May 2020 Wikimedia movement metrics
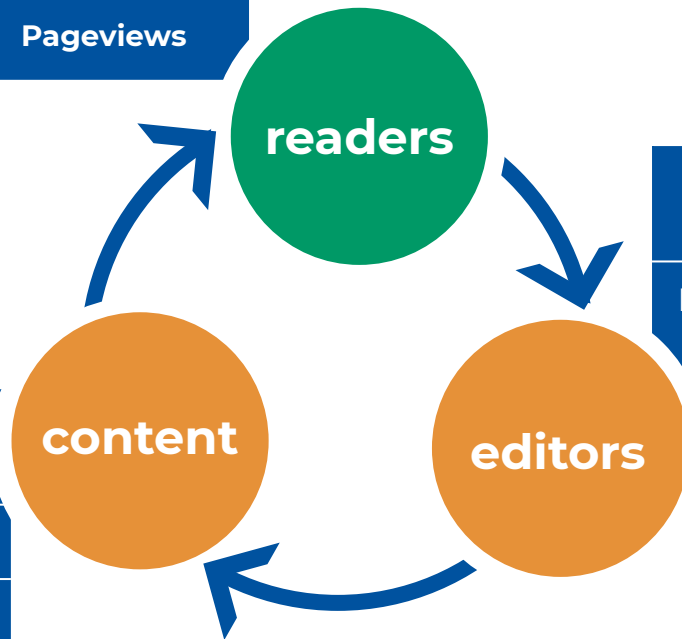
WIKIMEDIA
FOUNDATION

May 2020 Product Metrics

April Actuals	YoY (%)	
21.7B	**19.3%**	**Interactions**
19.3 B	**18.2%**	**Pageviews**

readers

	April Actuals	YoY (%)
Active Editors	**105,000**	**18.5%**
New Editor Retention	**6.9%**	**2.5%**

April Actuals	YoY (%)	
2530M	**21.9%**	**Total Content**
54.0M	**6.6%**	**Wikipedia**
87.9 M	**53.3%**	**Wikidata**

content

editors

Explore Readers Metrics and Edits Metrics in Superset. For metric definitions, see the Product data dictionary.

May 2020 Product Metrics

Content

		YoY
Total content	253.0 M	21.9%
Net new content	4.5 M	128.0%
— Established Markets	0.3 M	—[1]
— Emerging Markets	0.4 M	—[1]
Non-Wikidata net new content	1.6 M	31.5%
Total edits	54.8 M	16.9%
— Established Markets	25.3 M	—[1]
— Emerging Markets	4.2 M	84.3%
Anonymous edits	2.4 M	6.8%

Readers

		YoY
Interactions	21.7 B	19.3%
— Established Markets	16.7 B	19.8%
— Emerging Markets	5.0B	18.0%
Unique devices (all Wikipedias)	1.7 B	7.10%

Editors

		YoY
Active editors	105,000	15.8%
— Established Markets	81,000	—[1]
— Emerging Markets	25,000	21.5%
New editor retention	6.9%	2.5%
— Established Markets	8.1%	—[2]
— Emerging Markets	5.0%	15.8%

[1] Editor location data is deleted after 90 days, so it is not possible to calculate trends from before the metrics were established. Trends started to accumulate in Sept 2019.

[2] 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 Dec 2019.

Explore Edits Metrics and Readers Metrics in Superset. For metric definitions, see the Product data dictionary.

May 2020 Product Metrics: Readers

		YoY
Interactions	21.7 B	19.3%
—Pageviews[1]	19.3 B	18.2%
—Desktop	7.6 B	14.6%
—Mobile web	11.4 B	21.1%
—Desktop previews	2.4 B	29.7%
Unique devices (all Wikipedias)	1.7 B	7.10%

Notes

[1] On 29 April 2020, Analytics Engineering implemented new bot detection to identify previously-unidentified bots. For consistency in reporting with prior years' metrics, we will include "automated" agents in our high-level reporting through the end of FY20-21. See Wikitech for details about bot detection.

In May 2020, 4.7% of pageviews were "automated". There were 18.4B "user"-only pageviews.

Key trends

- The total pageviews and content interactions continued to spike in May. The increase was driven by an overall 21% YoY increase across countries and project from external search engine and internal referral; especially from US, Japan, Germany and UK.

- Desktop pageviews began increasing YoY in March, related to growth in traffic around the announcement of COVID-19 as a pandemic, and continued to increase in May. The increase in traffic was mainly from external search engines and internal referral in en.wiki and es.wiki.

