Open Source CMS Market Share

water & stone

CMS WiRE

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In Search Of...
The Leading Open Source CMS

Executive Summary
THE BIG THREE TIGHTEN THEIR GRIP

This paper is about the brand strength and market share of 20 open source web content management systems. As such, it provides you with important information relevant to selecting a CMS, but it should not be read as a final judgment on the feature quality, stability, or a particular system's suitability for your project. With that said, our goal is to provide a body of useful data which will help you make a more informed decision about which product is the best fit for your next project.

The 20 systems covered in this report have been assessed on variety of metrics related to Rate of Adoption and Brand Strength. The analysis looked at a broad range of indicators -- both direct and indirect -- with the goal of synthesizing trends and patterns.

The principal conclusions include:

- Three brands -- The Big Three -- continue to dominate the present market: **WordPress**, **Joomla!** and **Drupal**. The numbers indicate that these systems maintain a large lead on the rest of the pack and are the dominant players in the market. In both this year's report and last year's, we found The Big Three in firm command of the open source CMS market.
- Since last year's report (Summer 2008), there has been some shift between The Big Three, with **WordPress** gaining brand strength and **Joomla!** gaining market share.

- PHP-based systems hold a significant lead in market share over both Java and .NET systems.

- **Alfresco** performed well across a number of categories and is the leading Java-based open source CMS, though **Liferay** shows growing strength.

- **DotNetNuke** is presently the leading .NET-based open source CMS, though market share is slipping and our research highlights some concerns.

- Brand sentiment and adoption rates imply that user dissatisfaction may be beginning to have an affect on several systems.

- Brand recognition and familiarity is a major challenge facing all systems in the survey outside The Big Three.

- **phpWebSite**, **Textpattern** and **TikiWiki** face significant challenges in terms of brand strength and market share.

Concerning Sponsorship
Note that this report is intended as an objective assessment. Sponsorship was neither sought nor offered until after the research had been completed and the contents authored. The existence of the sponsorship has, in no way, impacted the conclusions.

1 Preliminary Matters

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Preliminary Matters

WHAT'S COVERED?

INCLUDED
• **Alfresco**
• **CMS Made Simple**
• **DotNetNuke**
• **Drupal**
• **e107**
• **eZ Publish**
• **Jahia**
• **Joomla!**
• **Liferay**
• **MODx**
• **OpenCms**
• **phpWebSite**
• **Plone**
• **SilverStripe**
• **Textpattern**
• **TikiWiki**
• **Typo3**
• **Umbraco**
• **WordPress**

This year's selection process began with more than two dozen systems[1]. Based upon the research collected and the survey responses, the list was narrowed to the final set of 20.[2]

Last year's report covered 19 content management systems. The set of systems we selected last year generated a number of emails from vendors and users. Amongst the positive emails were several valid criticisms: First, that the selection set was weighted heavily towards PHP-based systems to the exclusion of .NET and Java and second, that the set of systems was too broad and resulted in the comparison of unlike systems (e.g., social networking systems versus web content management versus wikis).

We took both points to heart this year as we went through the selection process. We feel this year's selection set comes close to addressing these concerns. We present this year a better balance of technology platforms[3] while at the same time being more narrowed focused on web content management.

One note to keep in mind as you look at the selection set: This report is about market share and brand strength, not about which system is best, or most full featured, or most powerful. As a result, we focus on the systems that show the most market strength -- all other issues are subordinate to this dominant concern.

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[1] Among the systems that were considered, but ultimately eliminated: **Concrete5**, **dotCMS**, **Hippo CMS**, **Magnolia**, **mojoPortal** and **SPIP**. All excellent systems, but all unfortunately not reaching the level of adoption and brand strength that allowed them into the Top 20. It was, in several cases, very close and I expect we will see some of those same systems in next year's survey.

[2] A complete list of all the projects in the survey, with URLs to their primary project sites, can be found on the last page of this paper.

[3] While the balance is still largely PHP-based, we also include 1 Python system, 2 .NET systems, and 4 Java systems. We feel the PHP bias is a by-product of the market.

What's Different This Year?

If you compare the selection set in this year's report with the 2008 group[4], you will note a number of differences.

Looking at the systems that were included in last year's set, but dropped from this year's survey:

- **b2evolution**: The exclusion of this system had nothing to do with our opinion of their market share. Rather, we excluded the system due to its continued narrow focus on blogging, preferring instead to include more broadly-focused web content management systems.

- **Elgg**: While **Elgg** remains a vital system, its focus has remained very narrow, that is, on providing a social networking platform. We eliminated the system from this year's survey in order to focus more specifically on web content management systems. The exclusion of **Elgg** should not be interpreted as an opinion on their market share.

- **Mambo**: The system was dropped from this year's survey due to inactivity. In the 2008 Report, we identified **Mambo** as a "Project at Risk." Looking at the assessment one year later, it seems accurate as the **Mambo** Team has not released a new version of the system since the last report. While the project is not dead, it certainly seems dormant and hence is not included in this year's sample set.

- **MediaWiki**: We excluded the system from this year's report for two reasons: First, **MediaWiki** has maintained a narrow focus on wiki creation and management. We preferred this year's report to focus more on broader web content management systems. Second, in the 2008 Report we raised the question of whether **MediaWiki** faced a closing window of opportunity. Looking back on this one year later, we feel the assessment was correct and that the system's market share is under pressure as a number web content management systems are now offering wiki-type functionality, typically as an extension.[5]

- **php-Nuke**: Like **Mambo**, **php-Nuke** was identified in the 2008 Report as a "Project at Risk." And, like **Mambo**, the system was dropped from this year's survey due to inactivity. **php-Nuke** has not released a new version of the system since the last report.

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[4] The 2008 Selection Set: **b2evolution**, **CMS Made Simple**, **Drupal**, **e107**, **Elgg**, **eZ Publish**, **Joomla!**, **Mambo**, **MediaWiki**, **MODx**, **php-Nuke**, **phpWebSite**, **Pligg**, **Plone**, **SPIP**, **TikiWiki**, **Typo3**, **WordPress**, **Xoops**.

[5] We posited in 2008: "A large number of other systems are now offering wiki publishing as part of their offering -- is MediaWiki suffering from the increase in competition?" (<u>see</u>, 2008 Open Source CMS Market Share Report).

The **php-Nuke** project appears to be dormant and hence is not included in this year's sample set.

- **Pligg**: Like **Elgg**, **Pligg** remains a vital system but with a narrow focus. **Pligg's** focus is on the creation of websites that provide Digg-type functionality for ranking and rating content items. We eliminated the system from this year's survey in order to focus more narrowly on web content management systems. The exclusion of **Pligg** should not be interpreted as an opinion on their market share.

- **SPIP**: **SPIP** has always been a bigger player Europe than in other regions, and hence has been problematic to assess accurately from our English-centric research methodologies. However, we have watched the system closely for 18 months and during that time, the system's market share has been consistently in decline. **SPIP** finished at the bottom of last year's survey group. Given last year's low ranking and the continued decline in the intervening twelve month period, we excluded **SPIP** due to weak market share. Put another way, **SPIP** has been eclipsed by the competition.

New to this year's survey:

- **Alfresco**
- **Jahia**
- **Liferay**
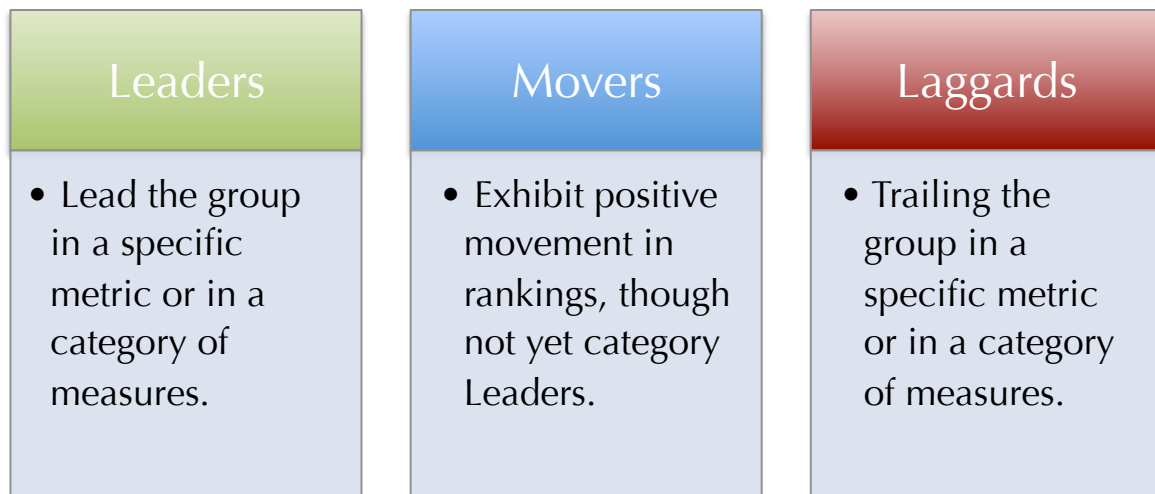- **OpenCms**
- **SilverStripe**
- **Textpattern**
- **Umbraco**

METHODOLOGY

For this survey, we divide the research into two broad categories:

- **Rate of Adoption**
- **Brand Strength**

In each of the categories we use a multi-faceted approach. By assessing a wide variety of measures, we strive to identify broad trends and patterns from which we can draw conclusions with some degree of confidence.

At the end of each of the major sections of this paper, we summarize the findings and indicate which projects we deem to be "Leaders," "Movers," or "Laggards." This classification, though obviously subjective, indicates our interpretation of the data gathered in that particular area.

Leaders	Movers	Laggards
• Lead the group in a specific metric or in a category of measures.	• Exhibit positive movement in rankings, though not yet category Leaders.	• Trailing the group in a specific metric or in a category of measures.

As a final note before we get started: Please keep in mind that several of the products in our sample group present unique challenges, from a research perspective. **WordPress** and **Alfresco** in particular are problematic. The problem lies in accurately identifying data points specific to the appropriate product.

In the case of the CMS product known as **WordPress**[6], the difficulty occurs due to the existence of the hosted blogging service that is also branded **WordPress**[7]. As the two products both lack naming distinction, the **WordPress** numbers are sometimes susceptible to over-reporting. In an attempt to filter out results of the term that are not related to **WordPress** (the open source content management system) we have sometimes used very specific searches, e.g., formulating queries that use the word "wordpress" together with the word "cms." While this approach tends to knock out references to **WordPress** the hosted blogging service it also tends to kill off a certain number of relevant references, hence resulting in under-reporting. It's a balancing act and one that we footnote in the text when we feel it impacts the analysis.

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[6] See, http://www.wordpress.org

[7] See, http://www.wordpress.com

In the case of **Alfresco**, the issue is also related to the need to filter out irrelevant references. The problem here is that the company name is also a generic term that is in common usage[8]. As with **WordPress**, above, this problem results in over-reporting. In an attempt to filter out results of the term that are not related to **Alfresco** the open source content management system, we have sometimes used very specific queries, <u>e.g.</u>, searching for the word "alfresco" with the word "cms." Again, the approach can result in a degree of under-reporting. We footnote this issue when we feel it impacts the analysis.

What's Different This Year?

This is the second year of this report and as a result, this year's report benefits from a richer data set and the existence of comparative metrics. We have also worked to refine our measurement techniques and where technology improvements exist, we tried to apply them[9].

A key improvement in this year's methodology is the inclusion of direct evidence of market share and brand sentiment. This information was gathered through the use of a targeted survey. With the assistance of CMSWire (www.cmswire.com), we created an online survey that posed a variety of questions that would allow us to judge directly adoption patterns, brand recognition, and brand sentiment. Despite the rather lengthy nature of the survey, more than 600 persons completed the question set.[10]

The demographic data gathered shows the survey group to be primarily composed of senior IT professionals. We can build up a picture of a typical participant:

- A man (82.4%)[11]
- Located in North America (41.7%)[12]
- 35 to 44 years of age (34.2%)[13]

---

[8] For a definition, <u>see</u>, http://dictionary.reference.com/browse/alfresco. If you want a demonstration of the extent of the problem, run a search for 'alfresco' on your favorite search engine and see the mixed list of results.

[9] Changes in some sites have also lead us to drop some measures used in last year's report. <u>E.g.</u>, opensourcecms.com, which was used for last year's evaluation and trial usage statistics was abandoned due to changes on that site, and also due to the presence of this year's survey which allowed us to enquire directly to users.

[10] The survey was promoted via a pop-up on the CMSWire.com website during July and August of 2009. Participation in the survey was also promoted secondarily via direct emails and various social media channels. CMS project teams and communities were intentionally not targeted in hopes of avoiding vote rigging and bias.

[11] Female = 13.5%; Declined to state = 4.1%.

[12] The second largest group: Europe (27.4%).

[13] The second largest group: 25 - 34 (30.1%).

- with a graduate degree or higher (43.0%)[14]

- who's been working professionally with IT/software for 10 to 15 years (25.2%)[15]

- and whose annual household income is between US$ 51,000 and US$ 100,000 (22.7%).[16]

- He works in a small organization of 1 to 5 persons (27.9%)[17]

- in the Computer, Software or Technology field (39.2%).[18]

A final point needs to be noted concerning the comparative metrics in this report: As this year's survey set is different from last year's, comparative metrics are not available on the new set members. This is not fatal to the analysis as the survey is not dependent upon the comparative metrics. Where available, the comparative data is displayed in tabular format, making it clear when one of the new systems lacks historical figures.

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[14] The second largest group: College graduate (26.2%).

[15] The second largest group: >15 years (20.5%).

[16] The second largest group: $101,000 to $150,000 (28.1%).

[17] The second largest group: Organizations with more than 2,000 persons (15.6%).

[18] The second largest group: Education, Schools and Academia (7.6%).

2

Measuring
Rate of Adoption

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Measuring Rate of Adoption

We began our examination of the open source CMS market by attempting to measure the rate of adoption for each of the systems in our sample set. To gain insights into actual adoption rates, we looked at a variety of metrics. Data was gathered on each of the following topics:

- **Average Download Rate**
- **Evaluations & Trial Usage**
- **Current Usage**
- **Third Party Support**

AVERAGE DOWNLOAD RATE

Insight into download rates should be one of the most compelling facts in assessing the popularity of a software product. Unfortunately, the download data for open source CMS products reveals much less than one would hope.

Comparing the download figures is problematic, for the following reasons:

- data is not available on many systems
- the time scales covered by the published data sets vary (and are often ill-defined) making it difficult to compare the data with great accuracy
- some download sites are mirrored and the statistics are not automatically aggregated
- download rates are not constant over time, a new release will generate a large amount of excitement and an accelerated download rate for the period immediately following the release, hence skewing the weekly averages (which we tend to rely upon).[18]
- web host automated installation packages (e.g., cPanel, Plesk, Fantastico), are not considered in the counts
- installation packages included in Linux distros (e.g., Debian or Gentoo) are also excluded from this analysis

So, with the understanding that this metric is inconclusive if viewed in isolation, consider the following comparison of the download numbers for the most recent releases from each of these popular systems:

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[18] Across time, download rates tend to slow and eventually plateau before beginning to fade (as users delay downloading a version in anticipation of the release of the next version).

EXHIBIT 1» DOWNLOAD TOTALS

	Average weekly downloads	Source of data
WordPress	433,767	WordPress Download Counter
Joomla!	189,429	JoomlaCode.org
Drupal	62,500	Drupal Team
Umbraco	5,670	Umbraco Team
eZ Publish	5,612	eZ Publish Team
CMS Made Simple	4,903	Cmsmadesimple.org
SilverStripe	2,500	SilverStripe Team
e107	2,242	e107.org
Xoops	1,209	Xoops.org
TikiWiki	373	Tikiwiki.org
phpWebSite	347	Phpwebsite.appstate.edu
Typo3	100	Sourceforge.net
Alfresco	57	Alfresco.com

:: notes on interpretation ::

- Information was unavailable on the following systems: **DotNetNuke**, **Jahia**, **Liferay**, **OpenCms**, **Plone**, **Textpattern**

- We present these numbers for your information, but the results are very difficult to compare with any accuracy. The **Alfresco** numbers, for example, represent only the Community Edition (the open source product). We cannot say with certainty that the same is true of the other commercial open source products on this list. The **WordPress** number is sourced from an automated counter whose methodology is also totally unknown.

- As a result of the uncertainty associated with these numbers, we place much more stress on the survey data in our conclusions.

EVALUATION & TRIAL USAGE

While evidence of evaluation or trial usage is not direct evidence of adoption, it does provide an indicator of interest and awareness. Evaluation and trial usage is often a key step in the process of assessing systems. Accordingly, if we can determine which systems users have evaluated or used on a trial basis, we can gain some insight into which systems they are considering seriously[19].

To measure evaluation and trial usage this year, we posed the question via our survey[20].

EXHIBIT 2» SURVEY QUESTION: "Which of the following CMS have you previously evaluated and/or used for a project?"

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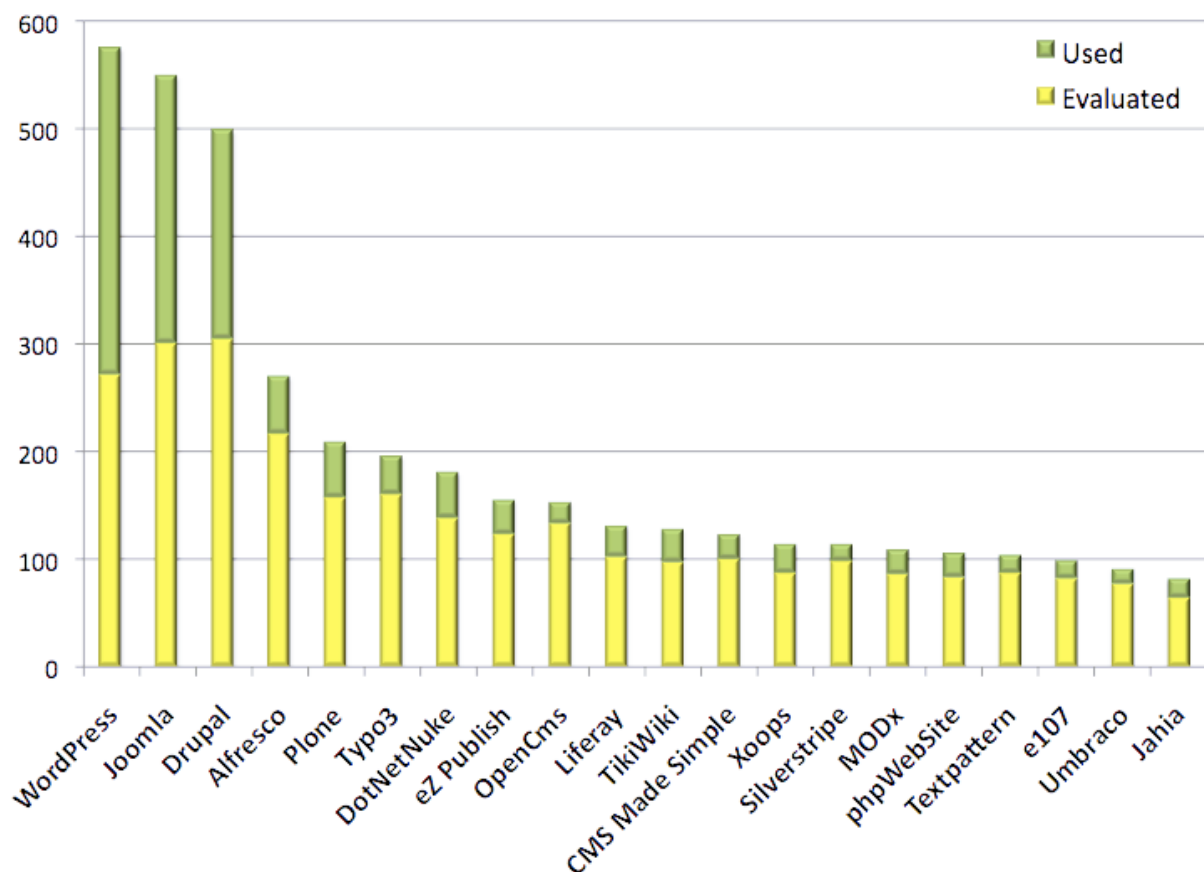
[19] This statistic also gives us some basis for determining abandonment, that is, the rate at which systems are tried, then abandoned in favor of another system. This topic is dealt with below, in the section on brand sentiment.

