



**DRUPALCON
LONDON**

22 - 26 August 2011

CONFERENCE
Schedule, sessions, sponsors

LONDON
Hotels, travel, tube

COMMUNITY
Attendees, news, forum

State of Drupal

DrupalCon London 2011

Dries Buytaert

@Dries / #driesnote



DRUPALCON LONDON

22 - 26 August 2011

CONFERENCE
Schedule, sessions, sponsors

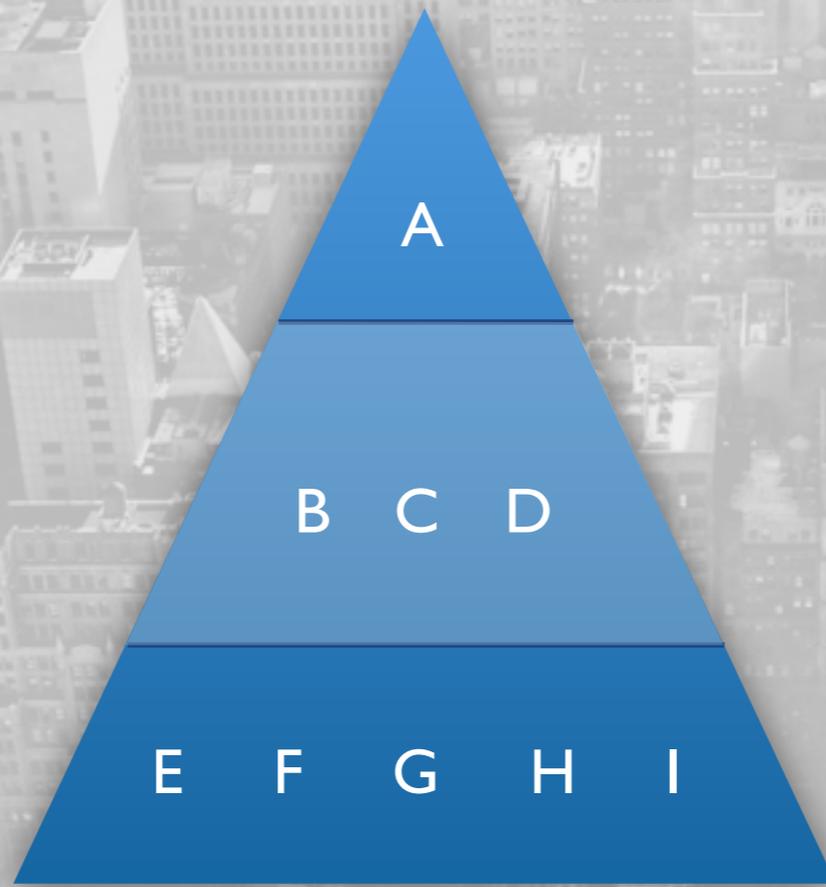
LONDON
Hotels, travel, tube

COMMUNITY
Attendees, news, forum

1750
SOLD OUT

attendees

Drupal is doing well in media and entertainment



2005

Drupal is doing well in media and entertainment

SONY



A



NBC

UNIVERSAL MUSIC GROUP

Drupal



Drupal / WordPress

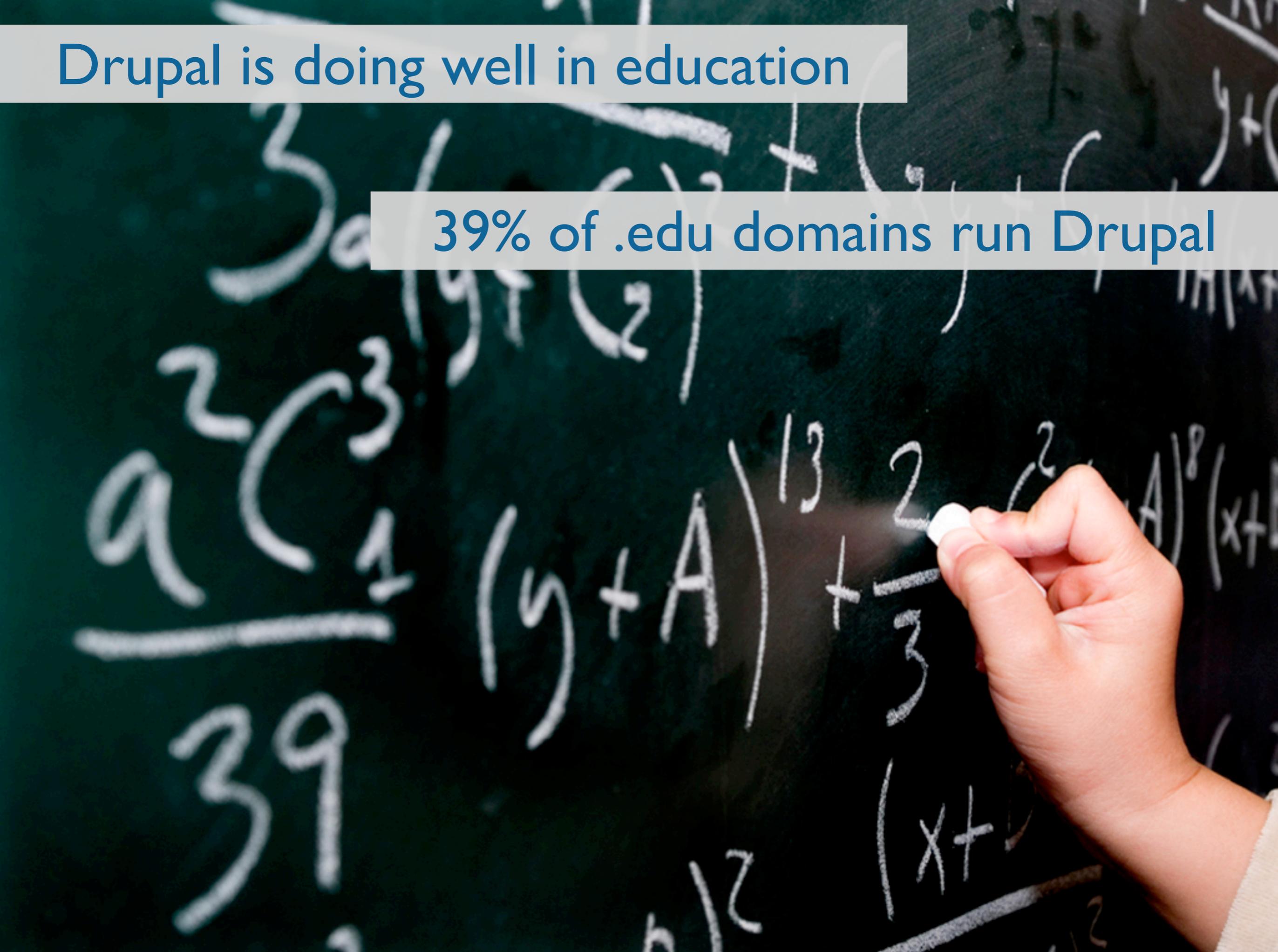
warner | music | group



2011

Drupal is doing well in education

39% of .edu domains run Drupal



Drupal is doing well in finance

- Euronext
- New York Stock Exchange

WALL ST

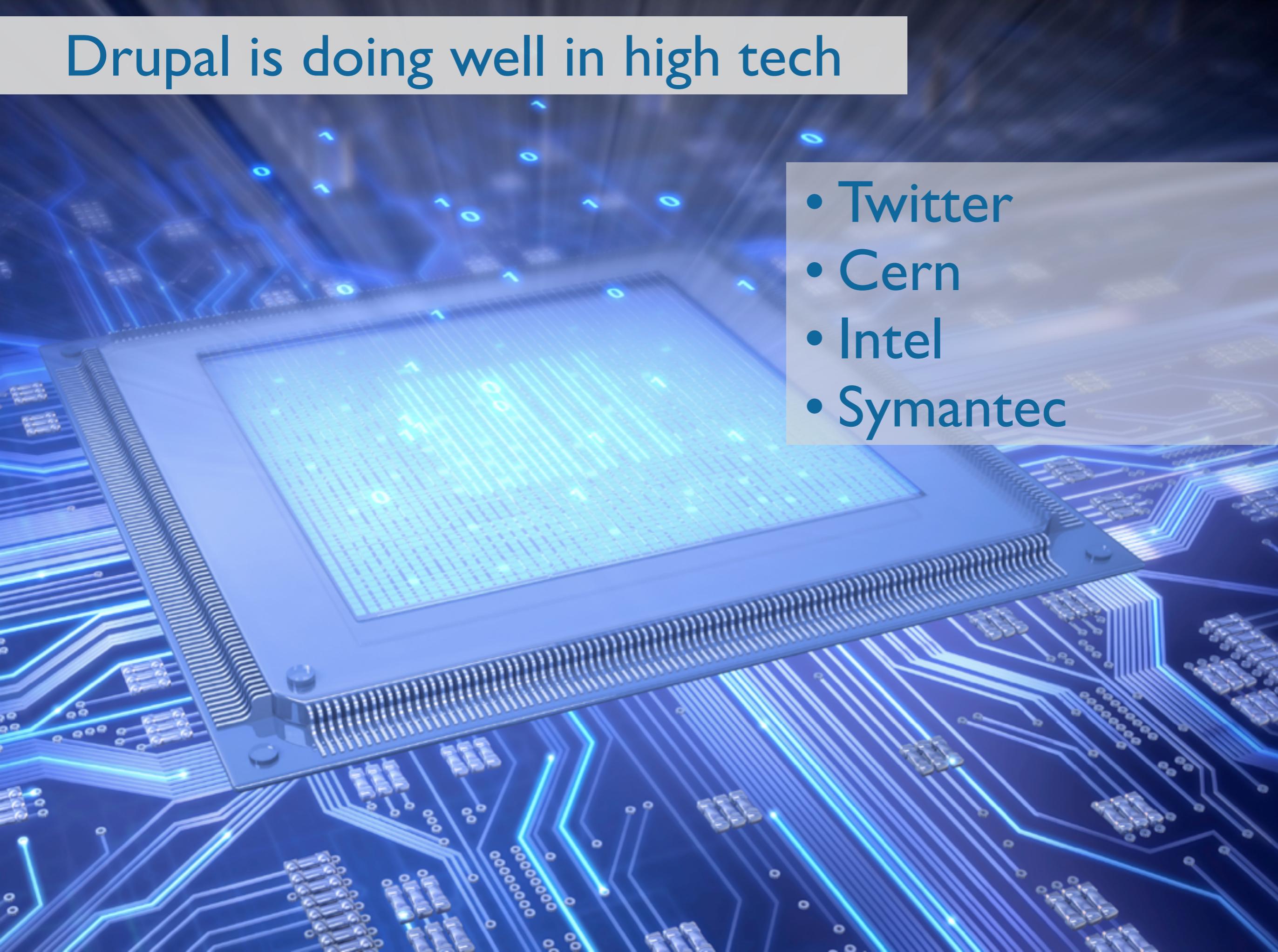
Drupal is doing well in government

- data.gov.uk
- london.gov.uk
- france.fr
- EC



Drupal is doing well in high tech

- Twitter
- Cern
- Intel
- Symantec



Time to 100,000 live sites

Drupal 6



12 months



Time to 100,000 live sites

Drupal 6



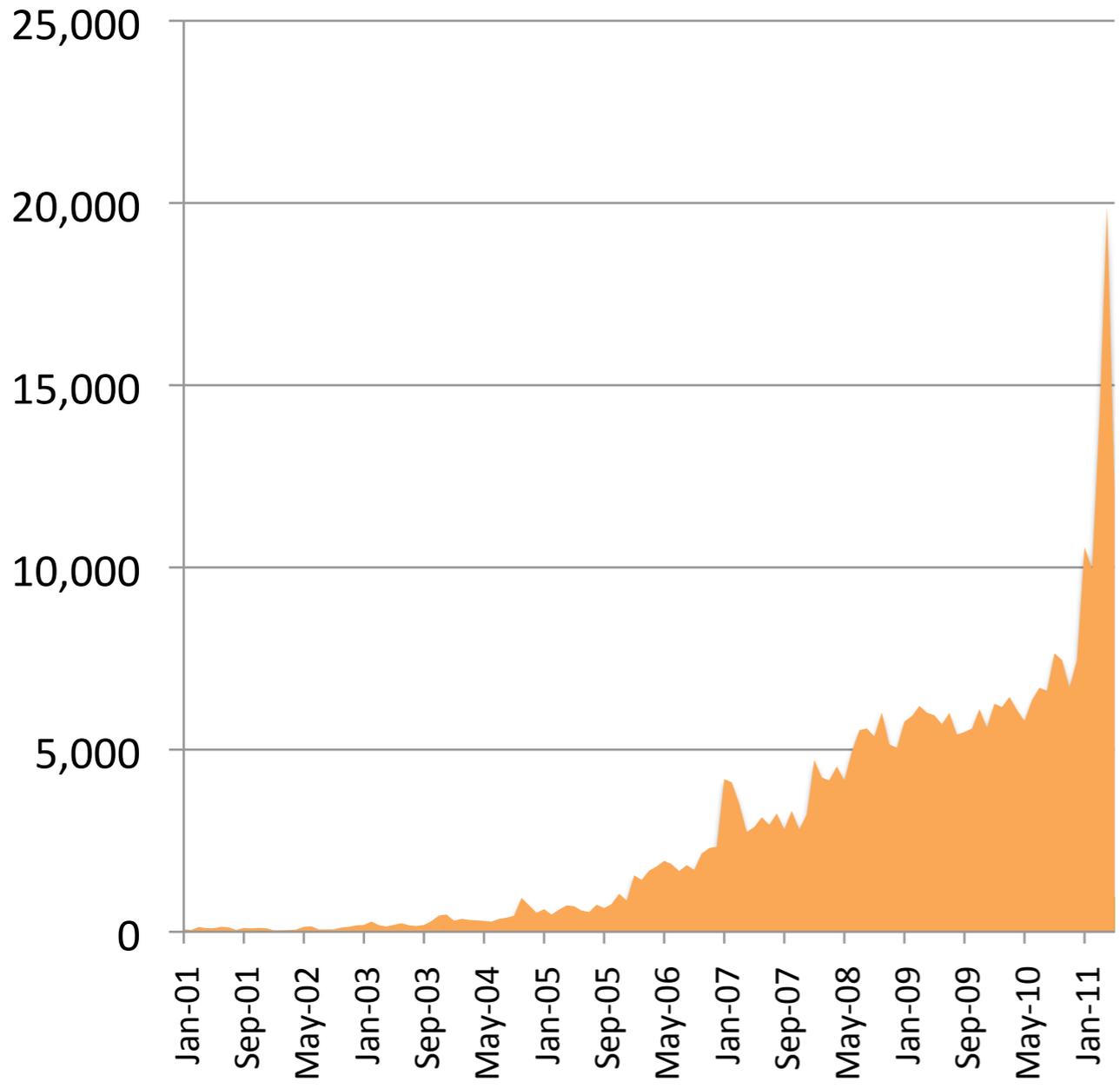
12 months

Drupal 7

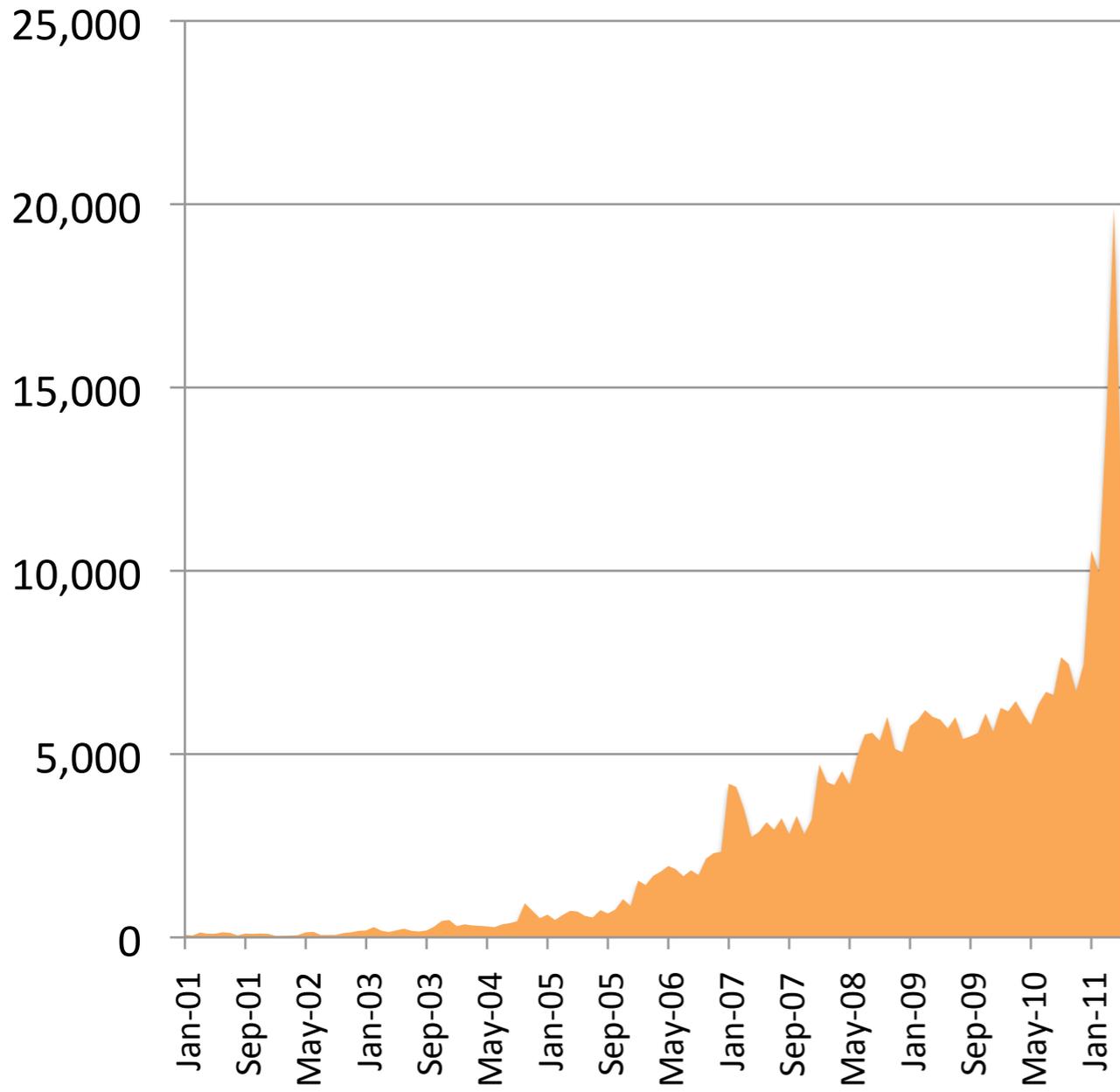


6 months

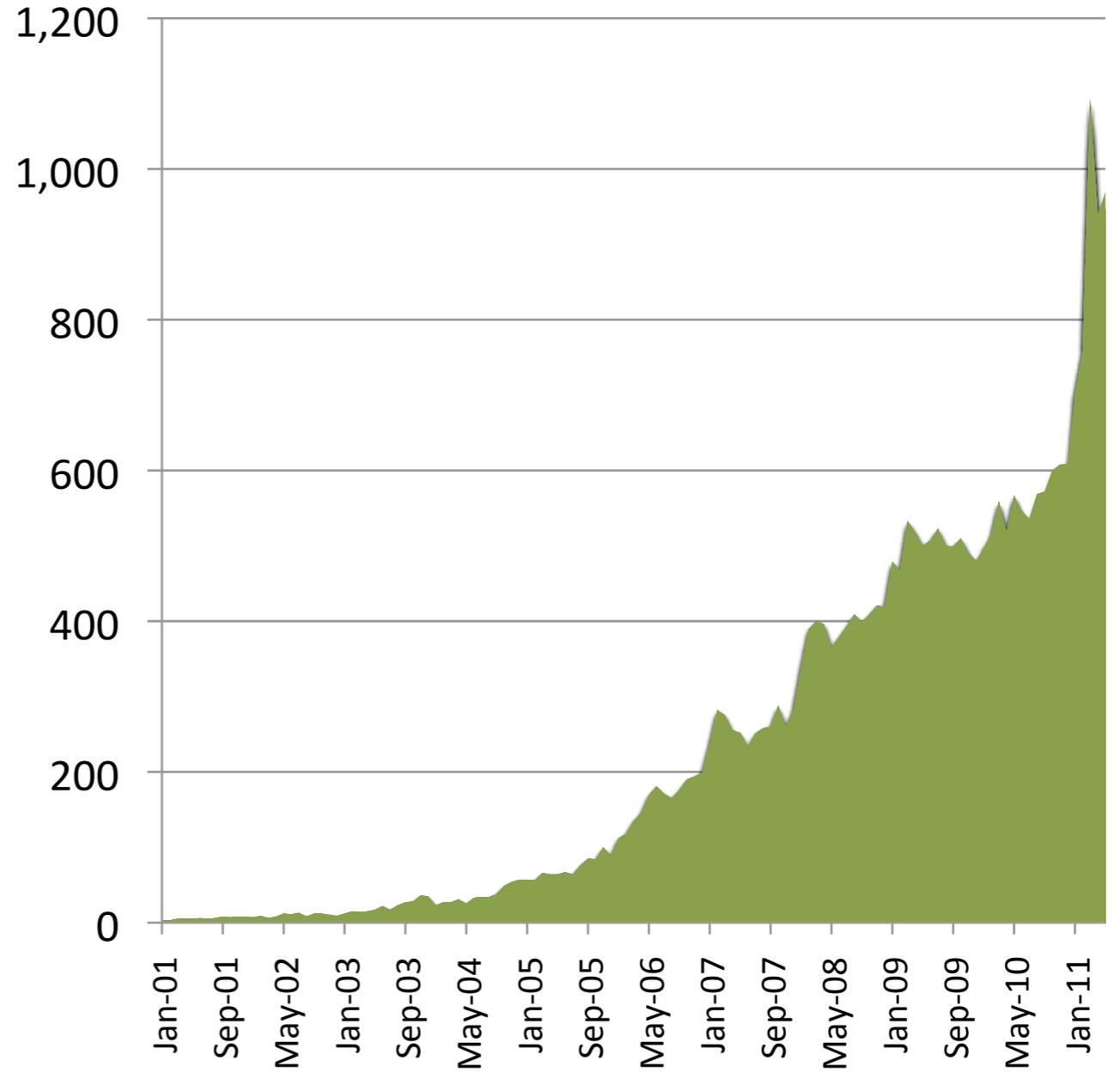
Commits per month



Commits per month



Committers per month



Home » Administration

Content I've Edited All Recent Content

My Profile



admin
[edit my profile](#)

Content I've Edited

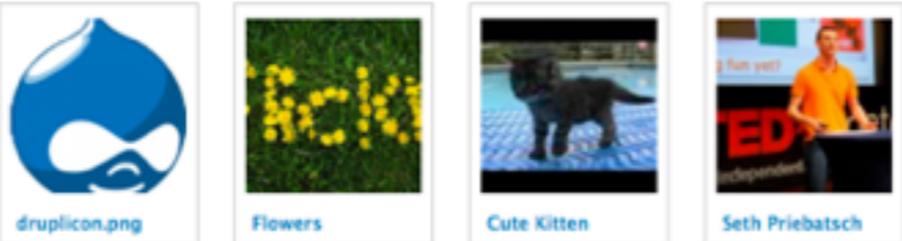
TITLE	SECTION	TYPE	PUBLISHED	REVISED BY	LAST UPDATED	ACTION
Exhibit Staff Info	Exhibits > Exhibits Staff	Article	Yes	admin	2 months 2 weeks ago	edit
Iusto Neo Exhibit	Exhibits	Basic page	Yes	admin	2 months 2 weeks ago	edit
Library Resources	Library Visitors	Article	Yes	admin	2 months 2 weeks ago	edit
My Draft Article Rocks!	Exhibits > Exhibits Staff	Article	Yes	admin	2 months 2 weeks ago	edit
Library Staff News	Museum > Library Staff	Basic page	Yes	admin	2 months 2 weeks ago	edit

