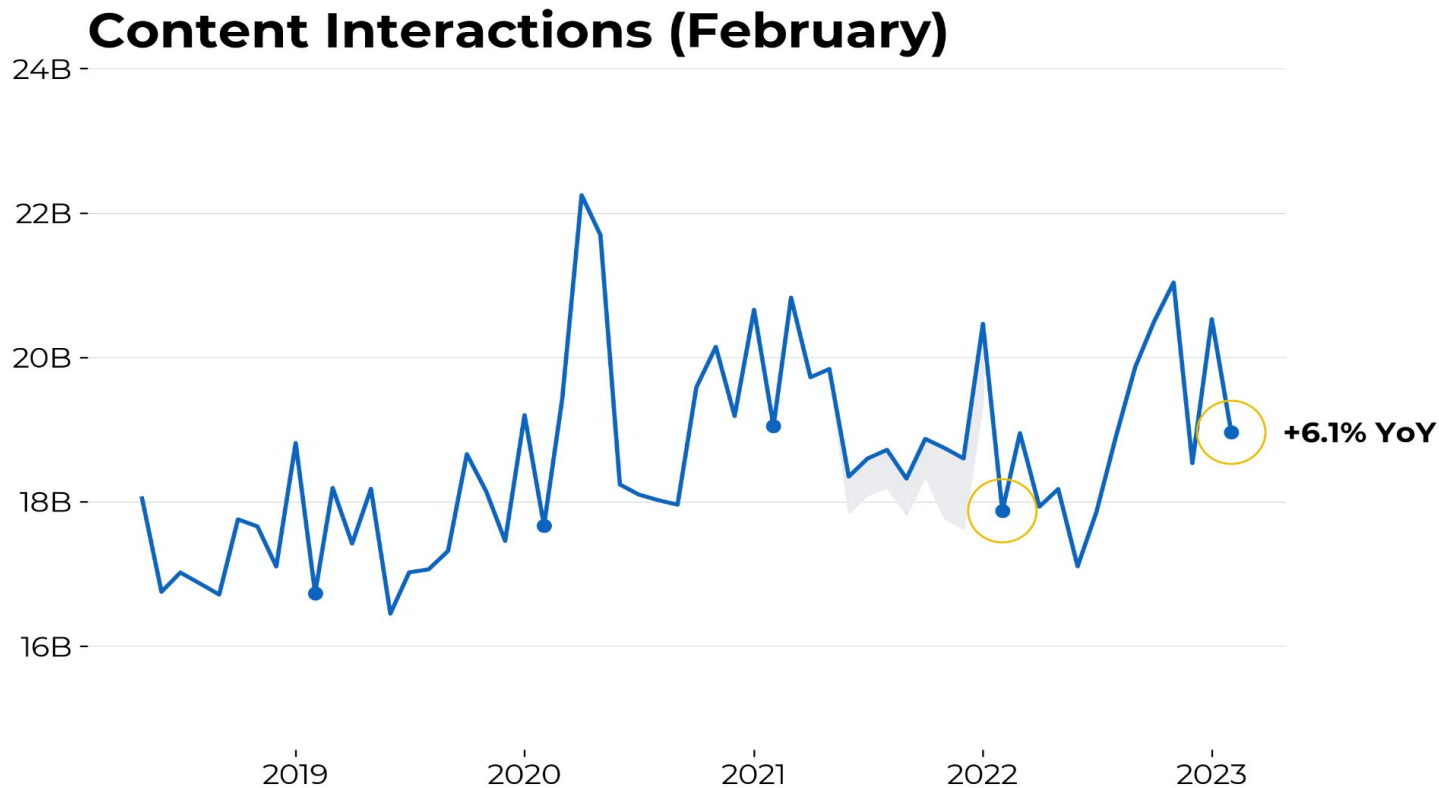


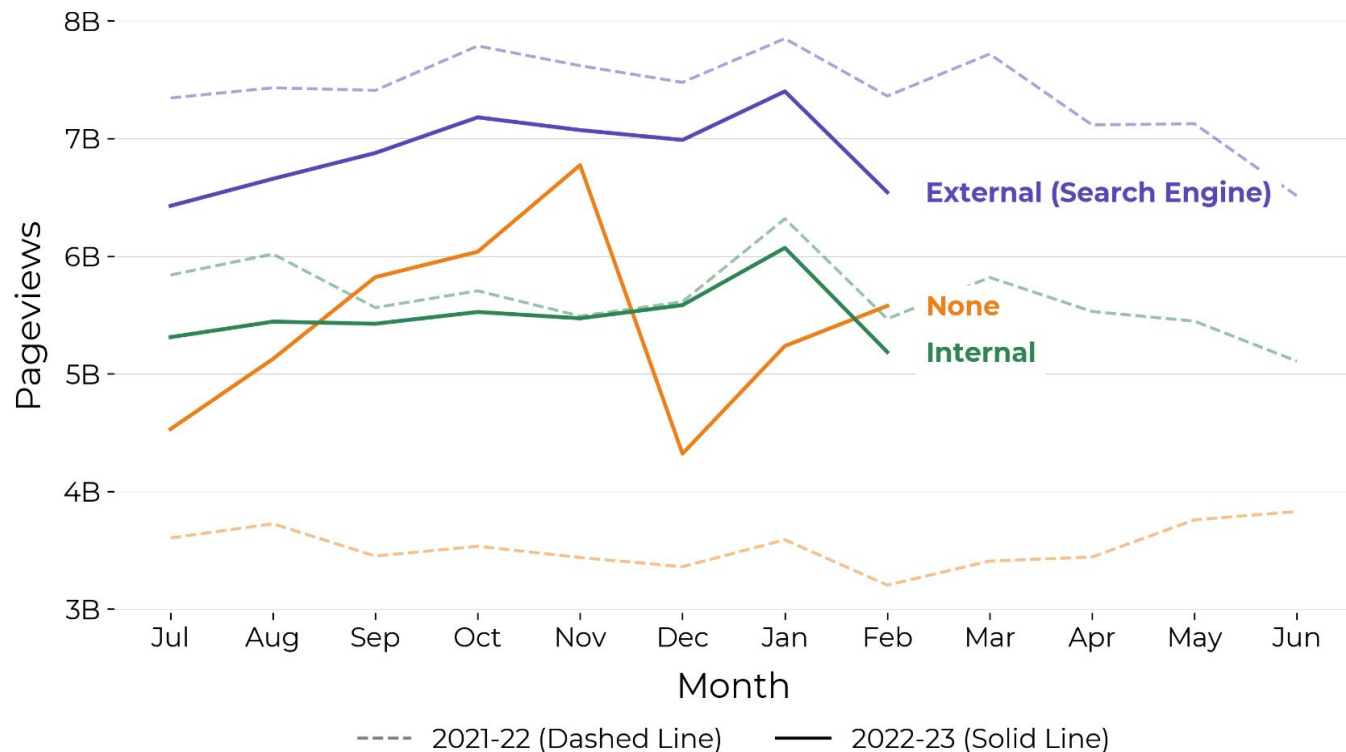
Key Product Metrics

February 2023 Wikimedia movement metrics

Content Interactions (February): increased +6% YoY to 19B and are back at 2021 levels

