

## Introduction

It is a wikiloops tradition to offer a report on the wikiloops projects development at the beginning of each year, and here is report number nine to reveal some notable numbers and happenings.

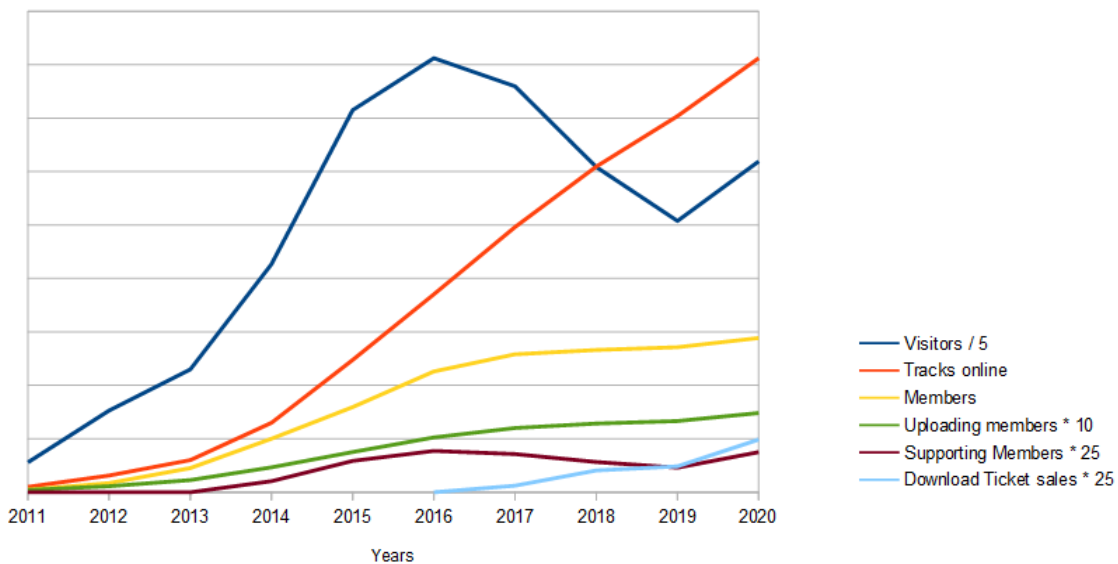
For the sake of keeping a log on wikiloops history and for the sake of keeping things transparent for those of you who care to support the wikiloops project, I'll try to assemble some numbers and facts on 2020 and add a little commentary.

## Notable wikiloops events 2020

- wikiloops version 12 released in April
- member meeting 2020 cancelled due to covid outbreak
- 200.000th upload (= track id) reached
- first experiments with on-premises in-browser voice recordings in December

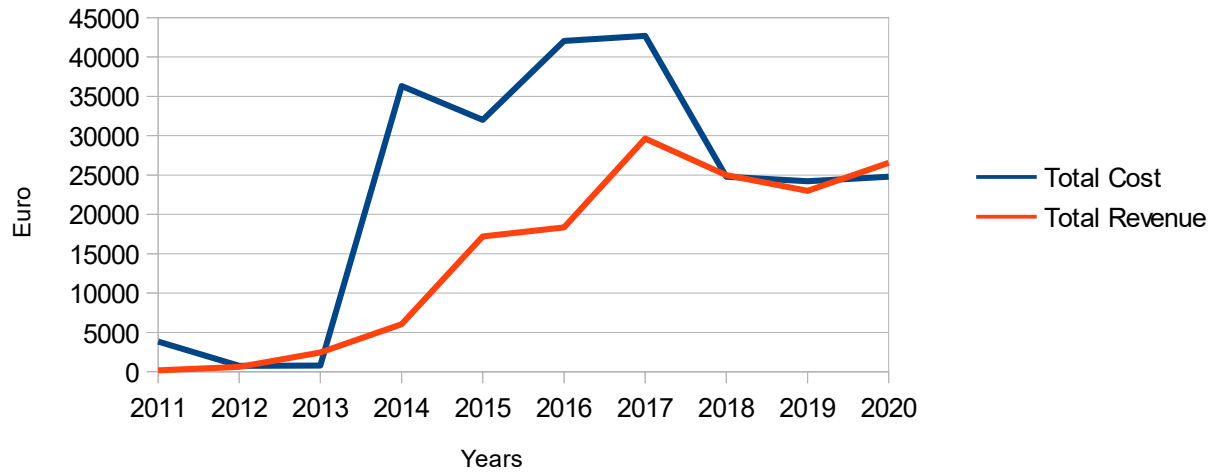
## wikiloops visitor and content statistics 2020

Merged trends chart



	2014	2015	2016	2017	2018	2019	2020	Trend 2019 to 2020
Visitors	427.000	715.223	812.393	759.625	608.577	507.729	619203	22,00%
Tracks online	25.997	49.535	74.099	99.285	121.888	140,798	162473	15,39%
Members	20.052	31.874	45.228	51.654	53.260	54.308	57743	6,30%
Uploading members	932	1.507	2.053	2.405	2.572	2.666	2968	11,00%
Supporters	166	470	619	572	453	368	601	63,00%
Download Ticket purchases (new in 2017)				99	327	388	789	103,00%

