

June 2020 Wikimedia movement metrics

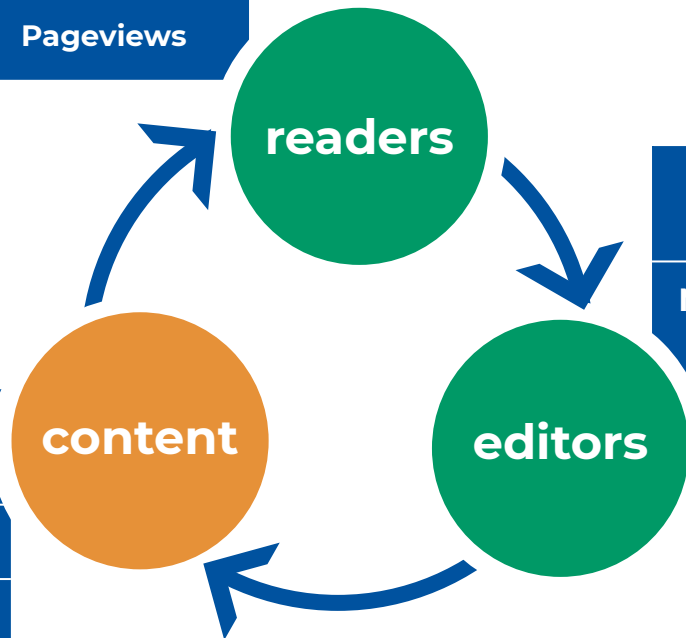


WIKIMEDIA
FOUNDATION

June 2020 Product Metrics

June Actuals	YoY (%)	
18.2B	10.9%	Interactions
16.2B	9.2%	Pageviews

	June Actuals	YoY (%)
Active Editors	96,000	14.9%
New Editor Retention	6.7%	10.3%



June Actuals	YoY (%)	
255.0M	21.8%	Total Content
54.5M	7.1%	Wikipedia
88.5 M	52.5%	Wikidata

Explore [Readers Metrics](#) and [Edits Metrics](#) in Superset. For metric definitions, see the [Product data dictionary](#).

June 2020 Product Metrics

Content		
		YoY
Total content	253.0 M	21.9%
Net new content	1,920,000	6.5%
— Established Markets	1.4 M	— ¹
— Emerging Markets	0.4 M	— ¹
Non-Wikidata net new content	1.4 M	20.9%
Total edits	53.0 M	31.8%
— Established Markets	25.7 M	— ¹
— Emerging Markets	3.4M	63.4%
Anonymous edits	2.1 M	4.6%

Readers		
		YoY
Interactions	18.2 B	10.9%
— Established Markets	13.9 B	10.0%
— Emerging Markets	4.3B	14.1%
Unique devices (all Wikipedias)	1.7 B	10.6%

Editors		
		YoY
Active editors	96,000	14.9%
— Established Markets	75,000	— ¹
— Emerging Markets	23,300	16.0%
New editor retention	6.7%	10.3%
— Established Markets	7.7%	— ²
— Emerging Markets	5.2%	-12.0%

¹ Editor location data is deleted after 90 days, so it is not possible to calculate trends from before the metrics were established. Trends started to accumulate in Sept 2019.

² Editor location data is deleted after 90 days, so it is not possible to calculate trends from before the metric was established. Trends started to accumulate in Dec 2019.

Explore [Edits Metrics](#) and [Readers Metrics](#) in Superset. For metric definitions, see the [Product data dictionary](#).

June 2020 Product Metrics: Readers

		YoY
Interactions	18.2 B	10.9%
—Pageviews ¹²	16.2 B	9.2%
—Desktop	6.5 B	12.0%
—Mobile web	9.7 B	9.9%
—Desktop previews	2.0 B	26.2%
Unique devices (all Wikipedias)	1.7 B	10.6%

Notes

¹ On 29 April 2020, Analytics Engineering implemented new bot detection to identify previously-unidentified bots as “automated” agents. For consistency in reporting with prior years’ metrics, we will include “automated” agents in our high-level reporting through the end of FY20-21. See [Wikitech](#) for details about bot detection.

In June 2020, 4.4% of pageviews were “automated”. There were 17.4B “user”-only pageviews.

