November 2020 Wikimedia movement metrics
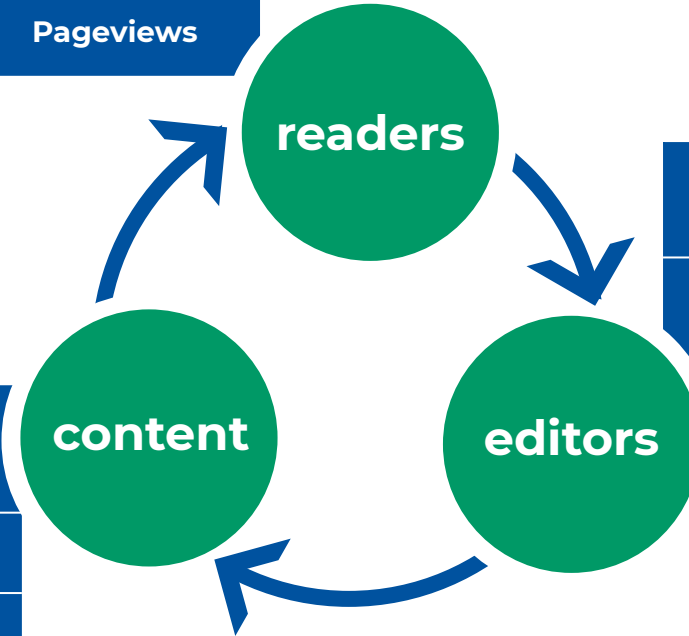
WIKIMEDIA

FOUNDATION

November 2020 Product Metrics

November Actuals	YoY (%)	
20.1B	**11.1%**	**Interactions**
17.9B	**10.5%**	**Pageviews**

	November Actuals	YoY (%)
Active Editors	**91,800**	**6.9%**
New Editor Retention	**7.7%**	**0.1%**

November Actuals	YoY (%)	
266.0M	**17.5%**	**Total Content**
56.1M	**7.9%**	**Wikipedia**
92.3 M	**32.4%**	**Wikidata**

readers

content

editors

Explore Edits Metrics, Readers Metrics and Editors Metrics in Superset. For metric definitions, see the Product data dictionary.

November 2020 Product Metrics

Content

		YoY
Total content	266.0 M	17.5%
Net new content	2.6 M	-44.5%
— Established Markets	1.9 M	-0.6%
— Emerging Markets	0.5 M	24.0%
Non-Wikidata net new content	1.9 M	84.0%
Total edits	40.3 M	-14.2%
— Established Markets	21.1 M	-12.8%
— Emerging Markets	2.8M	-34.7%
Anonymous edits	2.2 M	2.4%

Readers

		YoY
Interactions	20.1 B	11.1%
— Established Markets	15.3 B	9.5%
— Emerging Markets	4.8B	17.0%
Unique devices (all Wikipedias)	1.7 B	2.0%

Editors

		YoY
Active editors	91,800	6.9%
— Established Markets	73,800	2.3%
— Emerging Markets	22,200	7.2%
New editor retention	7.7%	0.1%
— Established Markets	9.6%	—[1]
— Emerging Markets	5.0%	—[1]

[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 Dec 2019.

Explore Edits Metrics, Readers Metrics and Editors Metrics in Superset. For metric definitions, see the Product data dictionary.

November 2020 Product Metrics: Readers

		YoY
Interactions	20.1 B	11.1%
—Pageviews[1]	17.9 B	10.5%
—Desktop	7.4 B	15.1%
—Mobile web	10.3 B	7.3%
—Desktop previews	2.2 B	15.9%
Unique devices (all Wikipedias)	1.7 B	2.0%

Notes

[1] On 29 April 2020, Analytics Engineering implemented new bot detection to identify previously-unidentified bots as "automated" agents. For consistency in reporting with prior years' metrics, we will include "automated" agents in our high-level reporting through the end of FY20-21. See Wikitech for details about bot detection.

In November, 2020, 4.9% of pageviews were "automated". There were 17.0B "user"-only pageviews.

Key trends

- YoY increase in total pageviews and content interactions persisted in November.

- The increase in pageviews was driven by an overall 11% YoY increase in English and Spanish Wikipedia, from external search engine and internal referral.

- The desktop previews continued to grow YoY. The growth was most prominent in English, Germany and Japanese Wikipedia.

- Consistent with the spikes we saw in overall traffic, unique devices increased YoY across countries.

Explore Readers Metrics in Superset. For metric definitions, see the Product data dictionary.