All Recent Content

TITLE	SECTION	TYPE	PUBLISHED	REVISED BY	LAST UPDATED	ACTION
Exhibit Staff Info	Exhibits > Exhibits Staff	Article	Yes	admin	2 months 2 weeks ago	edit
Iusto Neo Exhibit	Exhibits	Basic page	Yes	george-editor	2 months 2 weeks ago	edit

Drupal 7 workbench module

Upload Web **Library**



druplicon.png Flowers Cute Kitten Seth Priebatsch

Submit Cancel

rich-text

Format Filtered HTML

page addresses and e-mail addresses turn into links automatically.

allowed HTML tags: <a> <cite> <blockquote> <code> <dl> <dt> <dd>

es and paragraphs break automatically.

More information about text formats

- settings menu
- ion information
- path settings
- ment settings
- oring information
- shing options

Drupal 7 media module



Checkout

Shopping cart contents

Product	Price	Quantity	Total	
Definitive Guide to Drupal 7	\$27.49	1		Edit view
Druplicon Plush	\$16.99	1	\$16.99	
			Subtotal	\$44.48
			KY Sales Tax	\$2.67
			Order total	\$47.15

Billing information

Full name *

Ryan Szrama

Country *

United States

Address 1 *

500 Wombat Way

Address 2

City *

Louisville

State *

Kentucky

Drupal 7 commerce module

We have a lot to be PROUD about!



3,000+ people took the “State of Drupal 2011” survey



Who took the survey?



Who took the survey?



Beginner
281 people

Proficient
2,113 people

Expert
413 people

Who took the survey?



Beginner
281 people

0-2 years

Proficient
2,113 people

2-3 years

Expert
413 people

4+ years

Experience

Who took the survey?



Proficient

2,113 people

Expert

413 people

Beginner

281 people

Experience

0-2 years

2-3 years

4+ years

Title

“Site builder”

“Developer”

Who took the survey?



Experience

Title

Income

Beginner

281 people

0-2 years

“Site builder”

Hobby

Proficient

2,113 people

2-3 years

Partially

Expert

413 people

4+ years

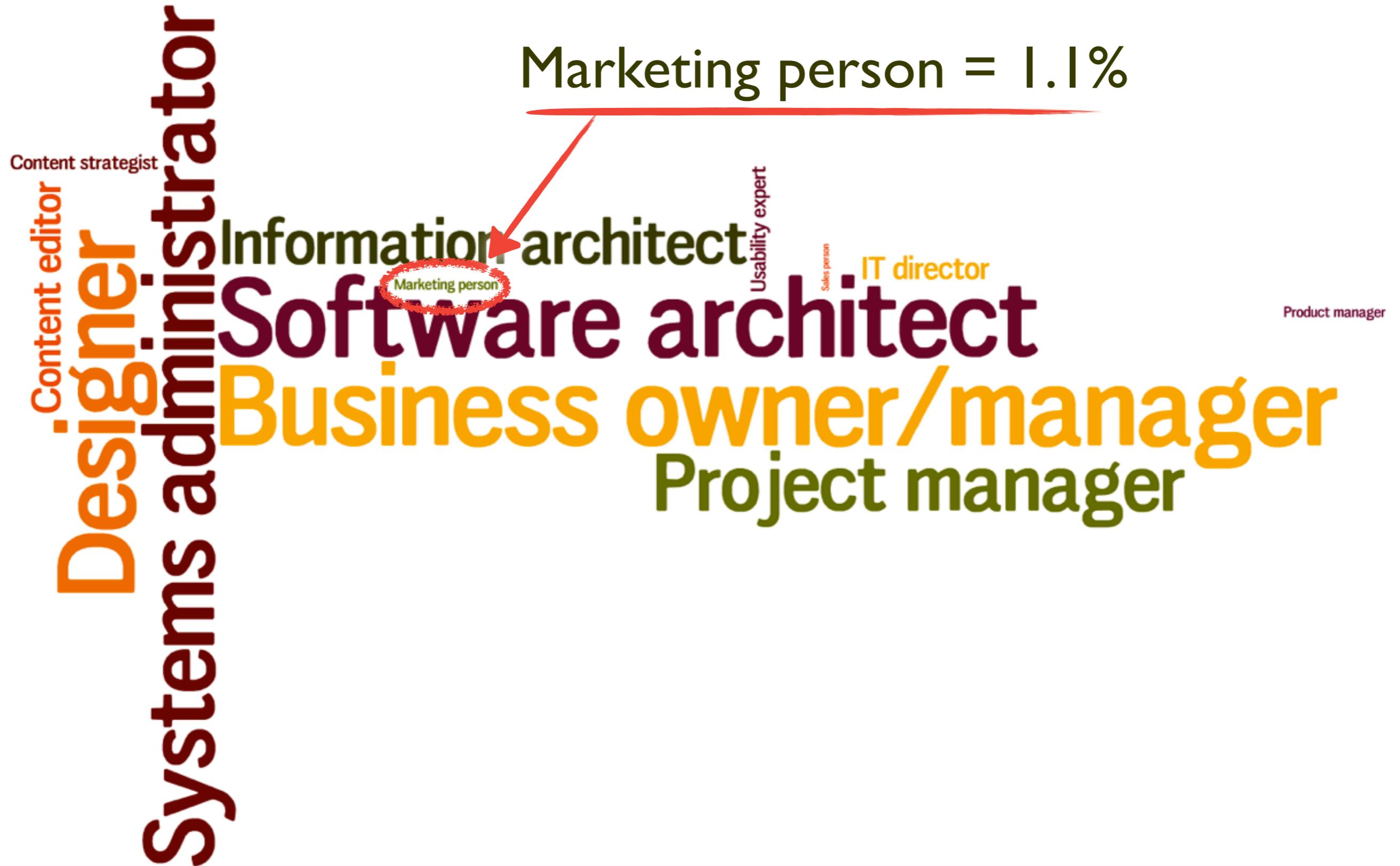
“Developer”

Main

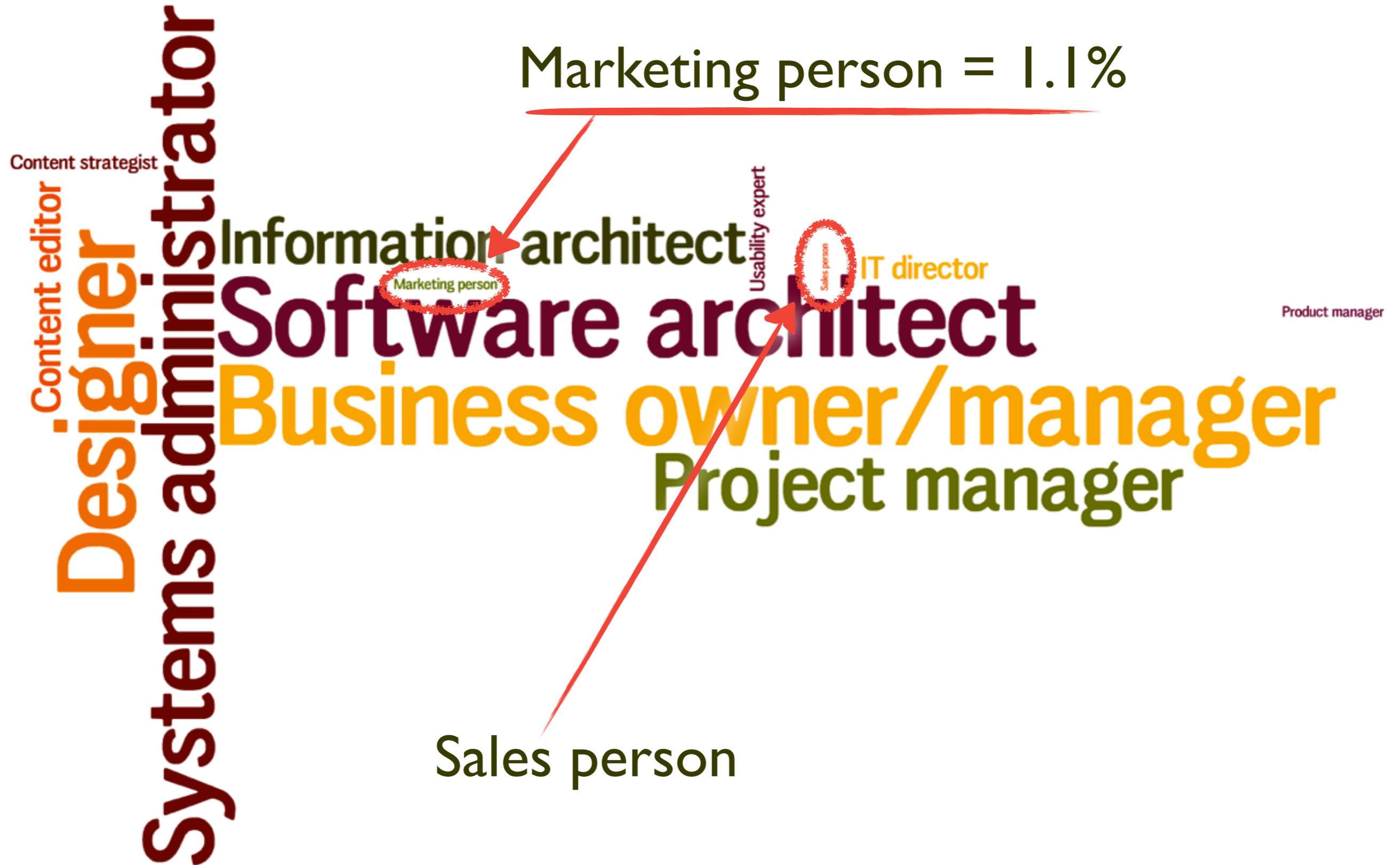
Who else took the survey?



