

Marketing Plan (1)

- Launched **LibreOffice 7.1.x Community** with positive results in term of coverage
- Message about project sustainability was picked up, with a small number of negative reactions (expected)
- Launched the **LibreOffice Technology** concept, based on the evolution from product to platform, supported by a white paper and a slide deck

Marketing Plan (2)

- **LibreOffice Enterprise** label available to ecosystem members providing a professionally supported version of the software (use of label is optional)
- Added a LibreOffice Enterprise banner to the download page, resulting in 4x visits to the LibreOffice Enterprise web page
- Created a **LibreOffice Enterprise LinkedIn page**, for announcement of commercial products

Marketing Plan (3)

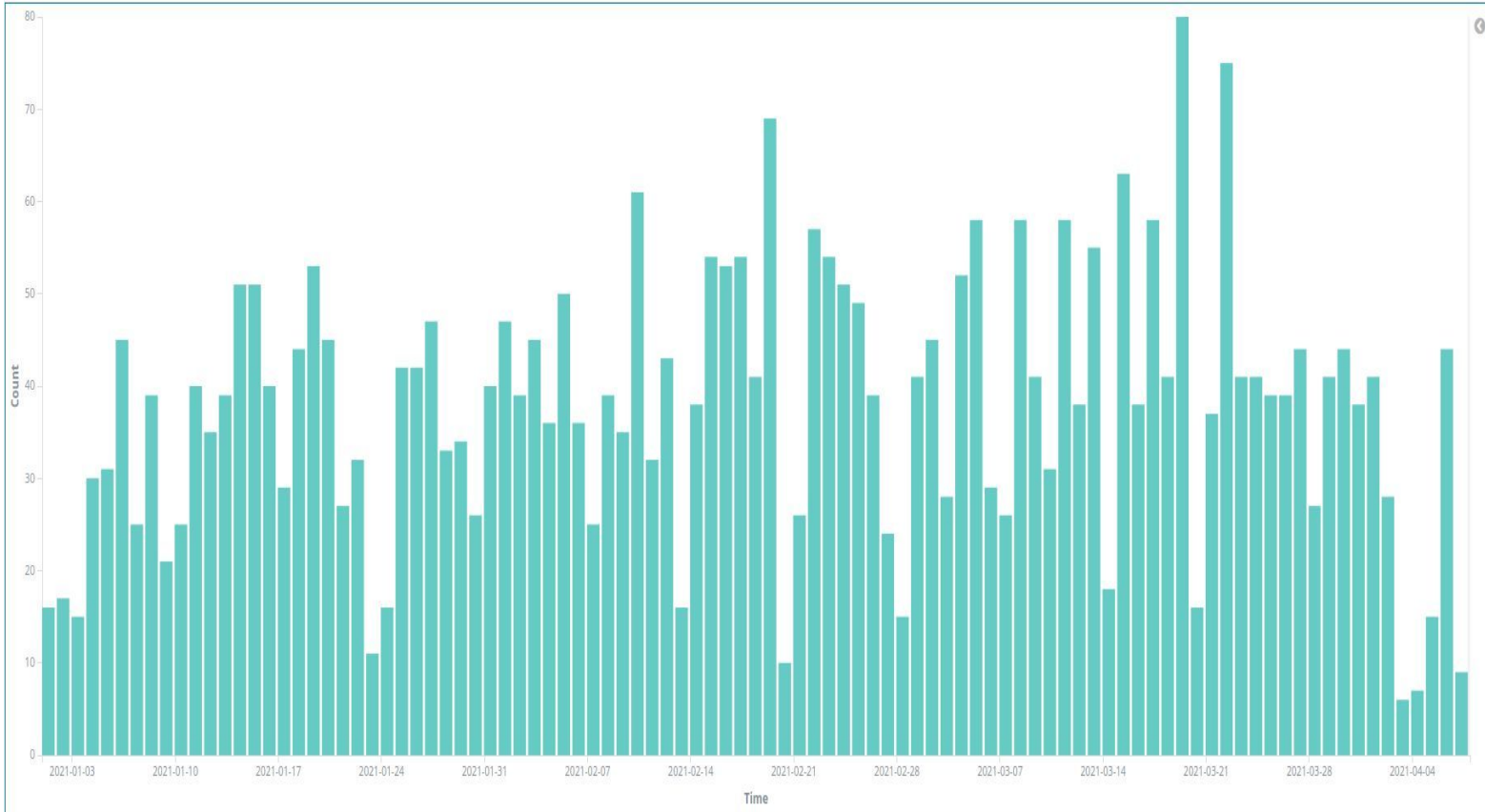
- Working at the development of a **LibreOffice Ecosystem** logo for ecosystem members and certified professionals providing value added services
- Developing marketing materials for community members to present LibreOffice in a consistent way, with notes
- Developing a **LibreOffice Certified** logo to revamp the Certification, and specific marketing activities to support activities of certified professionals

Marketing Plan (4)

- Starting from May 2021, launch:
 - Educational program about **FOSS Sustainability**
 - Dedicated marketing activities targeted at NGOs, who seem to ignore free open source software
 - Dedicated marketing activities focused on the "work & study from home" concept, which – according to most analysts – will grow in the future
 - Monthly webinars about LibreOffice Technology

