Mobile Strategy for Wikimedia Foundation
Tomasz Finc, Barry Newstead, Mani Pande, Kul Wadhwa
Jan 2011
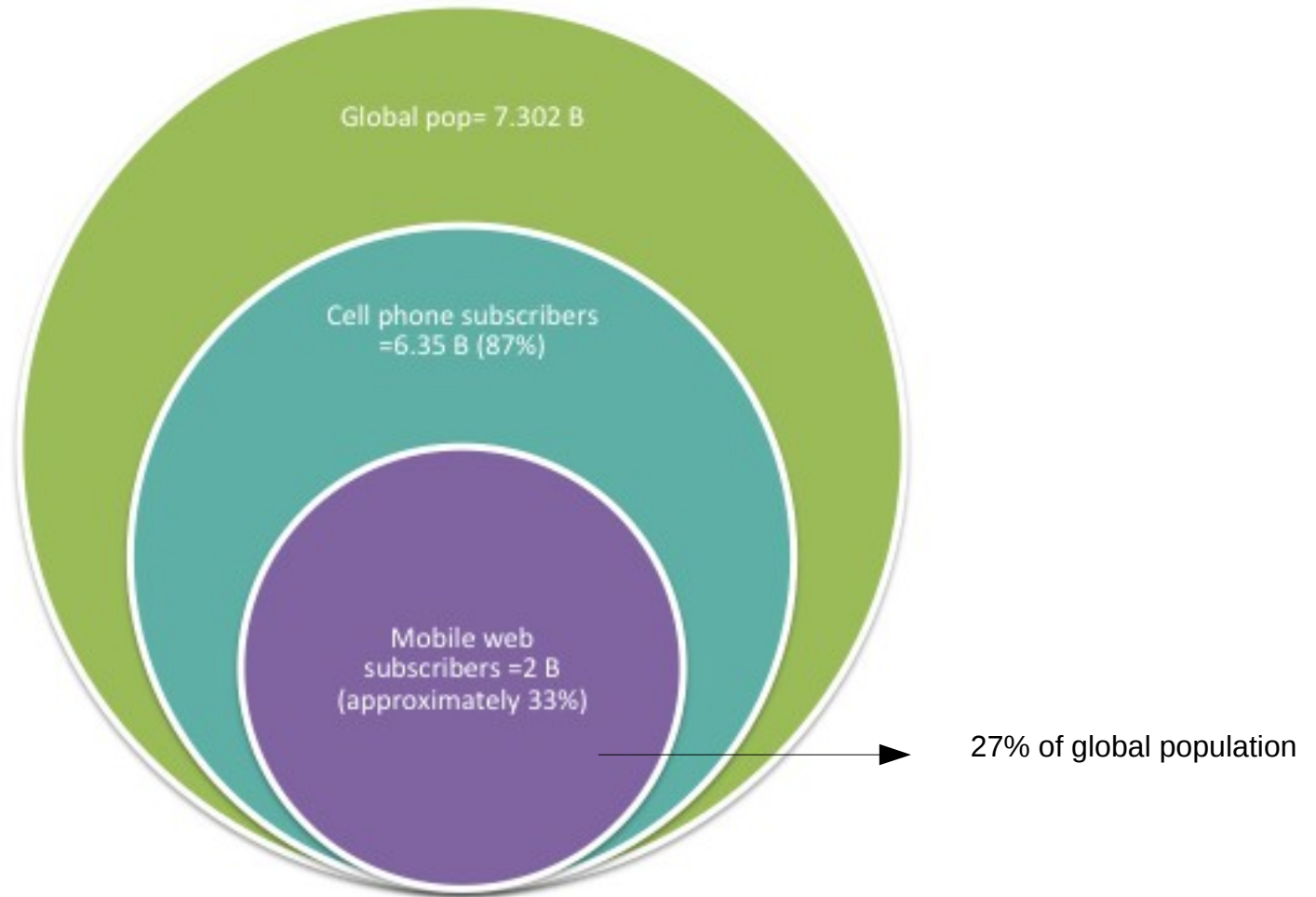
why mobile?