[20] In the 2008 report, we used a different metric: The statistics on the CMS trial site opensourcecms.com. That source of data was of little use this year due to changes on that site and changes in our set of selected systems.

- Participants were instructed to check both boxes if they've both evaluated and used a system and to leave answers blank if they've done neither.

- **WordPress** was the only system that had a higher rate of usage than evaluation.

- The least favorable ratios of evaluation to use were for **Umbraco**, **SilverStripe** and **OpenCms**. The statistics imply that these systems may be struggling to convert trial users into actual users.

CURRENT USAGE

This year's user survey gave us the chance to pose directly the question of actual usage. The information gathered here is our most direct and accurate indicator of market share.

The data shows a clear and significant lead for **Joomla!** As you can see in the chart below, **Joomla!** is not only the leading system, but exceeds the nearest competitor, **Drupal**, by more than 6%. The most dramatic story, though, has to be the massive gap that follows the third most popular system, **WordPress**, demonstrating quite persuasively the market dominance of The Big Three.

Another issue worth noting is the large number of respondents who selected "Other," indicating that the amount of fragmentation in this market is still significant.

EXHIBIT 3» SURVEY QUESTION: "Which CMS do you currently or most commonly use?"
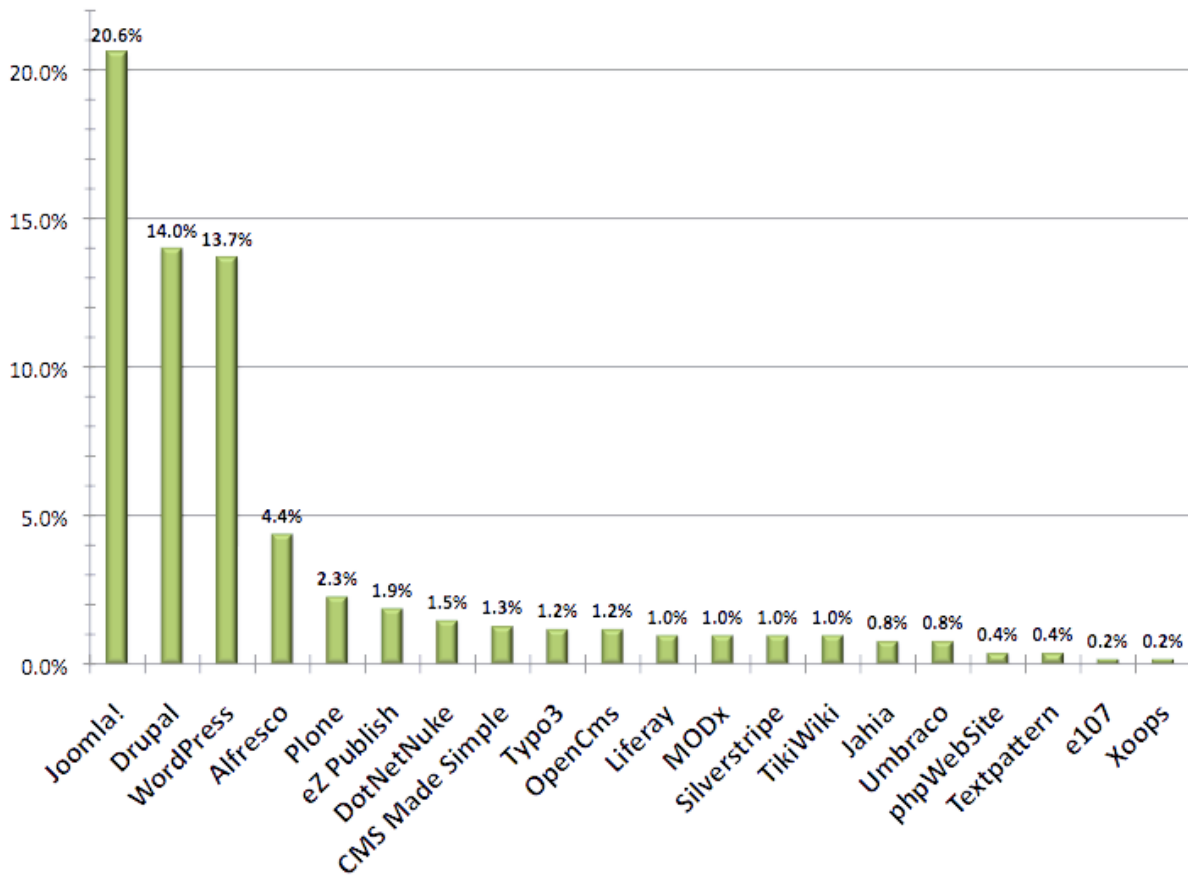
:: notes on interpretation ::

- Base: 520 responses

- The total of the percentages above = 68.9%

- The answer choice "Other" accounted for 28.3% of the responses. Respondents selecting "Other" were given the chance to indicate which system they use; their answers covered a fairly broad spectrum.

3RD PARTY SUPPORT

Next we look at third party support as an indicator of adoption. By looking at the number of third parties who offer services targeting the users of a specific system, we can make inferences about a system's popularity.

For this metric we will look at two groups of service providers:

- **Developers**
- **Publishers**

Commercial developers and publishers are two of the easiest and most meaningful groups to assess.

- In the case of developers, the question is: How many developers are offering services for each system?
- In the case of publishers, the question is: How many books are in print, or scheduled for publication, for each of the systems?

In both situations, as the parties have commercial interests, the results should give us some idea where third parties are putting their money and effort and where they think there is market share worth capturing.

Development Services

Elance[21] provides a mechanism for buyers to locate freelance professionals. The site is focused on web, programming, writing and related professions. More than 97,000 providers are registered on the site, of which more than 25,000 claims to offer web and programming services. We visited Elance for a quick look at how many providers were offering services for each of the systems in our survey.

Guru[22] provides a service similar to Elance, though their focus is less on technology professionals. Guru does however claim to be "the world's largest online market for freelance talent"[23] with more than 100,000 active freelance profiles (more than 17,000 freelancers are listed in the "Websites and Ecommerce" category).

The results of searching both sites in July, 2009, are shown in the table.

EXHIBIT 4» VENDORS OFFERING SERVICES

	Elance	% Change	Guru	% Change
Joomla!	3,069	+35%	1,547	+97%
Wordpress	2,416	+31%	1,243	+151%
Drupal	1,626	+74%	779	+121%
DotNetNuke	243	n/a	175	n/a
Typo3	78	+10%	57	68%
MODx	50	+22%	35	+192%
Liferay	40	n/a	33	n/a
Xoops	39	- 9%	38	+41%
Plone	37	+16%	23	-32%
Alfresco	29	n/a	19	n/a
eZ Publish	16	+167%	8	100%
SilverStripe	16	n/a	11	n/a
Textpattern	14	n/a	19	n/a
Umbraco	14	n/a	6	n/a
e107	12	-33%	11	10%
phpWebSite	10	+11%	5	25%
OpenCms		n/a	8	n/a
CMS Made Simple	5	-17%	2	-50%
TikiWiki	4	-56%	8	-27%
Jahia	0	n/a	5	n/a

:: notes on interpretation ::

- **Green** indicates **Leaders**
- **Red** indicates **Laggards**
- % change is calculated relative to the results of the 2008 survey.

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[21] See, http://www.elance.com

[22] See, http://www.guru.com

[23] See, http://www.guru.com/emp/about_guru.cfm

Publishers

To gain further insights into the extent that each system enjoys support from fans and third parties, we looked at books in print. A visit to Amazon[24] in July 2009 produced the information contained in the table on the right.

For this metric we sought to learn three things: First, who has the largest number of books in print, second, which systems have been the subject of publishing activity in the last 12 months and finally, which systems are currently the subject of books yet to be printed. The search was restricted to English language books only.

EXHIBIT 5» BOOKS ANNOUNCED OR IN PRINT.

	Books in Print	Last 12 Months	Announced
Joomla!	32	22	6
Drupal	25	18	10
DotNetNuke	18	6	0
WordPress	9	6	0
Plone	7	3	0
Liferay	5	4	0
Typo3	5	1	0
Alfresco	2	1	0
eZ Publish	2	0	1
OpenCms	2	0	0
E107	1	0	0
MODx	1	1	0
Textpattern	1	0	0
Xoops	1	0	0
SilverStripe	0	0	1
CMS Made Simple	0	0	0
Jahia			
phpWebSite			
TikiWiki			
Umbraco			

:: notes on interpretation ::

- **Green** indicates **Leaders**
- **Red** indicates **Laggards**
- % change is calculated relative to the results of the 2008 survey.

---

[24] See, http://www.amazon.com

SUMMARY: RATE OF ADOPTION

Leaders	Movers	Laggards
• **Drupal** • **Joomla** • **WordPress**	• **Alfresco** • **DotNetNuke** • **Plone**	• **e107** • **Jahia** • **Umbraco**

The Leaders in the rate of adoption metric provide no real surprises to the readers of the 2008 report. Again this year, the most popular systems are **Drupal**, **Joomla!** and **WordPress**. These popular PHP-based systems garner a substantial amount of market share. Part of their success is no doubt due to their reliance on the populist LAMP stack, part of it is a by-product of their ubiquity. In the sections that follow, we look at the other, often more subtle, factors.

The surprises here are the Movers category. Neither **Alfresco** nor **DotNetNuke** were part of the 2008 Report, yet here they clearly demonstrate that they are market players with respectable rates of adoption.

In the Laggards we find a mix of systems: The PHP-based **e107**, Java-based **Jahia** and the .NET-based **Umbraco**. Of the three, only e107 participated in the 2008 survey. In that report, we labeled **e107** a Mover, due largely to the system's strength in the downloads category. In contrast, the system appeared much weaker relative to the other members of the 2009 group.

3

Measuring Brand Strength

Cylogy

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Measuring Brand Strength

In this section we turn to assessing the intangible -- brand strength. Measuring the brand strength of open source products presents challenges: Not only is this particular market lacking in maturity and commercial sophistication, but also there is no easy way to establish the value of the brand associated with non-commercial products used by a geographically diverse audience. In response to this challenge, we cast our net wide and tried to capture a broad sampling of data (including many Web 2.0 indicators). We grouped the results into the following categories:

- **Search engine visibility**
- **Popularity metrics**
- **Evidence of mindshare**

SEARCH ENGINE VISIBILITY

How easy is it to find each system on the search engines? How competitive is each project in terms of search marketing? Insight into these issues gives us information on the visibility and the prominence of each of the projects in our survey. We can answer these questions by looking at the following statistics:

- **Search Engine Ranking on Relevant Keywords**
- **Google Page Rank**

Search Engine Rankings

Search engine rankings are a competitive business and good performance on the search engines is often a key to driving traffic to a site. In an effort to discern the visibility of each of the systems in the sample group, we queried Google, Yahoo! and Bing with a set of likely keyword combination then checked to see which of our project systems made it into the first three pages of results (top 30 results).

The keywords chosen[25] were:

- *content management system*

- *open source content management system*

- *content management system cms*

- *open source cms*

- *cms*

- *web cms*

- *wcms*

- *web content management system*

EXHIBIT 6» SEARCH ENGINE PROMINENCE (AUG 08 VS. AUG 09)

Website Pages	First Place ▽	In Top 3	In Top 5	In Top 10	In Top 20	In Top 30	Added	Dropped	Moved Up	Moved Down
drupal.org	1 ⊞	1 =	3 ▲ 2	5 ▲ 1	9 ▲ 2	9 ▲ 1	2 =	=	6 =	3 =
joomla.org	=	3 ▲ 2	4 ▲ 1	5 ▲ 1	7 ▲ 1	9 ▲ 2	2 =	1 =	3 =	3 =
modxcms.com	=	=	⊠ 1	2 ▼ 1	4 =	8 ▲ 3	2 =	1 =	3 =	3 =
www.opencms.org	=	1 =	3 ▲ 2	4 ▲ 2	6 =	7 ▲ 1	2 =	=	3 =	3 =
ez.no	=	=	=	=	1 =	3 ▲ 1	1 =	2 =	2 =	2 =
plone.org	=	=	=	2 ▼ 1	5 ▲ 1	6 ▲ 2	1 =	=	2 =	3 =
www.alfresco.com	⊠ 1	1 ▼ 1	1 ▼ 1	4 ▼ 2	9 ▲ 2	10 ▲ 3	4 =	=	1 =	6 =
www.cmsmadesimple.org	=	=	=	=	3 ▲ 2	6 ▲ 4	7 =	=	1 =	1 =
www.silverstripe.com	=	=	⊠ 1	2 ▲ 1	3 ▲ 1	4 ▲ 2	2 =	=	1 =	1 =
www.xoops.org	=	=	=	=	⊠ 1	1 =	2 =	1 =	1 =	=
dotnetnuke.com	=	=	=	=	=	2 ⊞	3 =	=	=	=
e107.org	=	=	=	=	=	=	1 =	1 =	=	=
umbraco.org	=	=	=	=	1 =	1 =	2 =	=	=	1 =
www.liferay.com	=	=	=	=	1 ⊞	1 ⊞	1 =	=	=	=
www.typo3.com	=	=	=	=	3 ▲ 2	5 ▲ 4	4 =	=	=	1 =

:: notes on interpretation ::

- Counting occurrences of the primary project website in the Top 30 results on Google, Yahoo! and Bing. Compares results on 15 Aug 2008 to results on 15 Aug 2009.

- Results are sorted by the number of entries the project website Moved Up.

- If a system in our survey group is not shown, above, it did not appear in the first three pages on any of the search engines queried.

- Key phrases used are noted in the text, above the exhibit.

- Drupal showed the most improvement during the measurement period, Alfresco showed the greatest deterioration in search engine ranking.

---

[25] The phrases were selected by identifying the most common relevant keyword phrases, through the use of a keyword frequency tool. The keyword frequency data is from Google and was gathered and analyzed through use of the Advanced Web Ranking application.

Google PageRank

EXHIBIT 7» GOOGLE PAGERANK

Google PageRank	
9	Joomla!
	Plone
	WordPress
8	DotNetNuke
	Drupal
	eZ Publish
	Typo3
	Xoops
7	Alfresco
	e107
	Jahia
	Liferay
	MODx
	OpenCms
	phpWebSite
	TikiWiki
6	SilverStripe
	Textpattern
5	CMS Made Simple
	Umbraco

PageRank is an analysis and ranking algorithm created by Larry Page and used as part of the way Google assesses the relative importance of websites. The algorithm assigns a numeric weighting from 0-10 (where 10 is the highest ranking) for each webpage on the Internet; this PageRank denotes a site's importance in the eyes of Google[26].

We look to the PageRank of the primary project sites for each of the systems in the survey, in an attempt to gain some insight into Google's perception of the relative importance[27] of each of those sites.

---

[26] The PageRank is derived from a theoretical probability value on a logarithmic scale like the Richter Scale. The PageRank of a particular page is roughly based upon the quantity of inbound links as well as the PageRank of the pages providing the links. It is known that other factors, e.g. relevance of search words on the page and actual visits to the page reported by the Google toolbar also influence the PageRank. See, http://en.wikipedia.org/wiki/PageRank
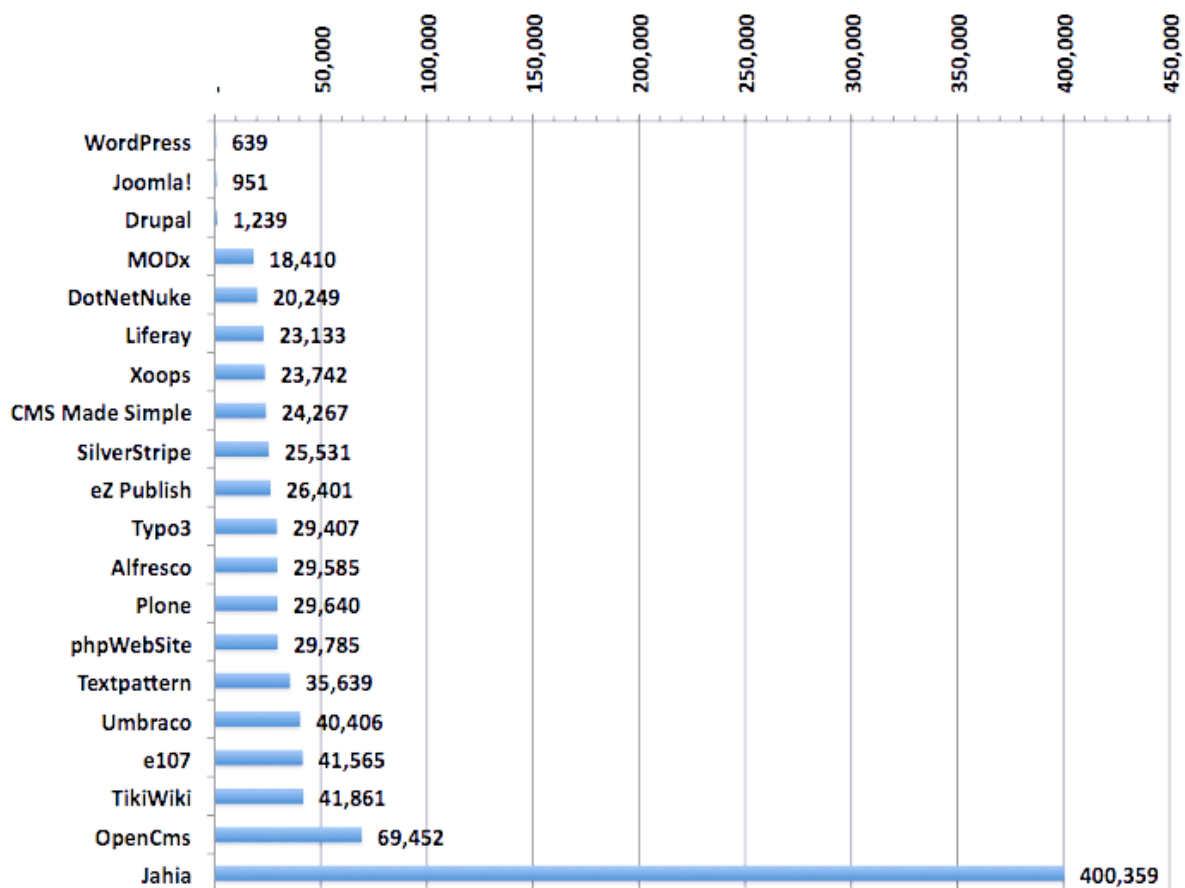
[27] We would hasten to add that the value of PageRank as a meaningful measure of relevance is doubtful. There are well-documented cases where PageRank and search ranking do not correlate well.

POPULARITY METRICS

To gain insight into the relative popularity of each of the projects, we took a look at each of the system's primary project website, with the goal of determining which project site has the most traffic. To reach this determination we turned to the ranking services provided by Alexa[28], Quantcast[29] and Compete[30].

Alexa provides a ranking of all sites on the web. The Alexa ranking of a site provides a measurement of a site's popularity relative to other sites. While the Alexa metric is not 100% accurate, it does provide a convenient tool with a standardized approach to comparing site popularity.

EXHIBIT 8» ALEXA RANKINGS

WordPress	639
Joomla!	951
Drupal	1,239
MODx	18,410
DotNetNuke	20,249
Liferay	23,133
Xoops	23,742
CMS Made Simple	24,267
SilverStripe	25,531
eZ Publish	26,401
Typo3	29,407
Alfresco	29,585
Plone	29,640
phpWebSite	29,785
Textpattern	35,639
Umbraco	40,406
e107	41,565
TikiWiki	41,861
OpenCms	69,452
Jahia	400,359

---

[28] See, http://www.alexa.com

[29] See, http://www.compete.com

[30] See, http://www.quantcast.com

- Looking at ranking of primary project site on Alexa, July 2009.