Wikimedia Content Interaction year-over-year comparison
July 2018 - November 2020
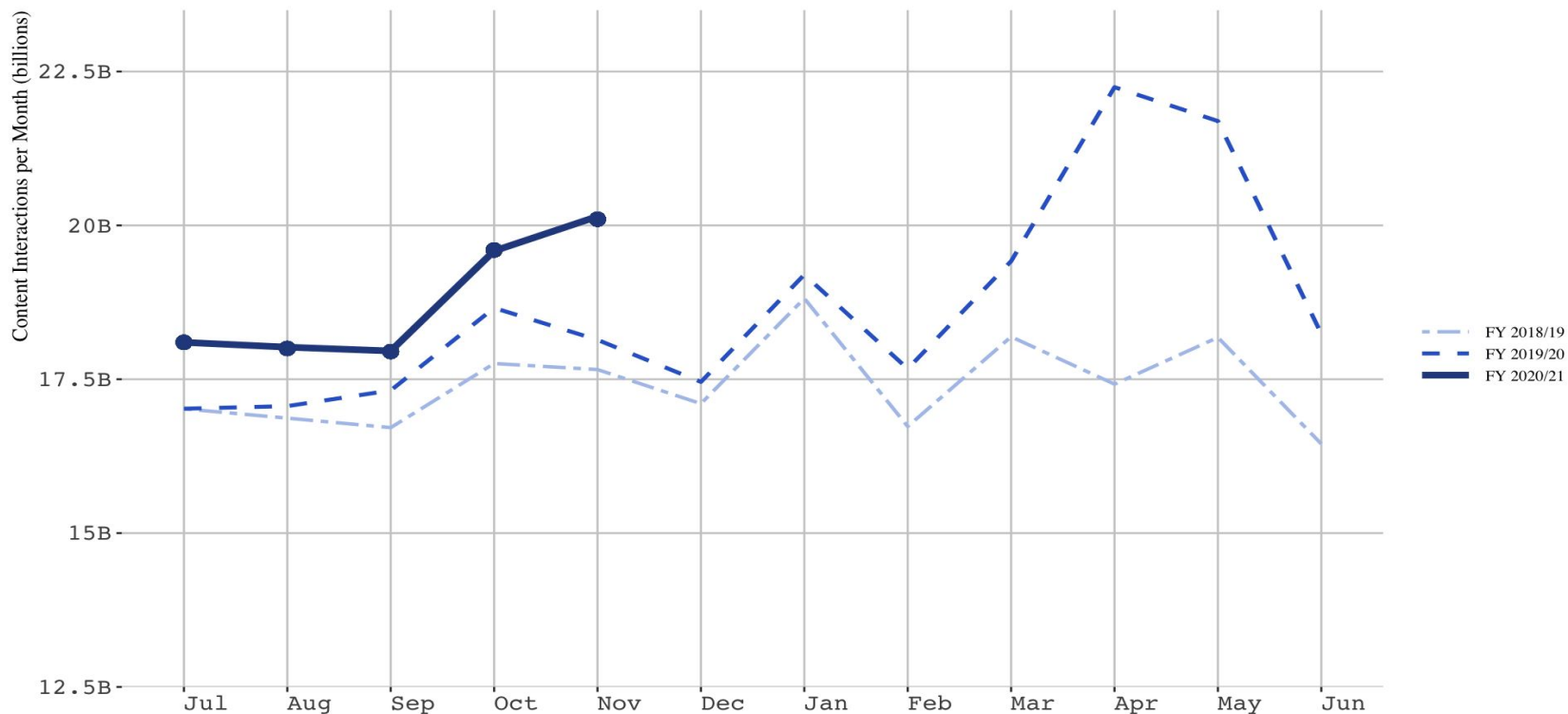
Explore Readers Metrics in Superset. For metric definitions, see the Product data dictionary.

November 2020 Product Metrics: Editors

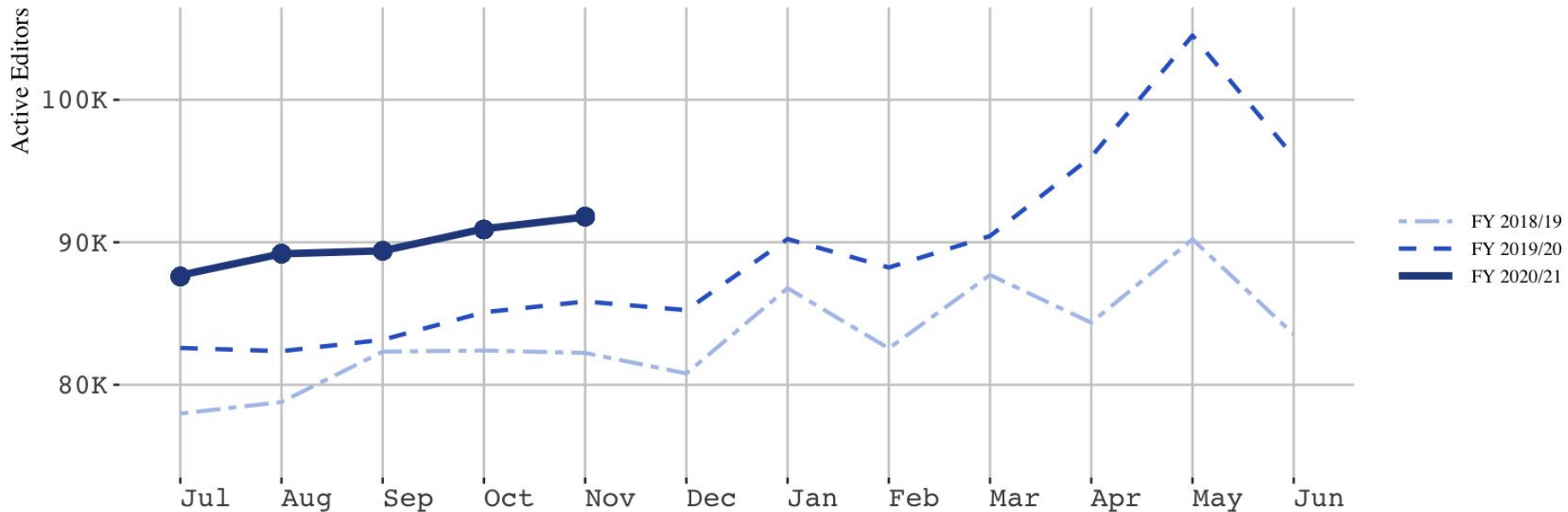|		YoY
Active editors	91,800	6.9%
—New	18,600	10.8%
—Returning	73,200	6.0%
New editor retention	7.7%	0.1%

Key trends

- Overall active editors continued its growth in November, with a 6.9% YoY increase.

