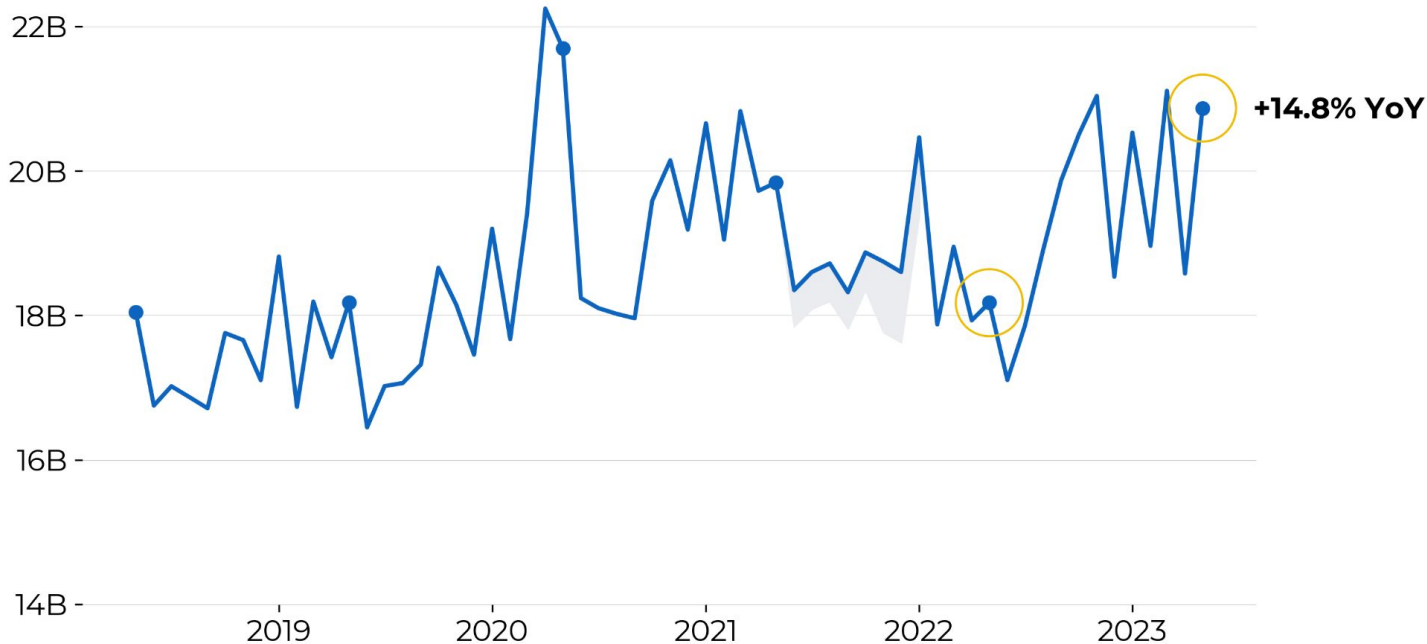


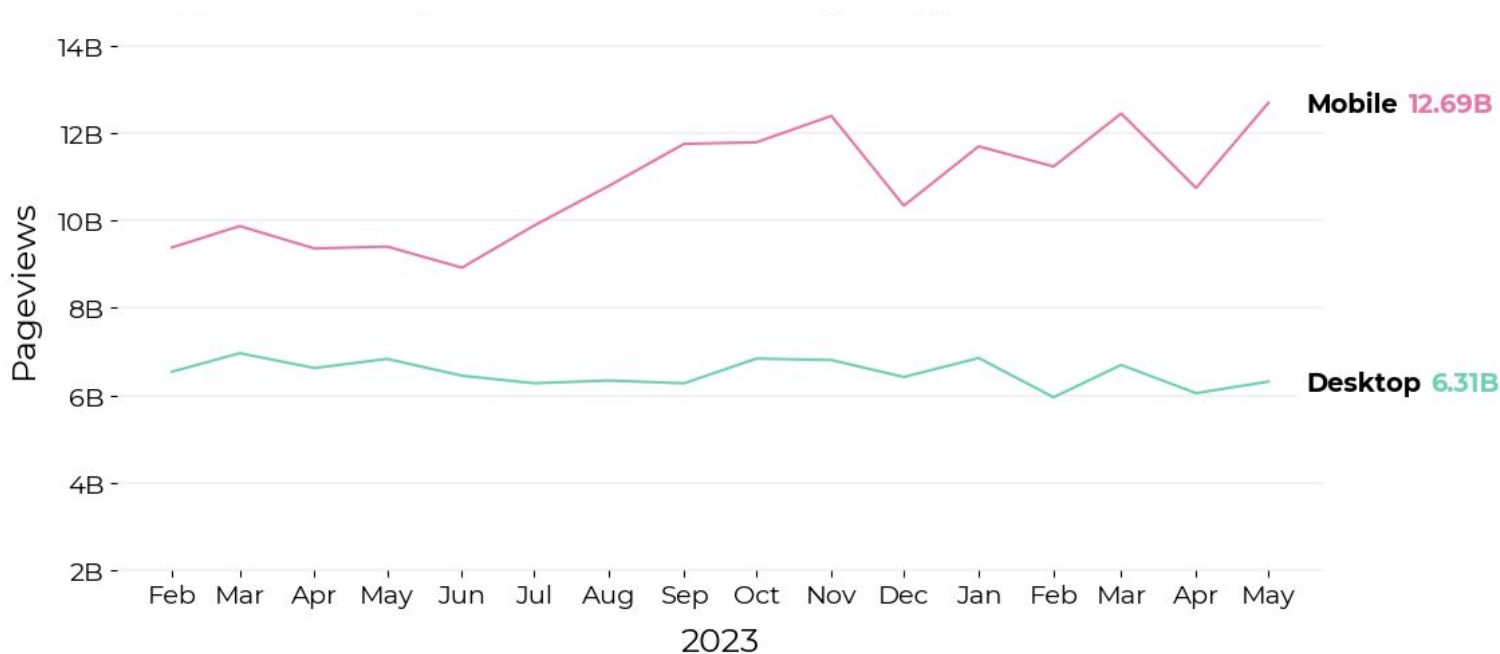
May 2023 Wikimedia movement metrics

Content Interactions (May): There were 20.9B content interactions in May, a +14.8% YoY increase