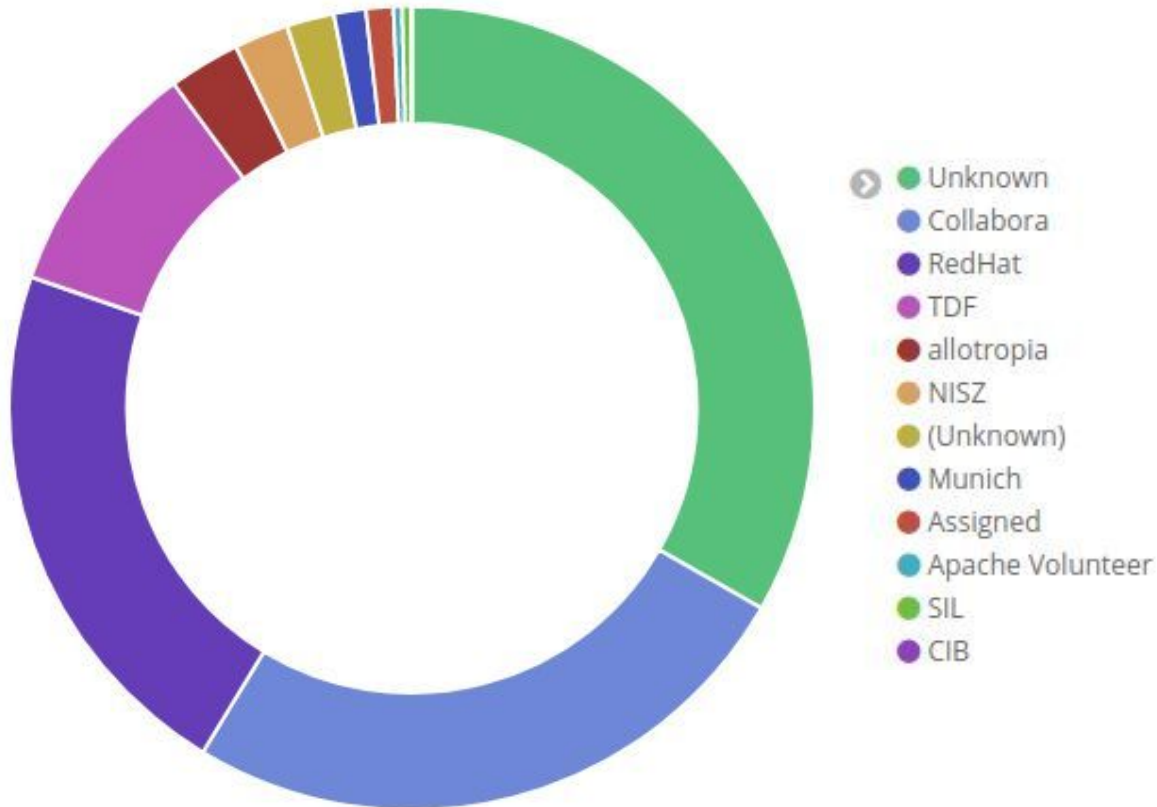
Commits 2021 YTD

Source: TDF Dashboard



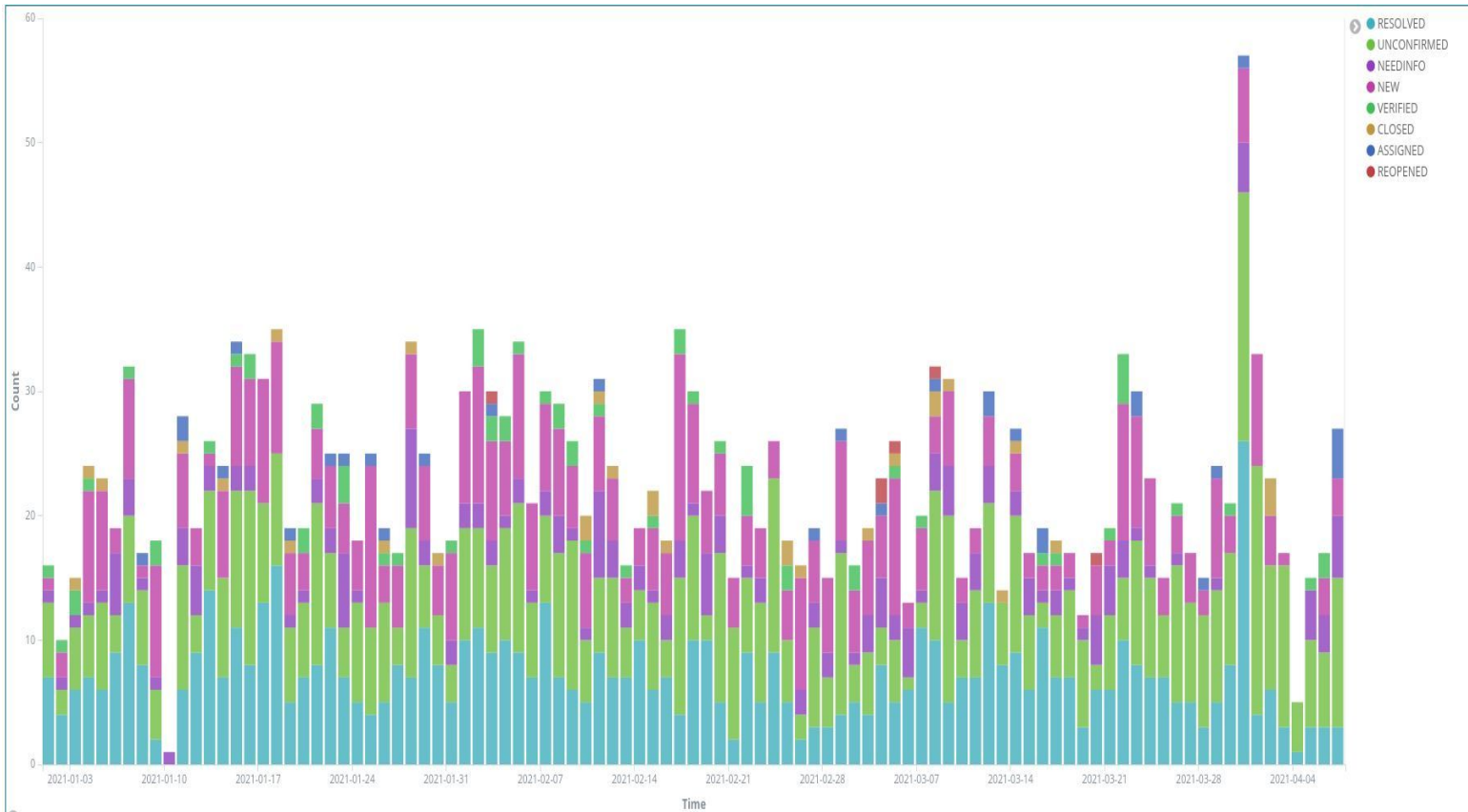
Commits by Org 2021 YTD