- **ed.** - *Remember when you look at this chart, the lower the value the better, i.e., the ranking of "1" is held by the most popular site on the Web.*

Compete and Quantcast also provide rankings of the sites on the web. Both of these systems, however tend to focus only on the highest traffic sites -- a criteria that excludes many of the sites in this survey. Accordingly, we have looked only at the Top 5 highest traffic project sites and provided a comparison between those ranking for Alexa, Compete and Quantcast.

EXHIBIT 9» COMPARISON OF TOP 5 SYSTEMS

Ranking	Alexa	Compete	Quantcast
1	WordPress	WordPress	WordPress
2	Joomla!	Joomla!	Drupal
3	Drupal	Drupal	Joomla!
4	MODx[31]	phpWebSite[32]	DotNetNuke
5	DotNetNuke	DotNetNuke	Plone[33]

:: notes on interpretation ::

- Looking at primary project sites, July 2009.

- Footnotes on entries above are provided to show the rankings of systems that fell outside the Top 5 on other services.

- Note that out of 15 possible places, there are only 7 systems. Of those 7, **Drupal**, **Joomla!**, **WordPress** and **DotNetNuke** occupy 12 of the 15 places -- the only brands to show up in the Top 5 of all three services.

---

[31] Compete = 6; Quantcast = 9.

[32] Alexa = 14; Quantcast = unranked.

[33] Alexa = 13; Compete = 7.

MINDSHARE

Which systems are in the forefront of the public's mind? How familiar are people with the brands in this year's survey? To gain insights into this issue we looked at a mix of metrics:

- **Brand Recognition**
- **Brand Familiarity**
- **Search Engine Query Volume**
- **Social Media Prominence**
- **Social Network Prominence**

Brand Recognition

We set out to try to discern which of the open source CMS brand names people had heard of. To achieve this, we used the survey in an attempt to gather direct evidence from the target markets.

EXHIBIT 10» SURVEY QUESTION: "Which of these companies or projects have you heard of?"
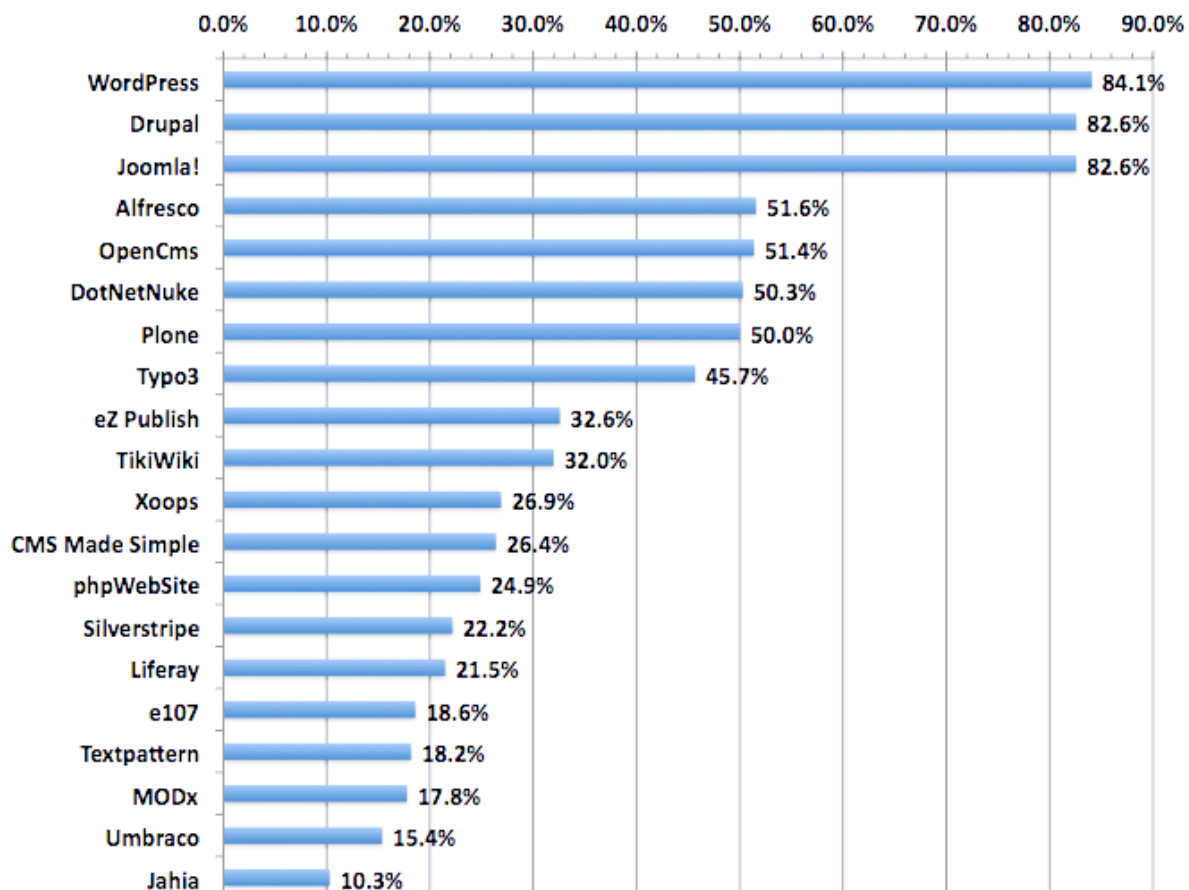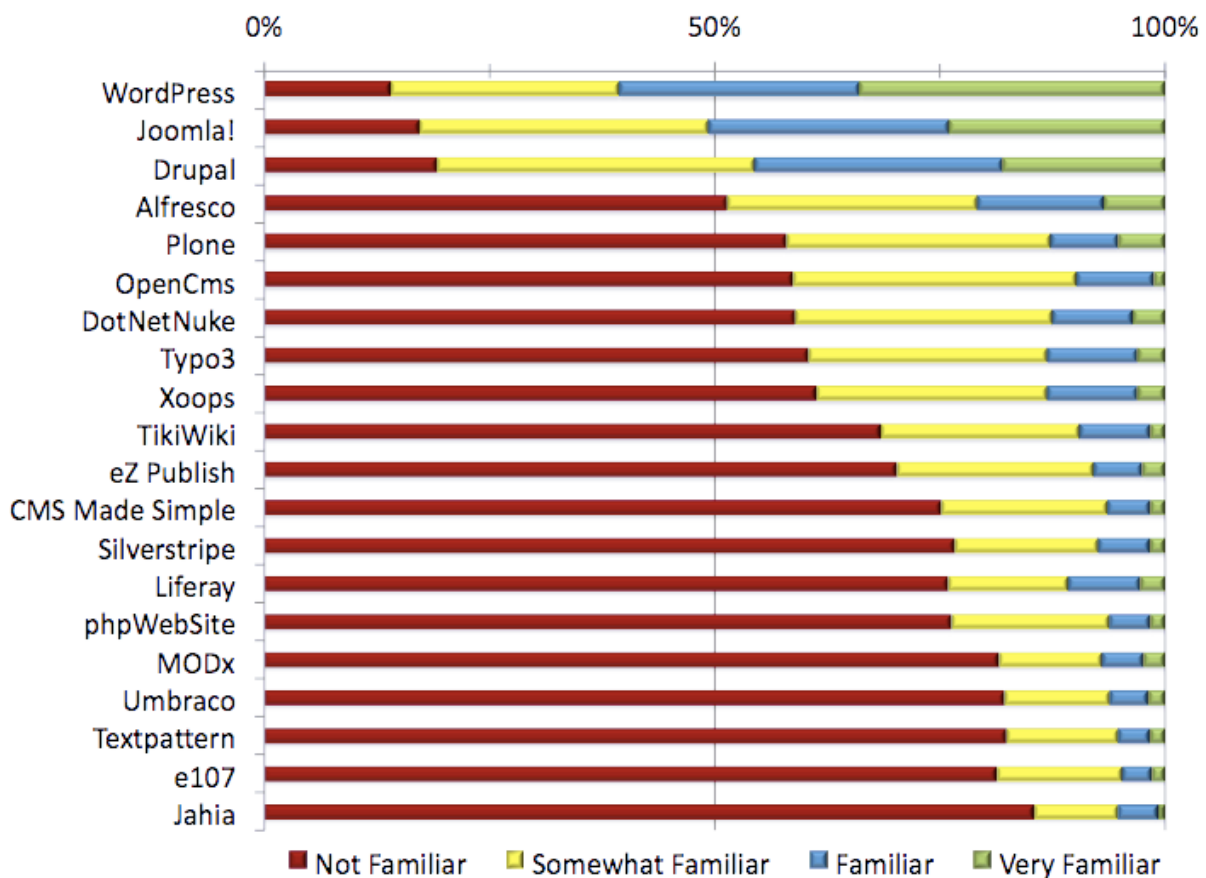
:: notes on interpretation ::

- Base: 622 responses

- Respondents could choose as many systems as they wished.

- The results show that The Big Three are indeed widely recognizable brands, with more than 80% -- 4 out of 5 people -- indicating that they had heard of them.

- Given the existence of both a successful CMS and a successful online blogging service, it should come as no surprise that **WordPress** leads in the lead.

- **Drupal** and **Joomla!** were not far behind, tied at 82.6% -- highlighting the competitiveness of the PHP CMS sector.

- Only four other systems achieved better than 50% recognition rates: **Alfresco**, **OpenCms**, **DotNetNuke** and **Plone**. Numbers begin to fall off dramatically after **Typo3**, the 8th ranked system.

- Less than 1 out of every 4 respondents had heard of the last 8 systems in the survey.

Brand Familiarity

The next question we asked the survey participants concerned their familiarity with each of the brands. Familiarity with a product derives from either experience with the product or exposure to the brand and product message. As such, familiarity gives us a strong indicator of mindshare.

For this question, we gave the survey respondents four answers choices to chose from: *Not Familiar, Somewhat Familiar, Familiar and Very Familiar*. The results appear in the chart on the next page.

EXHIBIT 11» **SURVEY QUESTION: "How familiar are you with these companies or projects?"**

:: notes on interpretation ::

- Base: 555 responses (average)

- A number of people skipped this question, hence the variance between the results here and in the chart immediately prior, concerning brand awareness.

- **WordPress** was the only brand or product with which more than 25% of the participants claimed to be "very familiar."

- **WordPress** and **Joomla!** were the only brands with which more than 50% of the respondents said they were "familiar" or "very familiar."

- The bottom nine systems in this metric face a significant battle in terms of mindshare, with more than 3 out of 4 respondents indicating they are "not familiar" with the systems.

Search Engine Query Volume

Search engine activity levels provide another indicator of interest levels and mindshare[34]. Given Google's dominant role in the global search market in general and in English in particular, we looked to user behavior on Google for this metric[35].

The Google Keyword Tool[36] provides the ability to check the frequency of the occurrence of terms submitted in Google search queries. We used the Keyword Tool to investigate terms specific to each of the systems in our matrix in hopes of gaining some insight into the levels of interest in the various systems under discussion.

EXHIBIT 12» GOOGLE MONTHLY QUERY VOLUME (GLOBAL)

---
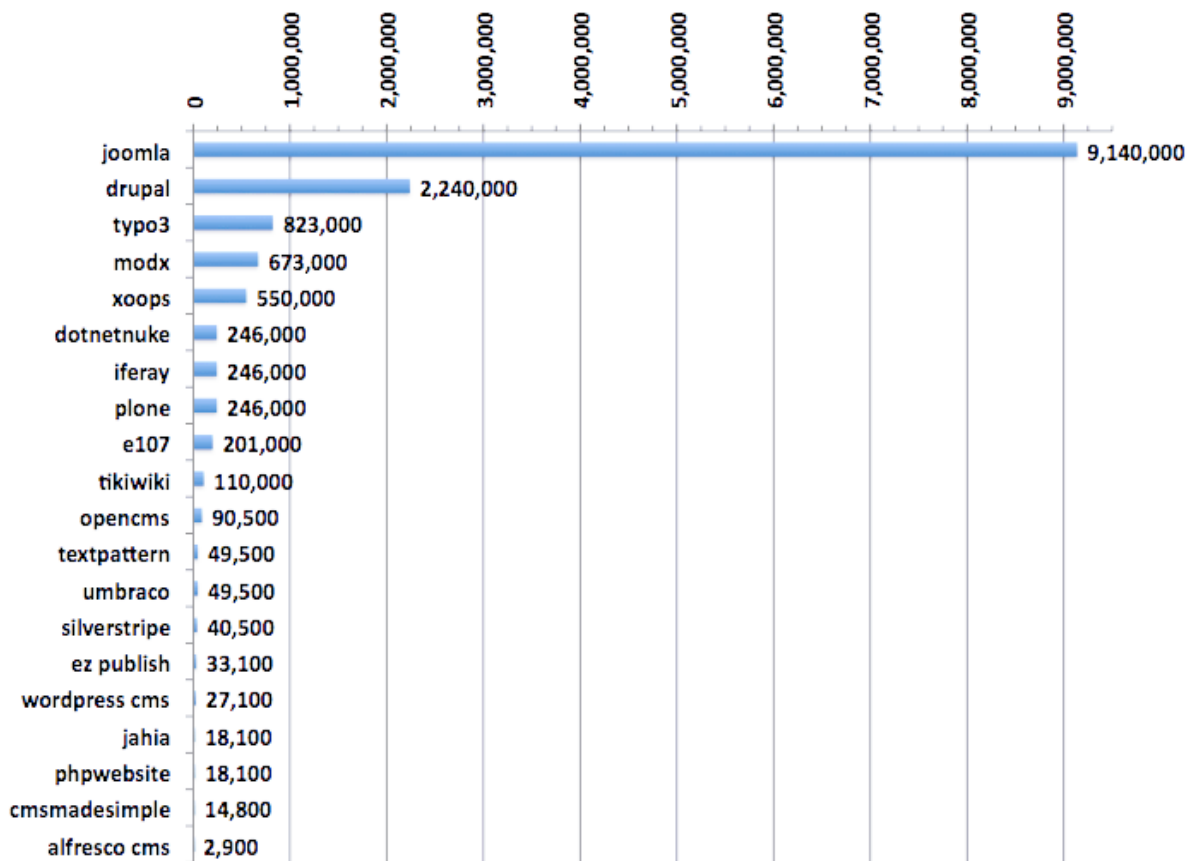
[34] *It's also worth noting that query volume of some of these sites (Joomla!) for example, may be over-reported by the use of Google search on the group sites. A large number of queries may also be indicative of users struggling to find items on large or fragmented sites.*

[35] *Google captured 67.5% of total global search volume for the month of July, 2009. See,* http://www.comscore.com/Press_Events/Press_Releases/2009/8/Global_Search_Market_Draws_More_than_100_Billion_Searches_per_Month

[36] See, https://adwords.google.com/select/KeywordToolExternal

:: notes on interpretation ::

- Average Global Monthly Query Volume on Google in English.

- Average taken across last 12 months.

- Current as of July 2009.

- Query assessed was always simply the brand/product name, with two exceptions: Due to the potential for ambiguity for both **WordPress** and **Alfresco**, the queries submitted were 'wordpress cms' and 'alfresco cms.'[37]

- While **Joomla!** dominates this metric, we have concerns that the results are over-reported (see, footnote 37, infra).

- It is worth reiterating here that both **WordPress** and **Alfresco** are significantly under-reported in the chart. As noted above, both systems were the subject of much more restrictive queries.

As the numbers shown in Exhibit 12, above, are average figures taken across the last 12 months, it would also be instructive to look for evidence of trend in search queries. For this data, we turn again to Google, this time to the Insights for Search[38] tool.

EXHIBIT 13» GOOGLE QUERY TREND: TOP 3 QUERY VOLUME

Web Search Interest: joomla, drupal, typo3
Worldwide, Aug 2008 - Jul 2009

Totals	?
joomla	92
drupal	27
typo3	8

Interest over time

---
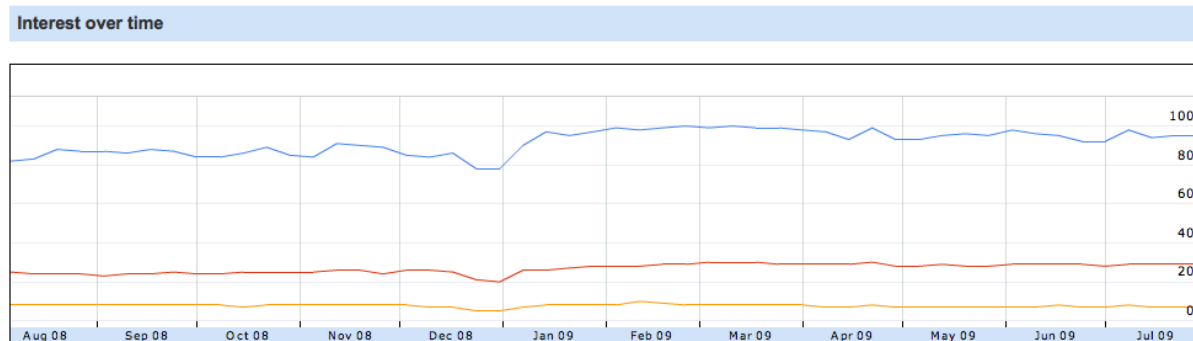
[37] By way of comparison, average monthly query volume for 'wordpress' was 7,480,000. Average monthly query volume for 'alfresco' was 368,000.

[38] See, http://www.google.com/insights/search

:: notes on interpretation ::

- The 3 systems selected are based on the 3 systems with the highest average global query volume, as shown in Exhibit 13, above.
- Chart graphically highlights the dominance of **Joomla!** in this metric.
- Note that both **Joomla!** and **Drupal** exhibit a positive trend, whereas **Typo3** is essentially flat

Given that **WordPress** is under-represented when the query is restricted to 'wordpress cms,' we thought it worthwhile to look at this same metric, but with **WordPress** thrown into the mix. The chart on the next page shows the top 3 query data with the addition of the term 'wordpress.' It shows the relative strength of the **Joomla!** brand against the **WordPress** brand in terms of search activity.

EXHIBIT 14» GOOGLE QUERY TREND: TOP 3 QUERY VOLUME + WORDPRESS.

Web Search Interest: joomla, wordpress, drupal, typo3
Worldwide, Aug 2008 - Jul 2009

Totals		
joomla		91
wordpress		84
drupal		26
typo3		8

Interest over time
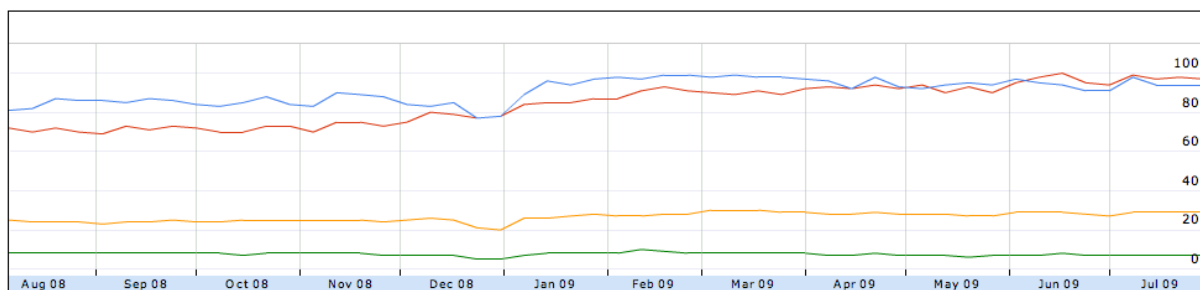
:: notes on interpretation ::

- The top 3 systems, as per the Exhibit, above, plus query trend for the generic term 'wordpress.'
- While the **WordPress** query volume line does show a stronger positive trend and does in fact cross the **Joomla!** query volume in June of 2009, it should be remembered that the generic query 'wordpress' encompasses not only the **WordPress** CMS, but also the **WordPress** blogging service. Hence, while it may be true that **WordPress**, as a group, enjoys greater strength than **Joomla!**, it seems certain that **Joomla!** carries more strength in terms of pure CMS interest.

