

PAN LOCALIZATION
NIDA E-DOCUMENT PROJECT REPORT

Veticar.com website



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CAMBODIA

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Content



In this final phase, we concentrate on the content provided by our content partners. Most of our content partners are magazines, newspapers, books for school, books for agriculture, literature and songs. Participation to the diffusion of content is good. In the normal day, we convert document from it originate form like: paper, file in different format to the Unicode Khmer characters and put them on the webpage. In average, we have about 20 articles per working days.

1 Team

In addition to our regular staff, we hire several volunteers who are willing to help us to promote the Khmer content on the website. They are generally students who work part-time according to the time available beside their Universities.

For volunteers, working time is split to 3:

Morning: 8:00-12:00

Afternoon: 14:00-18:00

Night: 17:00- 21:00



[illegible]

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2.1 Content partner interface:

One person, Ms. Davy, is dedicated to deal with our content partners. She contacts potential sources of contents: professors, journalists, Ministries, writers, singers. She goes and gathers contents as soon as the content is available for us. She buys magazines, newspapers, CDs, DVDs, flash memory to carry these contents.

2.2 Document converter

In general, documents from our partners are pdf files. One group of staff is working to transform pdf files in any Khmer characters into the Microsoft Word with Khmer Unicode characters. During the transformation, the team checks the spelling, line breaker that is one of the Cambodian writing difficulties.

2.3 Webpage fill up

Another team is in charge of filling up new web page with the files issued from the previous phase, after the content is already converted into the right format. Every working day and according to the difficulty of the documents (texts + images mix together), the team adds 15 to 25 pages in average to the website. Currently, the website holds thousand of articles.

2.4 Categorization

Finally, each article must go to one of these categories: health, environment, sport, job, news, events, entertainment, culture, social, tourism, history of Cambodia. They are organized in tabs. Within a tab, new article is at the top, old is at the bottom.

3 Difficulties

3.1 Viruses

Contamination of viruses in our computers is really a big problem. Multiple users from different organizations create problem of viruses in our servers. Different types of viruses are infected in many computers. Some antivirus software is not capable to protect totally our system; we run at the same time several antivirus software to protect our computers.

3.2 Inappropriate Content

Texts, images or songs that we post on our website are sometime unsuitable to the Cambodian content. We avoid publishing articles that relate to Government policy, criticism. As most of our contents are taken from our content partners, some inappropriate articles pass through our control and reach Cambodian public.

Our website has very good audience, about 2000 visitors daily. With numerous readers, any mistake is badly reported to us. It makes our team scared about our work that is now very sensitive because our website is well-known to Cambodian people. We withdraw right away all articles with inappropriate content that other media feedback to us.

3.2.1 Example 1 of inappropriate content:

Lese-Majesty song in the middle of Phnom Penh?



Click the image above to zoom in



[Click here to listen to the song \(MP3\) posted at the Vetcar website](#)

Friday, August 21, 2009

KI-Media

[Vetcar.com](#) is a Phnom Penh-based news web portal that recently appears on the web. This professional and polished web portal includes several new articles from pro-government and pro-CPP newspapers.

We also noted that Vetcar is posting several Khmer Oldies songs by the famous Cambodian singer Sin Sisamouth. However, to our surprise, we found that, among the songs posted by Vetcar, an anti-Sihanouk song titled “[Av Yoan Ké Mer](#)” (The Yantra Shirt, a heritage from Mother) is also featured there. This song first appeared in the 70s, following the coup d’état toppling then-Prince Sihanouk by General Lon Nol. The lyrics of the song talk about a man leaving to the front to defend the country and the lands that “were sold to the Vietcong by the king, the traitor of the nation and the religion.”

This song was also heavily broadcasted in 2006 by Hun Sen’s controlled radio stations prior to his administration’s signing of the Supplemental border treaty to the illegal 1985 border treaty concluded with the occupying Vietnamese troops. Hun Sen ordered the broadcasting of anti-Sihanouk material because, at that time, the former king opposed this supplemental border treaty. Through this broadcasting, Hun Sen wanted to prove that he was not the only one concluding treaties with Vietnam.

In any case, we hope that our note will not force Vetcar from removing this piece of history from its website, younger generations of Cambodians need to learn all the facets of our history, whether they are ugly or not.

3.2.2 Example 2 of inappropriate content:

We extracted an article from a magazine called “Nature” about the stock market that displeases to the Ministry of Finance. When we get the feedback from this Ministry, we reply

by issuing a letter explaining that we have just posted this article to promote Khmer Unicode; its content does not belong to us and we are not responsible for it.

3.3 Lack of fund

The fund provided by Pan Localization is not enough to run this website that attracts too many people. We need extra fund that we plan to get it from donation and advertisement.

3.3.1 Donation

Running this website needs a lot of resources, especially in fund. Every day, add new more articles (in average, 20 articles daily) need people to type, collect, transform and put articles on the website. We put our request for donation for contribution to our website; our 200,000 readers give zero dollars that really discourages our team.

