

October 2019 Wikimedia movement metrics

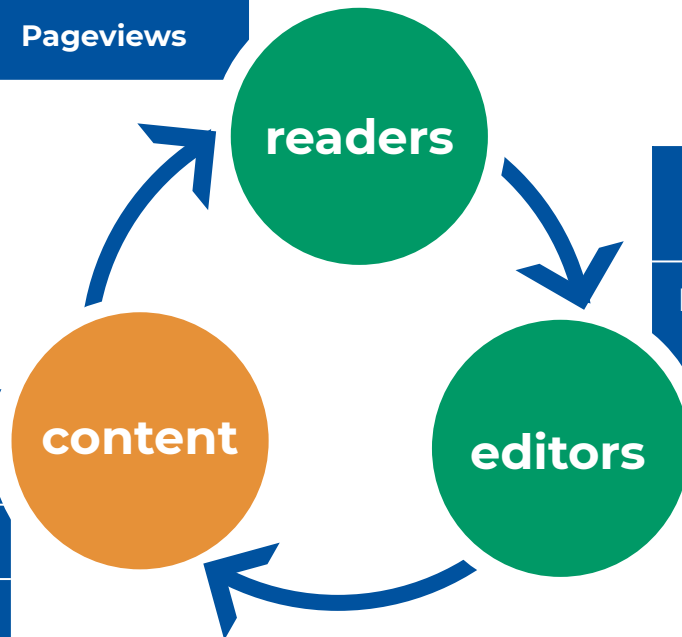


WIKIMEDIA
FOUNDATION

Metrics

October Actuals	YoY (%)	
18.7 B	5.1%	Interactions
16.7 B	4.9%	Pageviews

	October Actuals	YoY (%)
Active Editors	85,100	3.3%
New Editor Retention	6.3%	-4.7%



October Actuals	YoY (%)	
222.0M	14.1%	Total Content
51.7 M	5.1%	Wikipedia
66.1 M	28.3%	Wikidata

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

October 2019 Product Metrics: Contributors

YoY

Total content	222.0 M	14.1%
—Wikipedia articles	51.7 M	5.1%
—Commons files	57.3 M	13.3%
—Wikidata entities	66.1 M	28.3%
Net new content	4,710,000	124.0%
—Wikipedia articles	182,000	-5.0%
—Commons files	532,000	-3.2%
—Wikidata entities	3,680,000	220.0%
Active editors	85,100	3.3%
—New	16,700	1.2%
—Returning	68,400	3.8%
New editor retention	6.3%	-4.7%
Revert rate	6.6%	-33.0%
Total edits	43.6 M	0.2%
—Mobile edits	1.6 M	29.8%
—Data edits	18.4 M	-20.3%
—File uploads	0.6 M	0.4%
—Other non-bot edits	11.3 M	4.5%

Key trends

- Overall active editors remain its year-on-year (YoY) increase this month, as a result of the steady increased growth in existing (returning) active editors, which is relatively evenly distributed across activity groups and wikis; and slightly increased growth in new editors, which primarily driven by English Wikipedia.
- The large YoY decrease in new editor retention in October was mainly from Wikidata and Commons.
- There's a dramatic spike in Wikidata entities creation (220% YoY) with no corresponding YoY increase in bytes of Wikidata or YoY increase in data edits this month. This bump is due to scientific articles imported by known bots.

For metric definitions, see the [Product data dictionary](#).

October 2019 Product Metrics: Readers

		YoY
Interactions	18.7 B	5.1%
—Pageviews	16.7 B	4.9%
—Desktop	6.7 B	-4.4%
—Mobile web	9.8 B	12.3%
—Desktop previews	1.9 B	7.0%
Unique devices (all Wikipedias)	1.8 B	10%

Key trends

- The positive year-over-year (YoY) in total pageviews and content interactions continue to hold up this month. The increase in pageviews was mainly driven by a increase in mobile pageviews with unknown referral class from US distributed across multiple Wikipedia.
- The desktop previews continued to grow YoY in October. The YoY drop in desktop pageviews also diminished from past few months. In addition, comparing desktop previews with pageviews, we are seeing an increasing number of previews per pageview.
- Unique devices had a large YoY growth in October. This was mainly from a spike in unique devices count from Hong Kong (116M, 346% YoY increase), and a gently YoY growth from Germany (11% YoY increase). But as noted before, this metric might be more susceptible to artifacts that decrease the accuracy of such trend assessments.

