

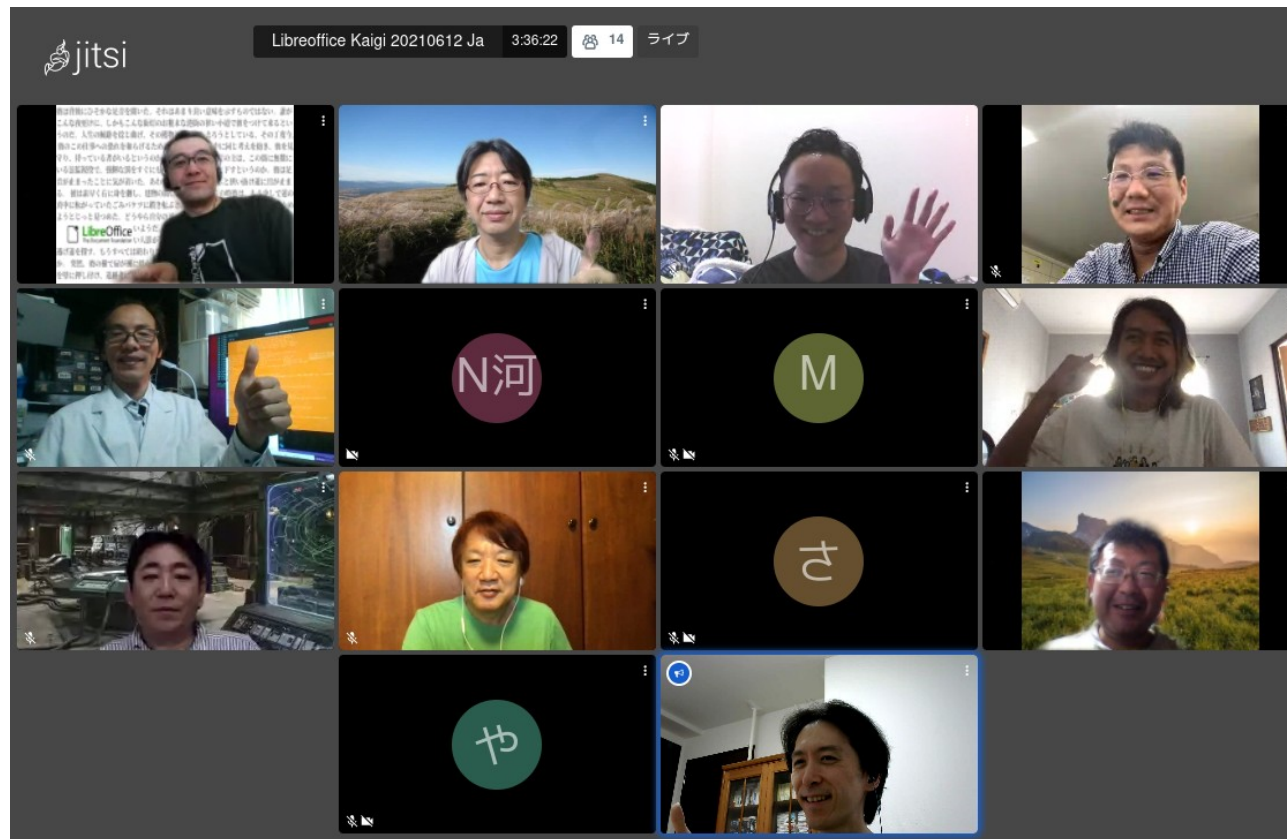
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