- The desktop previews continued to grow YoY. The growth was most prominent in en.wiki, fr.wiki, and es.wiki with traffic from multiple countries.

- Consistent with the spikes we saw in overall traffic, unique devices continued to increase YoY.

Explore Readers Metrics in Superset. For metric definitions, see the Product data dictionary.

Wikimedia Content Interaction year-over-year comparison
July 2017 - May 2020
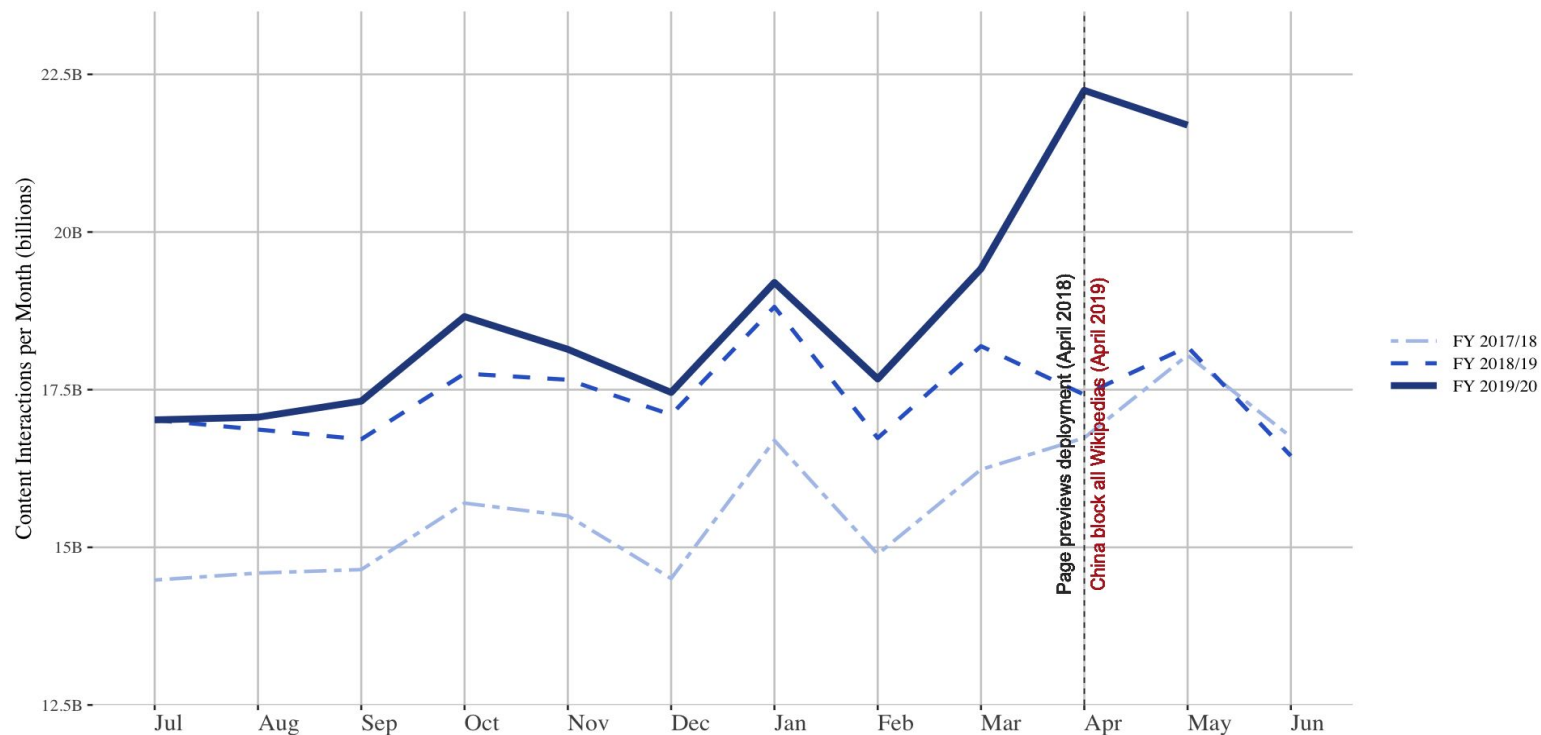
Explore Readers Metrics in Superset. For metric definitions, see the Product data dictionary.