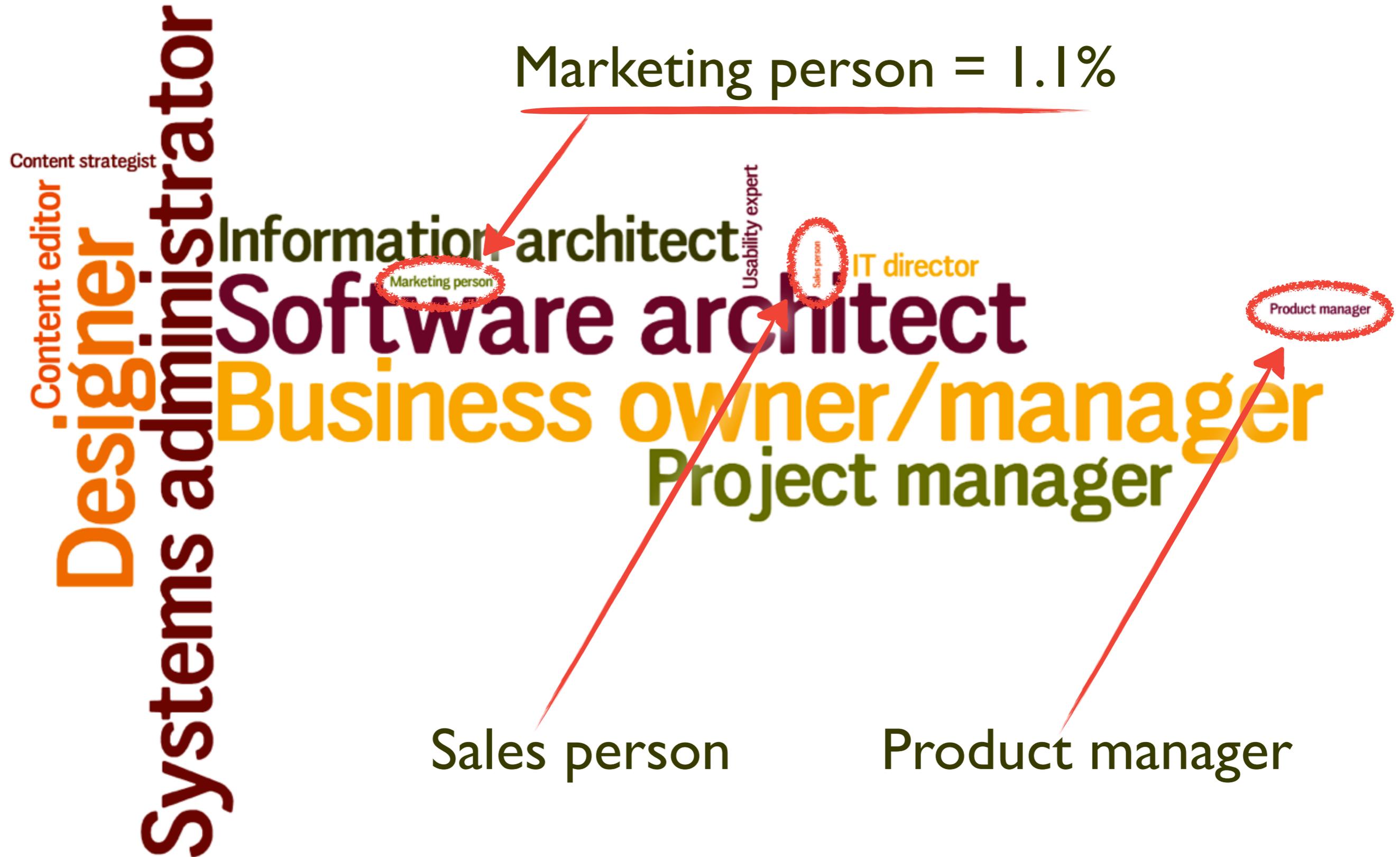
Who else took the survey?



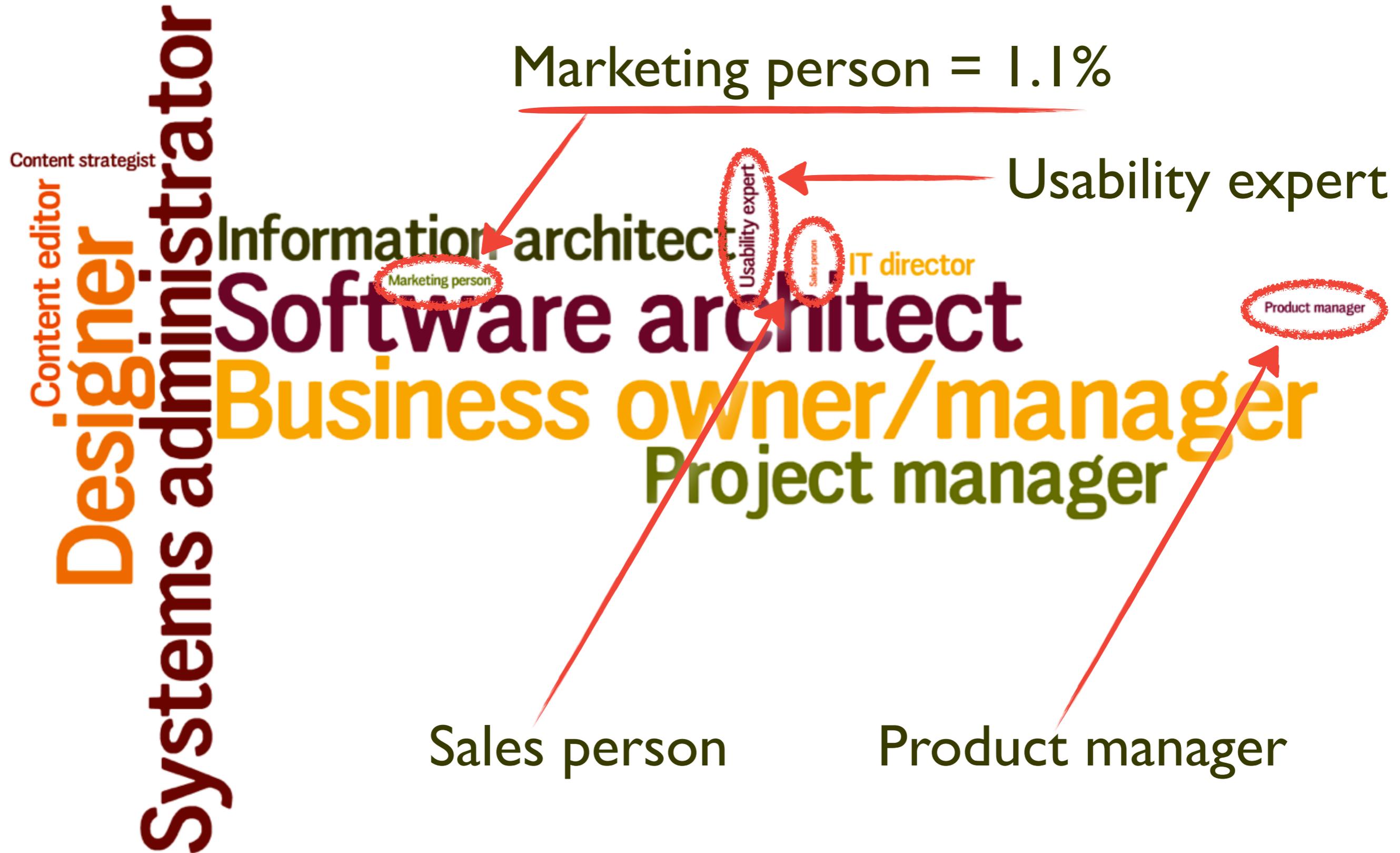
Who else took the survey?



Who else took the survey?



Who else took the survey?





44%



41%



6%



5%



2%

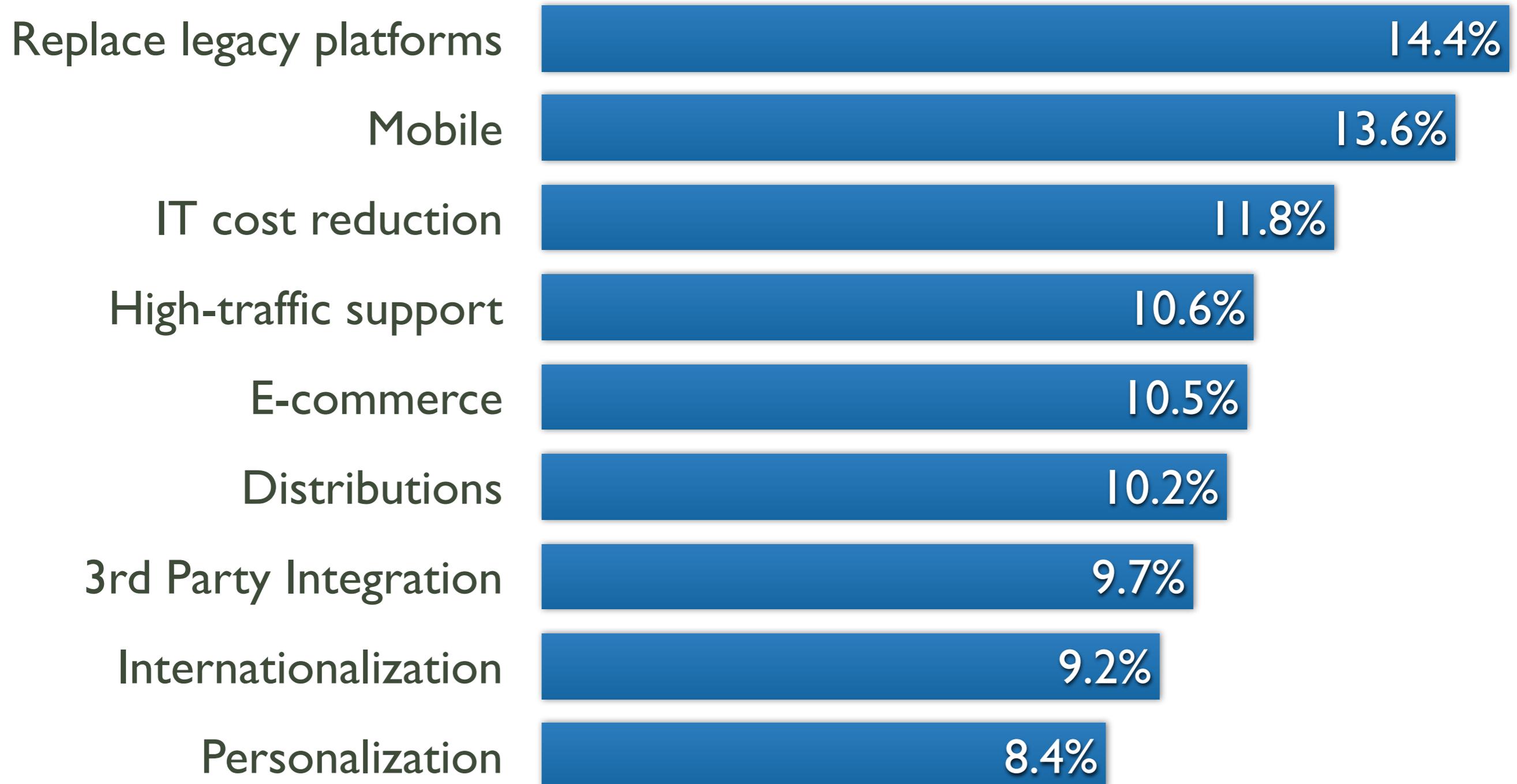


2%

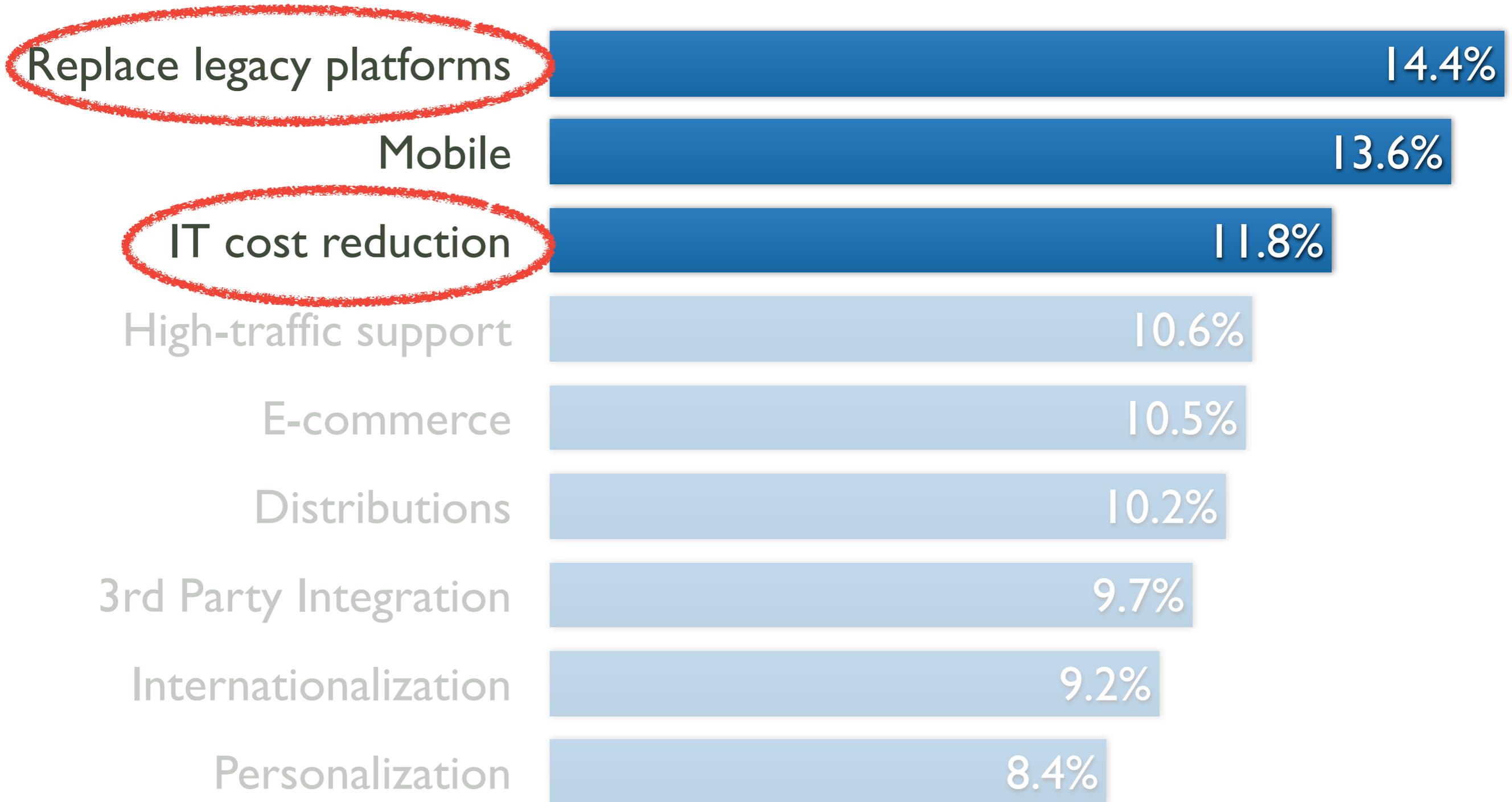
Q. Describe Drupal in one word?



Q. Drupal's biggest opportunities?

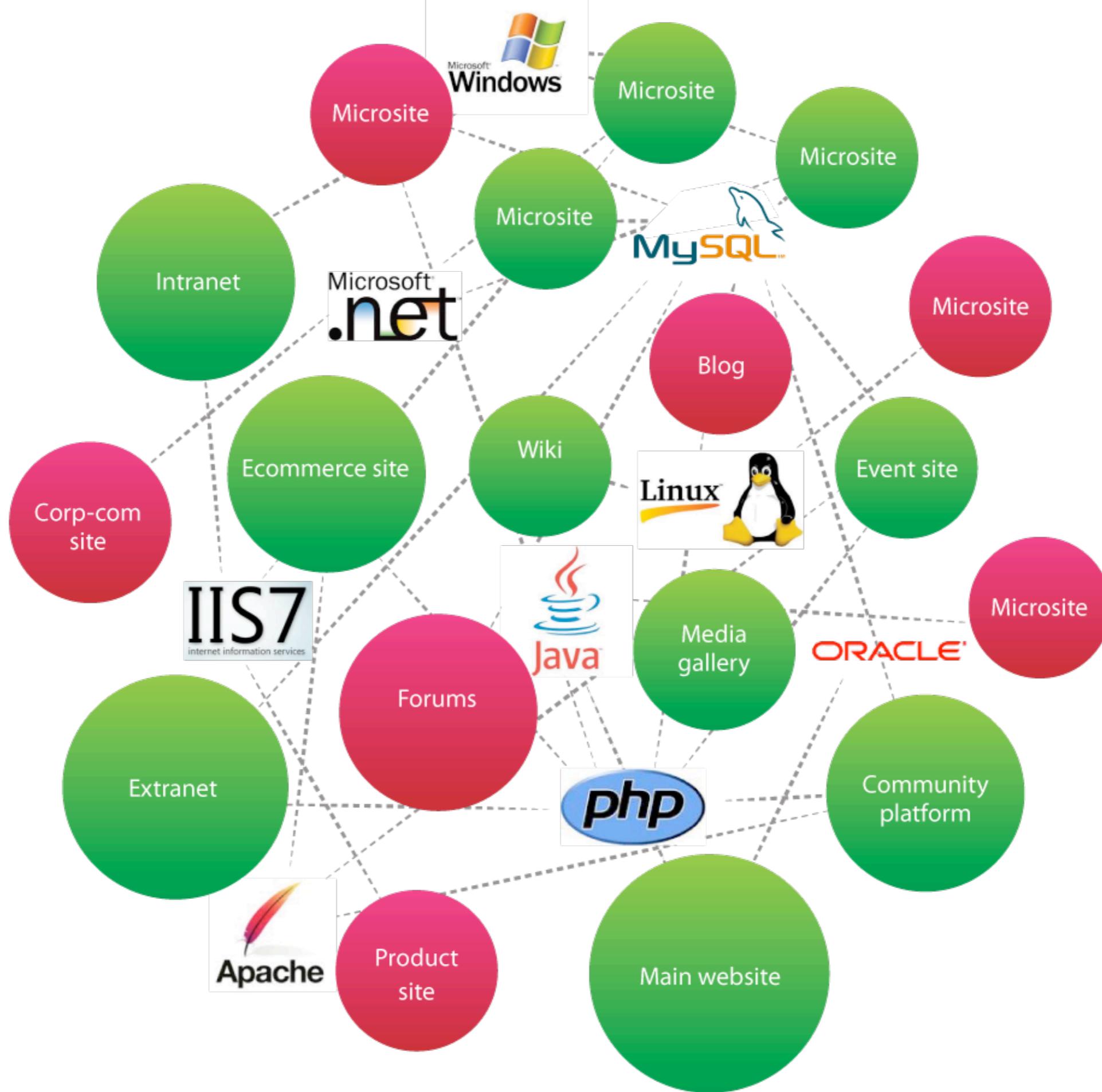


Q. Drupal's biggest opportunities?





One organization often has many websites





Intranet

Microsite

Microsite

Microsite

Microsite

Microsite

Blog

Ecommerce site

Wiki

Microsite

Corp-com site

Microsite

Media gallery

Forums

Extranet

Community platform

Product site

Main website

Drupal's biggest opportunities?



