March 2019 Wikimedia movement metrics

WIKIMEDIA
FOUNDATION

Mar 2019 Audiences Metrics: Contributors

		YoY
Total content	204.0 M	13.1%
—Wikipedia articles	50.2 M	4.9%
—Commons files	53.1 M	15.7%
—Wikidata entities	55.9 M	22.0%
Net new content	1,590,000	-22.2%
—Wikipedia articles	216,000	6.6%
—Commons files	511,000	-31.8%
—Wikidata entities	644,000	-21.5%
Active editors[3]	87,700	1.8%
—New (first-month)	17,700	0.6%
—Second-month[2]	4,330	-0.3%
—Existing[2]	65,600	3.6%
New editor retention	7.3%	-5.3%
Revert rate	5.3%	-26.1%
Total edits	49.4 M	14.9%
—Mobile edits	—[1]	—[1]
—Data edits	28.5 M	58.4%
—File uploads	0.5 M	-32.1%
—Other non-bot edits	—[1]	—[1]

Key trends
The overall trend in active editors is flat. However, we've now seen about six straight months of year-on-year growth, which is a promising trend. This recent growth is the product of slightly increased growth in existing (returning) active editors and a general plateau in the decline of new active editors.

Notes
[1] Mobile edits (and other non-bot edits, which depends on it) is not available this month, since the data infrastructure we used in the past was shut down as part of a planned migration. Its replacement will be available for the April metrics.
[2] We have decided to combine second-month and existing active editors into a single group of returning active editors; this will be implemented in the April metrics (T222412).
[3] Our active editors calculation has been updated to work around bugs in the new data infrastructure (T218819). Due to these bugs, we reported last month's active editors as 79 200 when in reality the number was 82 600.

Mar 2019 Audiences Metrics: Readers

Readers

User flows including Community Tech, Apps, Desktop & Mobile Web content

		YoY
Interactions[1]	**18.2B**	N/A[2]
—**Pageviews**	**16.3B**	+0.5%
—Desktop	6.7B	-10%
—Mobile web	9.3B	+10%
—Desktop **previews**	**1.9B**	N/A[2]
Unique devices[3]	**1.6B**	3.8%

Sources and further details, also on mobile apps usage:
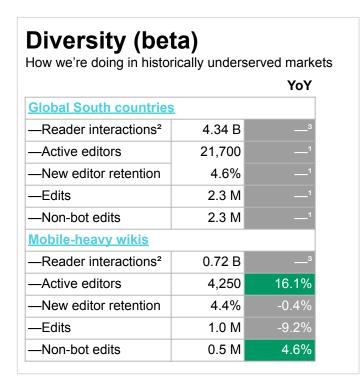https://www.mediawiki.org/wiki/Wikimedia Audience#Readers

[1] Pageviews (all platforms) + seen previews (wikipedia desktop)
[2] The rollout of the page previews feature was completed less than a year ago.
[3] For all Wikipedias

For the calendar month. Pageviews and previews are **not** normalized to 30 days/month

Key trends

- The positive year-over-year trend in total pageviews we have been observing since May/June 2018 held up, but barely so at +0.5%.
- Unique devices increased again year-over-year. But as noted before, this metric might be more susceptible to artifacts that decrease the accuracy of such trend assessments.

Mar 2019 Audiences Metrics: Diversity

Diversity (beta)
How we're doing in historically underserved markets

		YoY
Global South countries		
—Reader interactions²	4.34 B	—³
—Active editors	21,700	—¹
—New editor retention	4.6%	—¹
—Edits	2.3 M	—¹
—Non-bot edits	2.3 M	—¹
Mobile-heavy wikis		
—Reader interactions²	0.72 B	—³
—Active editors	4,250	16.1%
—New editor retention	4.4%	-0.4%
—Edits	1.0 M	-9.2%
—Non-bot edits	0.5 M	4.6%

Notes
[1] 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 June 2018.
[2] Pageviews (all platforms) + seen previews (desktop). Not normalized to 30 days.
[3] The rollout of the page previews feature was completed less than a year ago.