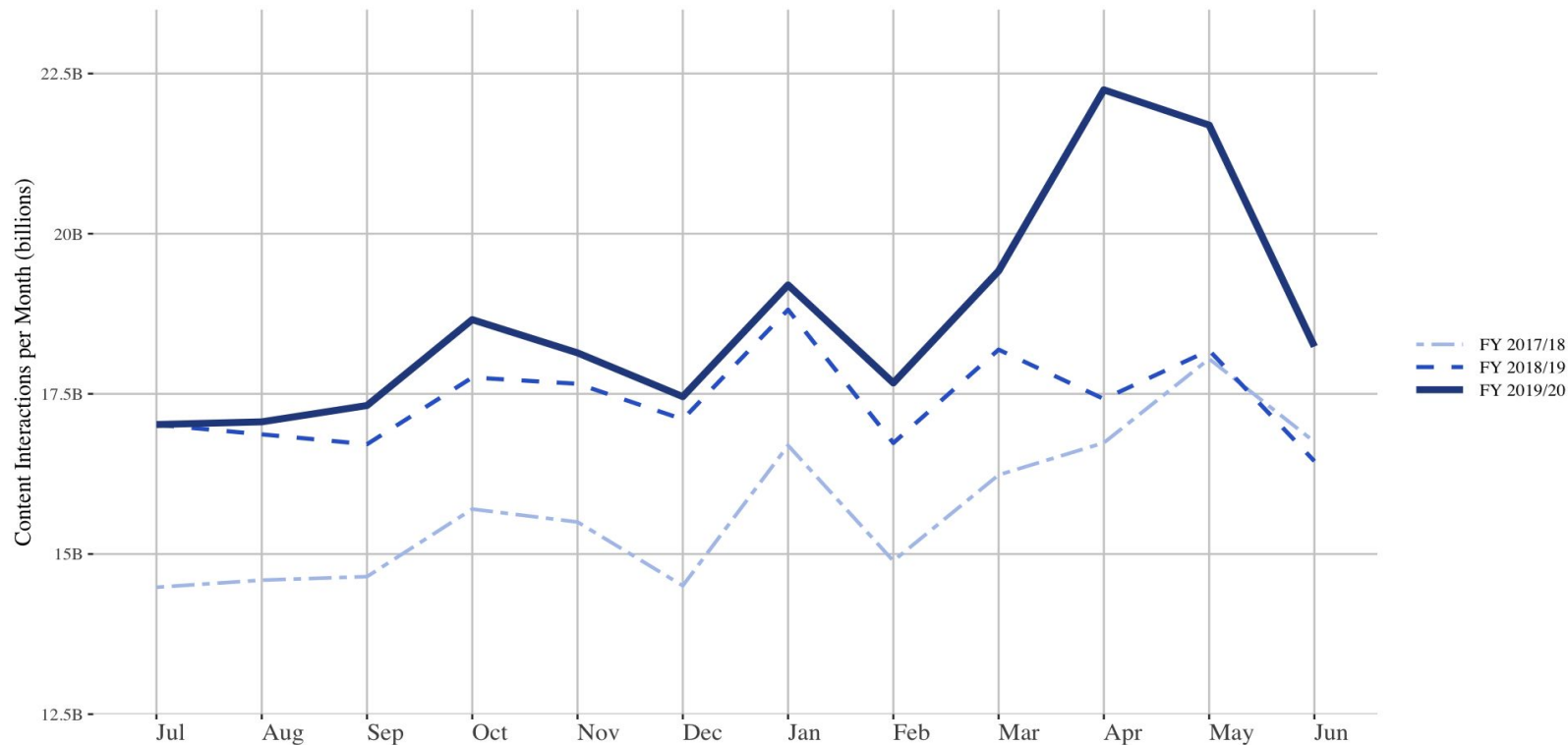
² On 18 May 2020, the latest version of Android and iOS apps started to use “mobile-html” to server content, and the pageviews counts were not adjusted to this change accordingly till the end of June. As a result, 0.23B (1.4% of overall pageviews) mobile apps pageviews were missing in June.

Key trends

- The total pageviews and content interactions continued to grow in June. Compared with previous months, the spike in traffic started to diminish, the pageviews traffic peaked at mid-end of April.
- The increase in pageviews was driven by an overall 13% YoY increase across countries and project, from external search engine and internal referral; especially from Japan and UK.
- Desktop pageviews had larger YoY increase than mobile in June. The increase in traffic was mainly from external search engines in en.wiki and es.wiki.
- The desktop previews continued to grow YoY. The growth was most prominent in en.wiki, and ja.wiki with traffic from multiple countries.

Explore [Readers Metrics in Superset](#). For metric definitions, see the [Product data dictionary](#).

Wikimedia Content Interaction year-over-year comparison July 2017 - June 2020



Explore [Readers Metrics in Superset](#). For metric definitions, see the [Product data dictionary](#).