Social Media Prominence

Traditional media metrics looked to column inches to gauge press coverage. To determine media exposure today, particularly in light of the increasing emphasis on social media, we need to look instead at mentions. In this section we try to discover which of our systems is receiving the greatest number of mentions across a variety of social media channels.

The figures cited, below, were gathered over a 90 day period, from April to July of 2009. The numbers are the result of media monitoring activities across a wide swath of websites, including forums, blogs, social networking sites, file sharing sites and micro blogs.

EXHIBIT 15» SOCIAL MEDIA PROMINENCE
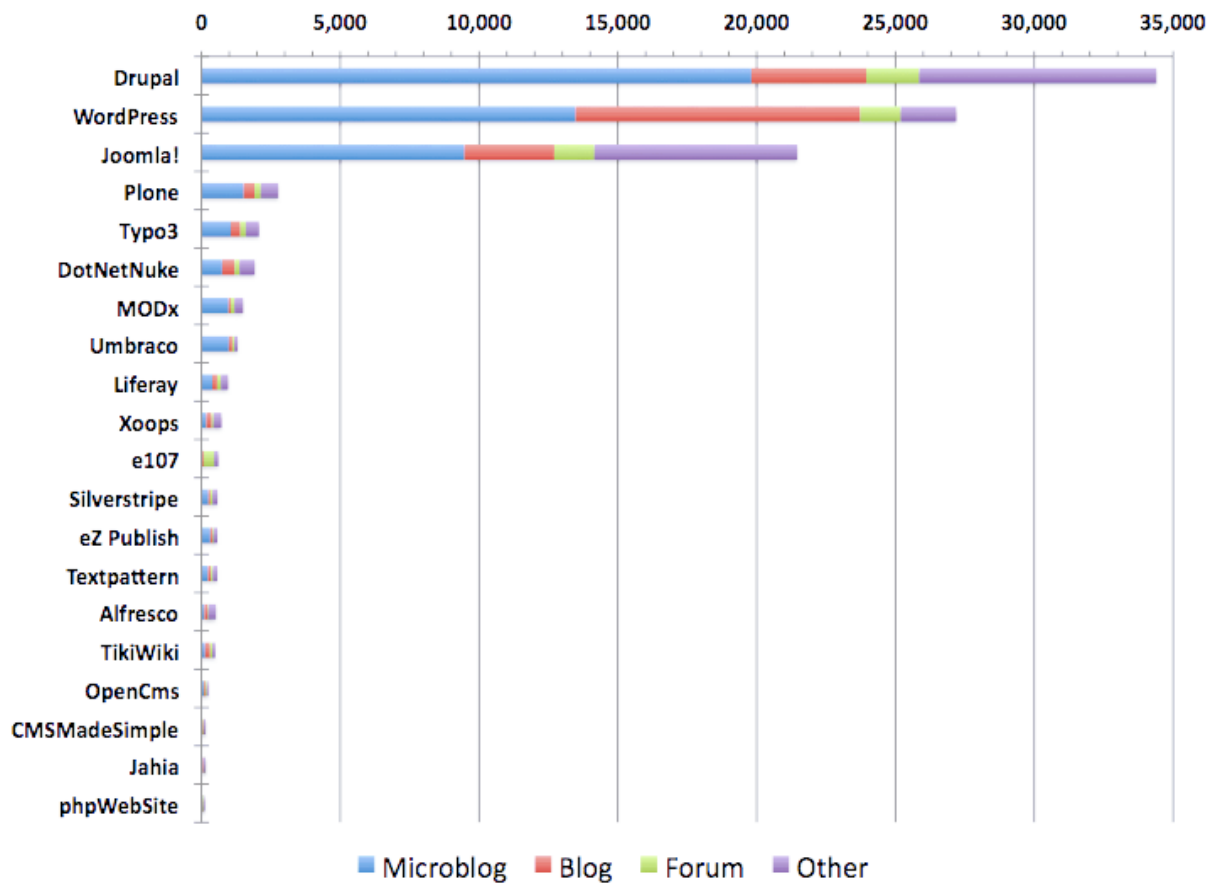
:: notes on interpretation ::

- Count represents total mentions.

- All project sites (and sub-sites) were *excluded* from the count.

- Covers the period between 15 April and 15 July, 2009.

- Each segment is broken down in the exhibits that follow.

- In this category, **Drupal** enjoys a significant lead, largely as a result of strong Twitter activity by **Drupal** community members and fans.

- **WordPress** prominence is probably overstated in this statistics due to the difficulties in separating references to the CMS from the blogging service. **Joomla!** lags behind **Drupal** and **WordPress** by a significant margin, but still enjoys a massive lead over the fourth place system, **Plone**.

- Social media activity for the bottom four systems[39] is, essentially, negligible.

To help make better sense of the summary chart provided above, in the charts below we've split out each of the major social media channels, starting with microblogging.
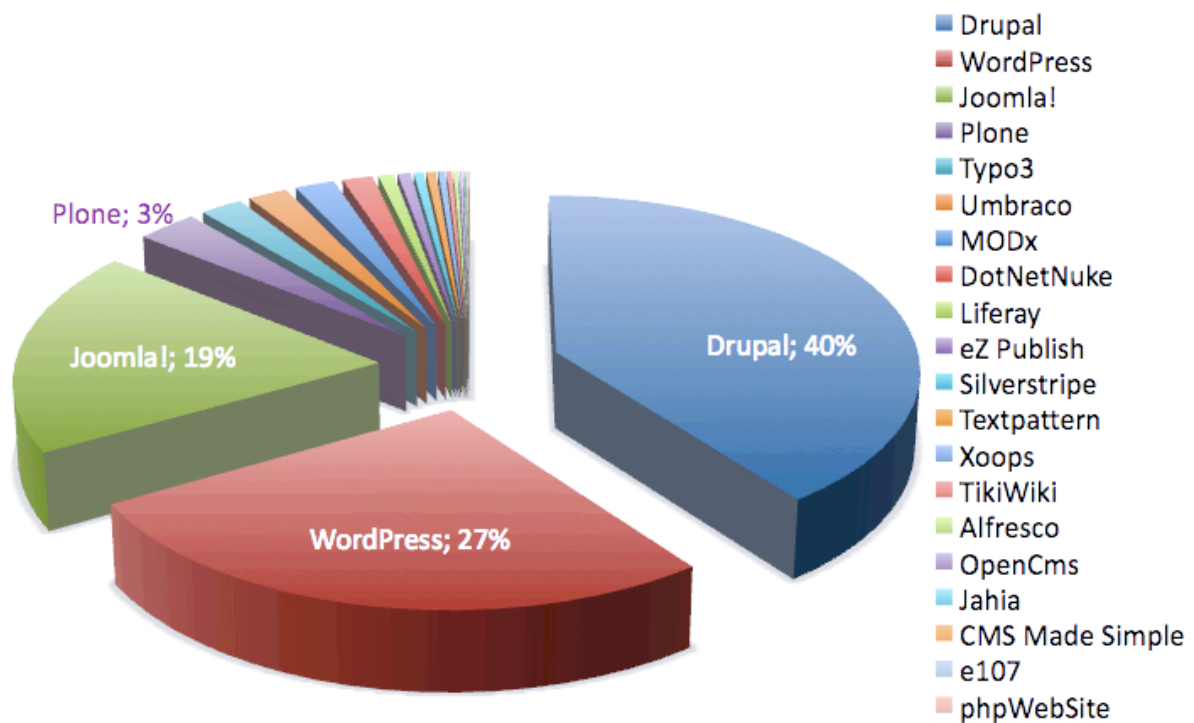
Microblog Prominence

While we measured all microblogging activity, Twitter[40] remains the dominant microblogging platform. The data shown in the chart below is a subset of the data set shown in Exhibit 15, above.

---

[39] In this case, **OpenCms**, **CMS Made Simple**, **Jahia** and **phpWebSite**.

[40] See, http://www.twitter.com

EXHIBIT 16» MICROBLOGGING SHARE OF VOICE

Legend:
- Drupal
- WordPress
- Joomla!
- Plone
- Typo3
- Umbraco
- MODx
- DotNetNuke
- Liferay
- eZ Publish
- Silverstripe
- Textpattern
- Xoops
- TikiWiki
- Alfresco
- OpenCms
- Jahia
- CMS Made Simple
- e107
- phpWebSite

Pie chart values: Drupal; 40%, WordPress; 27%, Joomla!; 19%, Plone; 3%

:: notes on interpretation ::

- % of total mentions during sample period.
- Official project Twitter accounts (if any) were *included* in the count.
- Based on a snapshot of a 90 day period between 15 April and 15 July, 2009.
- 86% of the total mentions related to The Big Three.
- **Drupal** enjoys a commanding lead in this channel and shows more than twice the activity of **Joomla!**, but perhaps the biggest story is the enormous gap between The Big Three and the rest of the pack.

Blog Prominence

While microblogging services, like Twitter, have risen to prominence this last year, blogging remains a solid and established indicator of buzz and mindshare. In the chart below we look at share of voice in the blogosphere. The data shown in the chart below is a subset of the data set shown in Exhibit 15, above.

EXHIBIT 17» BLOGGING SHARE OF VOICE.
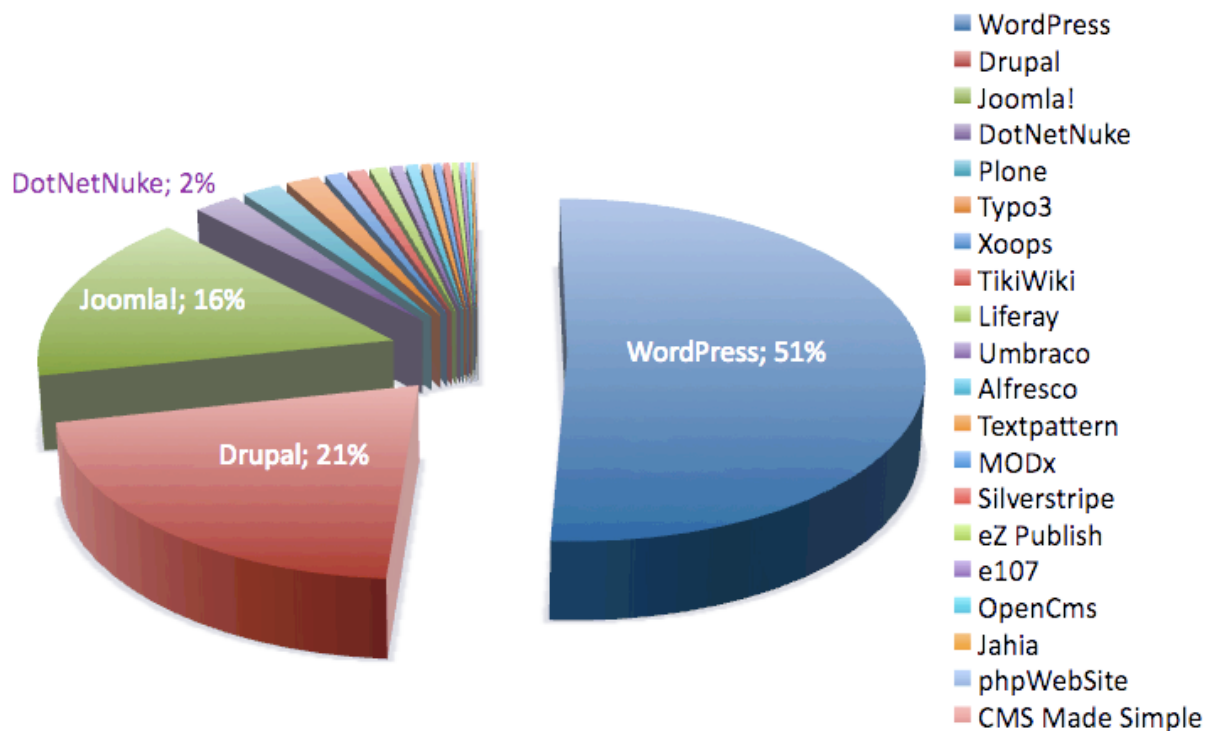
:: notes on interpretation ::

- % of total mentions during sample period.
- All project sites (and sub-sites) are *excluded* from the count.
- Based on a snapshot of a 90 day period, 15 April -15 July, 2009.
- 88% of the total mentions related to The Big Three.

A search of the blogosphere using Technorati Charts produces a slightly different view, <u>see</u> Exhibit 18, below. While **Wordpress** remains dominant in the data below, Technorati ranks **Joomla!** above **Drupal**. One of the key differences to note here is that the project sites and sub-sites are included in the count, a factor that works to the benefit of **Joomla!** as their domains include both community and team blogs[41].

The chart above gives us a snapshot of activity during a certain timeframe (<u>i.e.</u>, the last 90 days). Let's take one more look at blog prominence, this time with an eye towards cumulative blog activity.

---

[41] <u>See e.g.</u>, http://community.joomla.org/blogs/community.html, and http://community.joomla.org/blogs/leadership.html

To obtain a picture of historical blog activity, we searched three popular indices: Technorati[42], BlogPulse[43], and IceRocket[44] for mentions of each of the systems in our sample set.

Technorati covers more than 100 million blogs as we all a mixed variety of other tagged social media. Nielsen's BlogPulse is another means of gauging blog activity. BlogPulse has an index of more than 107 million blogs[45] and provides good reach into the blogosphere. IceRocket is a popular blog search engine. Their index seems quite exhaustive, unfortunately, there is no data available on the number of sites they cover. Nonetheless, given the generally good quality of their result sets, we included them to give us a third viewpoint. To obtain a snapshot of blog activity related to our set of systems, we visited each site and ran searches for the brand names.

In last year's report we used the same three sites (i.e., Technorati, Blog Pulse and Ice Rocket). The "% Change" columns in Exhibit 18, below, are based on direct comparison of the 2009 search results against the 2008 results. Systems new to this year's survey lack historical comparative data and are marked 'n/a.'

---

[42] See, http://www.technorati.com

[43] See, http://blogpulse.com

[44] See, http://www.icerocket.com

[45] According to BlogPulse stats. See, http://blogpulse.com

EXHIBIT 18» CUMULATIVE BLOG ACTIVITY

|	Technorati	% Change	Blog Pulse	% Change	Ice Rocket	% Change
Joomla!	19,424	+ 240%	21,228	+ 57%	45,474	+ 82%
Drupal	11,364	+ 63%	15,413	+ 17%	29,971	+ 62%
WordPress	9,579	+ 274%	11,088	+1,269%	15,790	+1,377%
Typo3	704	+ 169%	2,115	+ 23%	3,384	+ 34%
phpWebSite	701	+4,281%	82	+ 19%	164	+ 46%
DotNetNuke	538	n/a	1,003	n/a	2,003	n/a
Textpattern	376	n/a	578	n/a	921	n/a
Xoops	341	+ 107%	1,316	- 56%	3,209	+ 4%
Plone	257	- 55%	1,024	- 34%	1,661	- 4%
SilverStripe	207	n/a	444	n/a	540	n/a
e107	205	+ 7%	281	+ 9%	521	+ 51%
Liferay	182	n/a	450	n/a	716	n/a
eZ Publish	166	+ 20%	370	+ 111%	643	+ 98%
MODx	162	- 61%	521	+ 27%	900	+ 5%
Alfresco	124	n/a	226	n/a	342	n/a
OpenCms	118	n/a	704	n/a	751	n/a
TikiWiki	99	+ 30%	405	+ 58%	361	+ 21%
Umbraco	63	n/a	278	n/a	366	n/a
CMS Made Simple	22	- 44%	15	- 92%	42	- 80%
Jahia	9	n/a	40	n/a	61	n/a

:: notes on interpretation ::

- **Green** indicates **Leaders**

- **Red** indicates **Laggards**

- The numbers displayed are cumulative.

- Data is sorted by number of Technorati results.

- Cumulatively, **Joomla!** leads **Drupal** in this metric.

- The percentage increases in **WordPress** are so large as to be suspect -- were it not for the fact that the results from Blog Pulse and Ice Rocket are largely consistent.

- Note that only two systems -- **Plone** and **CMS Made Simple** -- show year-on-year decreases across all three blog search services.

Forum and Discussion Board Share of Voice

Forums and discussion board activity provides insight into buzz. In order to avoid skewing the statistics, project support forums have been excluded from the count, below. The data shown in the chart below is a subset of the data set shown in Exhibit 15, above.

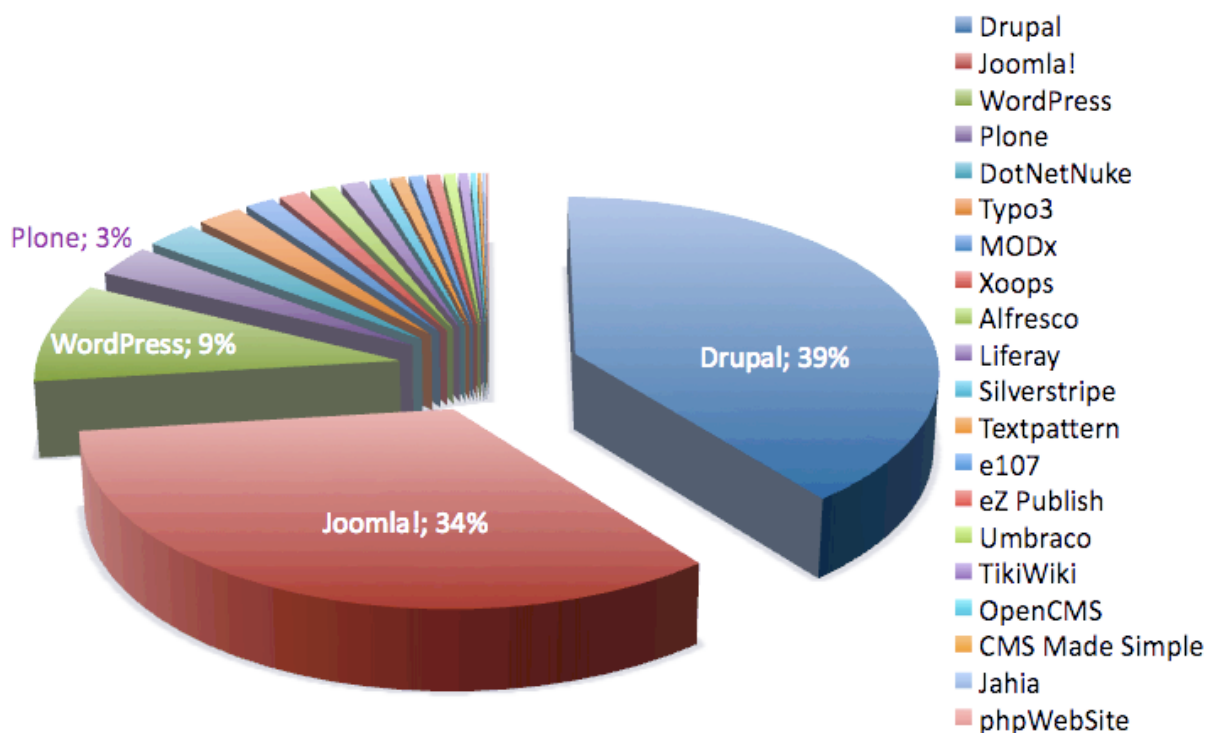**EXHIBIT 19»** **FORUM & DISCUSSION BOARD SHARE OF VOICE.**
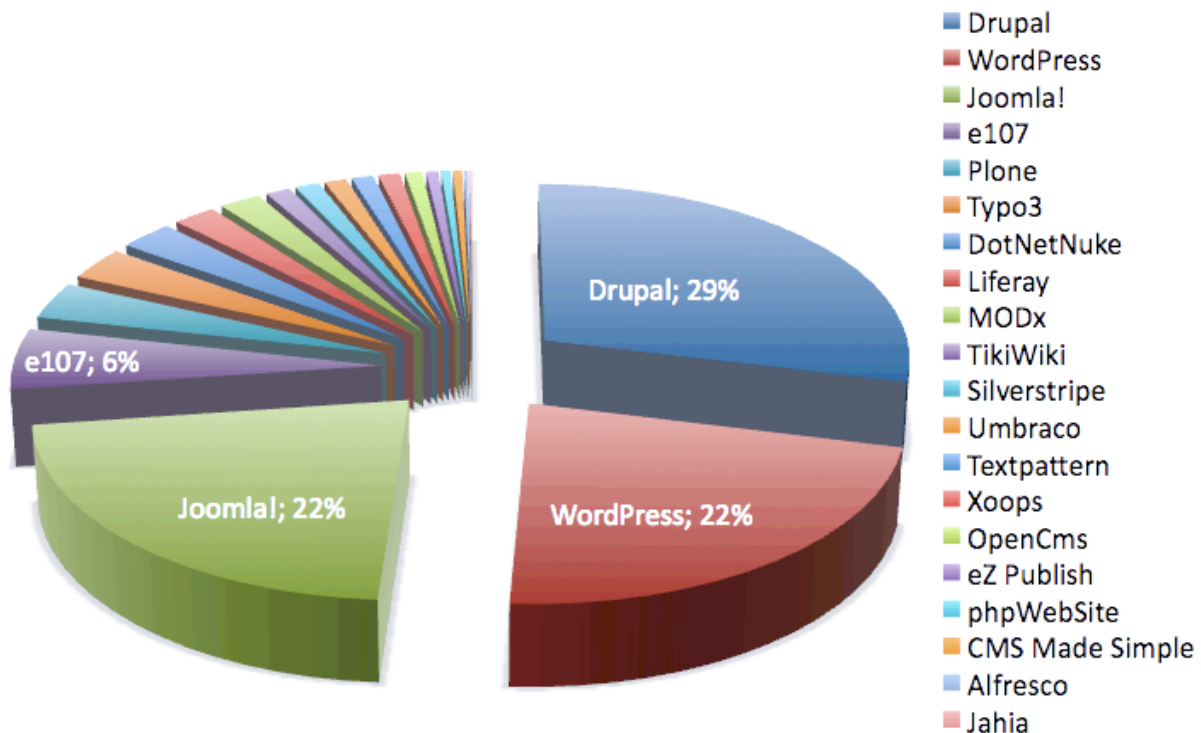
:: notes on interpretation ::

- % of total mentions during sample period.
- All project sites (and sub-sites) were *excluded* from the count.
- Based on a snapshot of a 90 day period, 15 April - 15 July, 2009.
- 73% of the total mentions related to The Big Three.
- The range of variation among The Big Three is much narrower in this metric.

