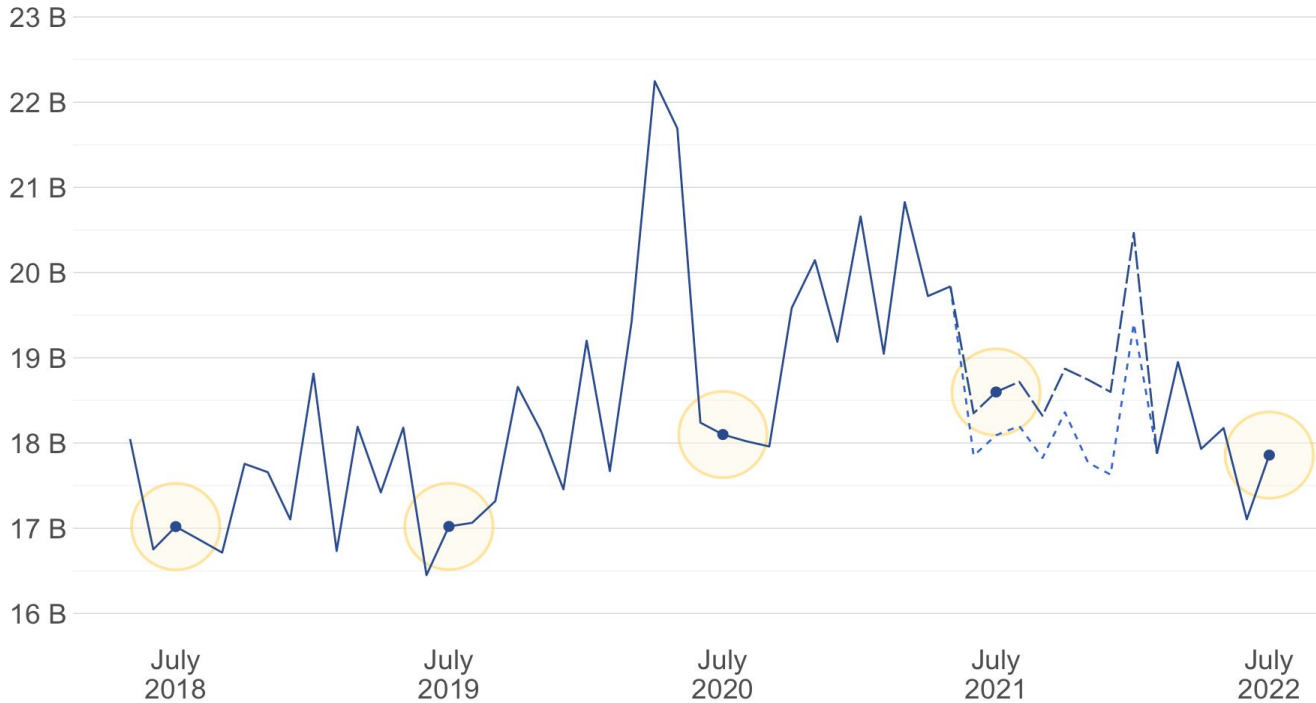




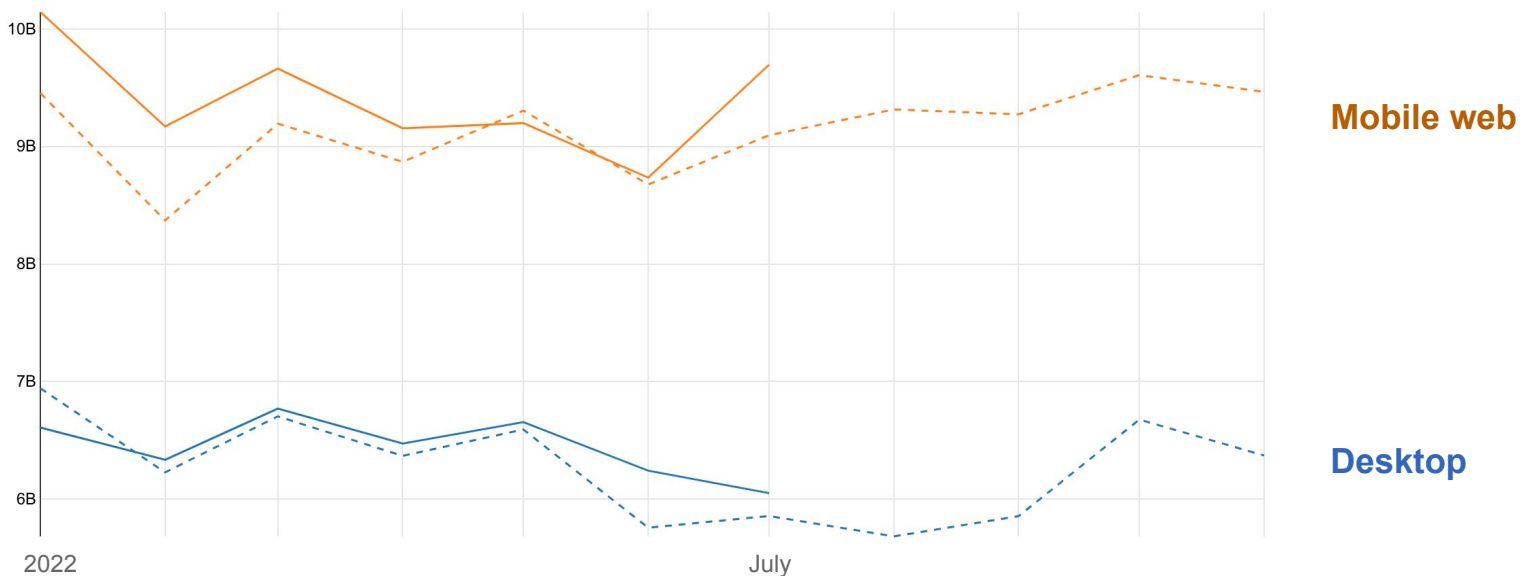
# July Metrics Summary: Content Interactions are slightly higher than pre-pandemic levels



