

Reading core metrics Q3 2016-17 (Jan-Mar 2017)

Appendix to the April 2017 quarterly check-in

May 9, 2017



WIKIMEDIA
FOUNDATION

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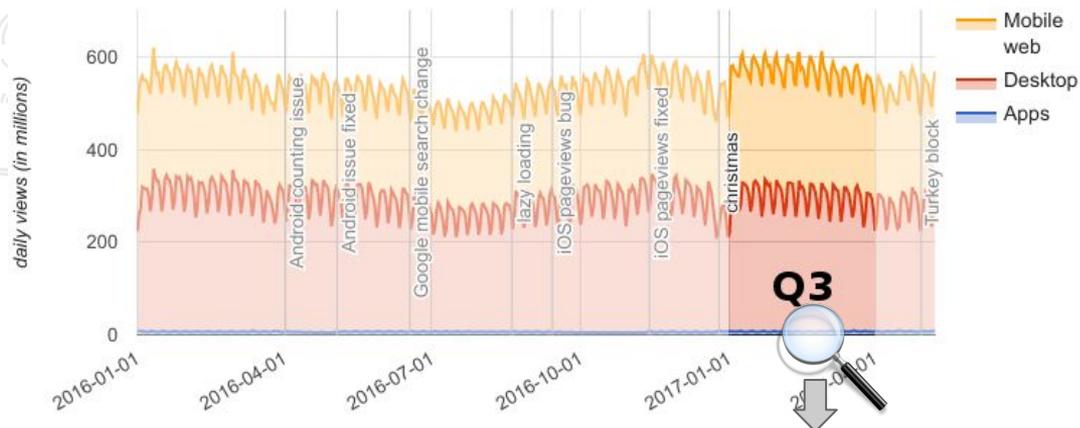
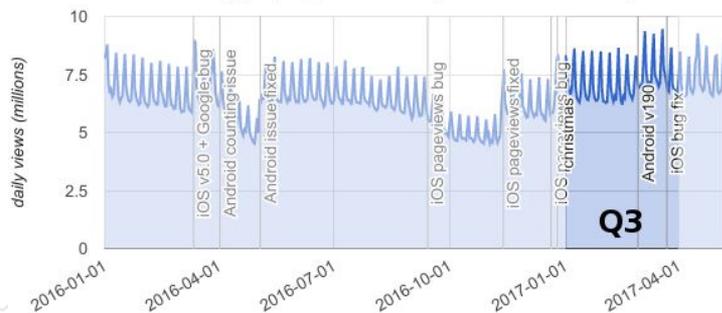
Reading (core metrics)

Appendix: Metrics highlights

Metrics highlights

- The year-over-year increase in pageviews that began around October has held up this quarter (+3.9%).
- As last quarter, usage and new installs have increased year-over-year for the iOS app, but decreased for the Android app (which in Q3 2015/16 had benefited from a download spike due to a Google bug).
- The ratio of mobile pageviews continued to increase slightly, and now hovers just below parity.

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Reading (core metrics)**Appendix: Pageviews****Total pageviews, by access method****Mobile app pageviews (iOS+Android)****Pageviews per month**

Total	17.0 billion +3.9% YoY
Desktop	8.7 billion -2.5% YoY
Mobile web	8.0 billion +11.9% YoY
Apps	216 million* +4.8% YoY*

*May be slightly inflated due to incomplete correction for an [iOS bug](#)

