

April 2021 Wikimedia movement metrics

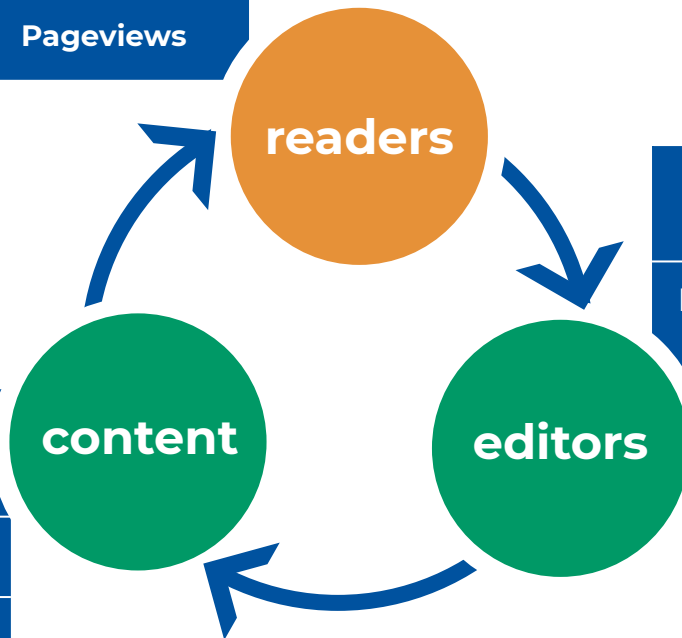


WIKIMEDIA
FOUNDATION

April 2021 Product Metrics

April Actuals	YoY (%)	
19.7B	-11.3%	Interactions
17.6B	-11.3%	Pageviews

	April Actuals	YoY (%)
Active Editors	97,100	1.2%
New Editor Retention	7.3%	16.1%



April Actuals	YoY (%)	
279.0M	11.9%	Total Content
57.6M	7.4%	Wikipedia
94.9M	11.6%	Wikidata

Explore [Edits Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. For metric definitions, see the [Product data glossary](#).

April 2021 Product Metrics

Content		
		YoY
Total content	279.0 M	11.9%
Net new content	2.6 M	-45.1%
— Established Markets	2.2 M	4.2%
— Emerging Markets	0.2 M	-40.0%
Non-Wikidata net new content	2.3 M	76.6%
Total edits	43.9 M	-17.2%
— Established Markets	23.5M	-7.4%
— Emerging Markets	3.5M	2.2%
Anonymous edits	2.2 M	-1.9%

Readers		
		YoY
Interactions	19.7B	-11.3%
— Established Markets	14.3B	-15.8%
— Emerging Markets	4.5B	-13.4%
Unique devices (all Wikipedias)	1.9 B	8.2%

Editors		
	Number	YoY
Active editors	97,100	1.2%
— Established Markets	76,900	-1.8%
— Emerging Markets	24,300	5.4%
New editor retention	7.3%	16.1%
— Established Markets	8.8%	15.7%
— Emerging Markets	5.2%	25.4%

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April 2021 Platform Evolution/Structured Data Metrics