**+5% compared to 07/2019**, largely due to rise in automated bot traffic\*)

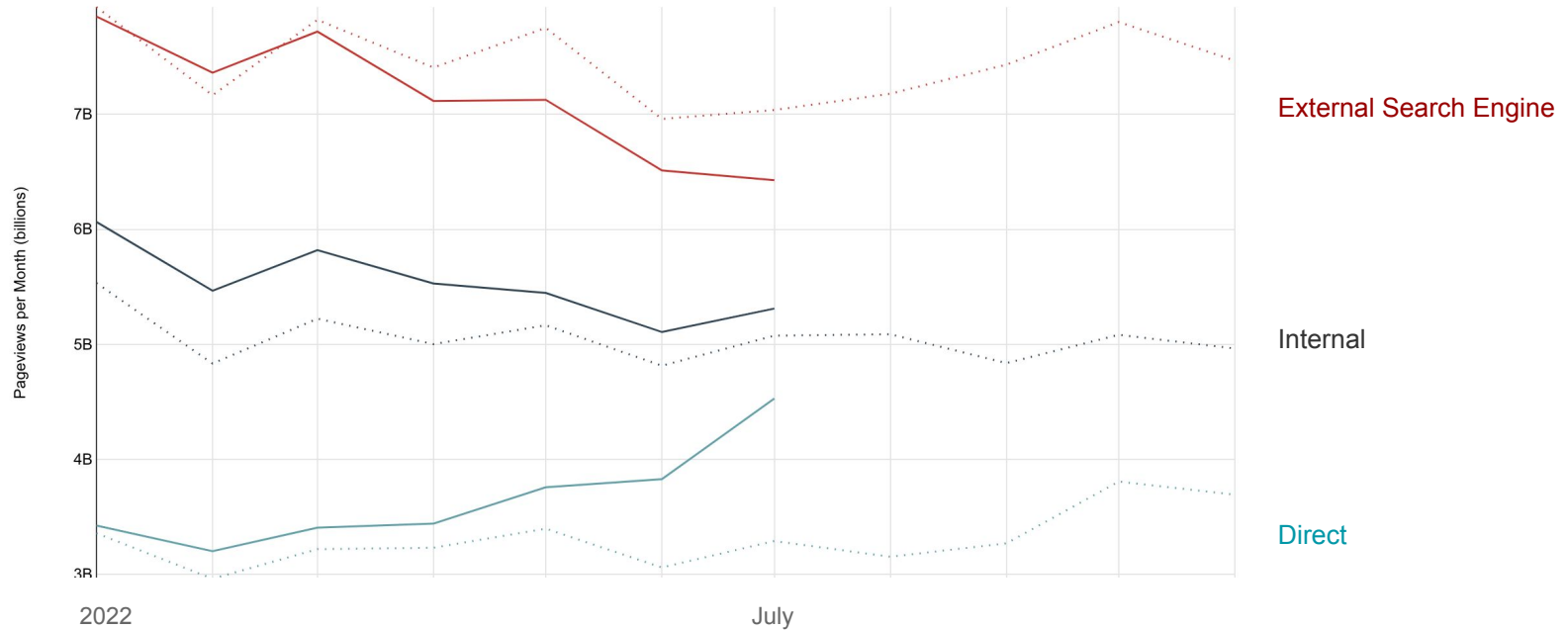
# Increases in desktop and mobile web pageviews are largely due to spikes in automated traffic