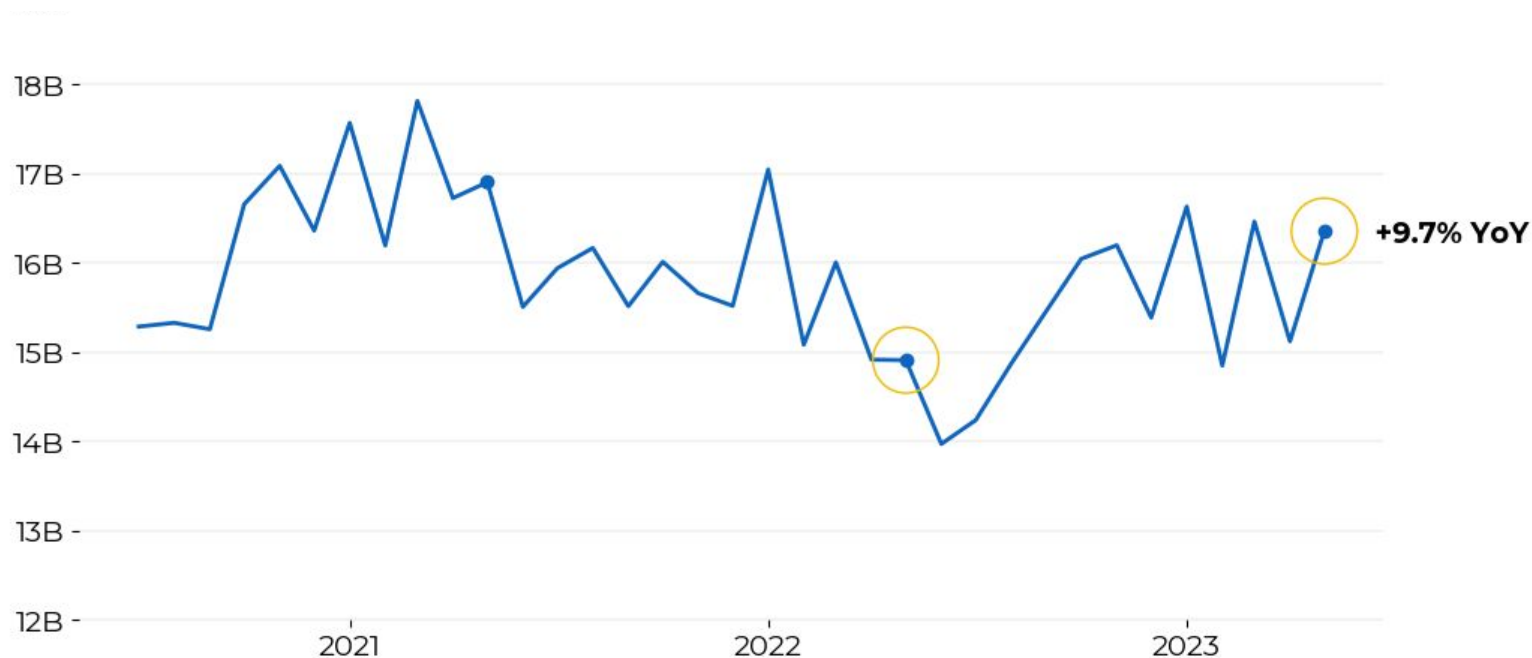
Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#). For metric definitions, see the [Product data glossary](#). For questions: [#insights-and-data](#) or [email](#)

Pageviews (May): Desktop traffic dropped to 6.1B (-8.4% YoY) and