Source: TDF Dashboard



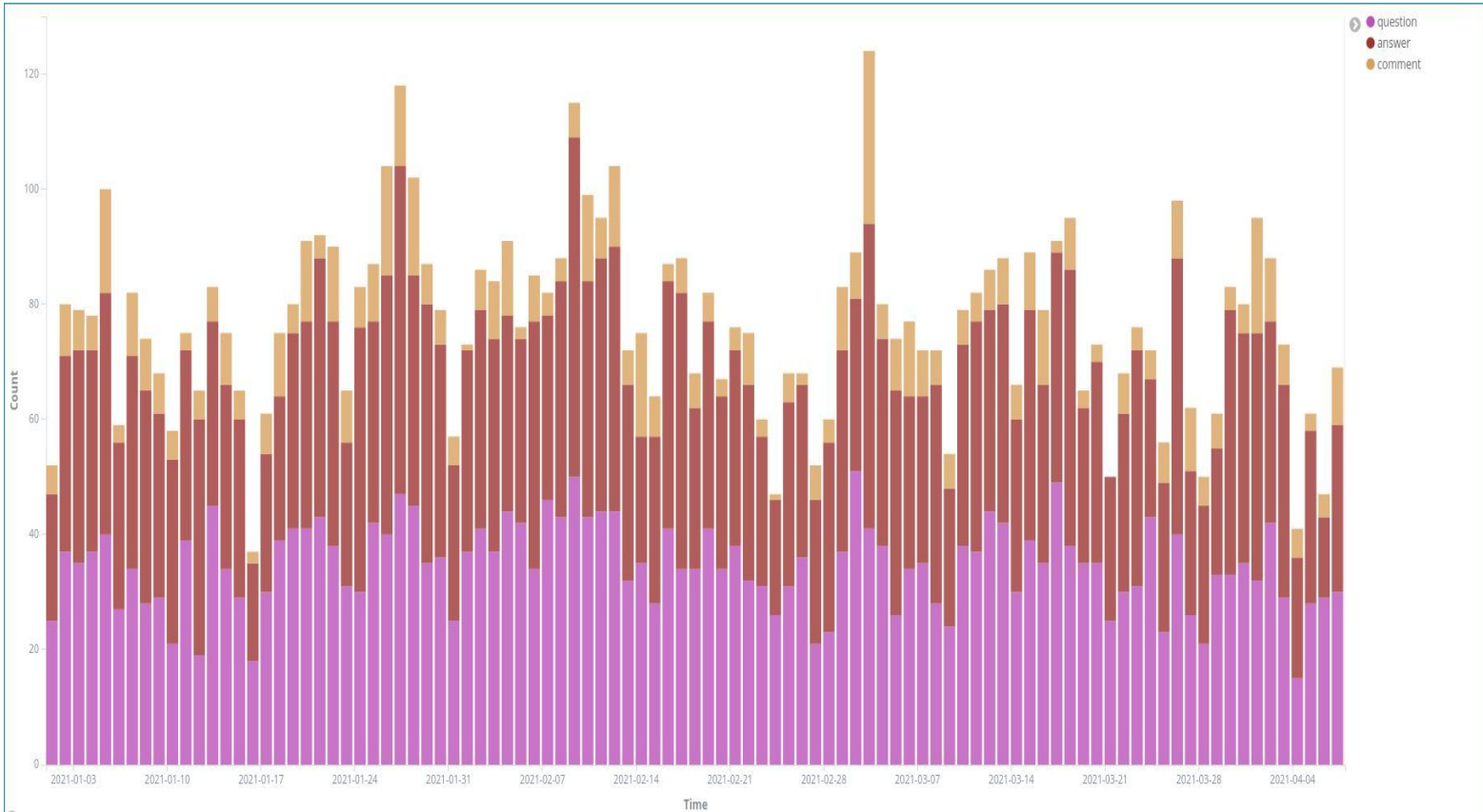
Issues by Status 2021 YTD

Source: TDF Dashboard

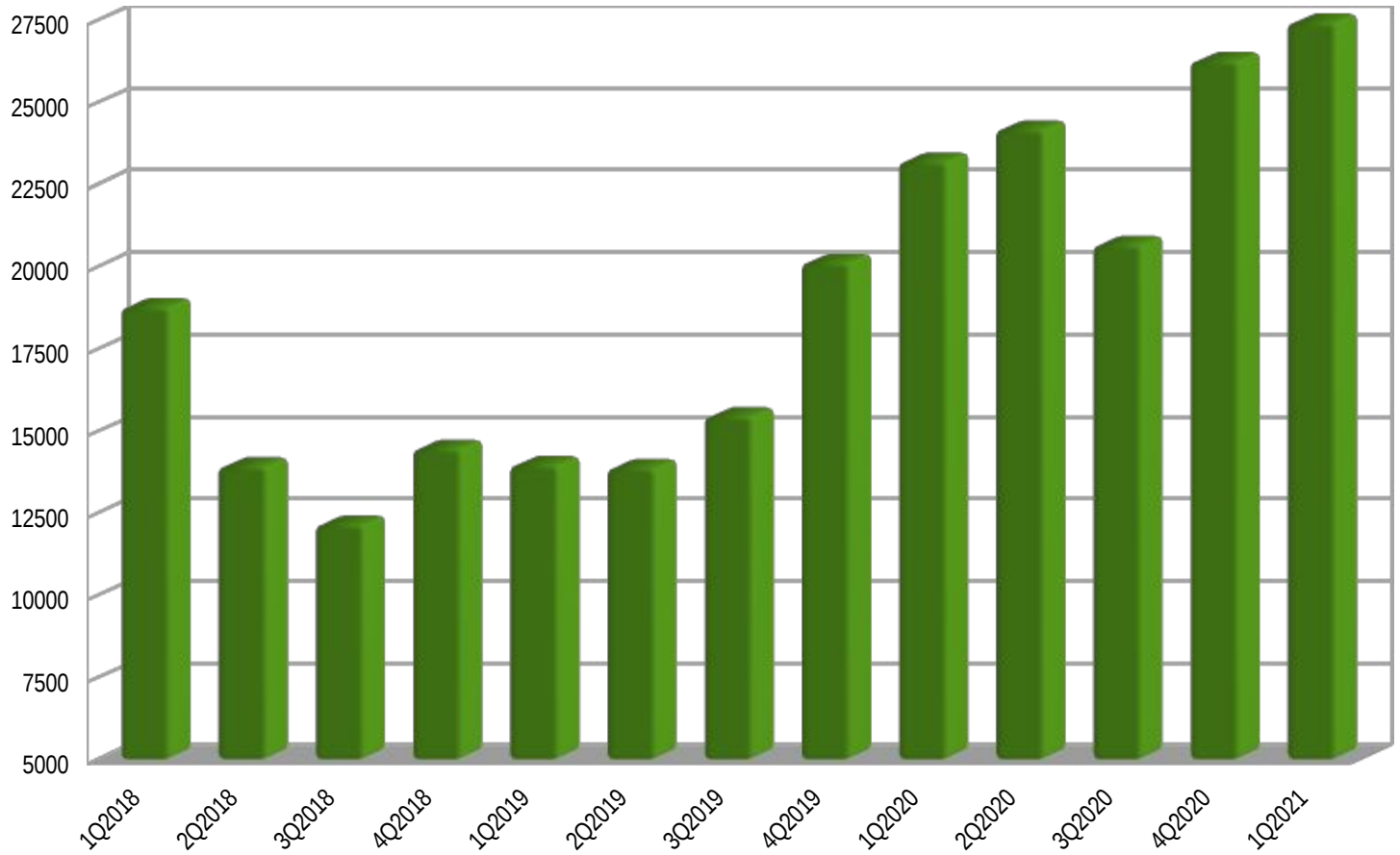


