

July 2019 Wikimedia movement metrics



WIKIMEDIA
FOUNDATION

July 2019 Product Metrics: Contributors

YoY

Total content	212.0 M	12.0%
—Wikipedia articles	51.1 M	5.2%
—Commons files	55.6 M	14.7%
—Wikidata entities	59.1 M	19.5%
Net new content	2,260,000	24.6%
—Wikipedia articles	254,000	14.8%
—Commons files	660,000	4.5%
—Wikidata entities	1,070,000	133.9%
Active editors	82,600	5.9%
—New	15,500	9.9%
—Returning	67,100	5.0%
New editor retention	4.9%	4.6%
Revert rate	5.3%	-44.2%
Total edits	38.3 M	3.5%
—Mobile edits	1.5 M	27.5%
—Data edits	18.0 M	27.5%
—File uploads	0.7 M	9.4%
—Other non-bot edits	10.8 M	-1.5%

Key trends

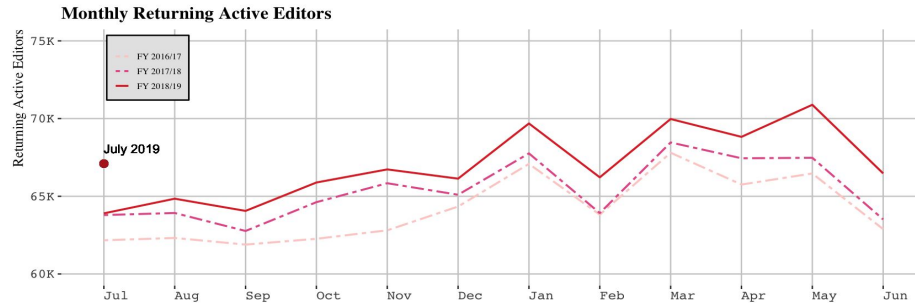
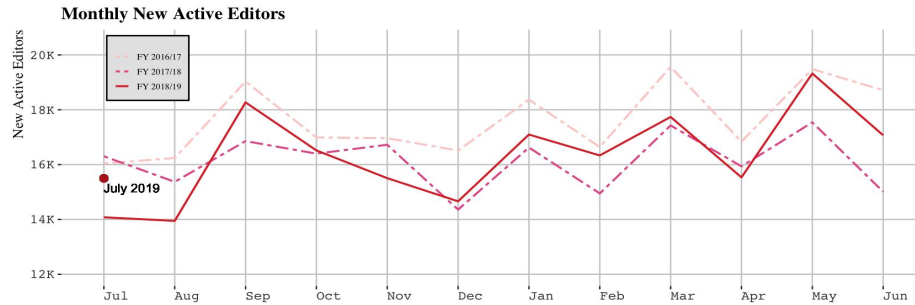
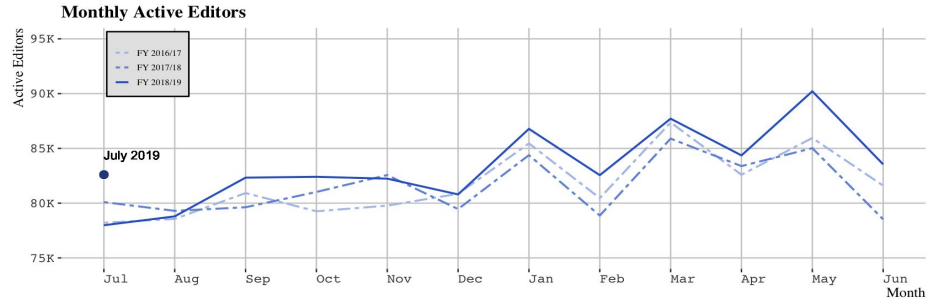
Active editors has now seen 11 straight month without a year-on-year (YoY) decline. This longer-term growth is the product of steady growth in returning editors, which is relatively evenly distributed across activity groups and wikis; and slightly increased growth in new editors, which primarily driven by Commons.

New editor retention continues to post year-over-year growth; with a relatively evenly distributed retention across wikis. The retention has a 3.1% YoY decline this month in Global South countries, in which the retention had a 32% YoY increase in June.