June 2020 Product Metrics: Editors

		YoY
Active editors	96,000	14.9%
—New	21,300	25.0%
—Returning	74,700	12.3%
New editor retention	6.7%	10.3%

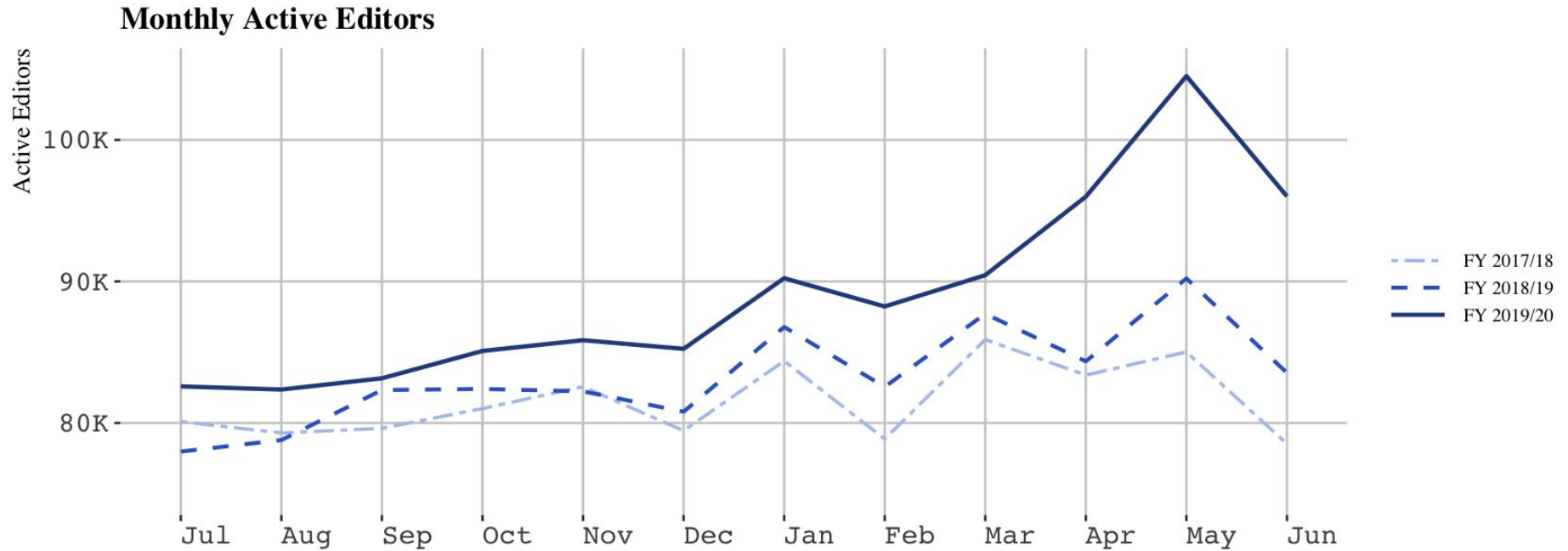
Key trends

- Overall active editors continued its spike in June, with a 14.9% YoY increase.
- The large YoY increase in new active editors are from en.wiki, Wikidata, Commons, es.wiki and ar.wiki.
- Steady growth in returning active editors was relatively evenly distributed across activity groups and wikis, from users registered over 10 years and less than 30 days.
- New editor retention continued to grow in June, the growth was from fr.wiki, ja.wiki, and ru.wiki.

Explore [Edits Metrics in Superset](#). For metric definitions, see the [Product data dictionary](#).

