



Annual Report 2014



SOURCEFABRIC

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OPEN SOURCE
TOOLS FOR
JOURNALISM

About Sourcefabric



Sourcefabric z.ú. is a nonprofit organisation based in Prague, Czech Republic with offices around the world.

We produce open source software to promote quality independent journalism worldwide. To achieve that, we work with some of the world's most influential media organisations.

All of our tools – Superdesk, Newscoop, Booktype, Airtime, Live Blog, and Citizen Desk – are open source.

We develop and maintain a strong media-development portfolio, which has enabled us to work in some of the most challenging political environments since our inception in 2010. As a nonprofit organisation, we solicit grants and funding on a project-by-project basis.

We also offer a range of services such as managed hosting, Software as a Service, bespoke feature development, dual licenses, and integration into existing workflows. Our international list of clients includes online-only and multi-channel news organ-

isations, radio stations, self-publishing and print-on-demand service providers as well as NGOs and international news agencies.

There are no private shareholders. All profits from our commercial ventures flow back into Sourcefabric z.ú. to continue the development of our open source code.

Sourcefabric is made up of 65 team members located across the globe in 14 countries with offices in Prague, Berlin, Toronto, Belgrade and Cluj.

We are governed by an external board which meets twice a year.

The new technological core for journalism



Over the past five years, Sourcefabric has established itself as a trustworthy provider of open source technology for journalism. We have been working with news organisations big and small, from Australia to Brazil, Finland to Yemen.

Our philosophy has been consistent all along: deliver the same quality technology and service no matter the size of the clients and the depth of their pockets. We are trying to engage each organisation to contribute the best it can offer to the production of the best possible software for quality journalism: funds, developers, know-how, great new ideas. The resulting software code is always open source and Sourcefabric is its ultimate maintainer and custodian.

Our partnership with Australian Associated Press (AAP) is a very important milestone on this quest to build the new common open source code base for journalism. Together we are building Superdesk to replace AAP's legacy newsroom software. At the same time, we will have created the solid technological core and catalyst for many a worthy journalistic endeavor.

This core will provide a powerful end-to-end news creation, production, curation, distribution, and publishing platform. But perhaps even more important, our open source code is here for all to mold, extend and enhance. It is an open invitation for all journalistic modernisers and innovators to pool their efforts around for the benefit of all.

Our Australian partners, a national institution with nearly eight decades of tradition, were the first major news organisation to seize on this potential, at a very early stage. With that trail blazed, the decision to invest in an open source future is simpler than ever.

The time to join is now.

Sava Tatić
Sourcefabric Co-Founder,
Managing Director

The story in the driver's seat



There are two ultimate “chicken and egg” questions that I experience when talking about journalism and technology: “What is more important, the story or the way it is told? And furthermore, who is the chicken?”

Obviously, the answer is “yes”. What is being told and how it’s being told are two sides of the same coin. Both are intertwined in a co-evolution that started long before mobile devices, or the internet, or TV and radio, long before printing machines, or the alphabet and ink, clay or chisels.

What helps me maintain a productive dialogue about journalism and technology is to accept them both as interdependent and concentrate on the pendulum of innovation that swings back and forth between the two. If you prefer another metaphor, you could ask yourself: who is in the driver’s seat and who is the passenger?

Through this, you can come to see how both are true. New technologies have challenged and changed journalism while journalistic ideas have also radically challenged and changed technologies.

Throughout the past two decades, it often seemed as though journalism was chasing after technological innovation. Firstly, the Internet changed the means of distribution, web browsers changed publishing technologies and the list goes on. “Multimedia”, “data-driven”, “interactive”, “big data” — these are all terms for technological advancements that have challenged journalism in the past years.

I believe that in the co-evolution of technology and journalism, technological innovation has reached a plateau and is moving out of the driver’s seat. Today journalism is back behind the wheel.

In other words, now is the time to leave 20th century technology behind and build a newsroom that tells stories powered by 21st century technology. This is what we are doing with Superdesk, our story-driven, digital-first newsroom system.

We have always worked with journalists when developing for journalists. Superdesk is no different. Throughout development we have come to understand that our assumptions regarding technological

developments are correct. Superdesk is alive, agile and ready for more partners to join the Superdesk effort.

So to answer the question above: we are no chicken.

Micz Flor
Sourcefabric Co-Founder,
Director of Business

Innovation, impact and design thinking



My first exposure to design thinking came in a workshop in November 2013. I recall signing up for the workshop because I was interested in catching up on some of the latest trends in design, and, like many people, I didn't really know what they meant by the term 'design thinking.' I confused the outcome of the process with the process itself.

When I look back on 2014, what I didn't expect was how design thinking would influence how things get done inside Sourcefabric.

Design thinking goes a lot deeper than making aesthetically pleasing things. It's a methodology for coming up with solutions, but one that has an extremely important concept at its center: empathy with the user. In other words, when the user feels pain, we feel pain.

As solution providers, we always need to understand the context in which a problem exists before we can come up with a useful solution. The design thinking process also combines empathy with creativity and rationality; ideas are generated, and in the beginning no idea is too crazy. But then those ideas are sorted and evaluated, and the best

ones go on to become prototypes, which are then presented to the user for feedback. If necessary, the process starts again.

One of the starting points when working in the design thinking framework is a simple question: "How might we..." and in 2014, Sourcefabric began integrating design thinking into our processes - and the projects they enable - so that we can achieve the impacts required. After a workshop to introduce design thinking to key team members, we used the method in our annual Sourcecamp staff meeting to generate a number of concepts and feedback for internal use.

Among the Innovations team at Sourcefabric, design thinking proved to be highly effective in developing the Citizen Desk platform, and we're using it to generate ideas that get turned into project proposals. We're encouraged to see other organisations involved in media support use the same approach. We noted this with pleasure through one recent call for proposals, which read: "How might we better inform voters and increase civic participation before, during and after elections?"

This empathy-based approach also affects the impacts achieved at the end of a project. A sign on a web developer's office wall I saw earlier this year captures this thinking in even plainer language: "Make stuff people want."

Once that 'stuff people want' is made, we need to make sure it's being used and is making an impact. For example, in 2014, we started building in base-line and end-line surveys into our donor-funded projects, and, while the projects are still underway, the results we're seeing so far are encouraging. I chalk a lot of that up to the empathy and understanding our team has for media organisations. When we say our tools are made by journalists for journalists, we mean it. And that work is making a difference, from Bamako to Basel and beyond.

Douglas Arellanes
Sourcefabric Co-Founder,
Director of Innovation

Partnerships & finances

When Sourcefabric began in 2010 we knew that building the code base for the future of journalism was not something we could do alone. Looking for partners to join our mission has always been a major part of our work and in 2014 we were able to bring some key players into our network.

Our partners are what makes us strong and together we will keep building first-class open source tools, offering superior alternative solutions to proprietary software.

Building a sustainable future

As the range of our services and products becomes more complex and varied so does our organisational structure. Over

the years we have grown and diversified to be able to respond to constantly changing industry needs.

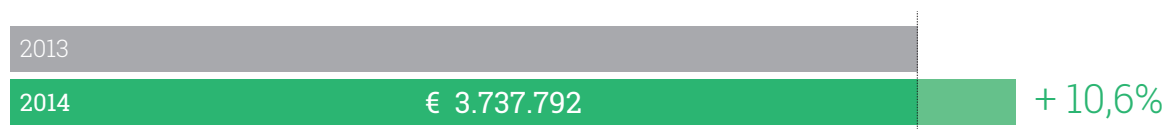
Our foundations are strong, our team is brave and talented and our products are convincing more and more organisations to leave their legacy software solutions behind. Our reputation proceeds us and we are now a key player among the largest media organisations worldwide.

Thanks to our experience and proven track record in working successfully in challenging environments, donors and funders keep coming back to us – not just for our technical solutions, but for our expertise and consultation.

We have always understood the need to diversify in order to build a sustainable future in which donors, commercial clients and community partners sit next to each other around the same table, helping us to contribute to the future of journalism.

This future is now a reality and our 2014 income is showing a new level of diversity.

Total income



Commercial income



Non-commercial contributions



Some of our partners



How technology benefits media development

Sourcefabric has been witnessing the increasingly integral and important role of technology in media development for many years now. Since our inception, we have worked on a number of development projects. Sourcefabric has been traditionally active in countries with underdeveloped digital media markets and restricted freedom of the media. In 2014 Sourcefabric was most active in the Middle East and Central Asia, including the South Caucasus.

During this past year, we spent time reviewing our media development work in order to set up relevant goals for the near future, and to ensure that our expertise was able to adequately meet the needs of media organisations worldwide.

Expertise in digital technologies is a current necessity for media organisations of all sizes and levels of operation. They need this to be competitive in both content quality and forms of publishing and to run economically efficient operations that can successfully generate income. When building their organisational structures and budgets, many news organisations struggle to incorporate the expertise pertinent to digital and mobile strategies, expertise which reflects local context and in-country infrastructure.

Independent media organisations need to build up their ability to innovate at a pace that outstrips competition from better-resourced competitors, be they state media, media owned and operated by oligarchs or from global media corporations. In countries such as Belarus and Azerbaijan, which lack an open and free media market, independent news organisations have become severely economically dependent on funding from foreign donors to sustain their operations.