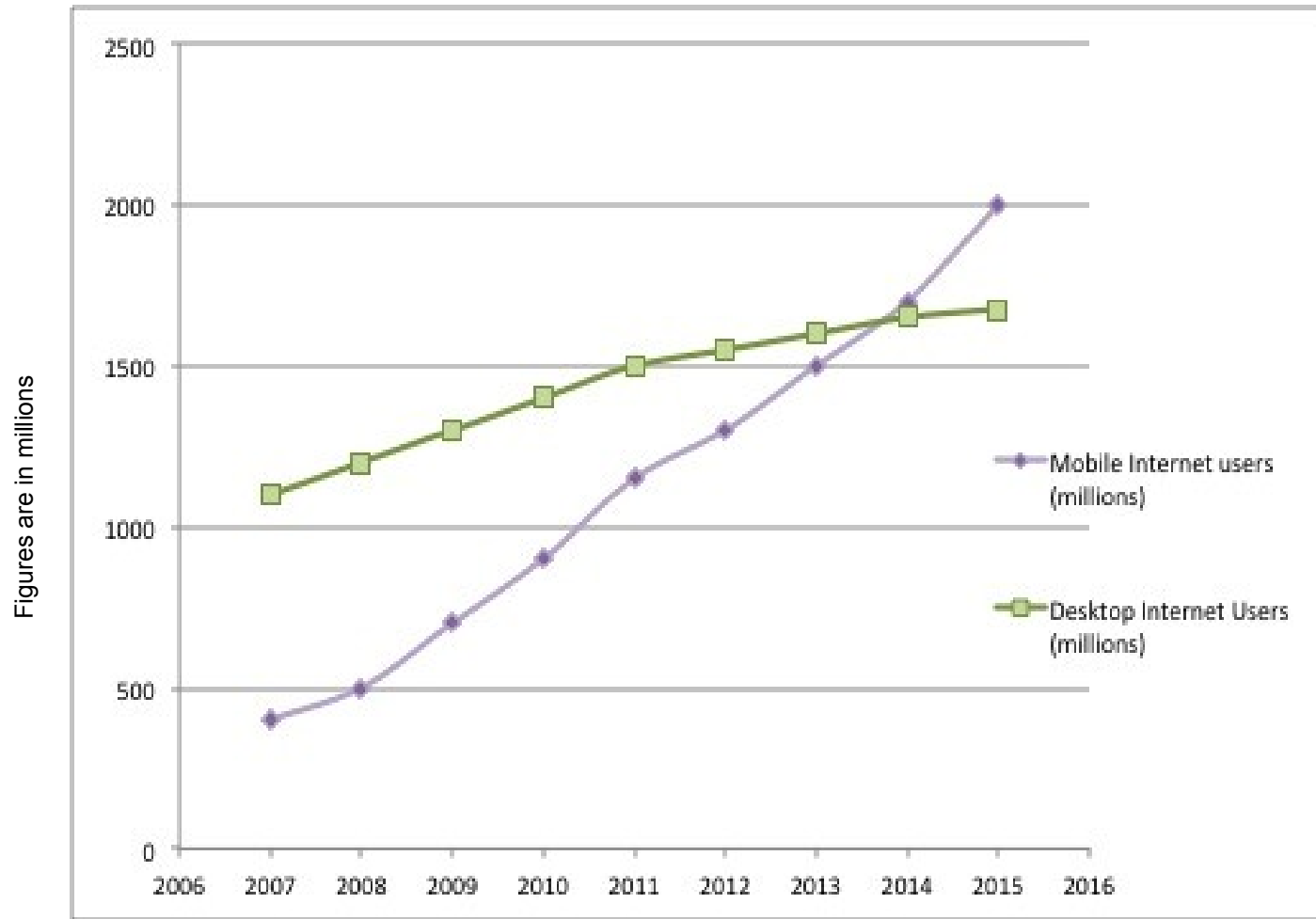# about 2 billion mobile web subscribers in 2015

Global pop= 7.302 B

Cell phone subscribers
=6.35 B (87%)

Mobile web
subscribers =2 B
(approximately 33%)

27% of global population

mobile web will overtake desktop web in 2014
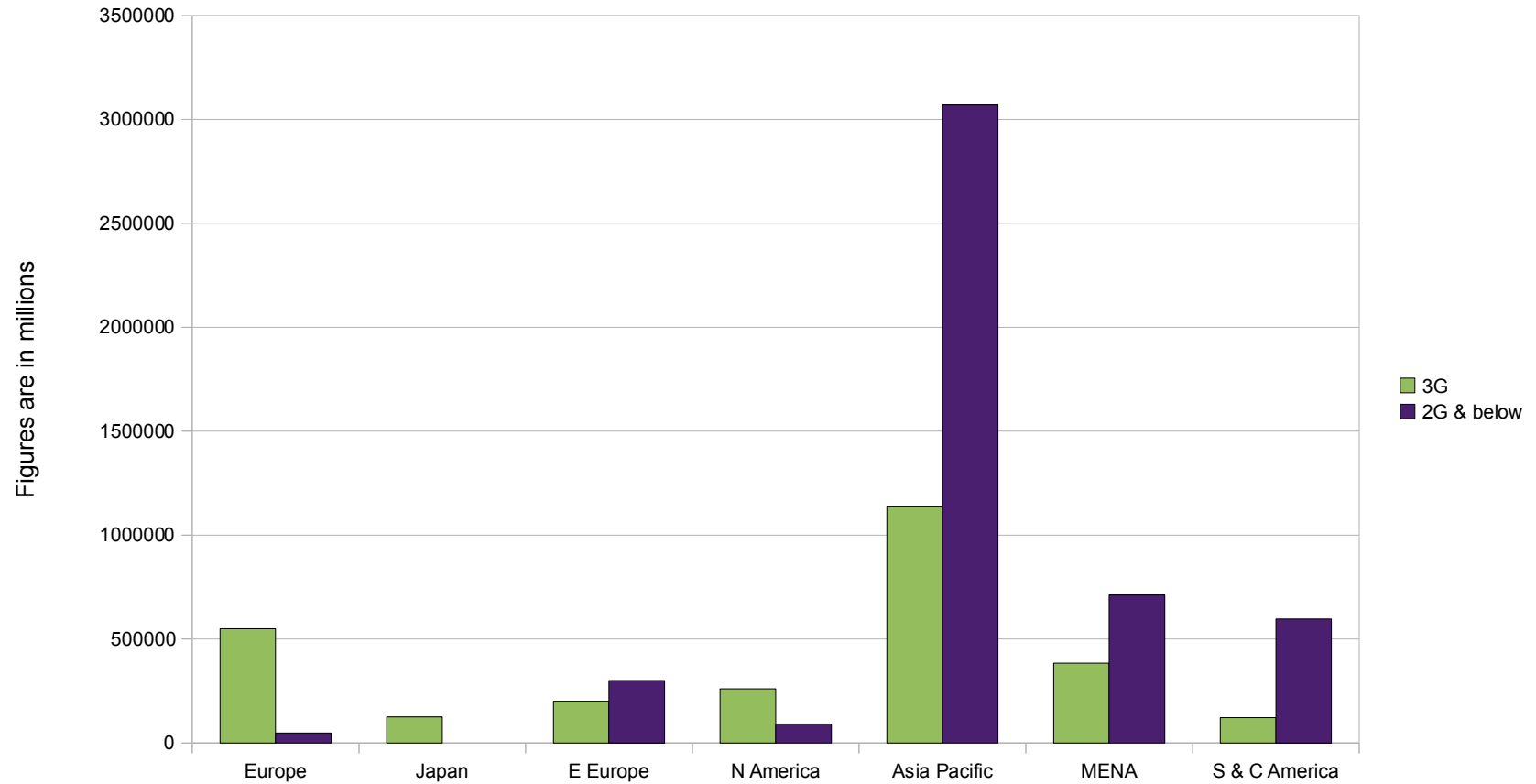

