



## Penguin launches A Million Penguins – a wikinovel experiment

*Wednesday 31 January 2007:* London Penguin UK today launches a [A Million Penguins](#), a first-of-a-kind experiment in creative writing and collaboration based on the wiki principle. For the next six weeks, anyone logging in at the site will be able to contribute to the novel in progress or edit the work already there. The wiki will be accompanied by a blog where a Penguin editor will provide a running editorial commentary on the work in progress

Jeremy Ettinghausen, Penguin's Digital Publisher, said: "Communities, crowdsourcing and collaboration are the buzz words of the moment and we wanted to discover whether these social values could be applied to creative writing in the same way they are to, say, open source software. To be honest, we don't know exactly what is going to happen or how this will turn out – I guess that is up to the community!"

Penguin has long been in the forefront of digital marketing and publishing initiatives which engage a new generation of consumers with books. The Penguin Remixed competition in 2005 gave musicians and DJs the opportunity to use samples of Penguin's audiobooks in their compositions and later that year Penguin became the first publisher to launch a [podcast](#), which has since won several awards. In 2006 Penguin became the first trade publisher to launch a [blog](#), which was recently [described](#) as 'Simple. No Frills. But oozes Penguinness...'

"The success of Penguin Remixed and the recent [My Penguin](#) initiative have shown that people are not simply content to be passive consumers of content, they want to get involved and the internet has given them the means to do this," said Ettinghausen. "What we're trying to do with A Million Penguins is see how we can use the new technology platforms that now exist to bring people into the world of books and writing and hopefully provide a forum where they can express themselves creatively and have some entertainment in the process."

Penguin is collaborating with students from the MA in Creative Writing and New Media at De Montfort University who will be contributing to the wiki and will form the seeds of the community. "The success of a wiki project depends on the commitment of the community," said Ettinghausen, "and we're very pleased that these most imaginative students are on board."

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**For more information please contact: Jeremy Ettinghausen on 020 7010 3129 or at [Jeremy.ettinghausen@penguin.co.uk](mailto:Jeremy.ettinghausen@penguin.co.uk)**



## **Notes for editors**

A Wiki is a website or similar online resource which allows users to add and edit content collectively

A Million Penguins can be found at <http://amillionpenguins.com>

The wiki novel blog is at <http://amillionpenguins.com/blog>