Sourcefabric has consistently been committed to providing interventions that help independent media make the transition from short-term editorial independence (usually funded by short-term grants) to long-term sustainability based on editorial independence and innovation.

2014 also marked a significant development for us in the expansion of our work with civil society organisations. We worked to create more effective platforms and strategies

for communicating to the public and to decision-makers through quality journalism and storytelling in order to inspire societal, economic and other positive changes.

While civil society organisations' communication requirements are significant, their resources for acquiring effective tools and expertise are limited or non-existent. Under such restraints, civil society organisations engage in their own digital publishing and news delivery, as well as cooperate with news organisations. In order to reach the largest possible audience, they need to employ adequate journalistic techniques and make effective use of their own channels, in addition to maximising the potential of social networks to multiply their outreach.

Our Projects

One of 2014's largest projects involved civil society organisations in the South Caucasus region. The innovative **Microwav.fm** project built a number of highly-targeted, mobile-friendly online radio stations using the Airtime Pro platform. The project involves regional organisations based in Armenia, Azerbaijan and Georgia. You can read more about the **Microwav.fm** project on page 28.

We were able to extend our activities in the Middle East and Central Asia through a project initiated by Berlin-based partner organisation **Media in Cooperation and Transition** (MiCT) and through involvement in certain projects organised by **Internews Europe**.

Sourcefabric supported MiCT on the relaunch of several online news outlets throughout the Africa, Central Asia and the Middle East regions. The online and printed magazine **"The Niles"** promotes independent, balanced and accurate coverage of Sudanese and South Sudanese affairs. **"Afghanistan Today"** is an online magazine that provides an insight into the day-to-day social and political life throughout Afghanistan. **"Niqash"** is a trilingual website (Arabic, English, Kurdish) on politics, media, and culture in Iraq.

Through another project, Sourcefabric delivered in-depth training to staff of the Sudanese independent online news organisation **"Al Taghyeer"** on the operation of their





online news platform, while at the same time managing high standards of digital protection for their platform. Sourcefabric built Al Taghyeer's digital news platform in 2013 and has been supporting the organisation continuously since then.

Through our cooperation with the **Turan** news agency in Azerbaijan, which is part of an 18-month project funded by the European Union, we were able to help the agency make the transition from short-term editorial independence to long-term sustainability. Turan, one of the only independent media organisations still operating in Azerbaijan, needed a digital solution that met both newsroom workflow and publishing requirements, as well as provided a way to generate income.






Working closely with Turan, Sourcefabric developed a tailored subscription solution for their Newscoop-powered website which was built as part of the project. Inside of Newscoop, the subscription system supports local payment methods, as well as in-person transactions, obviating the need for additional systems. To enable the agency to be locally sustainable after the project end, training of the technical staff, as well as training in marketing and advertising, was an integral part of the project.

Sourcefabric 2014 in numbers

Communication channels

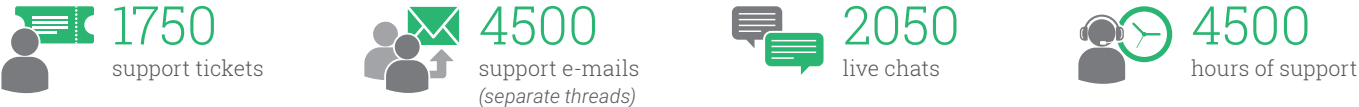
 WEB	blog posts published 97	total previews 1.133.364	unique pageviews 706.235	users 226.656
 TWITTER	tweets 1.093	people reached 2.976.200	new followers 345	
 FACEBOOK	posts 969	people reached 162.347	new fans 1.200	
 NEWSLETTER	new subscribers 2.017	newsletters sent 16		

Code

	CONTRIBUTORS	CODE COMMITS	PULL REQUESTS
 SOURCEFABRIC	17	3.488	1.292
 Powered by Superdesk	21	13.796	1.033
 SOURCEFABRIC	24	13.866	950
 SOURCEFABRIC	18	1.835	256
 SOURCEFABRIC	25	12.146	90

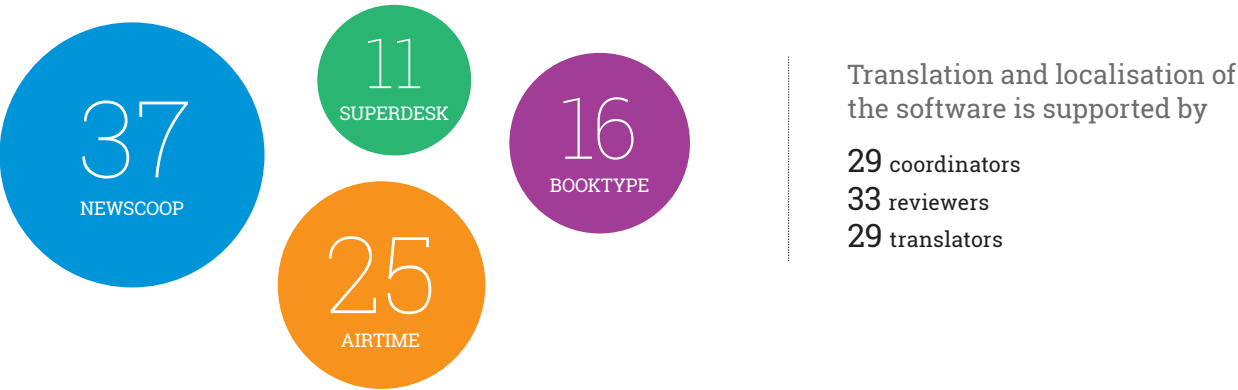
Support

Sourcefabric's user support team in the past year



Translation / localisation

Our software is currently being translated into 61 languages



People



Drinks



Percentage of uptime

superdesk.pro	364d 23h 12m 21s	99.991%
booktype.pro	364d 23h 11m 12s	99.991%
newscoop.pro	364d 23h 11m 32s	99.991%
airtime.pro	average	99.85%

Festivals & Conferences 2014

We love to spread our wings and engage with journalists, publishers, developers, thinkers and makers worldwide. These are the conferences we attended and spoke at in 2014:

● Mozfest

London

More than 1,600 educators, community-builders, technologists and creators met in London for MozFest, a collaborative festival dedicated to forging the future of an open, global web.

● ONA 14

Chicago

ONA is the premier gathering of highly engaged digital journalists who are shaping the future of media. Conference attendees include producers, content editors, technologists, programmers, designers and newsroom decision-makers from major media markets, independent websites and leading academic institutions interested in emerging practices in news gathering, software, hardware, content and distribution platforms.

● SRCCON

Philadelphia

SRCCON is a conference for developers, interactive designers, and other people who love to code in and near newsrooms. It revolves around two days of collaboration with some of journalism-code's best thinkers and makers.

● RightsCon

Silicon Valley

RightsCon is a premier summit series bringing together civil society engineers, activists, lawyers, companies, and governments on the subject of the internet and human rights.

● Global Innovation Week

Silicon Valley

This gathering is the meeting place for entrepreneurs, policy-makers, executives, investors, professionals, and innovators from around the world who seek strategies and techniques to catalyse innovation across entire communities, companies, and countries. @Verdade graphic director Nuno Teixeira and Sourcefabric were among the Global Innovation Challenge prize finalists with their joint project for Citizen Desk.

● Media Party

Buenos Aires

The Buenos Aires chapter of Hacks/Hackers hosts an annual Media Party, bringing hundreds of journalists and technologists together for hackathons, workshops, and presentations.

● **VDZ Tech Summit**

Hamburg

VDZ Tech Summit is a conference where IT professionals and media business decision makers meet to share knowledge about technologies, processes and best practices in these two fields.

● **OKFestival**

Berlin

Open Knowledge Festival is an immersive open data and open knowledge experience where participants can learn, listen, brainstorm, make, hack, watch and explore. The festival aims to engage and inspire attendees to actively participate and shape the event and its outcomes.

● **EuroPython**

Berlin

The Python Conference (PyCon) is an annual convention for the discussion and promotion of the Python programming language.

● **News Xchange**

Prague

The News Xchange conference brings together news professionals from across the globe to discuss the current opportunities and challenges in the industry. It's an event where those with a passion for news come to learn, share and connect.

● **International Journalism Festival**

Perugia

The annual Perugia International Journalism Festival is the leading journalism event in Italy attracting journalists, scholars and media critics from around the world with an excellent program and of course a stunning location.

● **Highway Africa**

Grahamstown

For eighteen years the Highway Africa conference has been at the centre of Africa's debates on journalism, media and Information and Communication Technology. The conference has over the years become the largest annual gathering of African journalists in the world. It has evolved into a multi-pronged programme with the following components: research, education and training and reporting development.

● **GEN Summit**

Barcelona

Since 2011, the Global Editors Network has been inviting opinion leaders in the media industry to discuss the latest trends shaping newsrooms at their annual conference. GEN's ability to bring together senior media executives from all around the world has made the GEN Summit truly global, with more than 60 countries represented at the 2014 conference.

● **Frankfurter Buchmesse**

Frankfurt

The Frankfurt Book Fair is the world's largest and most important trade fair for books and publishing deals.