Source: ITC & WMF

"Broadband remains the single most expensive and the least affordable service in the developing world,"
International Telecommunication Union

mobile forecasts

2G will dominate in the global south (2014)

Source: Morgan Stanley Report & WMF

3G or 3rd generation is standard for networks for mobile phone and other telecommunication devices that provide peak data rates of 200kb/s.

2G or 2nd generation networks were built mainly for voice and slow data transmission. GPRS which is commonly used for data transmission on 2G networks has speeds ranging from 56-115 kb/s.
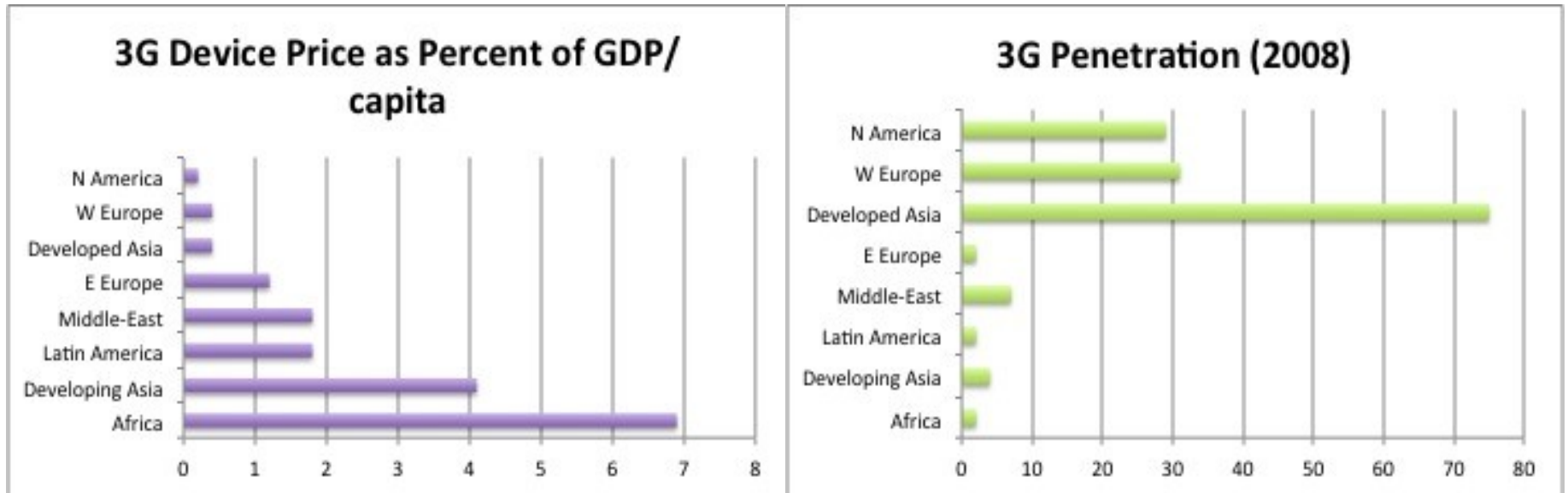
– Source: Wikipedia

m.wikipedia.org takes twice as long to download than WAP site

Facebook Mobile, GPRS – 2.68 seconds
Google Mobile, GPRS – 3.39 seconds
Yahoo Mobile, GPRS – 4.42 seconds
Ebay Mobile, GPRS – 294 seconds
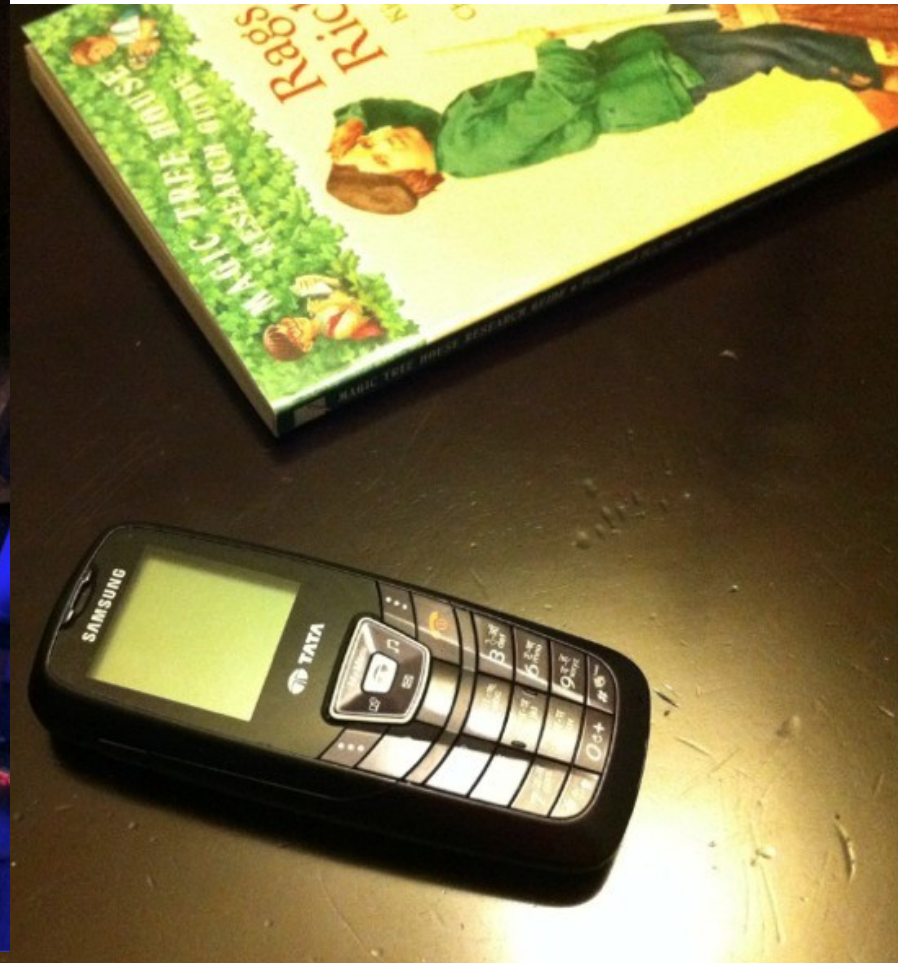Twitter Mobile, GPRS – 2.13 seconds