May 2020 Product Metrics: Editors

|		YoY
Active editors	105,000	15.8%
—New	24,800	28.2%
—Returning	79,700	12.5%
New editor retention	6.9%	2.5%

Key trends

- Overall active editors continued its spike in May, with a 15.8% YoY increase taking them above 100,000 for the first time since *May 2008*.

- The large YoY increase in new active editors are from en.wiki, Wikidata, Commons, es.wiki and ar.wiki.

- Steady growth in returning active editors was relatively evenly distributed across activity groups and wikis, from users registered over 10 years and between 30 to 90 days.

- New editor retention started to increase YoY from its 4 month decline, the growth was from es.wiki, ja.wiki, and ru.wiki.

Explore Edits Metrics in Superset. For metric definitions, see the Product data dictionary.

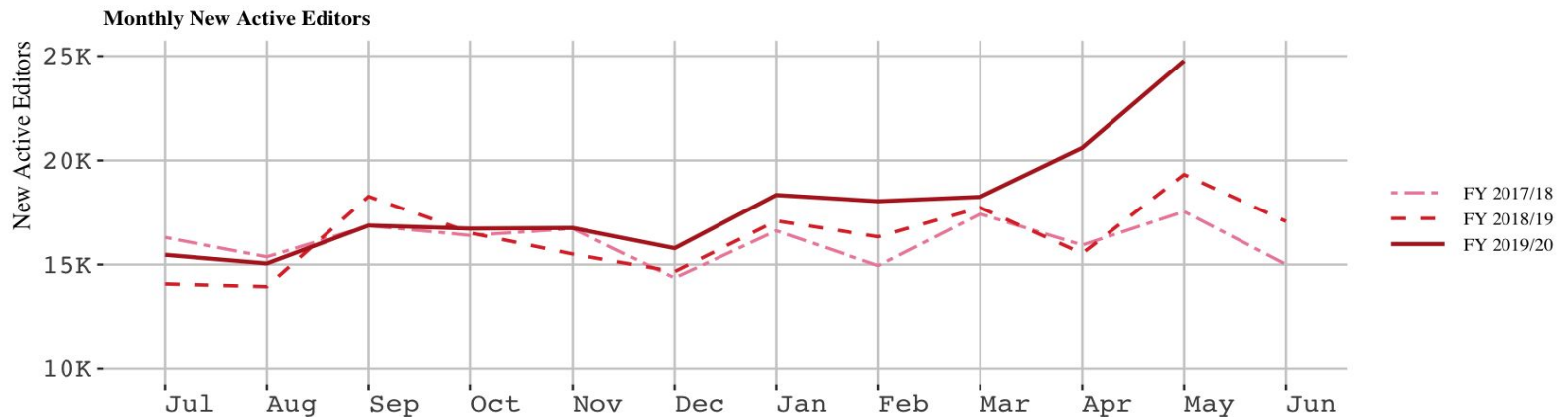# Wikimedia Active Editors year-over-year comparison July 2017 - May 2020