Superdesk is an end-to-end news creation, production, curation, distribution and publishing platform which is scalable to suit news organisations of any size with a modular approach that makes it easily extensible. It will help newsrooms deliver to all print, broadcast and digital platforms.

2014 has been the most crucial and productive year for Superdesk development. We have reached a substantial number of milestones creating professional-grade technology for all who believe that journalism has a fundamental role to play in any healthy society.

Changes in our technological capabilities and strategies have allowed us to consolidate a strong team that follows good practices. This translates into good development speed for a high quality product that will provide a new open source code base for journalism.

Superdesk will allow anybody to tell their story with a professional tool, no matter what corner of the globe they are from or the depth of their pockets. Providing an open source alternative to the proprietary norms is extremely important for the future of a healthy news industry.

In November 2014, Sourcefabric signed a pivotal deal with Australian Associated

Press (AAP) for a Superdesk development partnership.

Through Superdesk, AAP aims to better equip its editorial operations amid increasing cost pressure and ever-growing demands for innovative digital products and services.

This partnership is a perfect opportunity for Sourcefabric to showcase the power and flexibility of open source software to news and media organisations worldwide.

Preceding the contract signing, Sourcefabric project managers spent a few months in Sydney to get a better understanding of the technical requirements for the project and to get a feel for the agency's strict requirements for accurate and speedy news delivery. It is safe to say that with AAP, Sourcefabric met more than just a development partner. Both organisations share the same principles and philosophies of what healthy journalism constitutes.

Tony Gillies AAP editor-in-chief said, "Over the past 10 years, our existing editorial platform has proven increasingly inflexible. The time is right for some true innovation in this area and we believe that Sourcefabric will set us on the right path."

After the public announcement of the partnership with AAP, other important players in the news world have reached out to us showing interest in joining the initiative of building Superdesk. The official launch of the first stable version is planned for the second half of 2015.

About AAP



Founded in 1935, AAP is the national news agency of Australia employing more than 600 people. It provides a comprehensive domestic and international news service to the Australian media, business sectors and beyond – 24 hours a day, 365 days a year. Virtually all of Australia's newspaper, broadcast and digital media subscribe to

AAP news services. In addition to the news agency, AAP's businesses include editorial production outsourcing service Page-masters, media analysis company Media Research Group (MRG), and Medianet, Australia's largest distributor of corporate and government press releases.



Superdesk in a nutshell

Flexible Development

Superdesk is open source, which enables developers to extend and develop new tools. That allows organisations to take complete ownership of their content and tools without having to depend on one single vendor or service agency. This in turn lowers costs because they can contribute their own development resources, control how much development they require, and essentially use the public version of Superdesk at no cost.

Adaptability

Superdesk can be used with existing technologies and infrastructure due to the open architecture, flexibility, content APIs, and the ability to use previous investments.

Workflows

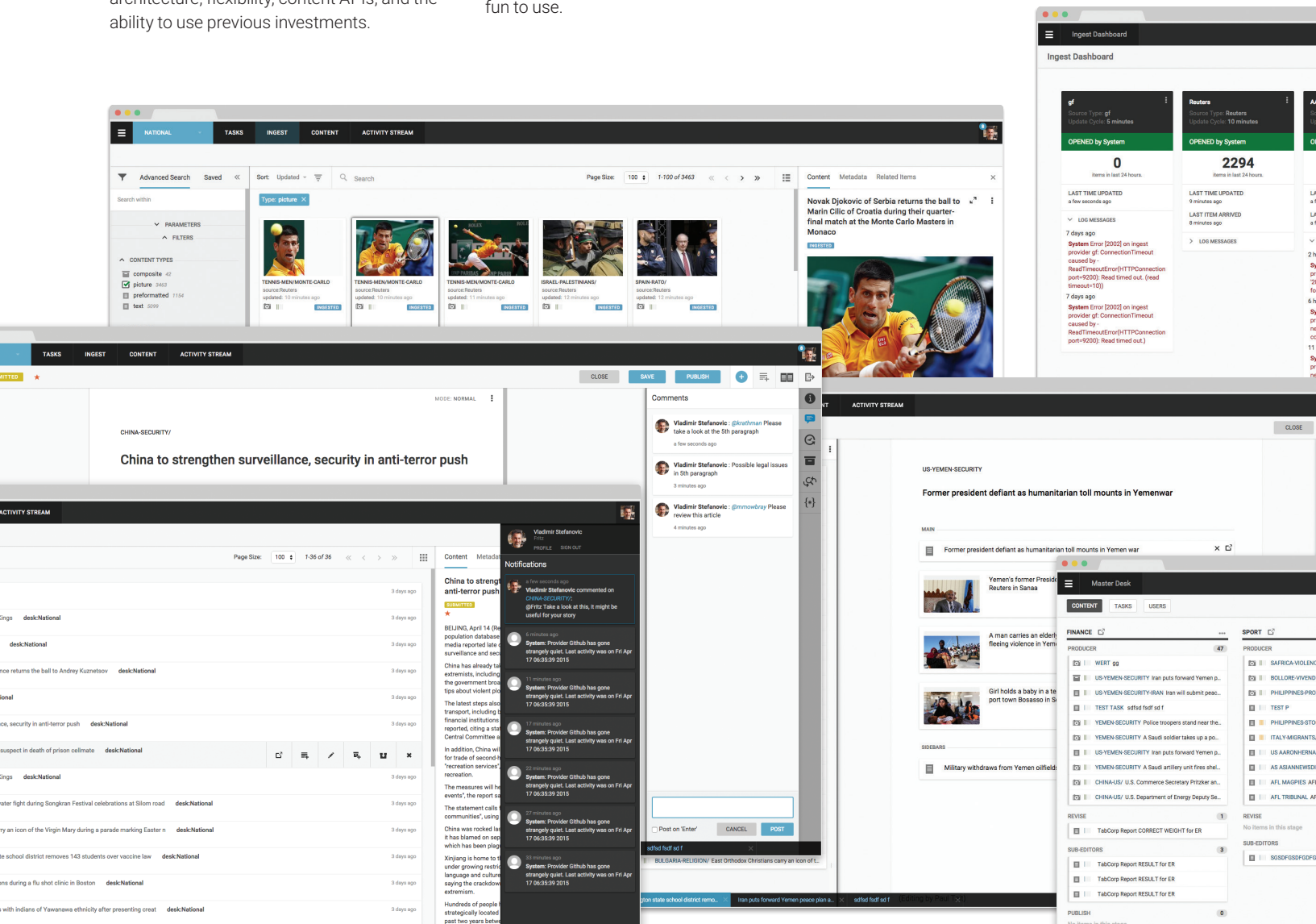
Superdesk is being built for journalists, by journalists. This has enabled us to become well versed in the needs and requirements of the news industry and journalists. Through our work with AAP, we have built Superdesk against real-life use cases and scenarios. Bringing together tasks that were previously distributed across several platforms, Superdesk allows organisations to consolidate the number of platforms previously used down to one.

Results

Superdesk manages content ingest, creation, archiving, distribution, management and structure of workflows, and editorial communications (chat, comments, notes, tasks). This enables journalists to spend less time on administrative tasks, and more on their jobs: creating quality content. Additionally, Superdesk gives managers indicators and reports on how their content and staff are performing, helping them to optimise their workflow.

Design

On top of all this, Superdesk has a clean and easy to use interface that is quick to learn and fun to use.