Other Social Media Mentions

The category "other social media" includes primarily social networks and file sharing sites. The data shown in the chart below is a subset of the data set shown in Exhibit 15, above.

EXHIBIT 20» OTHER SOCIAL MEDIA SHARE OF VOICE.

:: notes on interpretation ::

- % of total mentions during sample period.

- All project sites (and sub-sites) were *excluded* from the count.

- Based on a snapshot of a 90 day period, 15 April - 15 July, 2009.

- 82% of the total mentions related to The Big Three.

- While **Drupal** and **Joomla!** are fairly closely matched, **WordPress** is a significant laggard in the metric.

Social Network Prominence

Facebook[46], MySpace[47] and Google Groups[48] all provide users with an easy way to share common interests. As a result, the sites have become popular places to create fan sites and special interest groups. We took a survey of these sites to see how well our sample group was represented.

The Facebook numbers are the result of searching Facebook for topical groups, then taking a count of the relevant Groups. The Google Groups figure is a straight count of the groups that include the project in their name or description. The MySpace figure is obtained directly from a search of MySpace.com[49].

The "% change" columns, below, reflect increase or decrease in the number of groups since the 2008 survey.

---

[46] See, http://www.facebook.com

[47] See, http://www.myspace.com

[48] See, http://groups.google.com

[49] Note here a change in methodology: The 2008 Report obtained the MySpace data by searching IceRocket.com. The 2009 Report relied on data direct from MySpace. While it is worth noting this discrepancy in the name of disclosure, it is in fact a distinction without a difference, as the 2009 IceRocket search produces nearly identical results to searching MySpace directly.

	Facebook Groups	% change	Google Groups	% change	MySpace Mentions	% change
Joomla!	235	+320%	256	+ 30%	4,730	- 5%
Wordpress	173	+188%	184	- 45%	536	+ 94%
Drupal	143	+249%	112	+ 47%	2,560	- 3%
Plone	29	+263%	86	+ 19%	982	- 42%
DotNetNuke	23	n/a	29	n/a	101	n/a
Typo3	18	+260%	38	+ 15%	190	- 17%
Alfresco	9	n/a	8	n/a	92	n/a
e107	7	+133%	5	- 29%	289	- 64%
Xoops	6	+100%	30	- 27%	124	- 25%
Textpattern	4	n/a	7	n/a	91	n/a
MODx	4	+300%	6	+ 20%	12	- 99%
SilverStripe	3	n/a	6	n/a	49	n/a
CMS Made Simple	3	+200%	3	+200%	81	+1,520%
eZ Publish	2	n/a	5	+150%	159	+1,667%
Liferay	2	n/a	11	n/a	130	n/a
OpenCms	2	n/a	8	n/a	5	n/a
TikiWiki	2	0%	1	- 75%	123	- 19%
Umbraco	1	n/a	1	n/a	66	n/a
phpWebSite	1	0%	1	0%	72	177%
Jahia	0	n/a	0	n/a	0	n/a

:: notes on interpretation ::

- **Green** indicates **Leaders**.
- **Red** indicates **Laggards**.
- *n/a* indicates comparative data was unavailable.
- Data is sorted by number of Facebook groups.
- The Big Three hold a significant lead over all other systems, the one exception being **Plone**, which ranks higher than **WordPress** in terms of MySpace activity.
- Given that the MySpace Groups are down almost across the board, one has to wonder whether the numbers indicate a deteriorating MySpace fan base rather than weakness in the systems in our survey.

REPUTATION INDICATORS

The relative reputation of the systems gives significant insight into the strength of the various brands. For indicators of project reputation, we looked at:

- **Brand Sentiment**
- **Awards received**
- **Social bookmarking activity**
- **Inbound links**

Brand Sentiment

In the course of preparing last year's Open Source CMS Market Share Report, we struggled to reach conclusions concerning brand sentiment. As a result, brand sentiment was not (directly) covered in the 2008 Report. Though we hated to omit it, we simply could not reach conclusions with any degree of confidence.

This year's report benefits greatly from the CMSWire.com user survey data. The survey allowed us to query respondents directly about their feelings toward each of the brands in our sample set.

EXHIBIT 22» SURVEY QUESTION: ”What is your general feeling about these companies or projects?“
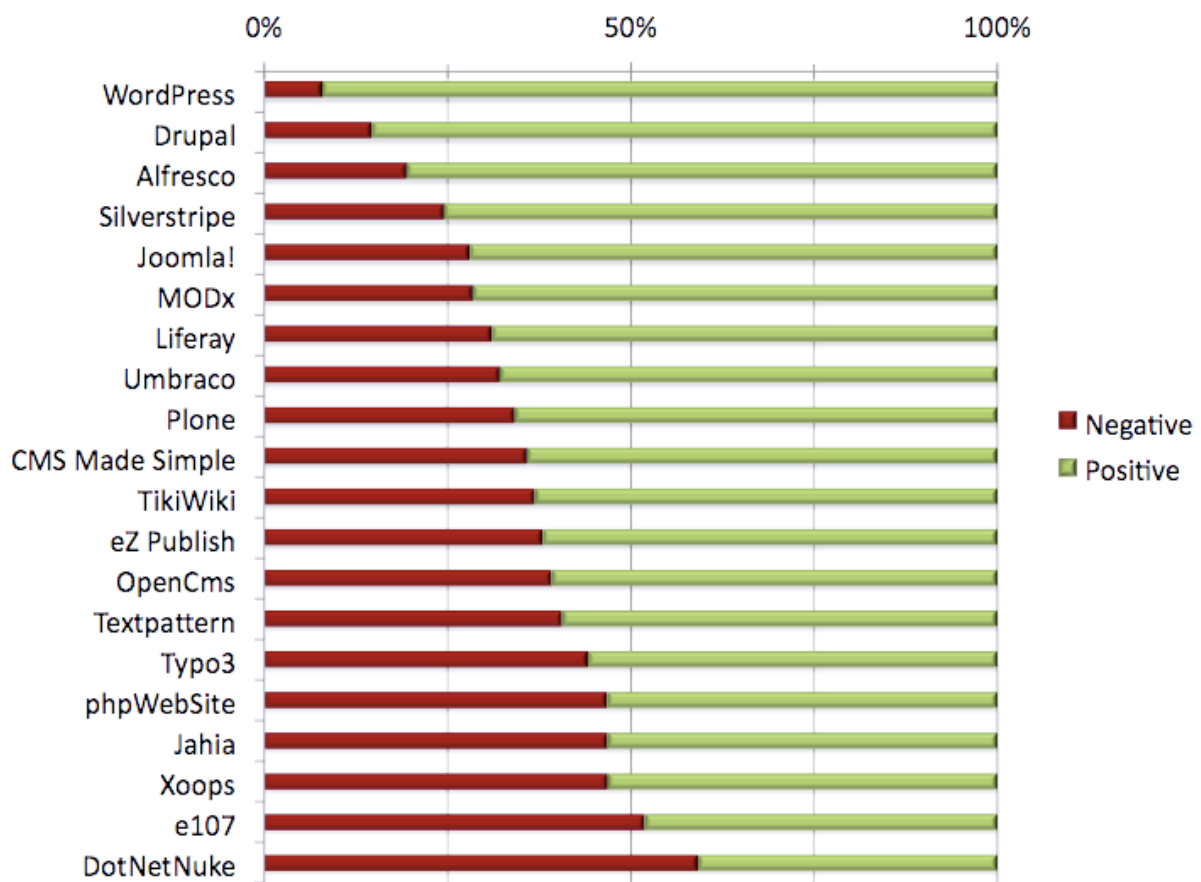
:: notes on interpretation ::

- Participants were directed to select a third choice, Neutral, if they were not familiar with the project.

- Base: 622 responses.

- Only four of our systems achieved better than 75% positive responses -- and one of The Big Three (**Joomla!**) was *not* among them. **Joomla!** managed to come in fifth, nearly tied with **MODx**.

- At the other end of the spectrum, only two systems received more negative than positive responses: **e107** and **DotNetNuke**.

It occurred to us that if these responses are representative, then both **e107** and **DotNetNuke** have reason for concern. In an attempt to gain some corroboration of this result, we decided to try looking at another source -- one independent of the survey results. We ran a sentiment analysis on the 90 days of social media data we gathered in the course of measuring social

media share of voice[50]. To measure sentiment, we relied on an automated tool that assessed natural language cues and context contained in the posts found during the measurement period[51]. Looking at the scores achieved by all the systems in our sample set, we found both **e107** and **DotNetNuke** placed in the bottom 25% of the results[52]. The social media sentiment data, then, seems to confirm that there are issues of concern for these systems.

Another issue worthy of mention on this point concerns the results that were obtained by the survey in response to the question concerning Evaluation and Trial Usage[53]. That data showed **DotNetNuke** was one of the three systems with the least favorable ratio of evaluation to actual use. This indicator, though not direct evidence of brand sentiment, is consistent with our conclusion that **DotNetNuke** needs to be concerned with market reactions to their offering.[54]

Awards Received

A number of organizations run awards competitions for software applications. While the Packt Open Source CMS Awards[55] is perhaps the only event focused specifically on open source CMS applications, others like the CNET Webware 100[56] and the LinuxWorld[57] awards, are more widely known.

We looked at awards history for two reasons: First, a central component to many of these awards is popular vote, hence, the awards give us some insight into popularity and community strength. Second, historical patterns may also give us insight into who is hot right now, and whose day may have passed. Below is a listing of all the systems that have won awards since 2005, organized alphabetically.

---

[50] See, discussion of Social Media Prominence, infra.

[51] The system we used for this purpose, SM2 from Alterian, claims a 70-80% accuracy rate in assessing sentiment.

[52] **DotNetNuke** averaged 1 negative comment for every 4.7 positive comments. **e107** averaged 1 negative comment for every 3.1 positive comments. Sample Set Range: 1.7 to 10.4. Sample Set Median: 5.8. Sample Set Mean: 5.7

[53] See, Exhibit 2, supra.

[54] It is also worth mentioning that of the four .Net-based content management systems listed and rated on the Windows Web App Gallery, **DotNetNuke** is ranked the lowest, lagging behind **Umbraco**, **mojoPortal** and **Kentico CMS**. See, http://www.microsoft.com/WEB/gallery/Categories.aspx?category=ContentMgmt

[55] See, http://www.packtpub.com/award

[56] See, http://www.webware.com/100/

[57] See, http://www.linuxworldexpo.com/

CMS Made Simple

Most Promising Open Source CMS - 2d Place (Packt Publishing)	2008
Best PHP Open Source CMS - 2d Place (tie) (Packt Publishing)	2008
Most Promising Open Source CMS - 3d Place (Packt Publishing)	2007

DotNetNuke

Most Promising Open Source CMS - 3d Place (Packt Publishing)	2008
Best Other Open Source CMS - 3d Place (Packt Publishing)	2008

Drupal

Webware 100 (CNET)	2009
Webware 100 (CNET)	2008
Best Overall Open Source CMS (Packt Publishing)	2008
Best PHP Open Source CMS (Packt Publishing)	2008
Webware 100 (CNET)	2007
Best Overall Open Source CMS (Packt Publishing)	2007
Best Social Networking Open Source CMS - 2d Place (Packt Publishing)	2007
Best PHP Open Source CMS - 2d Place (Packt Publishing)	2007
Best Overall Open Source CMS - 2d Place (Packt Publishing)	2006

e107

Best PHP Open Source CMS - 3d place (Packt Publishing)	2007

Joomla!

Best Overall Open Source CMS - 2d Place (Packt Publishing)	2008
Best PHP Open Source CMS - 2d Place (tie) (Packt Publishing)	2008
Best PHP Open Source CMS (Packt Publishing)	2007
Best Overall Open Source CMS - 2d Place (Packt Publishing)	2007
Best Overall Open Source CMS (Packt Publishing)	2006
Best Linux / Open Source Project (LinuxWorld UK)	2006
Best Linux / Open Source Project (LinuxWorld UK)	2005

MODx	
Most Promising Open Source CMS (Packt Publishing)	2007

Plone	
Best Other Open Source CMS (Packt Publishing)	2008
Best Other Open Source CMS - 2d Place (Packt Publishing)	2007
Best Overall Open Source CMS - 3d Place (Packt Publishing)	2006

SilverStripe	
Most Promising Open Source CMS (Packt Publishing)	2008
Best Open Source Software Project (New Zealand Open Source Awards)	2008

Typo3	
Leader Award for Community CMS (BNP)	2006

WordPress	
Webware 100 (CNET)	2009
Best Social Networking Open Source CMS (Packt Publishing)	2007

Xoops	
China Open Source Software Contest	2008
Community Choice Awards - 2d place (SourceForge)	2006

:: notes on interpretation ::

- **Green** indicates **Recent Awards**.

- There was no award activity for the following systems: **Alfresco**, **eZ Publish**, **Jahia**, **Liferay**, **OpenCms**, **phpWebSite**, **Textpattern**, **Typo3**, **Umbraco**

Social Bookmarking Activity

Social bookmarking is the sharing of URLs with others via a web-based software system. Social bookmarking, like inbound links, is an expression of goodwill -- people who elect to share a URL do so voluntarily and because they wish to help bring something to the attention of others.

Three of the most popular[58] social bookmarking systems are Delicious,[59] Digg[60] and Reddit.[61] We looked at all three sites in an attempt to gauge the relative popularity of each of our project sites. The results are in the table, below.

The "% change" columns, below, reflect increase or decrease in the number of groups since the 2008 survey.

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[58] According to Alexa, the four top social bookmarking sites are: Digg, StumbleUpon, Delicious and Reddit. See, http://www.alexa.com

[59] See, http://www.delicious.com

[60] See, http://www.digg.com

[61] See, http://www.reddit.com

EXHIBIT 23» CUMULATIVE SOCIAL BOOKMARKING ACTIVITY

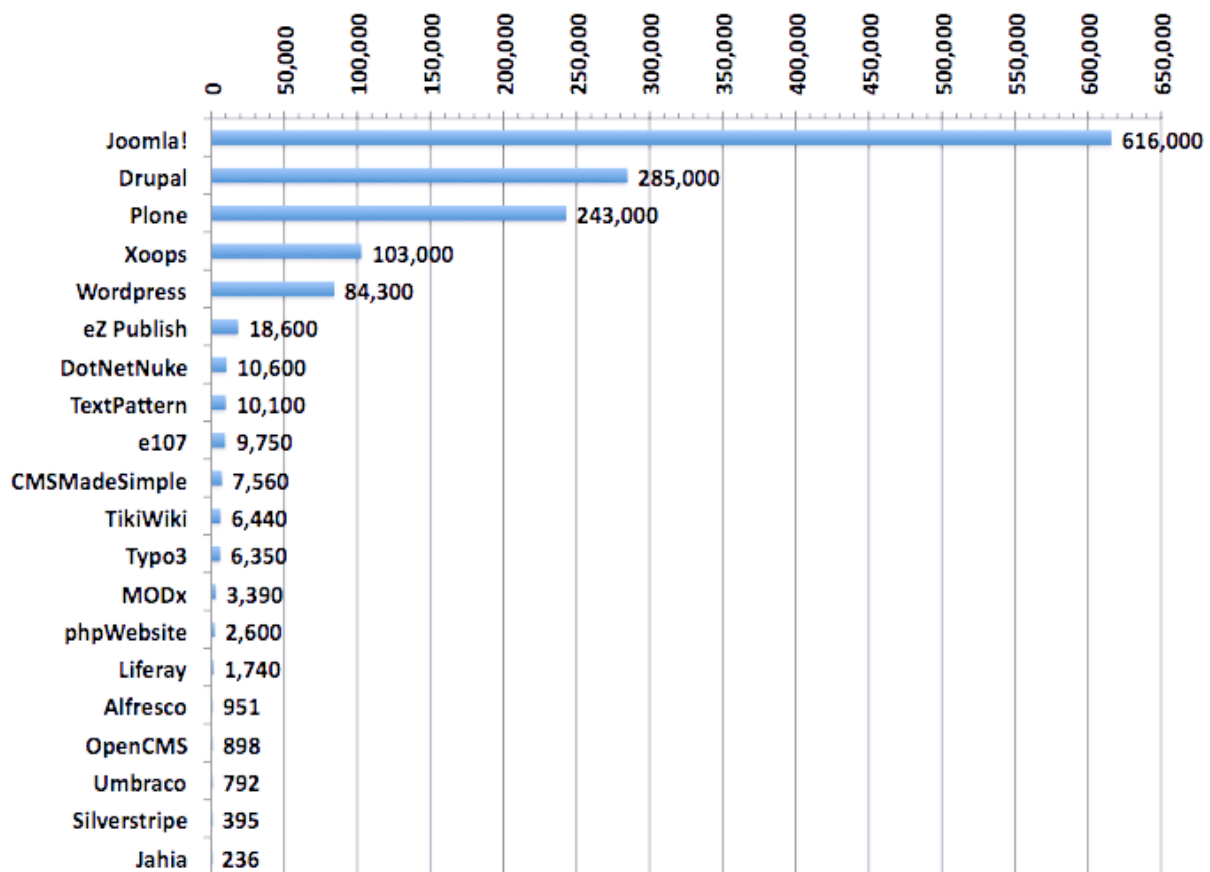|	Delicious	% change	Digg	% change	Reddit	% change
Drupal	15,936	+ 30%	244	+3,967%	40	+ 100%
Wordpress	15,613	+ 22%	370	+2,213%	80	+ 300%
Joomla!	12,444	+ 38%	184	+4,500%	10	0%
Textpattern	6,376	n/a	25	n/a	4	n/a
Plone	5,686	+ 21%	14	+ 600%	9	+ 350%
Alfresco	4,535	n/a	37	n/a	1	n/a
MODx	4,442	+ 96%	7	- 61%	2	n/a
CMS Made Simple	2,295	+ 90%	8	n/a	1	n/a
DotNetNuke	2,146	n/a	9	n/a	2	n/a
Liferay	1,990	n/a	15	n/a	5	n/a
Xoops	1,837	+ 18%	21	+ 62%	1	+ 62%
Typo3	1,628	+ 12%	1	n/a	0	n/a
Umbraco	1,580	n/a	3	n/a	1	n/a
eZ Publish	1,202	+ 31%	50	+4,900%	3	+4,900%
OpenCms	964	n/a	0	n/a	1	n/a
SilverStripe	753	n/a	1	n/a	1	n/a
TikiWiki	631	+ 74%	2	+ 100%	0	0%
phpWebSite	466	+ 21%	0	0%	0	
Jahia	141	n/a	0	n/a	0	n/a
e107	79	- 89%	5	- 69%	0	0%

:: notes on interpretation ::

- **Green** indicates **Leaders**.
- **Red** indicates **Laggards.**
- **e107** is the only system that shows a decrease across all three sites.

