

December 2019 Wikimedia movement metrics

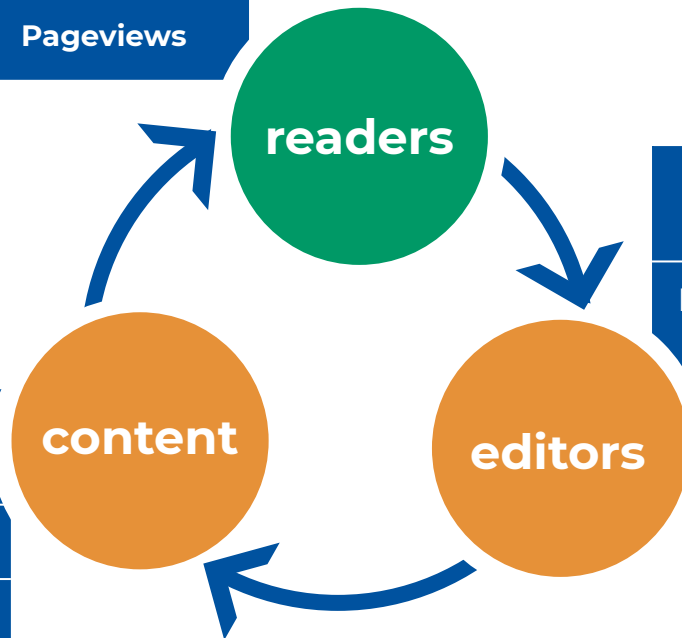


WIKIMEDIA
FOUNDATION

December 2019 Product Metrics

October Actuals	YoY (%)	
17.5 B	2.1%	Interactions
15.6 B	1.5%	Pageviews

	October Actuals	YoY (%)
Active Editors	85,200	5.5%
New Editor Retention	7.0%	-3.6%



October Actuals	YoY (%)	
232.0M	16.3%	Total Content
52.1 M	5.2%	Wikipedia
73.2 M	36.3%	Wikidata

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

December 2019 Product Metrics: Contributors

YoY

Total content	232.0 M	16.3%
—Wikipedia articles	52.1 M	5.2%
—Commons files	58.6 M	13.5%
—Wikidata entities	73.2 M	36.3%
Net new content	4,740,000	123.0%
—Wikipedia articles	195,000	4.8%
—Commons files	670,000	30.8%
—Wikidata entities	3,480,000	267.0%
Active editors	85,200	5.5%
—New	15,800	7.7%
—Returning	69,500	5.0%
New editor retention	7.0%	-3.6%
Revert rate	5.5%	-35.1%
Total edits	45.3 M	7.9%
—Mobile edits	1.6 M	28.7%
—Data edits	21.4 M	-0.2%
—File uploads	0.7 M	31.1%
—Other non-bot edits	10.6 M	-3.20%

Key trends

- Overall active editors remain its year-on-year (YoY) increase this month, as a result of the steady growth in existing (returning) active editors, which is relatively evenly distributed across activity groups and wikis; and a large YoY increase in new editors, which primarily driven by Commons.
- New editor retention has dropped in December. The drop is mainly from ru.wiki, it.wiki, de.wiki, zh.wiki and nl.wiki.
- The spike in Wikidata entities creation continued in December, due to scientific articles imported by known bots.
- The growth in file uploads in November was also caused by bot edits.

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

December 2019 Product Metrics: Readers

		YoY
Interactions	17.5 B	2.1%
—Pageviews	15.6 B	1.5%
—Desktop	6.0 B	-5.5%
—Mobile web	9.4 B	6.3%
—Desktop previews	1.8 B	7.5%
Unique devices (all Wikipedias)	1.6 B	-0.8%

Key trends

- The positive year-over-year (YoY) in total pageviews. As usual, pageviews dropped sharply before the holidays, only to recover in early January.
- The YoY drop in desktop pageviews continued to diminish from past few months. The desktop previews continued to grow YoY. The growth in December was in English Wikipedia across multiple countries from Windows desktop.
- The slight YoY drops in unique devices in December are from Japan and India. But as noted before, this metric might be more susceptible to artifacts that decrease the accuracy of such trend assessments.

