

# Commercialization of Wikis: Open Community that Pays the Bills

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# Overview

- Introduction to commercial wikis
- Wiki business models
- Rules for commercial wikis

# What is a wiki?

- An information repository
- Open for *everyone* to edit
- Collaborate on the same work
- Easiest possible editing
- Web browser interface (almost always)
- Free/Open Content (majority)

# Does commerce belong in wikis?

- Part of a healthy ecology of the wikisphere: personal, commercial, and non-profit
- Frees up public-sector resources
- It's OK for a company to do the right thing

# Other ways to support a wiki project

- Out of pocket
- With donations, grants, government funds
- Move to a wiki farm

Bottom line

Do whatever works for you.

# Four kinds of wiki business

- Service provider  
(Wikispaces, Wetpaint, PBWiki)
- Content hosting  
(wikiHow, Wikitravel, Wikia)
- Consulting  
(SocialText)
- Content development  
(WikiBiz)

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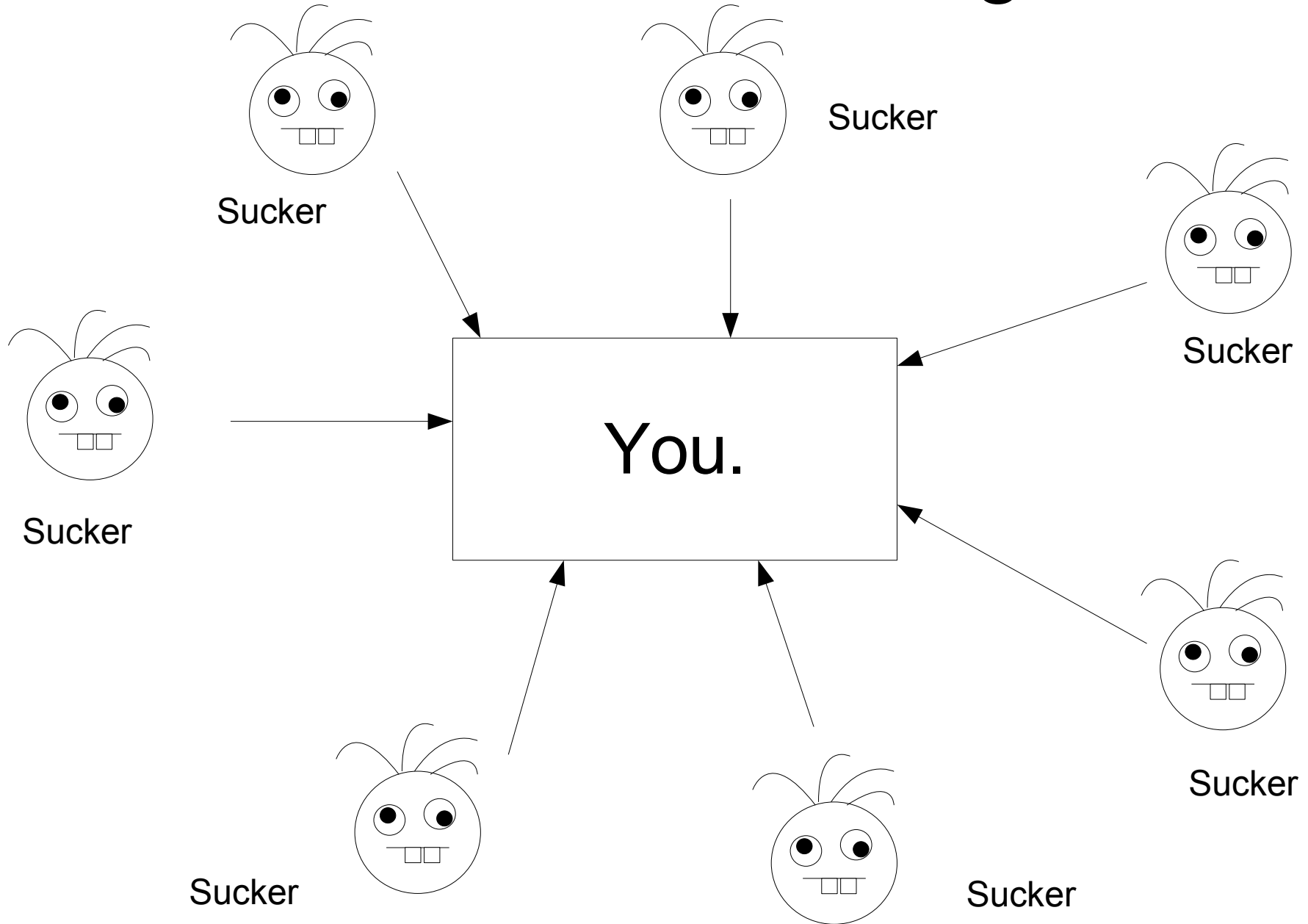
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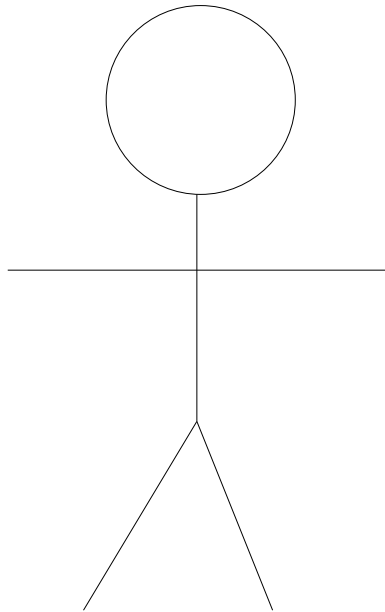
# Crowdsourcing



