

# Fun with Numbers

Quick tidbits from comScore data

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# Why care about comScore?

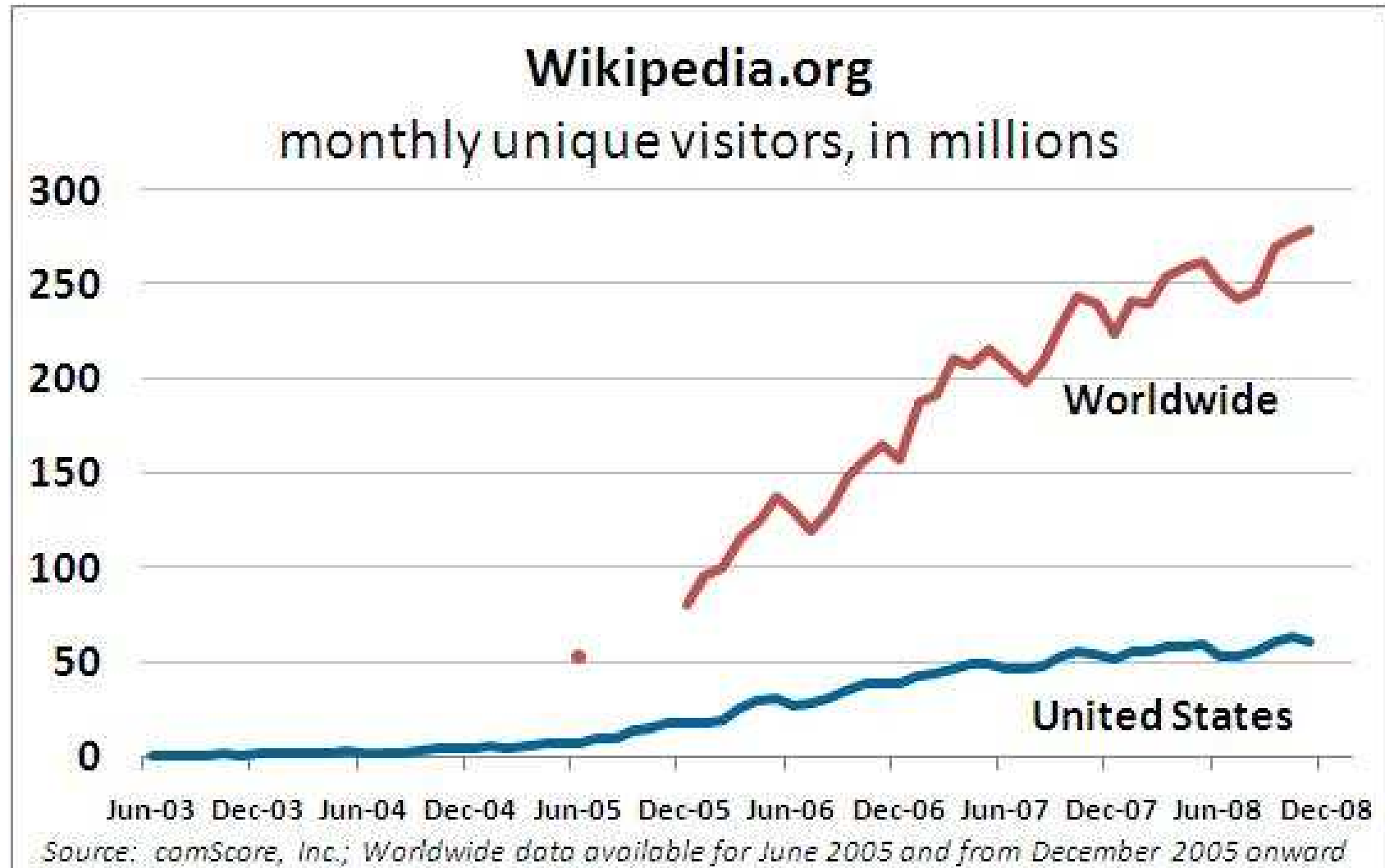
- Industry-standard methodology for unique visitors, which has more personal impact than IP addresses, cookies, or UIDs
- Can compare to other sites to understand relative performance
- Demographic data
- Easy categorization of different URL patterns (e.g. language breakdown)
- Easy geographic analysis
- Despite issues (only PC usage, smaller panels internationally, doesn't capture usage in schools or internet cafés), can be valuable