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October 2019 Product Metrics: Diversity

		YoY
Emerging Market countries		
—Reader interactions	4.3 B	-3.2%
—Active editors	20,900	5.1%
—New editor retention	— ¹	— ¹
—Edits	2.4 M	18.5%
—Non-bot edits	2.4 M	18.0%
Mobile-heavy wikis		
—Reader interactions	825.0 M	12.7%
—Active editors	4,500	17.5%
—New editor retention	4.1%	-18.2%
—Edits	1.5 M	52.0%
—Non-bot edits	0.5 M	20.4%

Notes

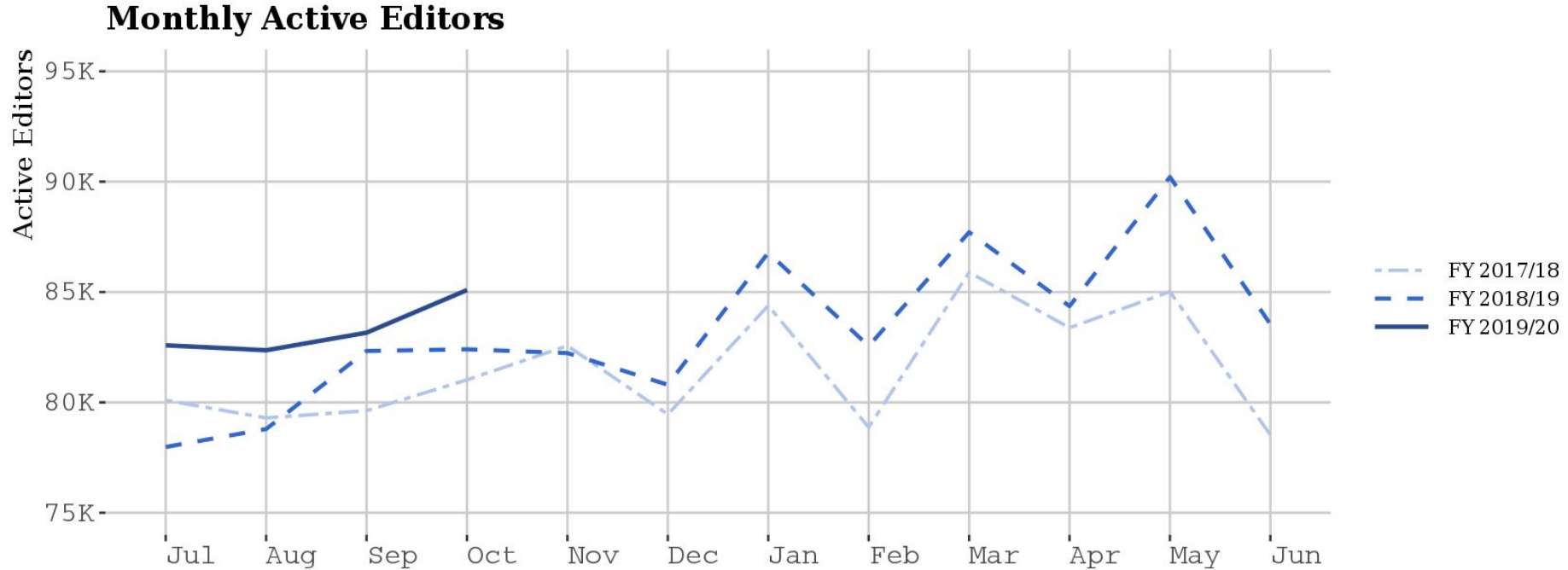
- There was a huge bump in edit count from Mobile-heavy wikis. The main reason for this is a spike (81.8% YoY) in content bot edits mainly from sq.wiki, fa.wiki, id.wiki. The increase in non-bot edits result from the increase in content edits from fa.wiki, id.wiki and bn.wiki.

