May 2019 Wikimedia movement metrics

WIKIMEDIA

FOUNDATION

May 2019 Audiences Metrics: Contributors

		YoY
Total content	208.0 M	11.9%
—Wikipedia articles	50.6 M	5.1%
—Commons files	54.4 M	15.2%
—Wikidata entities	57.4 M	18.5%
Net new content	1,980,000	-36.6%
—Wikipedia articles	190,000	6.8%
—Commons files	667,000	-2.9%
—Wikidata entities	774,000	-47.2%
Active editors	90,200	6.1%
—New	19,300	10.2%
—Returning	70,900	5.1%
New editor retention	6.8%	5.5%
Revert rate	5.9%	-37.7%
Total edits	46.8 M	19.8%
—Mobile edits	1.5 M	28.0%
—Data edits	23.6 M	50.4%
—File uploads	0.7 M	-3.6%
—Other non-bot edits	11.7 M	-0.6%

Key trends

Active editors has now seen 9 straight months without a year-over-year (YoY) decline. This longer-term trend in primarily due to steady growth in returning editors, which is relatively evenly distributed across activity groups and wikis.

This month also saw a dramatic short-term spike, with a 6% YoY increase in active editors taking it above 90,000 for the first time since *March 2011*. This shorter-term spike is due in large part to the burst of Wiki Loves Earth participants at Commons. Wiki Loves Earth has caused spikes in previous Mays as well, but this time it seems to have been particularly dramatic

The large YoY increase in new editor retention was primarily driven by the English Wikipedia and Commons (not among Wiki Edu or Wiki Loves Earth participants), and is not part of a clear long-term trend.

Notes

[1] For simplicity and to align with industry standards, we have combined the second-month active editor and existing active editor groups into returning active editors.

For metric definitions, see the Audiences data dictionary.

May 2019 Audiences Metrics: Readers

		YoY
Interactions	18.2 B	0.7%
—Pageviews	16.3 B	1.5%
—Desktop	6.6 B	-8.3%
—Mobile web	9.4 B	9.8%
—Desktop previews	1.9 B	-5.8%
Unique devices (all Wikipedias)	1.6 B	2.1%

Key trends

- The positive year-over-year (YoY) trend in total pageviews we have been observing since May/June 2018 continues to hold up, but barely so at +1.5%. This change is only slightly larger than last month (+1.5% vs. +1.4%).
- This is the first month we can report a YoY comparison for desktop previews against a full month of deployment. There was a -5.8% YoY decrease in desktop previews but a +0.7 YoY increase in interactions (pageviews + seen previews).
- Unique devices increased again YoY, 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 Audiences data dictionary.

May 2019 Audiences Metrics: Diversity

		YoY
Global South countries		
—Reader interactions	4.2 B	-2.2%
—Active editors	20,800	—[1]
—New editor retention	4.3%	—[1]
—Edits	2.3 M	—[1]
—Non-bot edits	2.3 M	—[1]
Mobile-heavy wikis		
—Reader interactions	719 M	17.5%
—Active editors	4,200	13.4%
—New editor retention	5.0%	7.8%
—Edits	1.4 M	31.6%
—Non-bot edits	0.5 M	-0.8%

Notes
[1] 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 June 2018.

For metric definitions, see the Audiences data dictionary.