

HELPING CREATE, ORGANIZE, AND SHARE KNOWLEDGE FOR TEAM OPERA MEDIWORKS.

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We warmly welcome
AdColony to the
Opera Mediaworks
family. Future, here
we come together!



Will Kasoy
CEO, AdColony

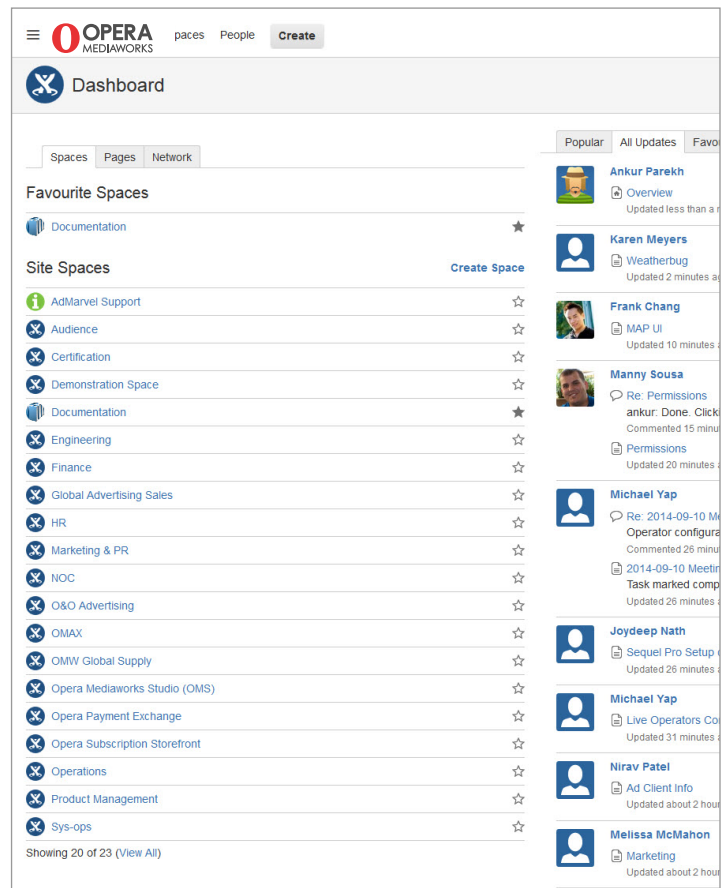
All cylinders firing...

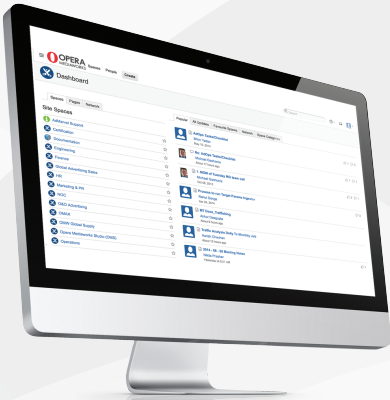
About one year into our new wiki avatar, the journey has been a roller coaster ride and as much fun for all teams in Opera Mediaworks! The wiki's usability, adoption, and usage have rocketed, as is evident in the Wiki Updates on the next page.

Today we have 400+ internal users of the Opera Mediaworks wiki and hundreds of platform users that access our **Support** portal. (Thanks much to you and the wiki team.) This has successfully brought down the number of support queries received by the AdOps (Supply) team by ~30%, since we launched the portal in November of 2013.

We also take this opportunity to welcome new team spaces in the wiki, including **Global Ad Sales, HR, Marketing & PR, Finance,** and **OMW Global Supply.** (Note that these are in different stages of development.) This brings us to this quarter's Cool Quotient Award winner, which quite fittingly goes to Global Ad Sales! Big congrats to the team for building their space in record time. You have just won \$500 in cash!

As the year unravels rapidly and the ad-tech world experiences explosive growth, let us raise a toast to knowledge collaboration, creation, and sharing, the OMW Wiki way!





Wiki Updates

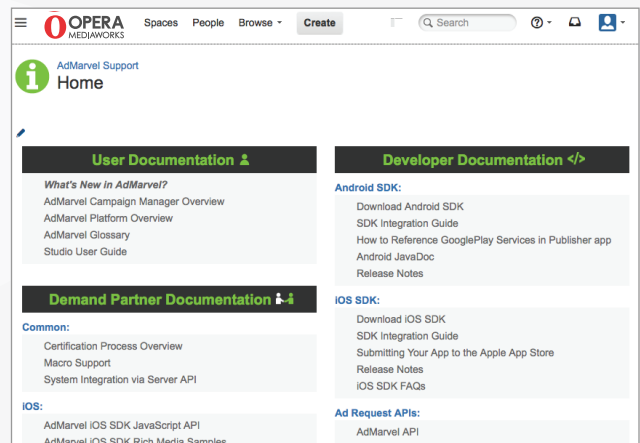
We have two ever-expanding wiki facets to provide an update. The internal knowledge system housing the cross-functional team spaces and the external-facing **Support** portal that is home to platform user guides, API docs, SDK integration guides, and more.