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Appendix: Pageviews

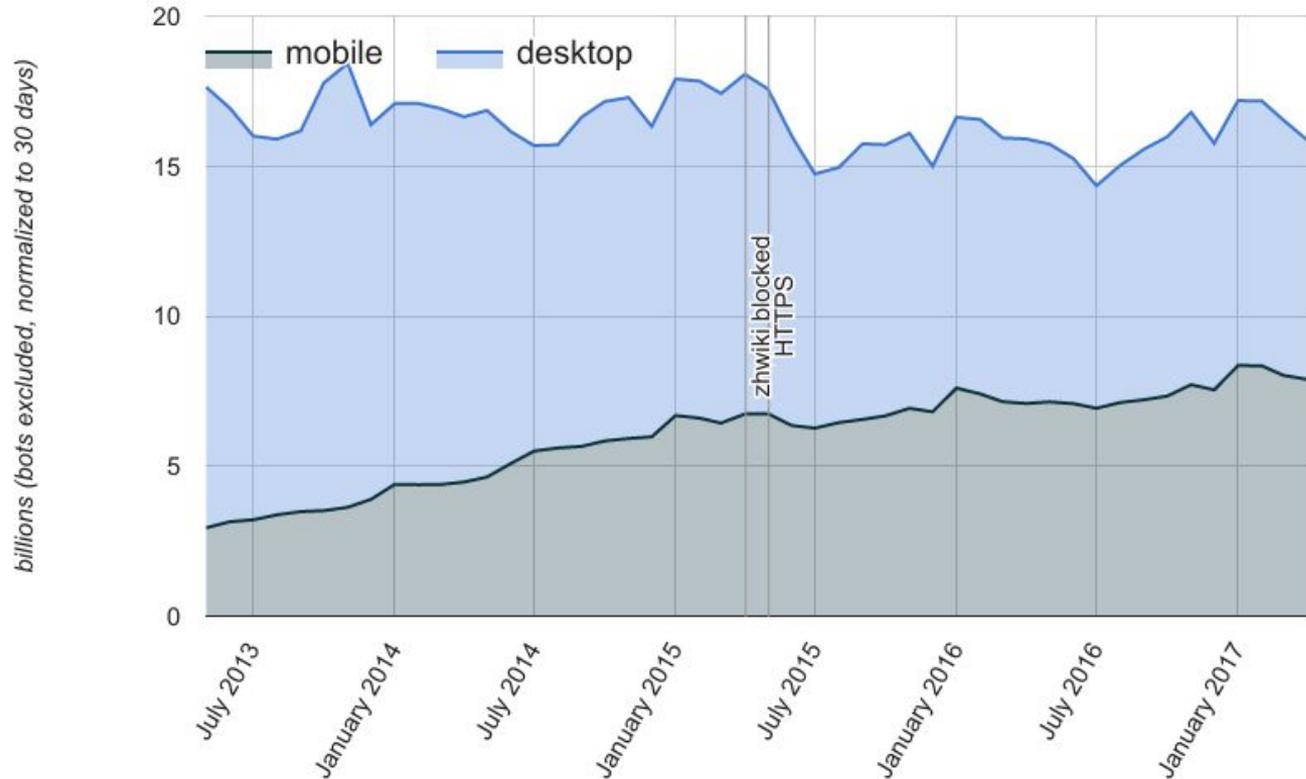
General trends

Globally, total readership has been slightly declining since 2013 (-1.9% yearly, largely due to two one-time effects in 2015: Conversion to HTTPS-only. and block of zhwiki in China). Around October 2016 though, the year-over-year change turned into growth again (+3.9% YoY in Q3).

Mobile has been increasing (+22.4% yearly since 2013) as desktop has been declining (-14.4% yearly since 2013).

See also the [readership metrics reports](#)

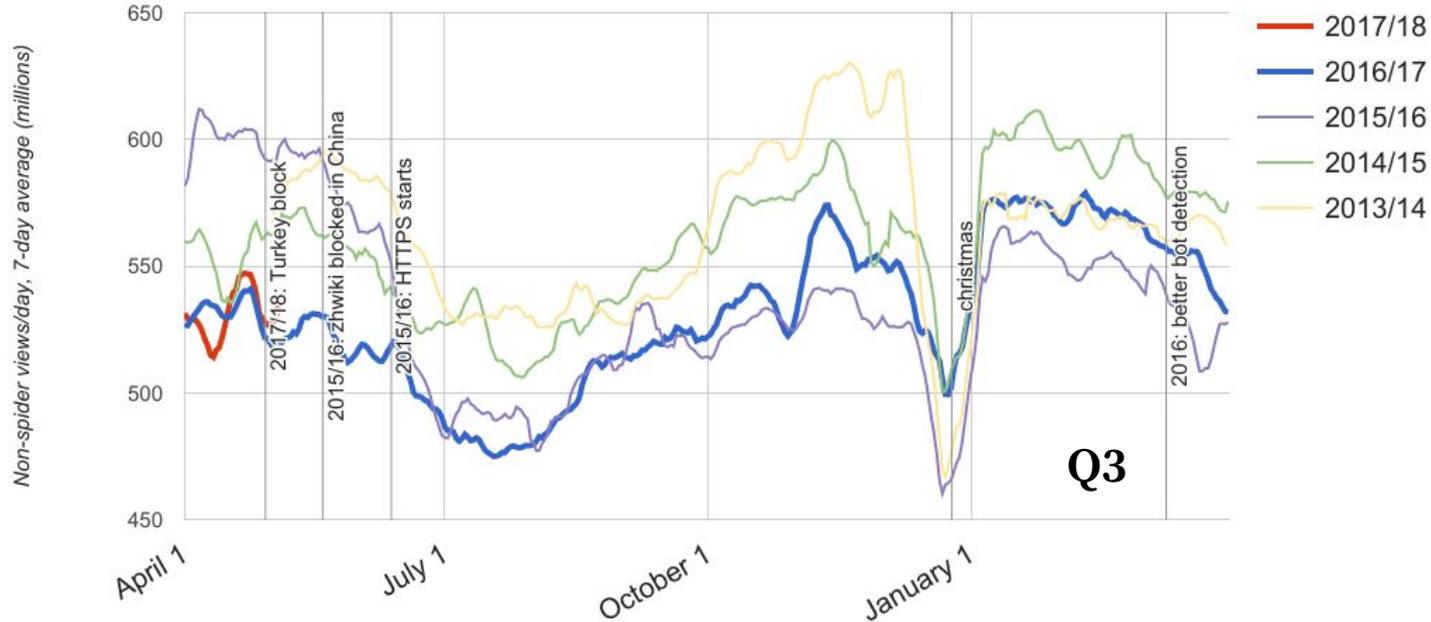
Wikimedia monthly pageviews (desktop+mobile), 2013-2017



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Appendix: Pageviews

**Wikimedia pageviews year-over-year comparison,
May 2013-May 2017**

The positive year-over-year trend first observed in October continued through Q3. Right at the end of the quarter and through the first half of April this turned negative, but has since recovered.