Inbound Links

Inbound links are an important factor in search engine placement. The number and nature of inbound links impacts a site's rankings and relevance scores. As a consequence, the number is a commonly used metric in search engine marketing. The statistic provides marketers with a way to gauge the success of their efforts and provides indirect evidence of a site's perceived relevance and subject matter expertise. Viewed from another perspective, inbound links are a measure of good will. No one is forced to add links to another site; it is done in response to a request or because the site owner finds value in being associated with the project.

EXHIBIT 24» INBOUND LINK COUNT

CMS	Inbound Link Count
Joomla!	616,000
Drupal	285,000
Plone	243,000
Xoops	103,000
Wordpress	84,300
eZ Publish	18,600
DotNetNuke	10,600
TextPattern	10,100
e107	9,750
CMSMadeSimple	7,560
TikiWiki	6,440
Typo3	6,350
MODx	3,390
phpWebsite	2,600
Liferay	1,740
Alfresco	951
OpenCMS	898
Umbraco	792
Silverstripe	395
Jahia	236

:: notes on interpretation ::

- Source: Google, July 2009.

- Domain used for assessment: Primary project website.

- **Joomla!** exhibits a very impressive dominance of this category, leading the nearest system, **Drupal**, by a margin of well over 3:1.

- Note that Wordpress.org -- the primary site of the **WordPress** CMS product -- comes in fifth in this metric[62].

SUMMARY: BRAND STRENGTH

Leaders	Movers	Laggards
• **Drupal** • **Joomla!** • **WordPress**	• **Alfresco** • **DotNetNuke** • **MODx**	• **CMSMadeSimple** • **Jahia** • **phpWebSite**

Drupal, **Joomla!** and **WordPress** lead our sample group across a broad range of metrics. Perhaps the most compelling evidence of mindshare is the dominant position they display in the metrics related to social media prominence. These indicators - blogs, twitters, social networks - show quite clearly that these three brands enjoy strong buzz among today's users.

Again, **Alfresco** put in a strong showing and was the only system to challenge The Big Three in any of the metrics in this category. **DotNetNuke** appears to be benefitting from consistent and well-orchestrated efforts to market their system, with strong showings in brand recognition and some social media indicators. **MODx** is back again this year as a Mover in the category of

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[62] By way of comparison, it is worth noting that wordpress.com, the website of the **WordPress** online blogging service, has more than 553,000 inbound links -- more than six times the number for wordpress.org.

brand strength. The brand seems to have parlayed 2008's strength in search engine rankings into 2009's top four Alexa rankings and Google query volume[63].

The Laggards in this category may look familiar: In last year's report we also labeled **CMS Made Simple** and **phpWebSite** as Laggards in terms of brand strength. The two systems had a weak showing this year in many of the metrics, with only **Jahia** consistently showing greater weakness. The almost uniform lack of buzz in the social media space should cause these brands concern.

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[63] **MODx**'s weakness in brand recognition and familiarity caused more than a bit of internal discussion on whether the label of a Mover in this category was more appropriately applied to **OpenCms**. Though we eventually gave the edge to **MODx**, it is virtually a distinction without a difference as **OpenCms** clearly shows solid strength in many of the key metrics in this category.

4

Conclusions

FULL SERVICE

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- web design
- print design
- corporate ID & branding
- online marketing
- social media marketing
- search engine optimization

water & stone

Conclusions

In this final section of the paper we state our conclusions based on the data derived during the survey. The discussion, below, is broken into two parts:

- **The Market Leaders**
- **Systems to Watch**

THE MARKET LEADERS

This year, as last, three brands dominated the survey: **WordPress**, **Joomla!** and **Drupal**. As in 2008, the top three spots in almost every metric were held by The Big Three. Moreover, not only did these systems consistently finish at the top of the comparisons, in many cases the gap between those three systems and the rest of the pack was significant. In key adoption and brand metrics these three names show not simply strength, but dominance.

Last year's report found little to differentiate the three systems, at least in terms of market share. This year it appears that **Joomla!** is taking the lead in several key metrics. While the race is far from won, it does seem that a leader is emerging from the pack and that leader appears to be **Joomla!**. One of the most compelling findings of the survey was that **Joomla!** led **WordPress** in current usage by more than 6.5 percentage points and lead **Drupal** by almost 7 points[64]. Given the dominance **Joomla!** shows in this key metric, together with consistent across-the-board strength in brand recognition[65], brand familiarity[66] and other mindshare measures[67], it is hard to reach any conclusion other than this: **Joomla!** is the web's most popular open source content management system.

With that said, one should not lose sight of two areas that should cause the **Joomla!** project leaders some concern. First, the brand sentiment ratings found more than 1 out of 4 respondents held a negative opinion of **Joomla!**, rating **Joomla!** well below **WordPress** and

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[64] <u>See</u>, Exhibit 3: Survey Question: Current Usage, infra.

[65] <u>See</u>, Exhibit 11: Survey Question: Brand Recognition, infra.

[66] <u>See</u>, Exhibit 12: Survey Question: Brand Familiarity, infra.

[67] <u>See e.g.</u>, Exhibit 13: Google Query Volume, infra.

Drupal. Second, **Joomla!** lags considerably behind both **Drupal** and **WordPress** in today's key buzz metric -- social media prominence.

Moreover, we feel the survey data makes the case for stating a distinction between brand strength and product strength. While the survey results show clearly that **Joomla!** is leading the race in actual usage, the brand name **WordPress** remains very hard to beat. The presence of two similar products branded with the **WordPress** name has lead to widespread market recognition[68]. We think it very likely that the **WordPress** hosted blogging service is seeding the market for **WordPress** the CMS, easing the transition from publishing on a turnkey hosted service to independent site ownership[69]. As seen in Exhibit 2,infra, **WordPress** was the only system whose usage figures surpassed its evaluation figures. Could it be that users who cut their teeth on the hosted blogging service don't feel the need to try an evaluation of the **WordPress** CMS before committing to usage? If so, this is a significant advantage **WordPress** enjoys, and one that is likely to firmly position **WordPress** as a "gateway CMS" giving users their first taste of independent site ownership.

EXHIBIT 25» **TRAFFIC COMPARISONS FOR WORDPRESS.ORG, JOOMLA.ORG AND DRUPAL.ORG**
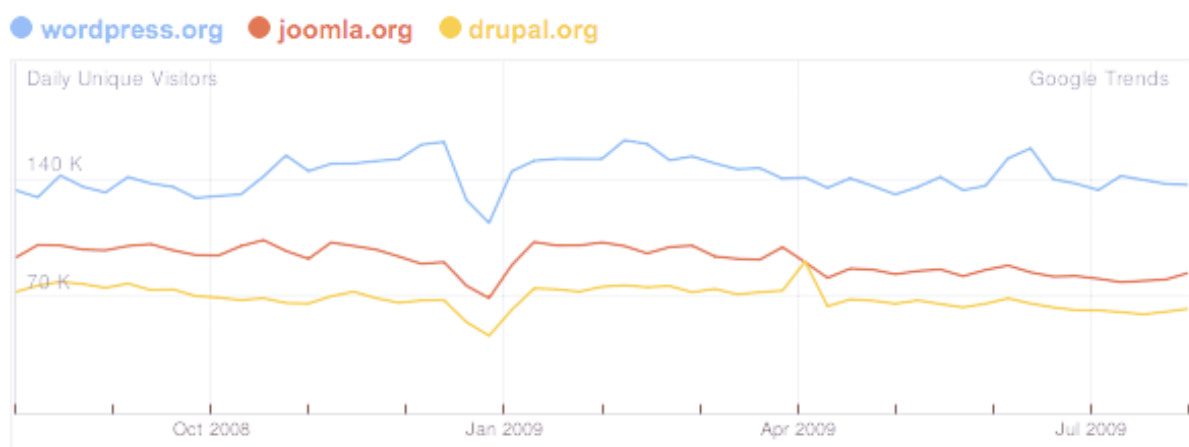
:: notes on interpretation ::

• Source: Google Trends.

• The **WordPress** primary project site continues to draw more users than either **Joomla!** or **Drupal** and is the only site with a positive trend[70].

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[68] Ironic, as this is the very factor that makes our assessment difficult at times!

[69] While at this point in time **WordPress** enjoys as unique selling advantage with their hosted blogging service, the upcoming Drupal Gardens project may turn **Drupal** into a direct competitor for this market share. See, http://acquia.com/about-us/newsroom/press-releases/acquia-offers-sneak-peek-drupal-gardens-drupalcon-paris-2009

[70] Another possibility is worth mentioning: It is likely that a certain percentage of the traffic at Wordpress.org arrives there in error -- that is, visitors who are actually looking for the hosted blogging service and have entered the URL incorrectly (i.e., .com versus .org).

The other story here is the dominance of PHP-based systems. Despite the presence in this year's survey set of a variety of systems -- PHP, Python, Java and .NET -- the survey is largely dominated by the PHP-based products.

EXHIBIT 26» THE DOMINANCE OF PHP-BASED SYSTEMS

Web Search Interest: wordpress, joomla, drupal, alfresco, dotnetnuke
Worldwide, Aug 2008 - Jul 2009

Totals		⑦
wordpress		84
joomla		91
drupal		26
alfresco		4
dotnetnuke		3
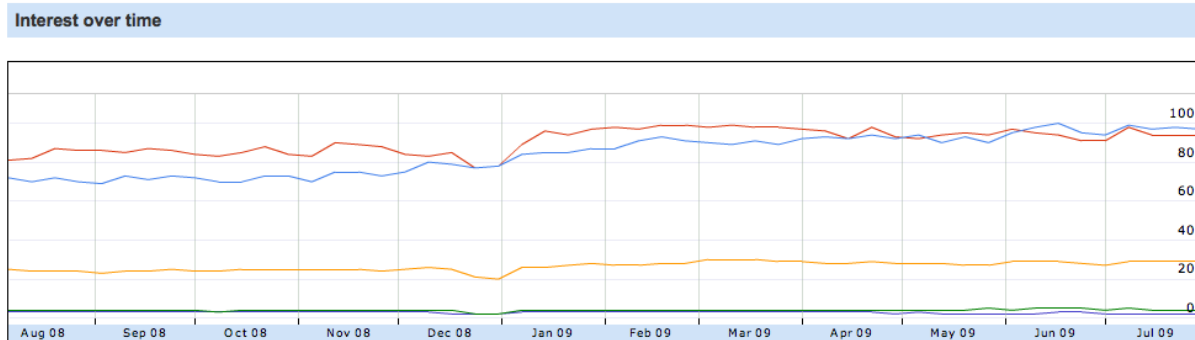
:: notes on interpretation ::

- Source: Google Insights.
- Timeframe: 12 months.
- Compares The Big Three -- all PHP systems -- to the leading .NET (**DotNetNuke**) and Java (**Alfresco**) systems.

In the next sections, we identify the leaders in each segment: PHP, Java and .NET.

The PHP CMS Race

The Big Three dominate the PHP CMS race. Across virtually all metrics, the top three names remain the same: **Drupal**, **Joomla!** and **WordPress** (in varying order).

The chart on the next page shows web search interest in The Big Three over the last 12 months.

Web Search Interest: wordpress, joomla, drupal
Worldwide, Jan 2004 - Jul 2009

:: notes on interpretation ::

- Source: Google Insights.
- Timeframe: Jan 2004 to July 2009.
- While **WordPress** exhibits a steeper growth trend, passing **Joomla!** in June of 2009, the generic terms used ('wordpress') is likely to over-report the frequency of the term, at least as it applies to **WordPress** the CMS.
- Growth trends for both **Joomla!** and **WordPress** seem to exceed that of **Drupal**.

The .NET CMS Race

This year's survey includes for the first time .NET content management systems. Two .NET systems made the cut for the final twenty in the survey set: **DotNetNuke** and **Umbraco**[71].

The chart below shows web search interest in each of these systems over the last 12 months.

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[71] During the initial qualification period, we looked at **mojoPortal** for inclusion in this year's sample set. While it was close (see e.g., the rankings at the Microsoft Web App Gallery, http://www.microsoft.com/WEB/gallery/Categories.aspx?category=ContentMgmt), we finally concluded that at this time **mojoPortal** lacked the adoption and brand strength to make the cut for the final 20. We do, however, expect to see them in the 2010 survey. See, http://www.mojoportal.com/

EXHIBIT 28» **12 MONTH TREND: DOTNETNUKE VS. UMBRACO**

Web Search Interest: dotnetnuke, umbraco
Worldwide, Jan 2004 - Jul 2009

Totals
dotnetnuke 74
umbraco 6
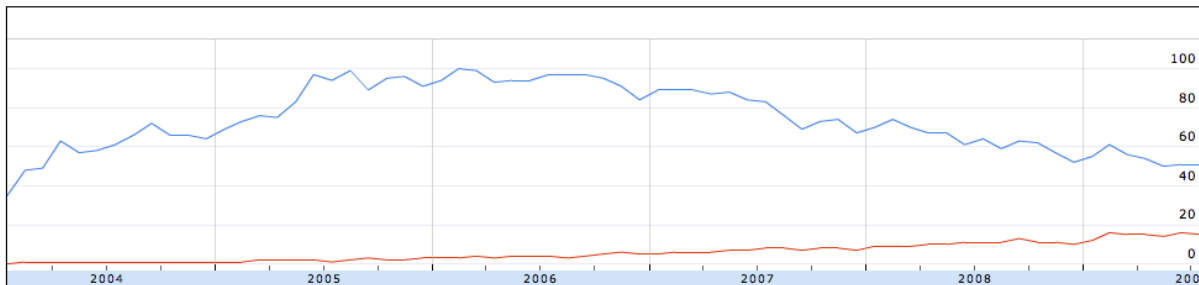
:: notes on interpretation ::

- Source: Google Insights.
- Timeframe: Jan 2004 to July 2009.
- Note the deterioration in share for **DotNetNuke**.
- In contrast, **Umbraco** has shown some growth.

In terms of rate of adoption and brand strength **DotNetNuke** is the clear leader. The system led **Umbraco** in every single category in the survey except brand sentiment. Indeed, in several categories **DotNetNuke** finished strongly as one of the top five systems. With that said, please see the cautionary note we strike in the section below, entitled "A Closing Window of Opportunity?"

The Java CMS Race

We included four Java-based content management systems in this year's survey: **Alfresco**, **Jahia**, **Liferay** and **OpenCms**[72]. Of the four, we feel it is safe to say that the three Java CMS

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[72] **Hippo CMS** (www.onehippo.com) was among the initial set of systems we reviewed. We should note that **Hippo** is a problematic system to assess in many categories due to commonality of the system name -- good clean results for queries on the word "hippo" are difficult to attain! However, while the system showed strength in some areas, on balance we felt it was just edged out by **Jahia** and hence did not make the cut for the final 20 this year. Both brands are strong in specific, but different geographies, yet relatively weak on a global basis.
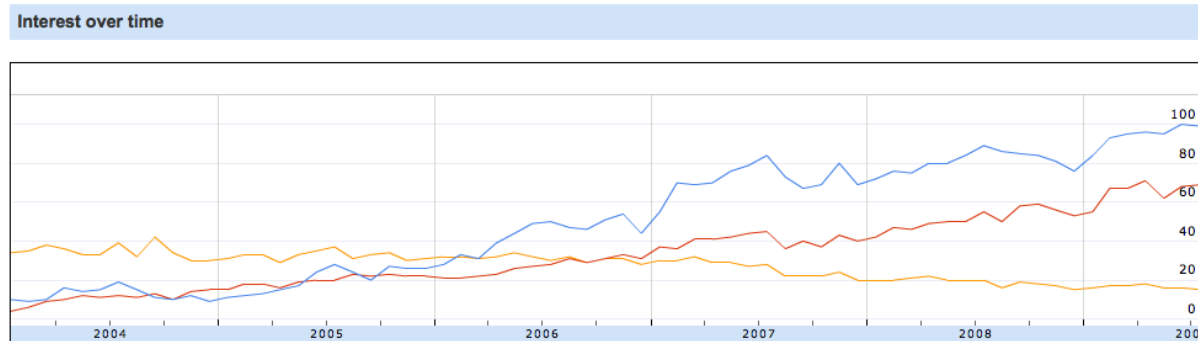
market leaders are **Alfresco**, **Liferay** and **OpenCms**. **Jahia** lagged badly in a number of metrics, finishing near last in many of the popularity and brand strength indicators.

The chart below shows web search interest in the top three Java systems from 2004 to the present.

EXHIBIT 29» **12 MONTH TREND: ALFRESCO VS. LIFERAY VS. OPENCMS**

:: notes on interpretation ::

- Source: Google Insights.
- Timeframe: Jan 2004 to July 2009.
- The remarkable parallelism in the curves for **Alfresco** and **Liferay** seems to imply that similar factors are stimulating similar interest in both systems.
- **OpenCms** not only lags by a considerable margin, but is the only system of the three to show a negative growth trend.

Alfresco and **Liferay** lead **OpenCms** by a large margin in almost all categories. While Alfresco leads Liferay in many metrics it does not do so across the board. **Liferay** shows significantly greater strength in third party support, website popularity metrics and social media prominence. **Alfresco**, however, has a strong lead in brand recognition and familiarity ratings. Both systems are discussed further in the section below, "Gathering Strength."

PROJECTS TO WATCH

The survey revealed a number of systems that deserve to be watched in the near to medium term. Several of the systems in our survey group showed significant weakening in market share over time and may be threatened. Several other systems show signs of weakness and force us to ask whether their day has passed. And we also found several systems that showed increased brand recognition and engagement together with signs of improved market share. We discuss briefly each of the three categories, below:

- **Gathering Strength**
- **A Closing Window of Opportunity?**
- **Projects at Risk?**

Gathering Strength

Looking beyond The Big Three for a moment, we found other systems in our survey that exhibit strength, growing interest, and in some cases solid market share.