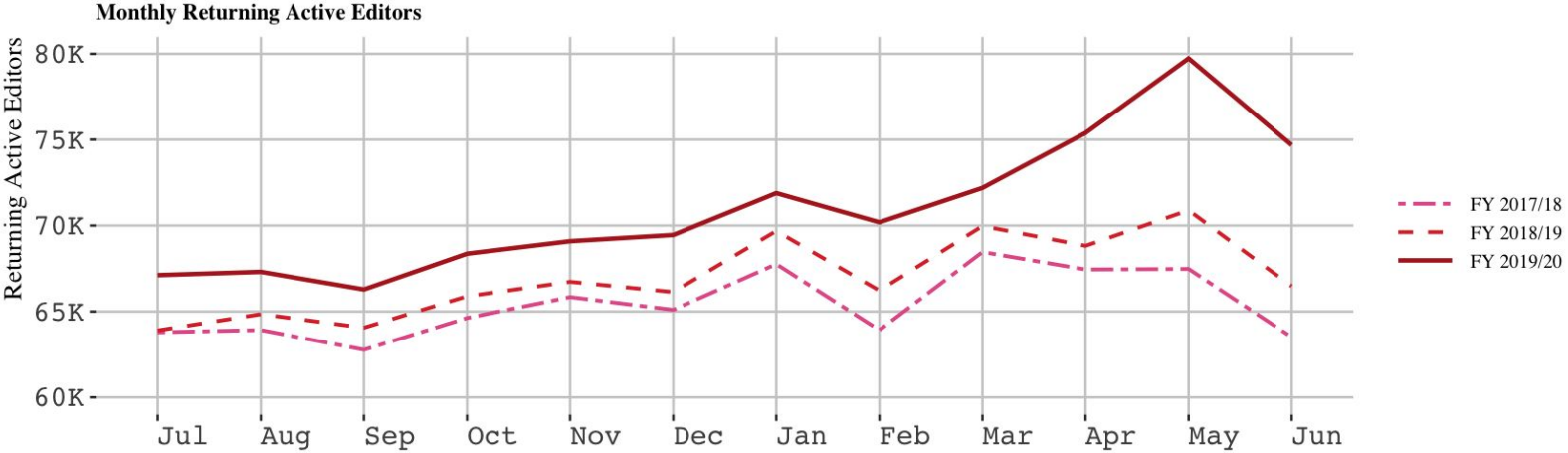
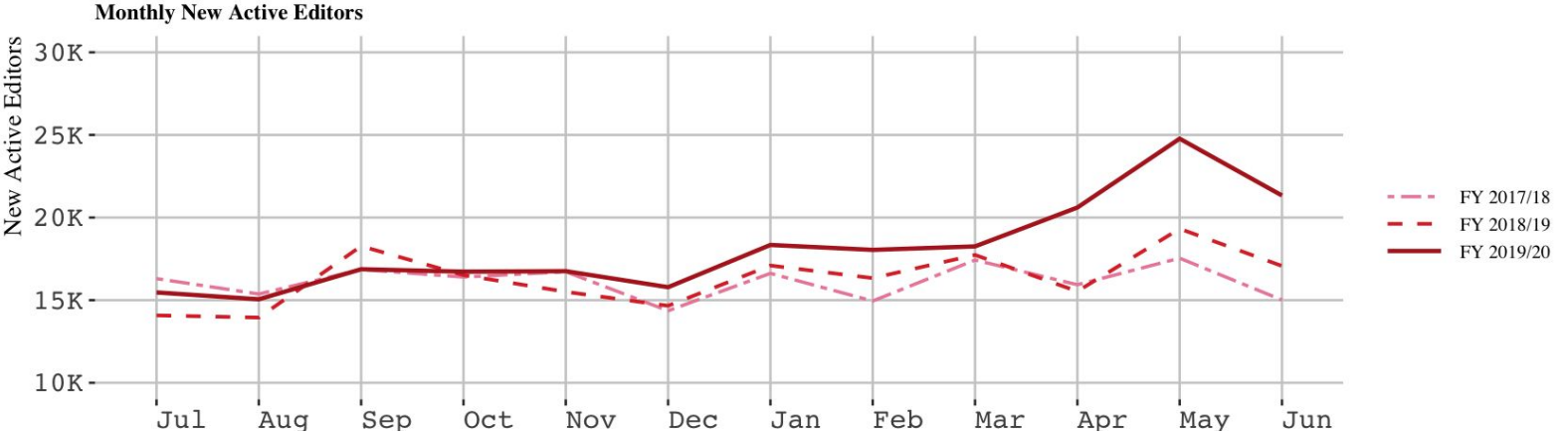
Wikimedia Active Editors year-over-year comparison

July 2017 - June 2020



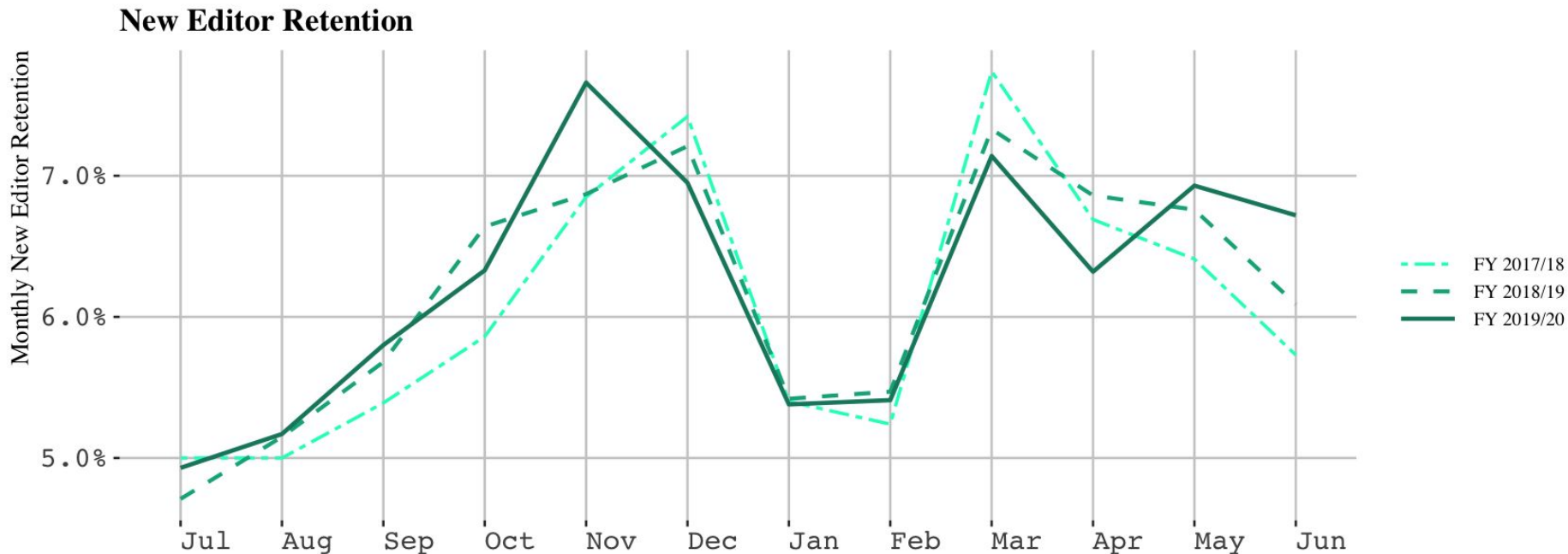
Wikimedia Active Editors year-over-year comparison