Monthly Active Editors

Active Editors

100K

90K

80K

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun

FY 2017/18
FY 2018/19
FY 2019/20

Wikimedia Active Editors year-over-year comparison
July 2017 - May 2020

Monthly New Active Editors

Monthly Returning Active Editors
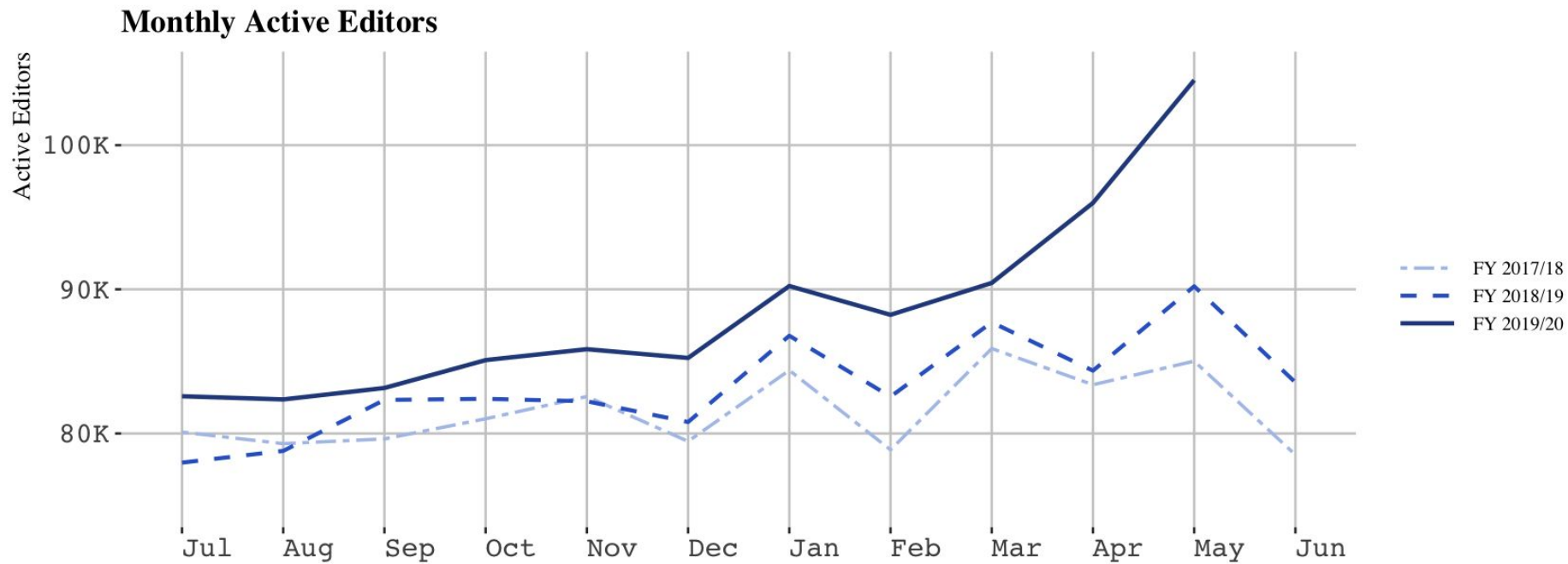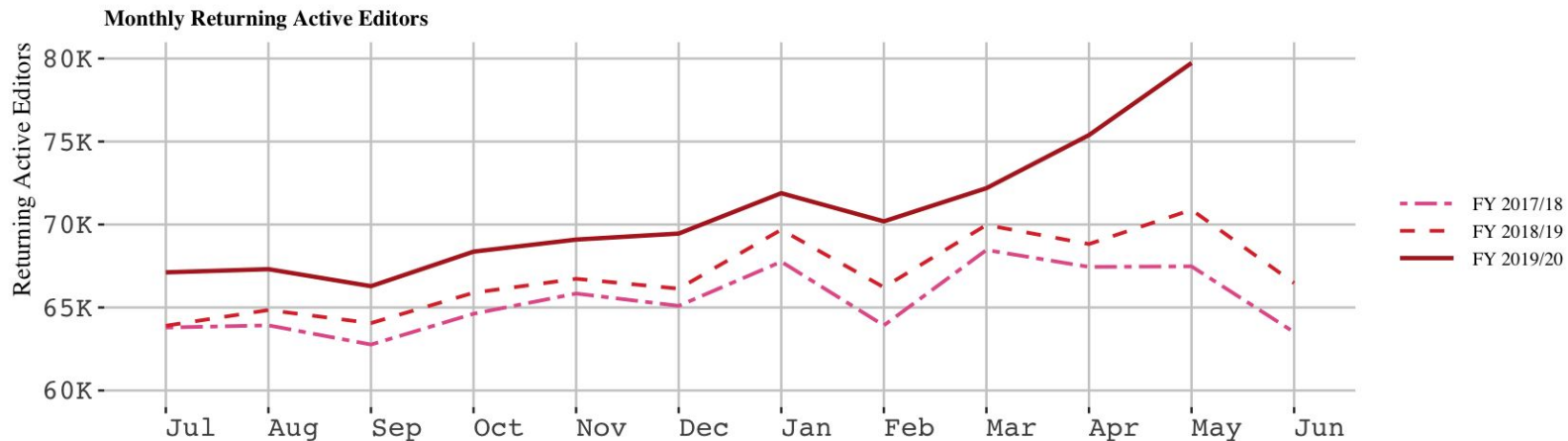
Wikimedia New Editor Retention year-over-year comparison
July 2017 - May 2020