- The clearest growth in new active editors was happening at pt.wiki, fa.wiki, Commons and Wikidata.

- Steady growth in returning active editors seems to be taking place in Commons, wikidata, pt.wiki, and fa.wiki from users registered between 30 to 90 days

- New editor retention was slightly higher in November, the growth was mainly from French, Germany, Arabic Wikipedia and Commons.

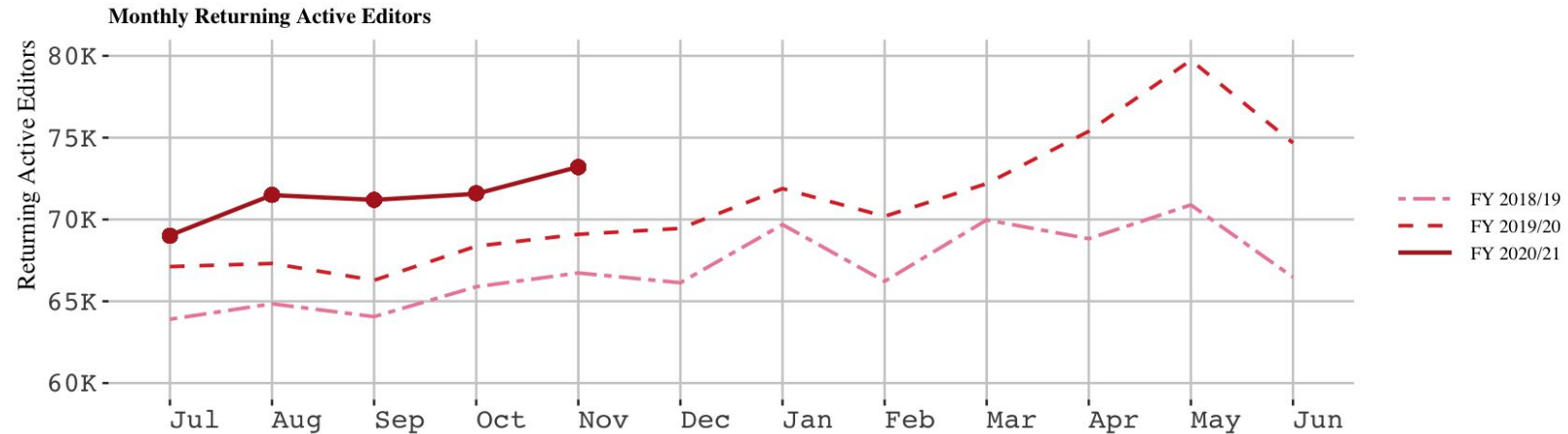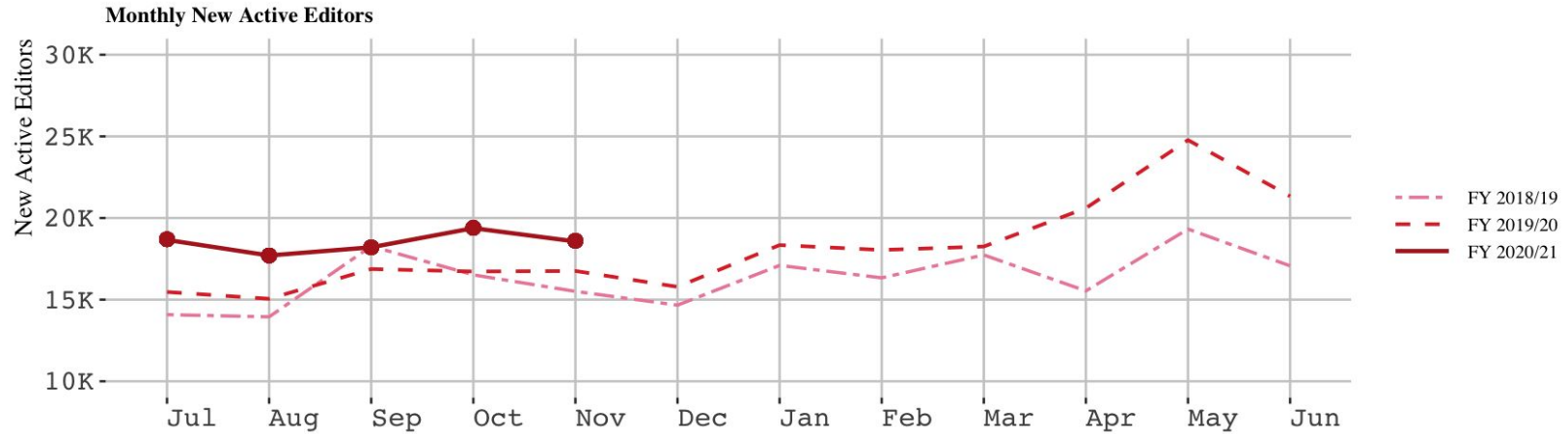Explore Editors Metrics in Superset. For metric definitions, see the Product data dictionary.