July 2017 - June 2020



Wikimedia New Editor Retention year-over-year comparison

July 2017 - June 2020



June 2020 Product Metrics: Content

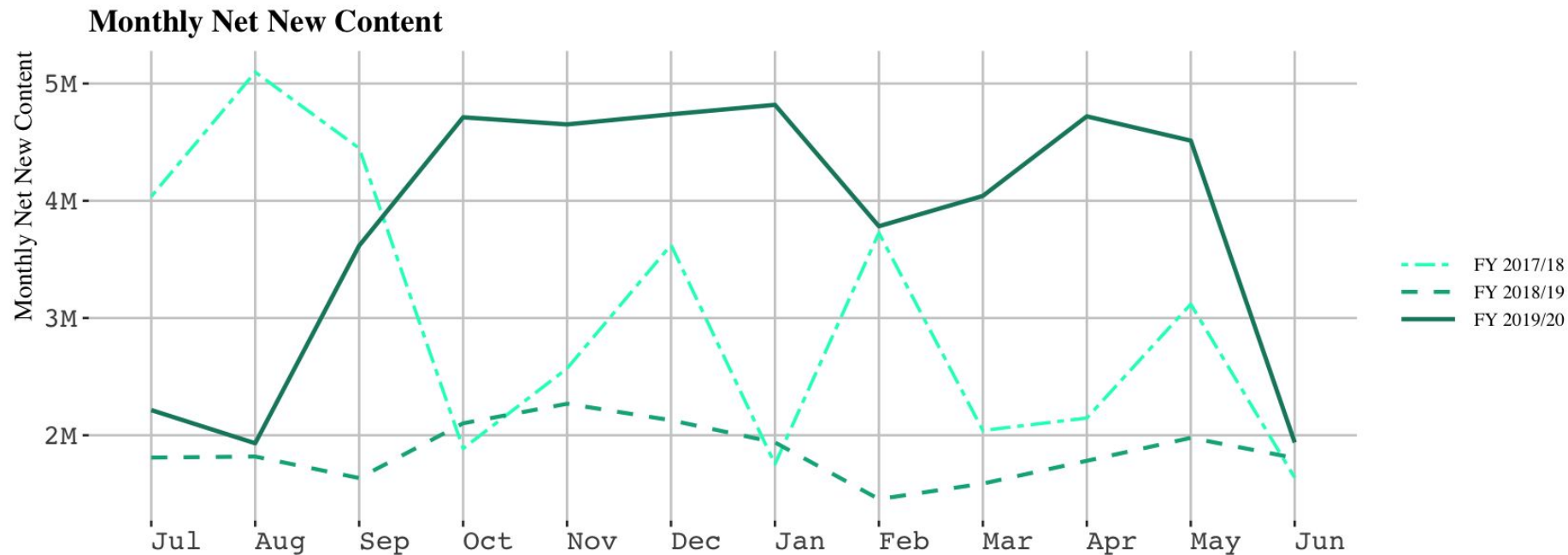
		YoY
Total content	255.0 M	21.8%
—Wikipedia articles	54.5 M	7.1%
—Commons files	63.0 M	14.7%
—Wikidata entities	88.5 M	52.5%
Net new content	1,920,000	6.5%
—Wikipedia articles	488,000	128.0%
—Commons files	650,000	31.3%
—Wikidata entities	511,000	-20.0%
Revert rate	5.8%	4.0%
Total edits	53.0 M	31.8%
—Mobile edits	1.8 M	22.6%
—Data edits	25.8 M	39.0%
—File uploads	0.7 M	28.1%
—Other non-bot edits	12.9 M	21.5%