3.3.2 Advertisement revenue

Another source of extra revenue that we plan to get from the public is advertisement. Large number of people does not know enough Internets because of the recent apparition of this online technology in Cambodia. On the other hand, our website veticar.com is created shortly from July 2009. Advertisement is rare, many corporations wanted to put their banners on our pages but when the time to pay for our service, they find all pretexts to avoid the payment.

3.3.3 Google Ad revenue

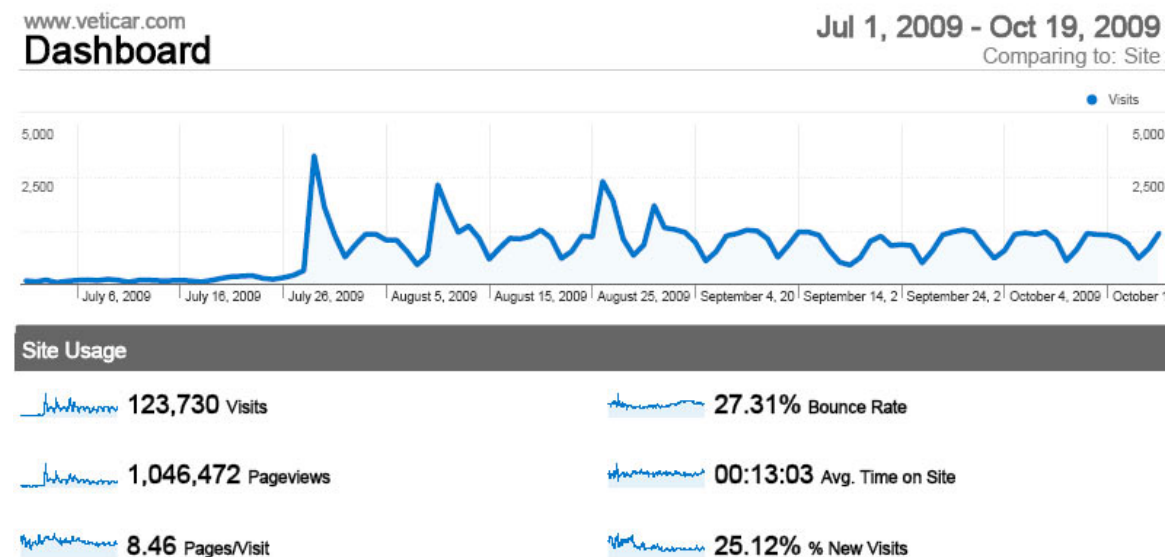
Google allows any website to post Google Ad in its webpage. When someone clicks on the Google Ad, the website get revenue according to the number of clicks. The Google Ad does not work with Khmer Unicode but it works only with the former Khmer font: Limon. For this reason, we put recently some articles in Khmer Limon font on veticar.com. Although our additional effort, we do not get enough clicks to get revenue from this feature.

4 Success

Our website attracts many Cambodian people who want to read articles in Khmer. It is the reference of a Khmer website that contains variety of topics. We post generally useful information as well as entertainment.

4.1 High audience

From July 26 2009 to October 19 2009, less than 3 month period, we reached 123.000 visitors and more than one million of clicks. This is a great result for a new website in Khmer language.



4.2 Professional Technology

Apart from the difficulties encountered above, our team enjoys to work with the new tools on Unicode Khmer like “spelling check”, “line breaker” etc... We valid thousand of Khmer Unicode pages that you can find them on veticar.com website. Search feature within a database is now possible in Khmer Unicode. We use open source software to build veticar.com: Joomla!, Content Management System and MySQL, database.

4.3 Volunteer satisfaction

We have more than 10 students who are volunteer to add new content on veticar.com. This is a good experience for everyone who participates to this project. They contribute to widespread Khmer knowledge to their compatriots who are mostly cannot read English. They are proud to see their work are appreciated by the population.

4.4 Policy on Khmer Unicode validation

In October 2009, the Office of the Council of Ministers requests to me, NGUON Taing Leang, to find the reason to impose the use of Khmer Unicode to all Ministries and Government institutions. With strong knowledge and long experience of Khmer Unicode in doing this project, I help the Deputy Prime Minister Sok An Cabinet team to write a letter to the Prime Minister to explain the benefit of the Khmer Unicode and request to him to issue the circular that orders to all Ministries and Government institutions to only use Khmer Unicode to make their official documents.

Khmer Unicode will be the unique standard of Khmer Characters on computer.

5 Conclusion

The success of this e-document project is measured by the number of audience: great hit rate that you can see in the annex file from the tool called Google Analytics provided by Google. We all who contribute to the success of this project are very happy to see numerous benefit points below:

- Validation of Khmer Unicode is success on MS word
- Validation of Khmer Unicode is success on website
- Validation of Khmer Unicode is success for databases: MySql or SQL Server
- Cambodia people like to read Khmer according to the great number of audience.