Wikimedia Active Editors year-over-year comparison
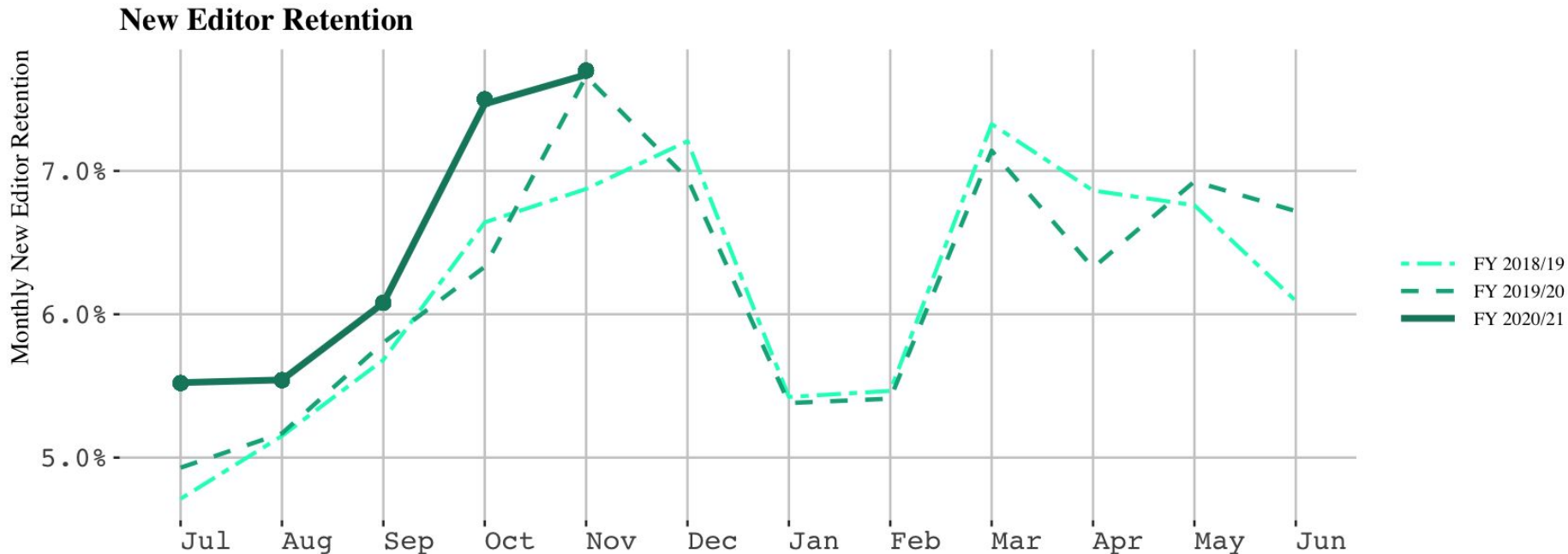# July 2018 - November 2020

Monthly Active Editors

Legend:
- FY 2018/19
- FY 2019/20
- FY 2020/21

Y-axis: Active Editors (80K, 90K, 100K)

X-axis: Jul, Aug, Sep, Oct, Nov, Dec, Jan, Feb, Mar, Apr, May, Jun

Wikimedia Active Editors year-over-year comparison
July 2018 - November 2020

Monthly New Active Editors

Legend:
- FY 2018/19
- FY 2019/20
- FY 2020/21

Monthly Returning Active Editors

Legend:
- FY 2018/19
- FY 2019/20
- FY 2020/21

Wikimedia New Editor Retention year-over-year comparison
July 2018 - November 2020