New Editor Retention

Monthly New Editor Retention

Legend:
- FY 2017/18
- FY 2018/19
- FY 2019/20

X-axis: Jul, Aug, Sep, Oct, Nov, Dec, Jan, Feb, Mar, Apr, May, Jun

Y-axis: 5.0%, 6.0%, 7.0%
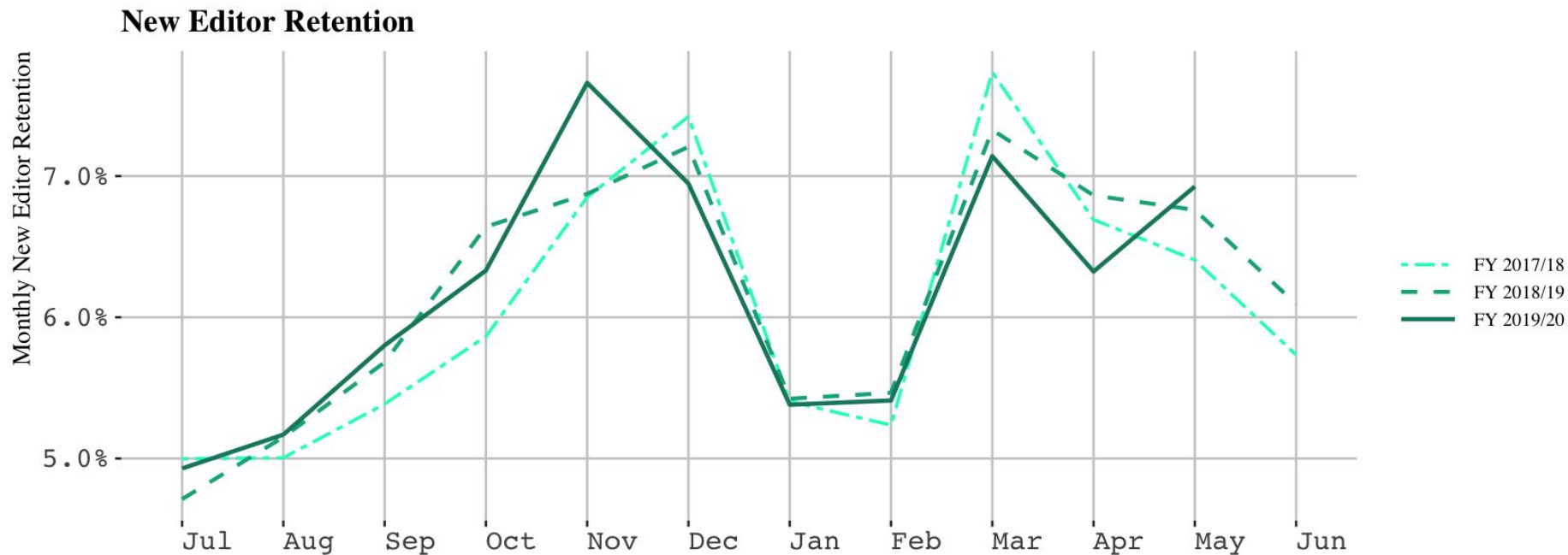
May 2020 Product Metrics: Content

|		YoY
Total content	253.0 M	21.9%
—Wikipedia articles	54.0 M	6.6%
—Commons files	62.3 M	14.6%
—Wikidata entities	87.9 M	53.3%
Net new content	4,510,000	128.0%
—Wikipedia articles	396,000	109.0%
—Commons files	878,000	31.6%
—Wikidata entities	2,930,000	278.0%
Revert rate	6.1%	2.1%
Total edits	54.8 M	16.9%
—Mobile edits	1.9 M	28.9%
—Data edits	25.0 M	6.2%
—File uploads	0.9 M	33.5%
—Other non-bot edits	14.7 M	25.0%

Key trends

- Total content continues to increase steadily, with Wikidata entities adding volatility to the rate of increase.

- We continued to see spike this month in new Wikipedia articles which are made by admin user in arz.wiki (~140K) and by bots in vec.wiki. And the increase in Commons files and Wikidata are mainly from bots.

- Revert rate started to increase YoY in May from its long-term decrease. Part of the reason is a higher revert rate from Wikidata where non-bot edits are lower in May.

- There was increase in non-bot edits, which mainly are content edits from en.wiki, commons and fr.wiki by users registered over 3 years.