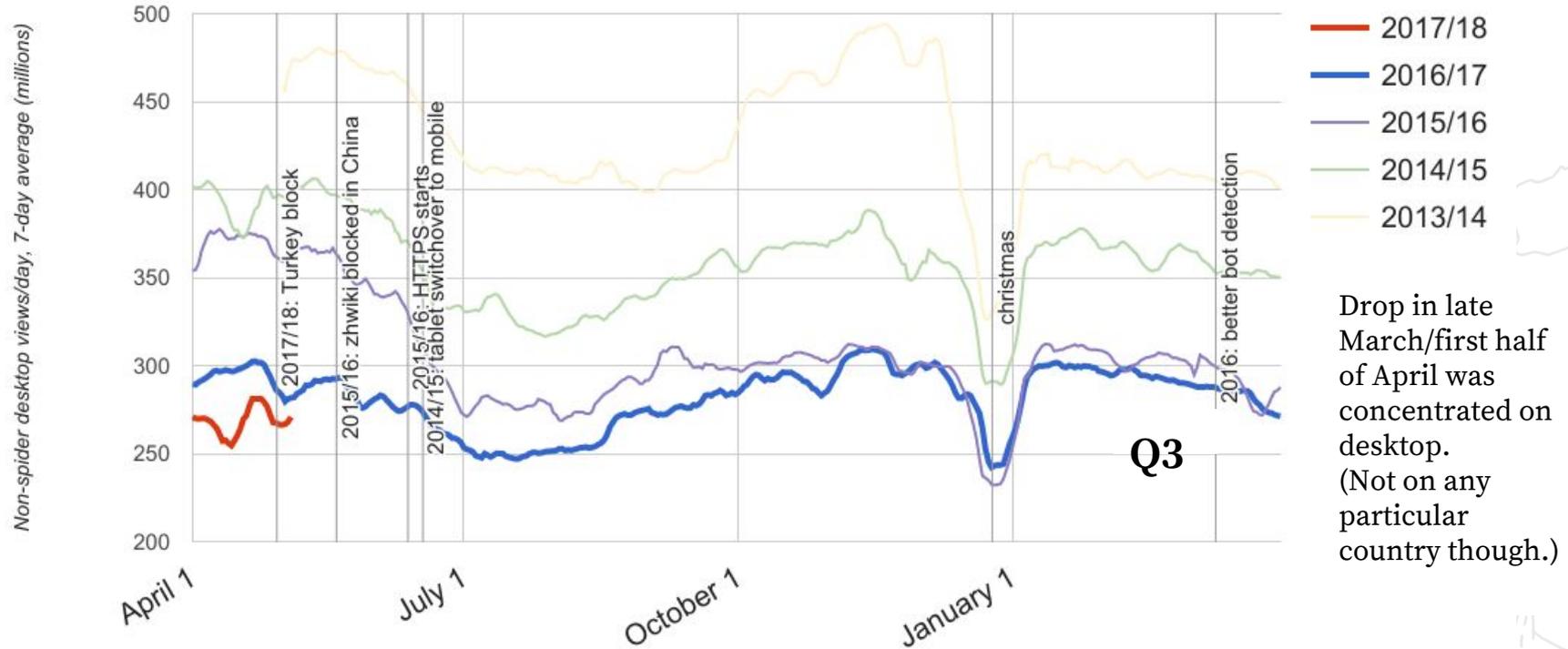
Caveat: While this data already includes correction for some anomalies, a smaller part of this could be due to undetected bots ([artificial traffic from Pakistan](#) may each have inflated overall pageviews by more than half a percent in Q3), but that's unlikely to explain most of the rise.