Total Pageviews : 16.5B

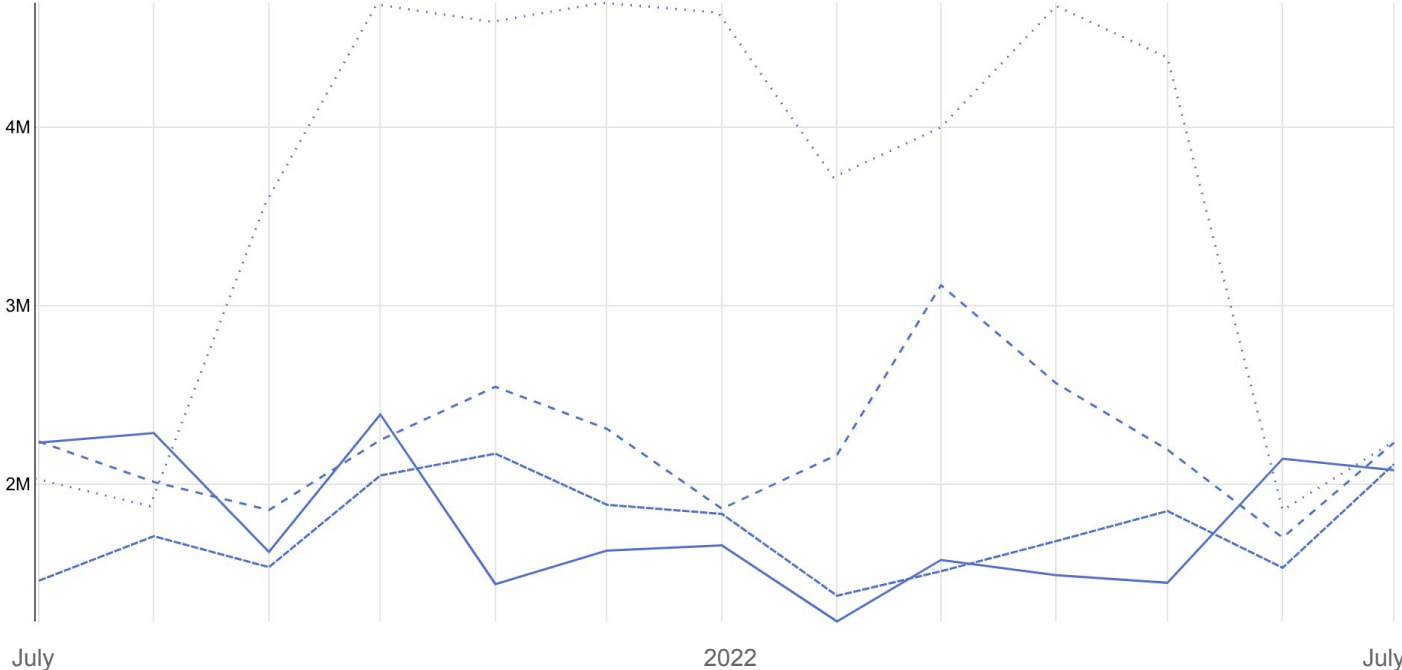


Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#). For metric definitions, see the [Product data glossary](#). For questions: [#product-analytics](#) or [email](#)