Product site

Main website

Intranet

Microsite

Microsite

Microsite

Microsite

Microsite

Blog

Microsite

Microsite

Media gallery

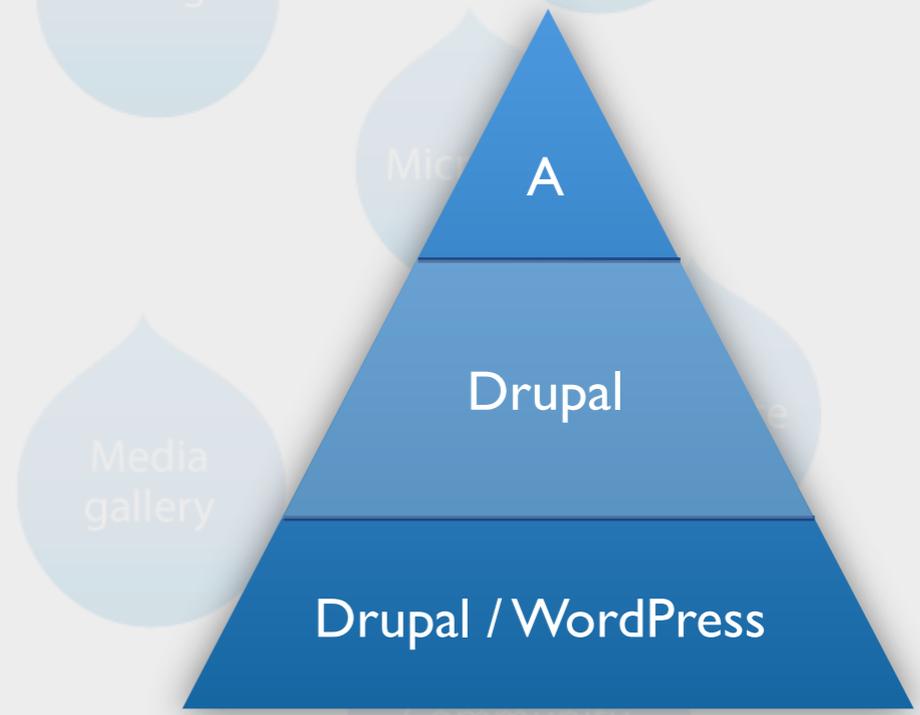
Community platform

Extranet

Drupal's biggest opportunities?

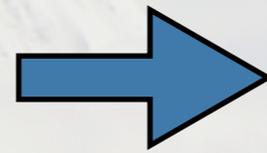
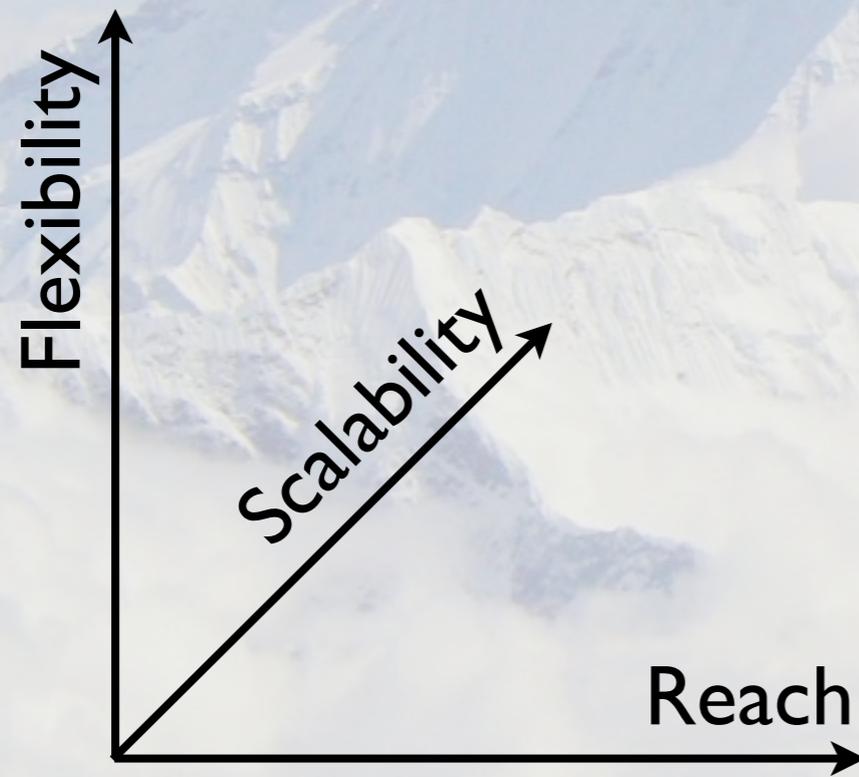


Drupal in media/entertainment





Drupal is uniquely positioned to fulfill this big vision



Q. Who do we compete with?



Joomla!™

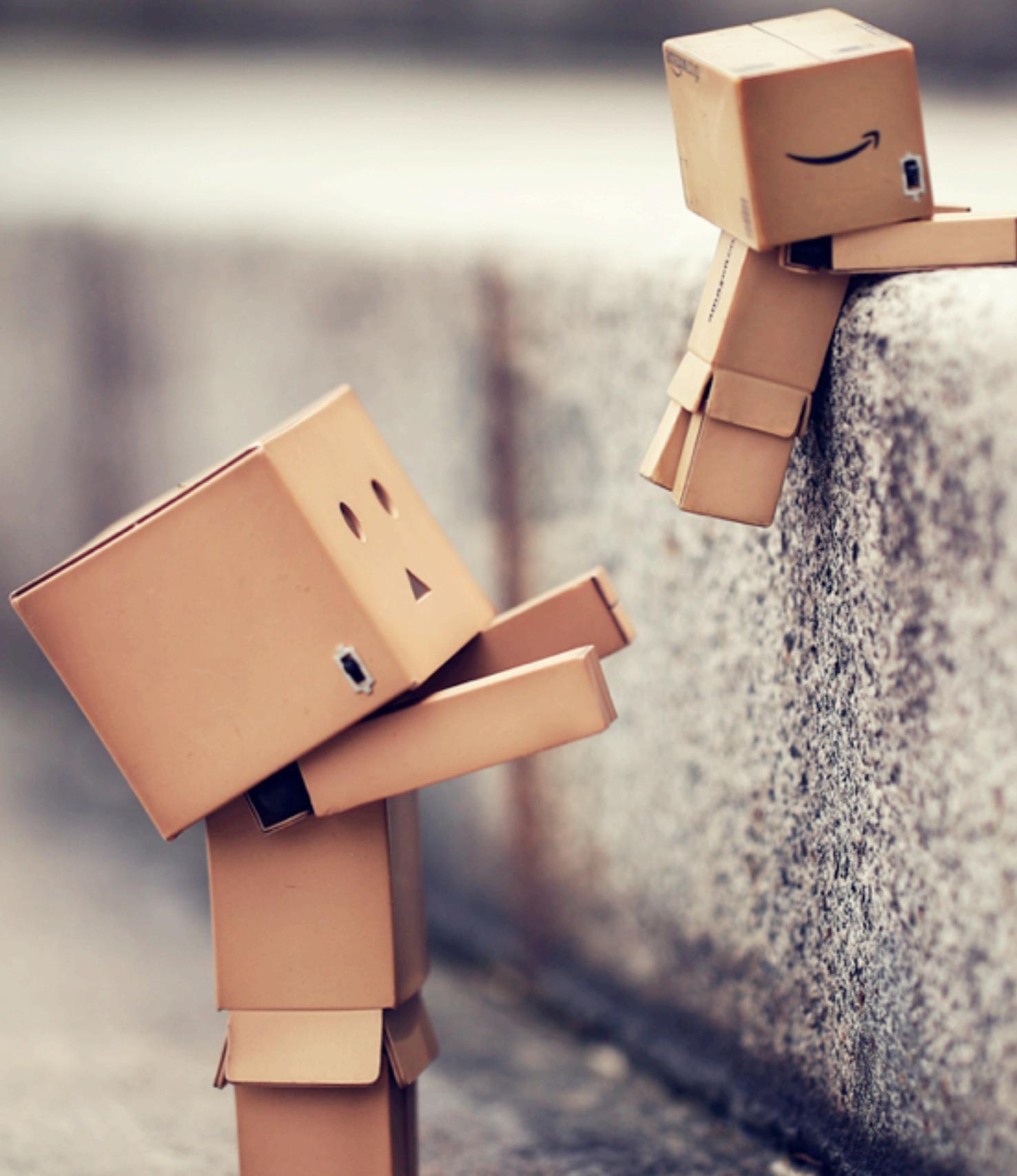


1220 responses

496 responses

75 responses

70 responses



Be careful: don't confuse *competition* with *opportunity*



Be careful: don't confuse *competition* with *opportunity*

Think bigger. Expand your horizon.