Source: mobiReady

3G devices are extremely expensive in Global South & 3G penetration is inversely correlated to device cost

3G Device Price as Percent of GDP/capita

Region	Value
N America	~0.2
W Europe	~0.4
Developed Asia	~0.4
E Europe	~1.2
Middle-East	~1.8
Latin America	~1.8
Developing Asia	~4.1
Africa	~6.9

3G Penetration (2008)

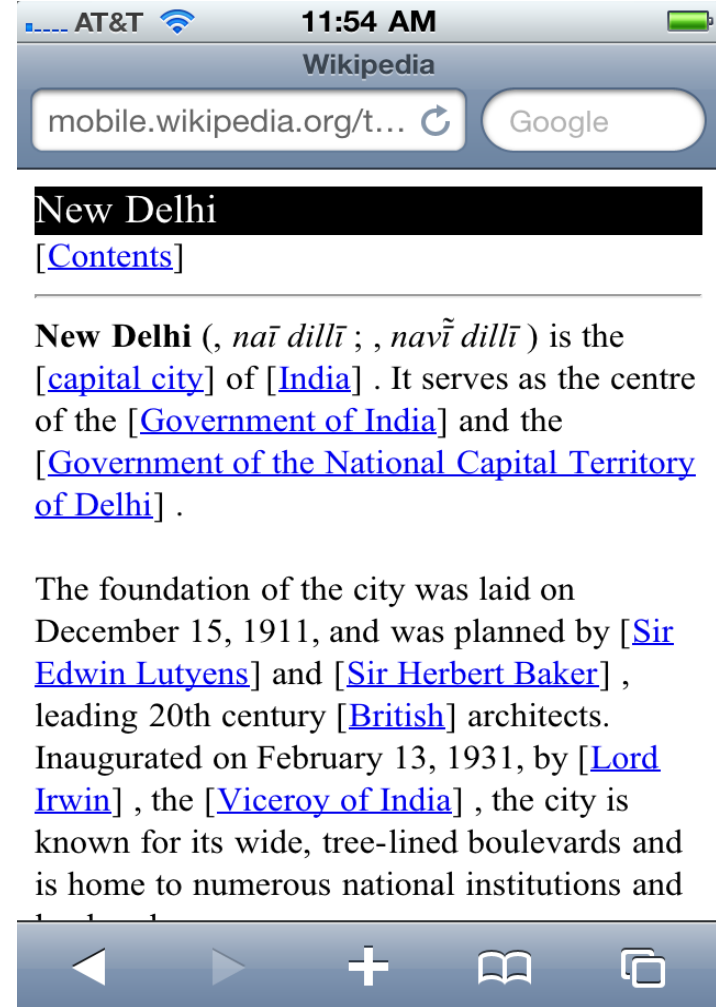| Region	Value
N America	~29
W Europe	~31
Developed Asia	~75
E Europe	~2
Middle-East	~7
Latin America	~2
Developing Asia	~4
Africa	~2

