Orange & Wikimedia projects

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Nov 12nd 2009
UPF - DTIC Research Seminar
About Orange

- **Orange** is the key brand of **France Telecom**, one of the world’s leading telecommunications operators.
- With **123 million customers**, the Orange brand now covers **Internet, television and mobile services** in the majority of countries where the Group operates.
- Orange is the **number three mobile operator** and the **number one provider of broadband Internet services** in Europe.
- **Orange Business Services**, is one of the world leaders in providing telecommunication services to multinational companies.
- France Telecom (NYSE:FTE) is listed on Euronext Paris (compartment A) and on the New York Stock Exchange.
Orange Labs Worldwide presence

positions as of August 2006

8 centers in France

Paris

London

Warsaw

Beijing

San Francisco

Spain

Cairo

Seoul

Tokyo

France Telecom Group restricted
Orange Lab Spain

Orange Lab Spain belongs to Orange iLabs network and has **2 premises: Madrid & Barcelona**

**50 engineers** + partner resources

Main activities:
- Innovation
- Prototype & Commercial services development
- Engineering testing of network nodes & devices

Objectives:
- Developing service prototypes
- Applying for European patents
- European & national investigation projects

Focused on specific domains:
- E-Health
- Audiovisual
Agenda

1 The context

2 Wikimedia channels Overview

3 New services for Orange customers
The context
“Daría la mitad de lo que sé por la mitad de lo que ignoro.”

René Descartes
Globalization: also a cultural phenomenon

- Globalization, as a cultural phenomenon, is closely linked to Information and Communication Technology.
- Internet tools have been transversally integrated into almost everyone's daily life, strongly impacting such realms as education, work and entertainment.
- Internet has led the way to different forms of relationships and cooperation in contemporary society.
- Services of communication, content publication, sharing and social networks are evolving through PC/mobile convergence.
- The development of multimedia technology, both with regards to devices as well as software.
- The Internet as the primary references of cultural globalization for which the greatest challenge is the democratisation of information through more participative systems.
Two fundamental new concepts

- “Open Knowledge” refers to any content, information or group of facts that people can use, reuse and distribute freely, without legal, technological or social restrictions.

- “Vigilant Interaction” is a theory that expresses the quality of a team that works according to a participative model for making decisions. This theory assumes an interactive process of analysis and debate of assumptions and alternatives for arriving at a final solution.
Wikimedia channels
Overview
About the Wikimedia foundation

- The Wikimedia Foundation is the non-profit organization which operates Wikipedia, the free encyclopedia. Based in San Francisco, California.

- Wikipedia and the other projects operated by Wikimedia receive more than 300 million unique visitors per month, making them the 4th most popular web property world-wide. (Source: comScore Media Metrix)

- Available in more than 265 languages, Wikipedia contains more than 12 million articles contributed by a global volunteer community of more than 100,000 people.
The Wikimedia has developed projects oriented towards different types of Open Knowledge content, based on both content editing tools and Wikipedia’s basic structure. They are also available in a wide variety of languages.
Summary

Positioning & description
- Wikipedia is an open and free encyclopedia available in 265 languages.
- The core value is the search in the encyclopedia. The ‘Go’ button shows the main article with an index and different sections. The ‘Search’ button shows references in different contexts and results of different Wikimedia channels.
  - English: 2.9 M+ articles
  - Spanish: 480 K+ articles
  - French: 800 K+ articles
  - Polish: 600 K+ entries

Best practices
- Free and participative concept. Administrators maintain acceptable level of quality.
  - Large number of entries.

Analysis

HP structure: Search box, Today’s featured articles, In the news, Did you know, On this day, Today’s featured picture, and Thematic portals.

Content structure & volume: The most relevant content is the encyclopedia itself. Wikipedia is the most popular reference work on the Web. It is widely used to do quick look-ups or as a starting point for more in-depth searching.

Functions: The main function is searching. Wikipedia pages are consistently in the first results returned by Google searches.