mobile web traffic continued to grow at +35% YoY to 12.7B



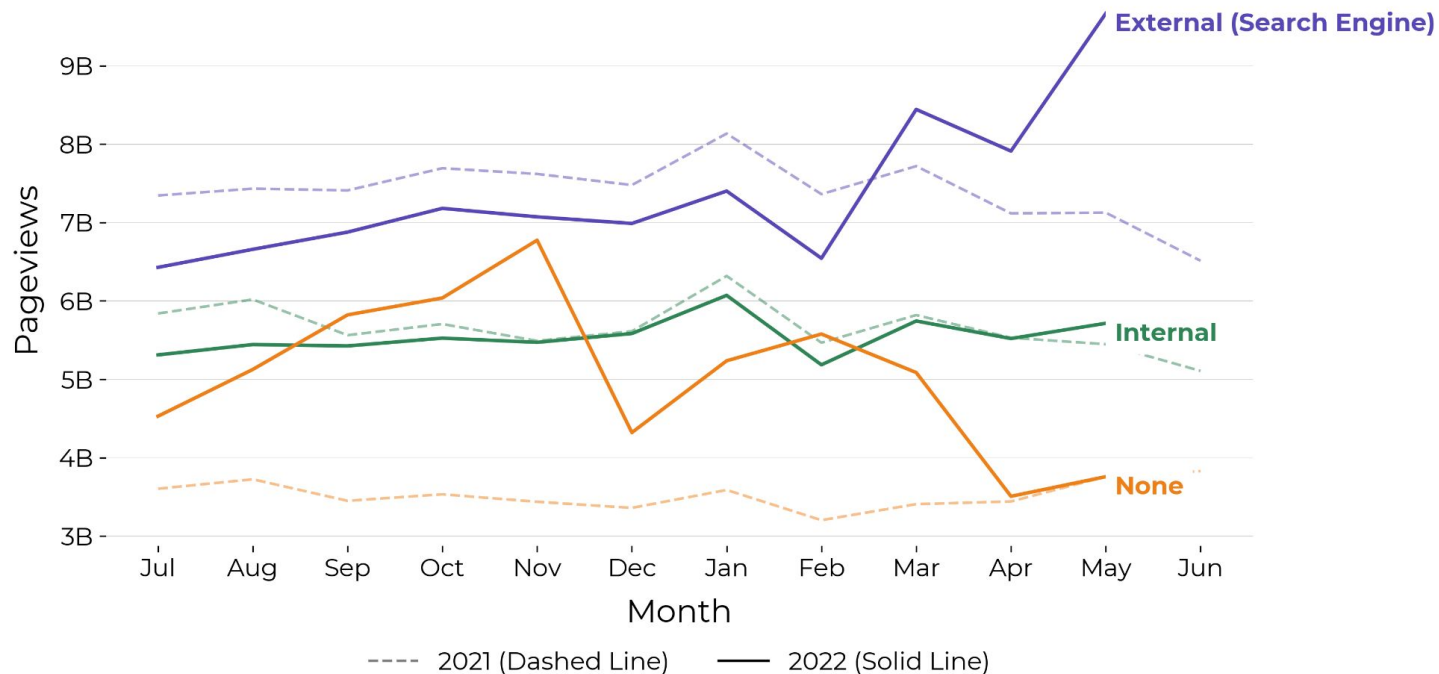
Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#). For metric definitions, see the [Product data glossary](#). For questions: [#insights-and-data](#) or [email](#)