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Appendix: Pageviews

Wikimedia desktop pageviews year-over-year comparison, May 2013-May 2017

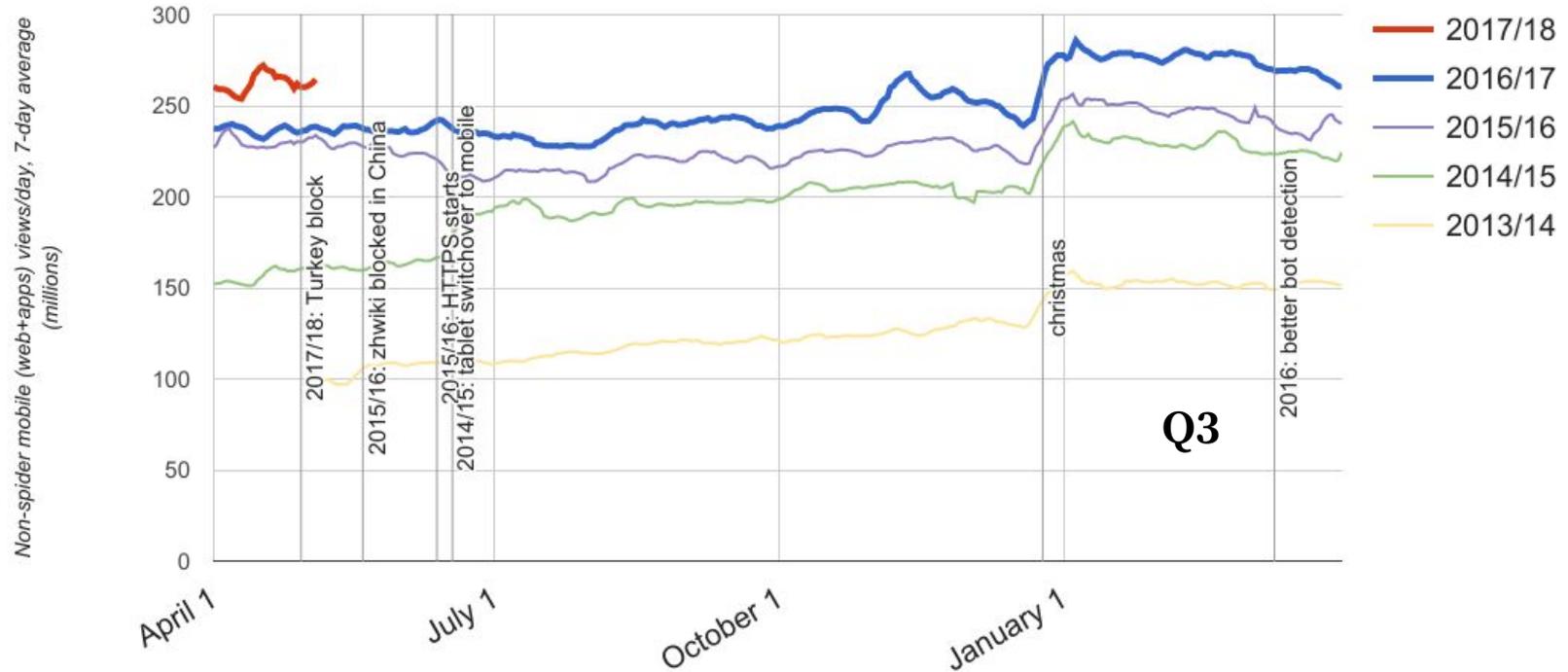


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Appendix: Pageviews

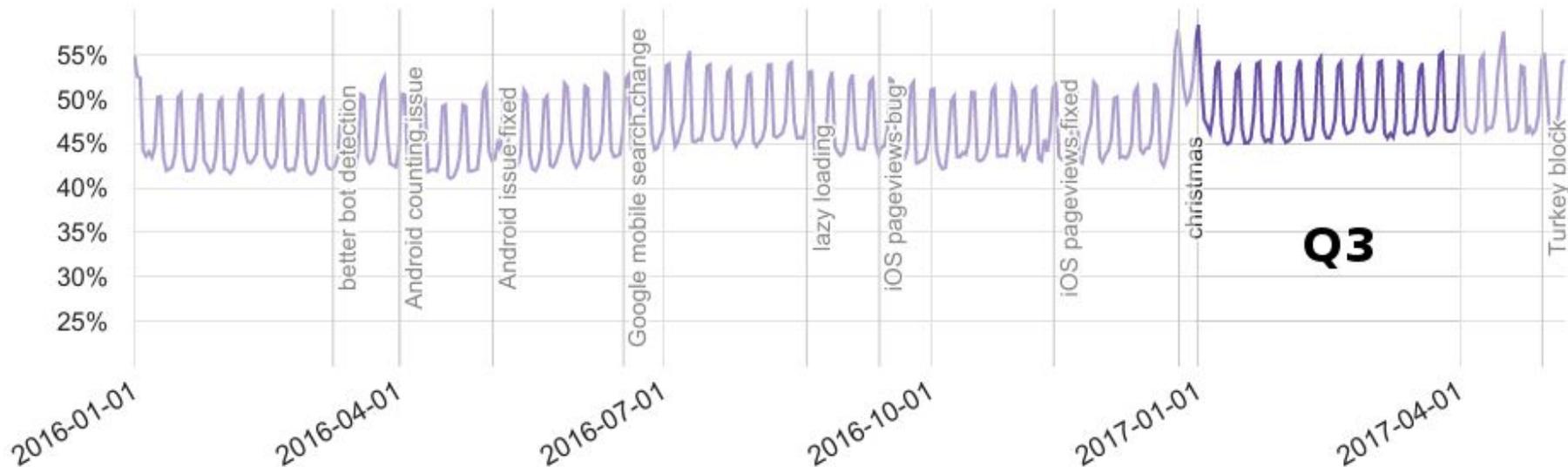
Wikimedia mobile pageviews year-over-year comparison, May 2013-May 2017



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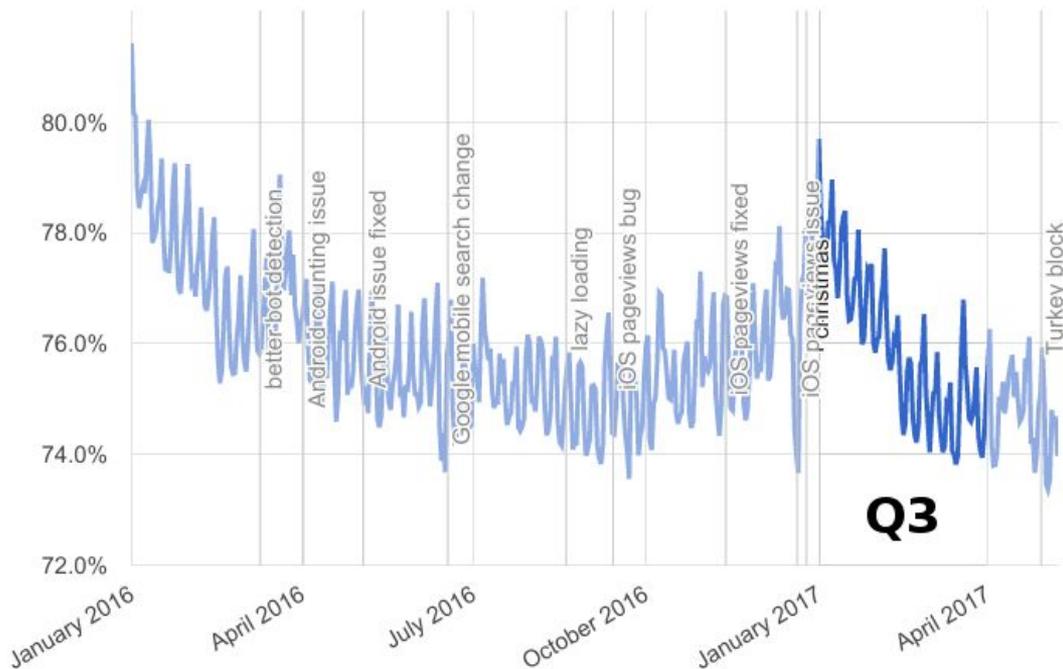
Appendix: Pageviews

Wikimedia daily pageviews, %mobile (web+apps)

As last year, the “christmas bump” in mobile views left a lasting increase in the mobile ratio.

(Data [corrected for an iOS bug](#) from around Dec 20 to March.)

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Reading (core metrics)**Appendix: Pageviews****Percentage of Wikimedia pageviews from the Global North**

Year-over-year, the Global South grew faster than the North.

Pageviews per month	Global North	Global South
Total	12.9 billion YoY: +2.0%	4.1 billion YoY: +10.4%
Mobile web	6.0 billion YoY: +9.8%	2.0 billion YoY: +19.9%
Desktop	6.7 billion YoY: -4.2%	2.1 billion YoY: +2.7%
Apps*	173 million YoY: +5.3%	43 million YoY: +4.1%

Global North ratio:
75.9% of total pageviews
(Q2: 75.9%, Q1: 77.8%)

All normalized to 30 days/month

*May be slightly inflated due to incomplete correction for an [iOS bug](#)

YoY for Total and Desktop lacks some small corrections applied elsewhere

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Reading (core metrics)**Appendix: Uniques**

	Monthly unique devices (desktop + mobile web) Average January-March	% mobile
English Wikipedia	599 million	62%
Spanish Wikipedia	115 million	62%
German Wikipedia	81 million	53%
Russian Wikipedia	76 million	54%
Japanese Wikipedia	67 million	54%

Monthly pageviews/deviceEnglish Wikipedia
Average January-March

Desktop

19

Mobile web

10

(Top 5 projects by overall [unique devices](#) - global number becoming available in Q4)

NB: devices <> users

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Appendix: Uniques

YoY Monthly unique devices 2016 to 2017 (desktop + mobile web)	January	February	March	April
English Wikipedia	-16.0%	-9.7%	+5.1%	+7.3%

A year after the rollout of the novel, privacy-friendly uniques devices metric, this was the first quarter where we could compare changes year-over-year, i.e. start isolating trends from seasonal changes.