two ecosystems: different devices, networks, experiences

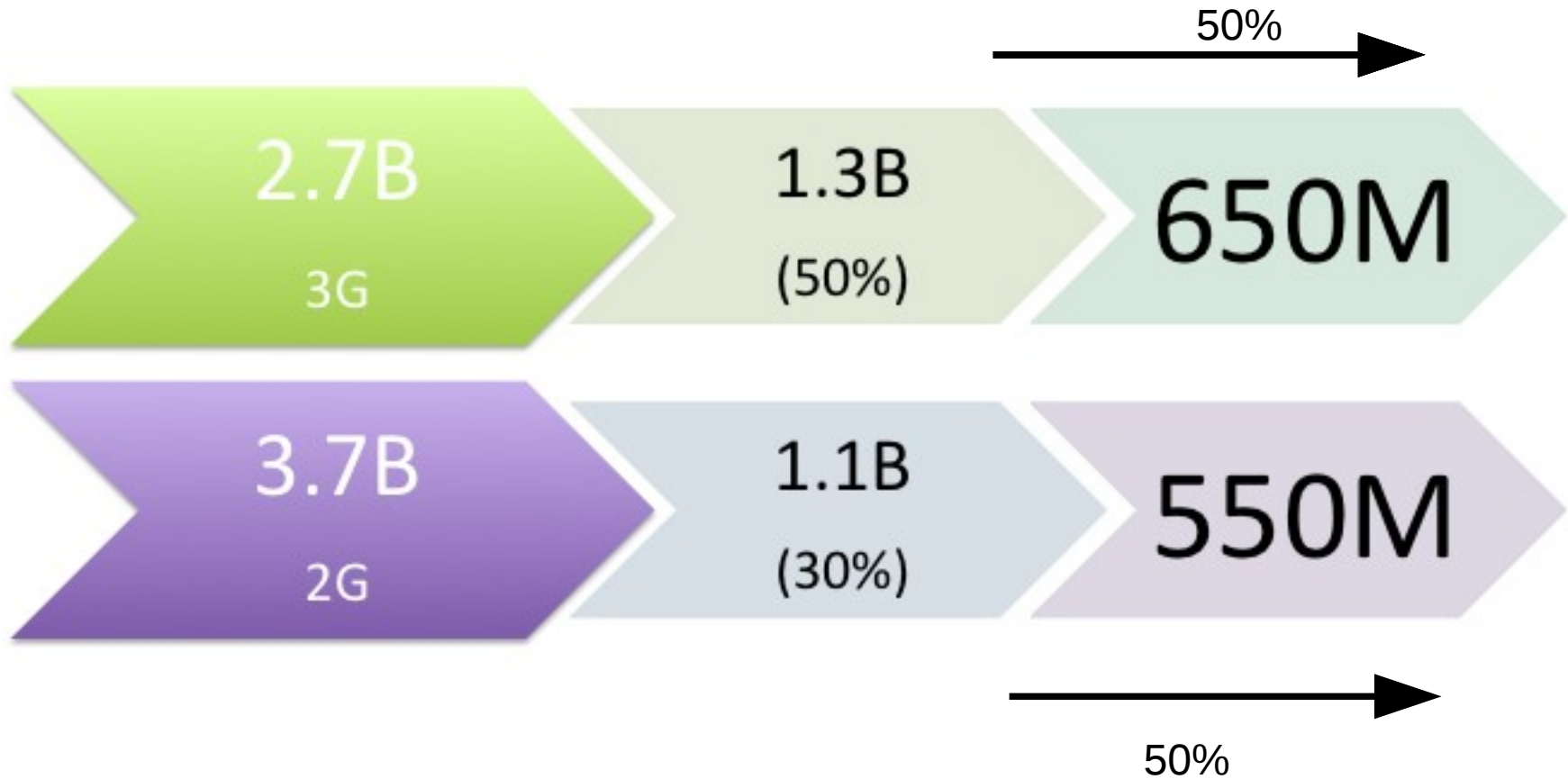ideal scenario

mobile platforms: two platforms for a segmented market

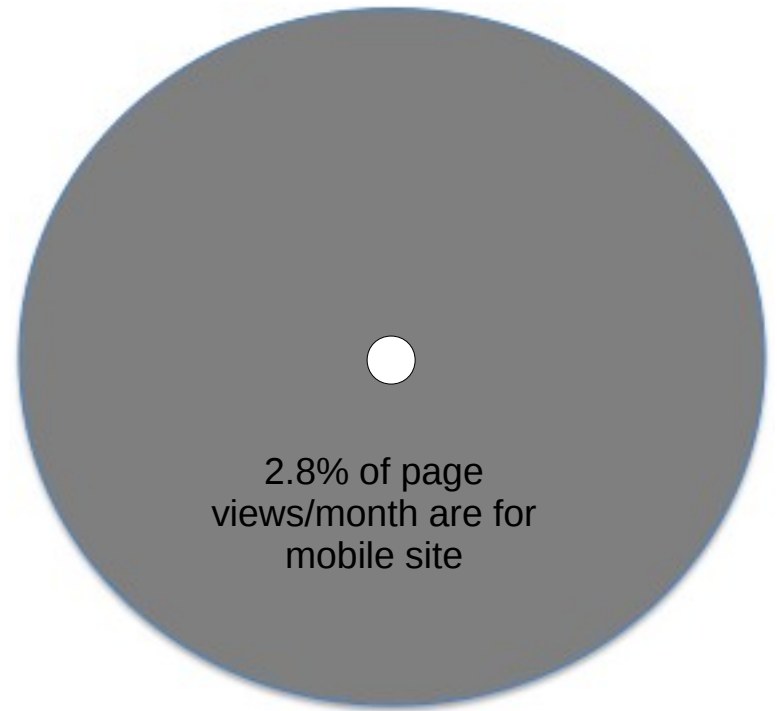# mobile platforms: more than a billion users (2014)

50% →

| 2.7B 3G | 1.3B (50%) | 650M |

| 3.7B 2G | 1.1B (30%) | 550M |

50% →

50%

facebook: one-fifth visit mobile, Wikipedia: 2.8% of page views/month are for mobile