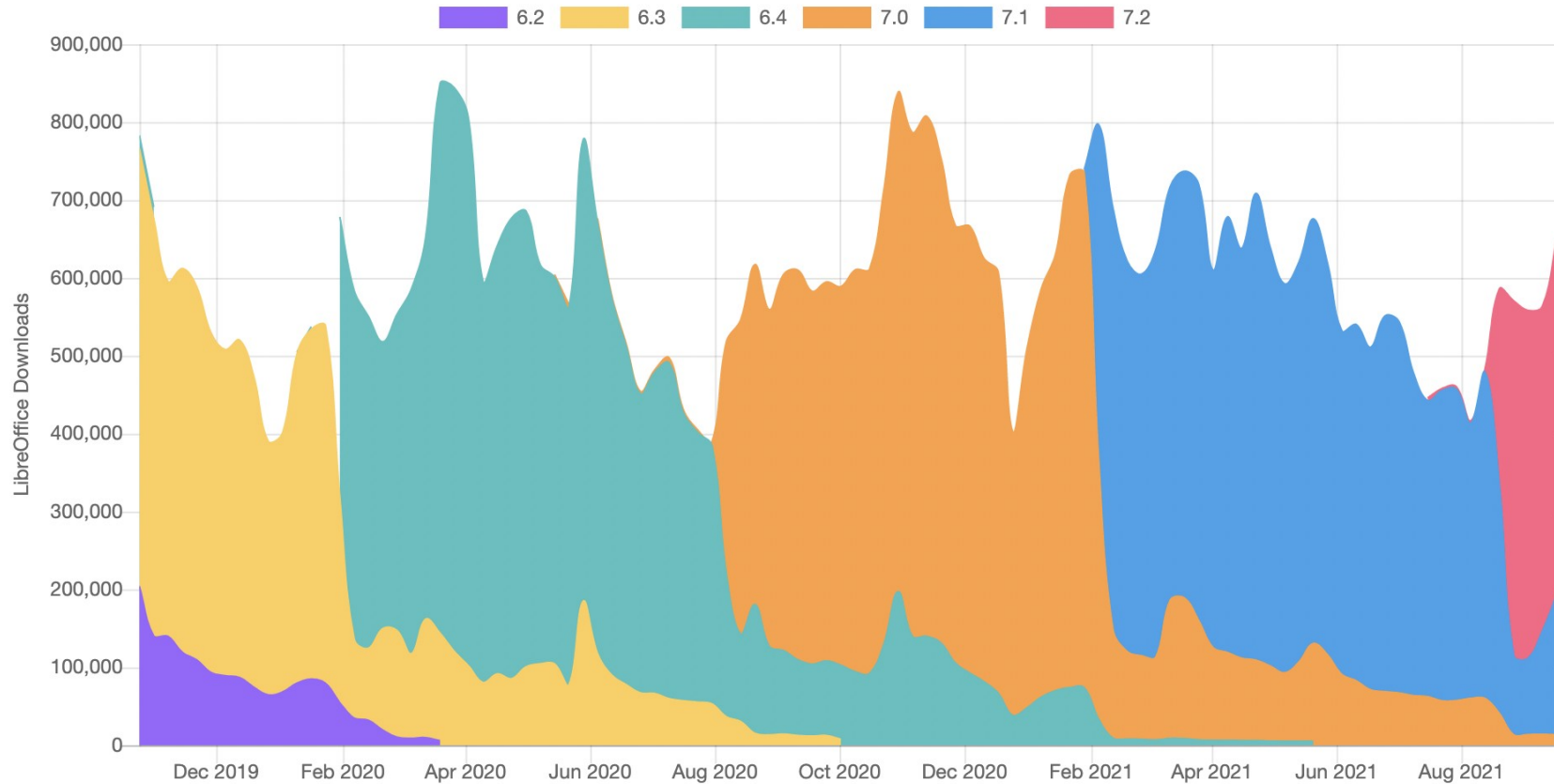
A quick overview of global marketing activities