**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.**

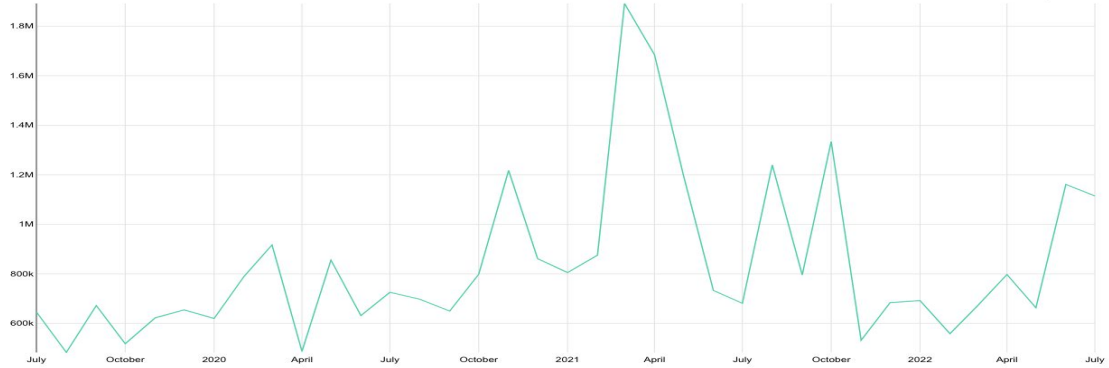


# Net new content in July has returned to 2019 levels

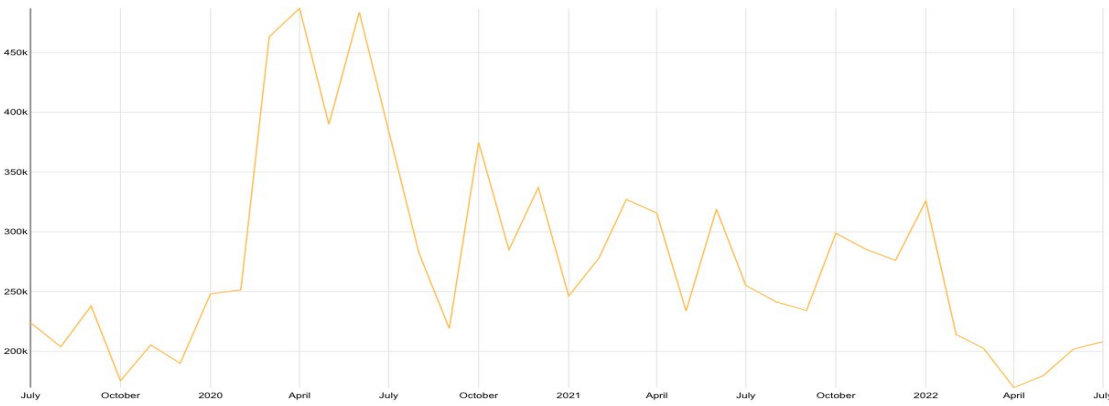


