

2015-2016

ANNUAL REPORT



giving everyone a voice in  
the future of the internet

During 2015-2016, ICANNWiki strengthened the ICANN community and strove to become the most accessible resource on ICANN and Internet governance.

This report outlines what that work looks like, and offers insight into the year ahead.

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# REPRESENTING ICANN'S GLOBAL COMMUNITY



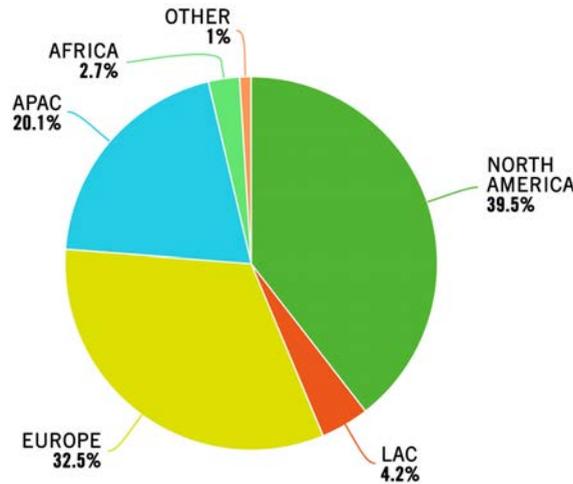
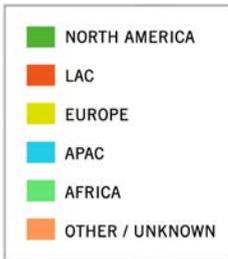
## ICANNWIKI IS A STAPLE AT EVERY ICANN MEETING

In 2015-2016, we continued to strengthen our community through direct outreach at ICANN Meetings, where we are widely known for our caricatures, badges, playing cards, and educational primers, known as the ICANNWiki Quickie. These services bring in stakeholders from every community, including Governmental, Technical, Commercial, Non-Commercial, ICANN Staff, Fellows, Next-Gen, and other newcomers.

**550+**

# OF ARTICLES CREATED  
USING DATA FROM OUR  
BOOTH INTAKE FORM

## OUR TRAFFIC MIRRORS ICANN'S DIVERSITY



**65%**  
OF OUR TRAFFIC COMES  
FROM OUTSIDE THE U.S.

## OUR PRESENCE IS EXPANDING



**253,345**  
UNIQUE VISITORS  
IN 2015

**22%**  
INCREASE IN  
SITE TRAFFIC  
FROM 2014

(WE PROJECT THE SAME AMOUNT OF GROWTH IN 2016)

OUR ONLINE  
NETWORK  
IS BUZZING



**3,000+**  
TWITTER  
FOLLOWERS



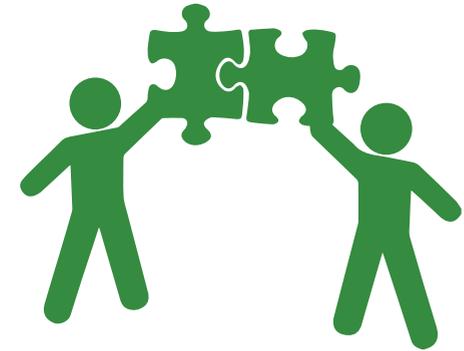
**800+**  
FACEBOOK  
LIKES



**2,000+**  
MAILING LIST  
SUBSCRIBERS

# SUSTAINING GROWTH THROUGH DIRECT OUTREACH

In 2015, we aimed to form deeper connections with the ICANN community - specifically with ICANN Fellows and NextGen Members - through our Edit-a-thon event, which is held at every conference. Our Edit-a-thons are multi-day, two-hour open sessions that teach attendees how to add and edit information on ICANNWiki's site. Our hands-on content development training encourages those interested in ICANN to make their studies and activities concrete, and lay the groundwork for similar trainings in their own regions.



Unlike other Content Management Systems, such as blogs, wiki platforms build content collaboratively and from the bottom up, much like the multistakeholder decision making model found at ICANN.

