

24 April 2009

By: Ionut Arghire, Mobile Editor



Wikipedia will come to Orange subscribers in France, the UK, Spain and Poland  
Wikipedia

## [Wikipedia Goes Mobile on Orange](#)

### *In France, the UK, Spain and Poland at first*

The Wikimedia Foundation and the wireless carrier Orange have announced a deal through which the online encyclopedia Wikipedia will be offered to mobile phone users as a standalone product, but also integrated into the operator's existing content services. According to the two, Wikipedia will come initially to Orange's subscribers in France, the U.K., Spain and Poland.

[ADMARK=1]As stated by [Orange](#), the deal between the two involves offering mobile phone users access to co-branded encyclopedia content at first, including specific channels and links to Wikipedia through Orange's mobile portals, as well as mobile widgets that will provide direct access to Wikipedia from cell phones. In addition, it seems that the two intend to work on providing a variety of new services, while also extending the availability of Wikipedia to Orange subscribers in other European countries as well.

"At [Orange](#) we are committed to giving people maximum access to the widest range of digital technologies and to simplifying the way people use these technologies to access information. By bringing our customers a new way to access content from Wikipedia, one of the world's most recognised and popular internet brands, we are delivering on this commitment," stated Paul-François Fournier, executive vice president of Orange Audience Line of Business.

The partnership between Wikimedia and [Orange](#) will also involve some sort of a revenue sharing model, though no specific details have been disclosed for the time being. For what it's worth, entering the mobile phone area could offer more revenue opportunities for Web 2.0 brands, states Paolo Pescatore, analyst at CCS Insight. The understanding of customers in the mobile space offers a bigger opportunity that can be monetized through a more relevant and targeted advertising.

"The Wikimedia Foundation is committed to spreading knowledge to as many people as possible, in as many ways as possible," said Sue Gardner, executive director of the Wikimedia Foundation. "Orange's leadership in mobile and focus on [innovation](#) makes them an ideal partner to help us extend our reach. The Foundation welcomes partnerships that help us carry out our mission and respect the valuable work of our community."

The free Wikipedia encyclopedia has been converted to work on handsets before as well, yet this is the first official deal between the Wikimedia Foundation and a mobile phone operator to offer access to the website to mobile users.