New Editor Retention

Monthly New Editor Retention

7.0%

6.0%

5.0%

Jul   Aug   Sep   Oct   Nov   Dec   Jan   Feb   Mar   Apr   May   Jun

FY 2018/19
FY 2019/20
FY 2020/21

November 2020 Product Metrics: Content

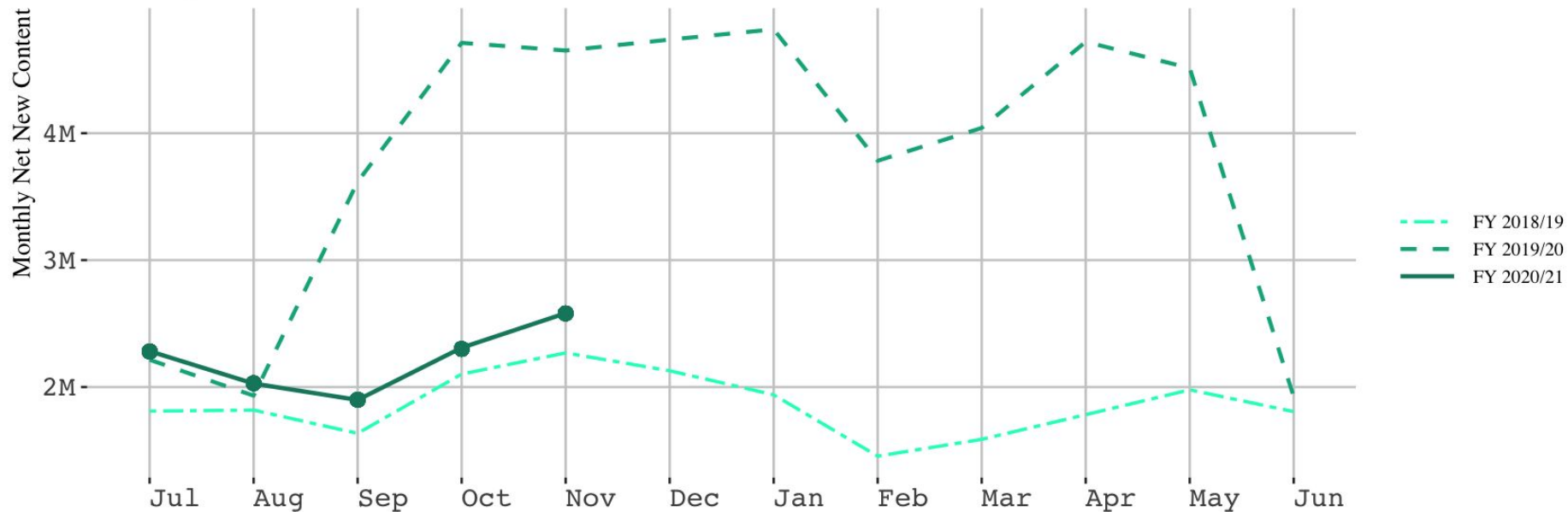|		YoY
Total content	266.0 M	17.5%
—Wikipedia articles	56.1 M	7.9%
—Commons files	67.1 M	16.0%
—Wikidata entities	92.3 M	32.4%
Net new content	2,580,000	-44.5%
—Wikipedia articles	291,000	37.4%
—Commons files	1,230,000	94.8%
—Wikidata entities	695,000	-80.8%
Revert rate	5.5%	-8.8%
Total edits	40.3 M	-14.2%
—Mobile edits	1.8 M	14.5%
—Data edits	15.4 M	-34.3%
—File uploads	1.3 M	88.3%
—Other non-bot edits	12.3 M	11.4%

Key trends

- Last month, the changes in net new content metrics are primarily because of bots: the large decrease in net new Wikidata entities was from ~2M drop in content created by bots.

- After removing Wikidata, in Commons files, we were seeing ~400K more files created by bots. In addition, there was ~90K new Wikipedia articles created by bots from tt.wiki, arz.wiki, ce.wiki and ceb.wiki.

- There were drop in bot edits across multiple projects. After removing bot edits, we continued to see increase in non-bot edits from users registered over 10 years from en.wiki and fr.wiki.

Explore Content Metrics in Superset. For metric definitions, see the Product data dictionary.