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December 2019 Product Metrics: Diversity

		YoY
Emerging Market countries		
—Reader interactions	3.7 B	-7.5%
—Active editors	20,400	4.1%
—New editor retention	4.40%	7.8%
—Edits	2.1 M	3.4%
—Non-bot edits	2.1 M	3.4%
Mobile-heavy wikis		
—Reader interactions	759.0 M	6.7%
—Active editors	4,730	16.8%
—New editor retention	4.9%	3.9%
—Edits	2.1 M	90.0%
—Non-bot edits	0.5 M	0.6%

Notes

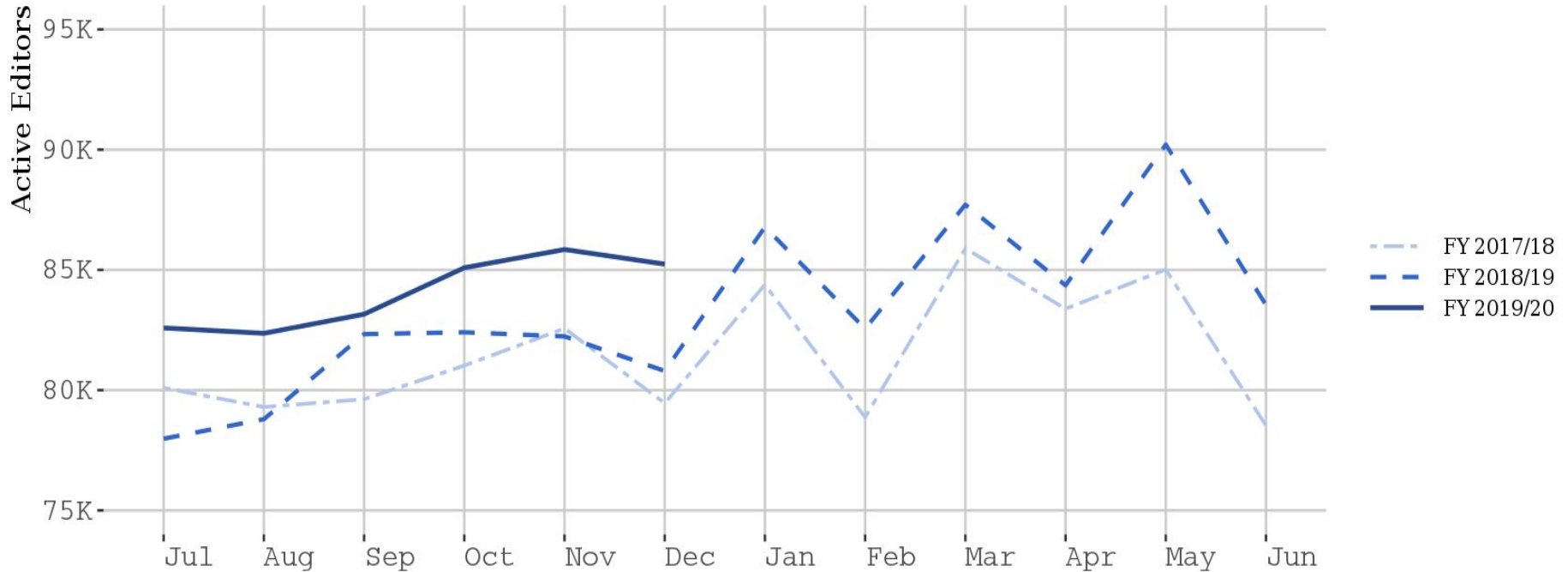
- The 7 straight month YoY decline in reader interactions from Emerging Market is due to the block in China from April 2019. The block result in a drop of 200M interactives per month in average.
- The YoY increase in the active editors from emerging market countries are evenly distributed across different countries, especially from India, Brazil, Ukraine and Iran.
- The bump in bot edits in Mobile-heavy wikis are mainly from ar.wiki, from which 1.47M edits are bot edits.
- There was also increase in edits from the emerging market. The increase in bot edits from Vietnam and non-bot edits are mainly from India, Brazil and Ukraine.