20% of Facebook users visit mobile site

2.8% of page views/month are for mobile site
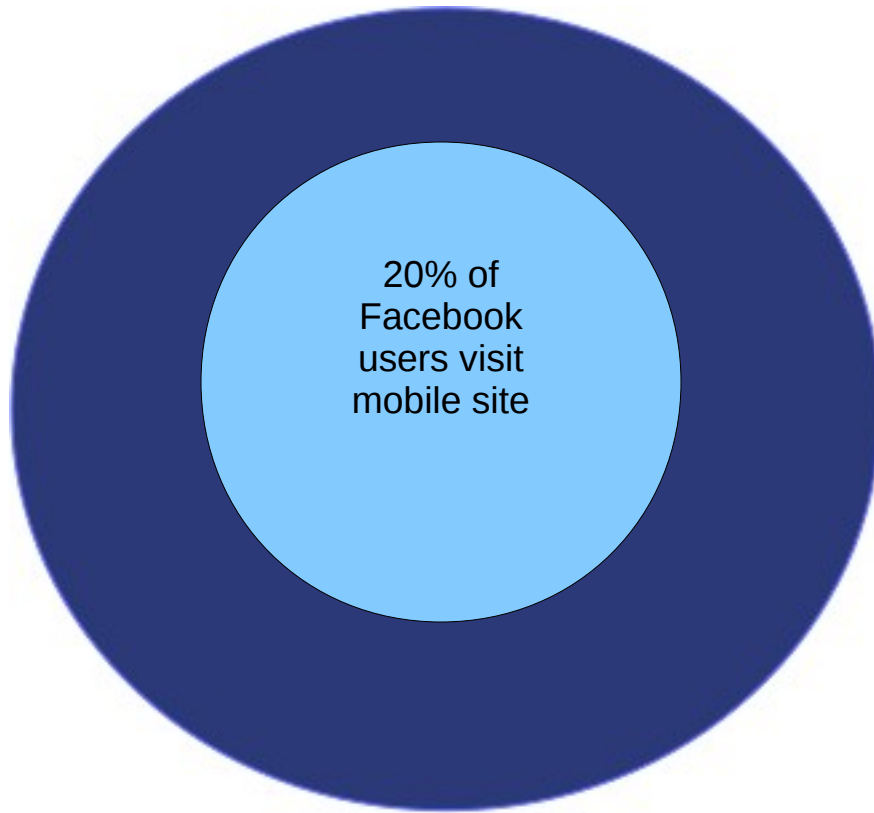
facebook
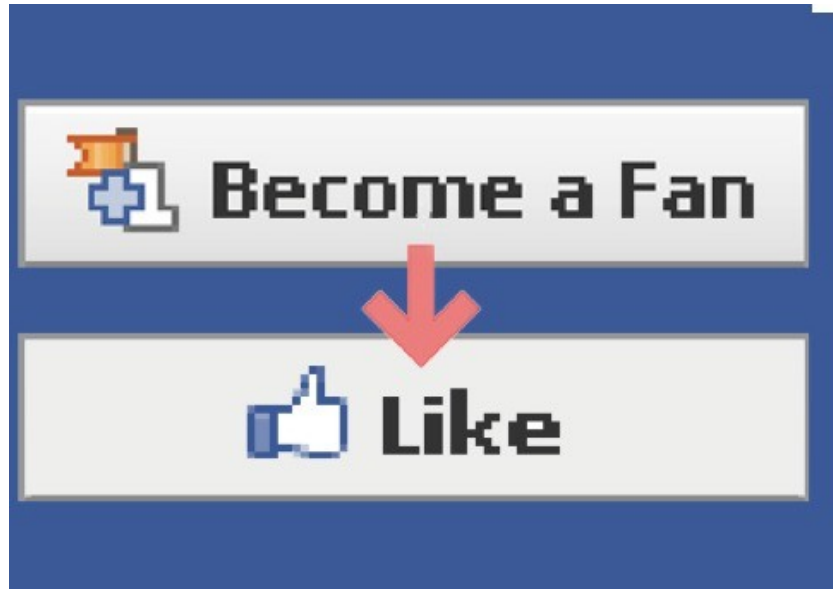
WIKIPEDIA

facebook: multi-media rich and zero platform

facebook: partnerships with providers

Country or Territory	Operator	Country or Territory	Operator	Country or Territory	Operator
Anguilla	Digicel	El Salvador	Digicel	Nicaragua	Claro
Antigua & Barbuda	Digicel	Finland	Saunalahti	Pakistan	Mobilink
Aruba	Digicel	Greece	Vodafone	Palestine	Jawwal
Austria	tele.ring	Greece	WIND	Philippines	Sun Cellular
Barbados	Digicel	Guatemala	Claro	Romania	Vodafone
Belgium	BASE	Guinea Bissau	MTN	Rwanda	MTN
Benin	MTN	Honduras	Claro	Sri Lanka	Mobitel
Bermuda	Digicel	Hong Kong	3	St. Kitts	Digicel
Bolivia	ENTEL	Hungary	T-Mobile	Sudan	MTN
Bonaire	Digicel	India	Reliance	Swaziland	MTN
Brazil	TIM	India	Videocon	Tunisia	Orange
Bulgaria	M-Tel	Indonesia	3	Tunisia	Tunisiana
Cote d'Ivoire	MTN	Indonesia	AXIS	Turkey	Avea
Curacao	Digicel	Indonesia	Telkomsel	Turkey	Turkcell
Congo, Democratic Republic of the	Zain	Jamaica	Digicel	Turkey	Vodafone
Denmark	Telenor	Lithuania	Omnitel	UAE	du
Dominican Republic	Viva	Macedonia	ONE	Uganda	MTN
El Salvador	Claro	Madagascar	Orange		

"Despite our skepticism, it is undeniable that this is both a much needed and smart move. Lacking much of the telecommunication infrastructure of the developed world, developing nations are very mobile focused," Read Write Web blog