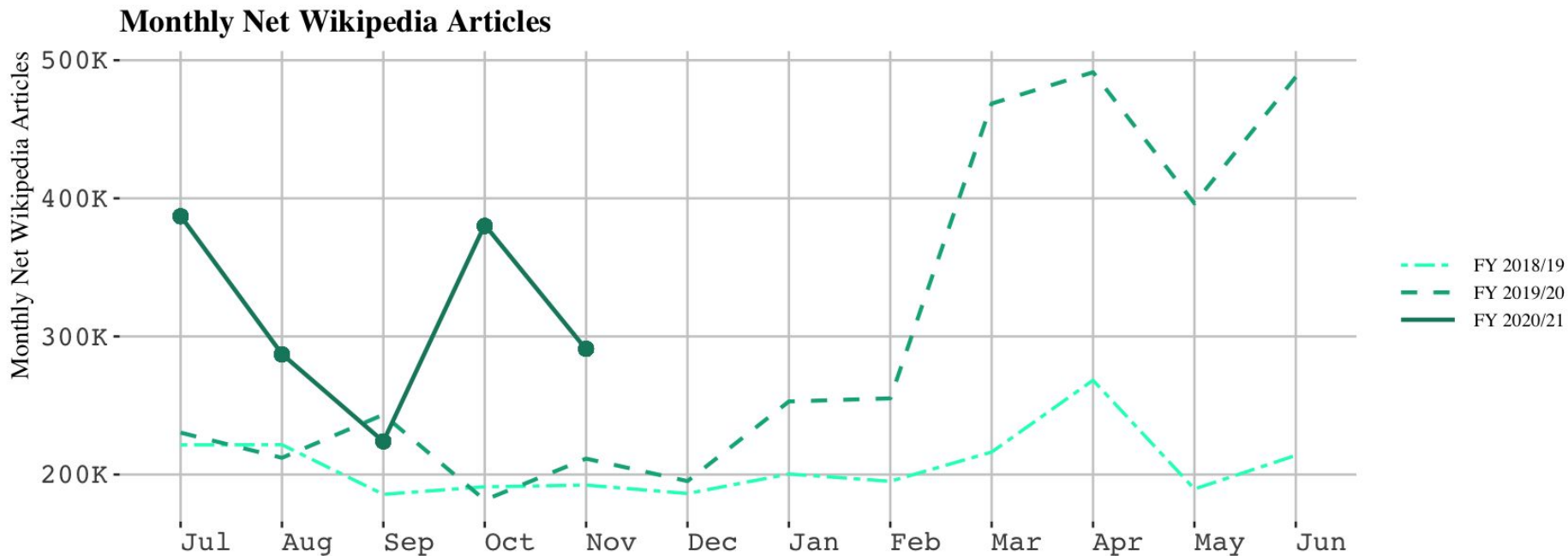# Wikimedia Net New Content year-over-year comparison
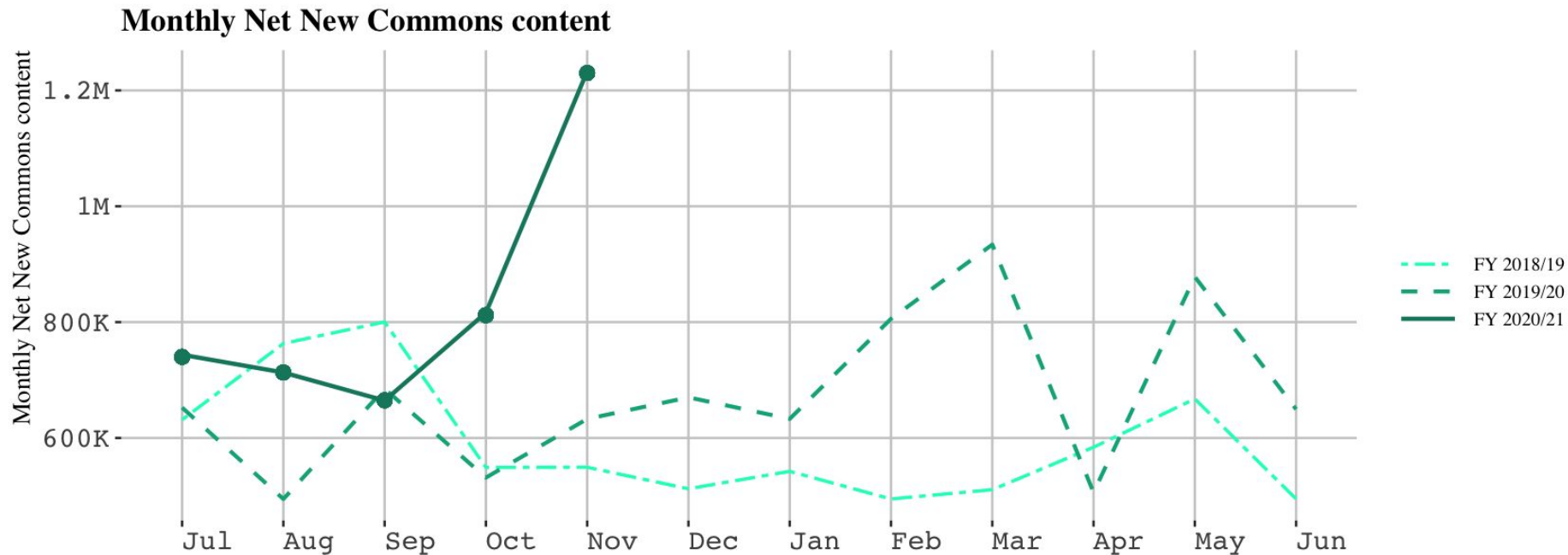## July 2018 - November 2020

Monthly Net New Content

Legend:
- FY 2018/19
- FY 2019/20
- FY 2020/21

Y-axis: Monthly Net New Content (2M, 3M, 4M)

X-axis: Jul, Aug, Sep, Oct, Nov, Dec, Jan, Feb, Mar, Apr, May, Jun

Wikimedia Net New Content (non-Wikidata) year-over-year comparison July 2018 - November 2020

Monthly Net New Content (non-wikidata)

