

HOW MANY USERS ACCESS WIKIMEDIA PROJECTS?

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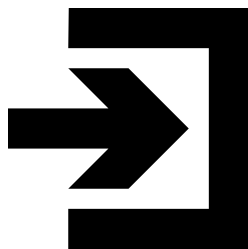
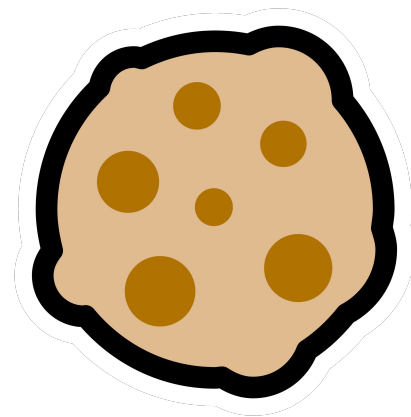
WHY?

REACH

POPULARITY

GROWTH

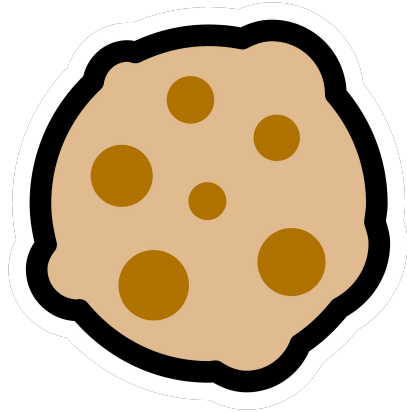
UNIQUE VISITORS



HOW MANY ~~USERS~~ DEVICES ACCESS WIKIMEDIA PROJECTS?

[Differences Between Unique Devices and Unique Users](#)