**Lots of new analysis possible**

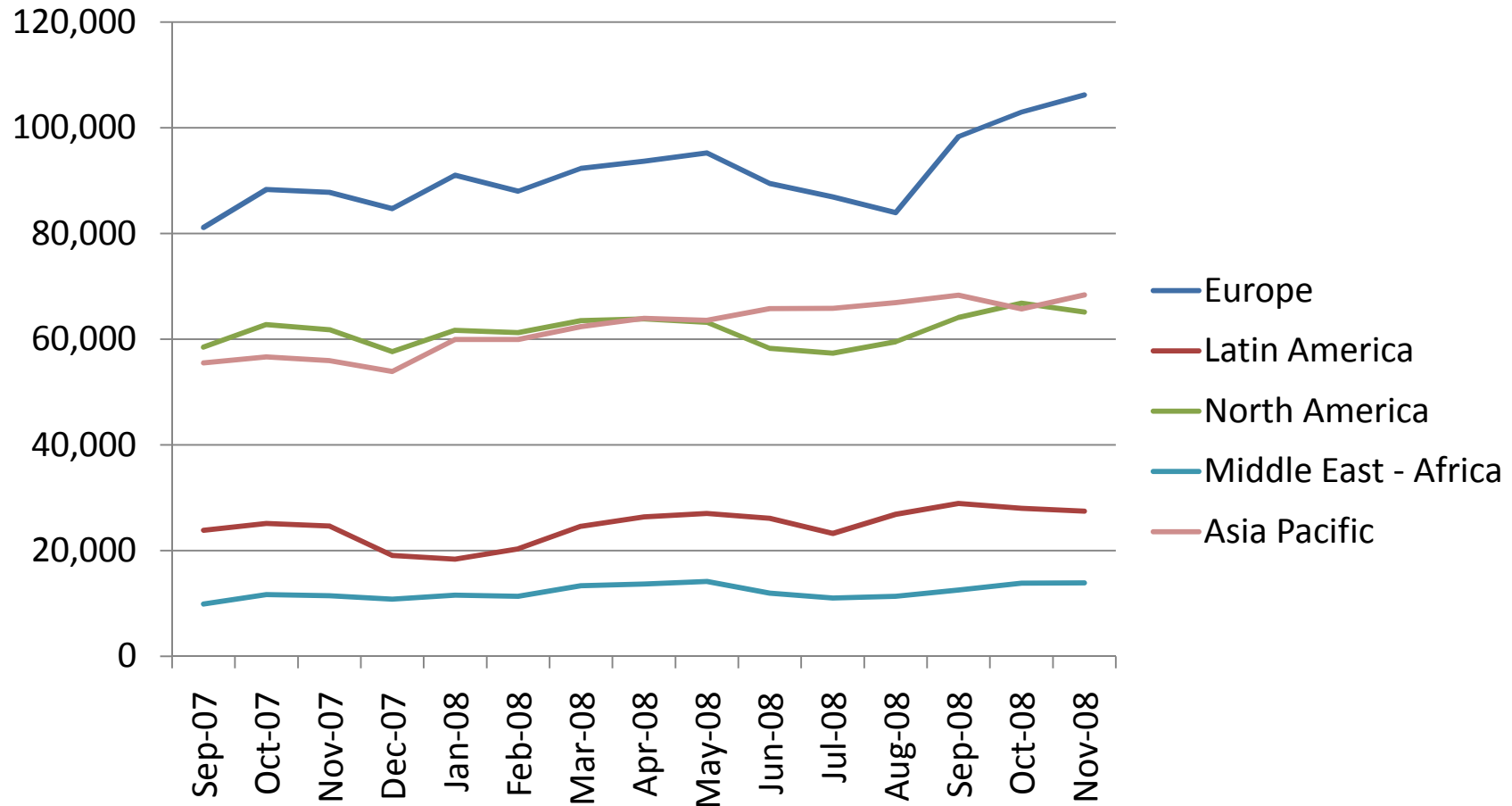
# For example, three questions I wanted to answer

- How many people use our sites?
- What is our “reach”, e.g. what % of internet users use our sites?
  - How does that vary internationally?
  - Where are we weakest (and should we focus)?
- What is our reliance on Google compared to other sites?