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Wikimedia Active Editors year-over-year comparison

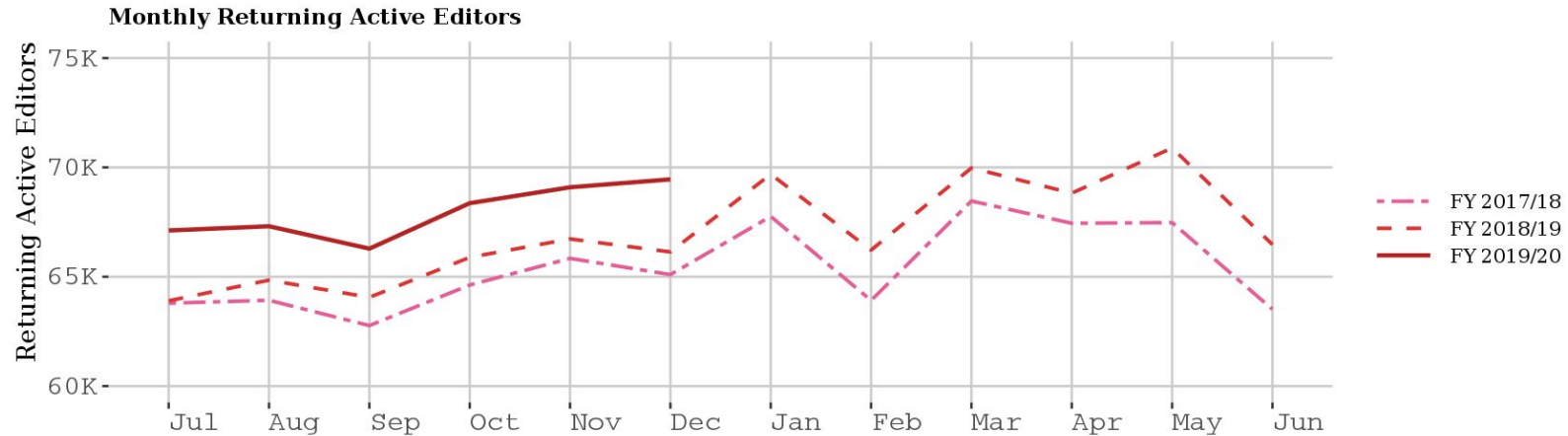
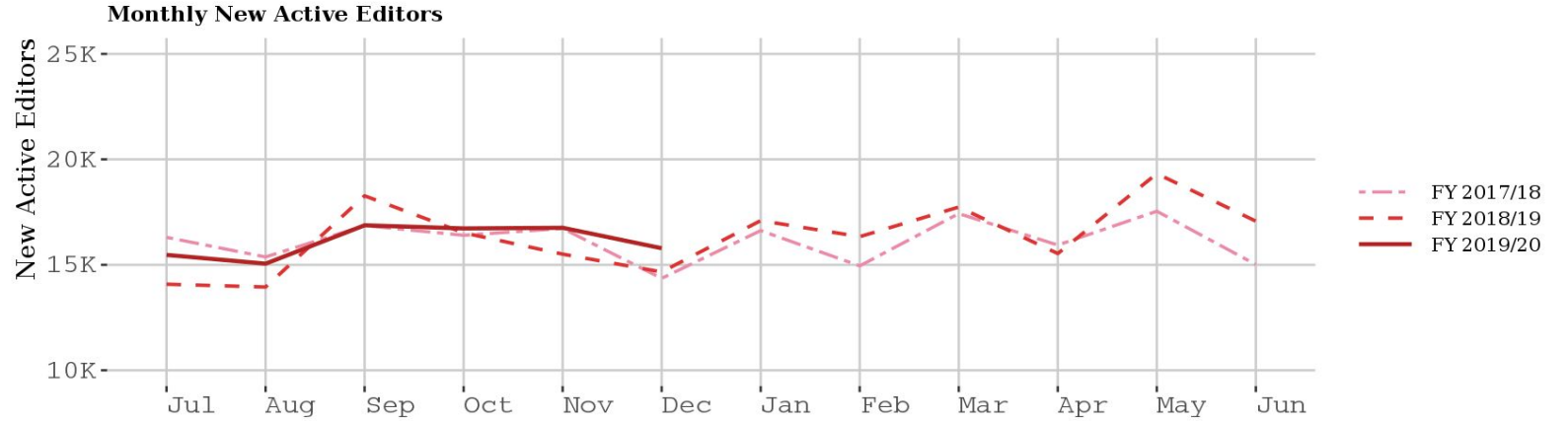
July 2017 - December 2019