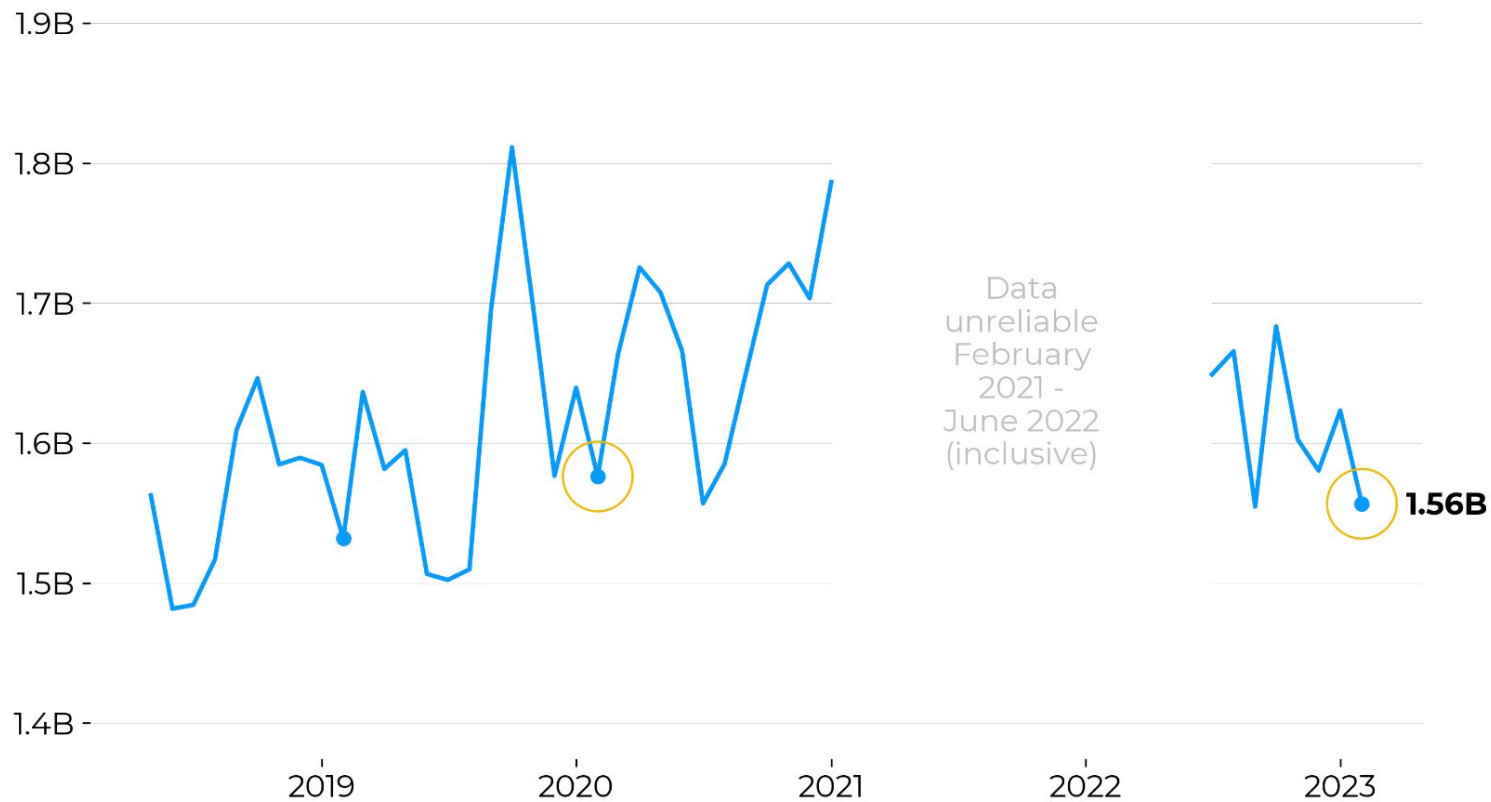


Referrer Traffic (February) : Internal referrer traffic declined to -5% YoY while External search engine referrer traffic decreased by -11% YoY. None or Direct traffic to our projects is witnessing increases in user as well as automated traffic.