In the section we look briefly at:

- **Alfresco**
- **Liferay**
- **MODx**

EXHIBIT 30» 3 SYSTEMS THAT ARE GATHERING STRENGTH

Web Search Interest: alfresco, liferay, modx
Worldwide, 2004 - present

Totals	⑦
alfresco	
liferay	
modx	

Interest over time
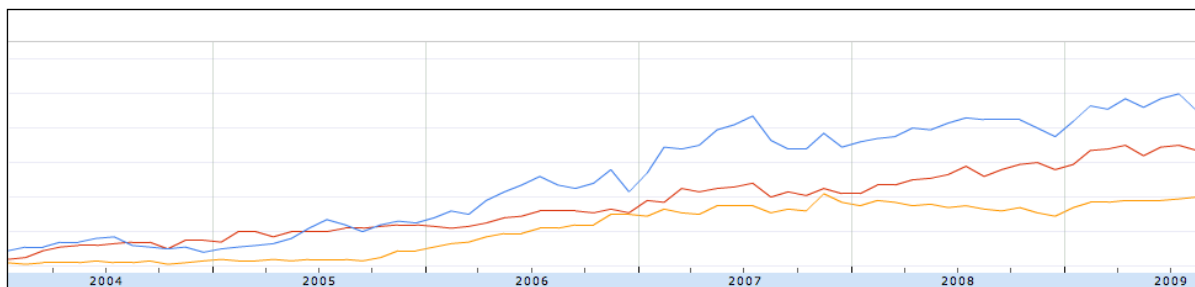
- Source: Google Insights.
- Timeframe: Jan 2004 to July 2009.
- **Liferay**, in particularly, shows strong growth in interest levels over the last 20 months.

Alfresco

Alfresco's strength across numerous metrics was one of the surprises of this year's report. The system ranked fourth -- immediately behind The Big Three -- in a number of categories. This level of strength was unexpected by us, given our presumption that while **Alfresco** may be a major player in the enterprise space[73], that it was unlikely to have significant market share -- or even brand awareness among the wider audience. The numbers quickly exposed the assumption as flawed.

Alfresco finished fourth in the Evaluation and Trial Usage category. While the gap between the total numbers was significant between the third and fourth place systems, in terms of Evaluation use, **Alfresco** was quite competitive[74]. **Alfresco** also placed fourth in other key metrics, including current use[75], brand recognition[76], and brand familiarity[77]. Also, significantly, the system came in third in brand sentiment, ranking well ahead of the systems that follow[78].

We feel this is a very strong showing and characteristic of a system that is gaining strength in the market.

Alfresco's greatest challenges appear to be in the areas relating to mindshare of the search audience and in social media activity. In the latter category for example, the system fared very poorly, ranking in the bottom third of the result set[79]. (In the former category, things may be changing - **Alfresco** traffic rankings have moved upwards significantly in the last six months, see, Exhibit 31, below).

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[73] Particularly in the area of document management, where so many of the firm's early efforts were focused.

[74] See, Exhibit 2, infra.

[75] See, Exhibit 3, infra.

[76] See, Exhibit 11, infra.

[77] See, Exhibit 12, infra.

[78] See, Exhibit 25, infra.
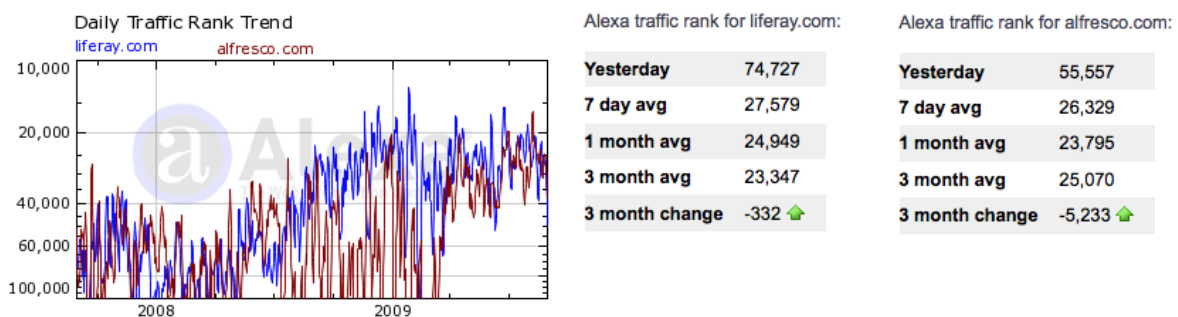
[79] See, Exhibit 16, infra.

Liferay

Though **Liferay** lags behind **Alfresco** in several areas, it does not take away from the fact that the system shows a fair amount of market strength and positive trends in several areas. The system ranks in the middle of the pack in terms of usage, visibility and social media prominence[80], but struggles in terms of brand recognition and familiarity. As Exhibit 30, above, demonstrates, interest in the system continues to grow at a steady pace.

In terms of traffic ranking, **Liferay** and **Alfresco** are closely matched, as the Alexa chart, below, indicates.

EXHIBIT 31» ALEXA RANKINGS FOR LIFERAY AND ALFRESCO

Alexa traffic rank for liferay.com:	
Yesterday	74,727
7 day avg	27,579
1 month avg	24,949
3 month avg	23,347
3 month change	-332

Alexa traffic rank for alfresco.com:	
Yesterday	55,557
7 day avg	26,329
1 month avg	23,795
3 month avg	25,070
3 month change	-5,233

:: notes on interpretation ::

- Source: Alexa.com.
- Timeframe: 12 months.
- Comparing primary project domains.
- Note jump in **Alfresco** ranking approximately six months ago.

MODx

The **MODx** results are a mixed bag, but on the whole we feel indicative of solid potential[81]. In many indicators, **MODx** was one of the highest ranking PHP-based systems -- after The Big

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[80] **Liferay** ranks ahead of **Alfresco** in virtually all metrics relating to social media share of voice.

[81] The project seems to have hit a few bumps on the road over the last 12 months but they seem to be back on track now. Let's see what the next 12 months bring!

Three. While that is the good news, the bad news is that brand recognition[82], familiarity[83], evaluation[84] and actual use levels[85] were very low.

In the areas of popularity and mindshare, **MODx** did extremely well. The system placed fourth in Alexa ranking, fourth in average Google query volume, sixth in social media prominence. Brand sentiment for **MODx** was basically tied with **Joomla!** for fifth place in the survey.

The question now is can **MODx** translate these positive metrics into market share…

A Closing Window of Opportunity?

Survey data indicated that several systems were struggling to maintain market share. In the section we look briefly at:

- **DotNetNuke**
- **Plone**
- **Xoops**

EXHIBIT 32» **HISTORICAL TREND: DOTNETNUKE, PLONE AND XOOPS**

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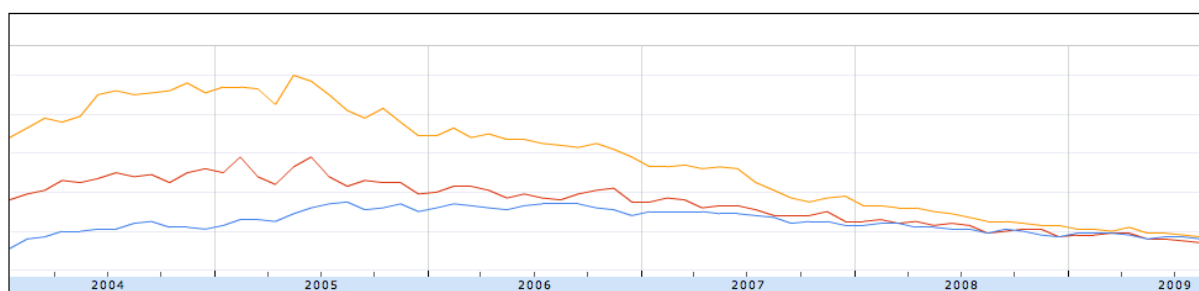
[82] See, Exhibit 11, Survey Question: Recognition, infra

[83] See, Exhibit 12, Survey Question: Familiarity, infra

[84] See, Exhibit 2, Survey Question: Evaluation & Trial Usage, infra

[85] See, Exhibit 3, Survey Question: Current Usage, infra

:: notes on interpretation ::

- Source: Google Insights.
- Timeframe: Jan 2004 to July 2009.
- For all three systems there has been a deterioration of interest levels over the last several years.

12 MONTH TREND: DOTNETNUKE, PLONE AND XOOPS

:: notes on interpretation ::

- Source: Google Insights.
- Timeframe: Aug 2008 to July 2009.

DotNetNuke

DotNetNuke performed very well in a number of areas in this survey. However, weakness in two critical areas cause us to question whether **DotNetNuke** faces a closing window of opportunity.

The DotNetNuke Corporation is presently one of the most proactive corporate open source backers. They are doing good work publicizing and promoting the product -- and those efforts seem to be working. In terms of brand recognition[86] and familiarity[87], the system ranked very

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[86] See, Exhibit 11, Survey Question: Brand Recognition, infra.
[87] See, Exhibit 12, Survey Question: Brand Familiarity, infra.

well in the survey. Across a wide variety of popularity indicators, **DotNetNuke** is found in the top one-half of the systems surveyed; in some places it appears in the top 25%[88].

The community building campaigns are similarly working, with **DotNetNuke** enjoying high levels of developer support[89] and attention from publishers[90]. Social media prominence is also good[91].

Yet, despite all the above, we feel the system faces a significant challenge due to two factors:

- Negative brand sentiment, and
- Evidence of declining interest over time.

In terms of brand sentiment, **DotNetNuke** placed dead last in our survey, with well over 50% of the respondents labeling their feelings toward the system as negative[92]. Not only was **DotNetNuke** one of only two systems to receive more negative than positive responses[93], it received a significantly higher number of negative responses.

In terms of interest over time, consider Exhibit 34, below.

EXHIBIT 34» HISTORICAL TREND: DOTNETNUKE

Web Search Interest: dotnetnuke
Worldwide, 2004 - present

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[88] See, Exhibit 10, Top 5 Comparison, infra.

[89] See, Exhibit 4, Vendors Offering Services, infra.

[90] See, Exhibit 5, Publishing Activity, infra.

[91] See e.g., Exhibit 16, Social Media Prominence, infra.

[92] See, Exhibit 25, Survey Question: Brand Sentiment, infra.

[93] The other was **e107**.

The concern here is two-fold: Not only is this trend surprising in light of the many strength factors we found in the course of our research, but it is also a source of concern given the large amount of marketing and promotional activities aimed at this product. It seems that despite all the efforts, interest in the system continues to drop[94].

Plone

In a world dominated by PHP, .NET, and Java, **Plone**'s reliance on Python and the Zope framework limits the system's broader appeal. Nonetheless, that same factor does work in some limited way to the system's advantage: **Plone** benefits from a cadre of fans who maintain staunch support for the product. While **Plone**'s market share has shown a negative trend since 2005, as the charts above show, that trend has been slowing since January 2008.

In our survey, **Plone** showed a number of strong points, in addition to a few weak ones. In terms of evaluation[95] and actual use[96], the system did very well, finishing fifth (just behind **Alfresco**) in both categories. Mindshare ratings are a mixed bag. Recognition and familiarity metrics showed that about half of the survey group was aware of the system, which puts **Plone** comfortably in the top 25-30% of the systems measured. In terms of social media prominence, **Plone** ranked fourth, just behind The Big Three (though admittedly with an enormous gap between **Plone** and the next higher system!)[97].

On the troubling side of things, we see not only the continuing slide in interest, but also deterioration in other metrics. **Plone** was one of only two systems to see decreases in blog totals from the 2008 survey[98]. The system's ranking is also weak in several popularity and visibility metrics[99].

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[94] It is worth noting that **Umbraco**, the only other .NET CMS in the survey, exhibited positive growth trends during the same time period.

[95] See, Exhibit 2, Survey Question: Evaluation & Trial Usage, infra.

[96] See, Exhibit 3, Survey Question: Current Usage, infra.

[97] See, Exhibit 16, Social Media Prominence, infra.

[98] See, Exhibit 21, Cumulative Blog Activity, infra.

[99] See e.g., Exhibit 9, Alexa Rankings, infra.

In the 2008 Report, we raised the same question about **Plone**, that is: Does **Plone** face a closing window of opportunity? Given that interest has continued to slide over the last 12 months and that we still find some troubling metrics, we still believe that **Plone** is facing increasing challenges for market share[100].

Xoops

Interest in **Xoops** peaked in mid 2005 and has been in decline ever since. Interest in the system, however, is not evenly distributed among geographic markets. A significant portion of **Xoops** market share appears to be concentrated in Japan and to a lesser extent, Taiwan[101]. As this report's analysis is focused on English language sources, we are not in a position to judge vitality in those markets. At least for the English-speaking markets, we feel that the window of opportunity for **Xoops** may well be closing.

While **Xoops** finishes in the middle of the pack in many metrics, there are some troubling signs. Brand sentiment is a significant soft point for **Xoops**. The system came in third from last, with negative comments approaching 50% of the response set[102]. But perhaps the most troubling metric for **Xoops** related to current usage, where the system tied for last place[103].

Xoops has lost much ground since 2005, and one has to wonder whether the trend is irreversible. Certainly there are positive signs and the system does retain some strength, but clearly something has to change at **Xoops** before it is too late.

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[100] That said, there are also positive market factors: Interest in Python seems relatively stable and the **Plone** project is one of the better organized FOSS efforts.

[101] Source: Google Insights for Search. <u>See</u>, http://www.google.com/insights

[102] <u>See</u>, Exhibit 25, Survey Question: Brand Sentiment, infra.

[103] Tied with **e107**.

Projects At Risk?

In this section of the paper we raise the issue of whether one or more of our systems are at risk of being reduced to irrelevance -- at least in the big picture of market share. This year we single out three systems as projects that are potentially at risk:

- **phpWebSite**
- **Textpattern**
- **TikiWiki**

Exhibit 35» Historical Trend: TikiWiki, Textpattern, & phpWebSite

Web Search Interest: tikiwiki, textpattern, phpwebsite
Worldwide, 2004 - present

Totals
tikiwiki
textpattern
phpwebsite
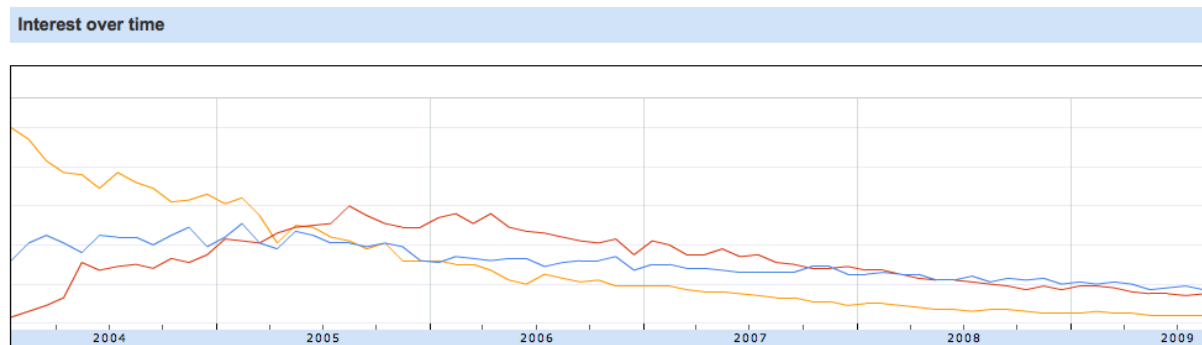
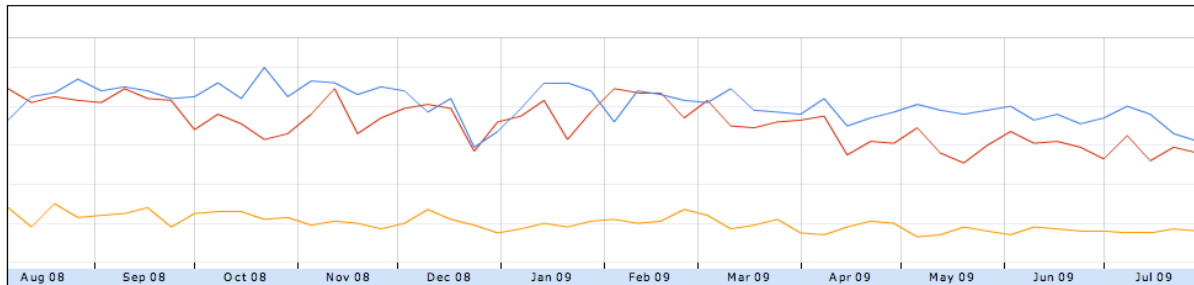Interest over time

:: notes on interpretation ::

- Source: Google Insights.
- Timeframe: Jan 2004 to July 2009.
- Criteria: Search interest over time.

EXHIBIT 36» 12 MONTH TREND: TIKIWIKI, TEXTPATTERN, & PHPWEBSITE

Web Search Interest: tikiwiki, textpattern, phpwebsite
Worldwide, Aug 2008 - Jul 2009

Totals
tikiwiki
textpattern
phpwebsite

:: notes on interpretation ::

• Source: Google Insights.
• Timeframe: Aug 2008 to July 2009.

phpWebSite

In the 2008 Report, we wrote about **phpWebSite**: "The survey showed few encouraging signs for **phpWebSite** and it is hard to put a positive spin on the data as it relates to the project. The system was a laggard in nearly every category…" What was true then remains true in 2009. Indeed, it seems that the system's market position has only weakened across the last 12 months.

The system ranks in the bottom 30% of the group in regards to brand recognition[104] and familiarity[105] and is ranked in the bottom 25% of the sample group for both evaluation[106] and current use[107]. The system also struggled badly in terms of social media prominence, finishing in last place in a number of those metrics[108].

If there is one bright spot for this system -- both this year and last -- it is in search engine visibility and project site traffic. Though, as we saw in the trial and usage metrics above, that

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[104] See, Exhibit 11, Survey Question: Brand Recognition, infra.
[105] See, Exhibit 12, Survey Question: Brand Familiarity, infra.
[106] See, Exhibit 2, Survey Question: Evaluation & Trial Usage, infra.
[107] See, Exhibit 3, Survey Question: Current Usage, infra.
[108] See e.g., Exhibit 16, Social Media Prominence, infra.

visibility is failing to translate into interest. We believe it is very likely that at least a portion of the strength the system enjoys in this area is due to the fact that the system's primary website is a sub-domain (phpwebsite.appstate.edu). The primary domain, appstate.edu, is the website of Appalachian State University. **phpWebSite** is no doubt benefitting from the large number of links and other ranking advantages of being associated with the educational institution.

Textpattern

As we can see in Exhibit 35 above, interest in **Textpattern** appears to have peaked in mid-2005 and has been in a steady decline since that time. In our survey, the system actually fared worse than either **phpWebSite** or **TikiWiki** in the evaluation[109] and current use[110] measures. **Textpattern** also ranked very poorly in terms of brand recognition[111] and familiarity[112] - finishing near the bottom of the pack.

Textpattern's bright spot is in the social media arena, where the system placed comfortably in the middle of the set and fared well in blog prominence[113]. Social bookmarking was also very strong[114].

Despite the age of the project and the strength exhibited in the past, **Textpattern** seems to struggling today to convert interest into market share. Could part of the answer lie in the brand sentiment metric, where the system was ranked in the bottom half of the survey, with negative reactions approaching 50%[115]?

TikiWiki

Of all the systems in this survey, **TikiWiki** is perhaps the greatest cipher[116]. As Exhibit 35, above, shows, interest levels have been declining since 2005. Since 2006, however, that decline has been very shallow; the system seems to manage to somehow hang in there.

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[109] <u>See</u>, Exhibit 2, Survey Question: Evaluation & Trial Usage, infra.

[110] <u>See</u>, Exhibit 3, Survey Question: Current Usage, infra.

[111] <u>See</u>, Exhibit 11, Survey Question: Brand Recognition, infra.

[112] <u>See</u>, Exhibit 12, Survey Question: Brand Familiarity, infra.

[113] <u>See e.g.</u>, Exhibit 21, Cumulative Blog Activity, infra.

[114] <u>See</u>, Exhibit 26, Cumulative Social Bookmarking, infra.

[115] <u>See</u>, Exhibit 25, Survey Question: Brand Sentiment, infra.

