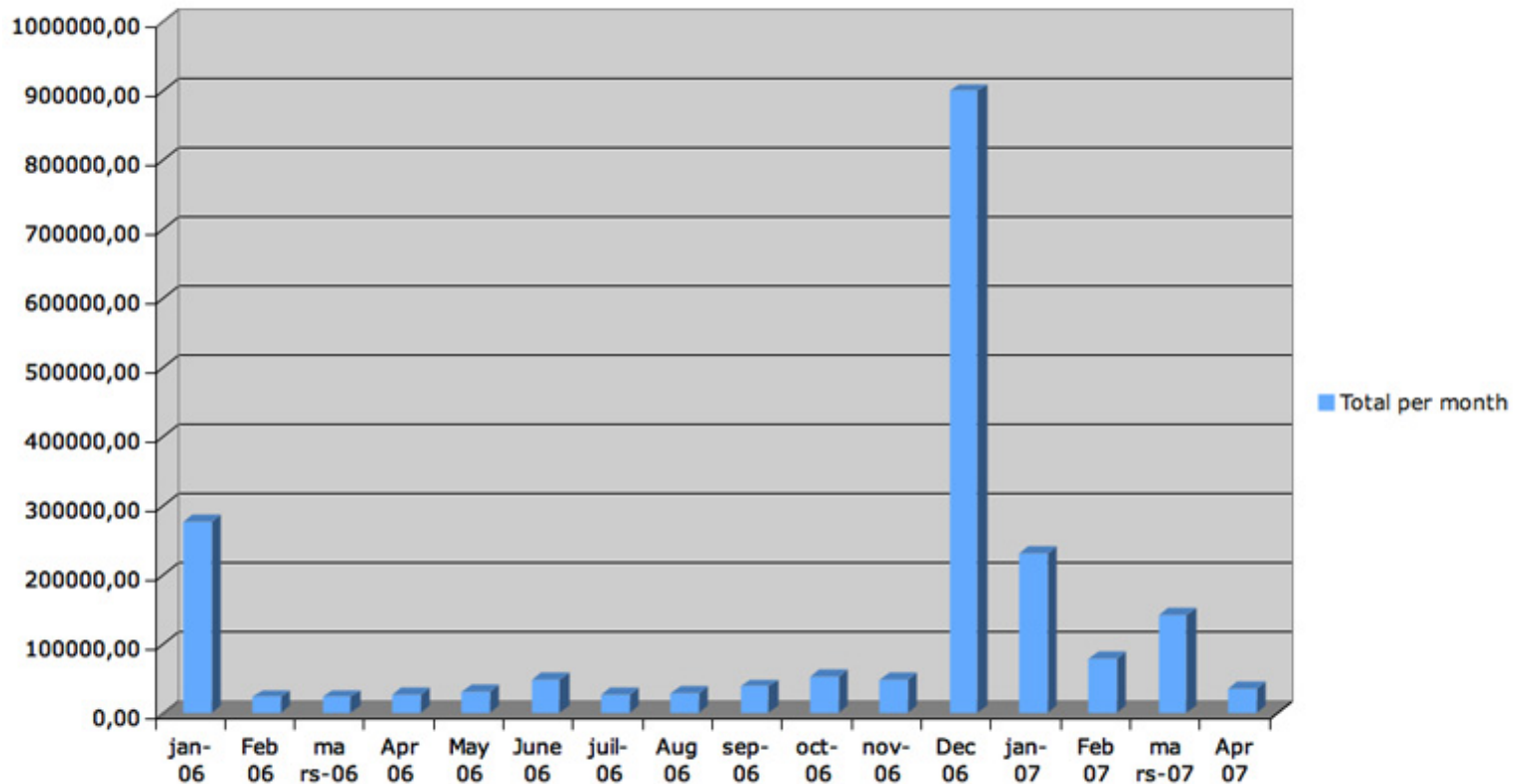
- Millions of hours given by editors and developers
- Pro-bono support (eg, lawyers)
- Fundraising
  
- Patronage
- Sponsorship
  - To push certain languages (e.g. a regional languages)
  - To support certain projects (e.g. Wikijunior)
  - To support collection of content (eg, digitization)
  - To support changes of copyright or ip laws
  - To sponsor our annual conference, Wikimania