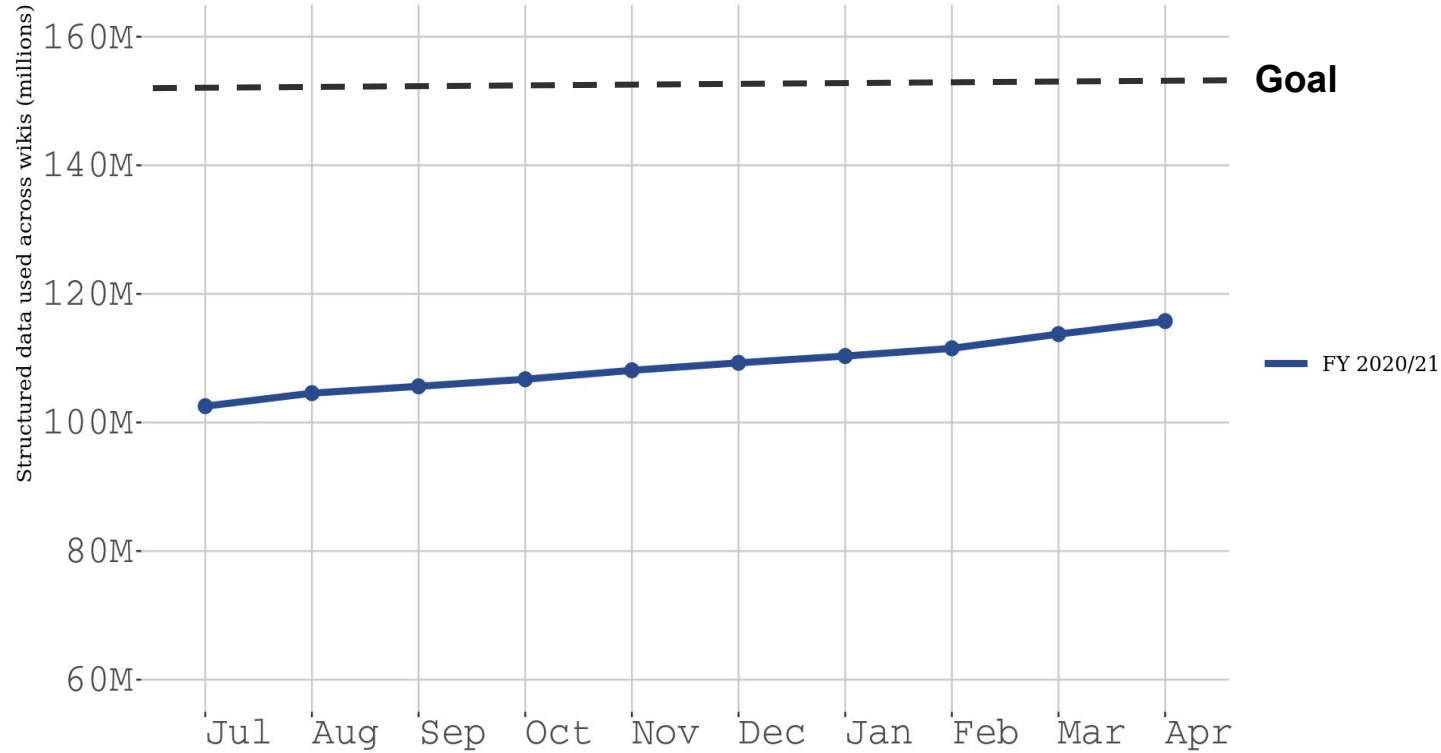
Platform Evolution & Structured Data			
		Change from Baseline	Year End Goal
Structured Data Used across Wikis	115.8 M	33.1%	80.0%
Non-text Content Used across Wikis	32.4 M	4.0%	10.0%
% of Wikidata Items Reused on Other Projects	20.6%		25.0%

Key trends

- Growth for structured data used across wikis slowed down in April, because of decrease in SD bot edits.
- The number of non-text files used across wikis started to increase in recent months from its large decline between Oct 2020 and Dec 2020. The previous decline was because of a deletion of pages and edits created by bots in mg.wiktionary.
- The growth rates of wikidata items and reused wikidata items were very close. As a result, % of reused items was nearly constant.