ReadWriteWeb

facebook: micro-contributions on mobile

Source: Facebook
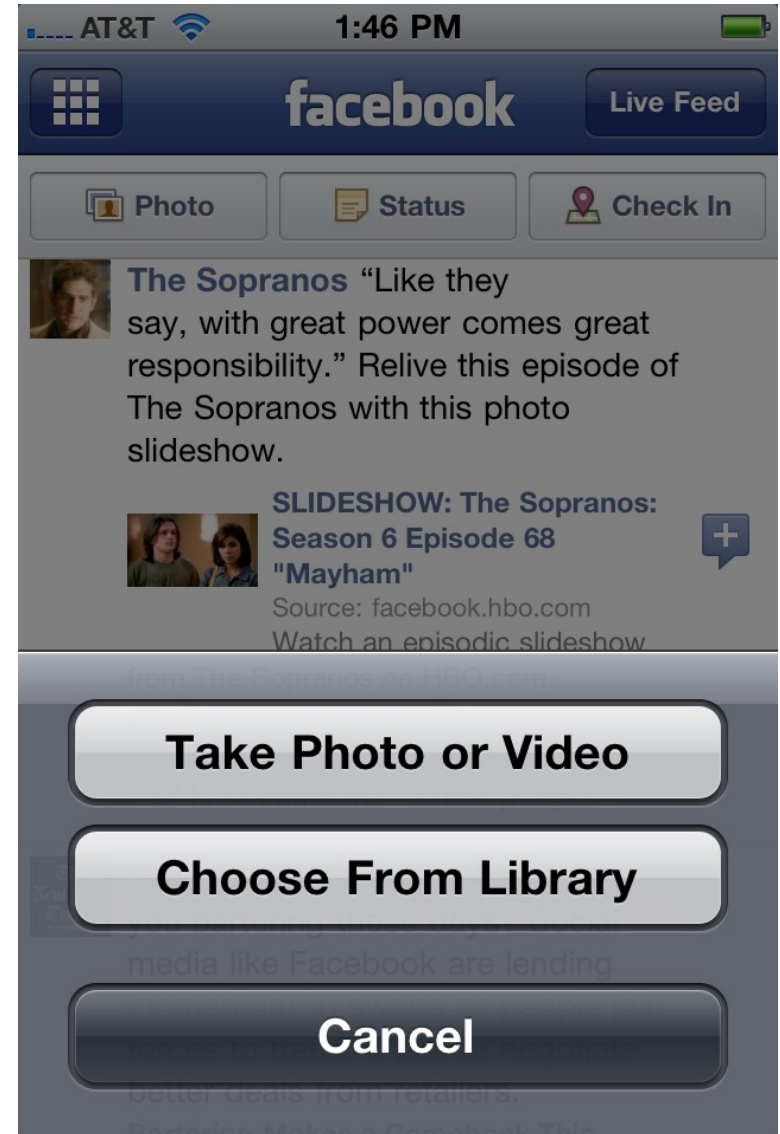
wikipedia apps: save an article, read it offline
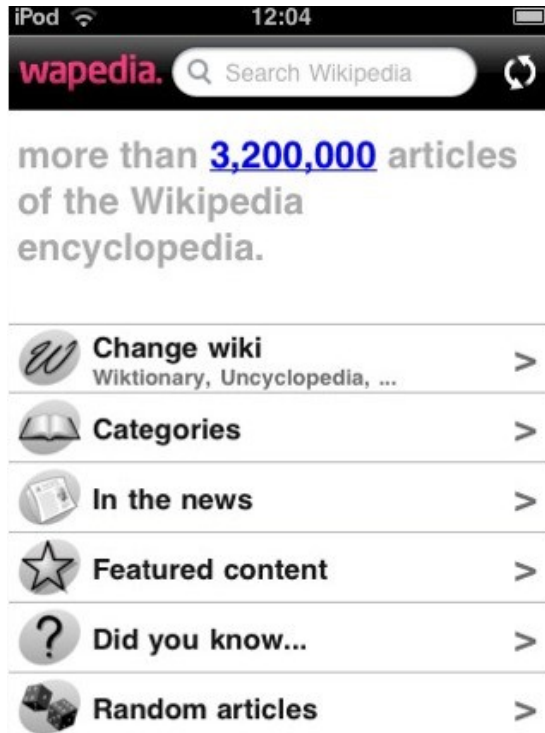
wikipedia apps: features and more features

- Saves articles on disk, making it easier to go back to them.

- Find out what other users are searching.

- Discover Wikipedia articles near your location.

Source: Quickpedia, Price= Free

bootstrapped scenario

lightweight platform: half a billion users, primarily in global south (2014)

50% →

3.7B
2G

1.1B
(30%)

550M
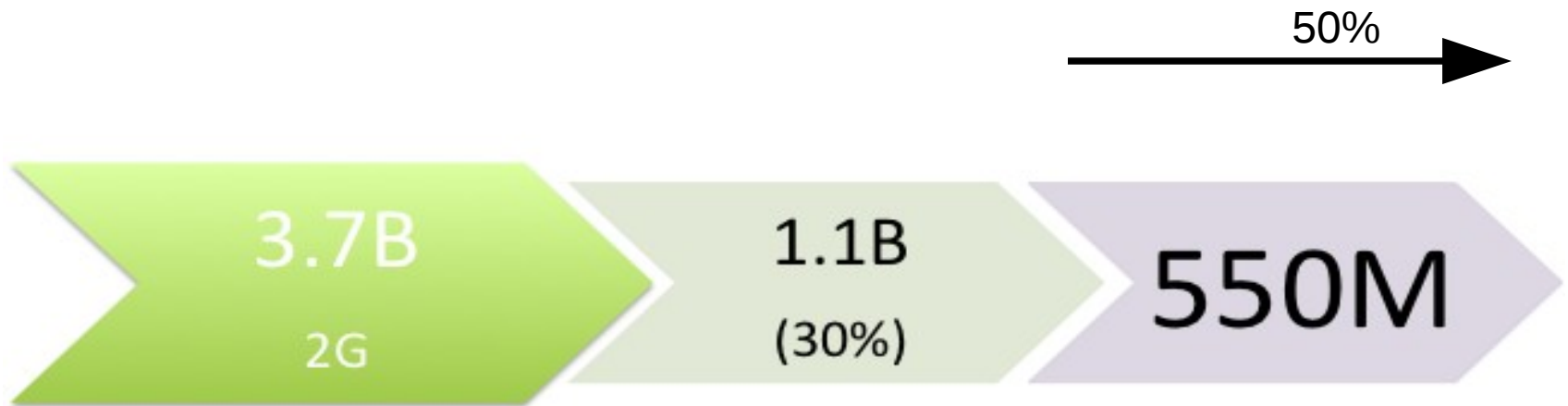
mobile platform: lightweight gateway for mobile