## ICANN 54 - DUBLIN

Building upon our Edit-a-thons in Singapore and Buenos Aires, our Dublin event gained a sponsorship by Amazon, as well as increased attendance. We improved our booth presence to present a more professional yet welcoming environment. 14 attendees worked on articles such as **.ps, domain hacking** and **Internet of Things**. Amazon was gracious enough to provide Amazon Fire Sticks for all who attended our post-Edit-a-thon dinner Reception.



## ICANN 55 - MARRAKECH

By far our most successful event to date. In recognizing and honoring the passion of ICANN's newest stakeholders, ICANN Fellows, and NextGen members, we were able to cover the subjects which matter to them most. The results were tremendous. Over **35 stakeholders** attended the event, and our booth has never been so full of activity and learning!



## BRINGING EDIT-A-THON TRAININGS TO LOCAL COMMUNITIES

All of these efforts lead us to two new and exciting projects developed in tandem with an ICANN 55 Fellow (India) and NextGen Member (East Africa) who were both passionate about starting homegrown projects that would meet the needs of their community.

These new projects will solidify the work these newcomers are doing within Internet governance--specifically with regard to translation and creation of local content. The result will be individualized portals for information-rich articles in Hindi and Kiswahili. We hope to debut this work at the end of 2016.



# PROVIDING ENGAGING GIVEAWAYS

At ICANN conferences, we support attendees by providing a friendly place to converse, pick up our iconic giveaways, and most importantly, to provide context for the conference and its biggest topics.

## THE ICANNWIKI QUICKIE IS A GO-TO CONFERENCE RESOURCE

We debuted our Primer, now known as the ICANNWiki Quickie, at ICANN 54 in Dublin. The inaugural version included sections on relevant topics, acronyms, key ICANN people as well as a City Guide, full of suggestions for local attractions and restaurants.

After its rebranding for Marrakesh, the ICANN 55 version of the ICANNWiki Quickie included richer content on ICANN's biggest issues, including the IANA transition, Fadi Chehadé's departure and an introduction to Göran Marby, ICANN's newest president. It also highlights key topics, acronyms, people, and meetings that participants should know about. To keep the project welcoming, we wrapped the front and back covers in a mural illustrating Fadi's role in ICANN's successes during his tenure.

**400+** PRIMERS DISTRIBUTED AT ICANN 55 IN MARRAKECH & **800+** ONLINE VIEWS



## CARICATURE BADGES

Our custom-illustrated caricatures get unmatched visibility at every ICANN conference. Each caricature is printed on-demand, offering a fun alternative to generic name badges and creating a frequent source of corridor conversation!



## PLAYING CARD DECKS

Unique to each conference, playing card decks are a longstanding extension of our caricatures. Our playing cards have become collectibles that feature a member of the community on each card. Conference attendees look forward to picking up a deck at each conference and checking to see if they made it into the deck.



# INCREASING ACCESSIBILITY

The culmination of all of our work and community building is found on our website, where we provide the most accessible resource available on ICANN and Internet Governance. The content is developed by and for the multistakeholder community and we work very hard to present it in an engaging and accessible way.

## SITE ACCESSIBILITY



ICANNWiki accomplished one of its major goals for 2015 by making the wiki site completely mobile friendly, and by updating its aesthetic.

# 692

## NEW ARTICLES CREATED

# 60+

ON NOTABLE  
PEOPLE  
WITHIN ICANN

## TOOLKITS & RESOURCES

Using video tutorials and printed wiki-editing guides, ICANNWiki is teaching the world how to increase user-created content on the web.



## THE ICANNWIKI TRANSLATION INITIATIVE IS GROWING

In 2015, we developed relationships with a number of organizations to tackle the lack of non-English content found on our site. With these standalone wikis in place, we aim to encourage consistent participation from stakeholders committed to broadening the range of coverage available to their communities. By engaging these stakeholders from the start, we can ensure the results reflect regional needs.