- ▀ **Mike Saunders, The Document Foundation**
- ▀ mike.saunders@documentfoundation.org

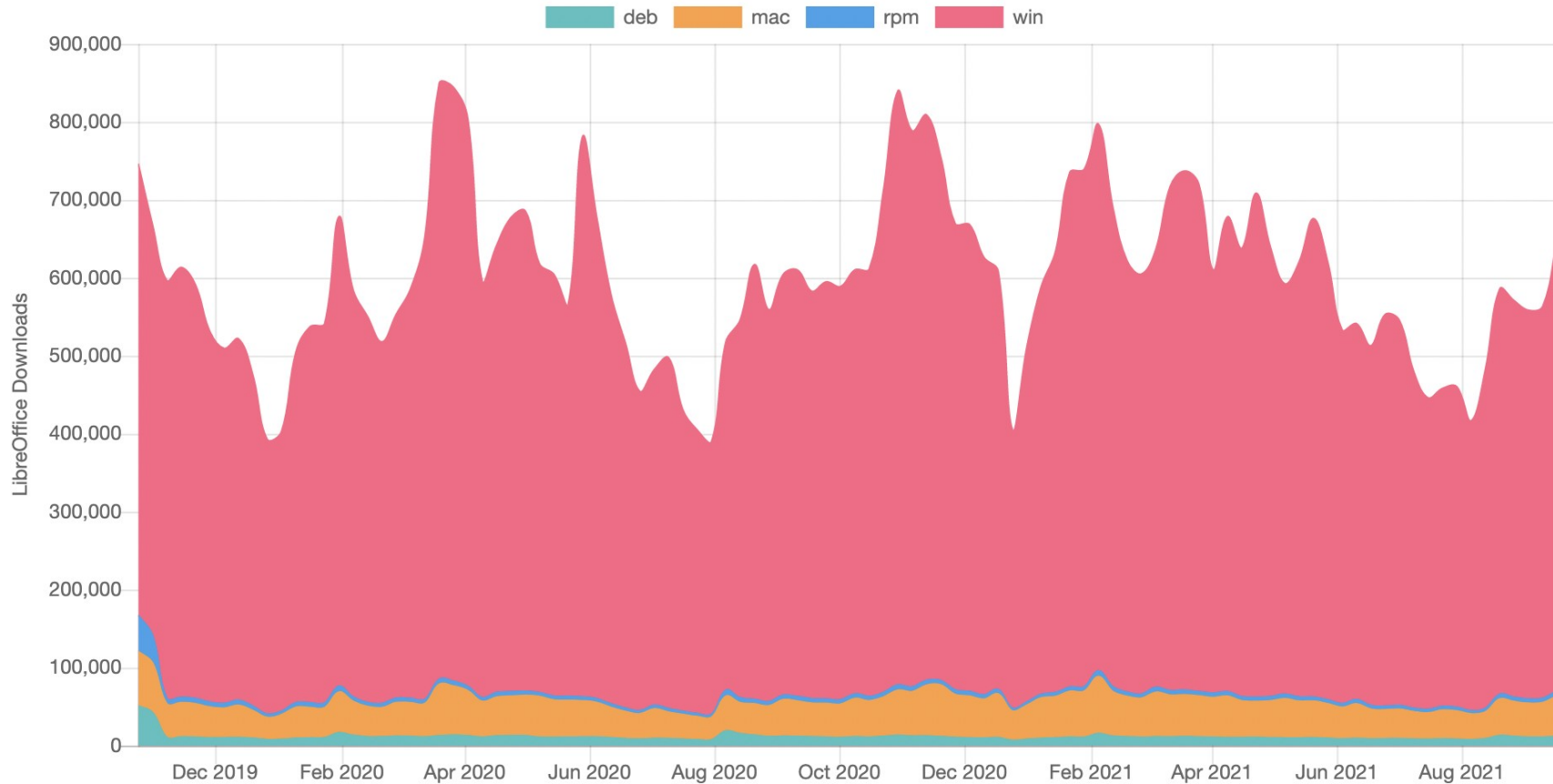
Thank YOU!



Downloads (LO version)



Downloads (operating system)