Ergonomy/usability: Very easy to search and browse. Many disambiguation pages help to find the right article. Additional links are embedded in the articles making it easy to look up related information.
The content on FR, SP, UK, PO homepages is similar, though it is structured differently.
Summary

Positioning & description
- Wiktionary is a free dictionary available in 10 languages. You can find words from different languages defined in the language you select.
- Currently the core value is the dictionary. In addition, it has complementary contents and tools related to the language domain, such as: Appendices by topic, Abbreviations, Thesaurus, Rhymes, Frequency lists, Phrase books.
- French: 1.407 K+ entries from over 700 languages
- English: 1.298 K+ entries from over 295 languages
- Polish: 143 K + entries
- Spanish: 39 K+ entries from over 300 languages

Best practices
- Useful tool for a wide group of users (many people need a dictionary on the web)
- Concentrates many free dictionaries and language resources

Analysis

HP structure: Search box, Word of the day, Index, Wiktionary in other languages, Discussions rooms. (For all the users)
Content structure & volume: The most relevant content is the dictionary itself, the rest has a wide and flexible structure but still not totally populated. More entries than commercial dictionaries. Only Wikimedia channel with more content in French than English.
Functions: The main functions are search / define. Other useful ones are: Word of the day, Index and Wiktionaries in other languages. Creating a new entry is done by searching for the entry and then if it does not exist, Wiktionary will provide a red-colored link to create the entry.
Ergonomy/usability: The service has many functions for contributors. This makes it difficult for the user to go straight to the most useful parts / contents. The structure of the content is flexible but has many levels. Pages are usually quite long. Wiktionary results are not high on Google unless “define:” is used.
Overview

Large volume of contents over a very plain interface is not easy to surf for a non-technical user. Useful tool concept, but the degree of maturity of the different sections is very diverse.
Summary

Positioning & description

- Wikimedia Commons is a database of 4.5 M+ freely usable media files. Its primary function is as a supporting project for the other Wikimedia web sites.
- Currently the core value are the pictures / images. In addition, it has other multimedia content: audio and video, but the volume is reduced. 93% images, ~6% audio, < 1% video
- The categories are very well structured, but not very populated for now.
- The welcome page is available in many languages, though left-side navigation menus are available only in a few (French yes, Spanish & Polish no).

Best practices

- Direct access to the contents by search box
- Thematic structure, easy to expand, allowing to classify the content properly.

Analysis

HP structure: Search box, Picture of the day, Index by topic, Commons in other languages,
Content structure & volume: The most relevant content are the pictures. Potential for the content to grow.
Functions: The main function is the search box.
Ergonomy/usability: It is simple and very easy. The Go/Search buttons provide a first set of results with the possibility of going through the categories to look for more content. The search box shows different results related to the keyword. The categories are well structured, though they are only in English. Since purpose of commons is to support other projects, translation of categories might not be very high priority.
France Telecom Group restricted Orange & Wikimedia projects
Summary

- Wikiquote is a free online compendium of sourced quotations from notable people and creative works in every language, translations of quotes, and links to Wikipedia for further information.
- The content has different sources such as: films, news, people
- English: 16.7 K+ entries
- Polish: 6.9 K+ entries
- Spanish: 3.4 K+ entries
- French: 1.4 K+ entries

Best practices
- Very specific content is well structured and dynamic.
- Provides possibility of getting more information through hyperlinks, from the results

Analysis

HP structure: Search box, Quote of the day, Selected pages, Index, Wikiquote in other languages. The structure varies among the different languages.
Content structure & volume: Wikiquote content is very specific and is enriched with complementary information.
Functions: The main functions are search / go. Quote of the day is an interesting function.
Ergonomony/usability: The access to the information is easy. It is a little difficult to differentiate between sources of quotes and themes of quotes.
Having this kind of content available in different languages and fed by such a strong community, gives Wikiquote a good position in Internet.
Summary

Positioning & description
- Wikibooks is a free library of educational textbooks.
- English: 30.1 K+ pages
- French: 6.1 K+ pages
- Spanish: 4 K+ pages
- Polish: 3 K+ pages

Best practices
- Flexible structure and useful tools for content generation.
- Potential for content to grow.

Analysis

**HP structure:** Search box, Selected books, Categories.

**Content structure & volume:** Currently the volume of content is low

**Functions:** The main functions are Go/Search and browsing. Results of searching include links to articles in Wikipedia, which is important since there is not much content yet.

**Ergonomics/usability:** The access to the information is easy. It is more interesting to browse categories and titles than searching. Searching gives varying results. It is more interesting to access the contents from an e-book reader or a mobile phone with a large screen that is comfortable for reading.
It is more interesting to browse categories and titles than searching. Searching gives varying results, but does provide links to Wikipedia.
Summary

Positioning & description

- Wikisource is an online library of free content publications
- English: 123 K+ pages
- French: 51 K+ pages
- Spanish: 43 K+ pages
- Polish: 13 K+ pages

Best practices

- Flexible structure and useful tools for content generation.
- Potential for content to grow.

Analysis

**HP structure:** Search box, Selected books, Categories.

**Content structure & volume:** Currently the volume of content is low

**Functions:** The main functions are Go / Search. Results of searching include links to articles in Wikipedia, which is important since there is not much content yet.