The data turned out to be a bit more volatile than expected. While it is still regarded as suitable for overall estimates, it may be less suitable for more fine-grained measurement and trends analysis.

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Appendix: Android

Android app usage

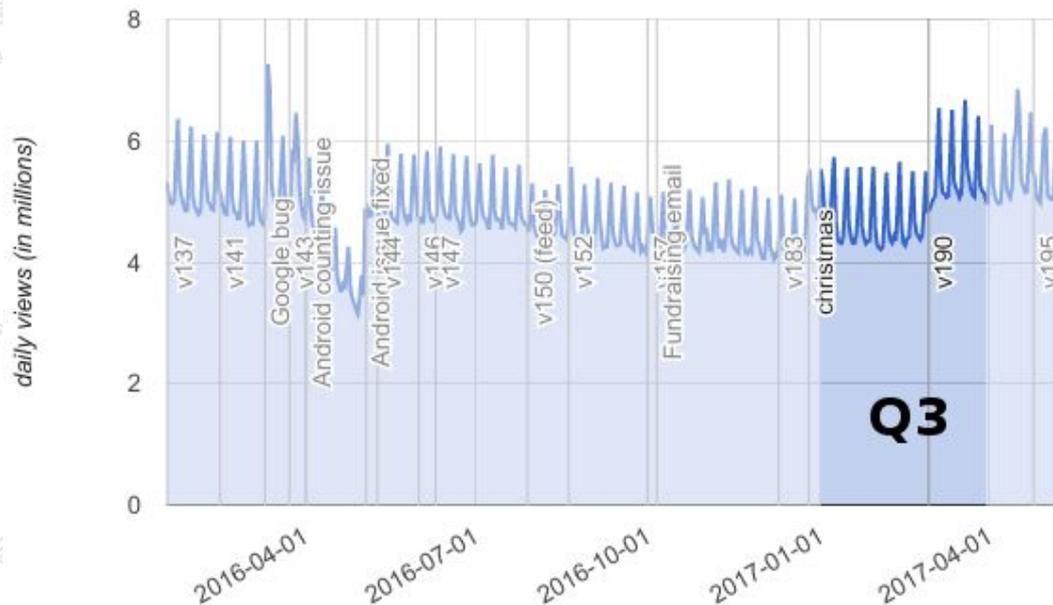
Monthly pageviews	149 million YoY: -6.7%
Daily installs	18.3k YoY: -42.4%
Install base (active devices*, March 31)	8.0 million December 31: 8.4 m YoY: N/A
Monthly users**	6.2 million YoY: -13.2%
Daily users**	1.11 million YoY: -8.6%

Pageviews normalized to 30 days/month

*[New metric](#) provided by Google in lieu of the “Current Device Installs” reported in previous quarterly reviews**February-March 2017 only; previous data since September 2016 inflated due to a [bug](#)

Note: March 2016 saw a huge download peak due to a Google bug, which shows in the YoY changes.

Wikipedia Android app pageviews

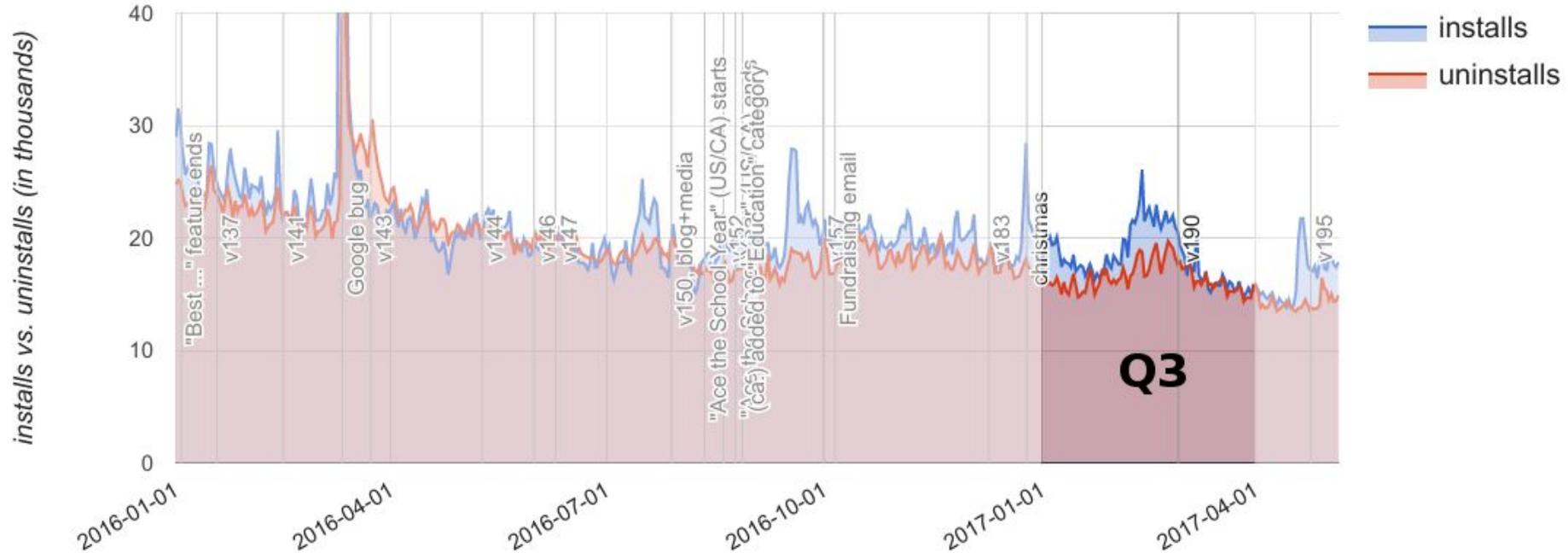


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Appendix: Android

Wikipedia Android app daily installs and uninstalls (by device)



Installs were 42.4% lower than a year ago (Q3 2015/16 included a huge spike due to a misconfiguration on Google's side, but there also seems to be a general downwards trend in installs and uninstalls, countered by spikes in February and April of unknown origin).

