State of the Union
Hamburg
November 2017
ANOTHER VIEW ON THE INTERNET – A GIGANTIC ECONOMIC STIMULUS PLAN
In 1993, the US government initiated a technology policy to enhance the national industrial performance.
ORGANIZATIONS LIKE ISOC AND IETF DEVELOP OPEN STANDARDS WHILE THE GOVERNMENT INVESTS IN KNOWLEDGE, THE INDUSTRY AND THE INFRASTRUCTURE

Open Standards and Open Source

Supply-side activities

Research and Development
Money for universities to develop excellence in technology

Demand-side activities

Public Orders
Stabilize young firms with state orders and attract private investors

Network infrastructure

Create market
Generate cheap and easy internet access for the people
Open Standards and Open Source bring decreasing investment risk and equal opportunities for many companies.
OPEN SOURCE REPLACES PROPRIETARY SOLUTIONS

Global operating system market share based on device shipment. Source: Gartner Inc.
Showcase Burda: Most of our businesses are unthinkable without Open Source, Open Standards and the Open Web.
CONCLUSION, Part 1

1. Open Source and Open Standards are some of the driving factors of today’s economy.

2. We have a responsibility to keep them up.

3. The indirect business models of Open Source drive whole industries.
PART II. THUNDER ECONOMICS
Burda relaunched the majority of their digital properties on Thunder, saving up to 90% time and expenses, compared to the last relaunch.
Burda believes in a Democratic Internet and in Cooperation between Publishers

Cliqz is an Open Source Browser which respects the privacy of the users.

Thunder is the Open Source CMS for professional Publishing

AdTechFactory offers a collaborative CRM and Adbooking for publishers

More initiatives next year
Other brands follow the trend and get involved

200 sites report using Thunder. Those include not only traditional publishers, but also agencies and brands.
OUR CTIs

galani projects
wunder group
UEBERBIT
undpaul
AF COMPUTERSYSTEME
trio m group
KEY TEC
ziTEC
AG Prime
CYLEX
ZENSATIONS WEB / COMMUNICATIONS
HBF
Valuebound
INVIQA
drunomics
digital echidna
SYSTEMS
STUDIO PRESENT
Ramsalt
frontkom
COMMPRESS
Itelios
Factorial
ACTO Team
Thunder

Page 14
Everybody wins in the CTI Economy

Thunder uses the Open Source System Drupal (approx. 30,000 developers) and develops an Open Source distribution for professional publishing.

Agencies (CTIs) offer additional services and software to publishers.

Publishers pay the agencies, so they are interested in promoting Thunder.

Agencies contribute code and motivate publishers to open-source the modules created for them.

Thunder improves Drupal Core. (already under the Top 20 contributers and #1 in Germany)

The Drupal Community starts to trust Burda, even though we are a for-profit enterprise.

Thunder gains influence on Drupal and uses it in the best interest of publishers and the CTI Economy.
CONCLUSION, Part 2

1. Burda managed to save millions of euros with Thunder.

2. Publishers start adopting Thunder.

3. CTIs make significant revenues with Thunder.

4. The Drupal Community accepts and supports Thunder.
PART III. WHAT’S UP NEXT
Thunder and Burda

- Burda continues and increases support for Thunder. New team member Alex Pott. (Yeah!)
- Take more responsibility for Drupal Core and Association.
- Strong focus on Europe.
Growing the CTI Economy

- Enable and support partners to market non-GPL but Thunder related software, thus accelerating the growth of the CTI Economy.

- Thunder itself will always stay GPL!

- First example is T4P, a cooperation between A+F, Sprylab and Brixware. Stay tuned.

- Establish a sustainable, non-profit „Thunder Foundation“ aiming to improve Thunder and to foster the CTI Economy.
Thunder Core Development

- **Headless Thunder** – provide a commonly usable API.

- **Page Building** – give editors the ability to quickly create custom layouts.

- **Unified Search** – improve editorial and end user search results.

- **Workflow** – have more advanced article states and state changes.

- **Dashboard** – provide the editorial staff with content performance information.

- **IPFS and other Blockchain integrations.**
„Viel ist schon getan, Mehr noch bleibt zu tun“, Sprach der Wasserhahn Zu dem Wasserhuhn.

Robert Gernhardt
Thunder

The Drupal 8 based open source CMS for professional publishing

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