Present & future feature list

System features

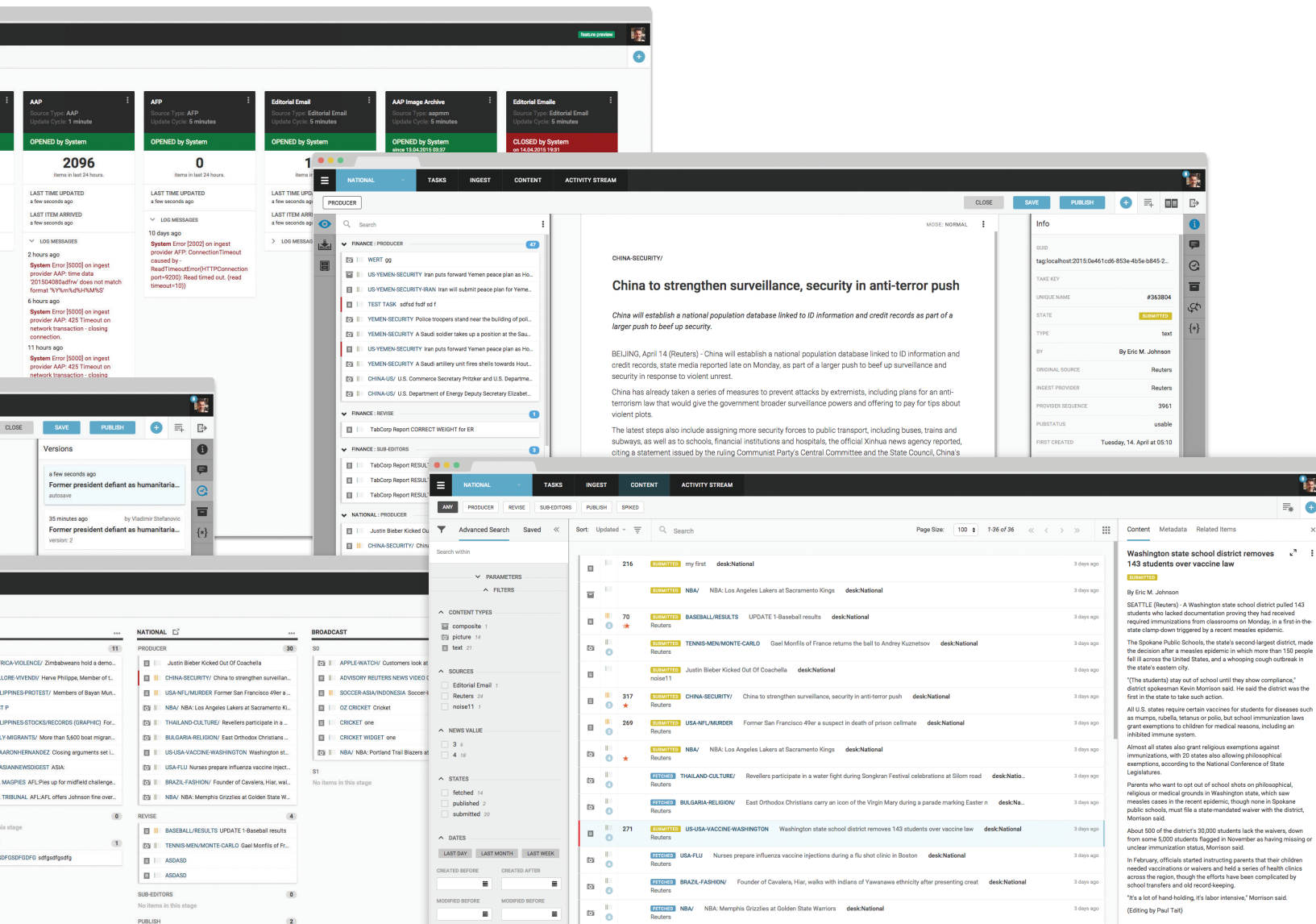
- » Authentication
 - Basic
 - Active Directory
- » Session handling
- » Users management
- » Groups
- » Roles and permissions management
- » Notifications system
- » Audit log
- » Real-time capabilities

Content features

- » Ingest
- » Repository
- » Search
- » Authoring
- » Metadata
- » Locking
- » Auto-saving
- » Versioning
- » Content packaging

Editorial features

- » Desks
- » Editorial workflow
- » Tasks
- » Spiking
- » Forward planning
- » User & Collab. features
- » Dashboard
- » Workspace
- » User profile
- » Mentions
- » Activity





Live Blog

Powered by **Superdesk**

Live Blog is an open source web app that enables journalists to provide audiences with immediate and ongoing coverage on rapidly evolving news events. It is especially suitable for reporting on breaking news, sporting events and meetings, or trials. It lets news organisations use video, images, text and audio from their reporters and social media channels.

In the summer of 2014, Sourcefabric released the stable version of Live Blog 2.0. This version made it easy for publishers to have their live blogs indexed by search engines, which meant that more readers could see and follow their stories.

To achieve better visibility in search results, Live Blog generates and continually updates an HTML copy of each blog. For the 2.0 stable release, the team polished and extended this feature. Publishers can

now generate multiple HTML versions of a blog and style each of them differently, allowing them to integrate the same blog on several websites.

While the 2.0 version is still being supported and maintained for existing customers, development for Live Blog 3.0 is already under way. The 3.0 version will include improvements based on all the feedback we've received from users and customers and is expected to be ready some time in 2015.

New features for Live Blog 3.0

- » posts composed of multiple items
- » post drafts
- » direct social media embeds

Climate News Mosaic

Climate News Mosaic was a project Sourcefabric supported in 2013 by providing Live Blog instances to a team of journalists reporting on the United Nations Climate Change Conference held in Warsaw, Poland in November 2013.

Climate News Mosaic is a network of environmental journalists, who are based on five continents – from Canada to the Philippines and from Germany to Brazil. They produce radio, video and textual stories in about ten different languages and promote the idea of collaborative journalism.

The conference coverage consisted of two parts. The first part was content contribution from correspondents in various locations. Team members put the news into a global perspective by providing photos, videos, interviews and audio from around the world.

The second part of the media coverage consisted of redistribution of the reporting. Every day, the participating media would get a piece of code to be embedded in their websites. The live blogs were hosted on nine various news websites, such as the

international news agency IPS, La Stampa and RTCC.

At the end of 2014, Climate News Mosaic won the #hostwriterPrize acknowledging their efforts.

Live Blog

Powered by **Superdesk**

2014, brought to you by Live Blog

Zeit Online

Berlin, GER

Zeit Online used Live Blog to cover the 2014 World Cup. In using our new SEO solution, they were able to have their blogs indexed by search engines and were rewarded with a higher ranking in search results. They also covered European elections and elections in the Ukraine.

NZZ

Zürich, CH

NZZ used Live Blog during the 2014 World Cup to power a format they call "Achterkette". They linked this to the blog on their homepage so that readers always knew where to go for their World Cup trivia.

Ruhrnachrichten

Dortmund, GER

Ruhrnachrichten used Live Blog to cover the Deutsche Bahn train drivers strike in October. The German news site also integrated Live Blog in the World Cup widget on their homepage. Similar to NZZ, they provided a stream of information surrounding the German team and their fans, showing images, tweets and videos they pulled from various social networks and sites.

Rheinische Post

Düsseldorf, GER

Rheinische Post used Live Blog to cover communal elections in Düsseldorf in May.

Rhein-Zeitung

Koblenz, GER

Rhein-Zeitung used Live Blog to cover European and communal elections in May.

STT-Lehtikuva

Helsinki, FIN

STT-Lehtikuva has been using Live Blog to cover the ongoing unrest in Ukraine.

@verdade

Maputo, MZ

Verdade covered the general elections in Mozambique in October 2014.







Julian Sorge: Profile

Julian Sorge joined Sourcefabric as Booktype Product Manager in June of 2014. This was a new role in Sourcefabric, but one that was essential for the future growth of the product.

Back in 2005, Julian worked for Gestalten publishers, an international publisher for visual culture. The company has offices in

Berlin, London, New York, and Tokyo and is known for its design, illustration, architecture, and typography publications as well as urban and contemporary art.

An experienced project manager in the field of publishing with the right mix of good ideas and much-needed pragmatism, Julian is now heading up the technical development of Booktype and he is developing new and ongoing partnerships with publishers, uni-

versities and anybody with a keen interest in making beautiful publications.

"I think there will be deep changes in the way books are written, compiled, edited, produced and distributed. Books will be 'polyform', not just one edition format, but many. Books will have different editions for different target groups and purposes."

Julian Sorge



Booktype is a free open source platform that produces beautiful, engaging books formatted for print, Amazon, iBooks and almost any e-reader. Booktype fulfils a general need from authors and editors all over the world to enhance their editorial workflow throughout the publication process. All that is needed to use Booktype is a browser and access to the internet, no complex infrastructure or downloads are required.

Highlights

During 2014 we developed a number of new features that will be included in the new Booktype 2.0 to be released in 2015. The following highlights are two of the most important improvements. They illustrate the increasing viability of a Booktype integration into different types of publishing processes.

Word import (.docx)

MS Word still plays an essential role in the editorial workflow for many companies and institutions. We approached this challenge in two different ways with our development process for both Books on Demand and Amnesty International:

- A general MS Word import for Books on Demand allowed them to import .docx files from various sources with different structure and heterogeneous formatting.
- A specific MS Word import for Amnesty International allowed them to transfer well defined paragraph styles from MS Word documents into Booktype.

The XML export to InDesign

Adobe's InDesign is a central tool in the publishing world. No traditional publisher would eliminate it from their workflow.

- Booktype developed and established a direct connection between the editorial work and the final appearance of a printed book.
- Predefined text structures in MS word and a well defined XML export out of Booktype

allow for simple and correctly formatted import into InDesign. This provides a ready to print layout all within a few seconds.

How Booktype has changed in 2014

In comparison to the previous version, the codebase of Booktype 2.0 has been completely rewritten. The team decided to redesign things in a clearer way concerning both the internal architecture and the design of the interface.

- A new publishing engine allows for customisation of specific outputs for certain users and cases.
- A new ePUB publishing engine produces ePUB 3 files of much higher quality with the latest ebook features.
- The front-end has been rewritten from scratch. It is more up to date with the latest standards, supports many new devices and allows users to upload a book from their computer (in ePUB or .docx format).
- Better roles support in the system allows users to define and customise roles with a specific set of features.
- The new Booktype 2.0 WYSIWYG editor contains a better history overview, a new cover manager, improved image management, an online search and replace function, and word count.
- A new python-ooxml library was created because existing libraries for importing

Office Open XML files did not fulfil our requirements. The library has already been used very successfully in production.

- The existing Booktype ebook library has been updated with new features and bug fixes. This library has been recognised by users and has received many contributions from the community.

Plans for 2015

A number of important development strategies are in the pipeline for Booktype which will lead to significant strides in its development and expansion.

As part of this strategy, Booktype GmbH will be founded in 2015 as a subsidiary of Sourcefabric to bundle all activities around the product into one company.