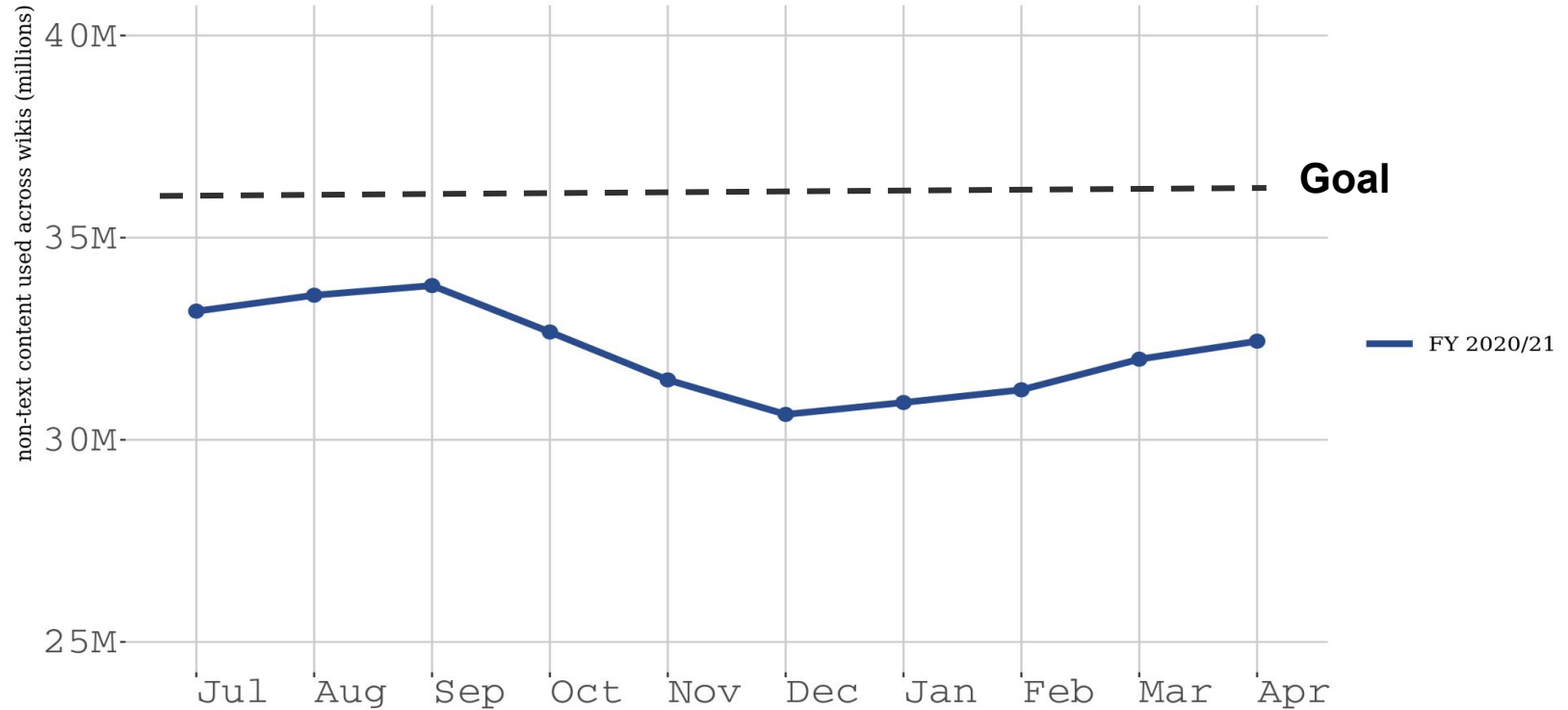
Structured Data Used across Wikis

July 2020 - April 2021



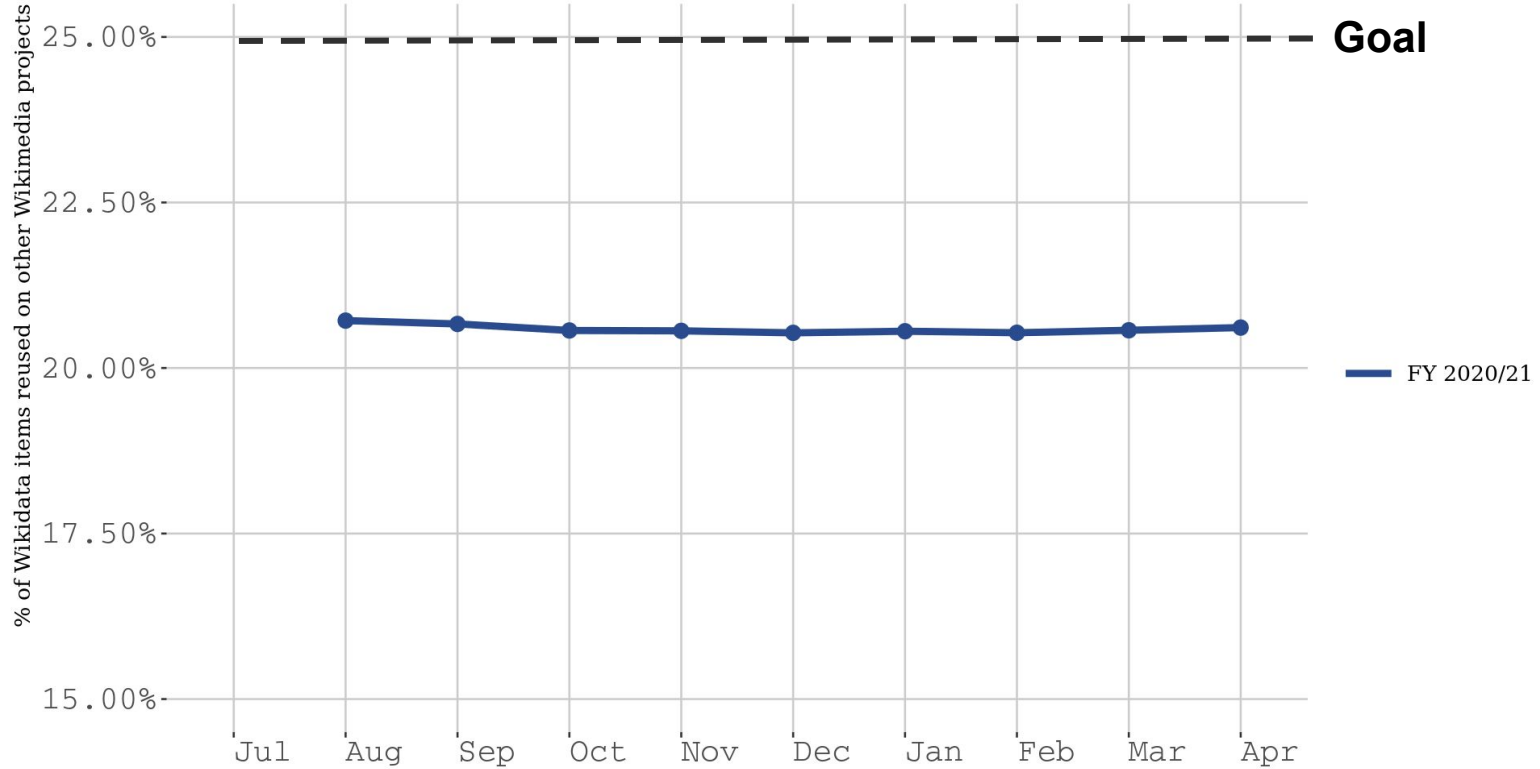
Non-text Content Used across Wikis

July 2020 - April 2021



% of Wikidata Items Reused on Other Projects

July 2020 - April 2021



April 2021 Product Metrics: Readers

		YoY
Interactions	19.7 B	-11.3%
—Pageviews ¹	17.6 B	-11.3%
—Desktop	7.0 B	-9.4%
—Mobile web	10.3 B	-12.5%
—Desktop previews	2.1 B	-12.0%
Unique devices (all Wikipedias)	1.9 B	8.2%

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 April 2021, 5.1% of pageviews were “automated”. There were 16.7B “user”-only pageviews.