CHECK IN

TEAM/DEPT

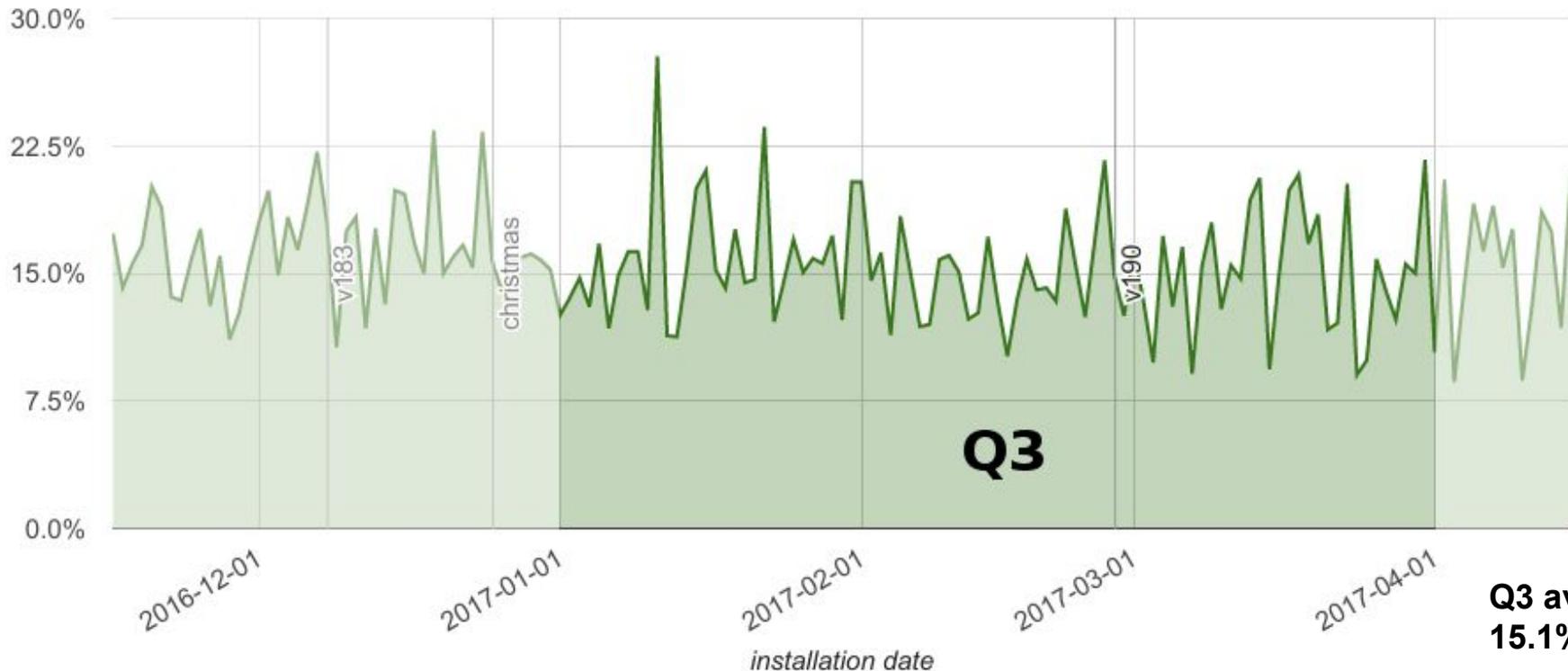
PROGRAM

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Reading (core metrics)

Appendix: Android

7-day retention of Wikipedia Android app users



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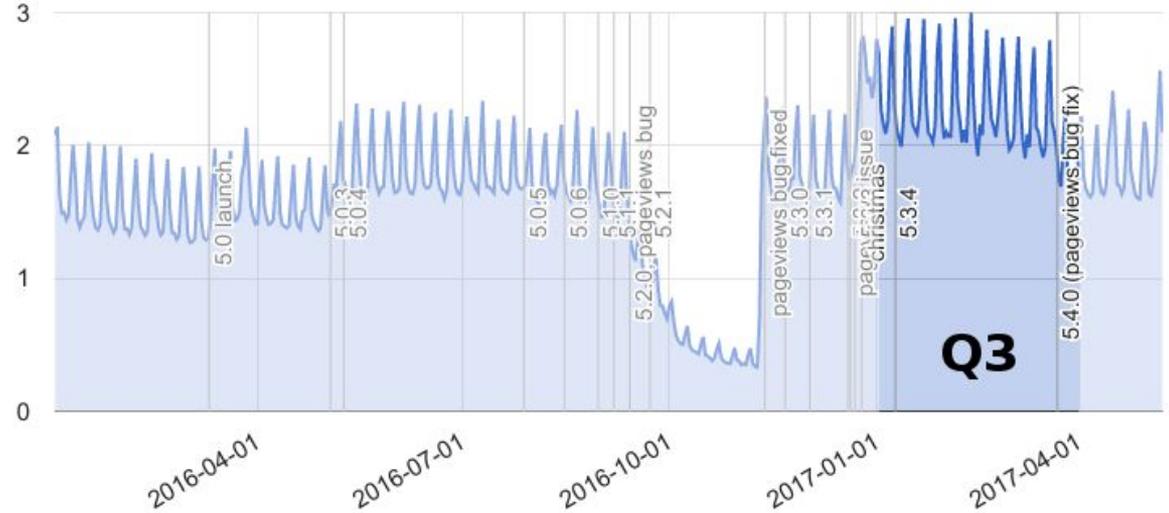
Reading (core metrics)