Key trends

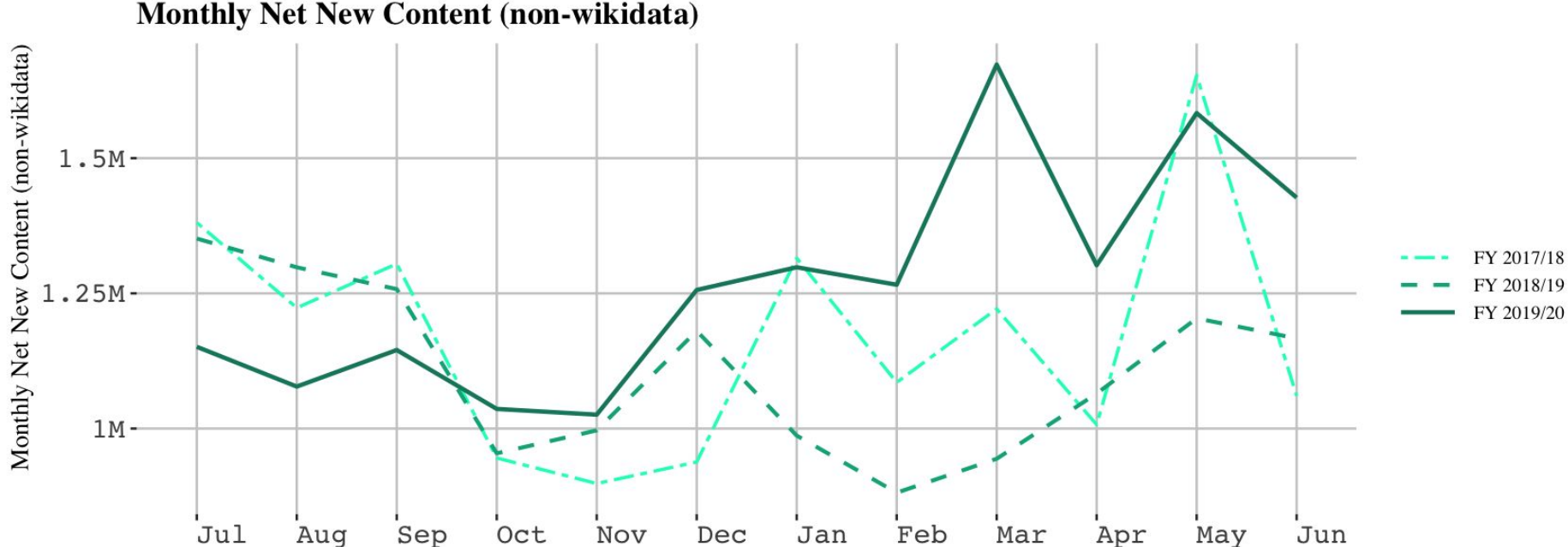
- We continued to see spike this month in new Wikipedia articles which are made by admin user in arz.wiki (~230K).
- There was decrease in net new Wikidata entities, because of drop in new content made by non-bot users (~250K decrease).
- Revert rate continued to increase YoY in June from its long-term decrease. Part of the reason was a higher revert rate in non-bot edits in Wikidata and Commons.
- There was increase in non-bot edits in content from en.wiki, commons and fr.wiki by users registered over 10 years, and between 1 to 3 years.

Explore [Edits Metrics in Superset](#). For metric definitions, see the [Product data dictionary](#).

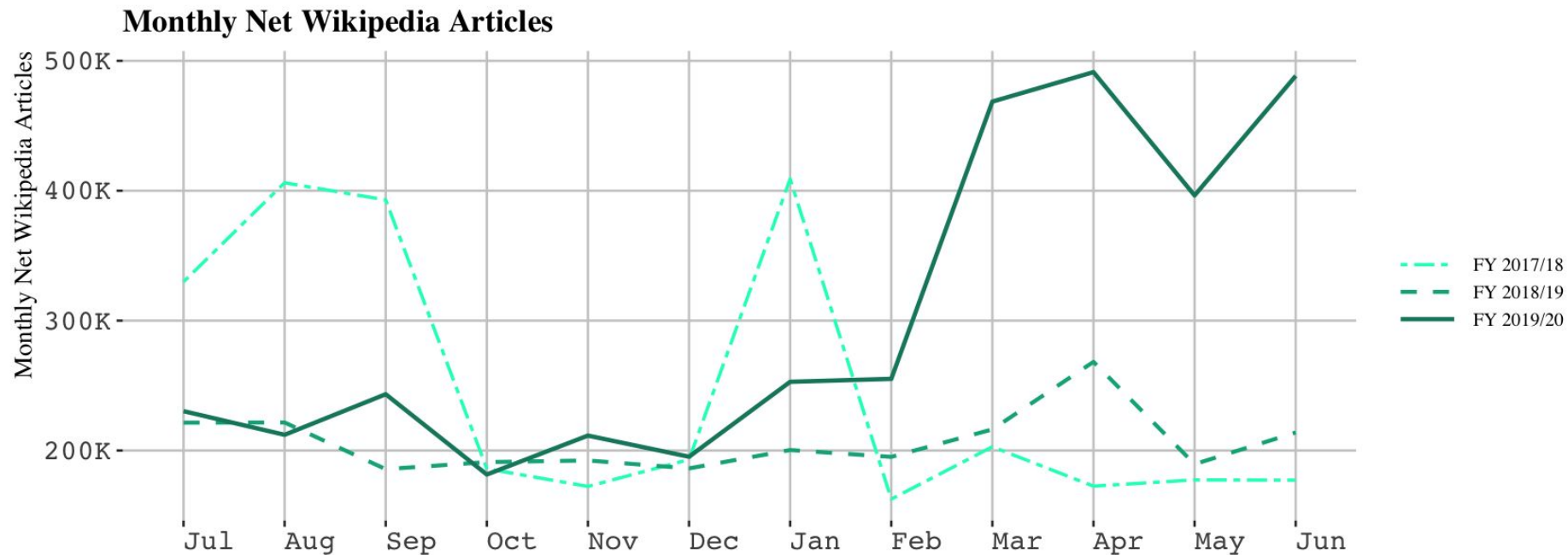
Wikimedia Net New Content year-over-year comparison July 2017 - June 2020