¹ Editor location data is deleted after 90 days, so it is not possible to calculate the retention metric for Emerging Market Countries this month.

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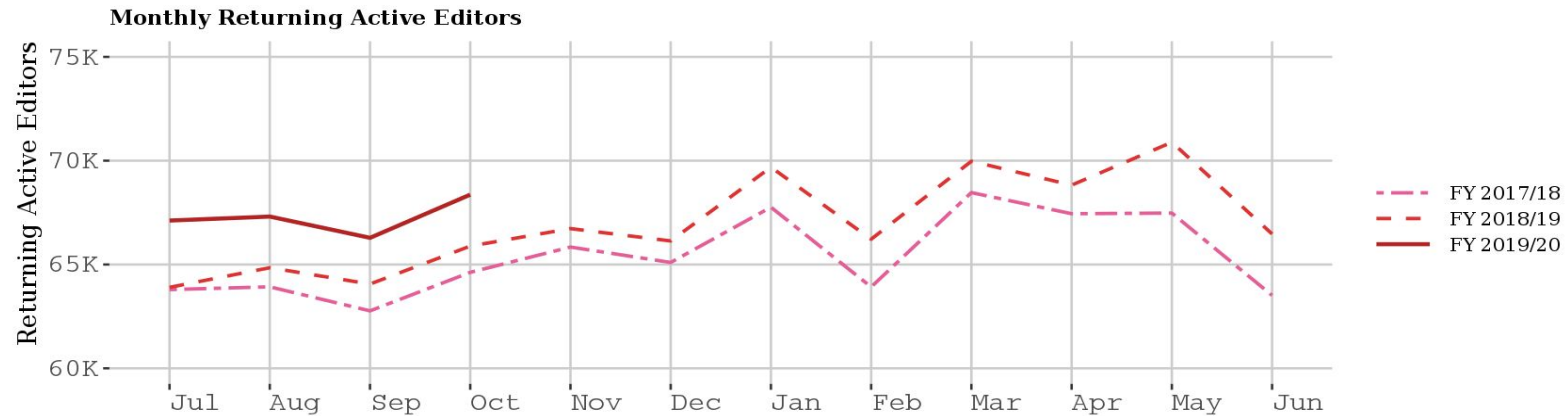
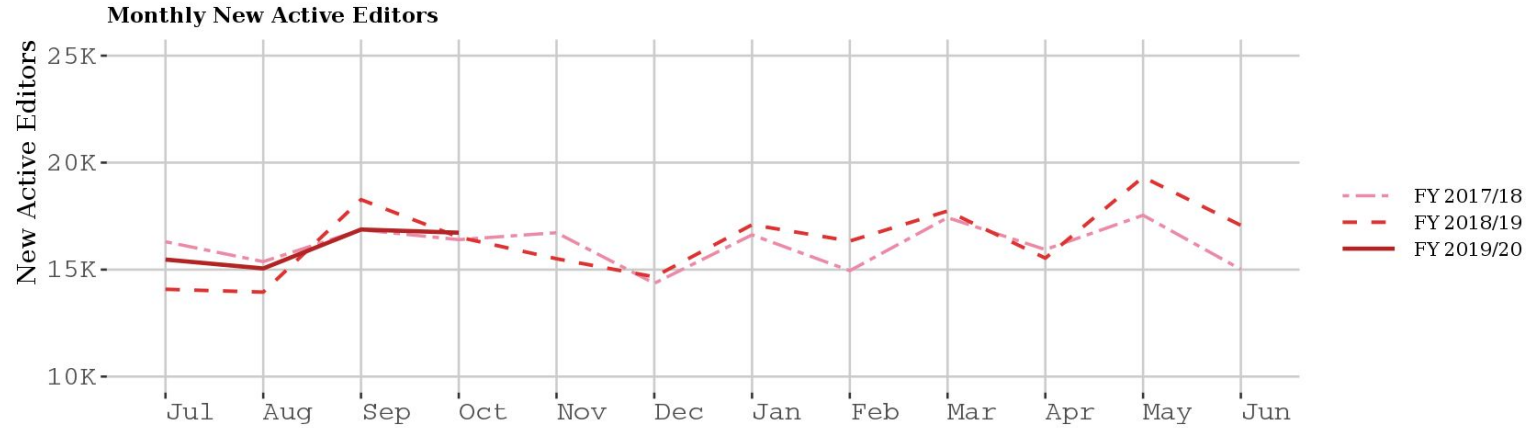
Wikimedia Active Editors year-over-year comparison