Appendix: iOS

iOS app usage	
Monthly pageviews	68 million* YoY: +43.9%*
Daily downloads	4.8k YoY: -11.3%
Monthly users	N/A
Daily users	N/A

daily views (in millions)

Wikipedia iOS app pageviews



Pageviews normalized to 30 days/month

*Mostly but not entirely corrected for [a pageview-affecting bug](#) arising in late December

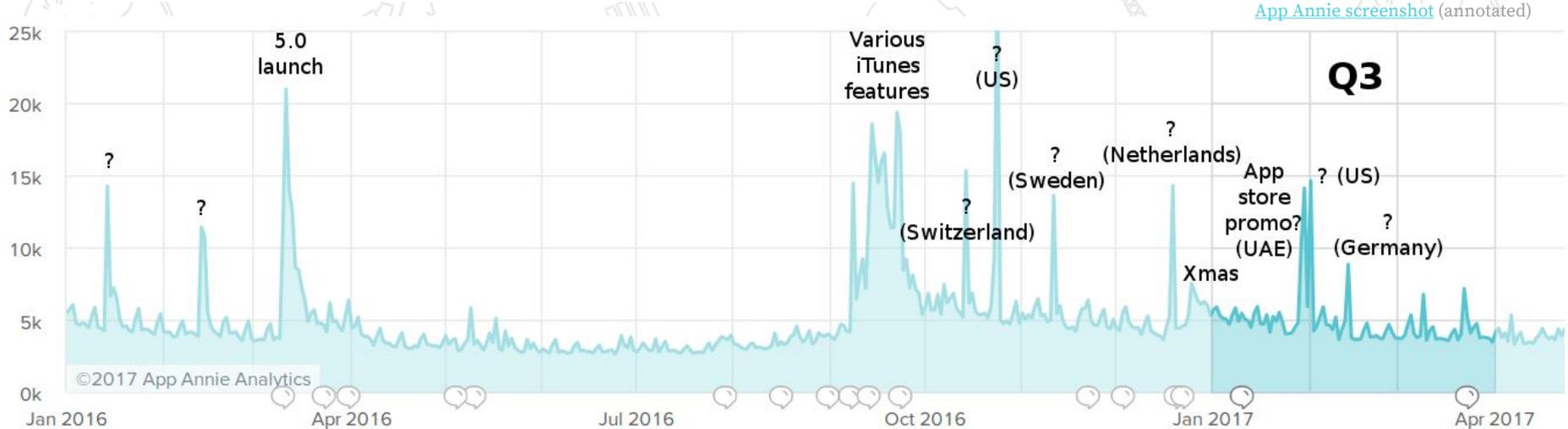
Pageviews increased year-over-year (even when disregarding the effects of a huge artificial rise due to a [bug](#) from late December to late March, mostly but not entirely corrected above).

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Reading (core metrics)

Appendix: iOS

iOS app downloads since January 2016



Downloads were 11.3% lower than a year ago (Q3 2015/16 included the 5.0 relaunch). As last quarter, we saw some unexplained spikes (each concentrated in a single country, marked “?” in the chart) which by now appear to be artefacts in the App Annie data. An app store promotion in some Arabic countries does not appear to have a huge effect except perhaps in the United Arab Emirates.

CHECK IN

TEAM/DEPT

PROGRAM

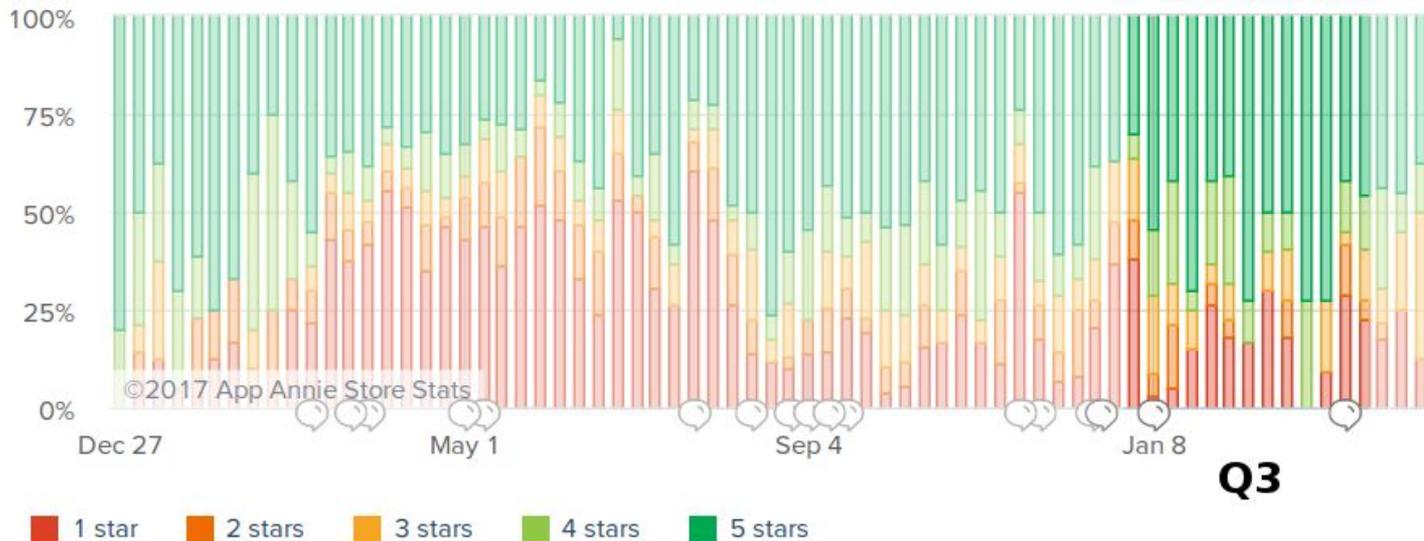
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Appendix: iOS

iOS ratings since January 2016

[App annie screenshot](#)