Trade-off

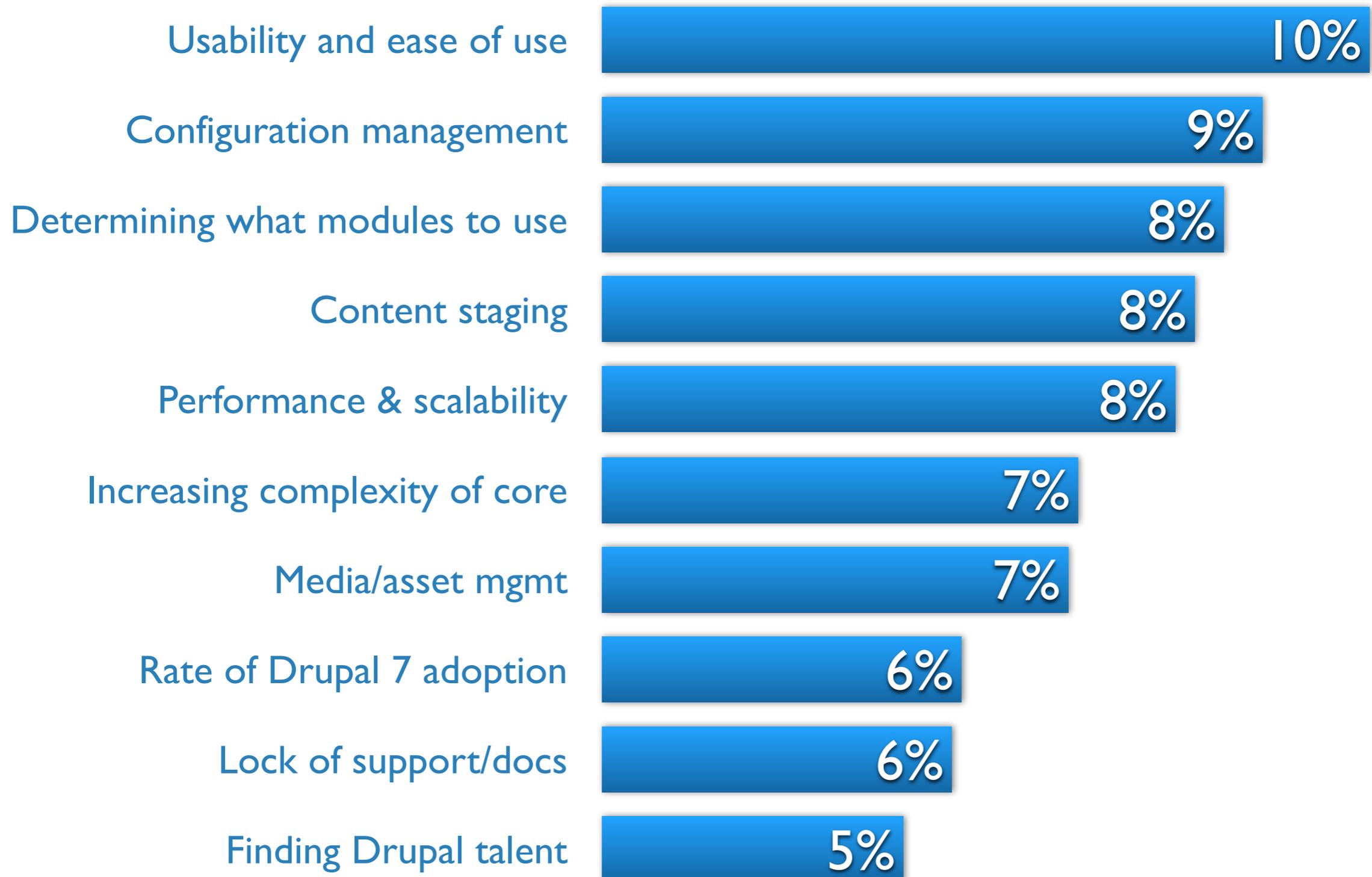
Easy assimilation
into Drupal



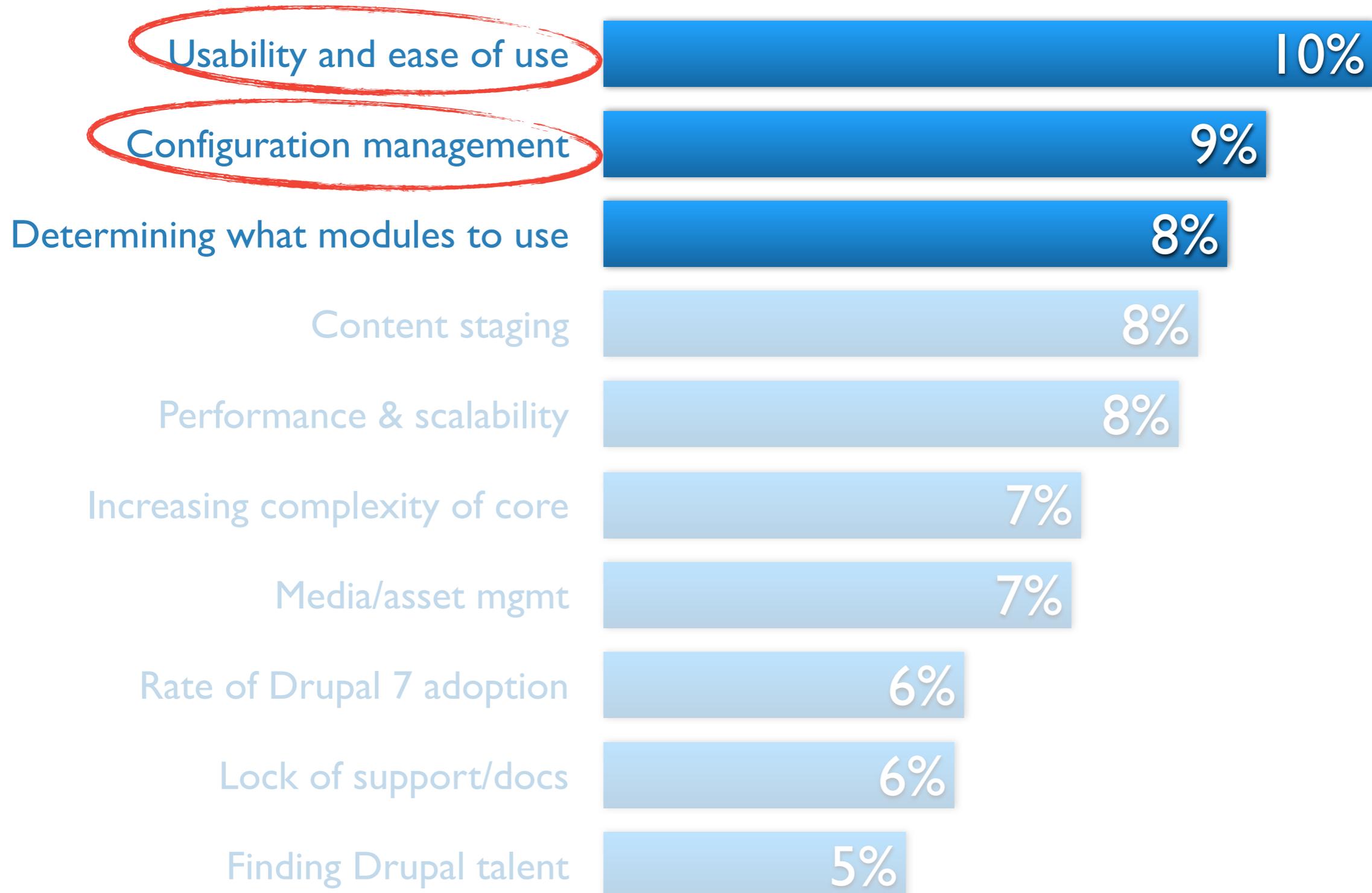
Technical
superiority



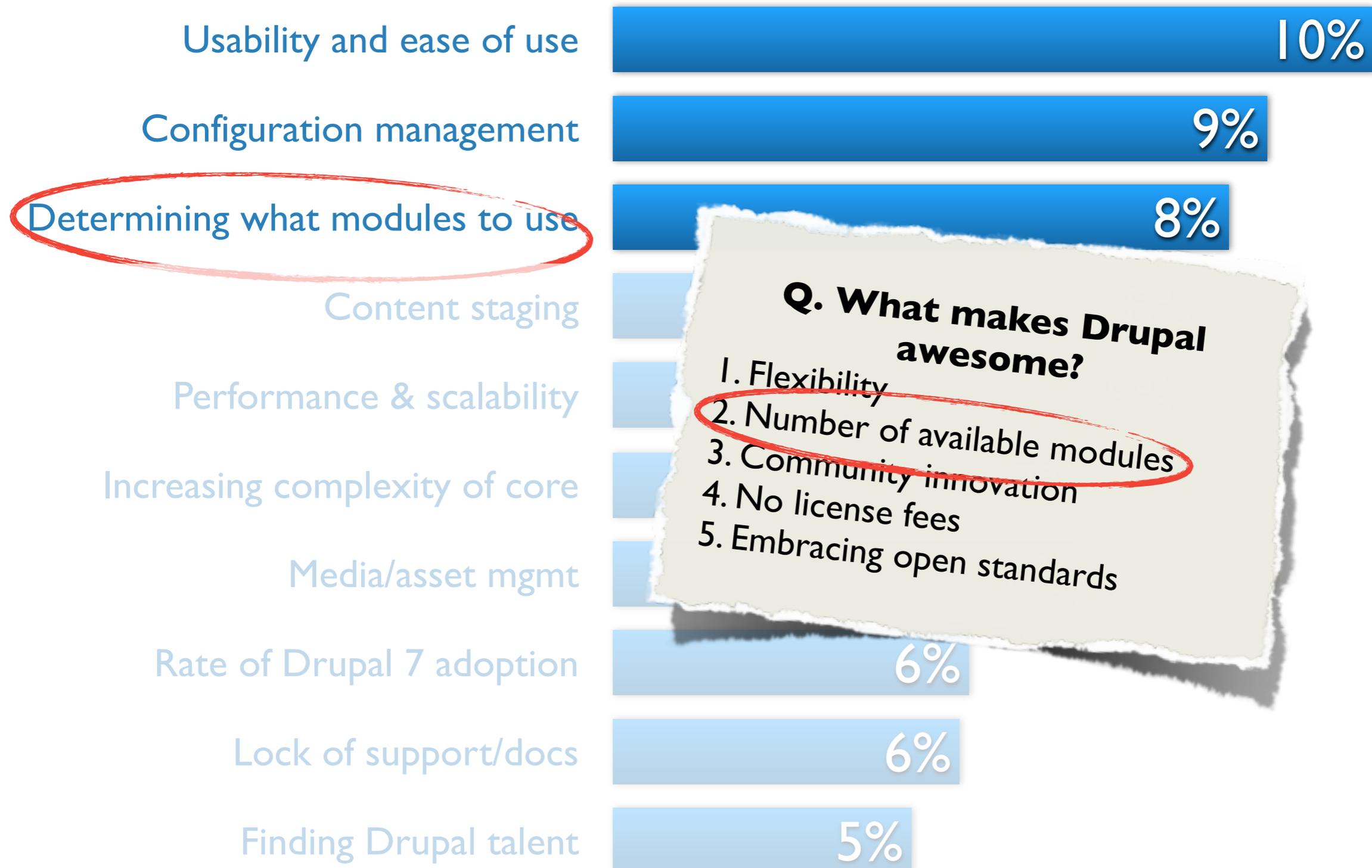
Q. What are Drupal's biggest challenges?



Q. What are Drupal's biggest challenges?



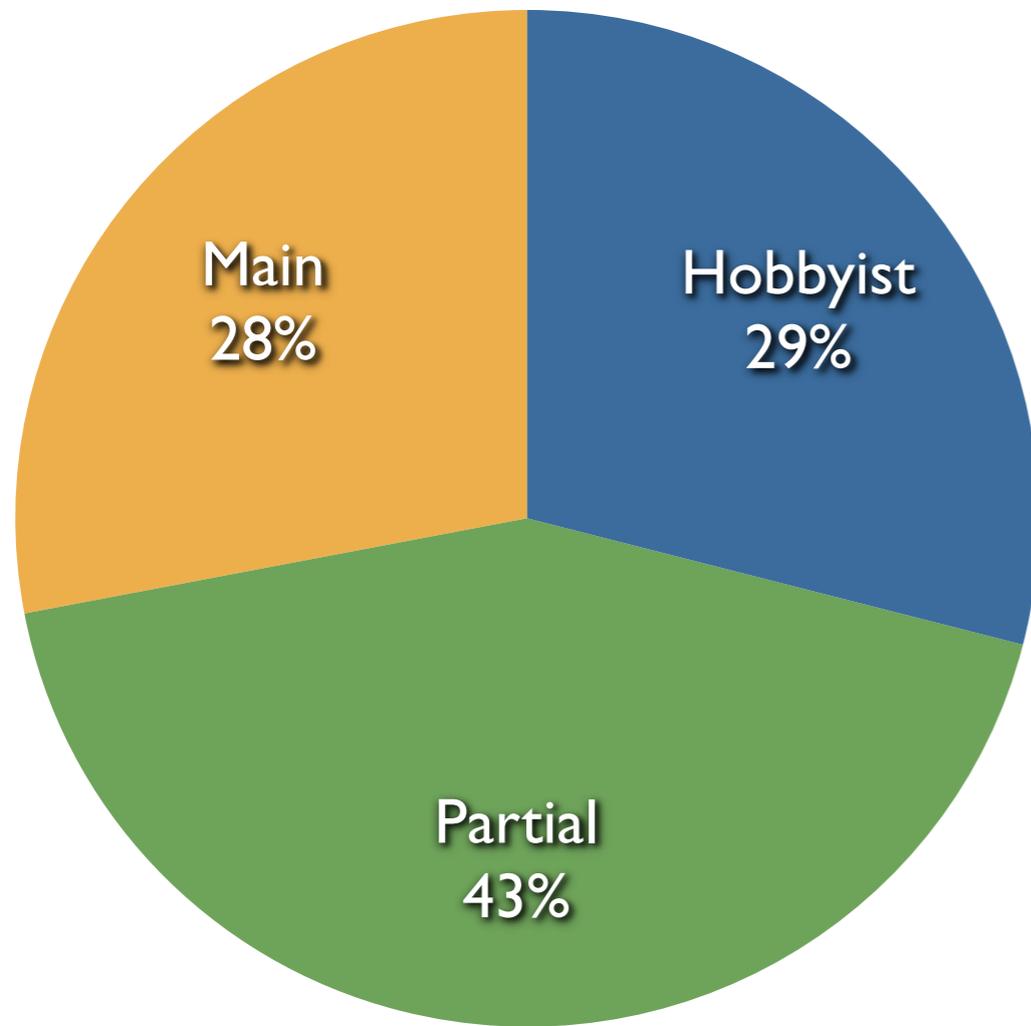
Q. What are Drupal's biggest challenges?



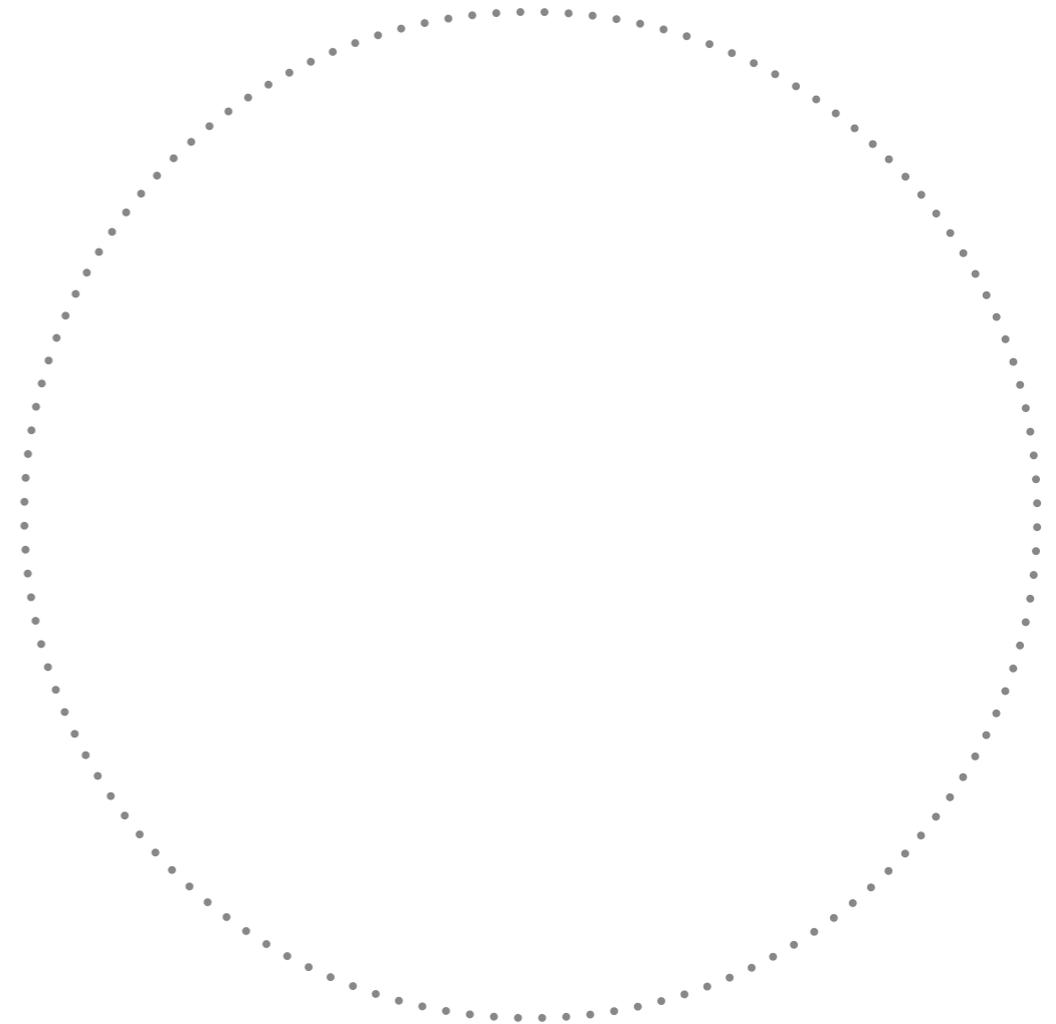
Q. What makes Drupal awesome?