**-1.6%  
compared to  
07/2019**

# Net new content up on Commons, declines on Wikipedia



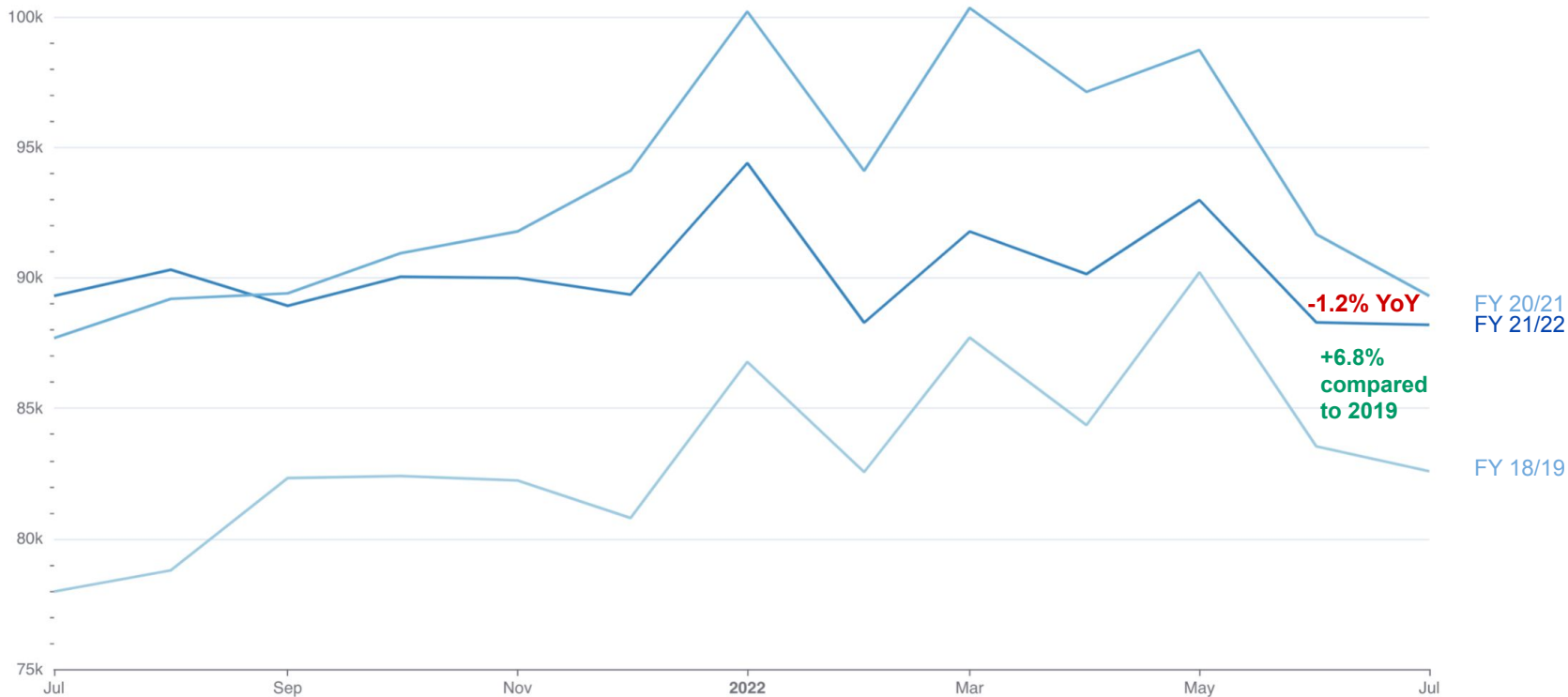
Commons



Wikipedia