AskLibreOffice 2021 YTD

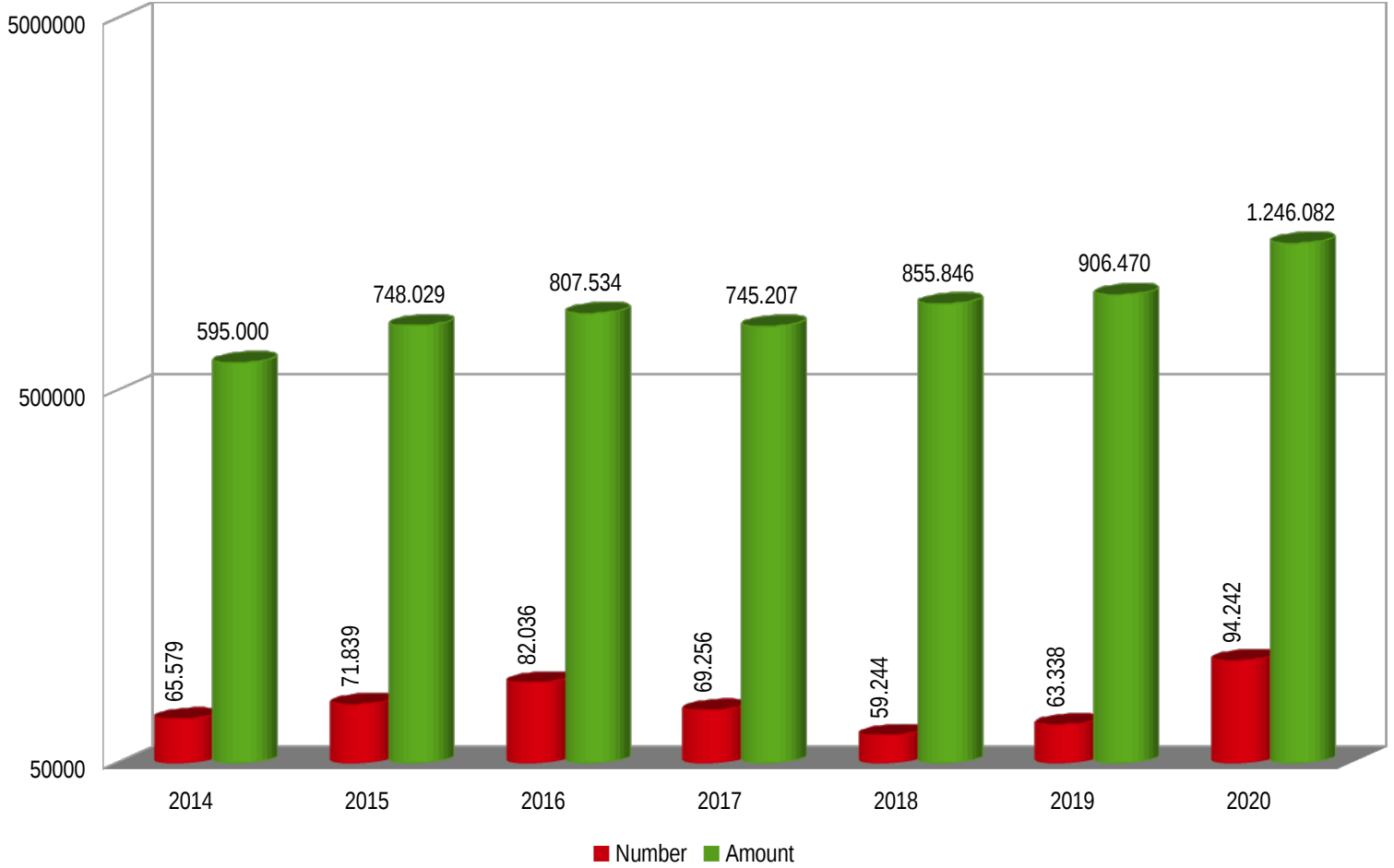
Source: TDF Dashboard



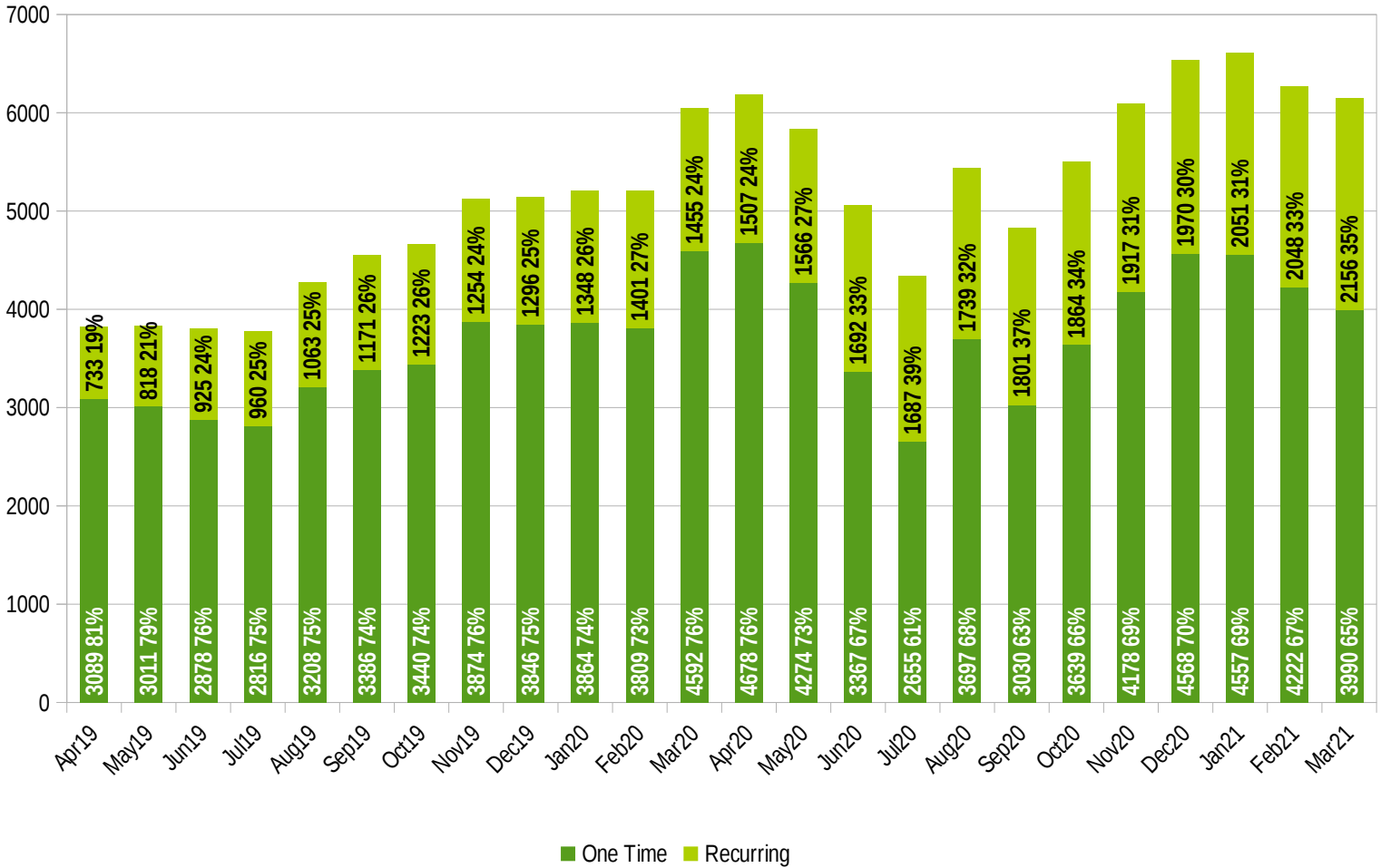
Donations x Quarter