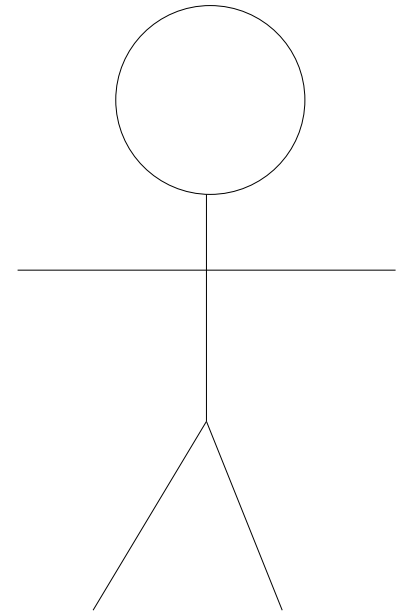
**Eff that.**

# A platform for knowledge

Havers



Needers



Knowledge

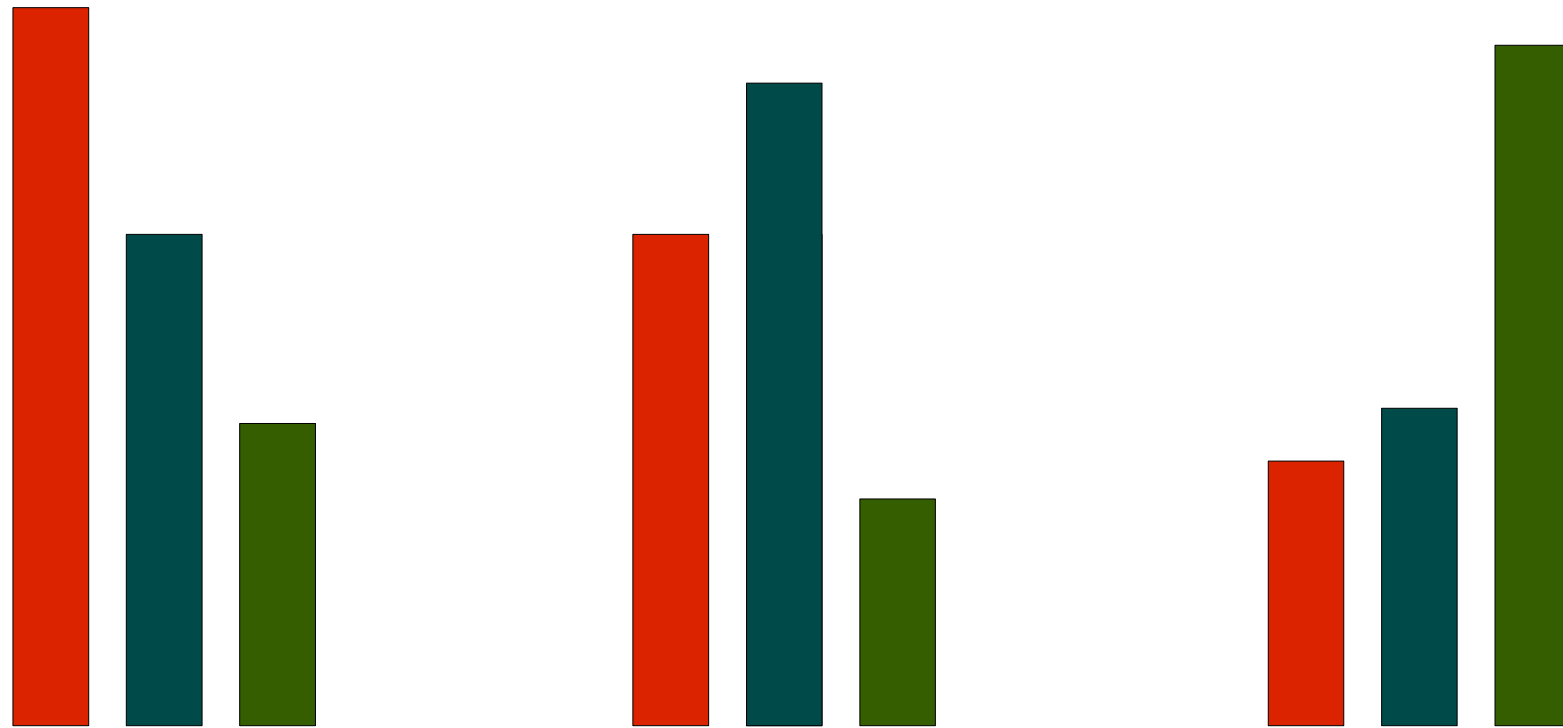
You.

# Rules for commercial wikis

- Have a noble purpose.
- Demonstrate value.
- Be transparent.
- Extract value where you provide value.
- Set boundaries.
- Be personally involved.
- Run with the right crowd.

**I. Have a Noble Purpose.**


# Value for the contributor



Blog

Photo  
Video

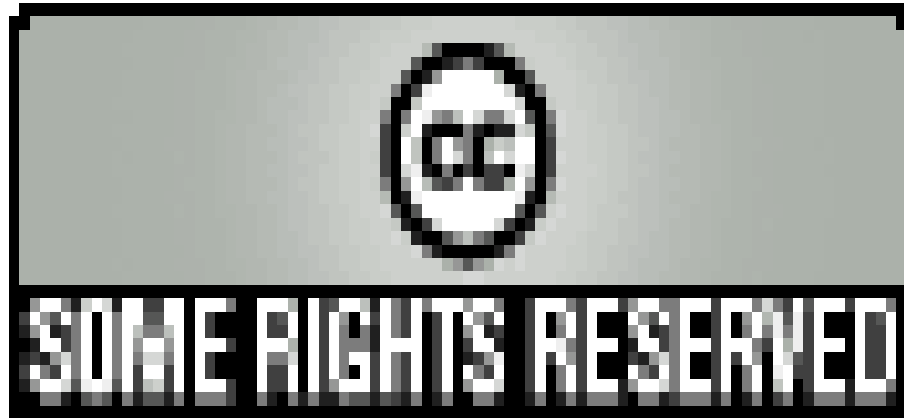
Wiki

 = Ego

 = Friends

 = Purpose

# The Noble Purpose.



## II. Demonstrate Value.

# Ways to add value

- software development
- systems administration (big wikis)
- community management
- external promotion
- carry the torch

III. Be Transparent.

IV. Extract value where you provide value.

# V. Set Boundaries.

**VI. Be Personally Involved.**

**VII. Run with the right crowd.**

# Conclusions

- Commercial wikis can be healthy additions to the Internet and to Free/Open Content.
- Community, content and commercialism need to be carefully managed.
- It's a fun time to be involved with wikis.

# Thanks

- Michele Jenkins, Wikitravel
- Jack Herrick, wikiHow
- CommunityWiki and MeatBall communities
- Angela Beesley and Jimmy Wales, Wikia
- The readers and contributors of Wikitravel