# Most of our revenue comes from the gift economy

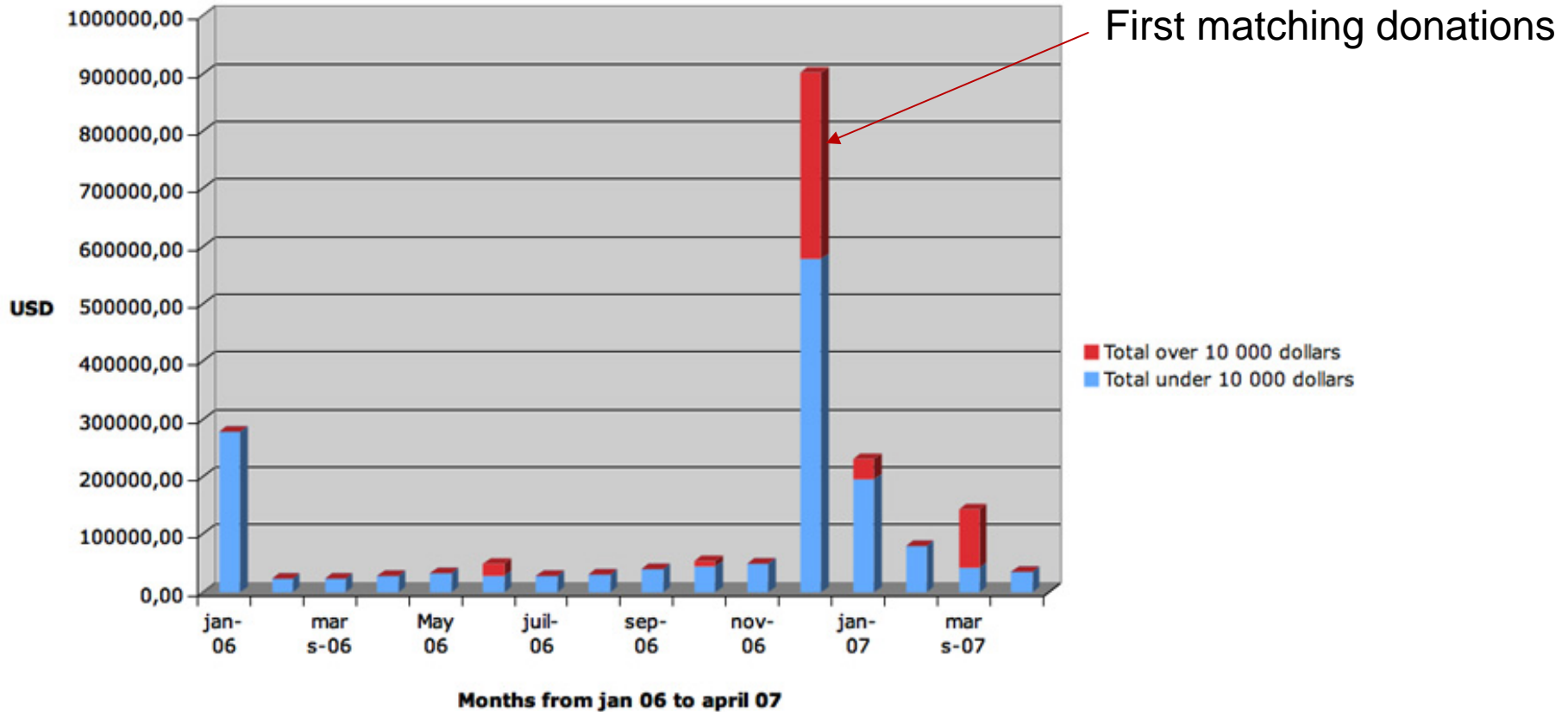
Donations are mostly from readers who love Wikipedia