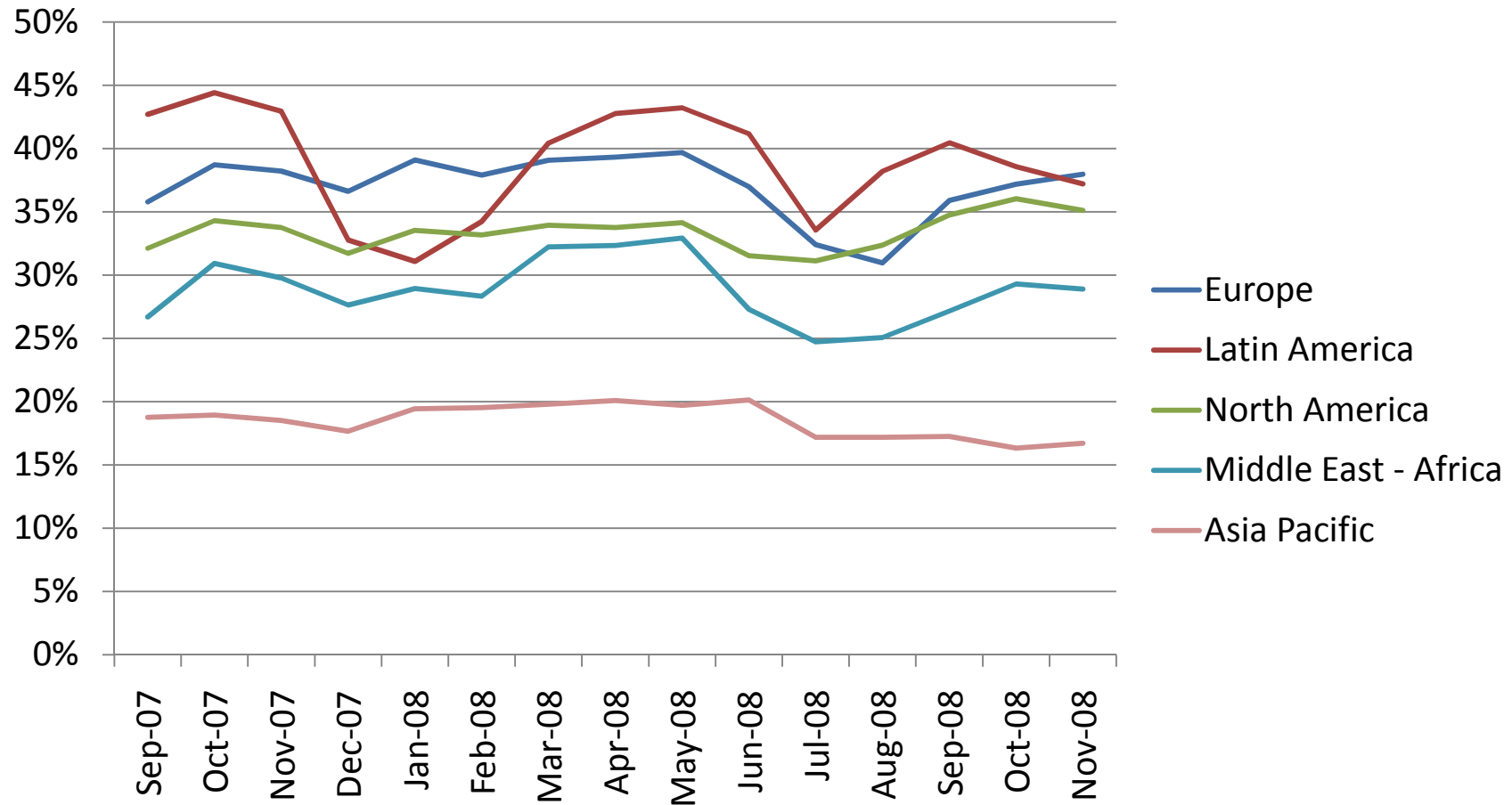
# Worldwide Unique Visitors



# Monthly unique visitors to Wikimedia Foundation Sites (in '000s)

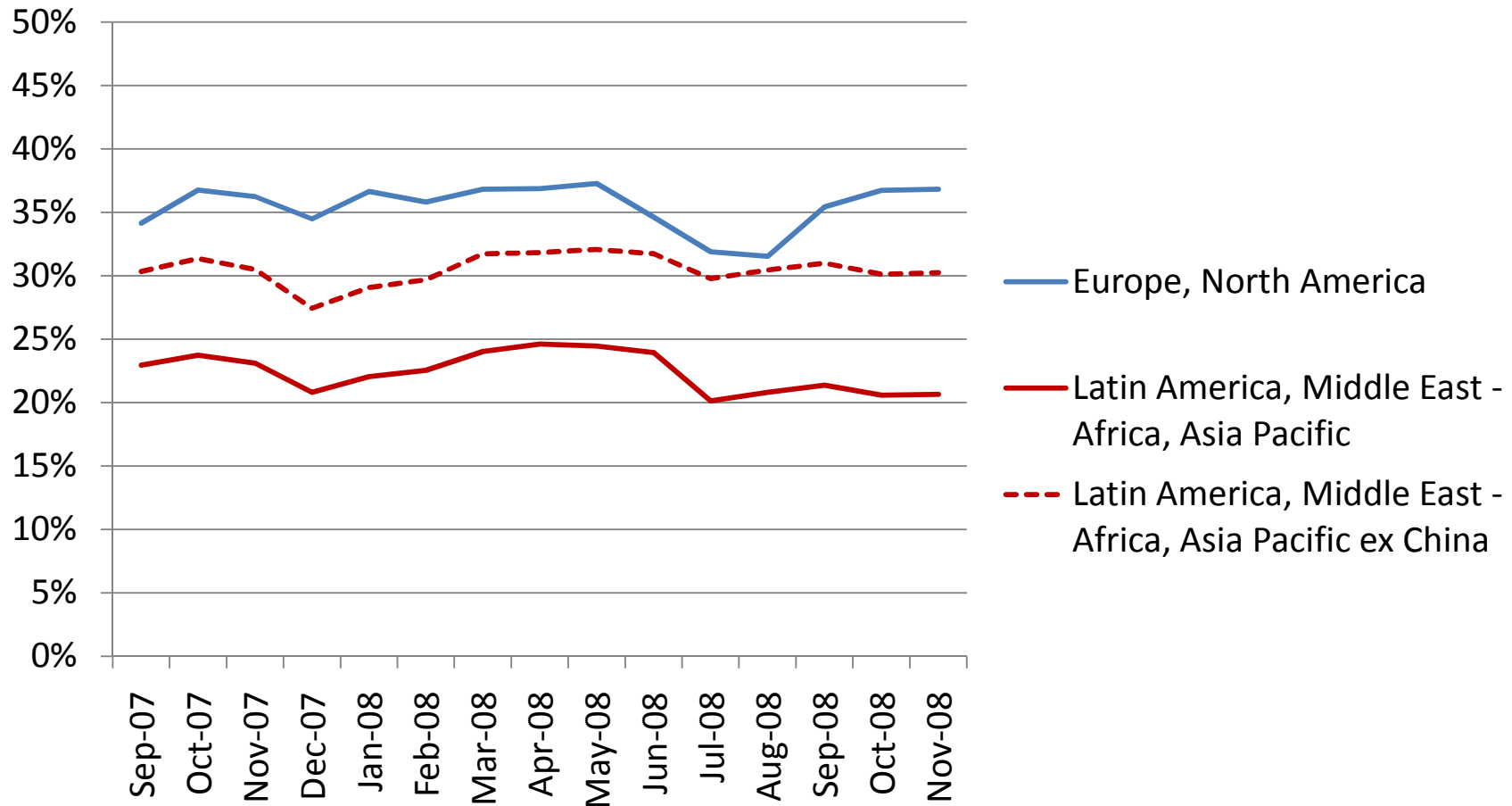


# % of internet users who accessed one of the Wikimedia Foundation Sites, by region



# Reach: Eur/NA v. rest of world

dotted line excludes China to eliminate impact of blocking issues



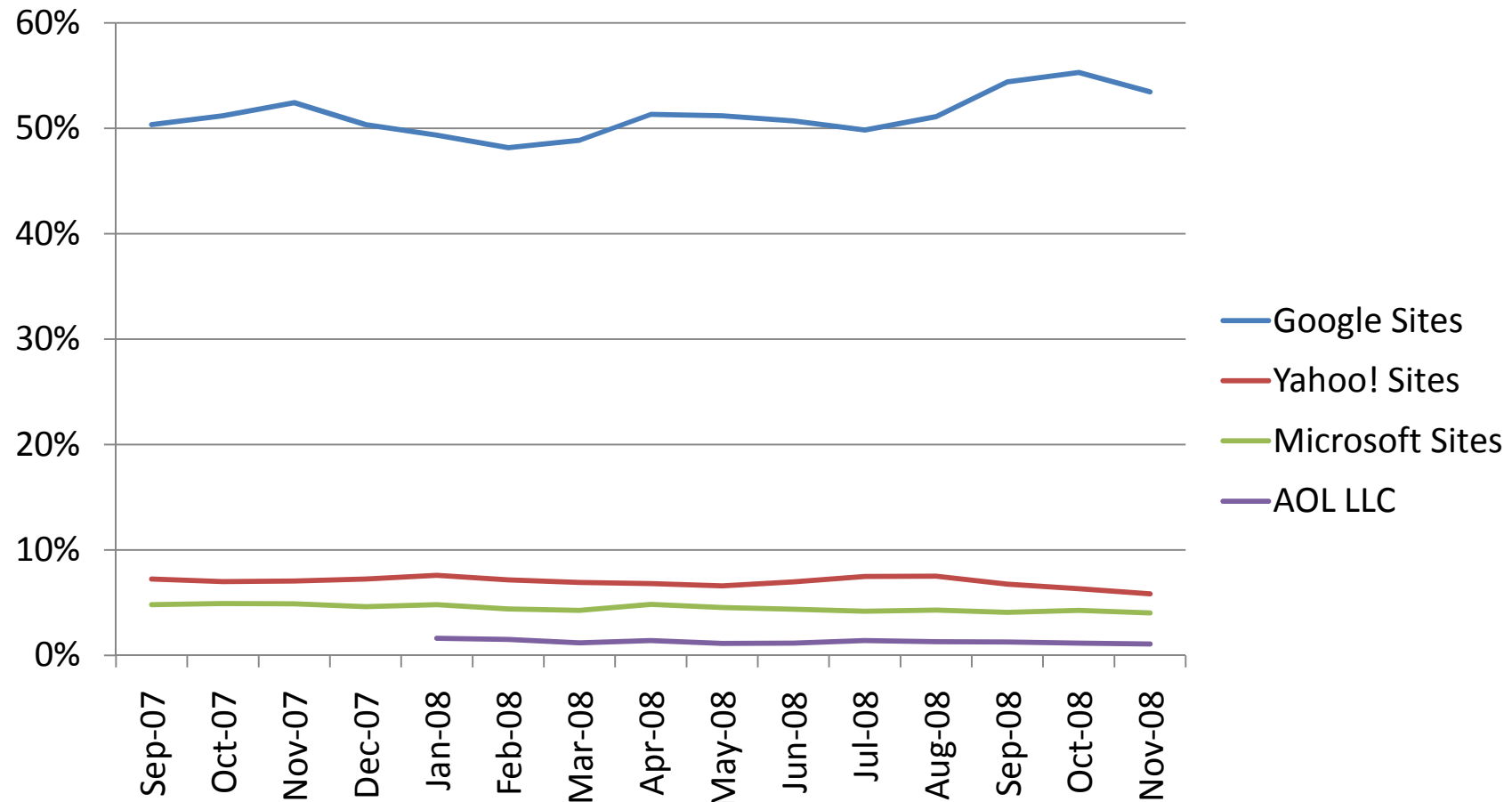
**Why 6-8 percentage points lower outside Europe and North America? Should we focus on closing that gap?**

# % of entries which came from Google, for top sites, November 2008

- YouTube – 16%
- eBay – 13%
- Facebook – 10%
- Amazon – 22%