288 reviews in Q3
Average rating: 3.6

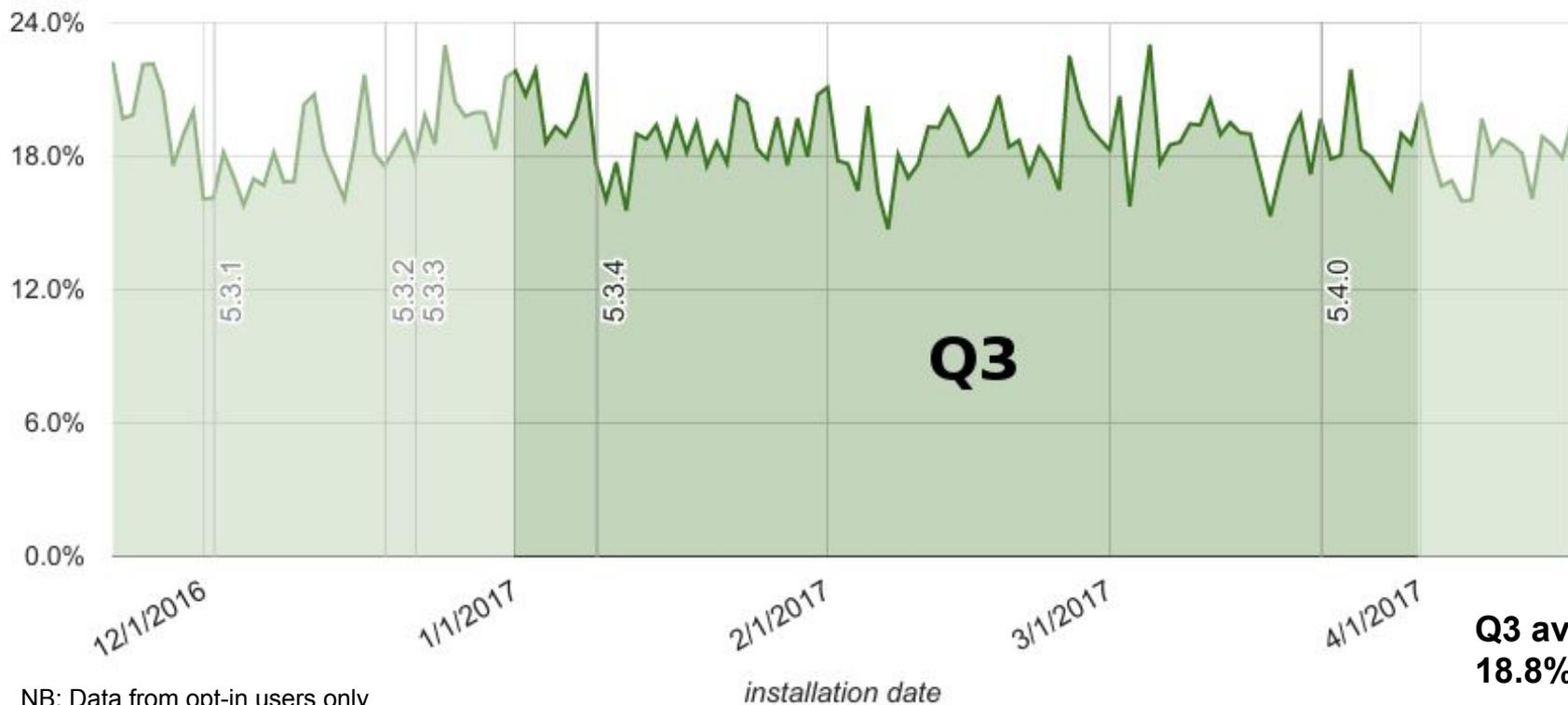
Quarter	2014/15: Q3	... Q4	2015/16: Q1	... Q2	... Q3	... Q4	2016/17: Q1	... Q2	... Q3
Average rating	3.8	2.9	3.5	3.9	3.3	2.7	3.4	3.5	3.6

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Appendix: iOS

7-day retention of Wikipedia iOS app users



NB: Data from opt-in users only

installation date

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Appendix: Android+iOS

In a typical app session, 2-3 pages are viewed. Median session length remains higher on Android (3.8 min) than on iOS (2.9 min). A typical user had 2-3 sessions per week.

For March 19-25, 2017	10th Percentile	50th Percentile	90th Percentile
Pageviews per session (session ends after 30 min of inactivity)	Android: 1-2 iOS: 1-2	Android: 2-3 (Q2: 1-2) iOS: 2-3	Android: 7-8 (Q2: 5-6) iOS: 6-7
Session length (s = seconds)	Android: 16-17 s (Q2: 20-21 s) iOS: 14-15 s (Q2: 8-9 s, Q1: 14-15 s)	Android: 224-228 s iOS: 172-176 s (Q2: 158-160 s, Q1: 192-196 s)	Android: 1600-1632 s iOS: 1440-1472 s
Sessions per user (during that week)	Android: 1-2 iOS: 1-2	Android: 2-3 iOS: 2-3	Android: 7-8 (Q2: 8-9, Q1: 7-8) iOS: 6-7 (Q2: 7-8, Q1: 6-7)

Notes: iOS data restricted to users who opted into sharing usage data. Q2 value is for Dec 25-31, 2016. No Q2 value = no change from Q2. [Data source](#)