**Total donations (\$US) per month - WMF**  
From January 2006 to April 2007



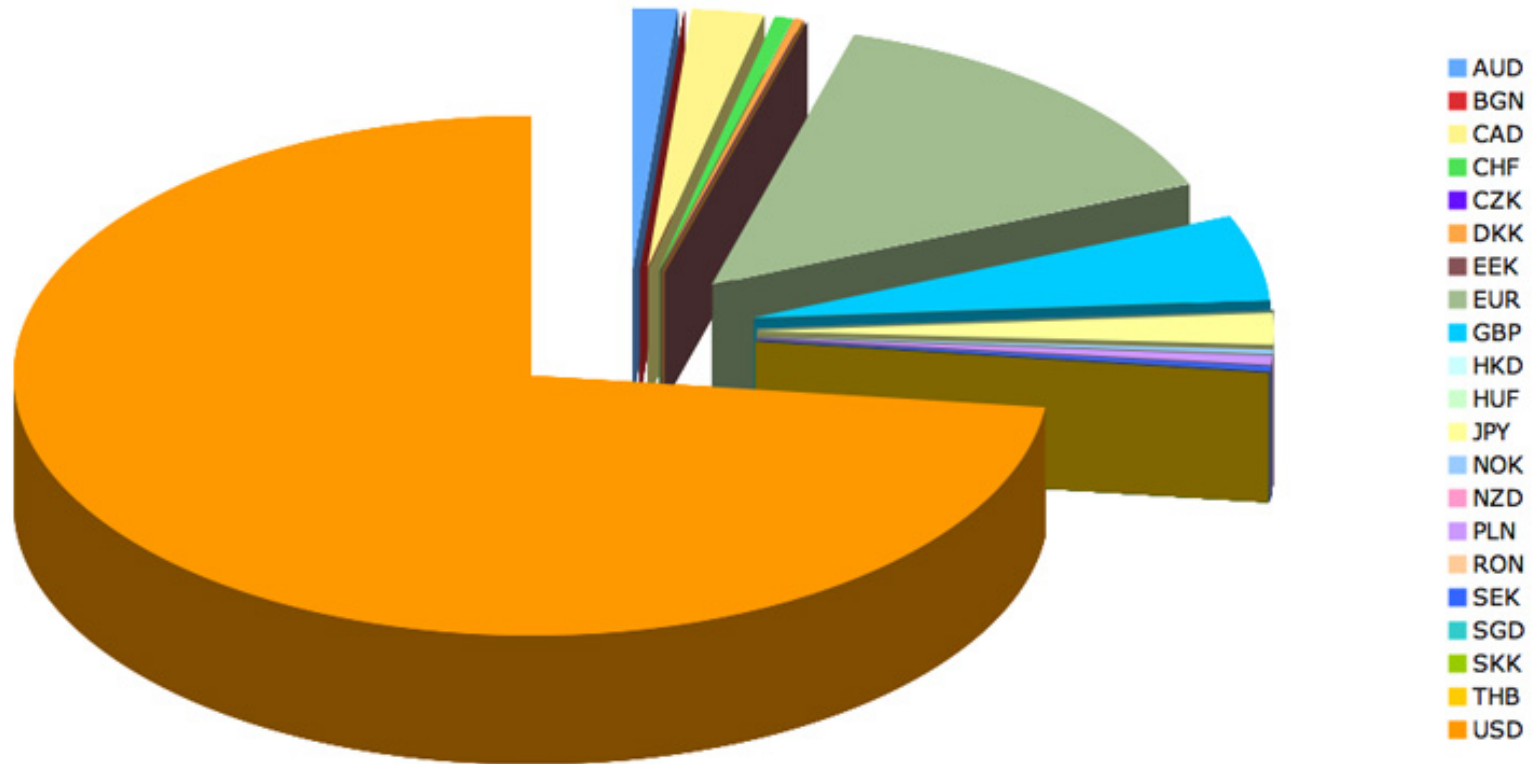
# Most of the donations are below 50 dollars

Total fundraising with donations under 10 000 equivalent USD,  
or equal and above 10 000 USD



# 70% of our donations are in US dollars...

WMF donations per currency (in USD equivalent)  
january 2006-april 2007



# Directions for the future ?

- Making the organization scalable and sustainable  
80-90% of our revenue to expect from gift economy (donations, grants)
- Clarifying roles and responsibilities of chapters and Foundation  
(building an international organization) - short term
- Improving quality of the Wikimedia projects and improving the public perception of the quality
- Increasing access rates and participation of volunteers from developing and transition countries
- Raising awareness on our values