1. Flexibility
2. Number of available modules
3. Community innovation
4. No license fees
5. Embracing open standards

Q. How much income do you earn from Drupal?

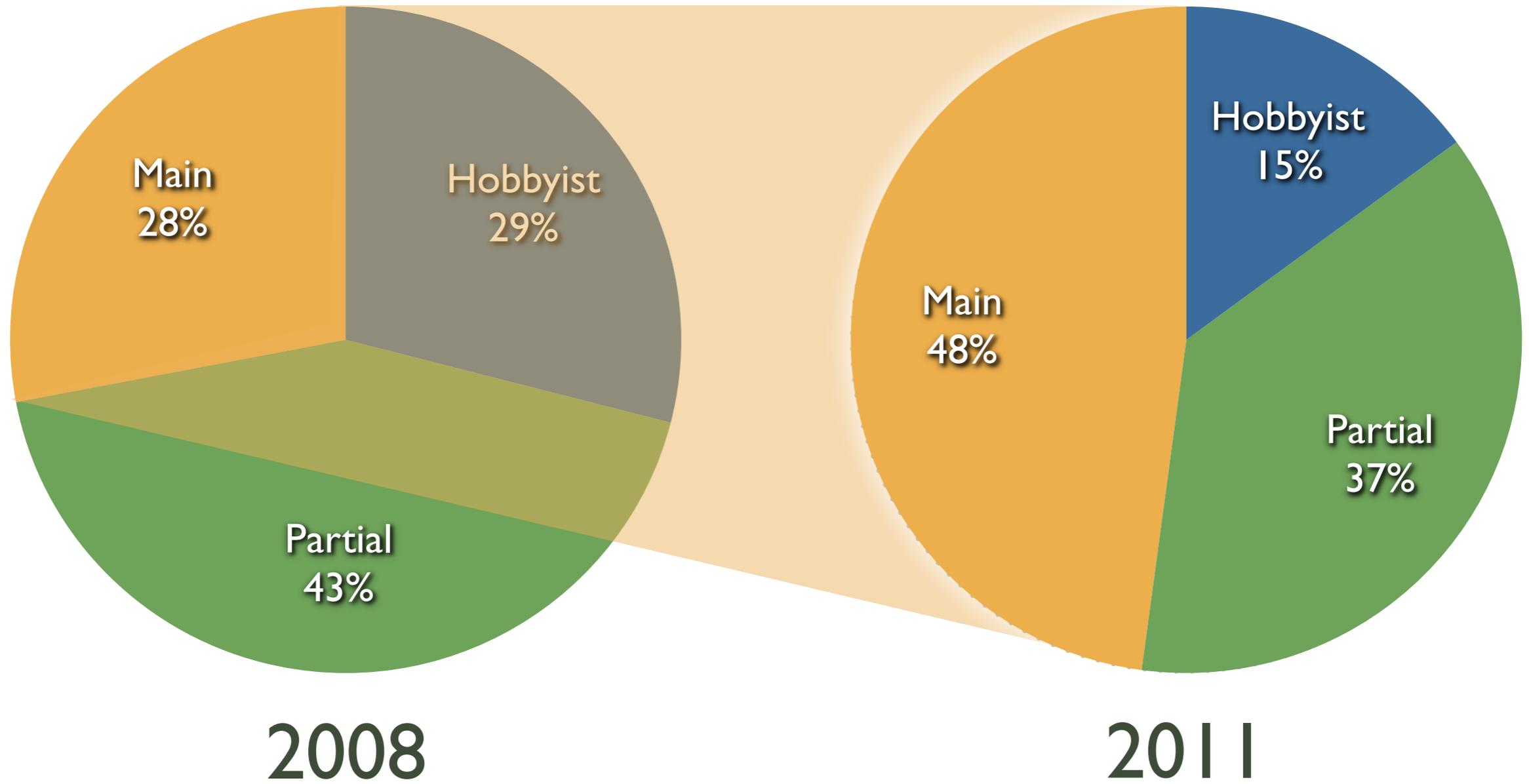


2008



2011

Q. How much income do you earn from Drupal?



Hobbyists are key to the growth of our community

Earlier slide



Hobbyists are key to the growth of our community

Earlier slide



Typical product path

Complexity

Power



Typical product path

Complexity

Power



Apple breaks the paradigm



Amazing technology
+ easy to use
= market leadership

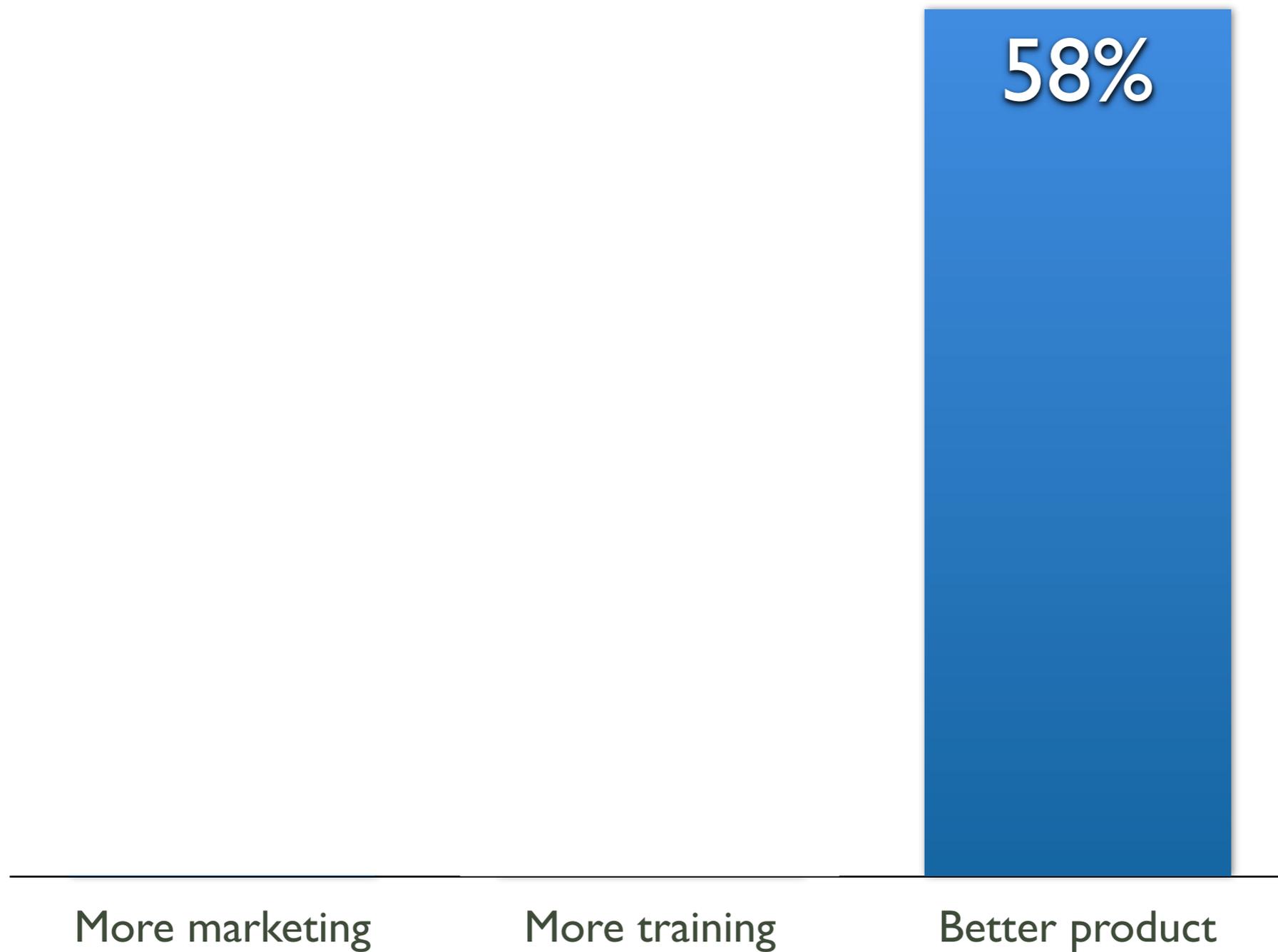
We must embrace the tension



Usability is imperative

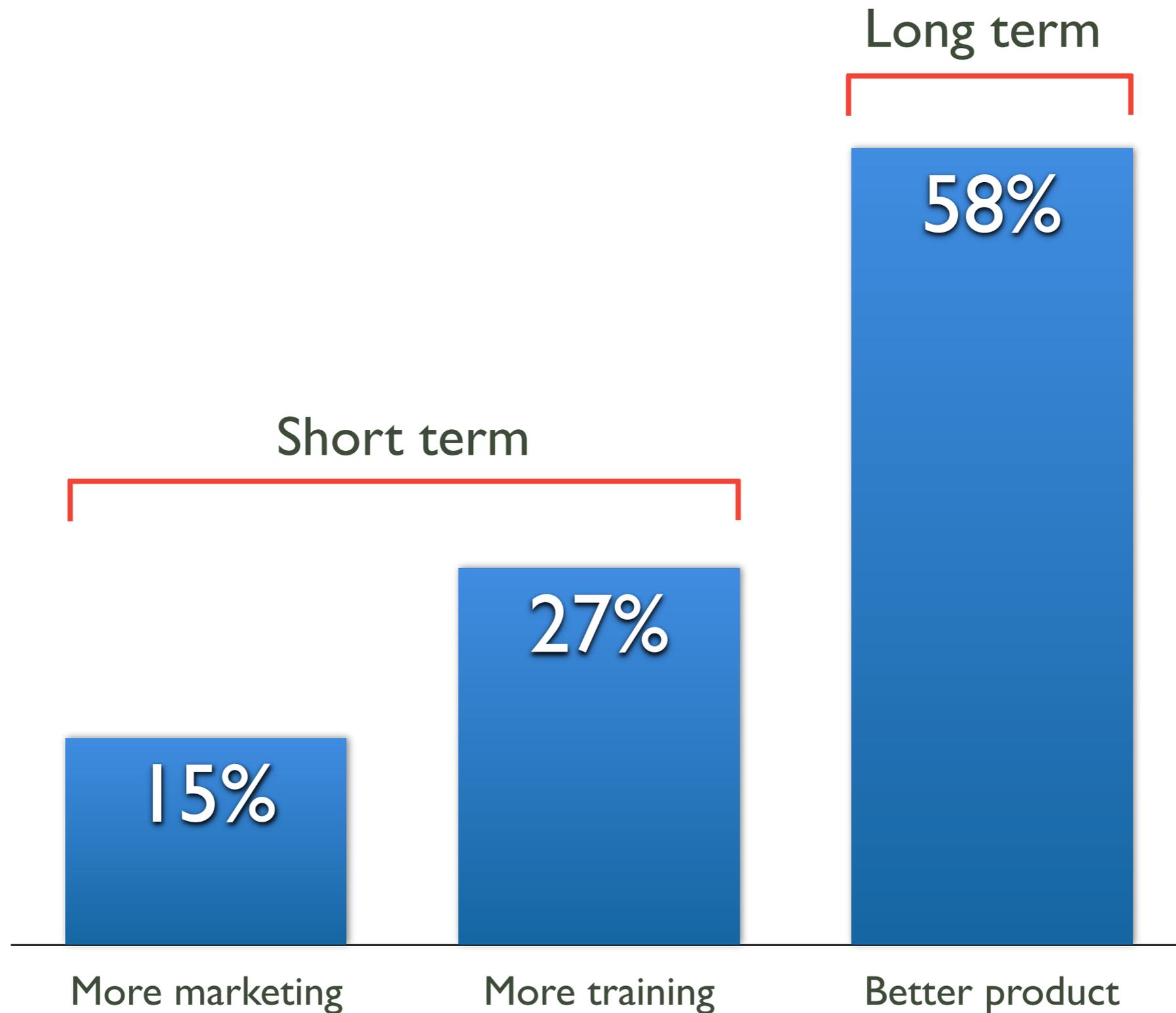
More functionality is imperative

Q. How to increase adoption?



NOTE: 54% of survey takers were developer, site designer or SA

Q. How to increase adoption?



NOTE: 54% of survey takers were developer, site designer or SA

Showcase

Submit a Site

Featured Sites

Popular Tags

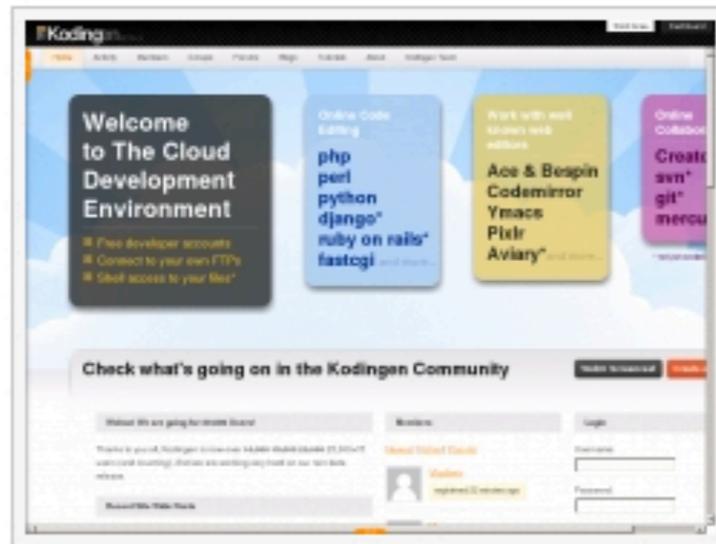
- CMS (159)
- People (95)
- Business (71)
- Technology (63)
- Education (59)
- College (52)
- Celebrities (51)
- Music (46)
- Design (40)
- Innovative (37)

More Tags

Tag Cloud

Flavors

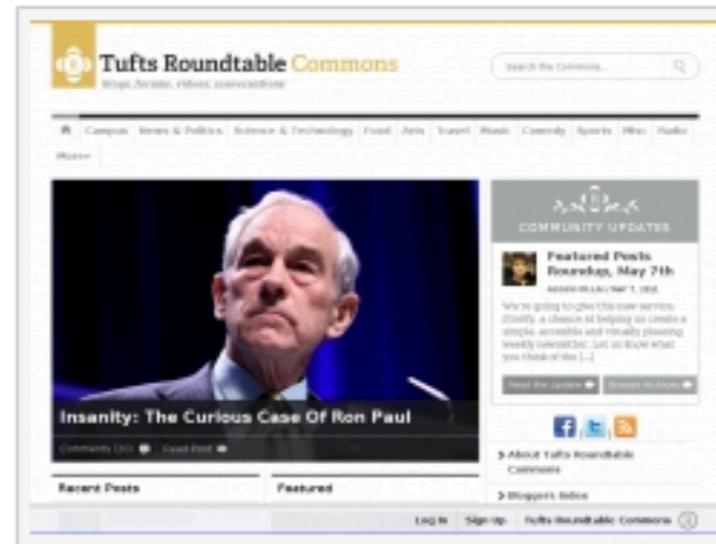
Featured



Kodingen

Kodingen is a cloud development environment, code editor, hosting service, database administration program, and collaboration platform. It includes web based...

Tags: [Innovative \(37\)](#), [Programming \(5\)](#), [Web Development \(18\)](#)



Tufts Roundtable Commons

The Tufts Roundtable Commons is a social blogger community specific to Tufts University students, faculty, professors, alumni, and staff. Why it's in...

Tags: [Community \(19\)](#), [Education \(59\)](#)

Search

Search input field with a search button.

Top Rated

- ★★★★★ [h Mag](#)
- ★★★★★ [I Love Typography](#)
- ★★★★★ [Web Designer Wall](#)
- ★★★★★ [Bloginity](#)
- ★★★★★ [bettercodes.org](#)
- ★★★★★ [Clouds 365 Project](#)
- ★★★★★ [Obey Giant](#)
- ★★★★★ [Mikołaj Czyż](#)
- ★★★★★ [Smashing Apps](#)
- ★★★★★ [Kodingen](#)

Most Votes

- 2,926 [I Love Typography](#)
- 2,197 [Web Designer Wall](#)
- 1,462 [h Mag](#)
- 1,179 [Clouds 365 Project](#)
- 1,165 [Smashing Apps](#)
- 894 [Obey Giant](#)
- 837 [PlayStation.Blog](#)
- 834 [Grain Edit](#)

Recently Added Sites



About Drupal

Sites Made with Drupal

Drupal meets the needs of different types of web sites from community to news portals, from corporate sites to educational institutions, from media sites to international sites. Learn about the building blocks that power these sites in [Drupal CMS Features](#).

Here are some case studies that showcase some of the ways Drupal has been applied:

Community Portal Sites

If you want a news web site where the stories are provided by the audience, Drupal suits your needs well. Incoming stories are automatically voted upon by the audience and the best stories bubble up to the home page. Bad stories and comments are automatically hidden after enough negative votes. *Examples:* [Fast Company](#) | [Team Sugar](#) | [Kerneltrap](#)

Business Community Sites

Leading organizations recognize the need to engage publicly with their customers, providing space in their web properties for fostering community and dialog around their products and services. Drupal combines traditional web site components with social media elements to create social business software allowing customer engagement and open conversation. *Examples:* [Symantec Connect \(case study\)](#)

News Publishing

Drupal is great for newspapers and other news organizations. *Examples:* [New York Observer \(implementation info here\)](#) | [Savannah Now](#) | [NowPublic](#) | [Popular Science \(case study\)](#)

Aficionado Sites

Drupal flourishes when it powers a portal web site where one person shares their expertise and enthusiasm for a topic. *Examples:* [ia/](#) | [Dirtbike](#)

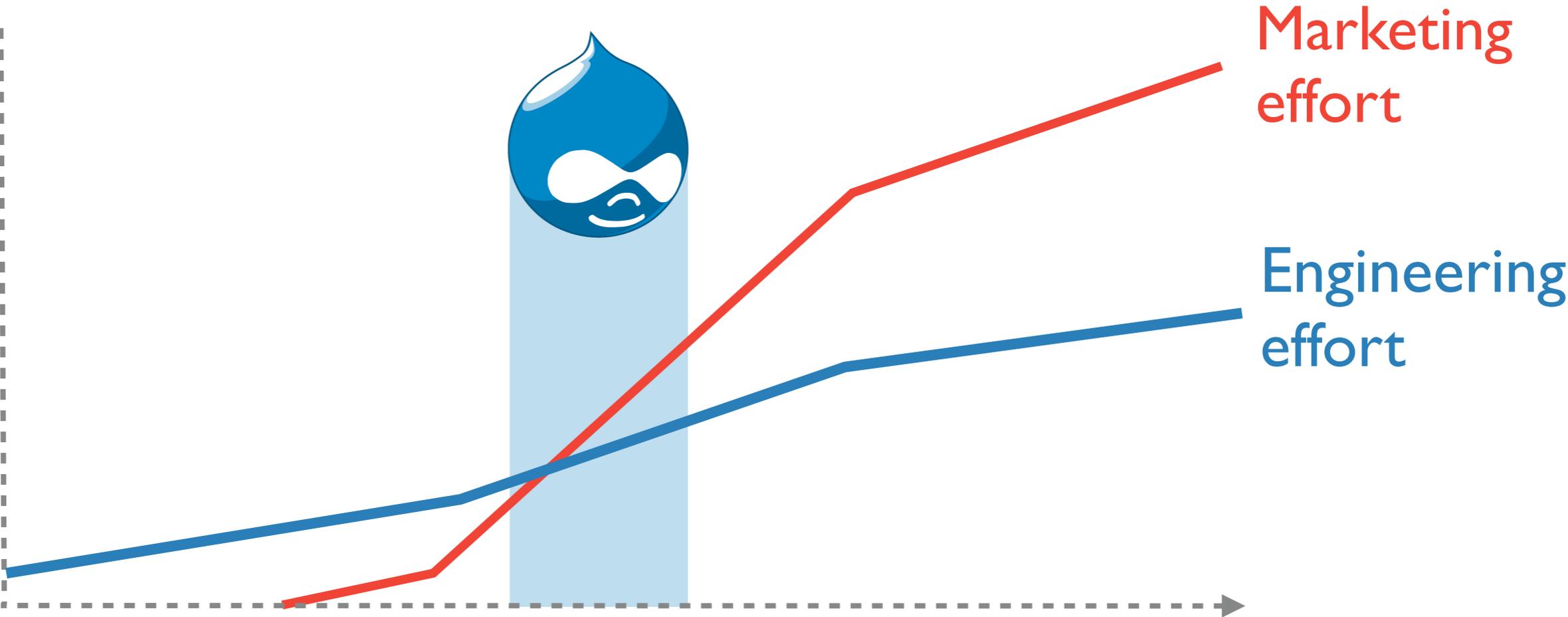
Intranet/Corporate Web Sites

Companies maintain their internal and external web sites in Drupal. Drupal works well for these uses because of its flexible permissions system, and its easy web based publishing. No longer do you have to wait for a webmaster to get the word out about

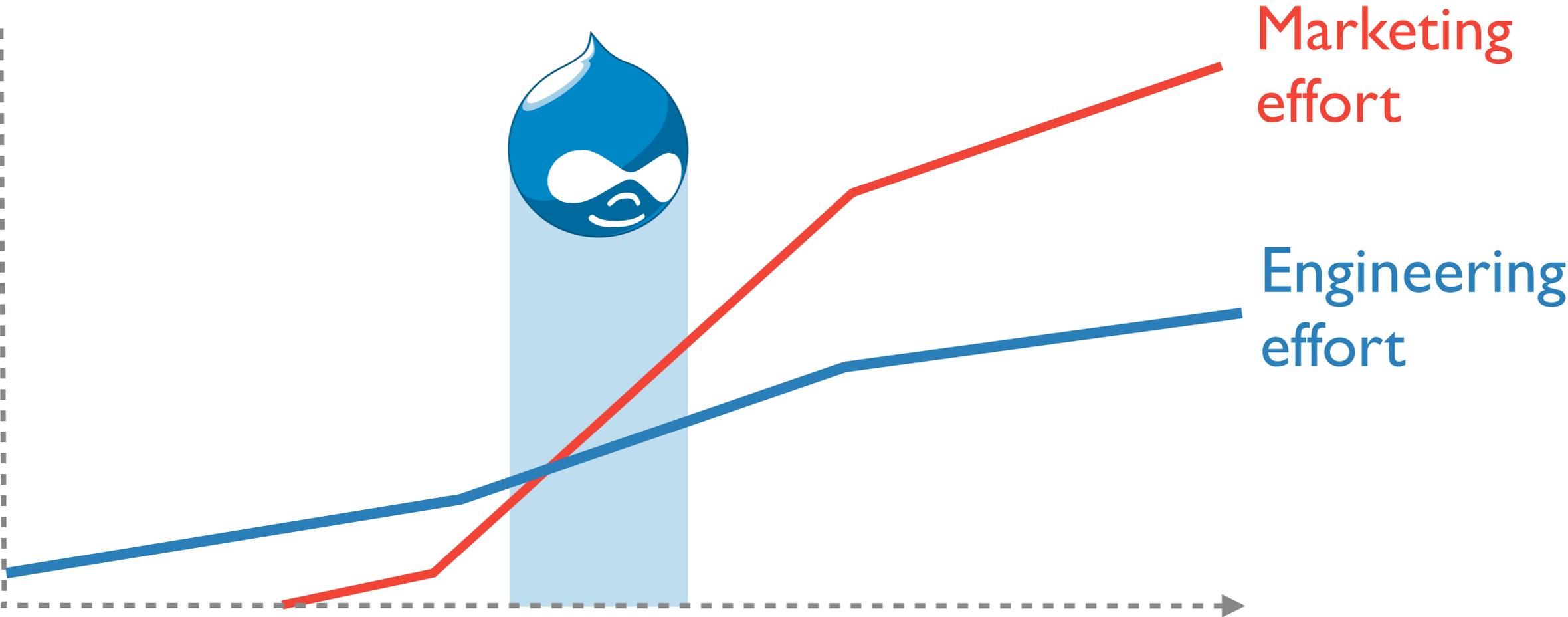
About Drupal

- ▶ [About the Drupal project](#)
- ▶ [Press releases](#)
- ▼ [Sites Made with Drupal](#)
 - ▶ [Business-friendly use cases](#)
 - ▶ [Designer case studies](#)
 - [Greater Celebration Chamber of Commerce](#)
 - ▶ [Reviews and Analyses](#)
 - ▶ [Success Stories :D](#)
- [What's New in Drupal 7](#)
- ▶ [Marketing resources](#)