There are plans to establish Booktype as a professional publication "multi-tool" in the workflows of companies, institutions and organisations and to offer hosting and support services.

There is also a plan in place to establish Booktype.pro as a platform for authors and the publishing community. The community features of Booktype have never been used to this extent and will provide users with an option to build a dynamic community with social interaction.



Why Amnesty International chose Booktype

In 2014, Booktype closed a contract with Amnesty International to support the production of the organisation's Annual Report. This was a major highlight for the Booktype team and will serve as a stepping stone for larger projects in the future.

The Annual Report is not only the most important publication for Amnesty but it is a worldwide reference on the state of human rights. The Report contains up to 500 pages, is published in English, French, Spanish and Arabic, and translated into several further languages by local teams. A publication of this magnitude provides an editorial challenge with a complex workflow representative of the technical infrastructure. Through the use of Booktype, Amnesty International's remote teams were enabled to work collaboratively on one centralised platform.

As with many other companies and organisations, Amnesty International had established an editorial workflow for their publications over the years. Their workflow was designed to be centred around content creation in MS Word which would then need to be converted

into a layout for publication such as print, web or ePUB. Their layout was completed in a dedicated layout software like InDesign.

With a workflow as complex as Amnesty International's, we needed to make a few adjustments to Booktype to help not only facilitate the existing workflow but to optimise it and reduce unnecessary steps in the process. It was essential to provide a solution that did not reorganise the existing editorial workflow completely, but would provide a scalable, sustainable improvement based on the existing procedures, e.g., to preserve comments the editors made in Word and then transfer and make them editable in Booktype.

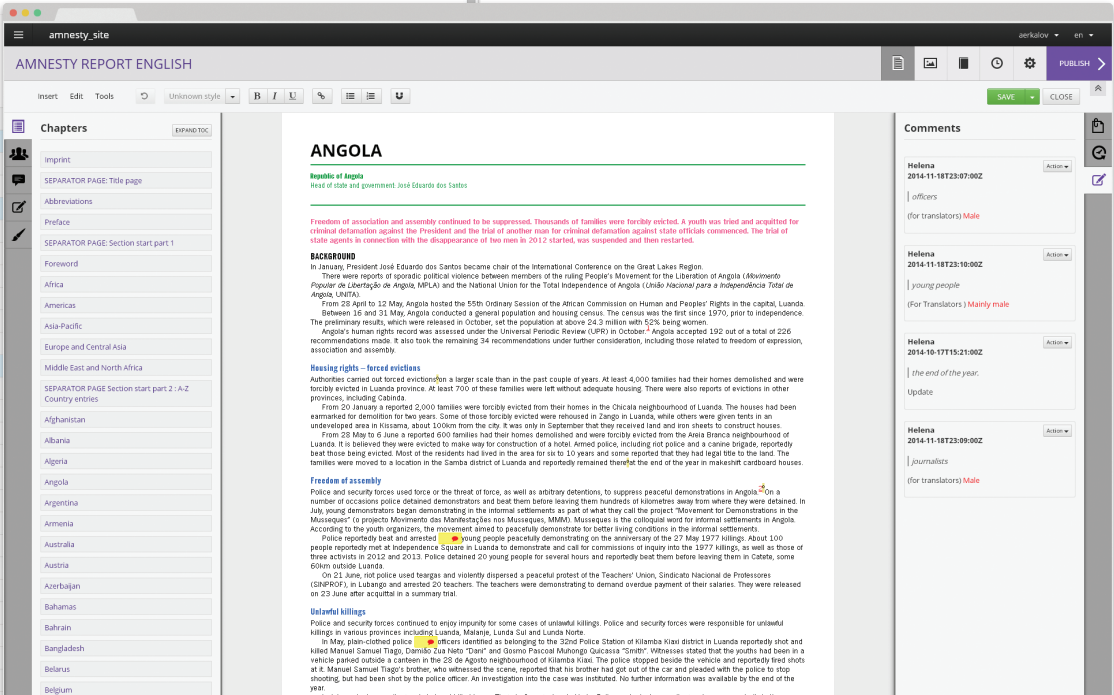
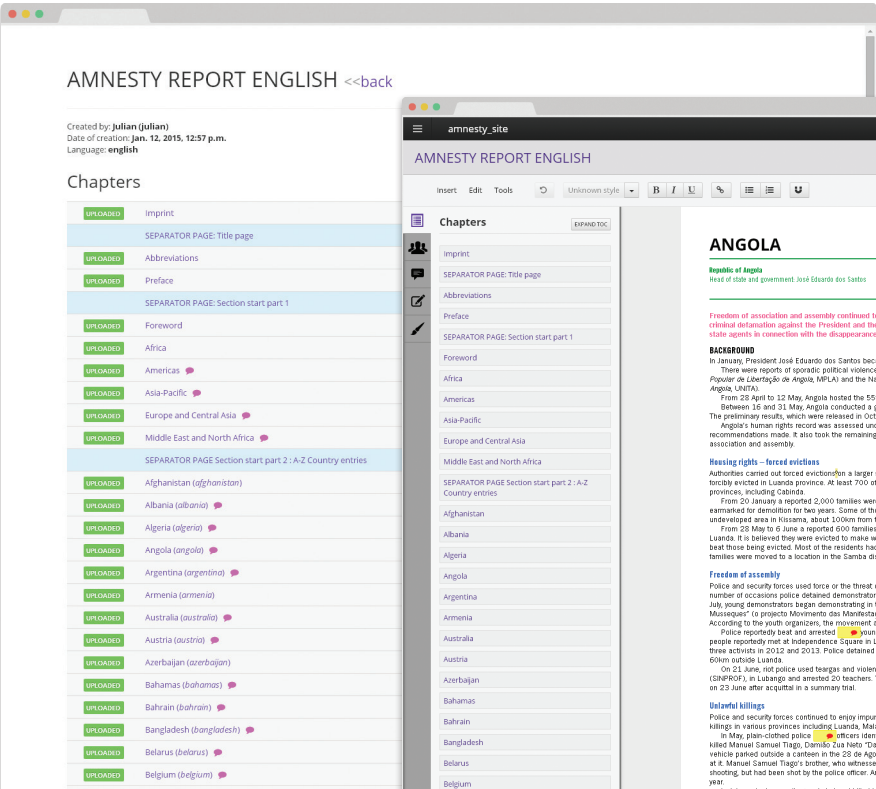
To enable this, one of the most important aspects was to develop an "intelligent" import for Word documents. Based on the layout of the Amnesty Report, we created a Word template that provided paragraph styles for all elements of the layout.

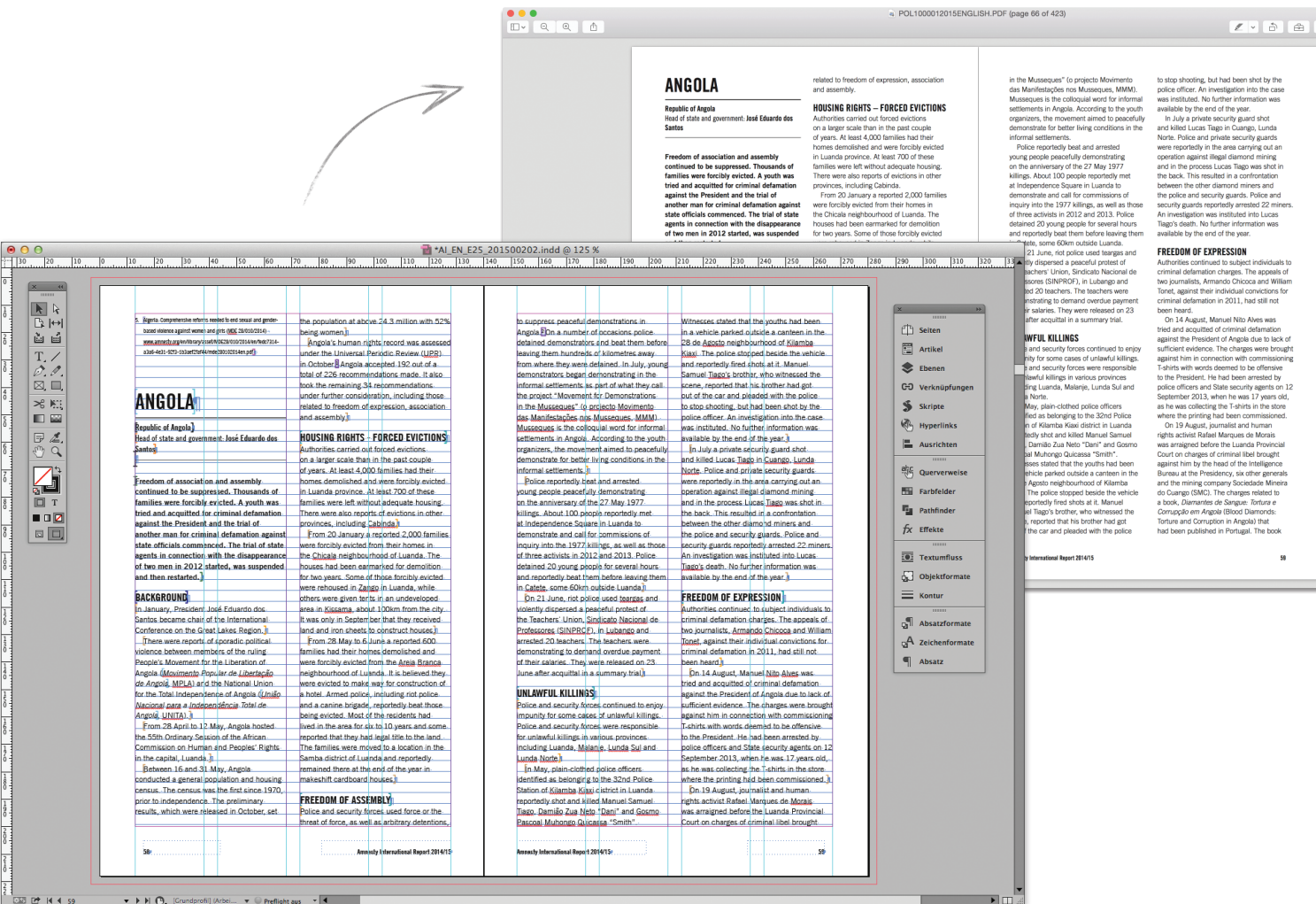
A key factor in Amnesty International's decision to use Booktype was that the software allowed them to have a ready to publish