Monthly Active Editors

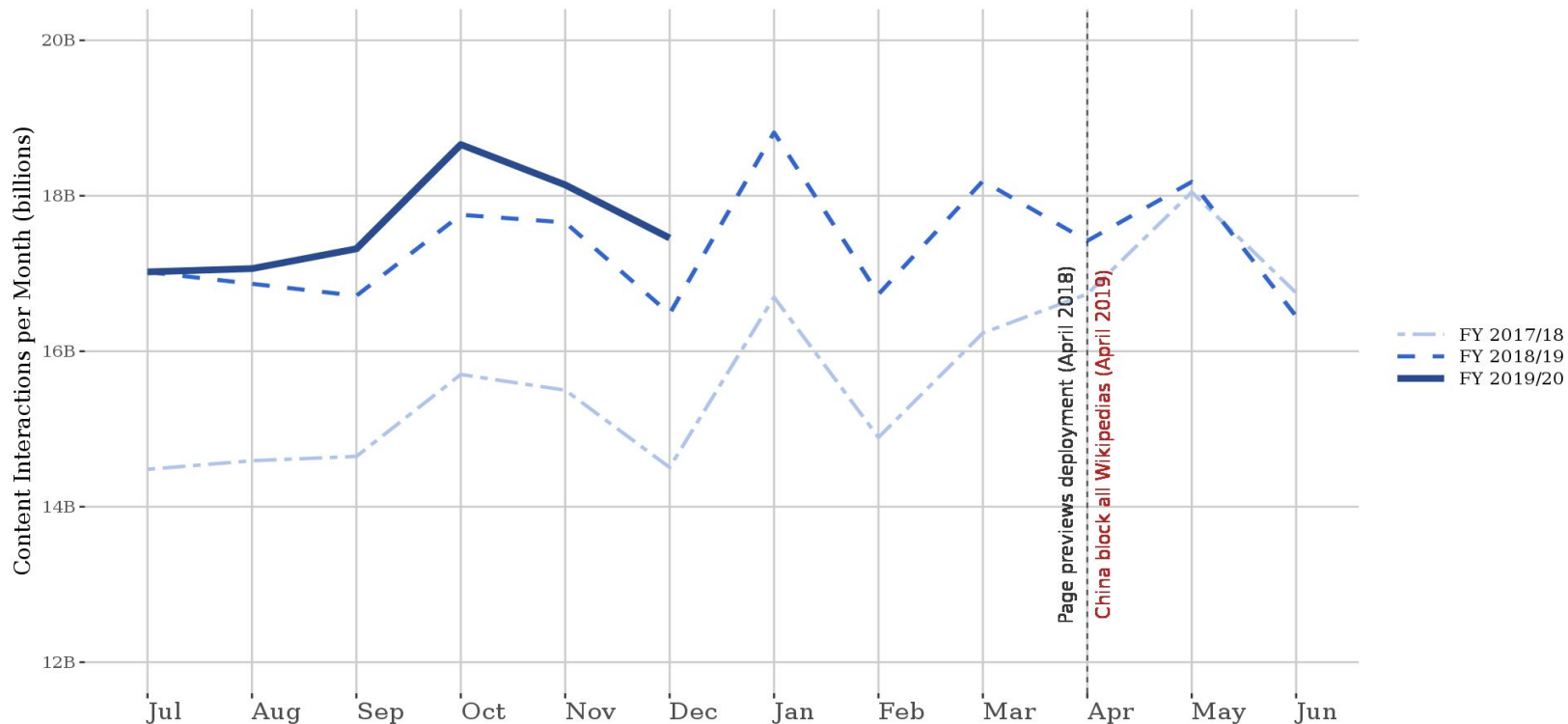


Wikimedia Active Editors year-over-year comparison

July 2017 - December 2019

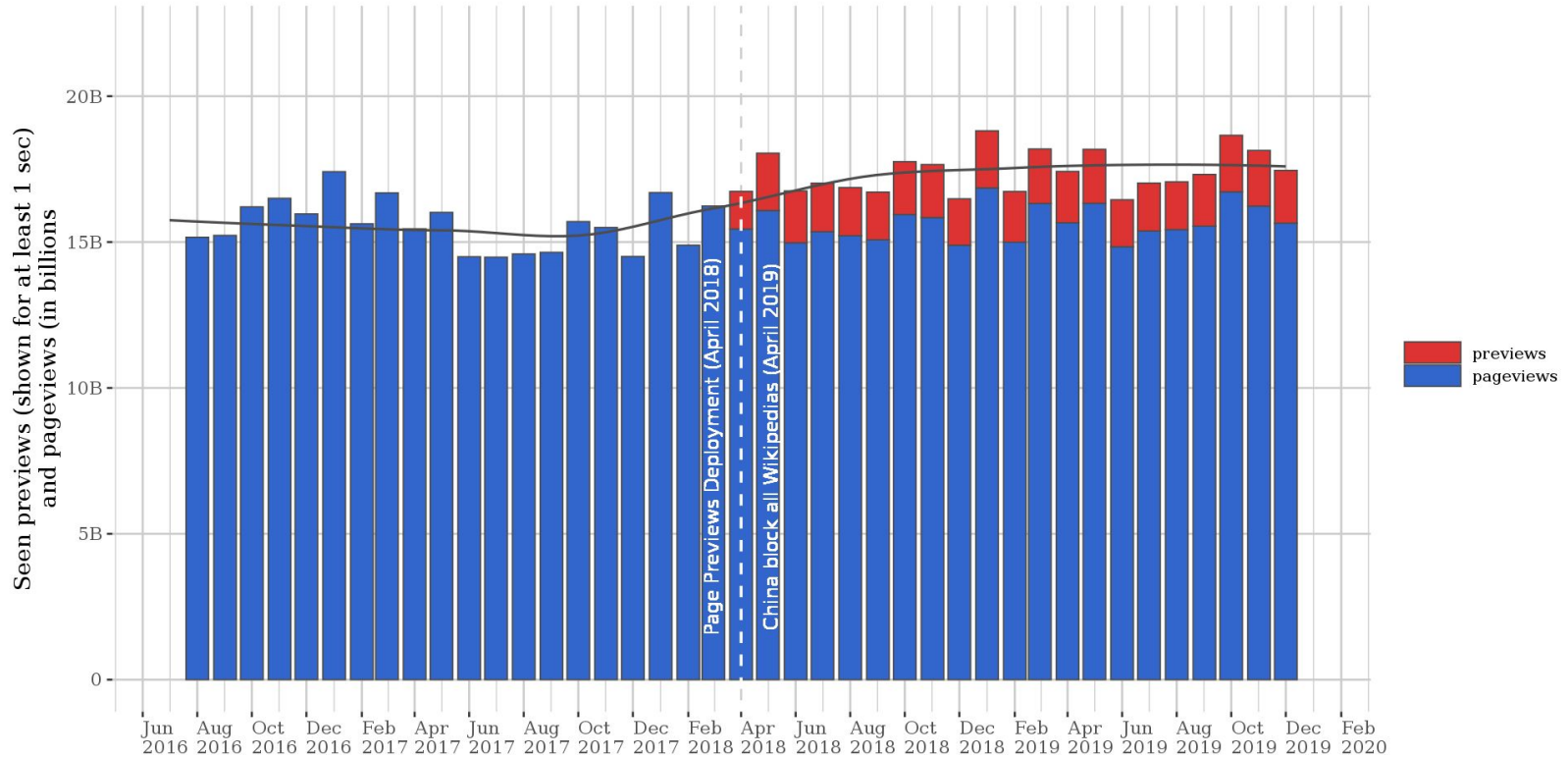


Wikimedia Content Interaction year-over-year comparison July 2017 - December 2019



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



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