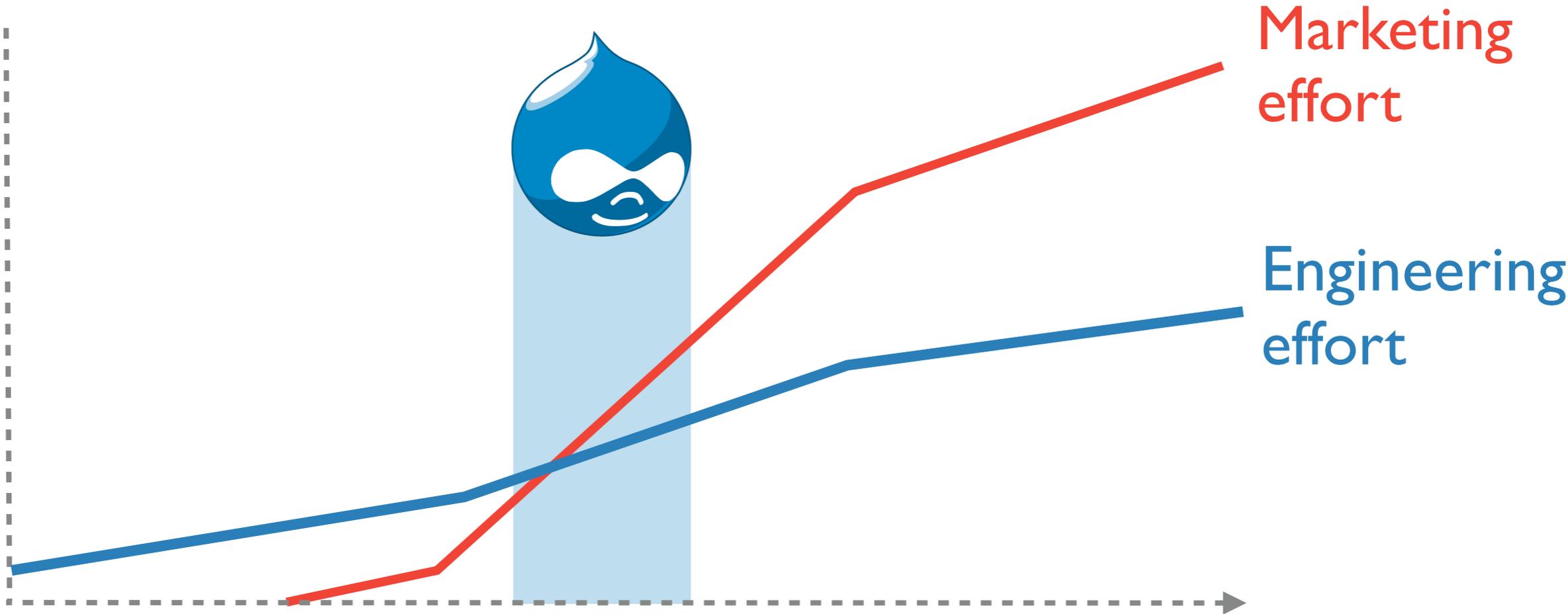
Technology evolution



Technology evolution



Technology evolution



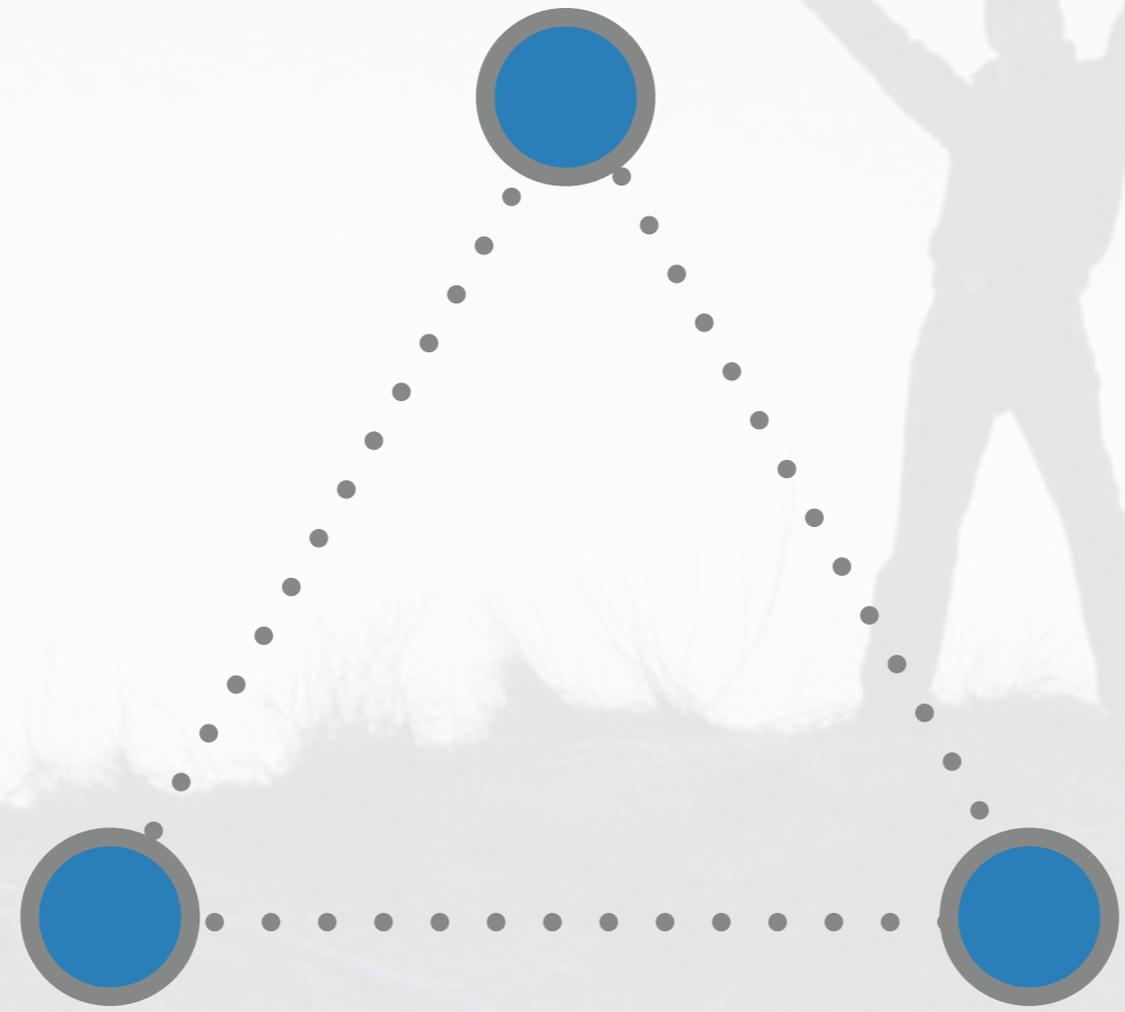
Biggest opportunities

Marketing driven





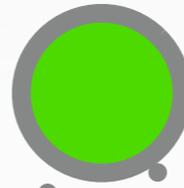
Technically strong



Easy to use

Well marketed

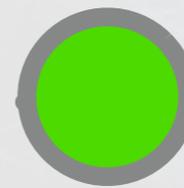
Technically strong



Apple



Easy to use



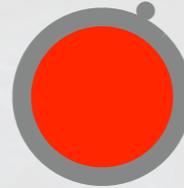
Well marketed



Technically strong



NOKIA



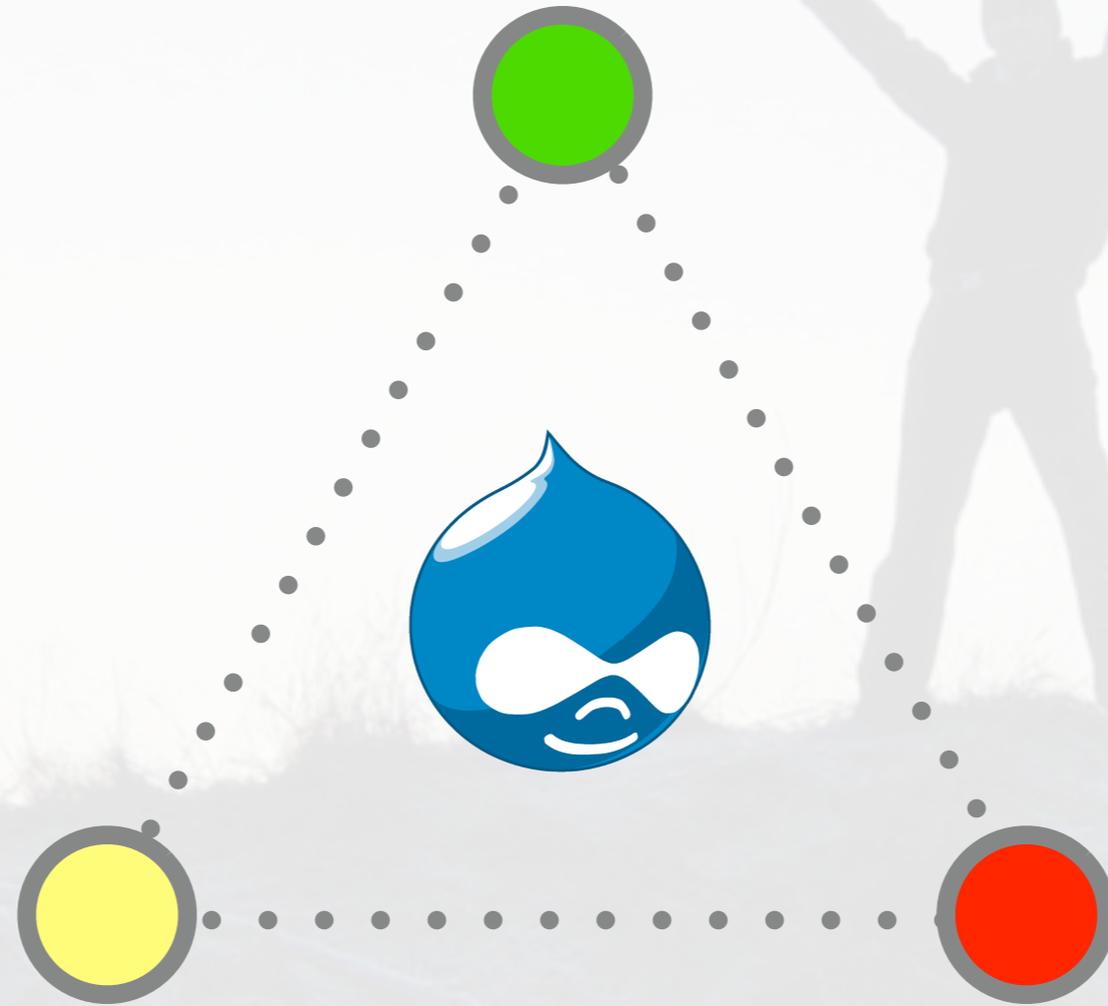
Easy to use



Well marketed



Technically strong



Easy to use

Well marketed

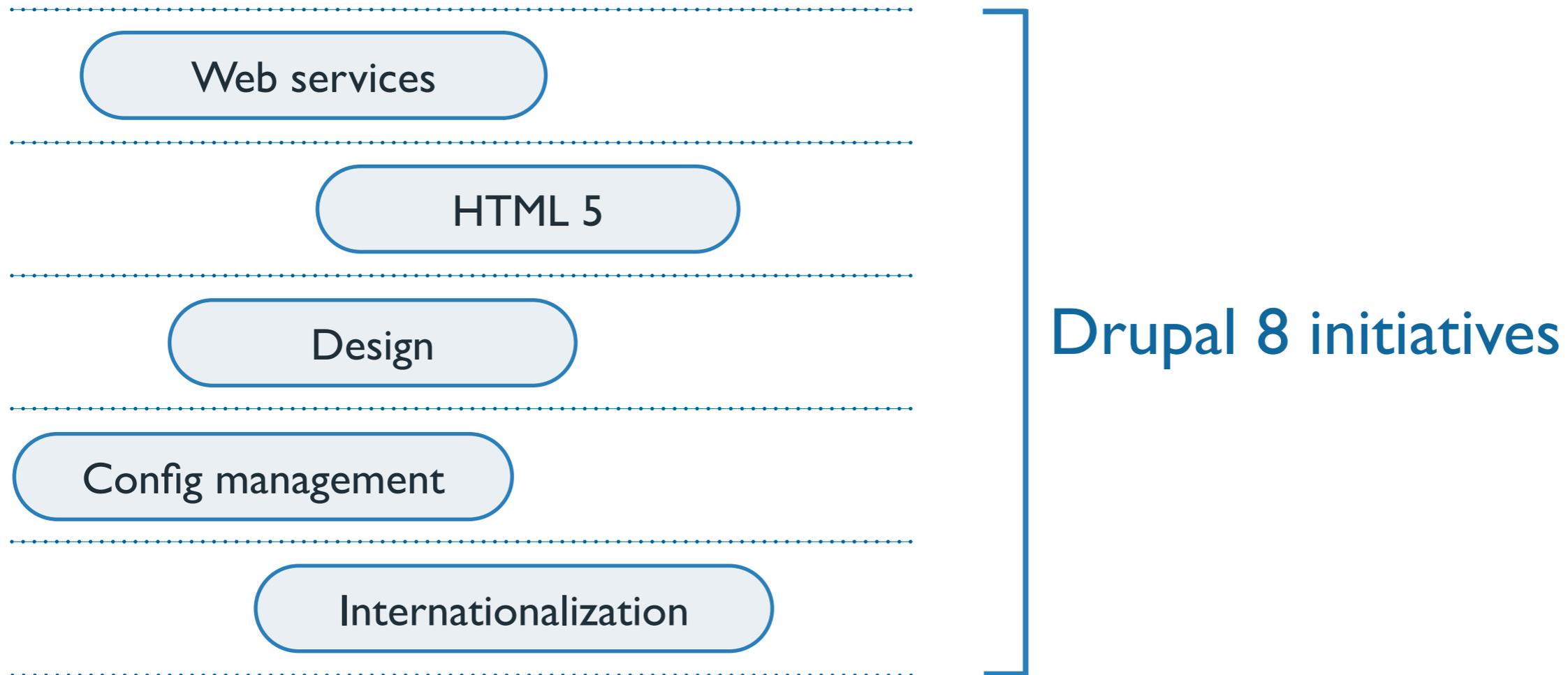
Drupal

8

DrupalCon Chicago 2011 announcements



Revised development process



<http://groups.drupal.org/drupal-initiatives>

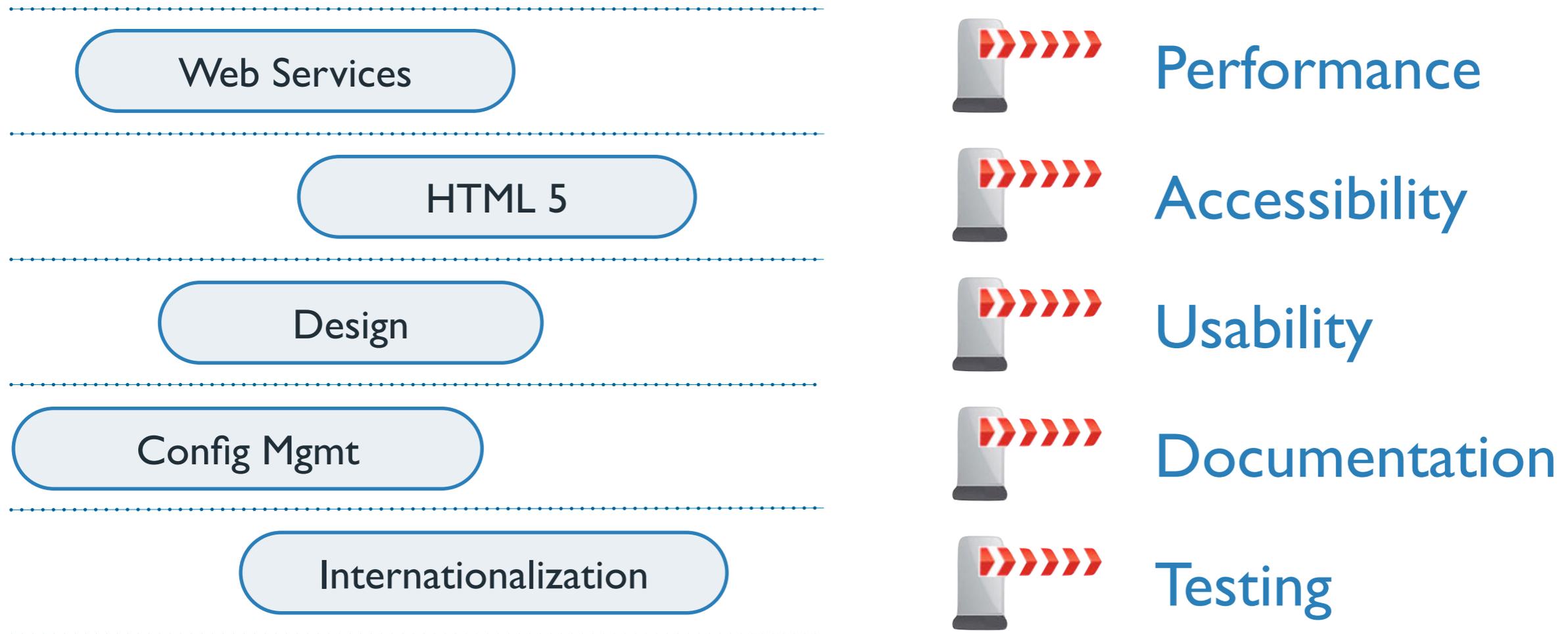
Status of Drupal 8 Initiatives

	Lead	Status
Web services	Larry Garfield	Architecture definition
HTML 5	Jacine Luisi	Patches committed
Design	Jeff Burnz	Planning
Config management	Greg Dunlap	Prototyping
Internationalization	Gábor Hojtsy	Patches committed