output with only one click. The standard implementation of Booktype provides a PDF and ePUB format for which no design layout or other additional steps are necessary. This solution provided many advantages in comparison to professional software like InDesign - including fixes for incompatibilities such as bi-directional English and Arabic text within the same chapter endnote.

This project provided a great opportunity to see the immediate results of an improved workflow solution. Our developer team customised the software to meet Amnesty International's complex requirements, trained the editors and translators and supported the book production process with on-the-fly enhancements and bug fixes.

It was a pleasure to work with Amnesty International and get a feel for the unique spirit of the organisation. We were proud to have helped produce such a comprehensive and important publication in multiple languages with the input of so many people.







Airtime is open source radio automation software for broadcast or online radio. It lets radio stations upload audio, build and schedule shows or go live. With Airtime, anyone can stream audio over the web, or even via FM and digital.

With these changes, both trial users and existing customers were able to manage their billing accounts and plans from directly

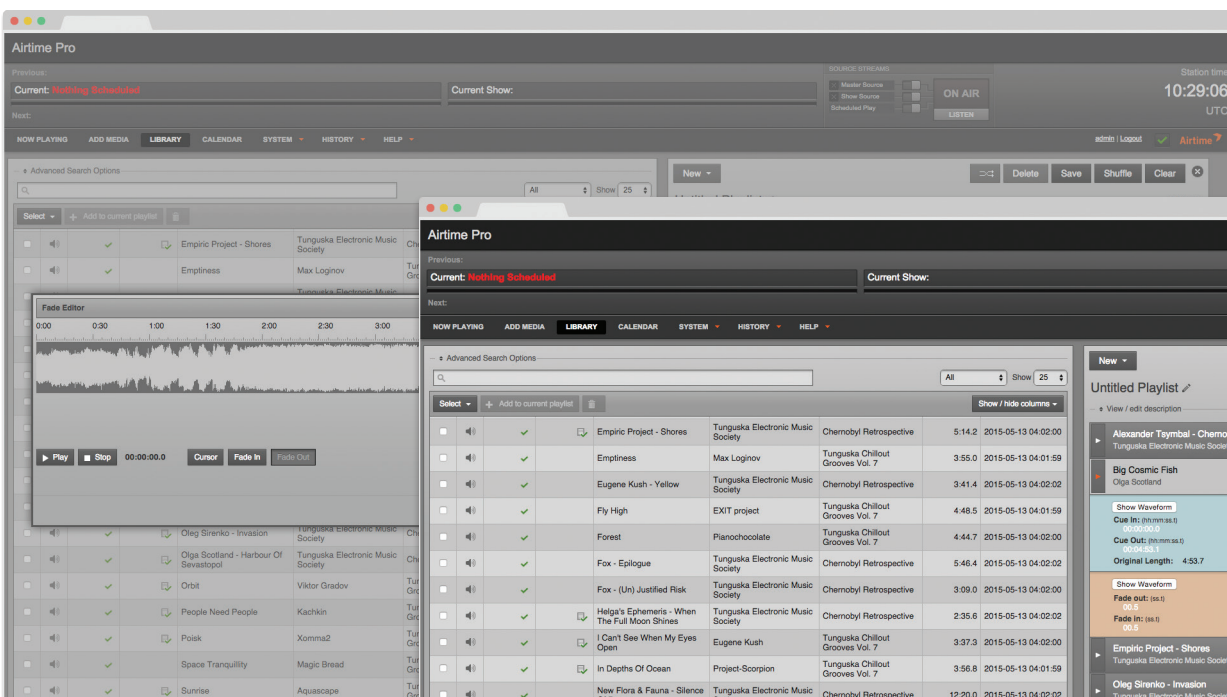
In order to technically support this growth, Sourcefabric grew the number of Airtime servers from six, to twenty. This resulted in expanded capacity and increased reliability. Migrating to a "high availability" architecture

ensured better uptime. This infrastructure investment and foresight paved the way for Sourcefabric to engage in custom Airtime Pro development and hosting for a multi-billion dollar client, resulting in the largest single commercial contract obtained for Airtime.

Powered by Airtime

This past year, several members of the Airtime community asked for something they could put on their sites to display their use of Airtime. We are proud of the diverse range of programming from the Airtime community and wanted to let the world know about stations running on Airtime. Our designers came up with a design that made it easy to add a badge to their websites. In the beginning of the summer, we introduced the 'Powered by Airtime' badge to our users.

Users can quickly grab the embed code on our 'Who's Using' page. The badge is available with or without a coloured background, so that it's easy to integrate with the style of any site.





Airtime supporting human rights development

Microwav.fm is a project that aims to support democracy and human rights in the South Caucasus through a growing number of locally produced radio shows and channels, created and maintained by civil society organisations and groups of young people.

The South Caucasus straddles the border between Europe and Asia. Three former Soviet states comprise the region: Armenia, Azerbaijan and Georgia. Within the South Caucasus, 18 million people speak at least three mutually unrelated languages, two of which also use their own unique alphabets.

The region has suffered heavily in recent decades. Several wars have displaced as many as two million people, led to extreme political upheaval and stunted most economic growth. Under such conditions, it's not surprising that local media tends to be monolithic and unevolved.

The goal with this project is to use open source tools to create and deliver radio content digitally, thereby creating a more diverse media environment in the South Caucasus. As a result of this project, up to 20 radio stations spread throughout the region are now using Airtime Pro.

Support for the project comes from the Swedish International Development Cooperation Agency (SIDA), and for delivery, we are partnering with a number of other organisations in the South Caucasus region.

The microwav.fm project helps these groups and organisations communicate with young, passionate audiences in an appealing and modern way to spur a dialogue about human rights, freedom and democracy. Participants are encouraged to use the full scale of creative opportunities offered by audio, social networks and Airtime to create 24-hour internet radio channels that mix entertainment and lifestyle content with content on human rights and conflict resolution in the main languages

of the region – Georgian, Azeri, Armenian and Russian. Selected programming is also available in English.

The project provides the participating groups and organisations with Airtime Pro hosted radio accounts, training in the use of Airtime Pro, assistance in the development of schedules for their radio channels and recording and editing of radio shows. Creating mobile apps and websites to help radio-makers deliver their content to mobile audiences and coach them in production techniques are part of our activities.

The radio channels include player widgets that can be embedded on the websites of all participating organisations. Content is also available through SoundCloud and similar services for direct listening and download for use over traditional broadcast media and embedding onto third-party websites. Native apps also make it easier to listen to the services in areas served by mobile Internet, with special care taken to provide low-bandwidth streams. Original programming will be available to listeners on-demand and will be licensed under Creative Commons to enable sharing and rebroadcast.

At the heart of the project is a love of music that transcends differences of language and geography. We believe the love of music, especially music that tends to be overlooked by mass media outlets, can be a means of attracting a younger and more internet-savvy audience.

We see hope for the South Caucasus in the growing numbers of people, many of them young, who have access to the internet. The internet makes it easier for marginalised voices to be heard, whereas traditional media tend to ignore them. Working with 11 media organisations in Georgia, we believe that internet radio is a particularly apt technology for this region. Unlike terrestrial radio, internet radio requires no broadcast license, and audio suits mobile users better than visual content.

Statistics illustrating the demographics of internet usage in Georgia:

Georgia has 4.5 million people and 46% internet penetration, according to a recent Freedom House study.

1.2 million Georgians are on Facebook, according to communications scholar Katy Pearce.

75% of Facebook users in Georgia are under 44, according to Socialbakers.

Georgia has roughly 1.3 million mobile internet users, according to IDFI.







Newscoop is a highly customisable open source content management system for media organisations. Its users are spread around the world, many of them in countries where producing free and independent media is a challenge. Newscoop offers more than 20 localisations, enabling journalists and their editors to work in an environment which not only supports the language they are writing in, but also has a web interface in that language.

Making news accessible

a partnership report with Kobinet

Our institutional purpose is to support quality independent media worldwide. It is our mission and has been the reason why many partners and clients have chosen us as their development partner.

