July 2022
Wikimedia movement metrics
July Metrics Summary: Content Interactions are slightly higher than pre-pandemic levels

+5% compared to 07/2019, largely due to rise in automated bot traffic*)
Increases in desktop and mobile web pageviews are largely due to spikes in automated traffic

Total Pageviews : 16.5B
External search engine referrer traffic has declined, but internal referrer traffic remains strong. The rise in direct traffic is due to the increases in automated bot traffic.

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: #product-analytics or email.
Net new content in July has returned to 2019 levels

-1.6% compared to 07/2019
Net new content up on Commons, declines on Wikipedia
Active editors remain higher than pre-pandemic levels

Active editors

-1.2% YoY

FY 20/21

+6.8% compared to 2019

FY 21/22

FY 18/19

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Returning active editors remain stable, new actives dip

Active Editors: Returning vs New

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Wikipedia New Active Editors declines continue, led by en & es wikis

New Active Editors

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Commons sees its first 2022 YoY New Active Editors increase

New Active Editors

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