<http://groups.drupal.org/drupal-initiatives>

Revised development process with gates

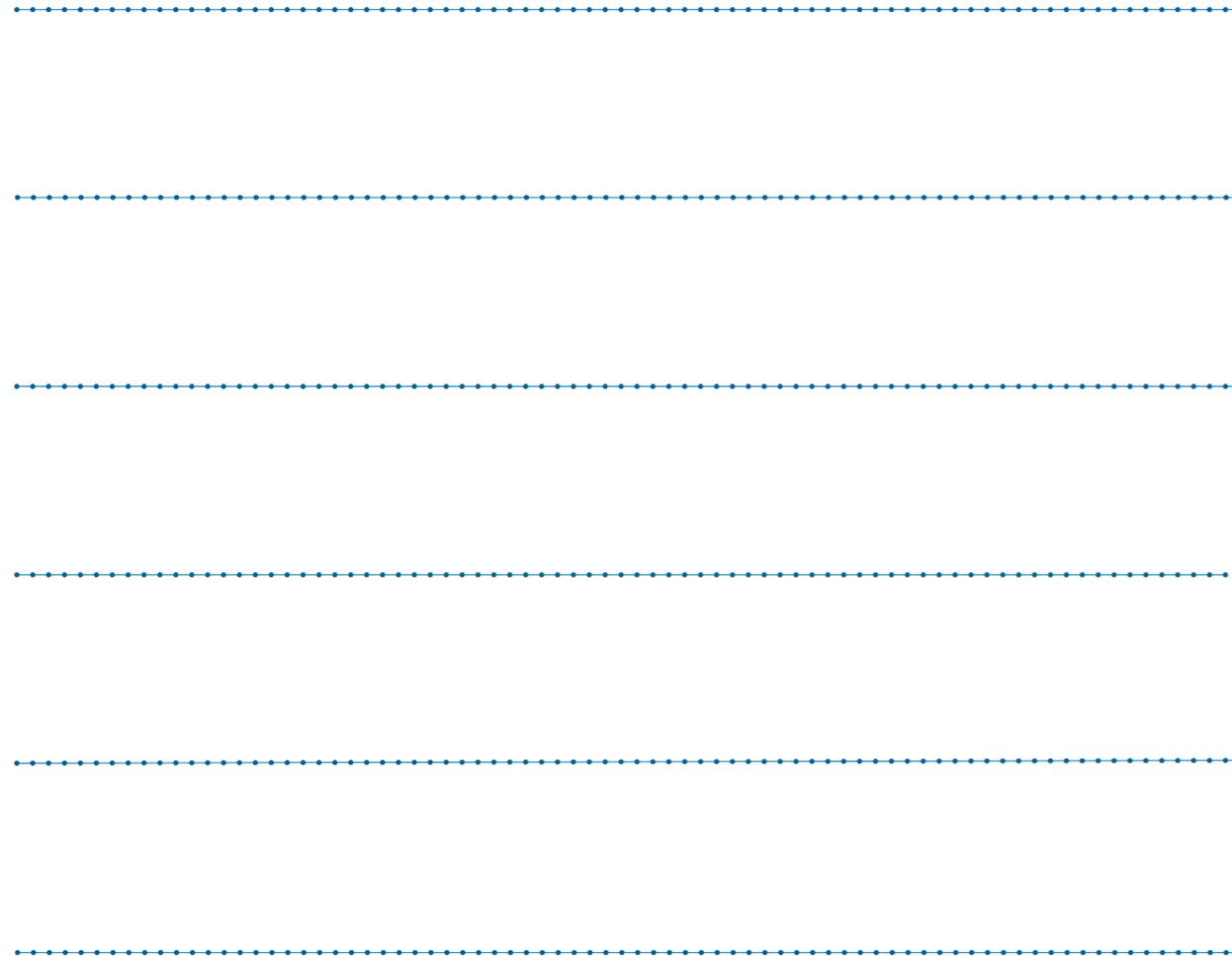


Drupal 8 development code stream

Submit threshold < 15 critical bugs

Drupal 8 core

Revised development process with gates



Performance



Accessibility



Usability



Documentation

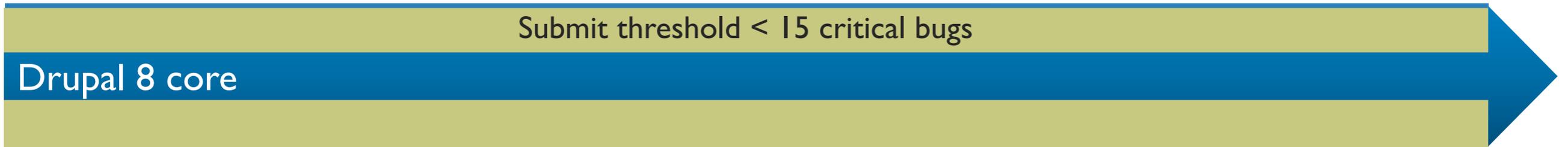


Testing

Drupal 8 development code stream

Submit threshold < 15 critical bugs

Drupal 8 core



Drupal 8 gates definition status

	Performance	
	Accessibility	
	Usability	
	Documentation	
	Testing	

Drupal 8 development code stream

Submit threshold < 15 critical bugs

Drupal 8 core

<http://groups.drupal.org/node/166704>

Refined bug threshold to balance D7 and D8

Submit threshold < 15 critical bugs in D8

Refined bug threshold to balance D7 and D8

New features and major refactoring patches will only be committed to Drupal 8 if:

Critical bugs/tasks, across D7 and D8 \leq 15

Major bugs/tasks, across D7 and D8 \leq 100



We made good progress but
do we need to do more?

Drupal 8 initiatives

Top challenges

Usability/ease of use

9.9%

Configuration mgmt

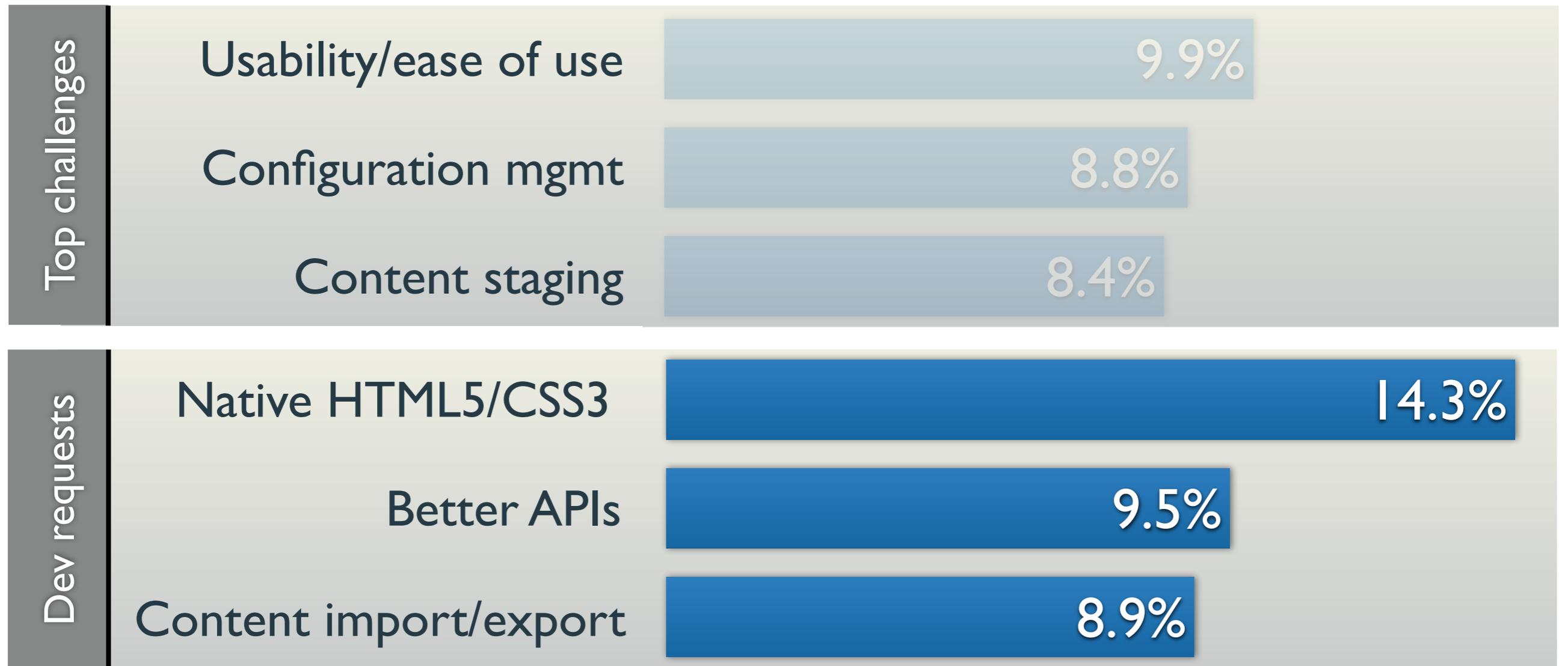
8.8%

Content staging

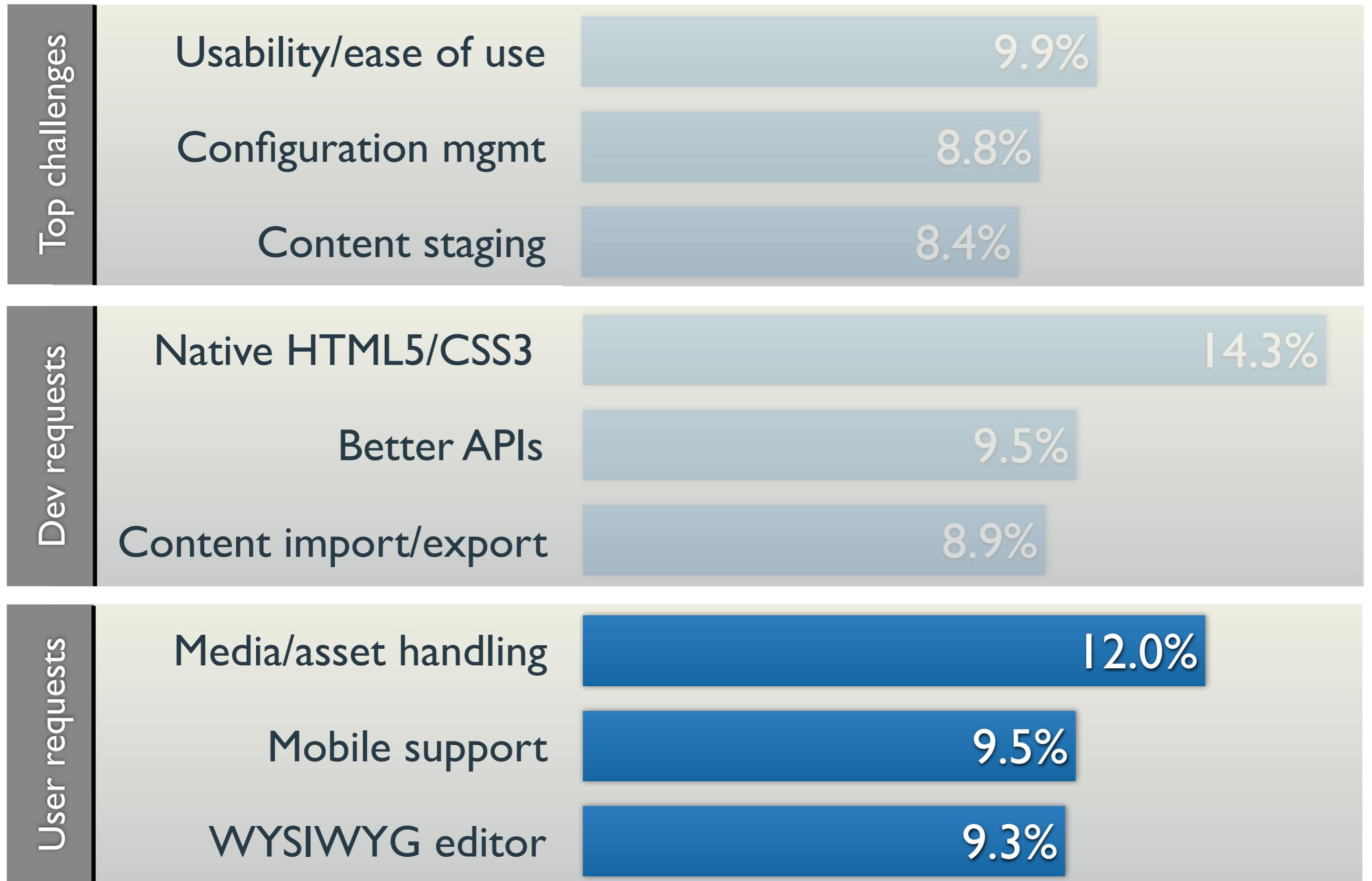
8.4%



Drupal 8 initiatives



Drupal 8 initiatives



Prioritize Drupal 8 initiatives

Native HTML5/CSS3

Media/asset handling

Usability/ease of use

Mobile support

WYSIWYG editor

Better APIs

Configuration mgmt

Content import/export

Content staging

Prioritize Drupal 8 initiatives

Native HTML5/CSS3

Media/asset handling

Usability/ease of use

Mobile support

WYSIWYG editor

Better APIs

Configuration mgmt

Content import/export

Content staging

Prioritized by
responses

Prioritize Drupal 8 initiative scorecards

Native HTML5/CSS3



Media/asset handling

Usability/ease of use

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Prioritize Drupal 8 initiative scorecards

Native HTML5/CSS3



Media/asset handling

Usability/ease of use

Mobile support

WYSIWYG editor

Better APIs

Configuration mgmt

Content import/export

Content staging

Status: Launched May
On track

Examples: Semantic, accessible markup,
more intuitive forms, less CSS

Next steps: Complete 100+ “html5” issues

Prioritize Drupal 8 initiative scorecards

Native HTML5/CSS3



Media/asset handling



Usability/ease of use

Mobile support

WYSIWYG editor

Better APIs

Configuration mgmt

Content import/export

Content staging

Status: Not started

Examples: Manage files through file browser, better audio/video support

Next steps: Define goals for initiative
Identify initiative owner

Prioritize Drupal 8 initiative scorecards

Native HTML5/CSS3



Media/asset handling



Usability/ease of use



Mobile support

WYSIWYG editor

Better APIs

Configuration mgmt

Content import/export

Content staging

Status: Partly covered by UX gate
Formal usability testing

Examples: Terminology, modules page,
blocks administration, site
builder/editor experience

Next steps: Define goals for initiative
Identify initiative owner

Prioritize Drupal 8 initiative scorecards

Native HTML5/CSS3



Media/asset handling



Usability/ease of use



Mobile support



WYSIWYG editor

Better APIs

Configuration mgmt

Content import/export

Content staging

Status: Partially covered by HTML5, Design and Web services initiatives

Examples: Responsive design
Mobile themes
Small image derivatives
Native application

Next steps: Define goals for initiative
Identify initiative owner

Prioritize Drupal 8 initiative scorecards

Native HTML5/CSS3



Media/asset handling



Usability/ease of use



Mobile support



WYSIWYG editor



Better APIs

Configuration mgmt

Content import/export

Content staging

Status: Not started

Examples: Native, preconfigured WYSIWYG editor, integrated with text formats

Next steps: Define goals for initiative
Identify initiative owner

Prioritize Drupal 8 initiative scorecards

Native HTML5/CSS3



Media/asset handling



Usability/ease of use



Mobile support



WYSIWYG editor



Better APIs



Configuration mgmt

Content import/export

Content staging

Status: Partially covered by web services

Examples: API simplification/consistency
Modern patterns (OOP)

Next steps: Define goals for initiative
Identify initiative owner

Prioritize Drupal 8 initiative scorecards

Native HTML5/CSS3



Media/asset handling



Usability/ease of use



Mobile support



WYSIWYG editor



Better APIs



Configuration mgmt



Content import/export

Content staging

Status: Launched in March
On track

Examples: Standardized format for config data, easy export/sync with version control

Next steps: Looking for more contributors

Prioritize Drupal 8 initiative scorecards

Native HTML5/CSS3



Media/asset handling



Usability/ease of use



Mobile support



WYSIWYG editor



Better APIs



Configuration mgmt



Content import/export



Content staging



Status: Partially covered by web services and configuration management

Examples: Ease migration from legacy systems
Replacement for update.php?

Next steps: Define goals for initiative
Identify initiative owner

Prioritize Drupal 8 initiative scorecards

Native HTML5/CSS3



Media/asset handling



Usability/ease of use



Mobile support



WYSIWYG editor



Better APIs



Configuration mgmt



Content import/export



Content staging



Status: Partially covered by configuration management initiative

Examples: UUIDs to uniquely identify content across servers
Publish/subscribe capability

Next steps: Blocked on configuration management initiative

Prioritize Drupal 8 initiative scorecards



Top 3 challenges

+

Top 3 developer requests

+

Top 3 end-users requests

Drupal 8 release!

- 
1. We love it when you work on other things
 2. Let's focus on what matters

Summary

Let's think bigger

Opportunity



Technically strong



Thank you!



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