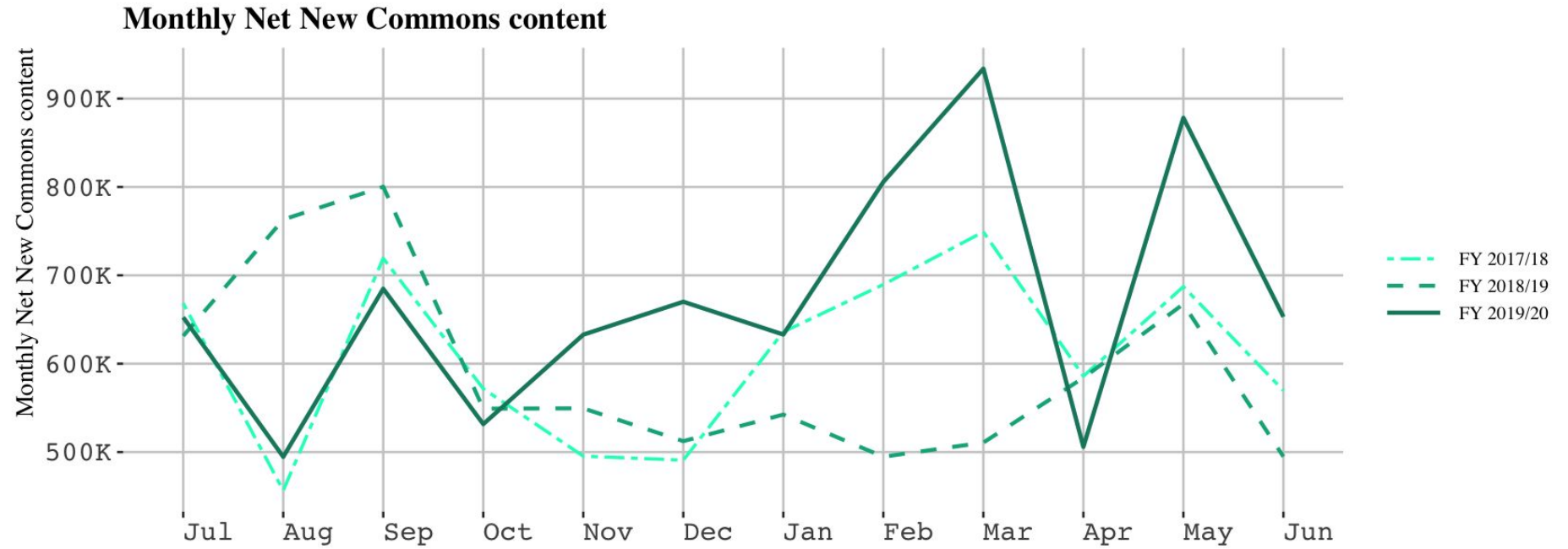
Wikimedia Net New Content (non-Wikidata) year-over-year comparison July 2017 - June 2020



Wikimedia Net New Wikipedia Articles year-over-year comparison July 2017 - June 2020