User Pageviews (May): User pageviews were up 9.7% YoY this month, the highest this fiscal year



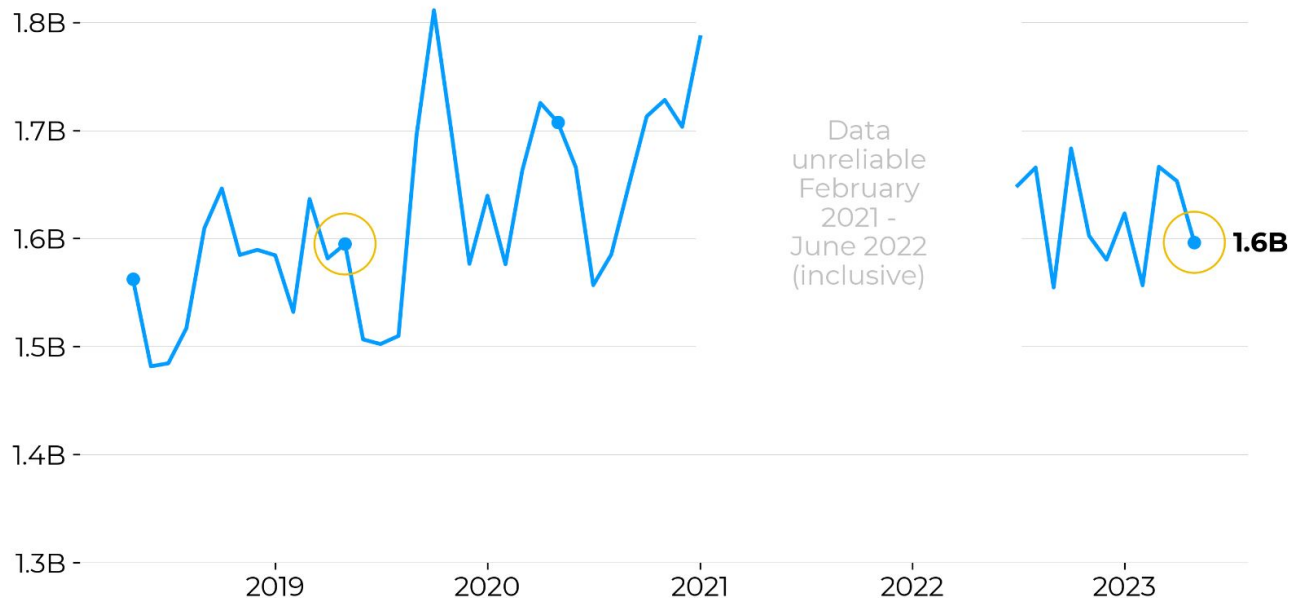
Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#). For metric definitions, see the [Product data glossary](#). For questions: [#insights-and-data](#) or [email](#)

Pageviews by referral source (May): External search engine traffic was up by +35% YoY due to increases in automated traffic while None or Direct traffic showed no changes compared to last year(0% YoY). Internal referrer traffic witnessed a +5% YoY increase due to rises in User traffic.