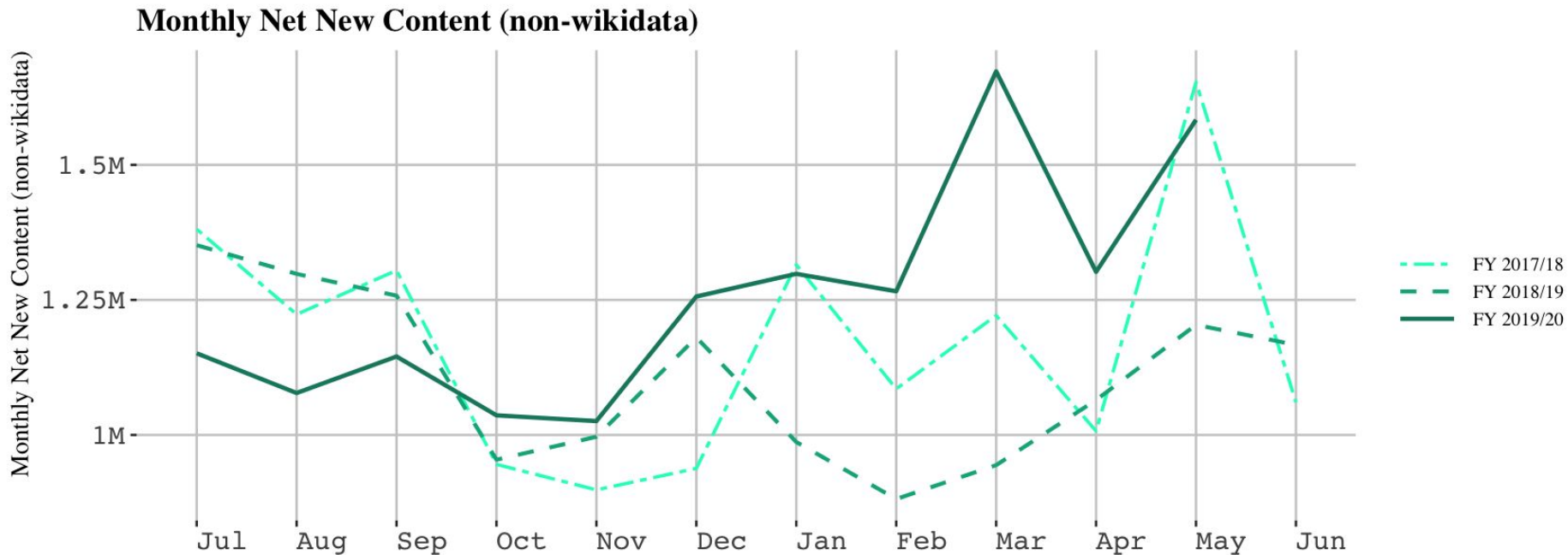Explore Edits Metrics in Superset. For metric definitions, see the Product data dictionary.

Wikimedia Net New Content year-over-year comparison
July 2017 - May 2020

Monthly Net New Content

Legend:
- FY 2017/18
- FY 2018/19
- FY 2019/20
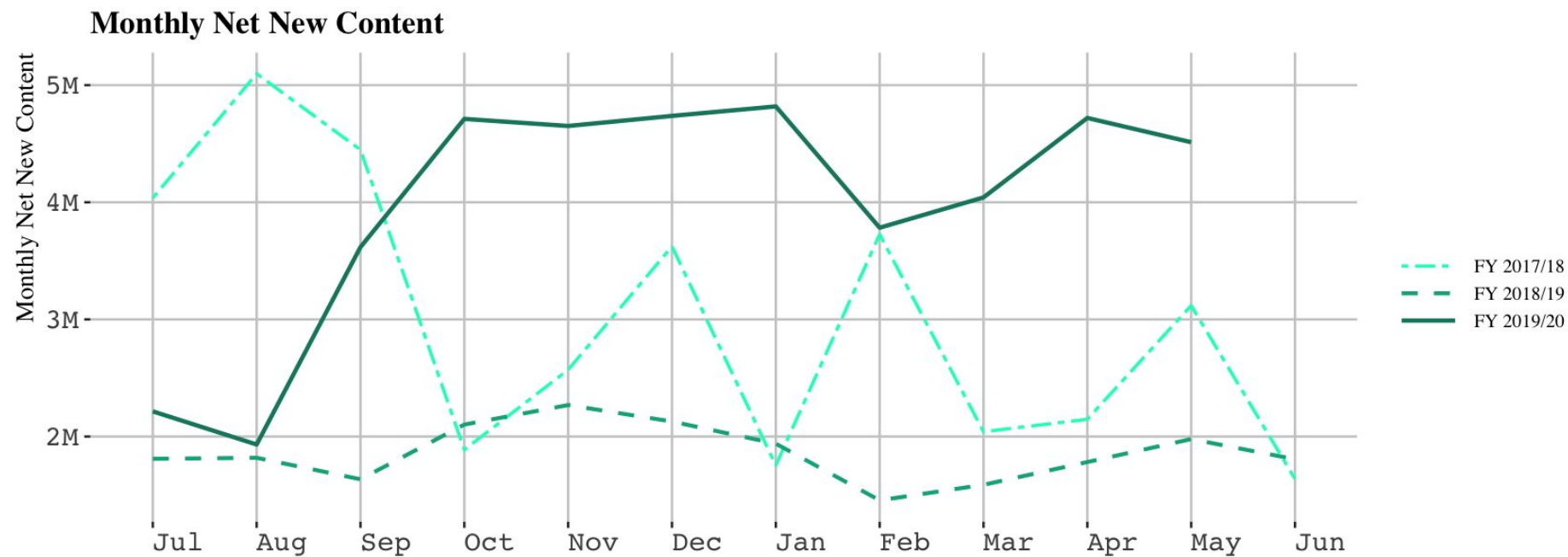
Wikimedia Net New Content (non-Wikidata) year-over-year comparison July 2017 - May 2020