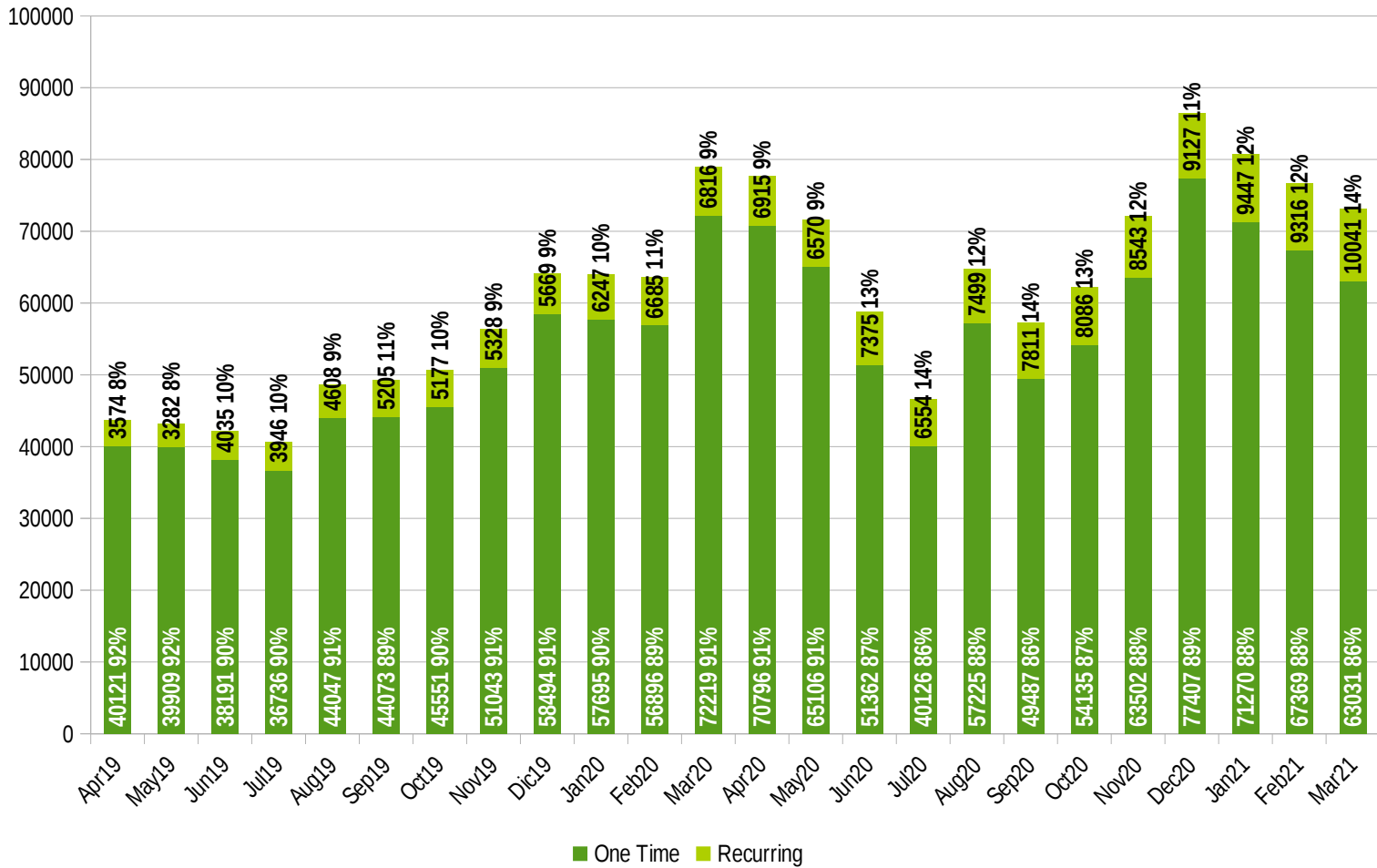
Donations x Year



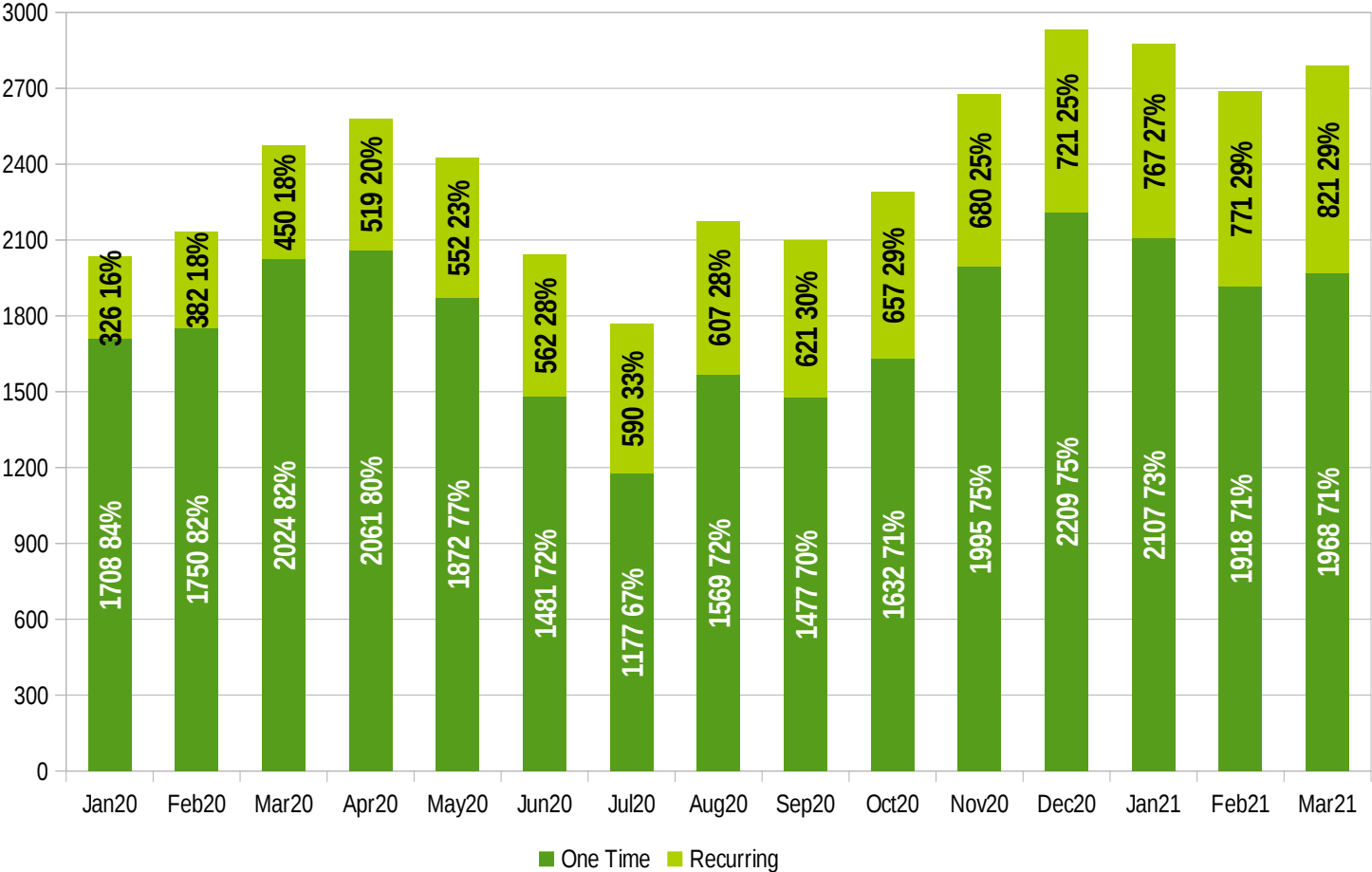
PayPal: One Time vs Recurring Donations (Number)