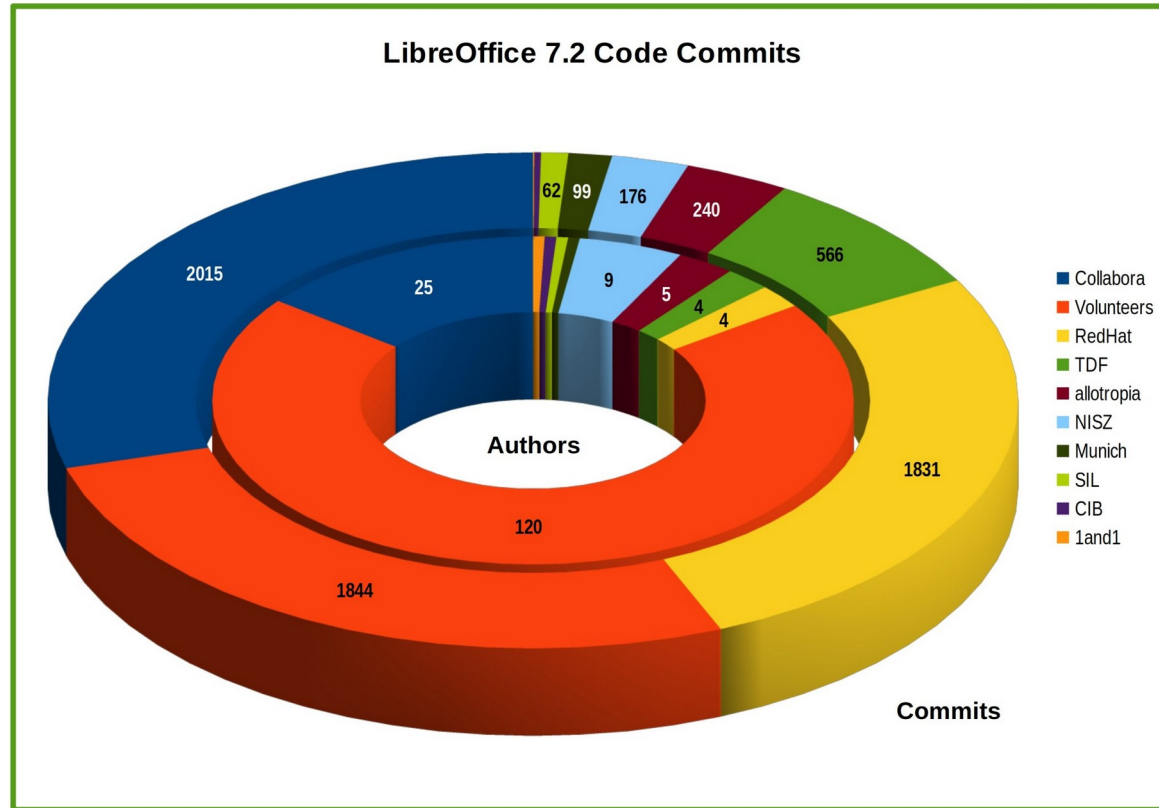
LibreOffice “Community”



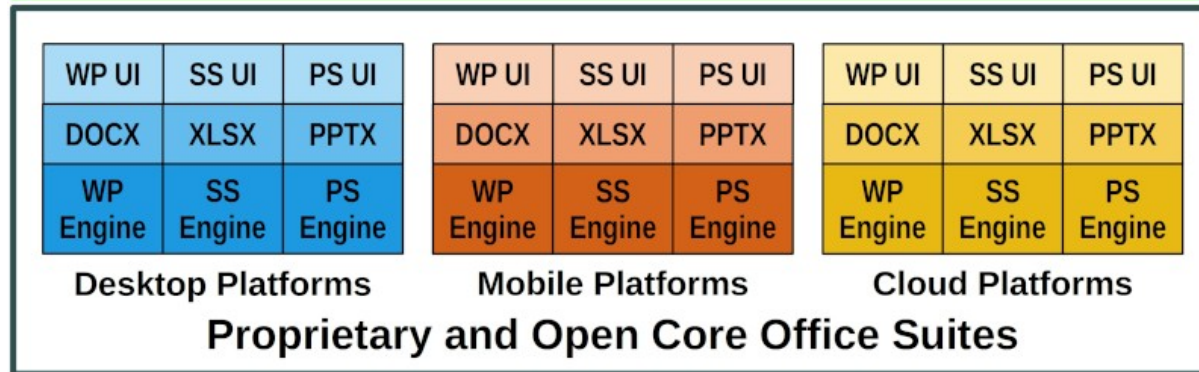
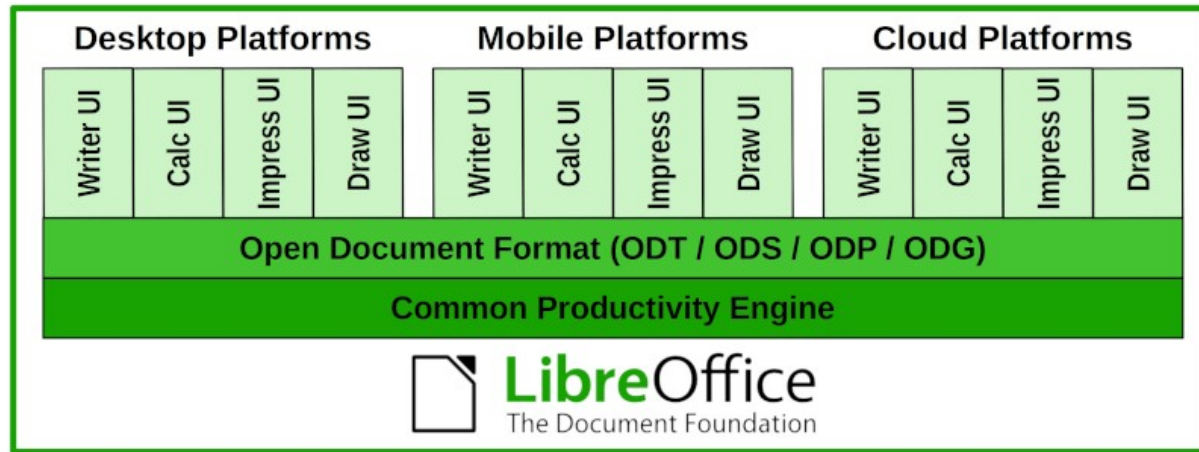
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Giving credit to contributors