July 2017 - October 2019

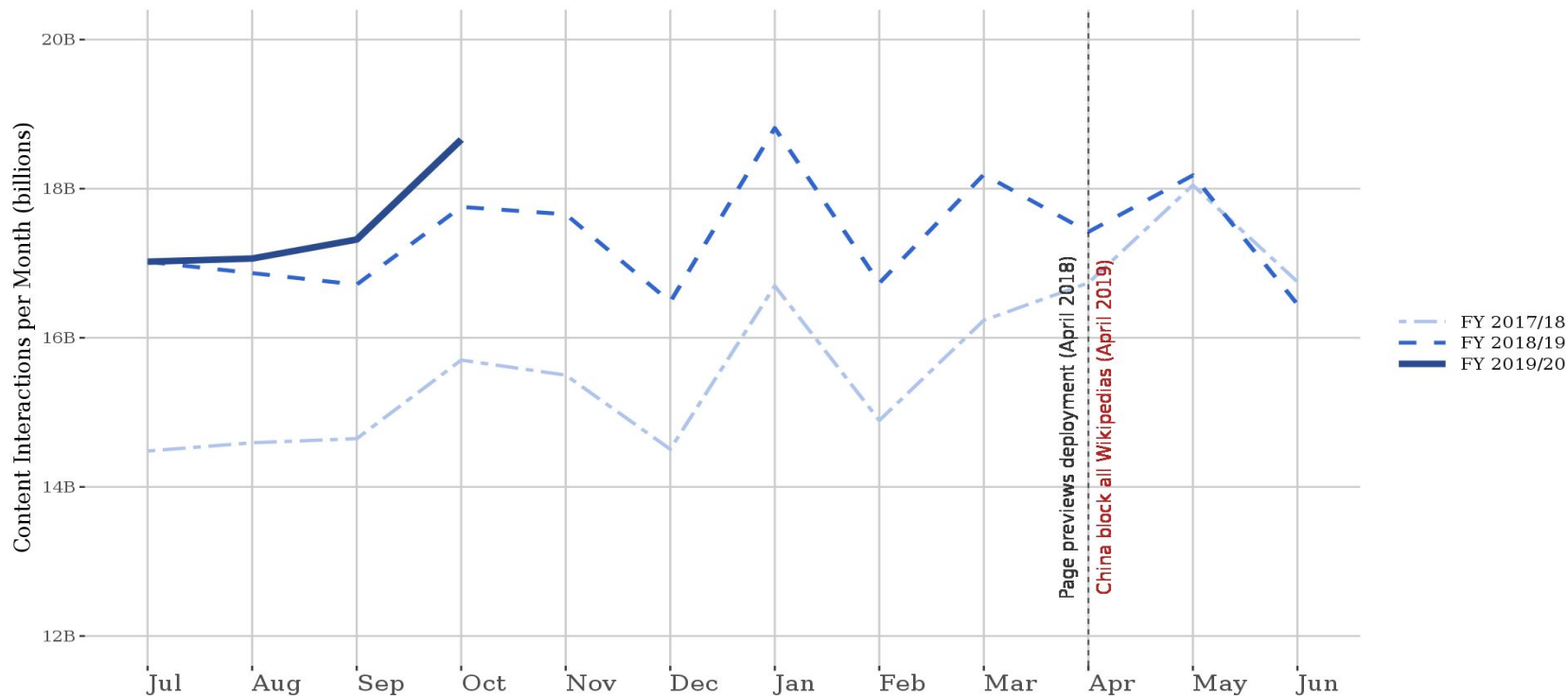


Wikimedia Active Editors year-over-year comparison

July 2017 - October 2019

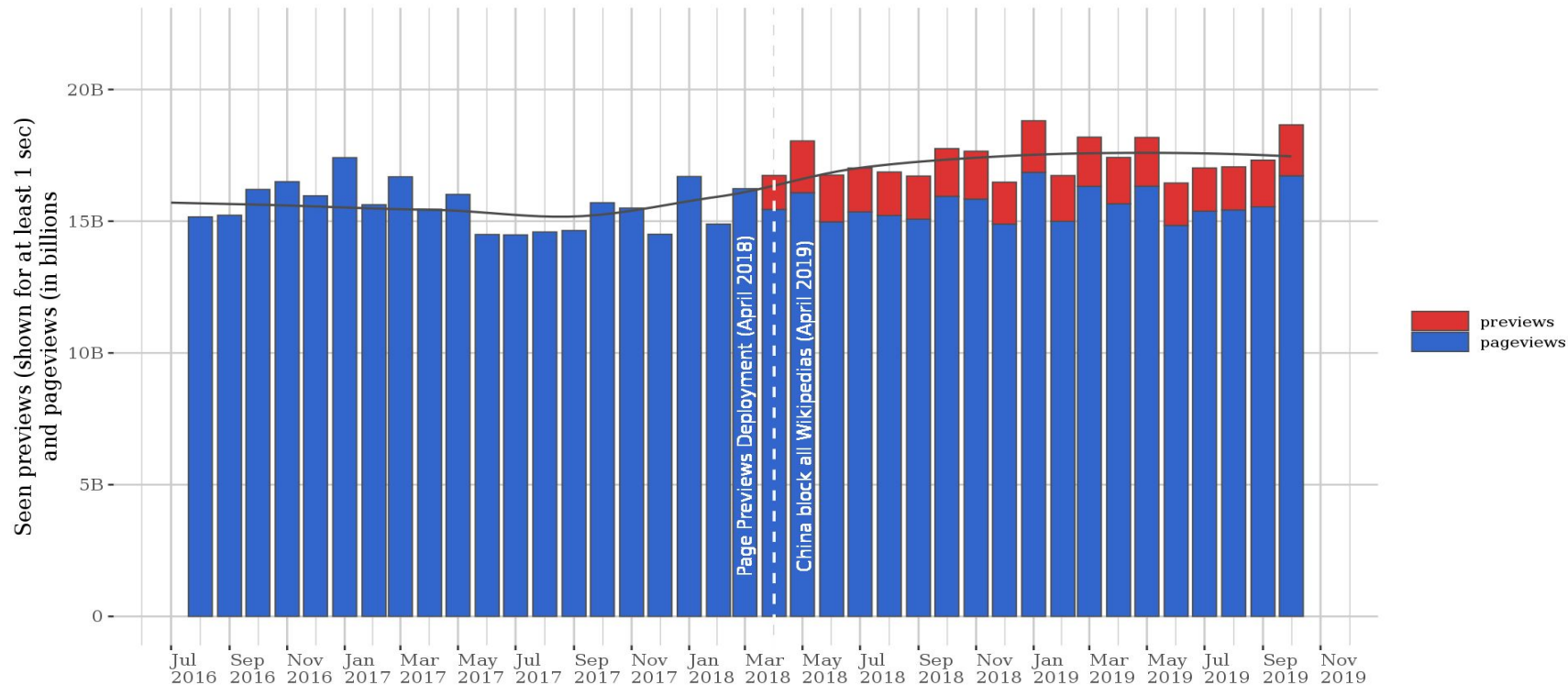


Wikimedia Content Interaction year-over-year comparison July 2017 - October 2019



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Wikimedia Content Interactions (Pageviews + Previews), July 2017 - October 2019



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