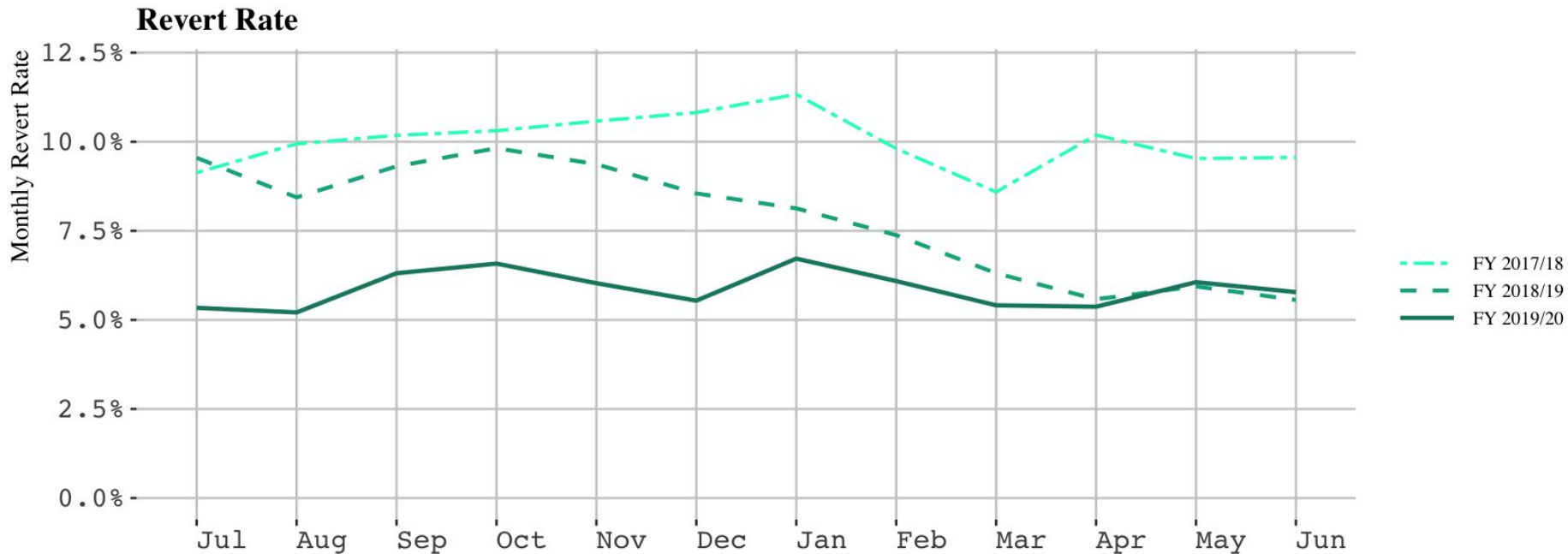


Wikimedia Net New Common Content year-over-year comparison July 2017 - June 2020

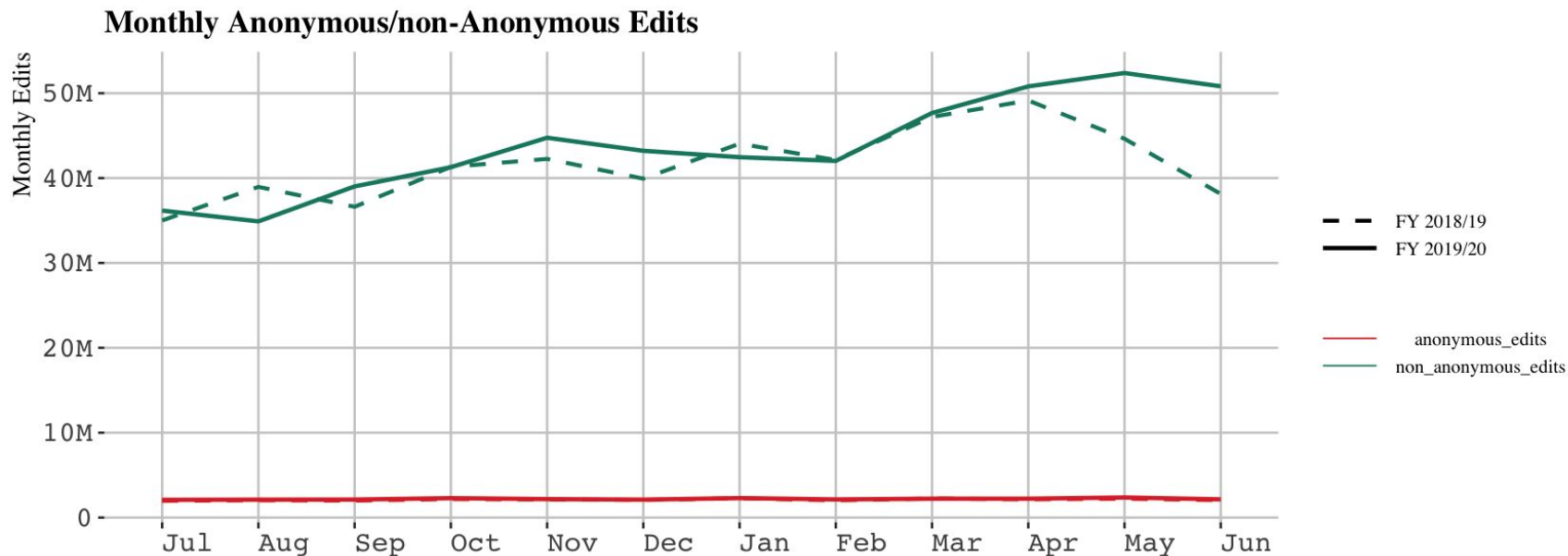


Wikimedia Revert Rate year-over-year comparison

July 2017 - June 2020



Wikimedia Anonymous/non-Anonymous Edits year-over-year comparison July 2017 - June 2020



Wikimedia Anonymous/non-Anonymous Edits

year-over-year comparison July 2017 - June 2020