# Active editors remain higher than pre-pandemic levels

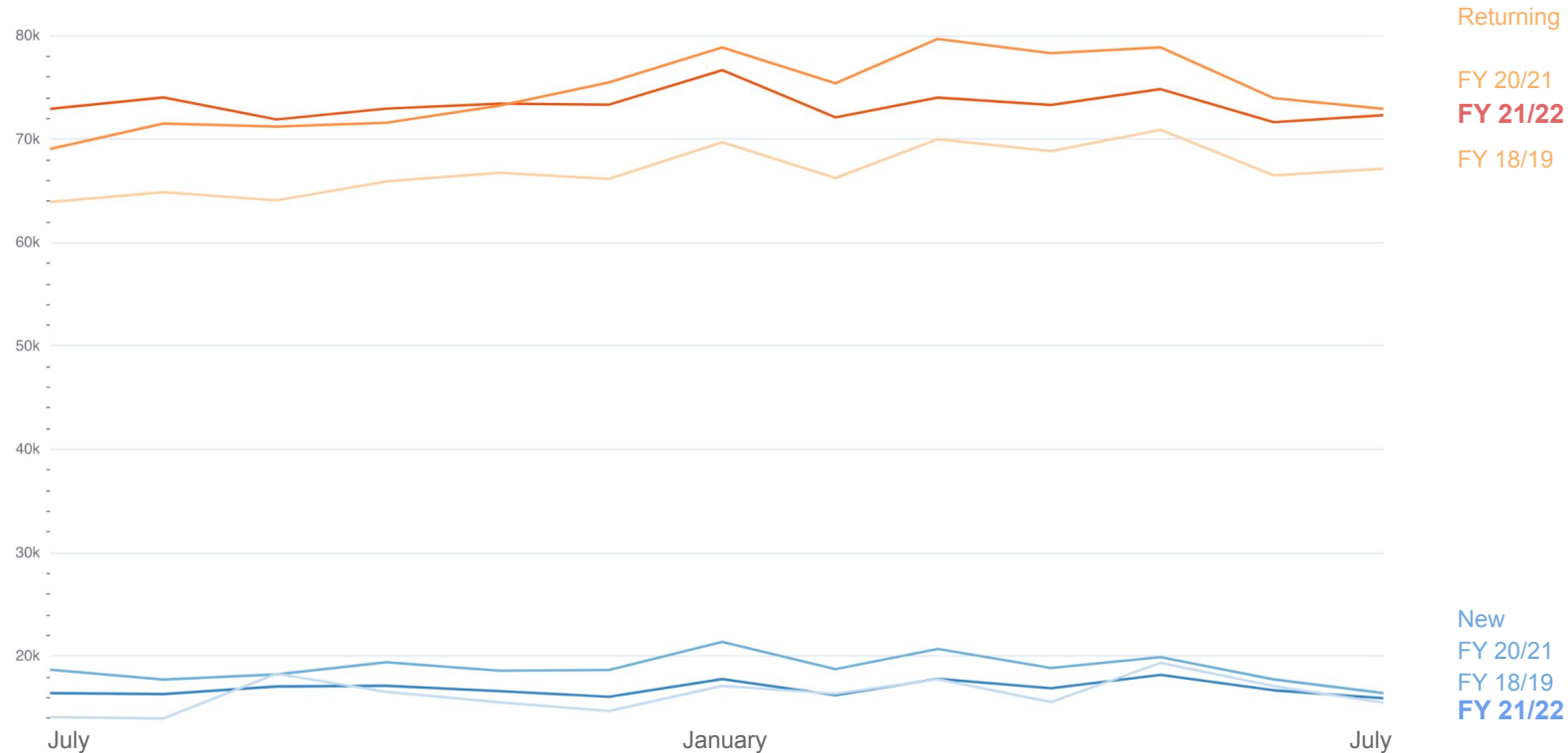
## Active editors



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](#)