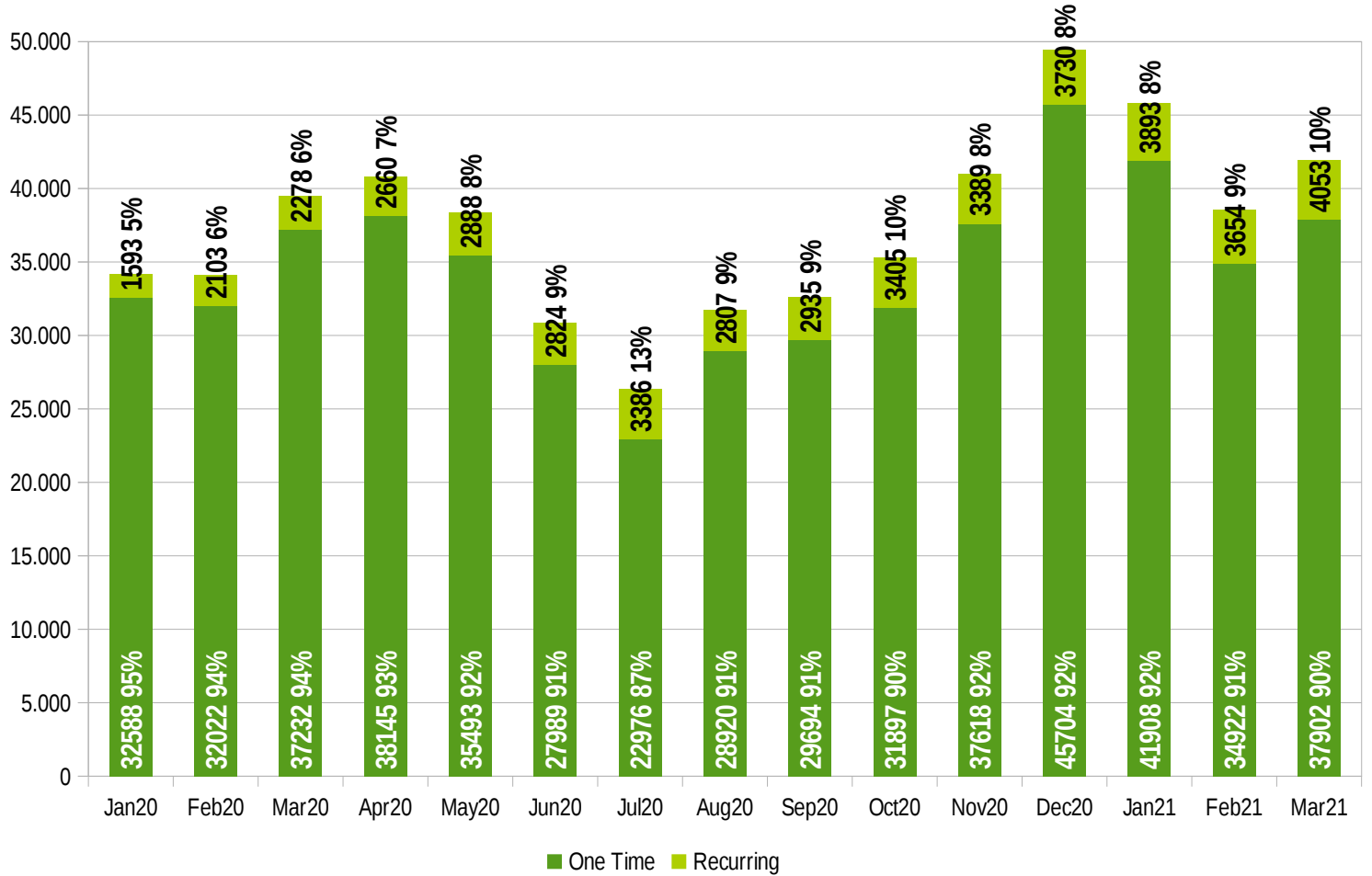
PayPal: One Time vs Recurring Donations (Euro)



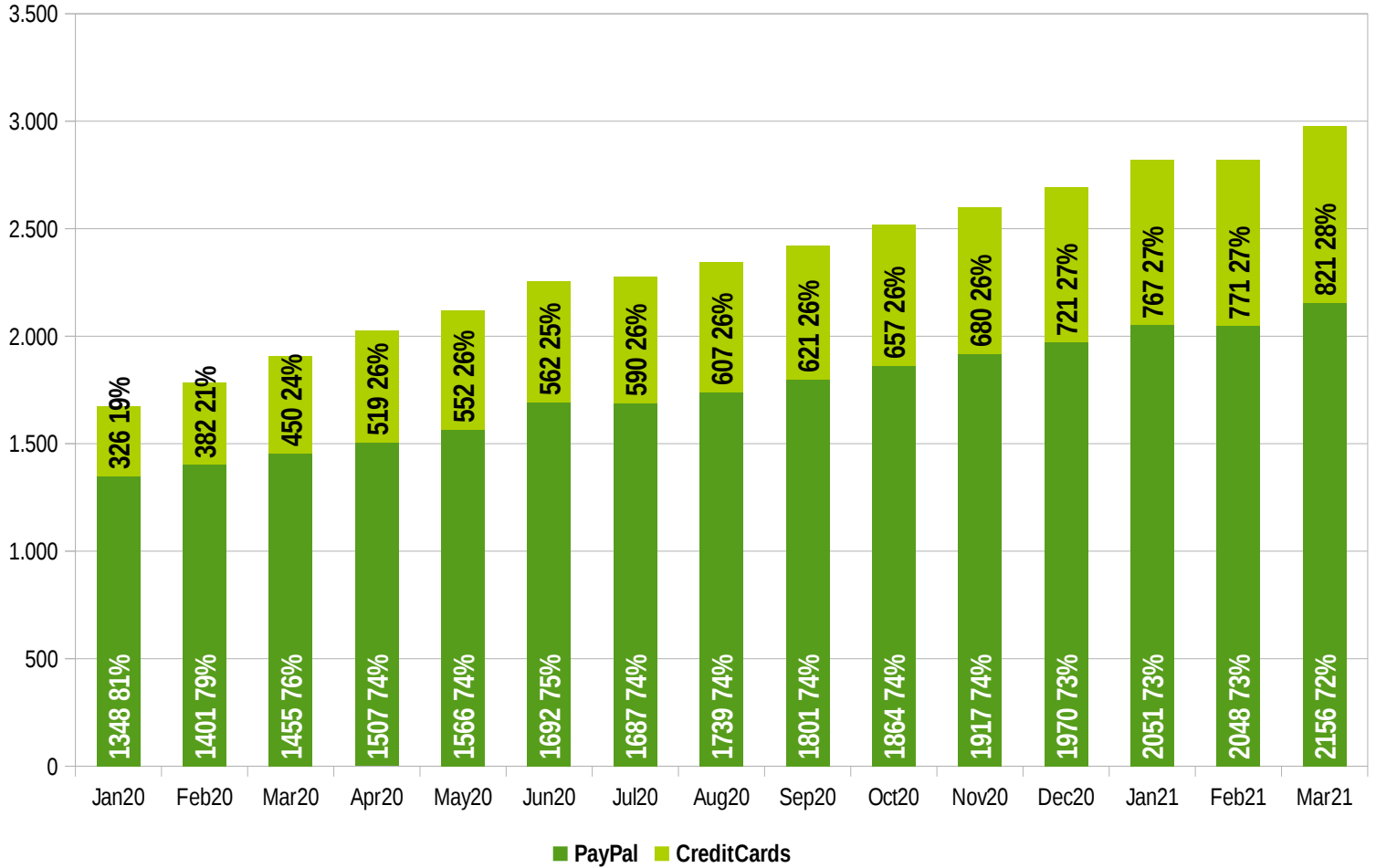
Stripe: One Time vs Recurring Donations (Number)