Through our CMS for journalists, Newscoop, we have devised and executed a number of challenging projects in Africa, Yemen, Georgia and other places further afield. It was a pleasant surprise when Hubertus Thomasius from Kobinet reached out to us back in 2012 after our Public Day at Sourcecamp in Berlin.

Kobinet, or Kooperation Behindert im Internet e.V., is a German NGO representing people with disabilities since 2002. Made up of an eight person team of volunteers, they report, collect and archive news for disabled people and their families and friends. They collect information on events and TV programs dedicated to disabled people and their lives.

From the very beginning it was clear that we wanted to support Kobinet despite limited resources, so we did just that.

Mr Thomasius, the technical expert at Kobinet, had an idea to join forces and develop a Newscoop theme with as few technical obstacles for disabled people as possible. Subsequently, one of the requirements was that the theme needed to be optimised for (mobile) screen-readers with an optimal level of contrast.



The theme resulting from the cooperation was later published as the "Tommy" theme, fully accessible (also via keyboard only), featuring responsive images and optimised contrast for easy reading. To date, the theme has been downloaded over 200 times from Github.

The development cooperation did not end there. After launching www.kobinet-nachrichten.org in 2013, we have since jointly developed a Newscoop Google Calendar Plugin which helps gather, manage and integrate Google events into Newscoop.

The Newscoop Google Events Plugin went live in February 2015, and has helped Kobinet Nachrichten to grow the interaction and

communication with their readers and other people working in the field. Readers are now able to submit their events to the Kobinet team via the Google Calendar. The plugin has created new opportunities for Kobinet Nachrichten to become the most important news and events source for disabled people in Germany, Switzerland and Austria.



Themes & plugins

The template engine behind Newscoop allows for great flexibility when it comes to front-end design. There are a variety of themes newsrooms can choose from to fit their needs and a lot of plugins which enhance the functionality of the system.

Themes

In 2015, Google rolled out a new “mobile friendly” label for smartphone search results. This new feature will make it easier for people to find what they’re looking for in a format that performs better on mobile devices. All our Newscoop themes are of course *Google mobile friendly*.

Rockstar

This theme features a clean, modern magazine look with bold colours, simple navigation and an emphasis on social and embedded media functions. The theme is perfect for lifestyle sites, in-depth magazine portals or organisations who have a focus on the portability and virality of their stories.

Quetzal

Featuring responsive CSS for any browser, this theme uses Twitter bootstrap as a CSS base with good CSS organisation to make the process of creating new skins easy.

New Custodian

One theme to rule them all, this theme contains all the functionality of Newscoop 4 including article playlists, related articles and image renditions. Community tools come out-of-the-box as standard, so newsrooms are only a couple of clicks away from a professional news site.

Broadcaster

This theme integrates with the Airtime broadcast automation system. The design is based on the Rockstar theme.

Liquid

The first Newscoop theme with masonry layout was designed for magazines. It turns a site into an infinite, seamless river of articles which keeps users on the site for longer.

Tommy

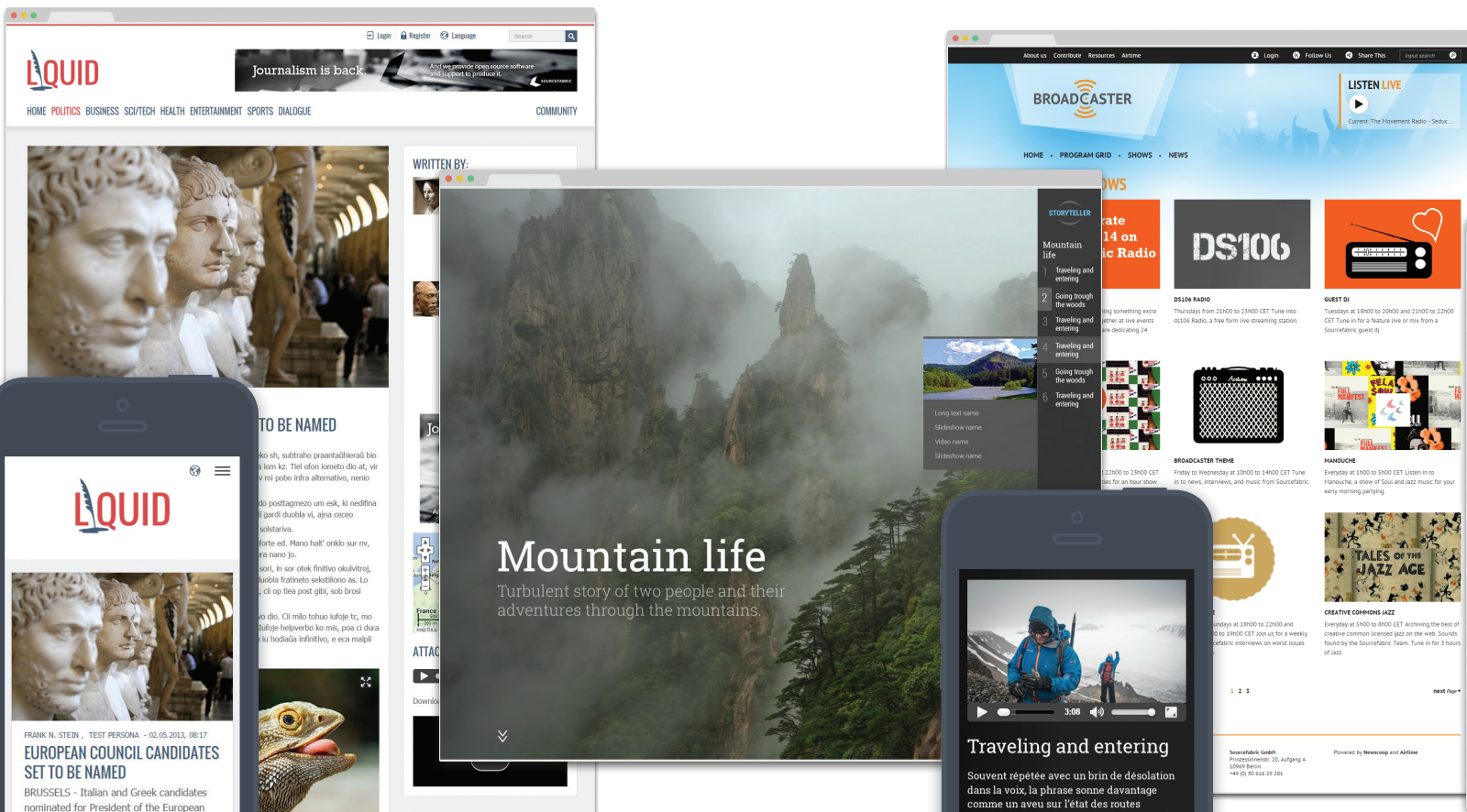
This accessibility theme displays a high contrast interface to ensure article readability. It is simple to navigate for users using screen readers with skip-links added at the very top. All links are accessible via keyboard and users can navigate the site linearly.

Anchorage

A modern newspaper style theme with responsive CSS for any browser, this theme includes discussions and poll support as well as Global News responsive CSS for any browser that includes a navigation slider for mobile devices.

Storyteller

This powerful, interactive, multimedia theme enables writers to tell stories that matter in a way that engages the reader far beyond the headlines.



Newscoop plugin system

This past year we introduced a number of exciting plugins that allow users to personalise Newscoop and add to the system in ways that specifically benefit them. The plugin collection is a set of specific features that enable customisation and enhance the functionality of the system.

Article Edit Screen (in development) provides a modern and distraction-free user interface for the article editing environment in Newscoop

Adverts Plugin Bundle allows publishers to enable postings of classifieds on their Newscoop instance

Newscoop Paywall Bundle allows online publishers to sell access to their publication content such as issues, sections and articles

Ingest Plugin Bundle

allows for automatic importing and publishing of articles that come in via RSS feed or from newswires via NewsML

Airtime Plugin Bundle

adds smarty functions and admin tools to enable users to manage and display audio content and metadata coming from their Airtime radio station

Community ticker plugin

displays the last six activities within the community such as comments, new community member registration and new blog entries