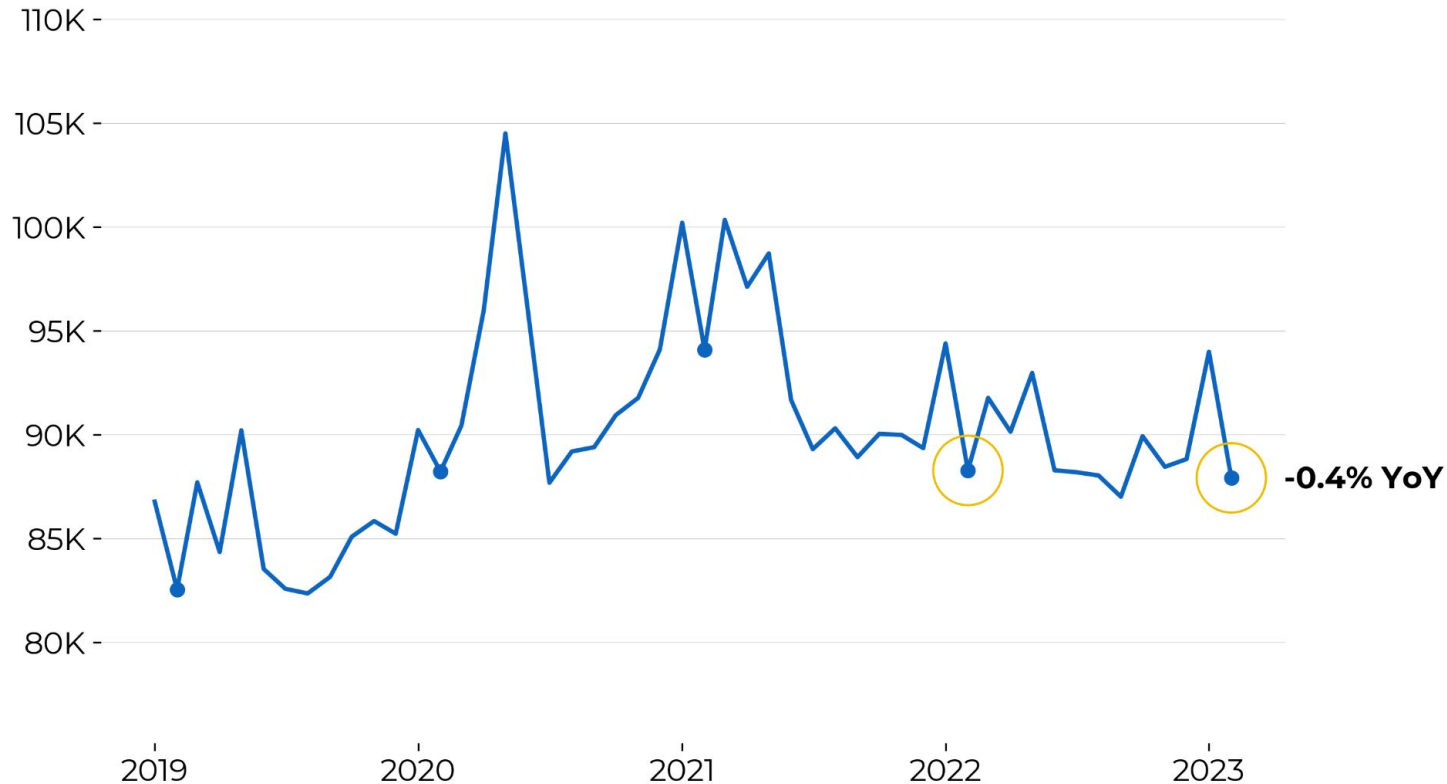


Data between July 2021 and January 2022 corrected for data loss.

Unique Devices (February): 1.56B unique devices accessed Wikipedia this month; this is a 1.2% decline compared to February 2020, the most recent February for which we have reliable data.



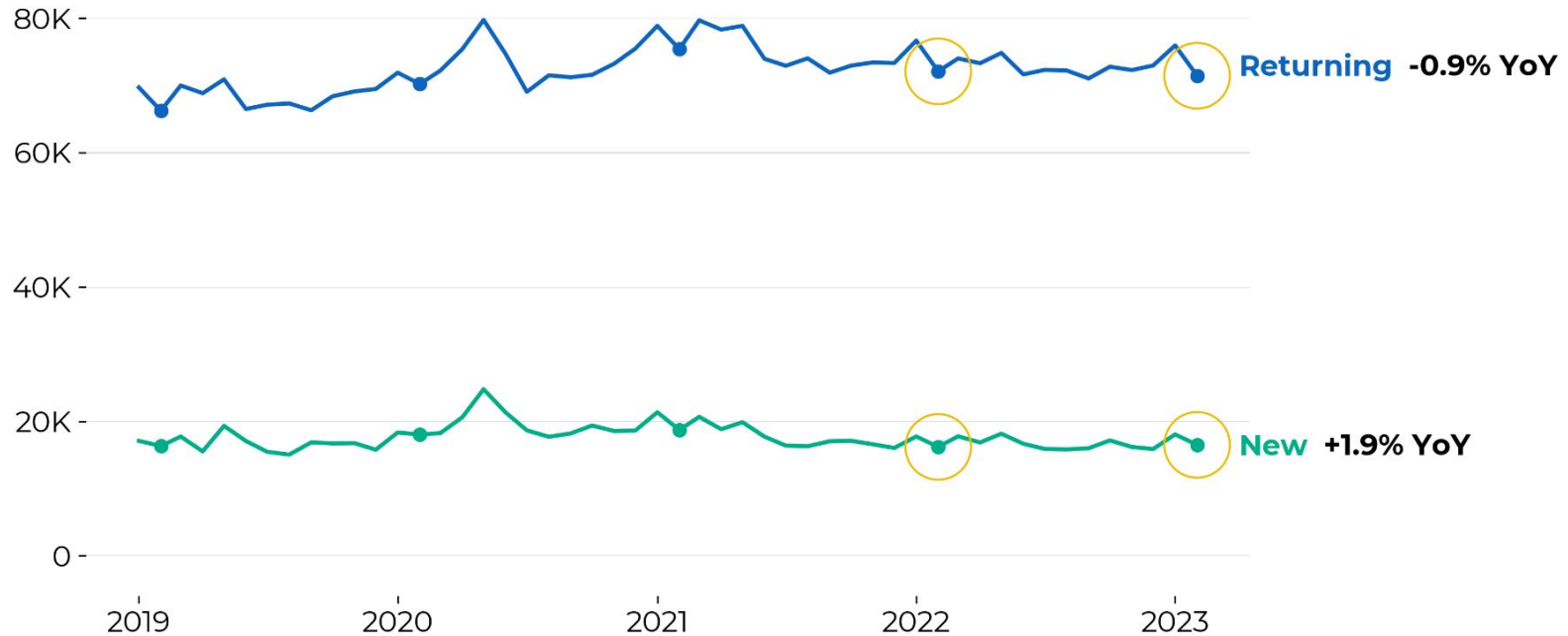
Active editors: Seasonal drop dips slightly lower to -0.4% YoY