**Ergonom/usability:** The access to the information is easy. It is more interesting to browse categories and titles than searching. Searching gives varying results. It is more interesting to access the contents from an e-book reader or a mobile phone with a large screen that is comfortable for reading.
It is more interesting to browse categories and titles than searching. Searching gives varying results, but does provide links to Wikipedia.
**Summary**

- Wikinews is a free news source written by contributors. There are some specific sections in each language portal.
  - French: 7 to 12 articles per day
  - English: 1 to 10 articles per day
  - Polish: 1 to 10 articles per day
  - Spanish: 1 to 10 articles per day

**Best practices**

- Flexible structure and useful tools for content generation.
- Potential for content to grow.

**Analysis**

*HP structure:* Headlines, Search box, Categories, News by countries

*Content structure & volume:* Currently the volume of content is low, though there is new content every day.

*Functions:* The main functions are browse headlines, browse recent news, browse by categories/countries.

*Ergonomy/usability:* The access to the information is easy.
Home page has several sections, the principal being the top headlines of the day. Many links to other news.

Note: The layouts of the main pages varies widely among the different languages.
**Summary**

**Positioning & description**
- Wikispecies is an open, free directory of species.
- English: 189 K+ entries
- The ‘Welcome’ page is available in many languages.
- The entries are in English, though most/all entries include a section with the common name of the species in many languages.

**Best practices**
- Flexible structure and useful tools for content generation.
- Potential for content to grow.

**Analysis**

**HP structure:** Search box, Taxonavigation.

**Content structure & volume:** Currently the volume of content is low

**Functions:** The main functions are search / go.

**Ergonomy/usability:** The access to the information is not very easy. Searching on common names of species must be better supported.
Content can be searched or browsed with the taxonavigation. Searching on common names of species must be better supported.
**Summary**

**Positioning & description**
- Wikiversity is an online library of free learning resources.
- English: 10 K+ learning resources
- French: 800 + learning resources
- Spanish: 800 + learning resources
- Polish: not available

**Best practices**
- Flexible structure and useful tools for content generation.
- Potential for content to grow.

**Analysis**

**HP structure:** Search box, Explore Wikiversity

**Content structure & volume:** Currently the volume of content is low. The structure is not very well defined and is confusing.

**Functions:** The main functions are Go / Search and ‘Explore Wikiversity’

**Ergonomy/usability:** The access to the information is not very easy and can be confusing. There are several ways to browse the information, but the user will probably try several or all before deciding which way works best for him/her.
From the home page, users can search and browse. It is most interesting to browse from the ‘Explore Wikiversity’ section which offers many ways to approach the content.
Wikimedia channels analysis conclusions

- Wikimedia channels and its open community that collect, create and maintain the content make Wikimedia an important reference for free, on-line content.

- Due to the concept of the tools used by Wikimedia channels, the information classification can be very precise. But at the same time it takes many steps for the user to reach the information. Context information and user profiles could make this process much more direct.

- The degree of maturity of the channels themselves as well as each country is heterogeneous. In addition, the volume of content in the different content categories varies widely.
New services for Orange customers
Orange – Wikimedia Partnership

- This partnership started in April 23 2009, will expand the reach of Wikimedia content through new services and features.

- The first phase will be focused on web and mobile portal services for Spain, France, UK and Poland, for Wikipedia, the flagship project of the Wikimedia Foundation.

- In the second phase of the two organisations will cooperate to create a range of simple but innovative new services, drawing on Orange’s skills as a total communications provider across mobile, internet and television. In addition, the partnership will be rolled out across the rest of Orange’s European footprint.
Orange-Wikipedia web channels

- Specific Wikipedia encyclopedia channels on Orange web portals in Spain, France, Poland and UK.
Search shortcuts

- Providing a first view of Wikipedia articles within the search results.
Contextual links

- Enriching sections of the Orange web portal with links to relevant Wikipedia information, according to the content.

Direct access to Wikipedia to complement the article.
Orange Wikipedia mobile channel

- Orange mobile channels designed with a high usability level and nice interface are available for a wide range of mobile handsets.

Orange world

O-Wikipedia landing page

O-Wikipedia article page
What do we mean by “widget”? A widget is Small, Single-Purpose, Highly graphical and interactive Internet-enabled applications. Source: http://widgets.orange.com
Orange Wikipedia widgets

- Mobile and web-based widgets which enable customers to access Wikipedia content directly from their Orange mobile or web homepage.
thank you