Legend:
- FY 2018/19
- FY 2019/20
- FY 2020/21
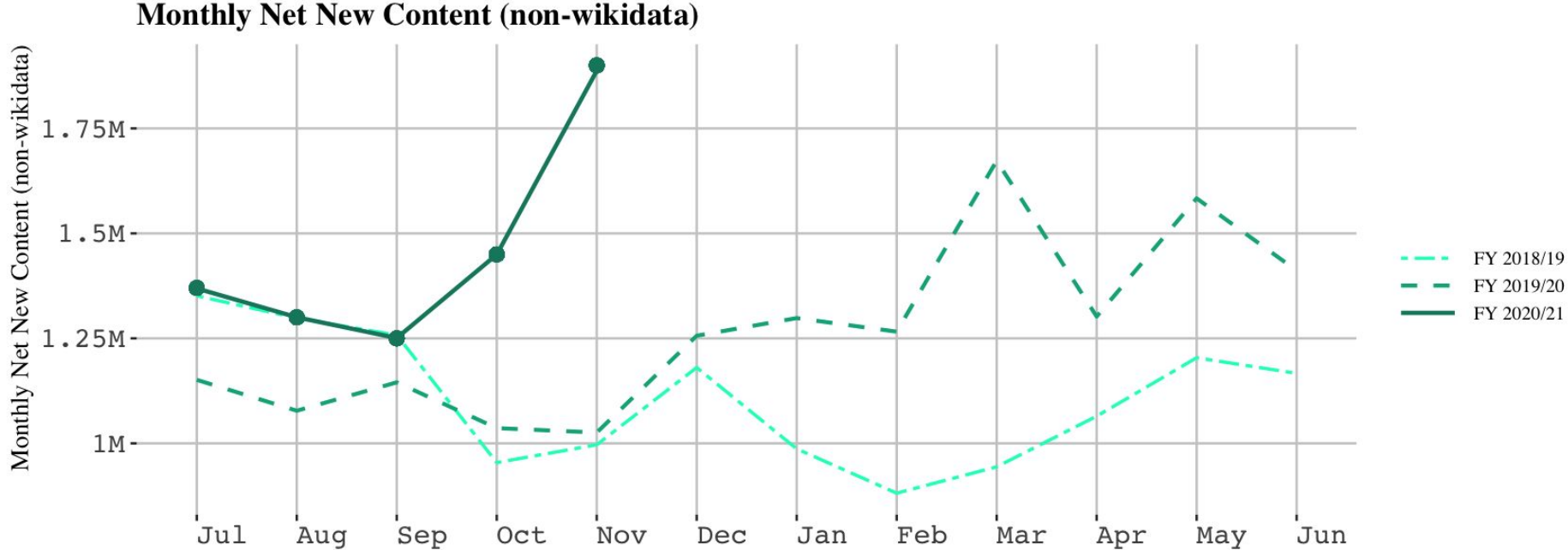
Wikimedia Net New Wikipedia Articles year-over-year comparison
July 2018 - November 2020

Monthly Net Wikipedia Articles

Legend:
- FY 2018/19
- FY 2019/20
- FY 2020/21

Y-axis: Monthly Net Wikipedia Articles (200K, 300K, 400K, 500K)

X-axis: Jul, Aug, Sep, Oct, Nov, Dec, Jan, Feb, Mar, Apr, May, Jun

Wikimedia Net New Common Content year-over-year comparison
July 2018 - November 2020

Monthly Net New Commons content

Legend:
- FY 2018/19
- FY 2019/20
- FY 2020/21

Wikimedia Revert Rate year-over-year comparison
July 2018 - November 2020
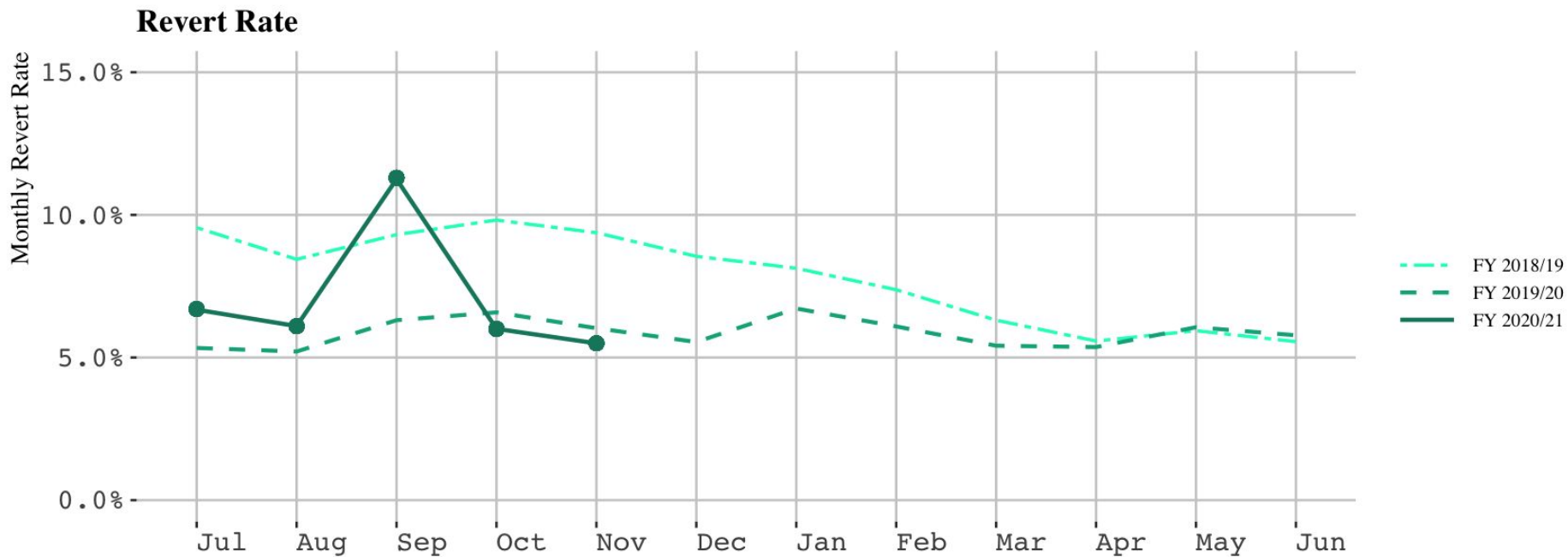
Revert Rate

Monthly Revert Rate

15.0%

10.0%

5.0%

0.0%

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun

FY 2018/19
FY 2019/20
FY 2020/21

Wikimedia Anonymous/non-Anonymous Edits
year-over-year comparison July 2018 - November 2020

