

No one said this would be easy

Sustaining Webrecorder as a robust
web archiving tool set for all

International Internet Preservation Consortium
Web Archiving Conference | June 7, 2019

Anna Perricci

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Webrecorder at Rhizome

Rhizome at the New Museum

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RHIZOME

Rhizome champions born-digital art and culture through commissions, exhibitions, digital preservation, and software development.

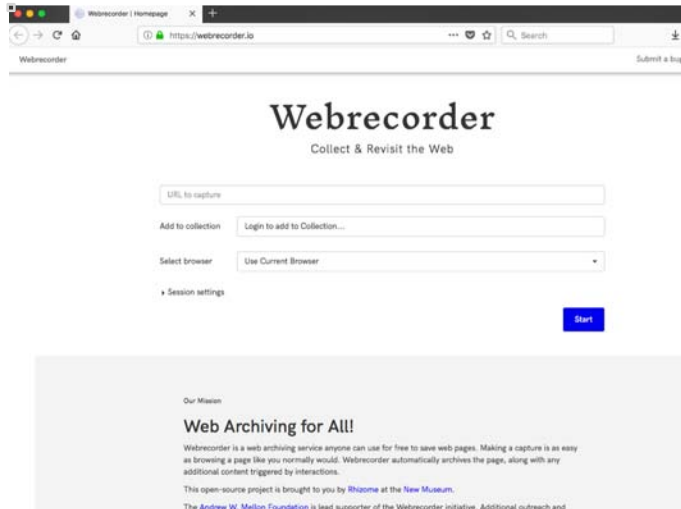
Founded by artist Mark Tribe as a listserv including some of the first artists to work online, Rhizome has played an integral role in the history of contemporary art engaged with digital technologies and the internet.

Since 2003, Rhizome has been an affiliate in residence at the New Museum in New York City.

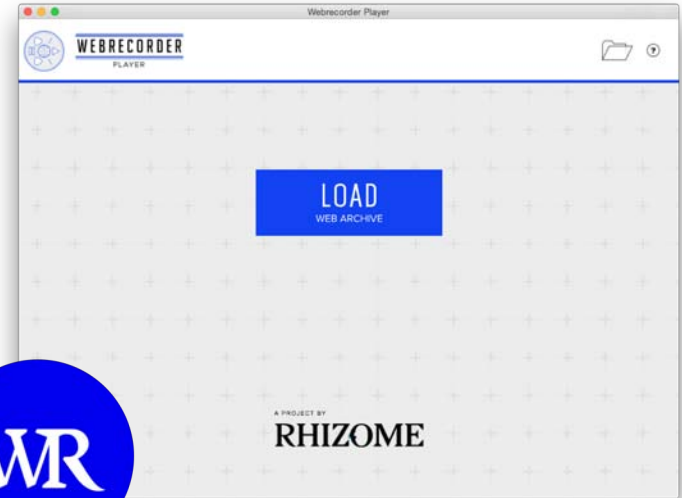


About Webrecorder

Create high-fidelity, interactive captures of any web pages you browse



<http://webrecorder.io>



Webrecorder Player App

Webrecorder Project

- Easy to use, robust tools
- Free to use
- Fully open source
- Using open standards
- Growing user community
- Quickly evolving

A project by

RHIZOME

with generous support from

THE
ANDREW W.

MELLON
FOUNDATION

Webrecorder Team



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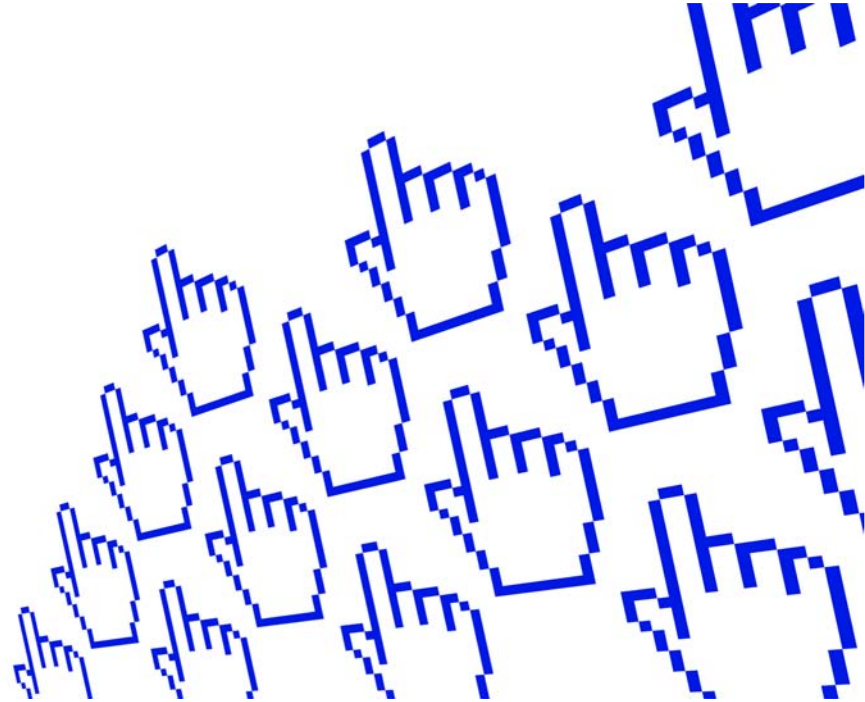
Collecting at human scale