- MySpace – 9%
- Wikimedia Foundation Sites – 54%



# Trends in Wikimedia Foundation Sites % entries from top referrers



**Up 4 percentage points, year over year, reflecting declines in other search engines**

# Source of Wikimedia Foundation Sites traffic, by region

## Source of incoming traffic in November 2008

	<u>Google</u>	<u>Yahoo!</u>	<u>Micro-soft</u>	<u>AOL</u>	<u>Ask</u>
Europe	63%	1%	3%	1%	0%
Latin America	64%	2%	7%	0%	0%
North America	46%	7%	4%	2%	1%
Middle East - Africa	56%	3%	6%	0%	0%
Asia Pacific	40%	14%	4%	0%	0%
	54%	6%	4%	1%	0%

**Seems to reflect regional strengths of different search engines**

# Lots more possible

- [http://meta.wikimedia.org/wiki/User:Stu/comScore\\_data\\_on\\_Wikimedia](http://meta.wikimedia.org/wiki/User:Stu/comScore_data_on_Wikimedia)
  - Includes breakdown by project, language, China, India analysis
  - Pros & Cons of comScore
  - Updated every two months (or so)
- We're updating comScore's definition of our sites
  - Aug: project breakdown, int'l portals, Wikipedia languages
  - Sep: Edit pages (not sure this one is useful)
  - Nov: Portal
  - Feb: Wikipedia Language Main pages in February
  - What else? Suggestions to me or on Talk page.

**Thanks to comScore for donating data they typically charge thousands of dollars to access**