Our first outreach was to Dominios Latinoamerica, a South American Internet-related news source which regularly offers content in English and Portuguese. The organization wholeheartedly embraced the project, and we have developed a long-term vision for a standalone wiki in Spanish, which will debut at ICANN 57.



ajitora.asia

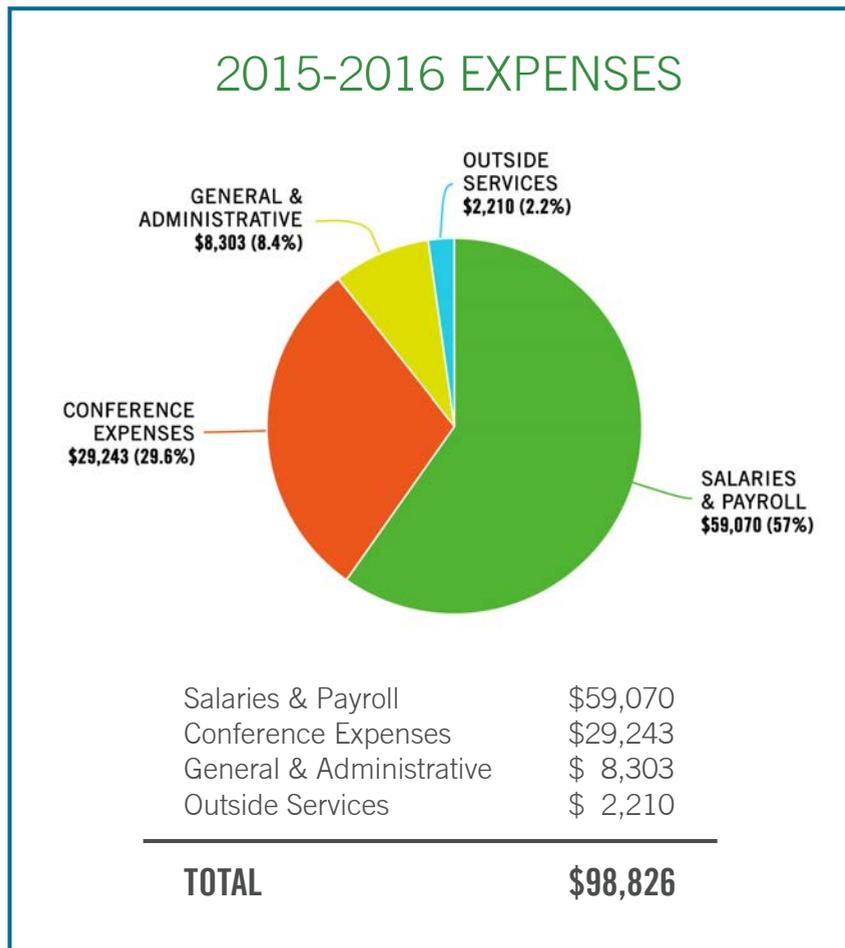
We have also established a relationship with DotAsia to develop the simplified Chinese wiki, and have plans to debut this in late 2016.

Partnerships with organizations to create Hindi and Kiswahili content for ICANNWiki are also in their early stages of development.

# REVIEWING OUR FINANCIALS

A snapshot of our expenses throughout the year.

Our work would not be possible without the generous support of our sponsors.



ICANNWik is 501(c)3 non-profit organization.

## OUR SPONSORS



# PLANNING OUR YEAR AHEAD

In 2015-2016, our increased capacity has enabled us to make major improvements. Over the next year, we will continue to grow and build on this momentum.

## IMPROVING SITE CONTENT & ACCESSIBILITY

We have been developing and providing a great resource on ICANN for the past decade. This year will emphasize making [icannwiki.com](http://icannwiki.com) more accessible and engaging to a wider audience.

Our goal is to have 100+ articles in Chinese, Spanish and Swahili. Additionally, we will further develop more content on the high-interest topics discussed in the wider Internet governance community, demonstrating the importance of ICANN and its place in the Internet governance ecosystem.



## INCREASING COMMUNITY ENGAGEMENT

ICANNWiki is much more than a website, our physical presence at ICANN meetings helps build and maintain the sense of community and inclusiveness.

We will continue to improve our giveaways, like the ICANNWiki Quickie, and develop the Edit-a-thon into a must attend event for Fellows, NextGen and others, but in this coming year, our outreach will extend beyond the ICANN Meetings. This means partnering with like-minded organizations and exploring other IG fora. Additionally, we will work with local organizations worldwide to use ICANNWiki to engage their local communities, with pilot projects being developed in East Africa and India. This will contribute to our localized content initiative and in the case of India will generate excitement about ICANN 57 in Hyderabad.



## CONTACT ICANNWIKI

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