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

Wikimedia Active Editors year-over-year comparison

July 2016 - July 2019



July 2019 Product Metrics: Readers

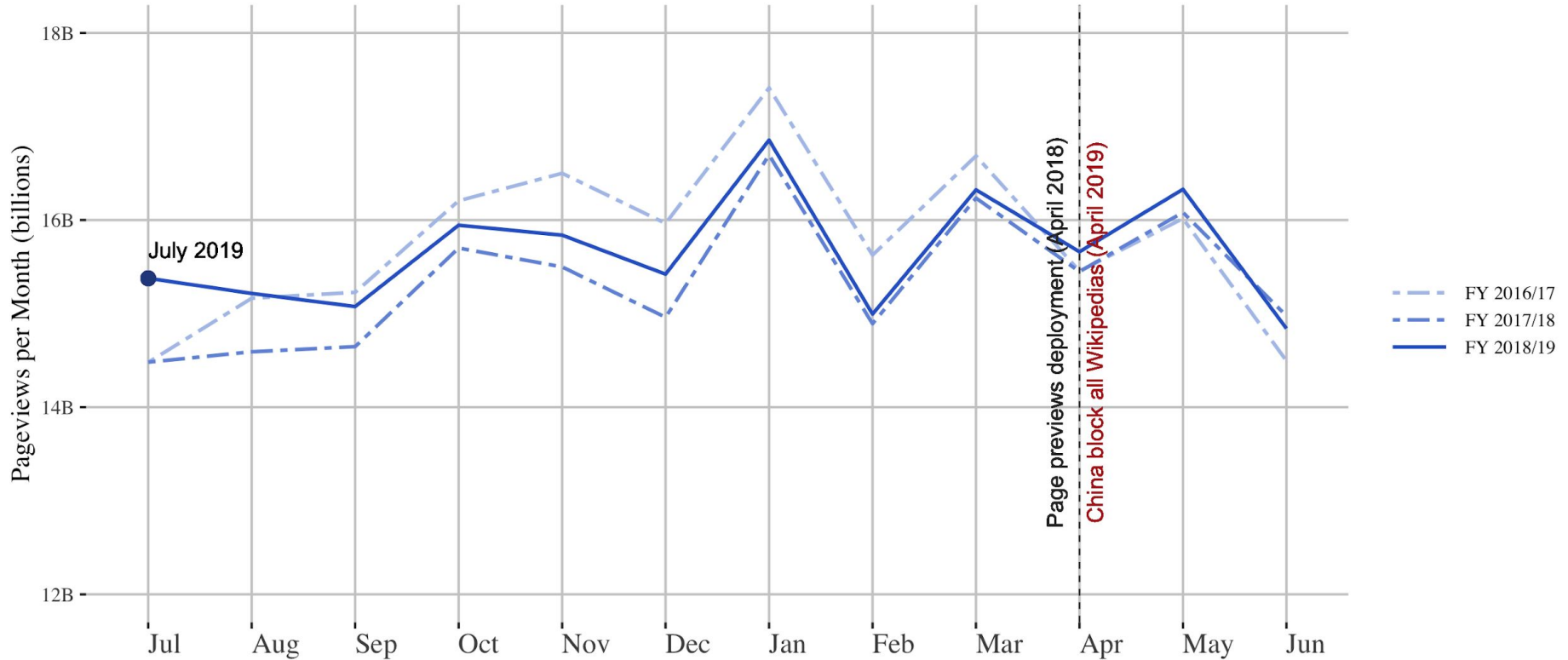
Key trends

		YoY
Interactions	17.0 B	0.01%
—Pageviews	15.4 B	0.2%
—Desktop	5.9 B	-10.3%
—Mobile web	9.2 B	8.1%
—Desktop previews	1.6 B	-1.3%
Unique devices (all Wikipedias)	1.5 B	1.2%