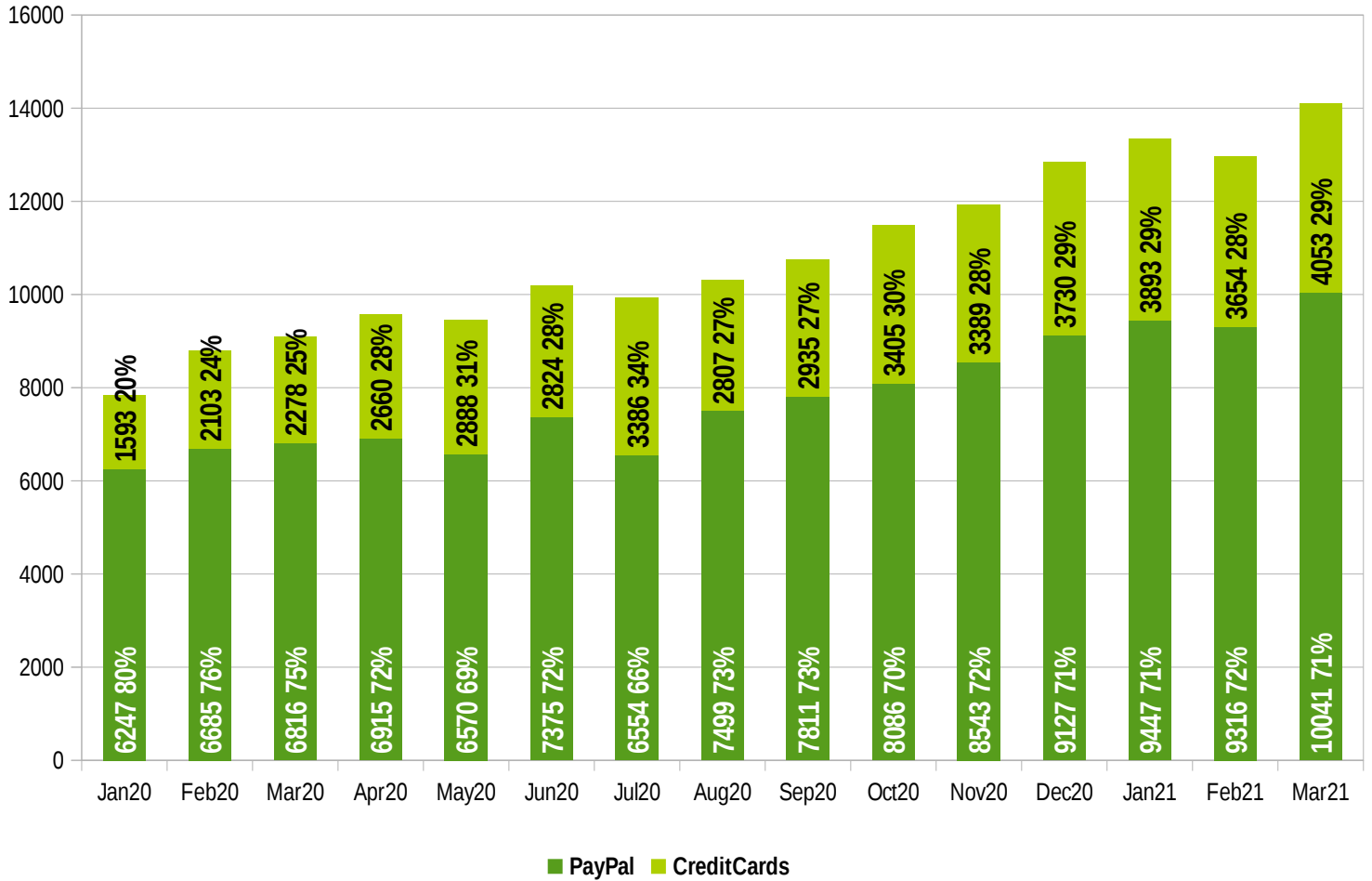
Stripe: One Time vs Recurring Donations (Euro)



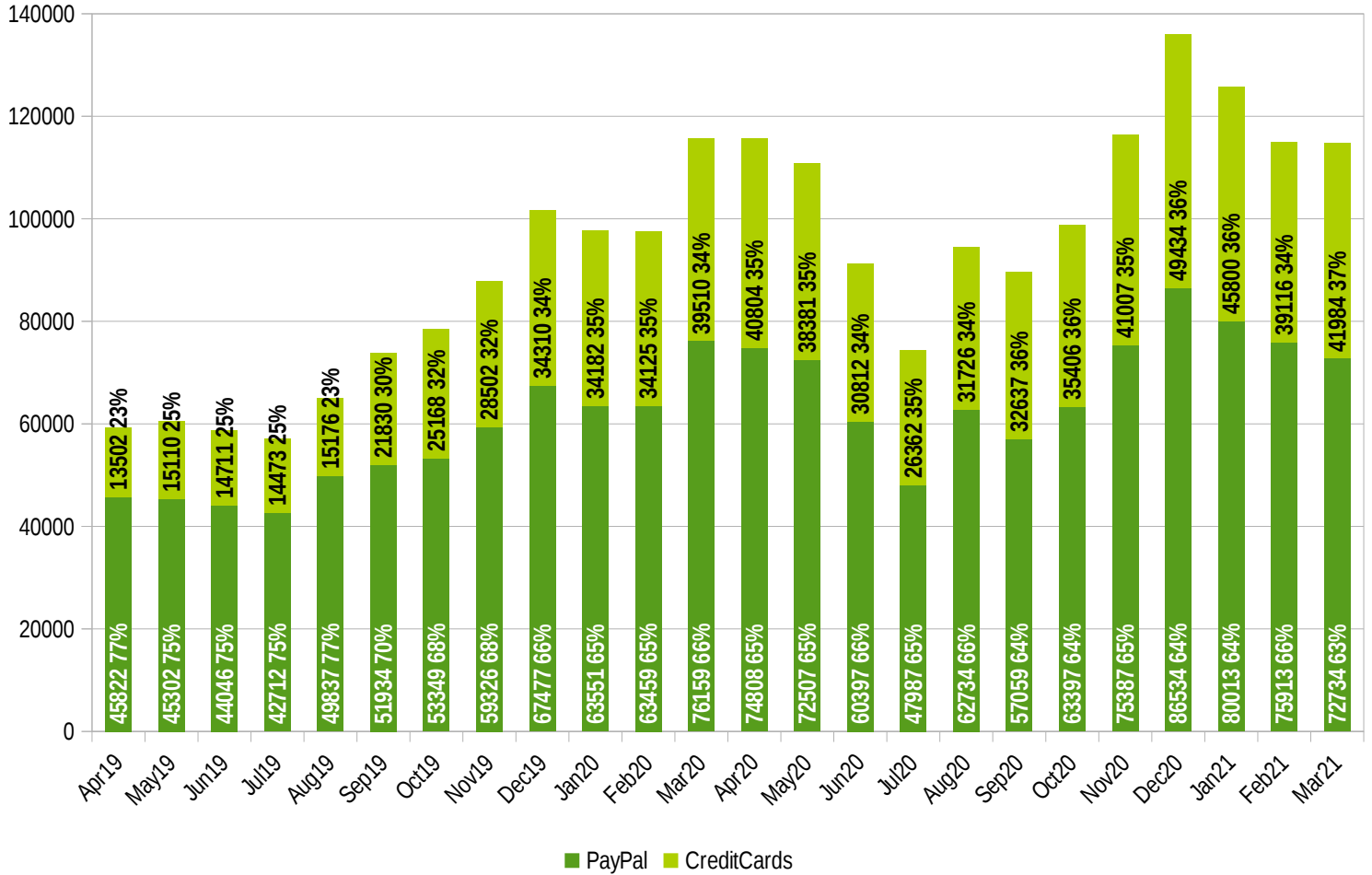
Total Recurring Donations (PayPal + Stripe)