## Cost vs. revenue evolution chart



## Cost and Revenue evolution

Costs	2014	2015	2016	2017	2018	2019	2020	Trend 2019 to 2020
Maintenance labour cost	10.542 €	11.876 €	30.000 €	20.000 €	16.000 €	16.000 €	16.000 €	-
Development labour cost	24.000 €	15.000 €	4.000 €	12.000 €	3.000 €	1.000 €	1.000 €	-
Funding labour cost	500 €	2.000 €	4.000 €	4.000 €	1.000 €	1.000 €	1.000,00 €	-
Structural cost	628 €	2.311 €	2.600 €	4.759 €	2.832 €	3.267 €	3.849,00 €	17,81%
Server cost	645 €	799 €	1.442 €	1.934 €	1.964 €	2.953 €	2.943,00 €	-0,40%
<b>Total Cost</b>	<b>36.315 €</b>	<b>31.986 €</b>	<b>42.042 €</b>	<b>42.693 €</b>	<b>24.769 €</b>	<b>24.220 €</b>	<b>24.792,00 €</b>	<b>2,36%</b>

Revenue	2014	2015	2016	2017	2018	2019	2020	Trend 2019 to 2020
Donations & Membership fees	4.525 €	13.000 €	15.334 €	25.766 €	20.068 €	17.806 €	20.940,00 €	17,00%
Download ticket sales	-not available-			280 €	944€	968 €	2.089,00 €	115,00%
Sponsors / Advertising	1.520 €	4.174 €	3.000 €	3.588 €	3.975 €	4229 €	3.529,00 €	-16,55%
<b>Total Revenue</b>	<b>6.045 €</b>	<b>17.174 €</b>	<b>18.334 €</b>	<b>29.634 €</b>	<b>24.987 €</b>	<b>23.003 €</b>	<b>26.558,00 €</b>	<b>15,45%</b>

## Years financial results

	2014	2015	2016	2017	2018	2019	2020
Revenues – Cost	-30.270 €	-14.812 €	-23.708 €	-13.059 €	218 €	-1.217 €	1.766,00 €

## Priceless values created in 2020

The average length of each visit was 9 minutes and 27 seconds. Multiply that with the number of visitors, and you end up at a total of 5 851 468 minutes spent on wikiloops in 2020 – in other words:

*wikiloops.com has created a total experience of 11,13 human-attention-years in 2020.*

If we assume the average tracks playing time is around 3:30 minutes, it would take you 52 days of 24h-listening to check out all of the new music that has been shared on wikiloops in 2020.

250.339 positive comments have been posted on wikiloops in 2020, and the all-time-count of “thumbs up!”-ratings has grown to 1.728.988. That is a lot of priceless positive exchange.

## Editors review

The year 2020 has certainly been remarkable for the global pandemic outbreak, the following social-distancing efforts that went along with restrictions on public life in many countries, but will also have a good chance of making it into the history books for the way digital media have been used to try to bridge the gaps between families, work groups & school kids who were sent to work from their homes.

One might say wikiloops as a collaborate-from-home platform offered a well prepared service for this extraordinary “lock-down” situation, which does account for the positive end-of-year result.

On the downside of 2020, the change from “main stream media knows what's true” to “online media offers anyone the type of truth one is after” has become quite obvious, and the effects like a note-able rise in conspiracy theories and

more and more seemingly unbridgeable conflicts are becoming quite obvious – for those coming across this report in a few years, let me just mention the protestors denying the existence of the pandemic, the vaccination-conspiracy-theorists and the way the 2020 US-elections results are perceived quite controversially. This is a new level of division we are witnessing, and, sad but true, it was not completely without effort to make sure wikiloops did not get caught in any of this.

The moderation team has delivered another good job on keeping wikiloops a nice and cozy escape room from the heated online world in 2020, and we are happy the majority of the wikiloops community consents to focusing on the unifying experience of making music with strangers, even if that does require some diplomacy and obeying some common standard, namely the code of conduct of wikiloops.

Looking at the charts above and the positive results for the wikiloops project, I feel happy to see that this “monster” I created ten years ago has been able to make ends meet in 2020, without any need for a dramatic end-of-years funding rally.

I remember writing something along the lines of “it is plundering my fridge quite hard!” in some previous report, and I'm glad we managed to make it out of that situation.

My thanks go out for those who backed wikiloops up financially, musically & spiritually in 2020. Look at what we created together & know you played a role in this!

Thanks for your interest & time to read this report, feel free to send me your feedback & thoughts via the wikiloops.

On January the 10<sup>st</sup> of 2021,

yours Richard Kaiser a.k.a. “Dick”

founder of wikiloops.com