- Collecting is done with intent by a person via web browser one page at a time
- Can import and augment collections created by crawlers
- Anyone can use Webrecorder: web archiving for all!

The payoff for careful capture is an accurate representation of the original

Inclusive by design

- Consciously designed to lower barriers to access
- No technical expertise required to start collecting & sharing collections is easy
- No lock in
- All WARC collections can be downloaded for personal storage & access offline



Organize and share collections

- Users can organize and share collection of captured web pages
- Journalists, researchers, teachers, students can show sources
- Artists and designers share their portfolios or gather resources to inform new work



Leading research and development

- Direct collaboration with the National Film Board of Canada (NFB) on preconfigured (remote) web browsers to view web-based films
- Consulting to integrate Python Wayback (pywb) into major web archiving programs at the British Library and the Library Innovation Lab at Harvard University (Perma.cc) (implementing Webrecorder for capture for Perma.cc, too)

Constructing community

- Facilitating access for all end users
- Webrecorder used in at least 18 countries worldwide
- Documentation available in English (translated training materials in Spanish and French to be shared in 2019)
- Building communities of users, providing free trainings online, holding community calls, giving workshops and conference presentations

Overarching goal

Implement sustainability plan with
a multi faceted strategy for income generation
so to steadily grow
and still always maintain
a fully functional, free, open source version

Grant as guidance

- Mellon Foundation proposal guidance has given us some shape for this sustainability work
- Having a development roadmap agreed to gives shape to reaching user service goals
- Ongoing feedback

Context – learning from others

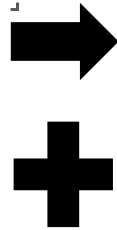
- Analysis of other web archiving projects & services
- ‘This isn’t a start up, bro’
- But have some insights from learning about business formation then sustainability efforts for start ups & digital agencies as models to emulate or avoid (e.g. monetizing user data)

Business models

- Tons of research on business planning, strategy, sustainability & software development lifecycles
- There is no clearly analogous business plan but some nice models to consider
 - Salesforce business model wherein individuals use the software on their own then institutions license when see critical mass of users
 - Business model for open source software projects also relevant – free software but charging for customizations and intensive support

Bespoke

Custom made,
specialized
specifications



Boutique

Specialized but
generalizable, seen as
extremely well suited
for specific tasks



“Household name”

Recognized as essential
tool for research,
scholarship & teaching

Feedback & discussions

- Archives Unleashed
- Perma.cc
- National Film Board of Canada (NFB)
- Carnegie Hall
- New York Art Resources Consortium (NYARC)
- Stanford University Press
- Documenting the Now

Learning from other projects, prior roles

- Ivy Plus pilot / Columbia University Libraries
- Eastern Academic Scholars Trust (EAST)
- Artstor
- Society of American Archivists Digital Archives Specialist course (e.g. via student discussions)
- Consultant

Multiple approaches: earned income & funding

Providing value through user through services provided

- Small scale fundraising (Supporters)
- Funders support
- Subscriptions (coming soon)
- Providing customizations and enhancements to open source software (paid partnerships)

Supporters & Subscription Planning

- Current options
 - Supporter
 - Donor
- Next subscriptions
 - Automation!
 - Stay tuned for more details



WR Webrecorder Supporter Portal x +
← → ↻ https://supporter.webrecorder.io

Webrecorder Supporter Membership Need Help?

You can support free, open source tools for archiving the web.

Webrecorder.io

is a rapidly developing community project maintained by a non-profit arts organization.

Becoming a supporter or donor helps us offset our operational costs, keeping Webrecorder a sustainable project.