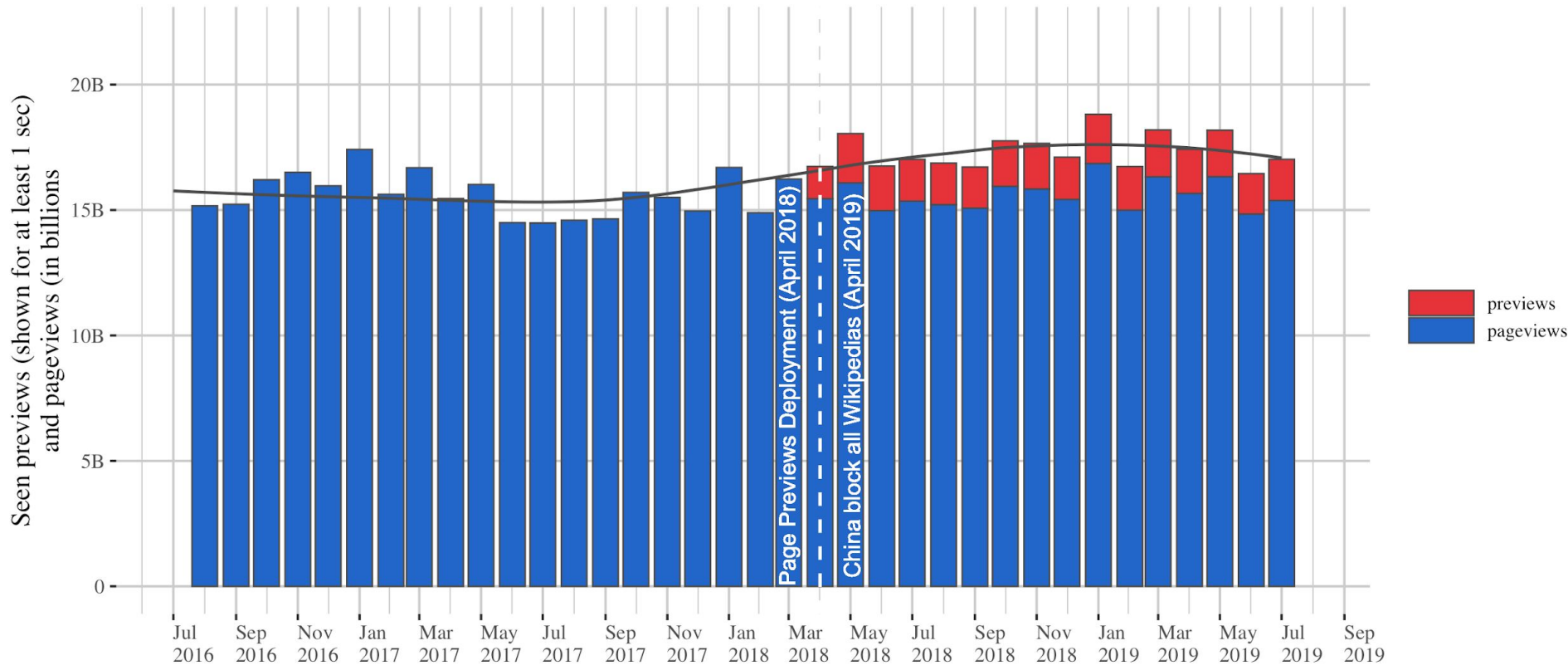
- The block of all Wikipedias in China since April 2019 appears to have led to a 1% year-over-year decrease in overall desktop pageviews. Still, YoY pageviews and interactions were slightly up this month, resuming the positive trend that had lasted since May/June 2018.
- While there was still a YoY decline in desktop previews, the decline is much smaller than last month (-1.3% vs. -9.4%). The YoY decline in previews the past couple months was likely due the initial spike in previews that occurred following the rollout and promotion of the feature in April 2018. We should expect the difference between pageviews and preview YoY changes to continue to decrease in future months.
- Unique devices continued to increase YoY, but as noted before, this metric might be more susceptible to artifacts that decrease the accuracy of such trend assessments.

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

Wikimedia Pageviews year-over-year comparison July 2016 - July 2019



Wikimedia Monthly Interactions (Pageviews + Previews), July 2016 - July 2019



July 2019 Product Metrics: Diversity

		YoY
Global South countries		
—Reader interactions	3.9 B	-3.5%
—Active editors	21,200	— ¹
—New editor retention	4.1%	-3.1%
—Edits	2.3 M	— ¹
—Non-bot edits	2.3 M	— ¹
Mobile-heavy wikis		
—Reader interactions	688 M	10.8%
—Active editors	4,660	26.3%
—New editor retention	5.1%	23.1%
—Edits	1.4 M	26.6%
—Non-bot edits	0.5 M	9.5%

Notes

¹ Editor location data is deleted after 90 days, so it is not possible to calculate trends from before the metric was established. Global South active editors, edits, and non-bot edits were defined in June 2018, but a [data issue](#) forced us to redefine them that November. At that point, we could only apply the new definition back to that September, so the first year-over-year numbers will be available this September.

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