Graph Notes: Created by Hua Xi 2023-03-15 using data from <https://github.com/wikimedia-research/Editing-movement-metrics>

Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#). For metric definitions, see the [Product data glossary](#). For questions: [#product-analytics](#) or [email](#)

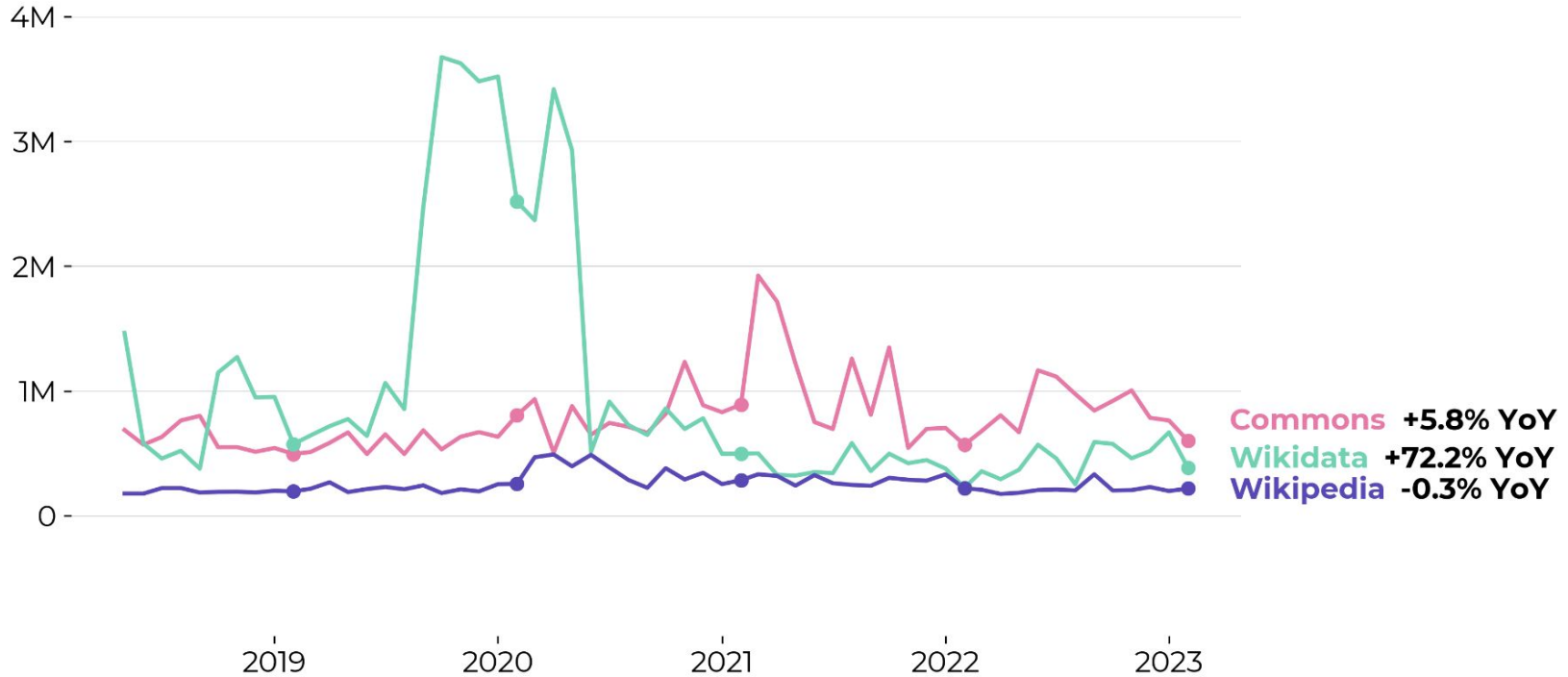
Active editors: returning vs new: returning remains slightly down YoY while new active editors see second month of YoY growth



Graph Notes: Created by Hua Xi 2023-03-19 using data from <https://github.com/wikimedia-research/Editing-movement-metrics>

Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#). For metric definitions, see the [Product data glossary](#). For questions: [#product-analytics](#) or [email](#)

Net new content: Wikidata continues to outperform while Commons also sees gains and Wikipedia improves to -0.3% YoY



Graph Notes: Created by Hua Xi 2023-03-15 using data from <https://github.com/wikimedia-research/Editing-movement-metrics>

Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#). For metric definitions, see the [Product data glossary](#). For questions: [#product-analytics](#) or [email](#)