Monthly Net New Content (non-wikidata)

Legend:
- FY 2017/18
- FY 2018/19
- FY 2019/20

Y-axis: Monthly Net New Content (non-wikidata), values 1M, 1.25M, 1.5M

X-axis: Jul, Aug, Sep, Oct, Nov, Dec, Jan, Feb, Mar, Apr, May, Jun

Wikimedia Net New Wikipedia Articles year-over-year comparison July 2017 - May 2020

Monthly Net Wikipedia Articles

Legend:
- FY 2017/18
- FY 2018/19
- FY 2019/20

Y-axis: Monthly Net Wikipedia Articles (200K, 300K, 400K, 500K)

X-axis: Jul, Aug, Sep, Oct, Nov, Dec, Jan, Feb, Mar, Apr, May, Jun
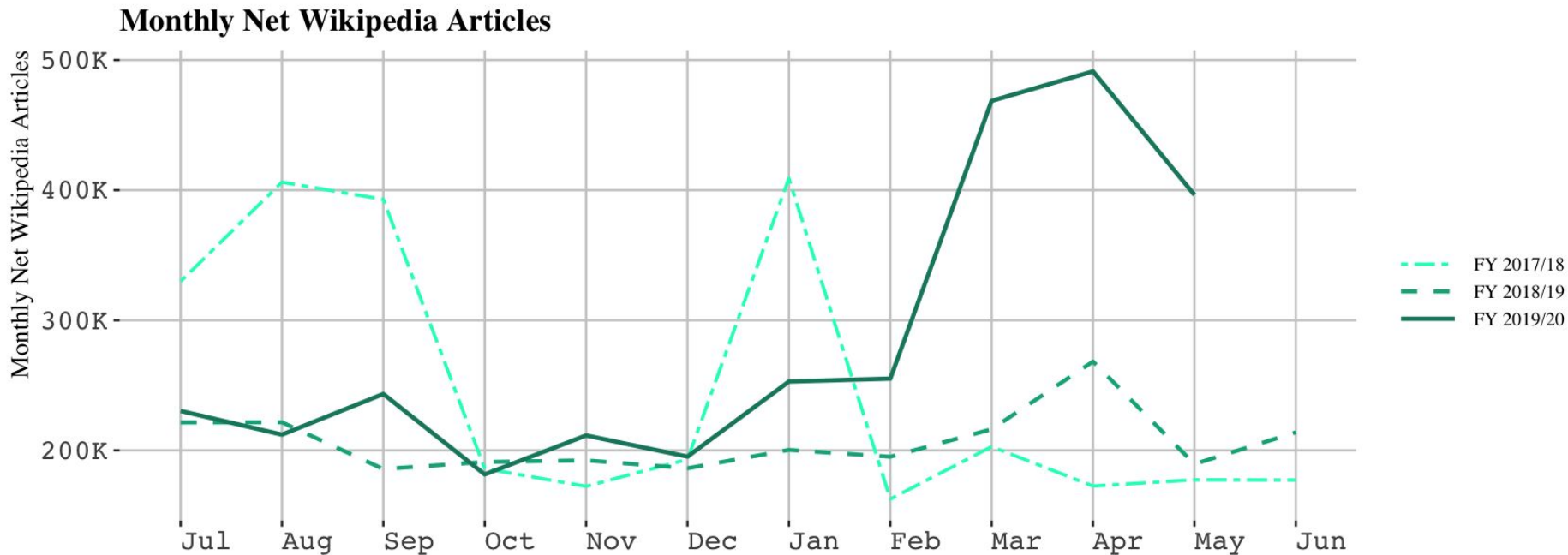
Wikimedia Net New Common Content year-over-year comparison July 2017 - May 2020

Monthly Net New Commons content

Legend:
- FY 2017/18
- FY 2018/19
- FY 2019/20

Y-axis: Monthly Net New Commons content (500K, 600K, 700K, 800K, 900K)

X-axis: Jul, Aug, Sep, Oct, Nov, Dec, Jan, Feb, Mar, Apr, May, Jun
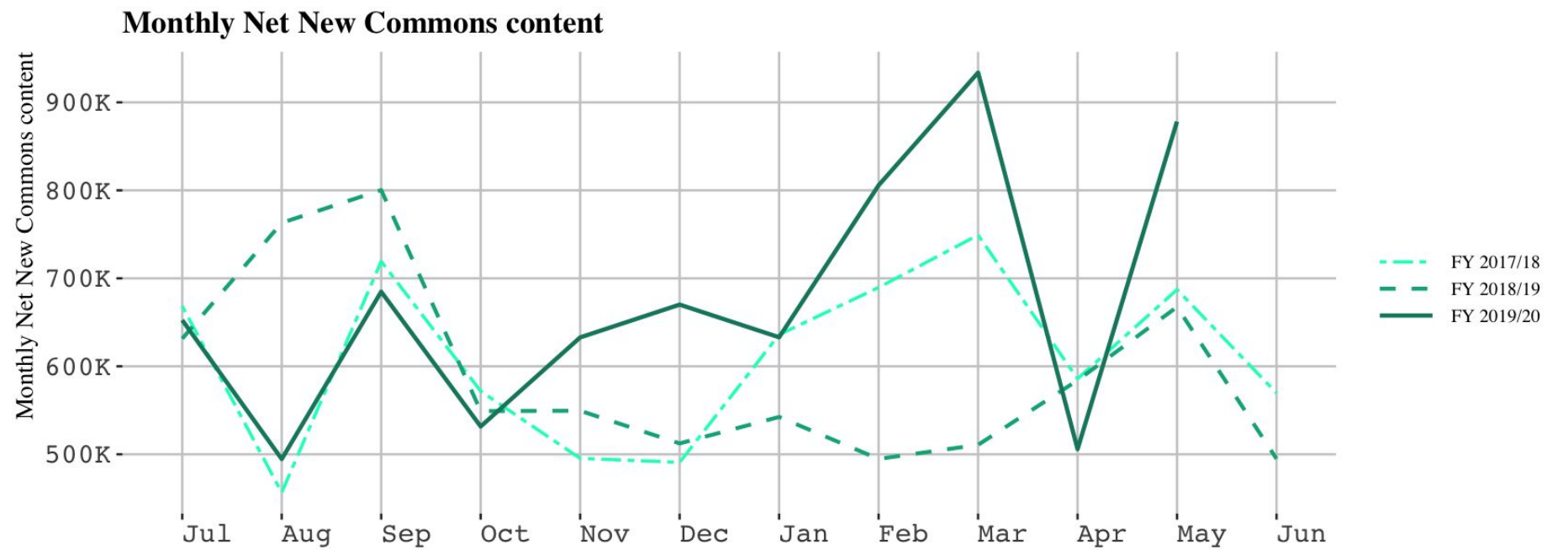
Wikimedia Revert Rate year-over-year comparison
July 2017 - May 2020

Revert Rate

Monthly Revert Rate

10.0%

8.0%

6.0%

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun

FY 2017/18
FY 2018/19
FY 2019/20

Wikimedia Anonymous/non-Anonymous Edits year-over-year comparison July 2017 - May 2020

Monthly Anonymous/non-Anonymous Edits

Legend:
- anonymous (red)
- non-anonymous (green)
- FY 2018/19 (dashed)
- FY 2019/20 (solid)

Y-axis: Monthly Edits (0, 10M, 20M, 30M, 40M, 50M)
X-axis: Jul, Aug, Sep, Oct, Nov, Dec, Jan, Feb, Mar, Apr, May, Jun

Wikimedia Anonymous/non-Anonymous Edits year-over-year comparison July 2017 - May 2020