[116] We would also add an observation and a subjective opinion here: Of all the systems in this survey, perhaps none is more inappropriately named than **TikiWiki**. The system's historical roots may lay in the wiki but the present system has moved far beyond, to become a fully fledged CMS. While we do recognize that the system is technically named "**TikiWiki CMS/Groupware**," that name is rarely used by speakers and writers, leaving the system unfairly

TikiWiki finishes in the middle of the set for many of the mindshare metrics[117], but struggled to hold rank in the social media prominence indicators[118]. Among the indicators that cause us concern are the low actual usage stats[119], and troubling losses in developer support[120] and social network prominence[121]. The system also fares poorly in popularity and visibility metrics[122].

While we don't think it's too late to turn things around at **TikiWiki**, it seems clear that if steps are not taken to stop the slide in interest levels and boost use, then the project faces significant challenges.

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lumped in the "wiki" category in the minds of many. If the project hopes to overcome the "wiki" label and find a broader audience, a rebranding may well be in order.

[117] <u>See e.g.</u>, Exhibit 13, Google Query Volume, infra.

[118] <u>See e.g.</u>, Exhibit 16, Social Media Prominence, infra.

[119] <u>See</u>, Exhibit 3, Survey Question: Current Usage, infra.

[120] <u>See</u>, Exhibit 4, Vendors Offering Services, infra.

[121] <u>See e.g.</u>, Exhibit 24, Social Network Prominence, infra.

[122] <u>See e.g.</u>, Exhibit 9, Alexa Rankings, infra.

About the publishers
water&stone

water&stone is a full service digital agency, located in Bali, Indonesia. The company is focused on helping clients realize increased value from the implementation of open source tools, in particular open source content management systems.

water&stone was formed in 2003, specifically in response to the growth and maturation of open source CMS solutions. Since that time, the team has delivered more than 400 web projects to clients located all over the world. As an indication of their expertise, many of the firm's clients are other web development and design studios located in Australia, the UK, North America and Europe.

In addition to design and development, water&stone provides consultancy and search marketing services, including brand monitoring and reputation management.

Contact water&stone via email: contactus@waterandstone.com
Visit the company site: http://waterandstone.com
Follow water&stone on Twitter: http://twitter.com/waterandstone

CMSWire

CMSWire is a rapidly growing Internet magazine published by Simpler Media Group. The publication, originally founded in 2003 by Brice Dunwoodie, is focused on content management, web publishing, enterprise 2.0, and social media trends.

The CMSWire readership is global and consists of CIOs, technical business managers and technical personnel concerned with content- and process-centric business software. The main website has more than 135,000 unique visitors each month.

Contact Brice Dunwoodie via email: bdunwood@cmswire.com
Contact CMSWire Editorial via email: editor@cmswire.com
Visit the website: http://www.cmswire.com
Follow CMSWire on Twitter: http://twitter.com/cmswire

CMS Project Profiles

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Acquia helps organizations of all sizes build social publishing websites quickly, easily and with a lower total cost of ownership by leveraging Drupal, the open source social publishing platform that blends content and community. Our products, services and support enable companies to leverage the power, technical innovation and economic value of Drupal while simplifying the experience, removing the complexity and minimizing the risk. Please visit: http://acquia.com.

About CMS Expo

The 2010 CMS Expo will mark the 4th professional gathering of the CMS Community from around the world. Our focus today is the same as it was in the beginning, to deliver highly useful information, tips, tricks and actionable advice to attendees. We have over 70 instructors in the Joomla!, Drupal, WordPress and Plone world who are simply the best of the best. Visit us: http://www.cmsexpo.net.

About Cylogy

Cylogy, Inc. is a specialized consulting group focused on content management solutions. Based in San Francisco since 2002, the company has helped organizations such as Steelcase, Epson, IBM, Gawker Media, Lam Research and the United Nations select and implement business software solutions. The company's CMS selection consulting service is both vendor and technology neutral. Please visit: http://cylogy.com.

Alfresco is a commercial open source product backed by Alfresco Software, Inc.. The business model is premised on a dual-licensing scheme for the core and the sale of related services including support, training, and consultation. Alfresco offers packages tailored to not only web content management, but also document management and related CMS functionalities.

Affiliation	
backing :	**Corporate**
organization :	**Alfresco Software, Inc.**
founded :	**2005**
License	
software licensed under :	**GNU General Public License v.2**
	(see, http://www.alfresco.com/legal/licensing/gpl/)
Technical Requirements	
web server :	**TomCat, JBoss, BEA WebLogic, Oracle AS, Websphere**
OS :	**Linux, Unix, Windows**
database :	**MySQL, SQL, Oracle, PostgreSQL**
platform :	**Java**
Resources	
primary project site :	*http://www.alfresco.com*
download core :	*http://www.alfresco.com/products/networks/compare*
demo site :	*http://www.alfresco.com/products/ecm/hostedtrials*

CMSMadeSimple is a community-based open source project. The self-proclaimed audience for the system is "individuals and small businesses." CMSMadeSimple is PHP-based and uses the Smarty templating system. The default package includes a basic set of modules, including blog, gallery and polls. Additional modules and templates can be installed easily.

	Affiliation
backing :	**Community**
organization :	**None**
founded :	**2005**

	License
software licensed under :	**GNU General Public License v.2** *(A commercial license is also available: see, http://www.cmsmadesimple.org/support/commercial-license/)*

	Technical Requirements
web server :	**Various**
OS :	**Linux/Unix, Windows, OSX**
database :	**MySQL, PostgreSQL**
platform :	**PHP**

	Resources
primary project site :	*http://www.cmsmadesimple.org*
download core :	*http://www.cmsmadesimple.org/downloads*
demo site :	*http://php.opensourcecms.com/scripts/details.php?scriptid=9*

DotNetNuke is a commercial open source product, backed by the venture capital funded DotNetNuke Corporation. The business model is premised on a dual-licensing scheme for the core and on providing commercial services, such as support and additional extensions. The default system includes about a dozen modules to extend functionality. Additional modules and skins can be downloaded.

Affiliation	
backing :	**Corporate**
organization :	**DotNetNuke Corporation**
founded :	**2002**

License	
software licensed under :	**System-specific (BSD-style agreement)**
	(see, http://www.dotnetnuke.com/About/LicensingandTrademarks/tabid/776/Default.aspx)

Technical Requirements	
web server :	**IIS**
OS :	**Windows**
database :	**MSSQL**
platform :	**ASP.NET**

Resources	
primary project site :	*http://www.dotnetnuke.com*
download core :	*http://www.dotnetnuke.com/Products/Downloads/tabid/125/Default.aspx*
demo site :	*http://demo.dotnetnuke.com*

Drupal

Drupal is backed by a large and active community. The default system is bundled with a selection of modules and themes and there exist a large number of open source extensions for the system. The architecture of Drupal lets it function as a web development framework and it is used in a wide variety of deployments.

Affiliation	
backing :	**Community**
organization :	**The Drupal Association**
founded :	**2001**
License	
software licensed under :	**GNU General Public License v.2** *(see, http://drupal.org/licensing/faq)*
Technical Requirements	
web server :	**Apache (recommended), IIS**
OS :	**Linux**
database :	**MySQL, PostgreSQL**
platform :	**PHP**
Resources	
primary project site :	*http://drupal.org*
download core :	*http://drupal.org/project/Drupal+project*
demo site :	*http://php.opensourcecms.com/scripts/details.php?scriptid=191*

E107 is a community-backed open source project. The system is intended to be used in a variety of contexts and includes an assortment of common functionalities within a customizable interface.

Affiliation	
backing :	**Community**
organization :	**None**
founded :	**2002**

License	
software licensed under :	**GNU General Public License v.3**

Technical Requirements	
web server :	**Apache**
OS :	**Linux/Unix, Windows, OSX**
database :	**MySQL**
platform :	**PHP**

Resources	
primary project site :	*http://e107.org*
download core :	*http://e107.org/edownload.php*
demo site :	*http://php.opensourcecms.com/scripts/details.php?scriptid=19*

eZ publish

eZ Publish is a commercial open source offering. The software is backed by eZ Systems, who offer a choice of open source and proprietary licenses and can assist with finding implementation partners. The eZ Publish software is suitable for a wide range of uses and comes bundled with both content management and ecommerce functionality.

Affiliation	
backing :	**Corporate**
organization :	**eZ Systems AS**
founded :	**2003**
License	
software licensed under :	**Multiple licensing options** *(See, http://ez.no/software/proprietary_license_options)*
Technical Requirements	
web server :	**Apache**
OS :	**Linux/Unix, Windows, OSX**
database :	**MySQL, Oracle, PostgreSQL**
platform :	**PHP**
Resources	
primary project site :	*http://ez.no*
download core :	*http://ez.no/download*
demo site :	*Upon request only*

Jahia is a commercial open source system aimed at the enterprise. The system is backed by Jahia, Ltd. whose business model is premised on a dual-licensing scheme for the core, training and support services. Jahia supports a variety of portlets and integrates document management, WebDAV and the Lucene search engine.

Affiliation	
backing :	**Corporate**
organization :	**Jahia, Ltd.**
founded :	**2002**

License	
software licensed under :	**GNU General Public License v.2** *(A commercial licensing option is also available. See, http://www.jahia.com/jahia/Jahia/Home/products/jahia_editions/licenses/GPL)*

Technical Requirements	
web server :	**System supports a variety of Java application servers.**
OS :	**Linux/Unix, Windows**
database :	**PostgreSQL, MySQL, MS SQL, DB2, Ingres, Sybase**
platform :	**Java**

Resources	
primary project site :	*http://www.jahia.org*
download core :	*http://www.jahia.org/cms/home/download*
demo site :	*http://demo.jahia.org/cms*

Joomla! is a community-back open source CMS with a large and active fan base. The default system includes an assortment of basic extensions and templates, but many more are available for installation. Joomla! has a large installation base and enjoys wide developer and third party support.

	Affiliation
backing :	**Community**
organization :	**Open Source Matters**
founded :	**2005**

	License
software licensed under :	**GNU General Public License v.2** *(see, http://opensourcematters.org/licensing/56-gnu-general-public-license-vs.html/)*

	Technical Requirements
web server :	**Apache (recommended), IIS**
OS :	**Linux/Unix, Windows, OSX**
database :	**MySQL**
platform :	**PHP**

	Resources
primary project site :	*http://www.joomla.org*
download core :	*http://www.joomla.org/download.html*
demo site :	*http://demo.joomla.org*

Liferay is a commercial open source product targeting the enterprise market. The system offers multiple options, from web content management to a complete JSR-289 portal platform. Liferay is backed by Liferay, Inc., who offer a dual-licensing scheme for the core as well as commercial support, training and consultancy services.

Affiliation	
backing :	**Corporate**
organization :	**Liferay, Inc.**
founded :	**2000**

License	
software licensed under :	**MIT Open Source License** *(A commercial license option is also available. See, http://www.liferay.com/web/guest/products/eefaq)*

Technical Requirements	
web server :	**System supports a variety of Java application servers.**
OS :	**Linux/Unix, Windows, OSX**
database :	**Derby, DB2, Firebird, Hypersonic, InterBase, JdataStore, MySQL, Oracle, PostgreSQL, SAP, SQL Server, Sybase**
platform :	**Java**

Resources	
primary project site :	*http://www.liferay.com*
download core :	*http://www.liferay.com/web/guest/downloads/portal*
demo site :	*None available.*

MODx is a community-backed open source CMS aimed at providing web content management functionality to individuals and small to medium-sized enterprises. The core is bundled with a basic set of extensions, but additional open source components can be downloaded and installed easily.

	Affiliation
backing :	**Community**
organization :	**None**
founded :	*2005*
	License
software licensed under :	**GNU General Public License v.2** *(See, http://modxcms.com/about/license.html)*
	Technical Requirements
web server :	**Apache (recommended), IIS, Lighttpd, Zeus**
OS :	**Linux/Unix, Windows, OSX**
database :	**MySQL**
platform :	**PHP**
	Resources
primary project site :	*http://modxcms.com*
download core :	*http://modxcms.com/download/*
demo site :	*http://php.opensourcecms.com/scripts/details.php?scriptid=48&name= MODx*

OpenCms is a commercial open source product targeted at enterprise web content management users. The system is backed by Alkacon Software who also offer commercial support, training and extensions. The default system includes workflow management and support for WebDAV.

Affiliation	
backing :	**Corporate**
organization :	**Alkacon Software**
founded :	**2000**

License	
software licensed under :	**LGPL** *(See, http://www.opencms.org/en/support/faq.html)*

Technical Requirements	
web server :	**System supports a variety of Java application servers.**
OS :	**Linux/Unix, Windows**
database :	**PostgreSQL, MS SQL**
platform :	**Java**

Resources	
primary project site :	*http://www.opencms.org*
download core :	*http://www.opencms.org/en/home/downloads.html*
demo site :	*http://demo.opencms.org/*

Appalachian State University

phpWebSite is a community supported open source project. The project is sheltered by Appalachian State University, and the focus is on serving the University; nonetheless, the code is widely available and is used by a number of outside organizations. Many of the modules are focused on university and educational users.

Affiliation	
backing :	**Community**
organization :	**Electronic Student Services at Appalachian State University**
founded :	**2001**

License	
software licensed under :	**GPL and LGPL** *(See, http://phpwebsite.appstate.edu/pagesmith/5)*

Technical Requirements	
web server :	**Apache**
OS :	**Linux/Unix**
database :	**MySQL, PostgreSQL**
platform :	**PHP**

Resources	
primary project site :	*http://phpwebsite.appstate.edu/*
download core :	*http://phpwebsite.appstate.edu/pagesmith/2*
demo site :	*http://php.opensourcecms.com/scripts/details.php?scriptid=56&name=phpWebSite*

Plone is a community-backed system built on the Zope framework. The system is written in Python and employs ZODB. Plone supports a variety of uses and is suitable for both small and large firms. In addition to the default system, there are a number of open source modules available to extend Plone's functionality.

|	
Affiliation	
backing :	**Community**
organization :	**The Plone Foundation**
founded :	**2001**
License	
software licensed under :	**GNU General Public License v.2** *(see, http://plone.org/about/copyrights/license-faq)*
Technical Requirements	
web server :	**Zope**
OS :	**Linux, Unix, Windows, OSX**
database :	**ZODB**
platform :	**Python**
Resources	
primary project site :	*http://plone.org*
download core :	*http://plone.org/products*
demo site :	*None available*

The SilverStripe open source CMS is a corporate-backed product supported by SilverStripe, Ltd. The emphasis in SilverStripe is on content management usability. The system is written in PHP but employs a custom templating language and PHP framework (Sapphire). The company backing the project offers custom development, consultancy, support and integration services.

Affiliation	
backing :	**Corporate**
organization :	**SilverStripe, Ltd.**
founded :	**2005**

License	
software licensed under :	**BSD**

Technical Requirements	
web server :	**Apache, Lighttpd, IIS, Nginx**
OS :	**Linux/Unix, Windows, OSX**
database :	**MySQL, SQL Server 2008**
platform :	**PHP**

Resources	
primary project site :	*http://silverstripe.org/*
download core :	*http://silverstripe.org/stable-download/*
demo site :	*http://demo.silverstripe.com/*

TEXTPATTERN

Textpattern is a community-backed open source CMS. Though the system is often considered to be focused on blogging, it does offer a variety of functionality and content management options. The system implements Textile for providing easy formatting of text content in HTML.

	Affiliation
backing :	**Community**
organization :	**None**
founded :	**2004**

	License
software licensed under :	**GNU General Public License v.3**
	(See, http://textpattern.com/faq/51/what-license-does-textpattern-use)

	Technical Requirements
web server :	**Apache (recommended), IIS, Lighttpd**
OS :	**Unix (recommended), Linux, OSX**
database :	**MySQL**
platform :	**PHP**

	Resources
primary project site :	*http://textpattern.com*
download core :	*http://textpattern.com/download*
demo site :	*None available*
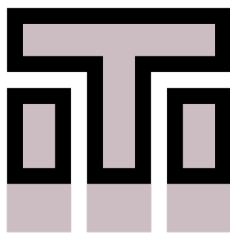
TikiWiki CMS/Groupware is a community-backed project. Despite the wiki name, the system offers a wide array of functionality and the default distribution includes an extensive collection of modules to extend the functionality of the core. The system is written in PHP but also employs the Smarty Templating engine.

Affiliation	
backing :	**Community**
organization :	**None**
founded :	**2002**

License	
software licensed under :	**LGPL 2.1** *(See, http://info.tikiwiki.org/Fact+Sheet)*

Technical Requirements	
web server :	**Apache, IIS, Lighttpd**
OS :	**Linux/Unix, Windows, OSX**
database :	**MySQL**
platform :	**PHP**

Resources	
primary project site :	*http://info.tikiwiki.org*
download core :	*http://info.tikiwiki.org/Download*
demo site :	*http://php.opensourcecms.com/scripts/details.php?scriptid=63&name=Tiki%20Wiki+CMS+Groupware*

TYPO3

TYPO3 is one of oldest community-backed open source CMS projects. The default distribution is basic and includes few extensions. (There are many extensions available but you will need to install them separately.) The system is written in PHP, but also uses a system-specific templating language known as TypoScript.

	Affiliation
backing :	**Community**
organization :	**TYPO3 Association**
founded :	**1998**

	License
software licensed under :	**GNU General Public License v.3** *(See, http://typo3.com/License.1625.0.html)*

	Technical Requirements
web server :	**Apache, IIS**
OS :	**Linux/Unix, Windows, OSX**
database :	**MySQL, Oracle, PostgreSQL**
platform :	**PHP**

	Resources
primary project site :	*http://typo3.com/*
download core :	*http://typo3.com/Download-TYPO3-org.1227.0.html*
demo site :	*http://php.opensourcecms.com/scripts/details.php?scriptid=66&name=Typo3*

Umbraco is a commercial open source product. The .NET CMS is written primarily in C# and uses XSLT for a variety of rendering tasks. The system is backed by the Umbraco Corporation whose business model is premised on offering a dual-licensing scheme for the core, plus sales of support and training.

	Affiliation
backing :	**Corporate**
organization :	**Umbraco Corporation**
founded :	**2000**

	License
software licensed under :	**MIT Style License** *(See, http://umbraco.org/license)*

	Technical Requirements
web server :	**IIS**
OS :	**Windows**
database :	**MS SQL**
platform :	**.NET (written primarily in C#)**

	Resources
primary project site :	*http://umbraco.org/*
download core :	*http://umbraco.org/download*
demo site :	*None available*

WORDPRESS

WordPress is a leading open source CMS. Backed by both a large community and the efforts of Automattic, Inc., it has grown from a pure blogging focus into a full-fledged content management system. The default system is focused on blogging, but a large number of open source plugins are available to extend the functionality. Automattic offers commercial support and consultancy for WordPress.

Affiliation	
backing :	**Corporate**
organization :	**Automattic, Inc.**
founded :	**2003**

License	
software licensed under :	**GNU General Public License v.2** *(See, http://wordpress.org/about/gpl/)*

Technical Requirements	
web server :	**Apache, Lightspeed**
OS :	**Linux/Unix, Windows, OSX**
database :	**MySQL**
platform :	**PHP**

Resources	
primary project site :	*http://wordpress.org/*
download core :	*http://wordpress.org/download/*
demo site :	*None available*

Xoops is a community-backed open source CMS. The system is built in PHP and employs the Smarty templating engine. Xoops is suitable for a variety of uses. The default system provides basic content management functionality and installable modules allow you to extend the system's capabilities.

Affiliation	
backing :	**Community**
organization :	**The XOOPS Project**
founded :	**2003**

License	
software licensed under :	**GNU General Public License v.2** *(See, http://www.xoops.org/modules/wfchannel/index.php?pagenum=2)*

Technical Requirements	
web server :	**Apache, IIS, Roxen**
OS :	**Linux/Unix, Windows, OSX**
database :	**MySQL**
platform :	**PHP**

Resources	
primary project site :	*http://www.xoops.org*
download core :	*http://www.xoops.org/modules/core/*
demo site :	*http://php.opensourcecms.com/scripts/details.php?scriptid=71*