# Returning active editors remain stable, new actives dip

Active Editors: Returning vs New

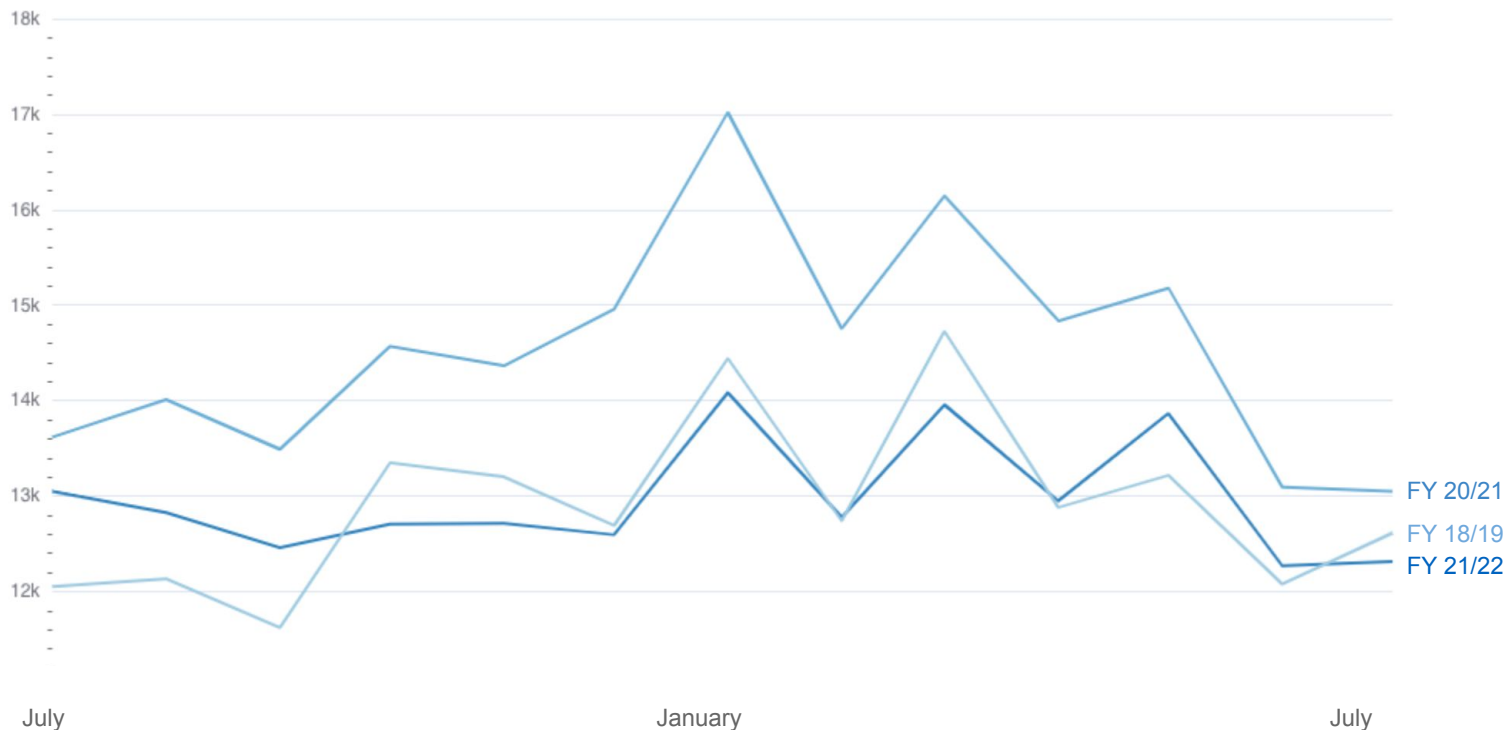


Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#). For metric definitions, see the [Product data glossary](#). For questions: [#product-analytics](#) or [email](#)



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

New Active Editors



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](#)

# Commons sees its first 2022 YoY New Active Editors increase

## New Active Editors