Article of the Day

sets articles as an "Article of the Day" and displays it in a calendar widget

Google Calendar Events

ingests Google calendar events into Newscoop

YouTube plugin

allows Newscoop to access the YouTube API

Instagram plugin

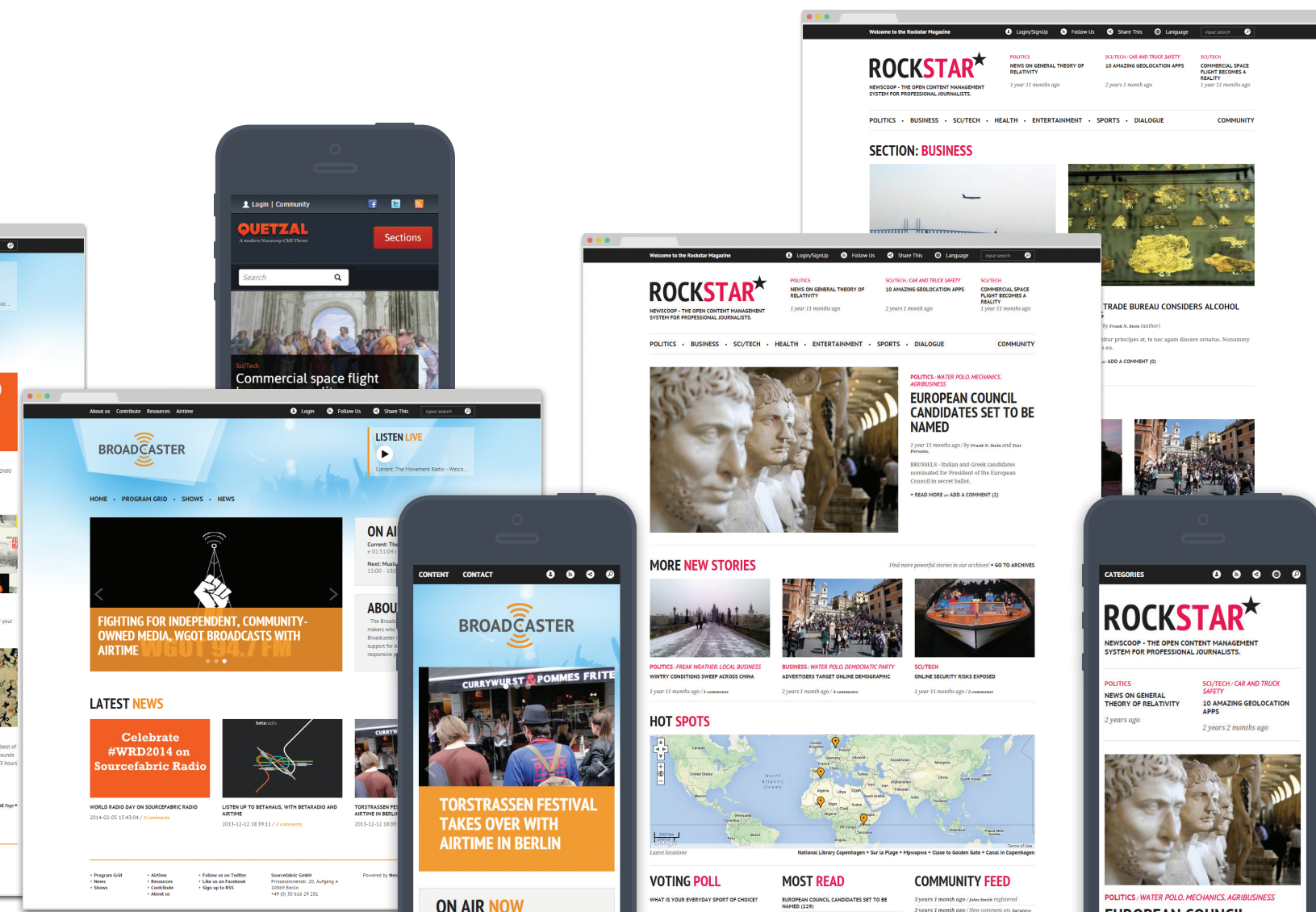
automatically ingests photos from an instagram hashtag with the ability to curate and remove any photos deemed inappropriate, if needed

Newscoop Newsletter

enables Newscoop integration with Mailchimp

Analytics plugin

generates and implements Piwik web analytics code for Newscoop





The way we work

Scrum standards for development

Two years ago the Sourcefabric development team realised that they needed a change in the development process for one of their projects. They had been practicing an iterative process based on client releases but were not satisfied with the results. This is how Sourcefabric came to employ the Scrum methodology for development.

Scrum is an agile way to manage software development. It heavily relies on self-organising, cross-functional teams. While not having a specific team leader, Scrum teams are supported by two specific roles. The first is a ScrumMaster who acts as a coach for the team. This person helps team members use the Scrum process to perform at the highest level. The other one is a product owner (PO), who represents the business, customers or users, and guides the team toward building the right product.

After two years of practising Scrum, the results are excellent, the speed of development has increased significantly and the quality of the software is high. As Sourcefabric team members are distributed across different countries and even time zones, adjustments have been made to the way we run Scrum, especially because we need to employ more asynchronous communication for which a number of software tools are pretty important (e.g. GitHub, HipChat, JIRA, etc.). There are still improvements being made to how the team does Scrum and we are constantly in the process of trying new techniques, new tools or discovering new ways to use them.

Nerdvent Calendar 2014

Project management plays a crucial role in our work. Coordinating software developers, designers, system administrators, QA engineers and clients requires a diverse

skill set, thick skin and creativity. Like ourselves, our clients are spread across the globe, so dealing with different language barriers and cultural backgrounds can be as challenging as handling different time zones and connectivity issues.

In late November 2014, our excellent project management team got together in Berlin to review and optimise our implementation workflow. To test the improved methods, they picked a project which could be realised in one day and which had long been in the pipeline of good ideas: an advent calendar for nerds. Thus the Nerdvent Calendar was born.

Featured on the home page of our website, the Nerdvent calendar showcased 24 nuggets of written and video advice such as 'How to holiday shop for nerds' or '15 Podcasts for nerds'. Everybody at Sourcefabric was called to action to contribute and we ended up with an excellent collection of pre-Christmas fun for geeks and nerds.

To extend the Christmas spirit, we also wanted to get our community involved and offered a holiday gift to anyone who tweeted about the Nerdvent calendar using the dedicated hashtag #nerdvent.

Sourcecamp with Kusturica

Sourcecamp is the one week each year where the whole Sourcefamily comes together in the same place. It's part team-building, part hackathon, part general meeting. In 2014, we retreated to beautiful Mokra Gora in the mountains of Serbia. Conceptualised by Serbian filmmaker Emir Kusturica (who was even on site one evening), it was a stunning and perfect location that provided us with a break from the usual office routine.

After a fun team-building day treasure-hunting through the woods, including zip lining and abseiling, we shifted our

attention to Sourcefabric improvement exercises including brainstorming sessions and development workshops.

The daytime programme included speeches from the three founders, presentations from various teams and collaborative workshops where we applied our design thinking skills to find ways to resolve issues big and small:

Where can we find points of integration between Sourcefabric projects?

How can we meet the challenges of such a diverse and widely distributed organisation?

What are the best ways to engage with the open source community?

How can we better serve the customers of our customers?

We walked away from Sourcecamp with a lot of good ideas which we are now busy implementing.

Christmas 2014 - Sourcefabric Berlin sings for Charity #SS4C

In 2014, the Berlin team decided to add a little extra community spirit to the usual Christmas party. Christmas markets are a big deal in Berlin and we decided to utilise our musical talents by singing carols for charity, with our own hashtag #SS4C for the occasion. Our chosen charity was the 'Winter Watch' of the Berlin City Mission. After weeks of preparations and rehearsals in the office kitchen, we ventured out to the Christmas market at Schloss Charlottenburg on December 17th, armed with two ukuleles and a xylophone. After two rounds of Glühwein, we sang hits such as 'Walking in a Winter Wonderland' and 'White Christmas'. What a glorious way to end 2014!

Contact us

We'd love to hear from you

Sourcefabric open source software is free for anyone to modify and share, with no upfront costs and no forced upgrades. Our open source software allows easy integration of third party tools, and gives you increased software durability plus a worldwide community of experience to draw from.

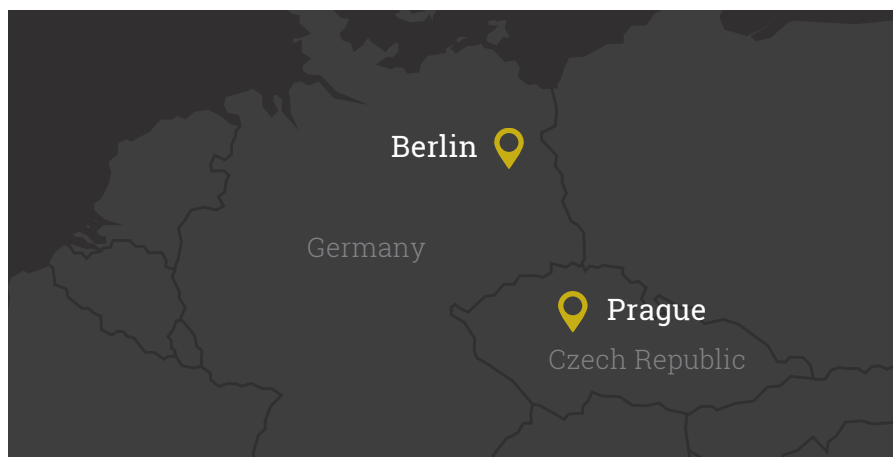
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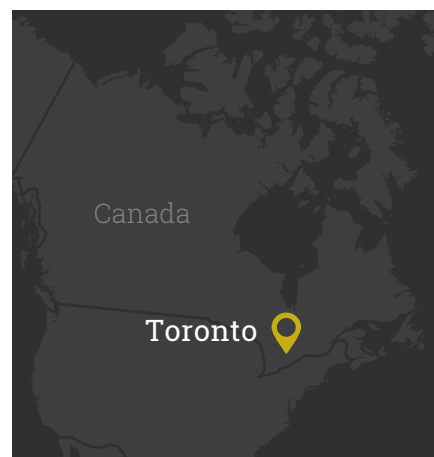


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