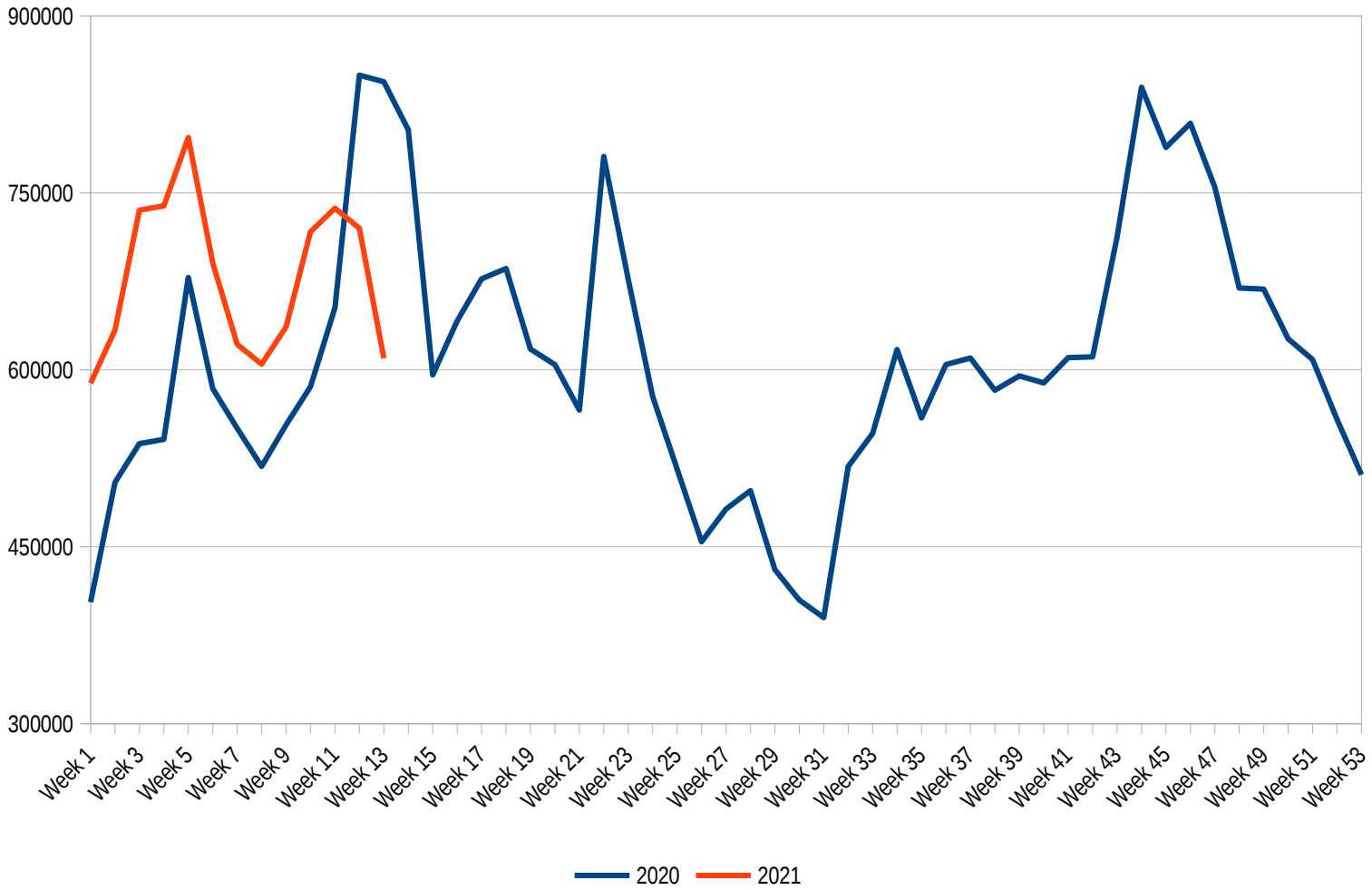
Total Recurring Amounts (PayPal + Stripe)



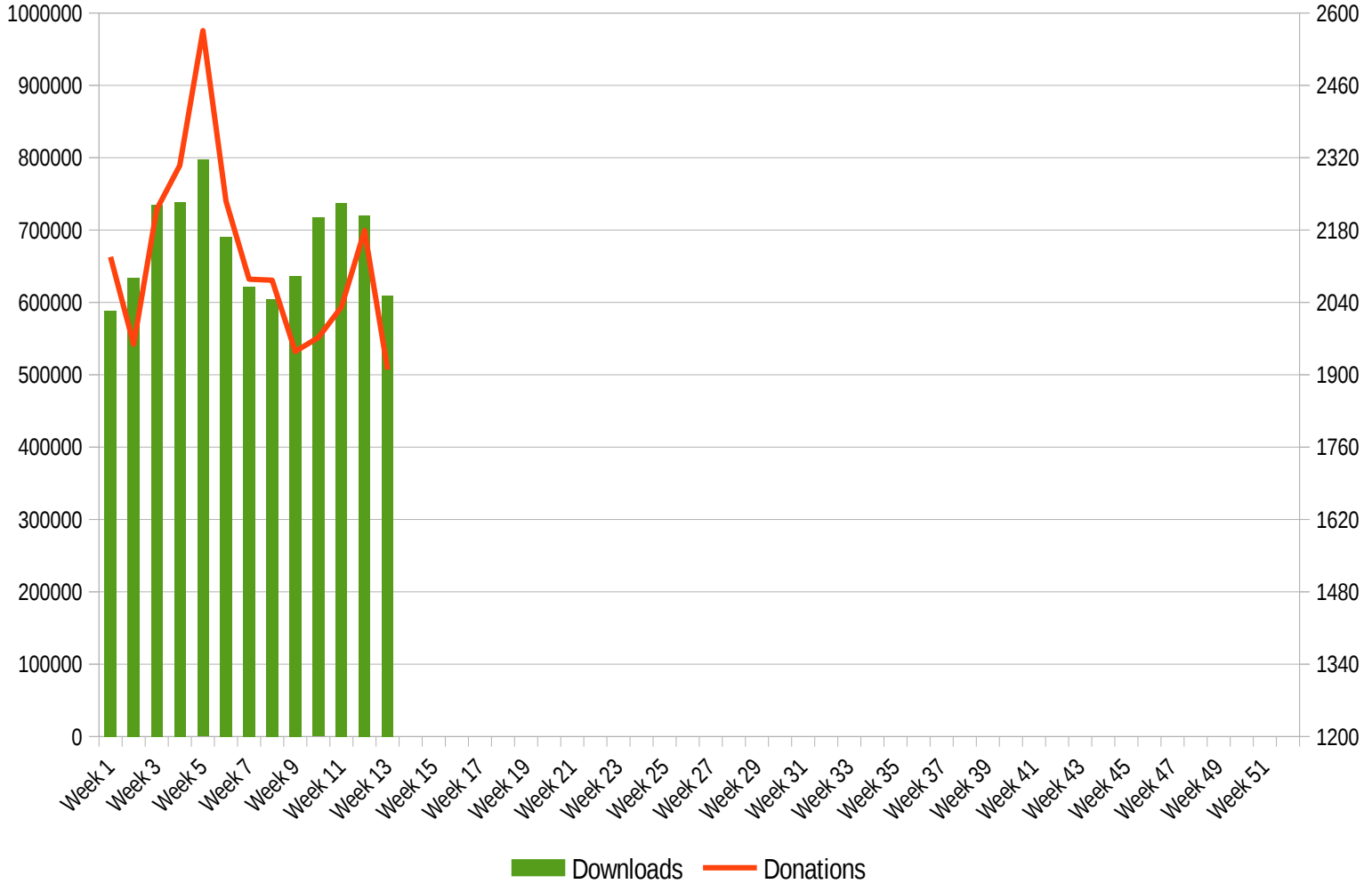
Total Donation Amount (PayPal + Stripe)



LibreOffice Downloads per Week



Downloads vs Donations in 2021



2021 Downloads: LibreOffice vs OpenOffice