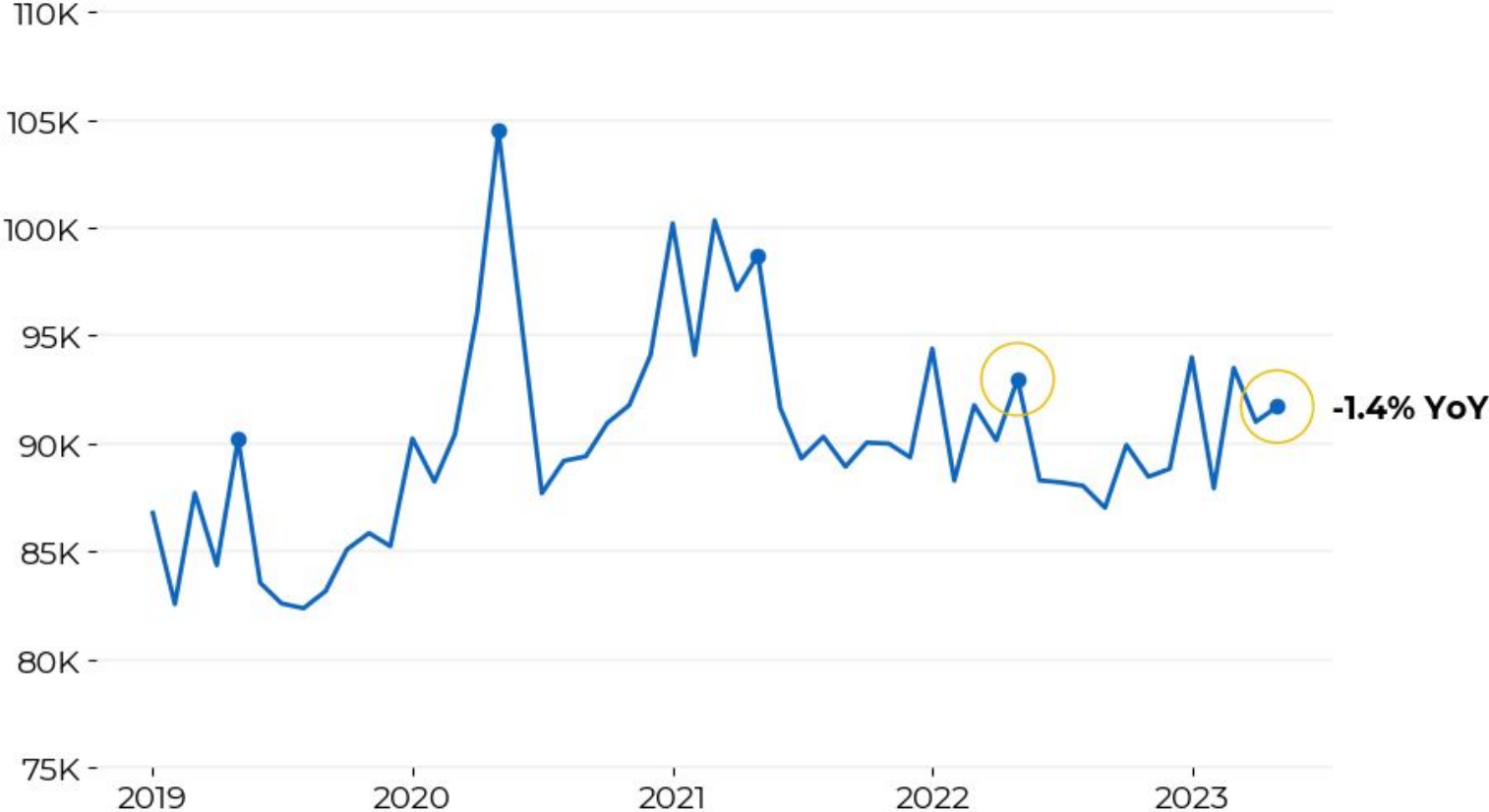


Data between July 2021 and January 2022 corrected for data loss.