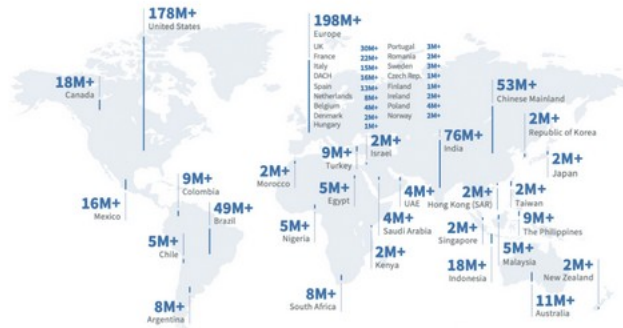


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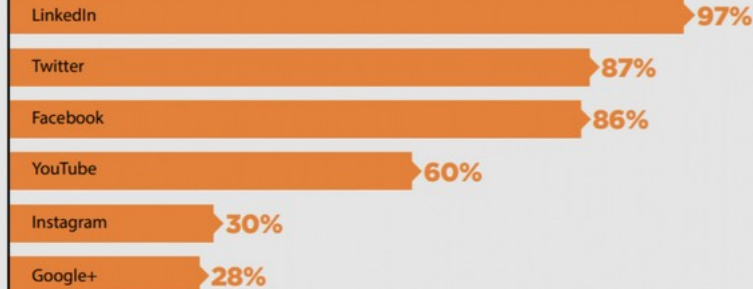


Reaching out via LinkedIn

756 million members in 200 countries and regions worldwide*



*Membership numbers are updated quarterly after Microsoft Earnings



Other social media platforms used: SlideShare (19%); Pinterest (12%); Medium (6%); Snapchat (3%); and Other (4%).

AVERAGE NUMBER USED:
Most Successful 5
All Respondents 5
Least Successful 4

Base = B2B content marketers who use social media platforms to distribute content.
Aided list; multiple responses permitted.

2018 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

New website in development



New website design team

“New Generation” project



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New Generation

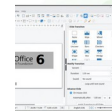
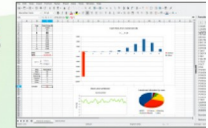
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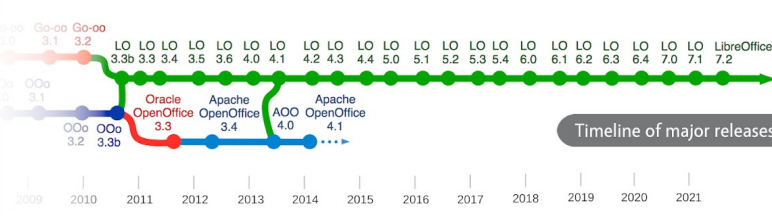
The Document Foundation, Kurfürstendamm 188, 10707 Berlin

Let's meet!



Helping users to upgrade

	 LibreOffice The Document Foundation	 Apache OpenOffice™
Latest major release	7.2 – August 2021	4.1 – April 2014
Minor releases since 2014	93	10
Microsoft OOXML export	Yes (.docx, .xlsx, .pptx)	No
Security: signing of OOXML + PDF files	Yes	No
Cloud/online version	Yes – LibreOffice Online, and products based on it	No
Broad enterprise contribution	Yes – Collabora, CIB, allotropia, Red Hat, SIL...	No
Source code updates in 2020	17,443	429



Timeline of major releases

Open Badges



New team member at TDF



New
Developer
Community
Architect

Month of LibreOffice



Supporting campaigns around the world

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But once again: thank **YOU!**
Any questions, thoughts, ideas?

Getting in touch

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- ▀ Telegram: @MikeSaunders



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