Fully supported languages:
uk, sr, sv, pt, pl, no, nl, hu, it, fr, es, en, de, & ar

Partially supported languages:
he, ru, & bo
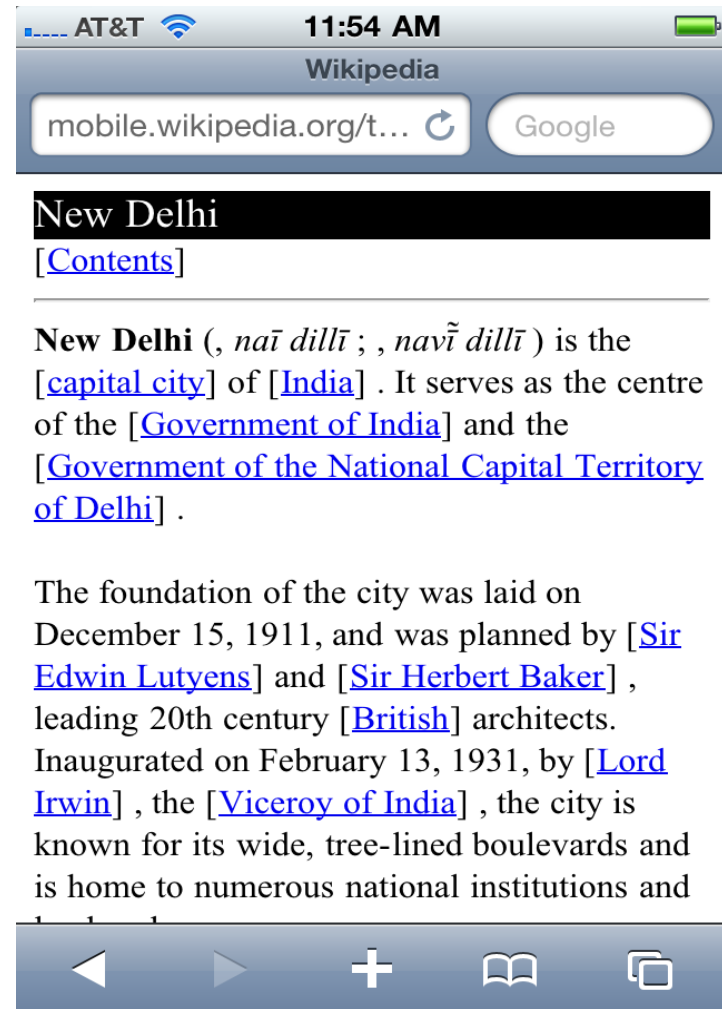
lightweight mobile platform: on average, 600-700k queries per day

```
       0 www.zh.wap.wikipedia.org
      13 nl.mobile.wikipedia.org
      14 www.zh.mobile.wikipedia.org
      16 es.wap.wikipedia.org
      17 www.de.mobile.wikipedia.org
      21 ru.mobile.wikipedia.org
      29 cs.mobile.wikipedia.org
      30 it.mobile.wikipedia.org
      35 id.mobile.wikipedia.org
      47 ar.mobile.wikipedia.org
      50 tl.mobile.wikipedia.org
      75 fr.wap.wikipedia.org
      87 www.en.mobile.wikipedia.org
      90 zh.wap.wikipedia.org
     137 hu.mobile.wikipedia.org
     150 de.wap.wikipedia.org
     171 uk.mobile.wikipedia.org
     177 zh.mobile.wikipedia.org
     213 pt.mobile.wikipedia.org
    1120 pl.mobile.wikipedia.org
    6929 de.mobile.wikipedia.org
    7431 fr.mobile.wikipedia.org
    9184 es.mobile.wikipedia.org
   10048 en.wap.wikipedia.org
  134168 en.mobile.wikipedia.org
  530756 mobile.wikipedia.org
```

No promotion

No redirects

No development

partnerships with largest carriers in Global South: over 1 billion subscribers

Network	Region	Subscribers (MM)
Telefonica Moviles/O2	LatAm/Europe	206
America Movil	LatAm	194
Telenor	Europe/Asia	172
Bharti Airtel	India	111
MTN Group	Africa	108
Orascom	Africa/Asia	89
Telekom Indonesia	Asia	80
Telecom Italia Mobile	Europe/LatAm	72
VimpleICom	Russia	61
BSNL	India	52
Turkcell	Europe	49

Source: Morgan Stanley Report

lightweight platform: data continues to be expensive

Unlimited data per month= $60

Highly limited per month = $8

Average monthly income in 2009= $731

Unlimited data per month= $150

Highly limited per month = $5

Average monthly income in 2009= $90

operators are pushing for thin client for slower networks

"If you want to be relevant in Africa then you have to have a thin client," Orange

"The mobile handset universe is less sophisticated with lower levels of technology. They are 2G at best in some regions," operator in Thailand

minimal micro-contributions

?
Ratings

technology implications

tech implications

- Need a base platform that is well integrated into the core platform

- Need to hire engineers and product research on specific segments

- Do some usability testing, especially for smart phones

- Reading features are easier to implement

- Additional features are needed, but needs more research

  - Possible contributions: spelling changes, upload images, short line edits, posting to discussion pages, rate articles

  - Categorization of articles, tag images, work us through our queue

recommendations

next steps

- Integrate our mobile gateway into the core infrastructure

- Assessment of lightweight gateway, determine & execute solution

- Expand readership and contributions

  - Internal development – tools & platforms

  - Strategic partnerships – marketing, co-development and partner support

  - Community – mobile crowdsourcing, developer networks

Mobile Strategy for Wikimedia Foundation
Tomasz Finc, Barry Newstead, Mani Pande, Kul Wadhwa
Jan 2011