Unique Devices (May): 1.6B unique devices accessed Wikipedia this month. Compared to pre-Covid, ie. May 2019, we had a +0.1% increase

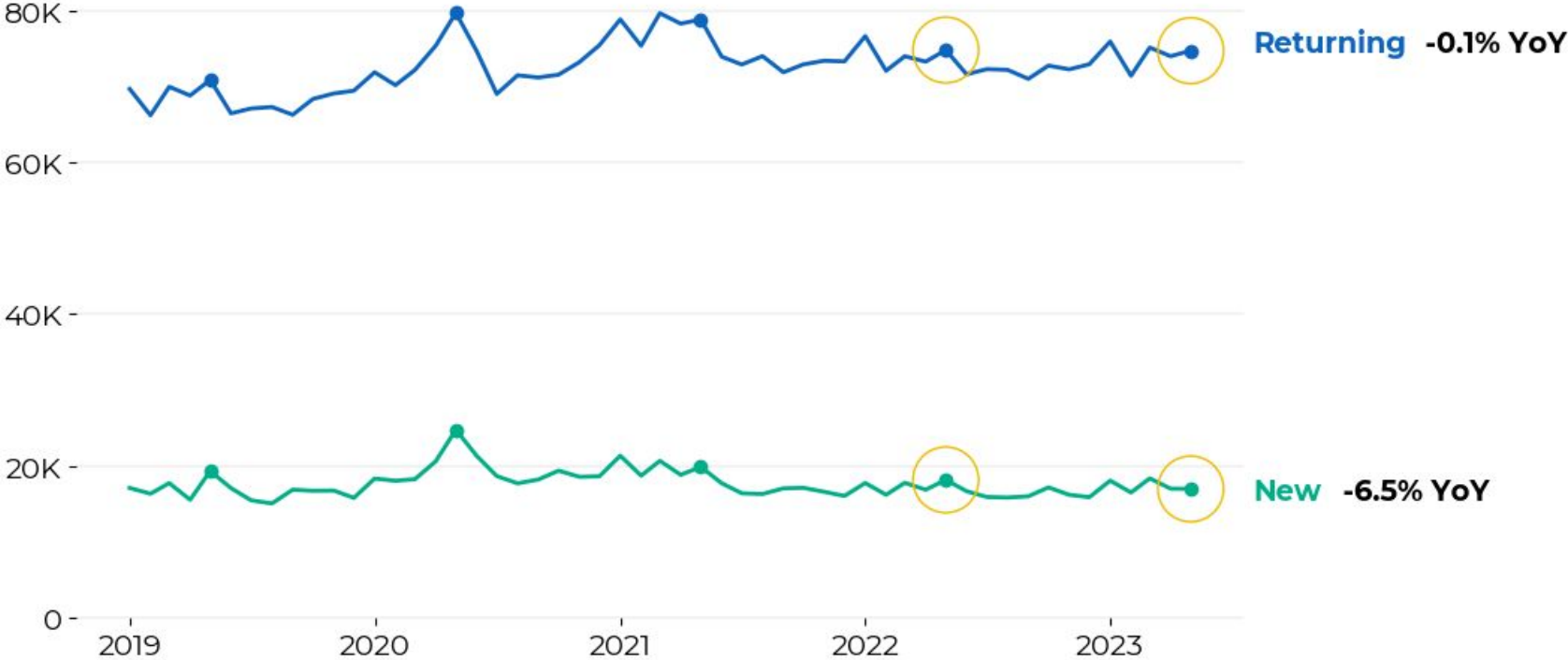


Active editors see a slight YoY drop (-1.4%)



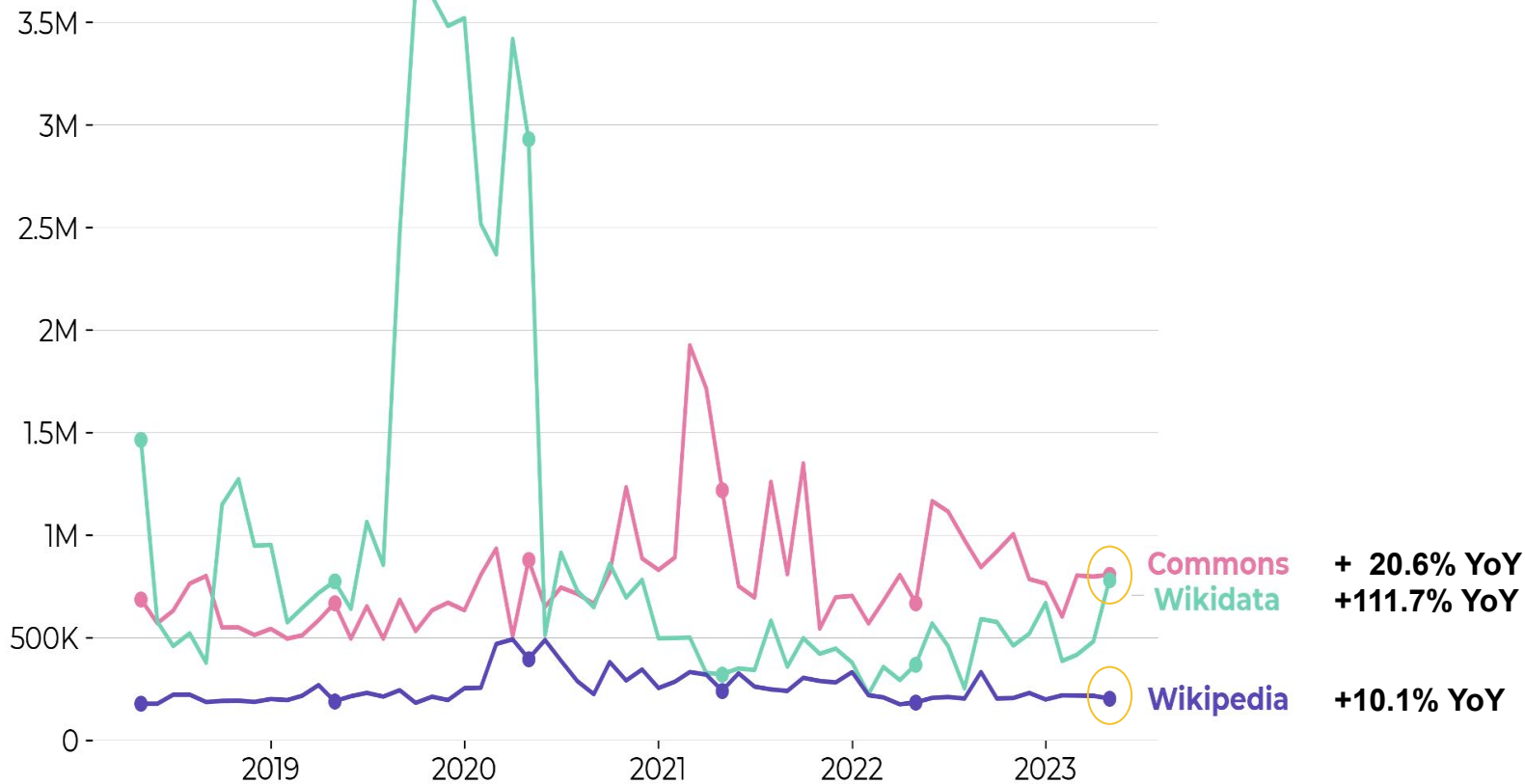
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Active editors: new active editors drop -6.5% YoY while returning editors see a minor -0.1% decrease



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Net new content reaches 3.2 million with growth on Wikidata, Commons, and Wikipedia



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