Webrecorder.io provides:

- Free, easy to use, robust tools
- Service with no ads or exploitation of user data
- Platform that is quickly evolving & fully open source
- 5GB of storage for organizing and sharing web collections to all users at no charge

Support Us with a Monthly or Annual Membership

Subscriptions

- Know from experience, subscriptions are not an easy way to make money, especially when dealing with institutions
- Starting with individuals
 - Professionals in GLAM (Galleries, Libraries, Archives & Museums)
 - Academics, researchers, journalists
 - Authors (can inform work on service for publishers planned)

Promoting teaching & learning at institutions

- Getting web archiving into general curriculum and course projects
 - More options for managing and sharing collections
- Link rot proof syllabi, reference rot prevention (papers & theses)
- Interface with institutional repositories
- Also, working with academic presses publishing innovative e-books / web-based publication

Consulting & service provision

- Guidance starting a web archiving program
- Custom curriculum & intensive support
- Part of research grants with defined work plan
- Open source software development and implementation
- More TBD

Further grant funding

- Seeking funds based on established strengths but open to new opportunities as well
- Collaborative fund seeking when there's a project of mutual interest

Some lessons learned

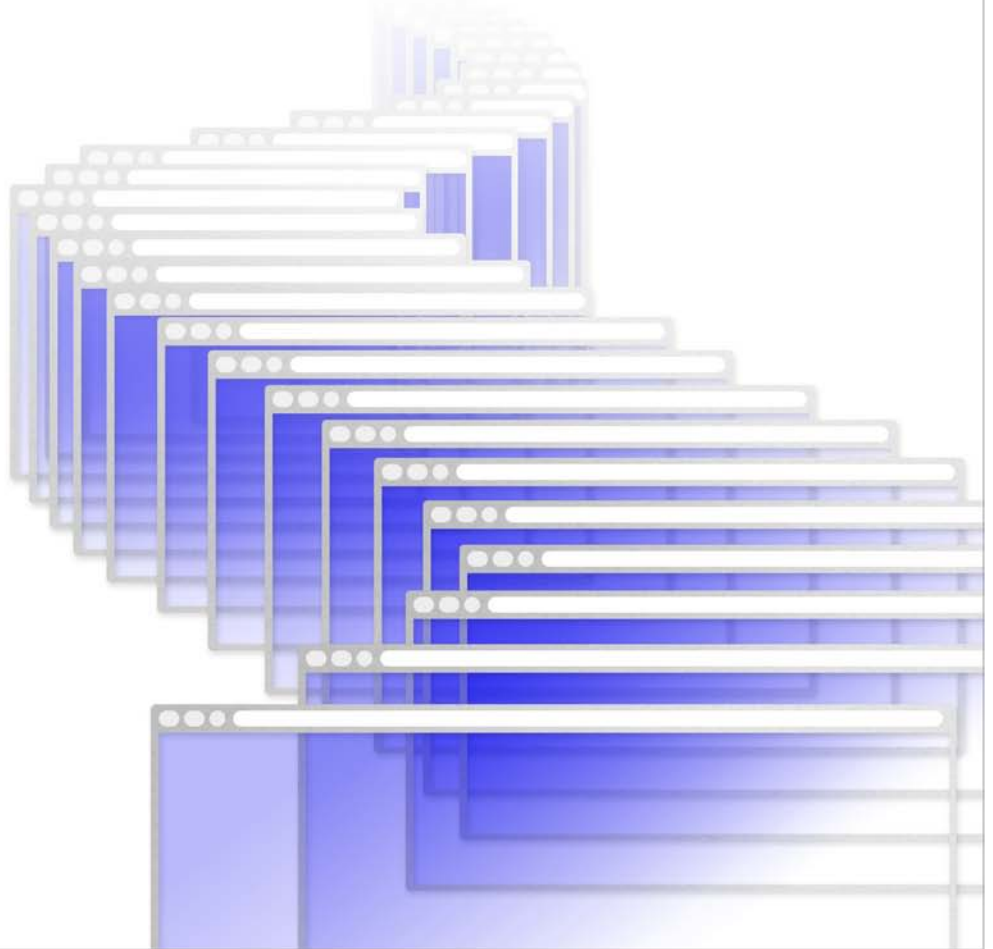
- Sustainability planning begins with some existing expertise, research and reflection on goals of project
- It's useful to leverage the enthusiasm that goes with doing exciting & rewarding work, but staying on track is also important and not easy to do
- The plans laid out will work as designed but risks always include losing established consensus, destabilization or staffing changes

Support a free service that
provides web archiving for all.

Webrecorder

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Webrecorder

Thank you

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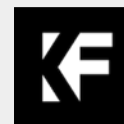
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