Monetizing OpenOffice.org

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Agenda

- The objective is, first, to make it easier for endusers and developers to find what they want.

- It is also to provide mechanisms—revenue streams—by which to help make OpenOffice.org self-sustaining.

Problems

- Two areas—developer/enduser confusion and revenue
  - OpenOffice.org (the product) could be easier for endusers to download.
  - As well, finding ancillary material (documentation, clipart, templates, etc.) could be easier

Proposal

- That we divide the enduser from developer pages

- That we improve the experience for both

  - For developers, blogs, wikis, etc;

  - For endusers, a simple Apache download server listing all downloads, all documentation, templates, macros, clipart; all support information

- That we make the enduser space friendly to advertisers and other commercial efforts

- That we make it easy to receive updates and to learn of other options

Details-Downloads

- We continue using the OSU bouncer to list all up-to-date releases.

- We make it so that the page is language aware and can change accordingly. How would this work?

- (French) User goes to OpenOffice.org homepage

  - Download page for 2.x, which is in her language (few strings to translate; these are maintained by NLC groups)

  - Clicks on what she wants.

- (French) user goes directly to her NLC page and then wants to download the binaries.

- She is directed to the 2.x page. Ditto for all complying NLC projects—an act made easier if all use the same template

Downloads—cont'd.

- For documentation (and associated works): listed or transposed

- Proposal: that we add a "call home" widget that will not only

  - Tell us about a successful download; but also
  - Tell the user of what options are available

Support

↝ We need to revisit partnering with support organizations.

↝ The current system—where criteria for support are made available—has received little support. So:

- Volunteer support is great; no change
- But licensing support material can bring in significant revenue

Advertisements

- 2.x Download page itself should be mostly ad free though could include Google ads on the margins; the central space is to be kept clean and clear.

- Larger ads for support and the providing companies, would be on the support page.

- Derived products can be given their own page, a fancier version of the current wiki. Arguably, we would charge them to be listed here, especially if they have ads

- Ads will be located only in designated areas. Not everywhere.

- Who would advertise? It could be certainly Google ads, it could be Sun, IBM, Novell, CollabNet; it could be other relevant companies.

- Ads would have to be relevant and tasteful.

Fund Management

- An entity that can engage in contract is required.
  - A US-based nonprofit like Team OpenOffice.org managed by the SPI.
  - Key: Transparent accounting and management and minimal overhead

Money for What?

- Hosting

- Marketing

- Events, travel, etc.

- Possibly some development

- The goal: to make the OpenOffice.org project as self-sustainable as possible
  - To engage the tens of millions of users into supporting their project

IP ownership

- Sun continues to hold copyright over OpenOffice.org code, and the JCA with its provisions remains. No change.

Expectations

- More logical layout for developers and endusers

- More options open to both

- More marketing possibilities
  - More developers
  - More users

- Funds to enable OpenOffice.org to be close to self-sustaining