Monthly Anonymous/non-Anonymous Edits

anonymous_edits
non_anonymous_edits

FY 2019/20
FY 2020/21
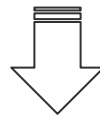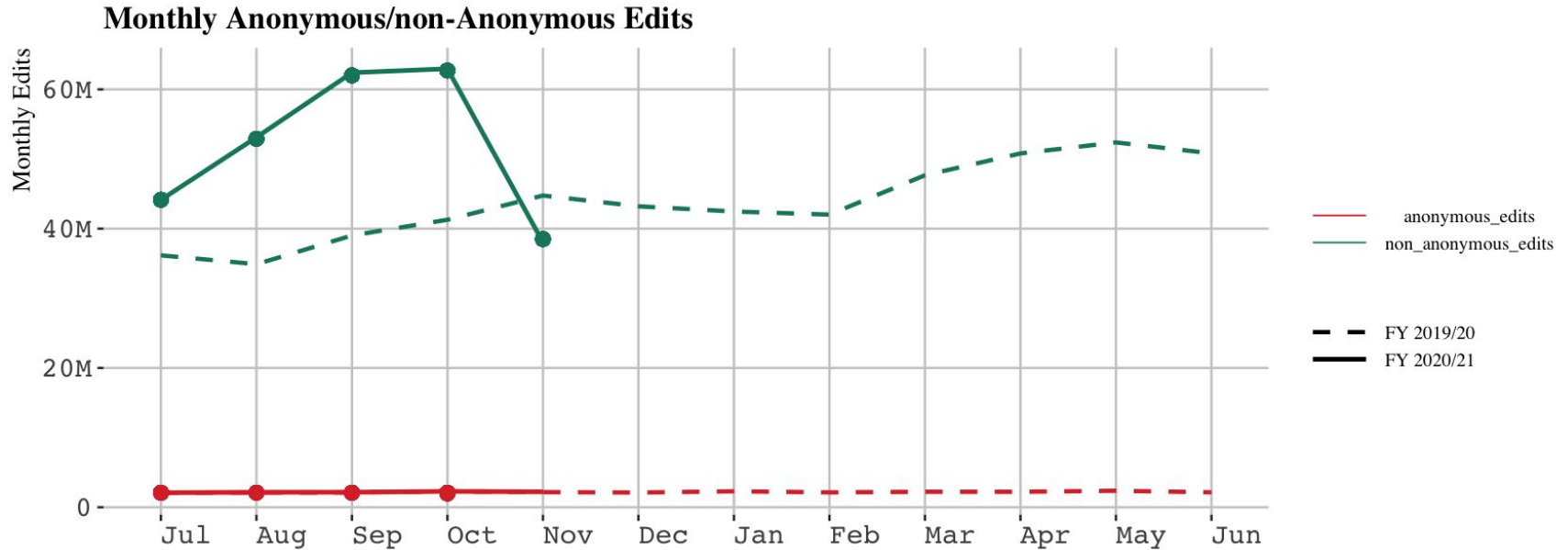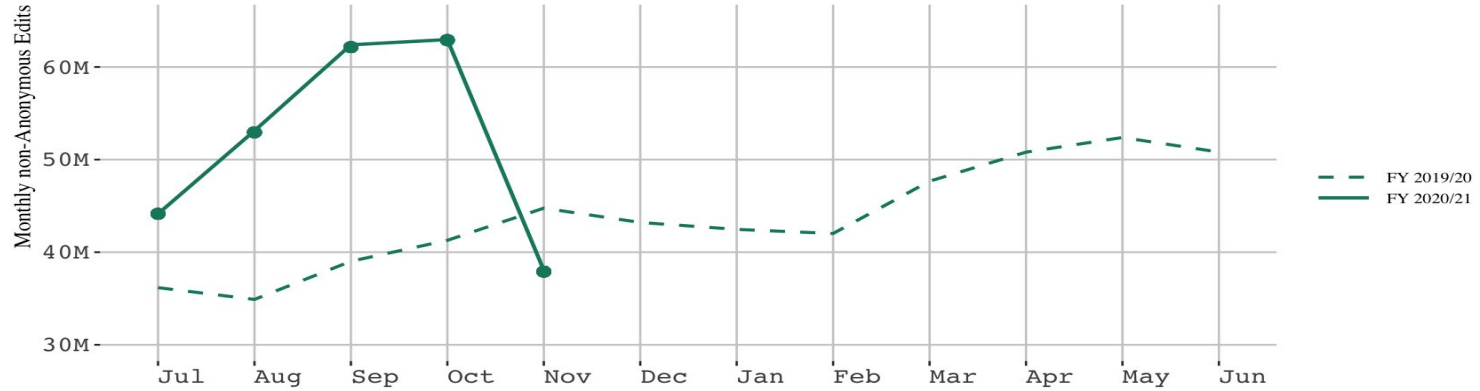
Wikimedia Anonymous/non-Anonymous Edits
year-over-year comparison July 2018 - November 2020

Monthly non-Anonymous Edits

Monthly non-Anonymous Edits

- - - FY 2019/20
—— FY 2020/21

60M

50M

40M

30M

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun

Monthly Anonymous Edits

Monthly Anonymous Edits

- - - FY 2019/20
—— FY 2020/21

2.5M

2.25M

2M

1.75M

1.5M

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun