August 2019 Wikimedia movement metrics

August 2019 Product Metrics: Contributors

		YoY
Total content	214.0 M	12.0%
—Wikipedia articles	51.3 M	5.1%
—Commons files	56.0 M	13.9%
—Wikidata entities	59.9 M	19.9%
Net new content	1,930,000	6.2%
—Wikipedia articles	212,000	-4.3%
—Commons files	495,000	-35.2%
—Wikidata entities	854,000	64.2%
Active editors	82,400	4.5%
—New	15,100	7.9%
—Returning	67,300	3.8%
New editor retention	5.2%	0.3%
Revert rate	5.2%	-38.3%
Total edits	37.0 M	-9.7%
—Mobile edits	1.6 M	27.5%
—Data edits	15.6 M	-14.1%
—File uploads	0.5 M	-31.2%
—Other non-bot edits	11.4 M	-0.2%

Key trends

- Overall active editors remain its year-on-year (YoY) increase this month, which makes this a clearly sustained trend (although still a gentle one). This longer-term growth is the product of steady growth in returning editors, which is relatively evenly distributed across activity groups and wikis; and growth in new editors, which primarily driven by Commons.

- New editor retention continues to post YoY growth; This growth is primarily driven by the English Wikipedia and Commons. The retention has a 13.1% YoY decline this month in Global South countries.

- Total Edits decline YoY this month by 9.7%, mainly because of the large decline in volume from Wikidata editing and continuous decline in file uploads.

For metric definitions, see the Product data dictionary.

August 2019 Product Metrics: Readers

		YoY
Interactions	17.1 B	1.2%
—Pageviews	15.4 B	1.4%
—Desktop	5.7 B	-10.6%
—Mobile web	9.5 B	10.2%
—Desktop previews	1.6 B	-0.9%
Unique devices (all Wikipedias)	1.5 B	-0.5%

Key trends

- The positive year-over-year (YoY) in total pageviews continues to hold up this month. This change is slightly larger than last month (+1.2% vs. +0.2%).

- There was still a YoY decline in desktop previews. This decline was likely due the initial spike in previews that occurred following the rollout and promotion of the feature in April 2018. While the difference between preview YoY changes continues to decrease as expected (-0.9% vs. -1.3% vs. -9.4%).

- This was the first YoY decline (-0.5%) in unique devices since April 2018, 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.

August 2019 Product Metrics: Diversity

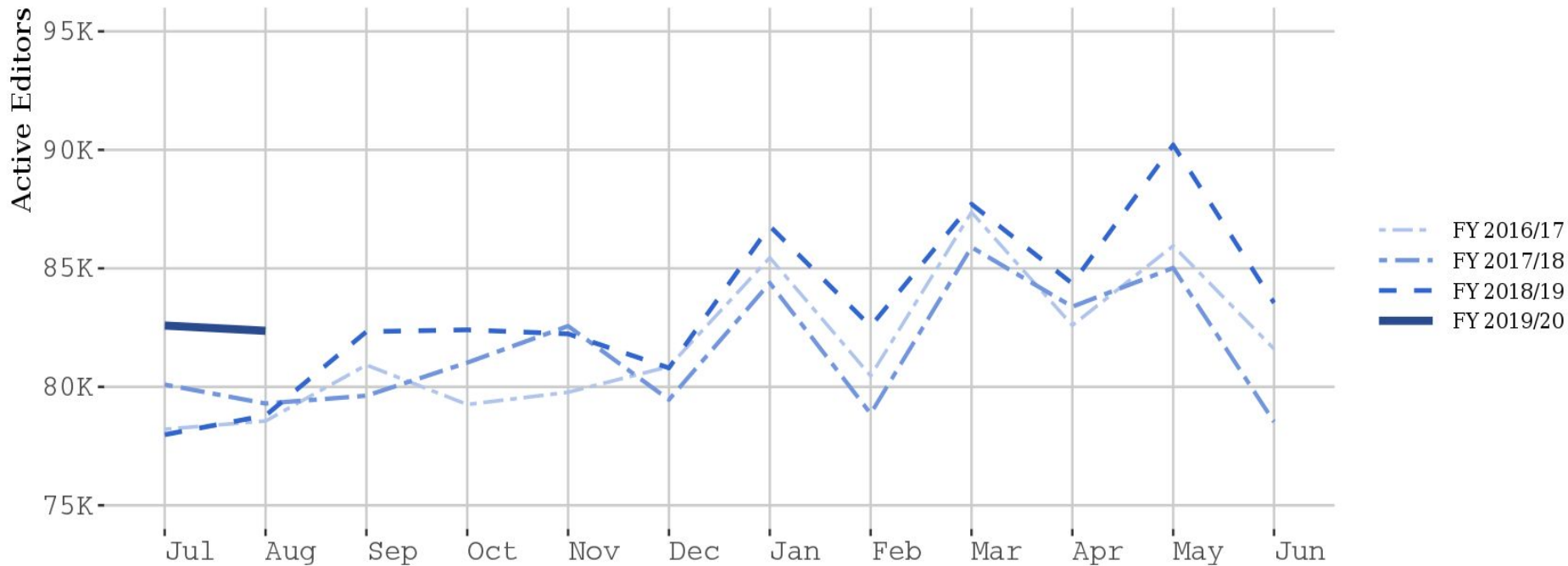|		YoY
Global South countries		
—Reader interactions	4.0 B	-3.6%
—Active editors	21,200	—[1]
—New editor retention	4.2%	-13.1%
—Edits	2.4 M	—[1]
—Non-bot edits	2.4 M	—[1]
Mobile-heavy wikis		
—Reader interactions	724.0 M	8.9%
—Active editors	4,510	20.5%
—New editor retention	4.9%	5.2%
—Edits	1.3 M	4.7%
—Non-bot edits	0.5 M	2.0%

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.
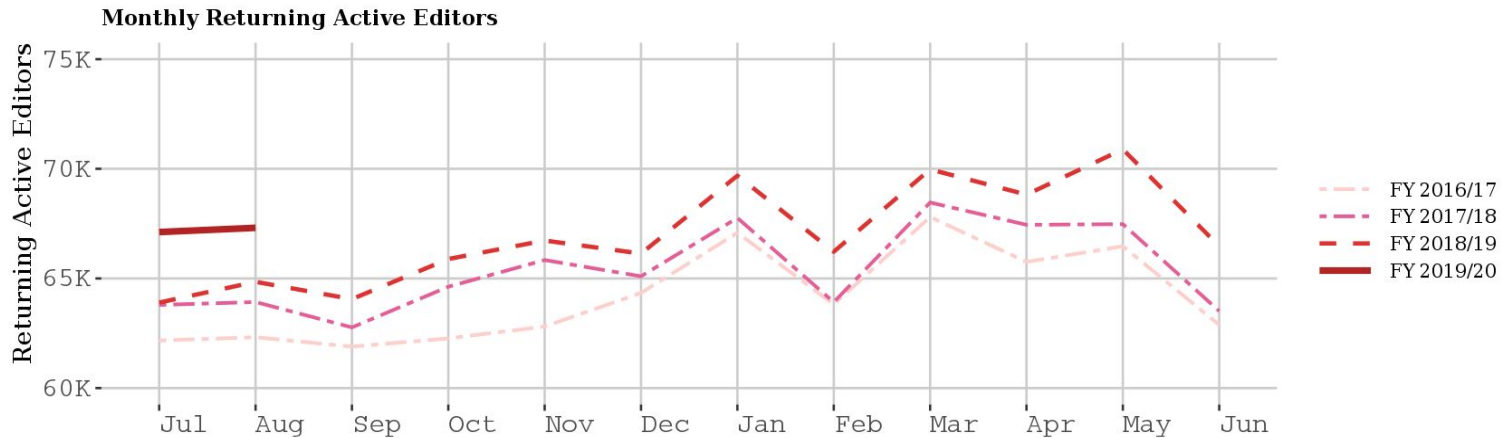
Wikimedia Active Editors year-over-year comparison
July 2016 - August 2019

Monthly Active Editors
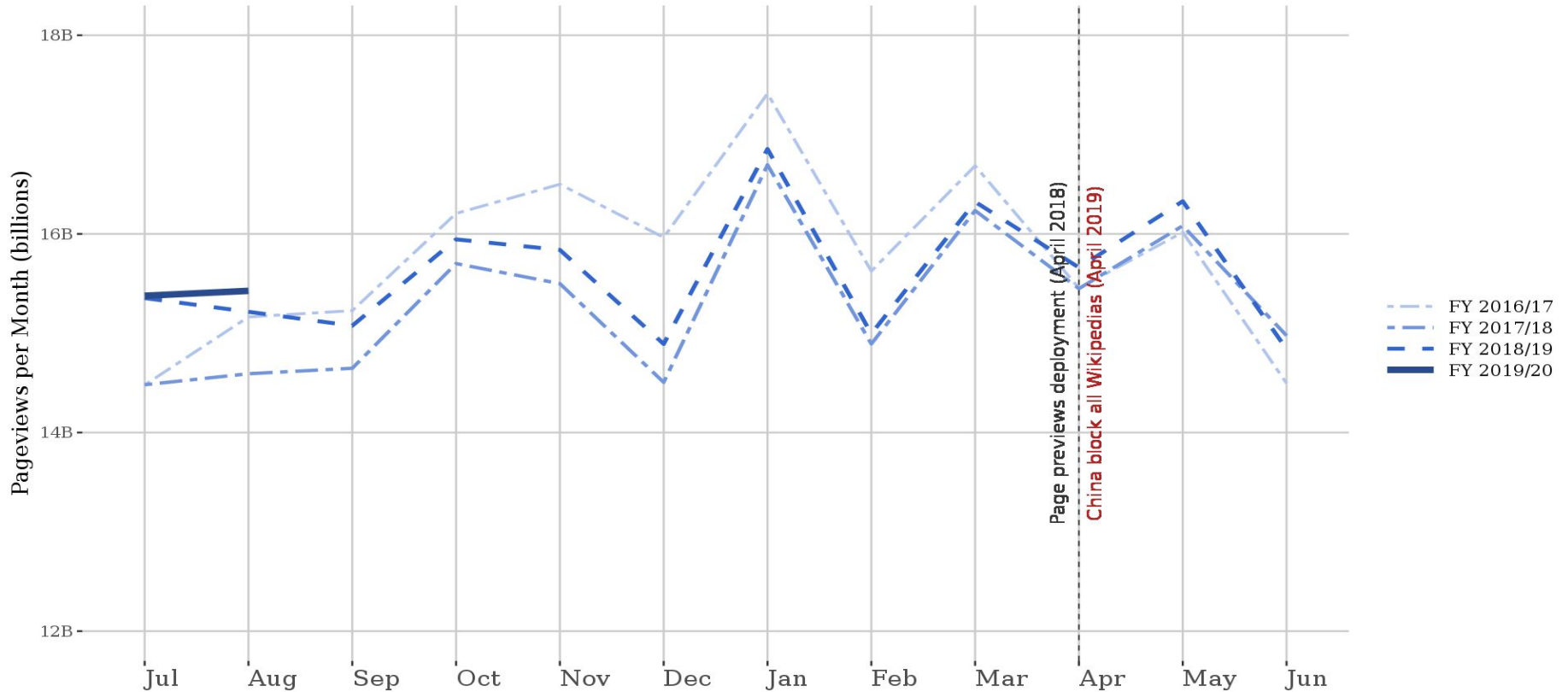
Active Editors

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

- FY 2016/17
- FY 2017/18
- FY 2018/19
- FY 2019/20

95K
90K
85K
80K
75K

Wikimedia Active Editors year-over-year comparison
July 2016 - August 2019

Monthly New Active Editors

New Active Editors

25K
20K
15K
10K

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

FY 2016/17
FY 2017/18
FY 2018/19
FY 2019/20

Monthly Returning Active Editors

Returning Active Editors

75K
70K
65K
60K

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

FY 2016/17
FY 2017/18
FY 2018/19
FY 2019/20
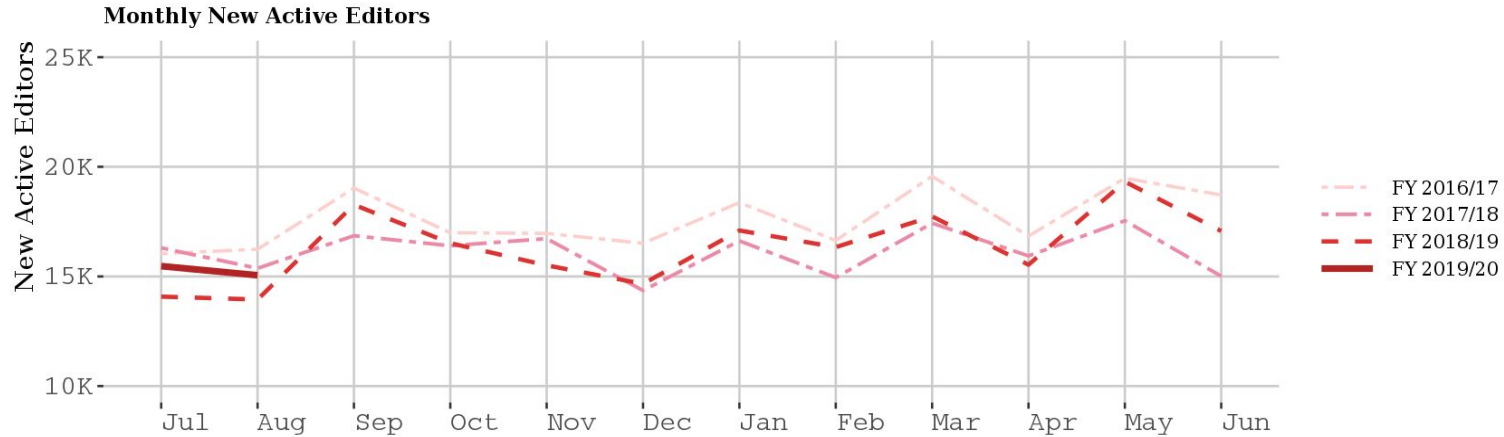
Wikimedia Pageviews year-over-year comparison July 2016 - August 2019

Pageviews per Month (billions)

18B

16B

14B

12B

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

Page previews deployment (April 2018)

China block all Wikipedias (April 2019)

FY 2016/17
FY 2017/18
FY 2018/19
FY 2019/20

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