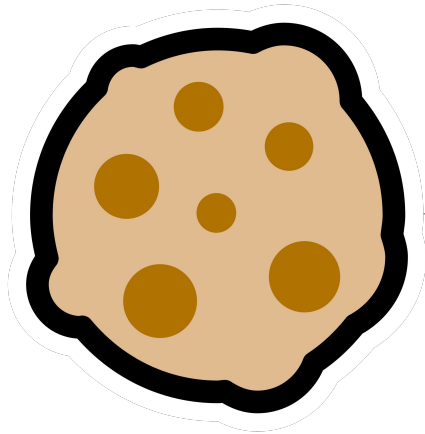
COOKIES



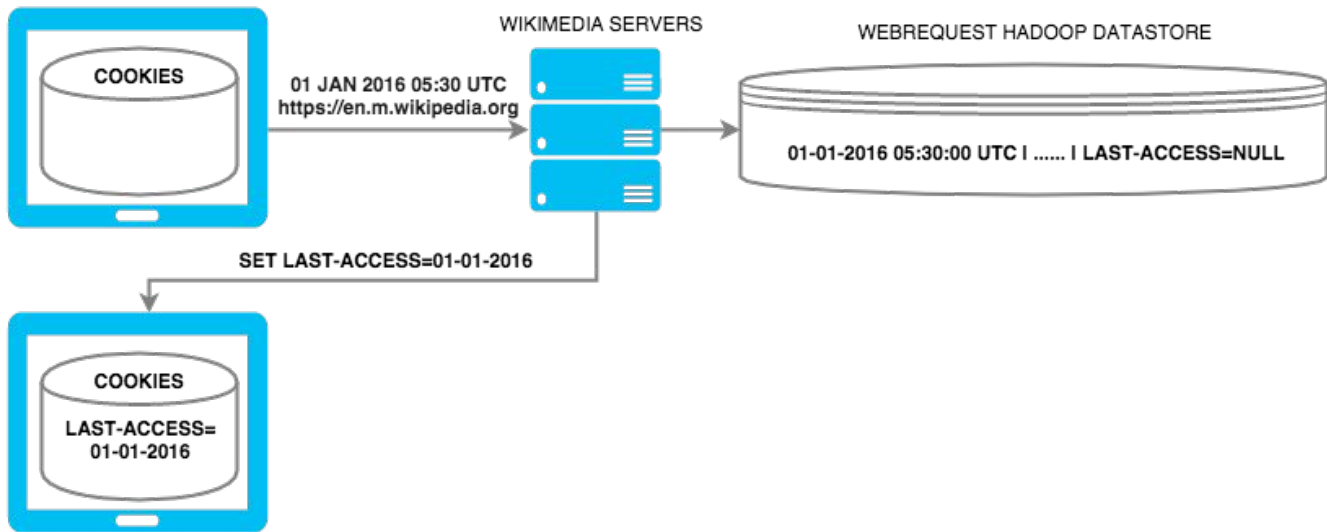


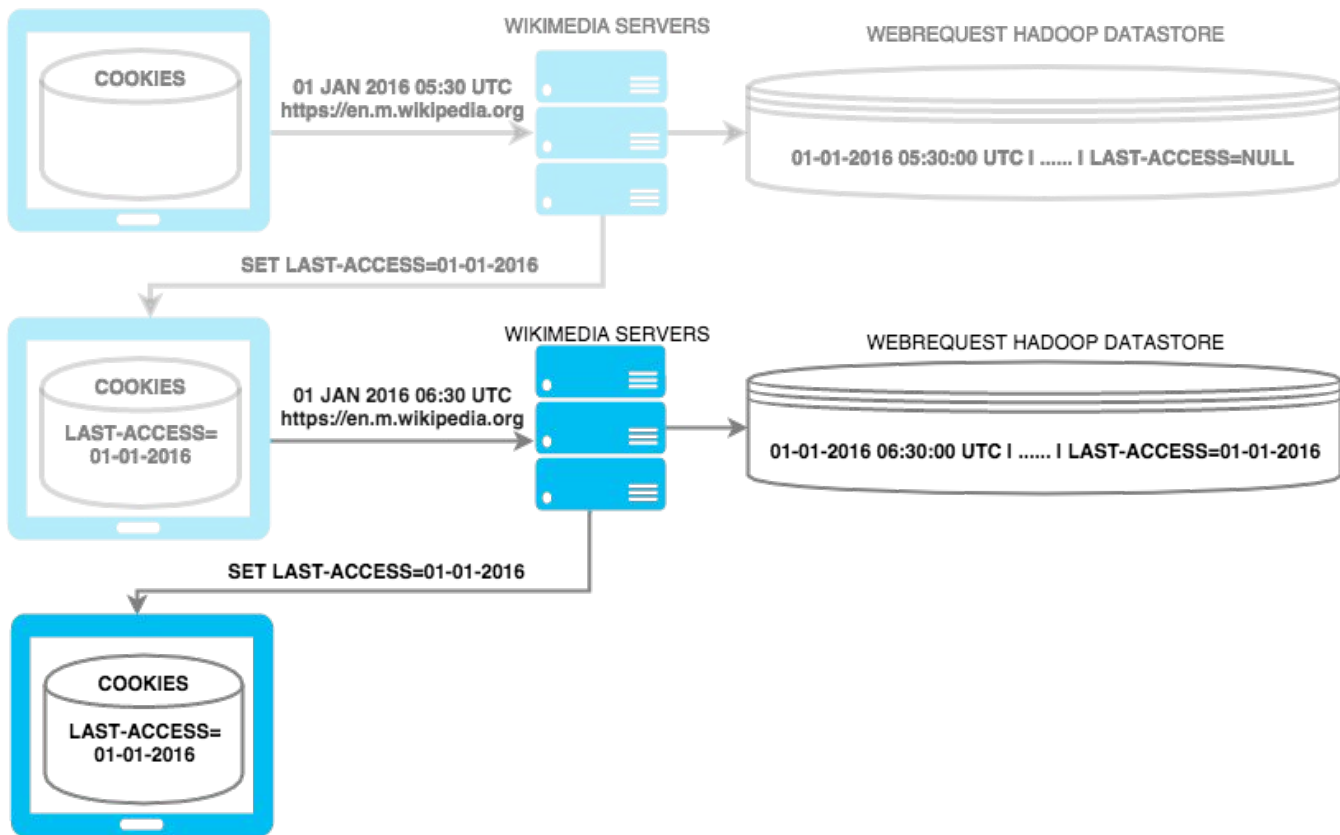
COUNT UNIQUE DEVICES
USING A DATE

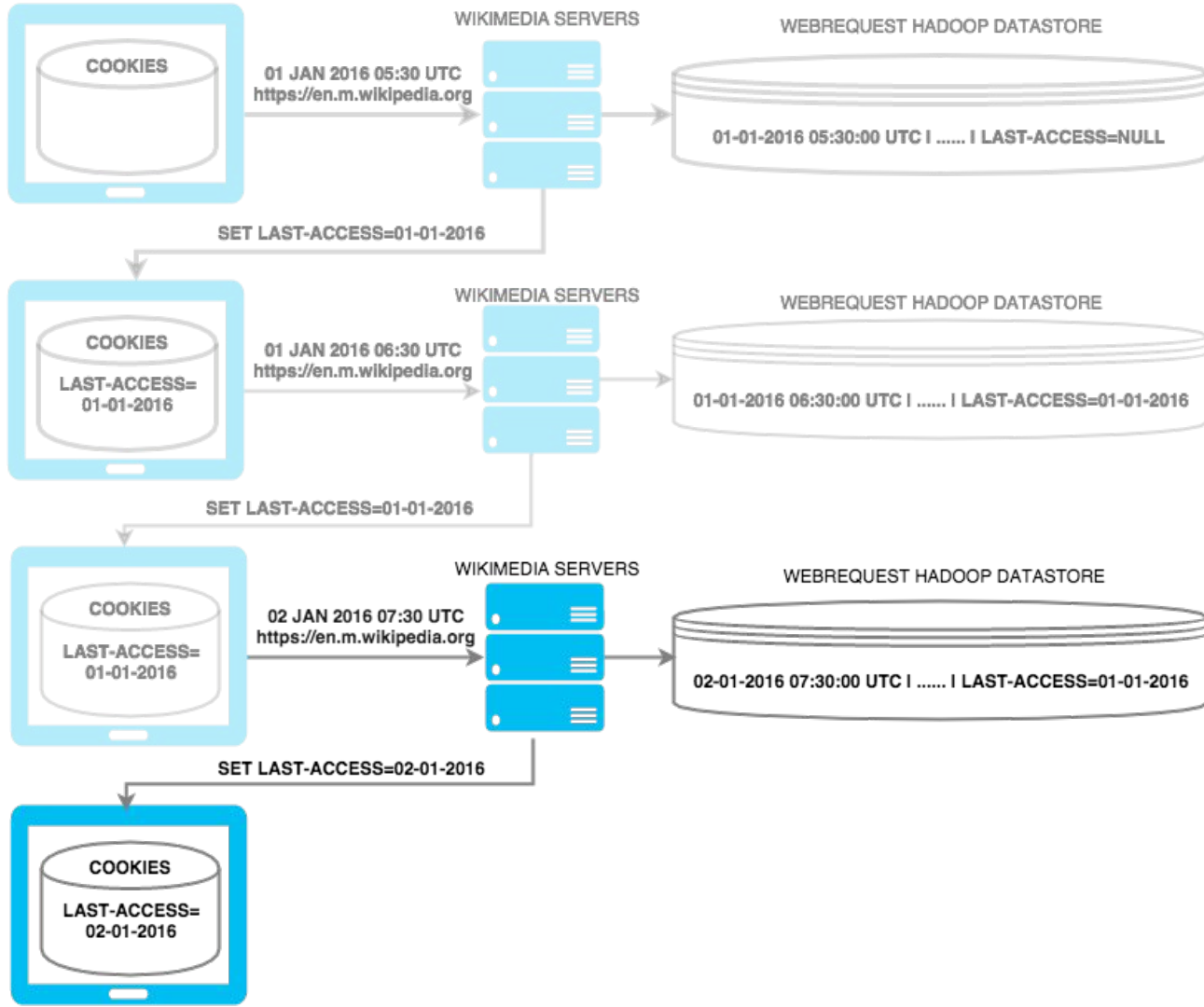
DAILY & MONTHLY UNIQUE DEVICES

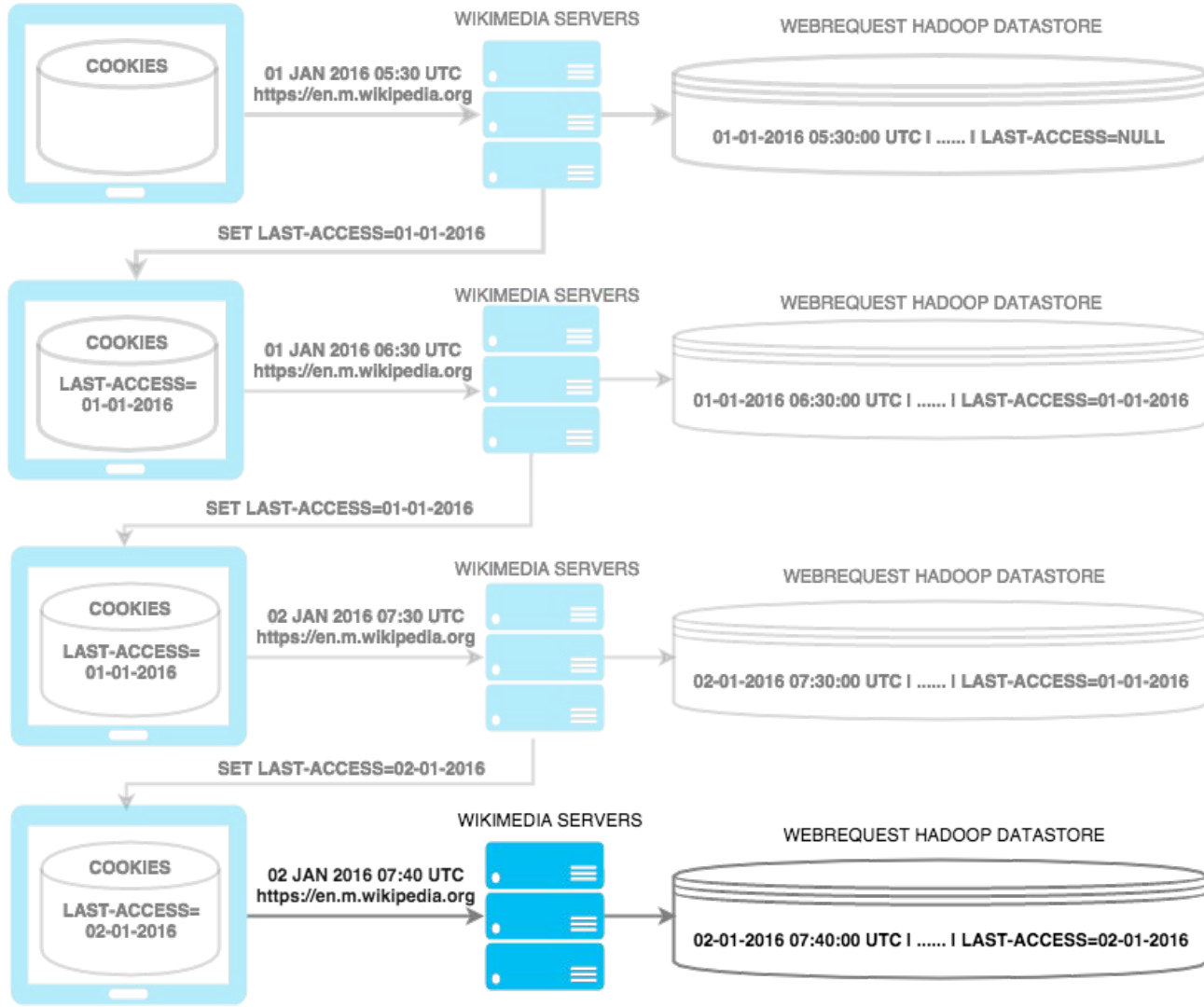


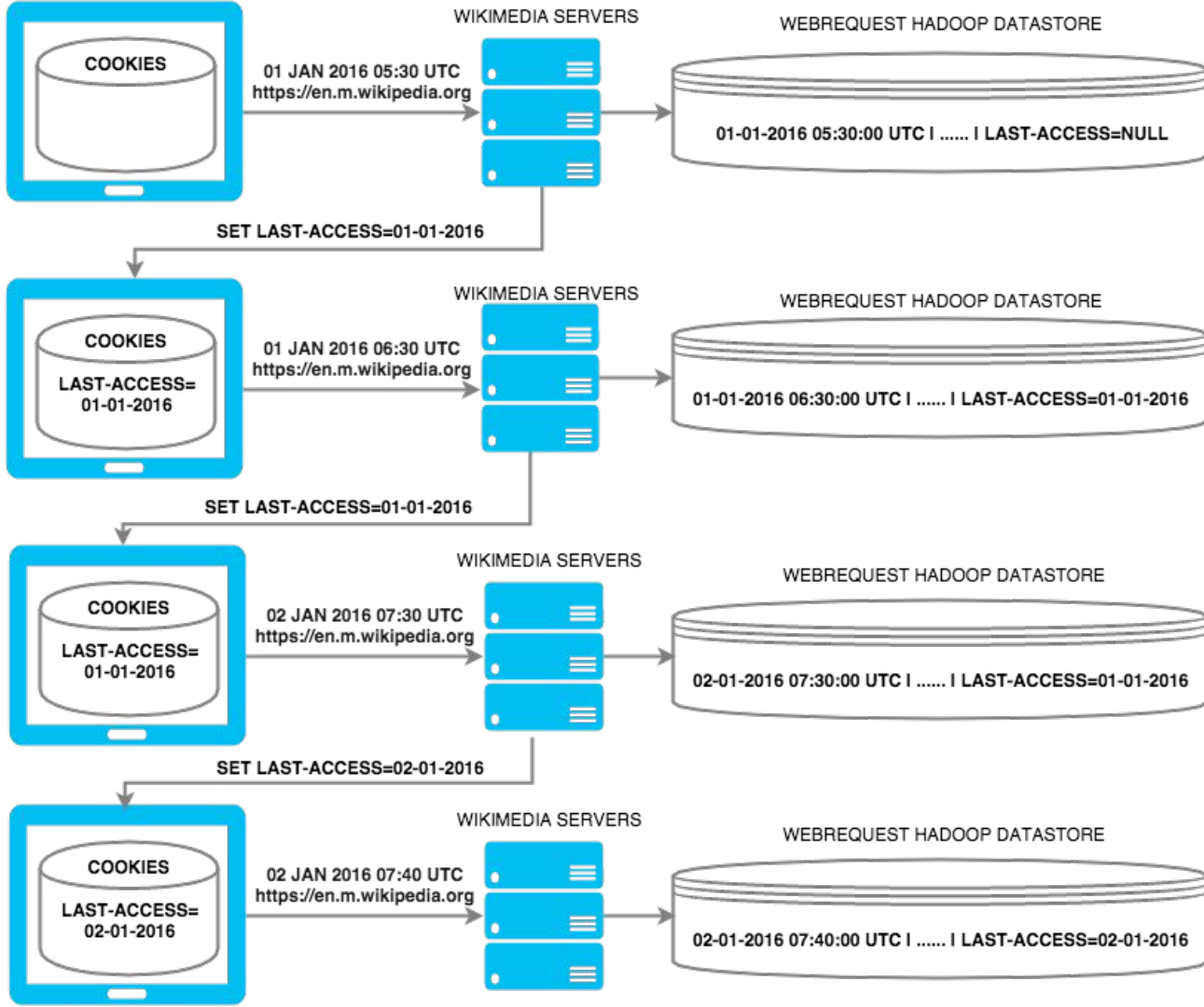
DATE OF LAST
ACCESS











[https://wikitech.wikimedia.
org/wiki/Analytics/Unique_Devices/Last_acc
ess_solution](https://wikitech.wikimedia.org/wiki/Analytics/Unique_Devices/Last_access_solution)

DRAWBACKS

Method:

- Unlike token-based approaches, cannot serve use cases like segmenting users

Implementation:

- Only Per-Domain numbers - Cannot be de-duplicated
- Added complexity to identify Bot traffic

DISCOUNTING BOT TRAFFIC

is easier said than DONE

see: [Last Access Bot Research](#)

SOME (preliminary) numbers....

On November 2015 we had:

On November 2015 we had:

440 millions of unique **devices** on
enwiki

On November 2015 we had:

440 millions of uniques devices on
enwiki

280 million were **Mobile** uniques

On November 2015 we had:

13 millions of unique **devices** on arwiki

9 million were **Mobile** uniques

Questions?

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