Top Three Wiki Page Views per Space

Team Space	1 st Page Title	Page Views	2 nd Page Title	Page Views	3 rd Page Title	Page Views
Certification	Ad Client Info	160	Homepage	98	SDK Integration Status	67
Documentation	AdMarvel AdminGuide	239	Overview	215	July 2014	64
Engineering	Homepage	83	Monthly Leave Plan 2014	79	August 7 release updates	68
Finance	Homepage	40	Forms	31	FAQs	20
Global Advertising Sales	Homepage	90	May Creative Highlights	45	Ad Operations	32
HR	Global HolidayList	30	Homepage	15	Leave of Absence	5
O&O Advertising	Trafficking Tasks	6	Overview	5	SLA on Ad Operations Support for Sales	5
OMAX	OMAX RTB Partner Onboarding Pipeline	60	Homepage	50	Addictive Mobility	29
OMW Global Supply	Homepage	76	Pipeline	74	2014Calendar: Vacation an Events	43
Platform Support	Homepage	902	Android SDK Integration Guide	407	Opera Mediaworks MRAID Sample Ads	397
Studio (OMS)	Studio Admin Guide	66	Viewing Publisher Reports	34	Adding and Editing Publishers	19
Opera Payment Exchange (OMAX)	OPX Integration Status	107	EC2 Instances	81	201408-04	60
Opera Subscription Storefront	Ad Ops Training Guide for SWP	82	Targeting And Campaign Setup in AdMarvel	18	Appstore Roadmap	13
Operations	Daily Task	471	PubOps Best Practices	332	Homepage	328
Product Management	New Feature Pipeline	294	SDK Clients	101	Homepage	54
Web Pass	In Progress	85	Web Pass Product Roadmap	61	Homepage	36

Top 10 Page Views

1. Platform Support: [Homepage](#)
2. Operations: [Daily Task](#)
3. Support: [Android SDK Integration Guide](#)
4. Support: [Opera Mediaworks MRAID Sample Ads](#)
5. Support: [Campaign Manager Overview](#)
6. Operations: [PubOps Best Practices](#)
7. Operations: [Homepage](#)
8. Support: [Macro Support](#)
9. Product Management: [New Feature Pipeline](#)
10. Support: [Platform Overview](#)



Wiki Monthly Usage Highlights

- US and India share the honors in total page views (~3,900 each)
- Average unique page views per day is ~2,400
- The average duration of visit per user is ~6 minutes
- New wiki visitors are ~20% with the rest being return visitors

In case you need help jumpstart your space in the wiki, then feel free to reach out to documentation-us@opera.com

Did You Know?

The Confluence wiki has some neat features to improve your knowledge management experience:

- **Orphan Pages:** Is the left navigation getting too deep and complicated? No worries! Create orphan pages and link it from within the content.
- **Network Updates:** Add users you work with closely to your favorite list and view all their wiki updates in the Network tab on the dashboard.
- **Watch Pages:** Get an email notification whenever pages that you track are updated (Tools > Watch).
- **Like:** Compliments can do wonders. So click the "Like" button when you come across a page that you love! Apart from the motivation, it will indicate to the document owner that they are going in the right direction.
- **Import Docs:** You can directly import .doc files into Confluence (in the source format), thus saving you migration time and effort

Read more about the features and usage in the [wiki orientation guide](#). This guide is a wealth of information you can benefit from, while you build an effective wiki space and pages. Happy wiki-ing!

Wiki Feedback

Knowing that the world takes cues from opinions of leaders for direction, we need to hear your opinions... the good, the bad, and the ugly. We want to understand how you feel about the wiki, additional features you need, and what would encourage you to use it even more! Your constructive feedback is useful and highly appreciated by the [wiki team](#).

Feel free to email your ideas, requirements, and feedback to wiki-us@opera.com

Cool Quotient Award

This column focuses on a wiki space that is developing efficiently and meeting the core wiki objectives, or on an individual whose contribution to the wiki made an exceptionally positive impact.



This month's \$500 cash prize goes to the [Global Ad Sales team](#), for building their space in record time of just 1 month! Kudos guys – keep up the good work!

Wiki Twisters

From email to wiki

"When we first learnt about an existing knowledge wiki in Opera Mediaworks, we immediately jumped at the opportunity to create our knowledge base, for the benefit of our geographically distributed sales team. The space is now our go-to place for the latest and greatest on Global Ad Sales team info, process, schedules, sales reports, and more. Our team members regularly collaborate and share information in the Global Ad Sales. Happy to wiki!"

*Borja Zamora
Director of Strategy*