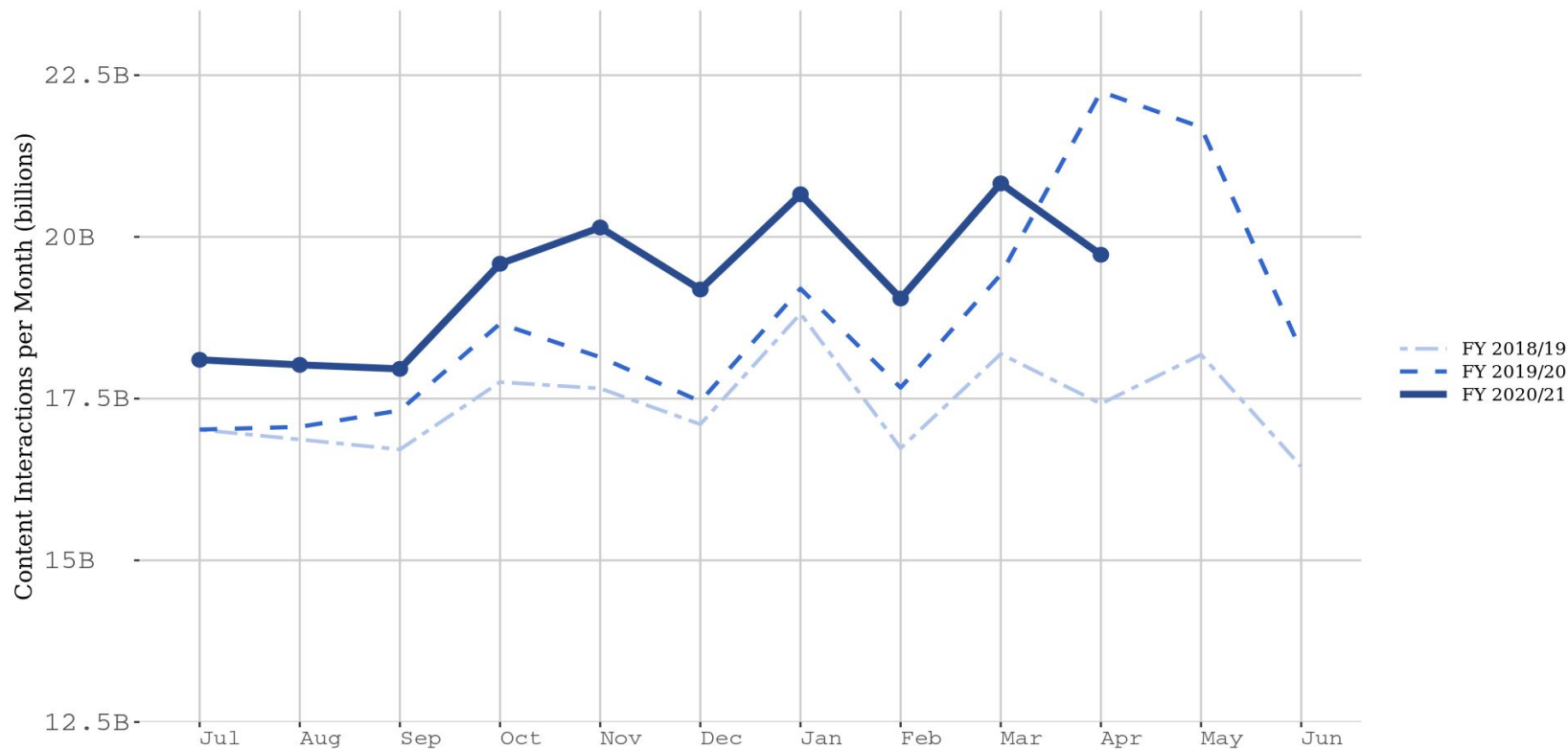
Key trends

- The total pageviews and content interactions started to drop in April from last year’s spikes due to the pandemic and lockdown.
- The drop happened across multiple projects and most noticeable in en.wiki, it.wiki, fr.wiki, ru.wiki where we’ve seen large growth in traffic last year. This decline was more noticeable from external search engines than from internal referrals.
- Unlike the drop we saw in overall traffic, unique devices increased YoY, especially in US. This might related to an increase in bot and automated traffic from US in April.

Explore [Readers Metrics in Superset](#). For metric definitions, see the [Product data glossary](#).

Wikimedia Content Interaction year-over-year comparison

July 2018 - April 2021



Explore [Readers Metrics in Superset](#). For metric definitions, see the [Product data glossary](#).

April 2021 Product Metrics: Editors

		YoY
Active editors	97,100	1.2%
—New	18,800	-8.6%
—Returning	78,300	3.9%
New editor retention	7.3%	16.1%

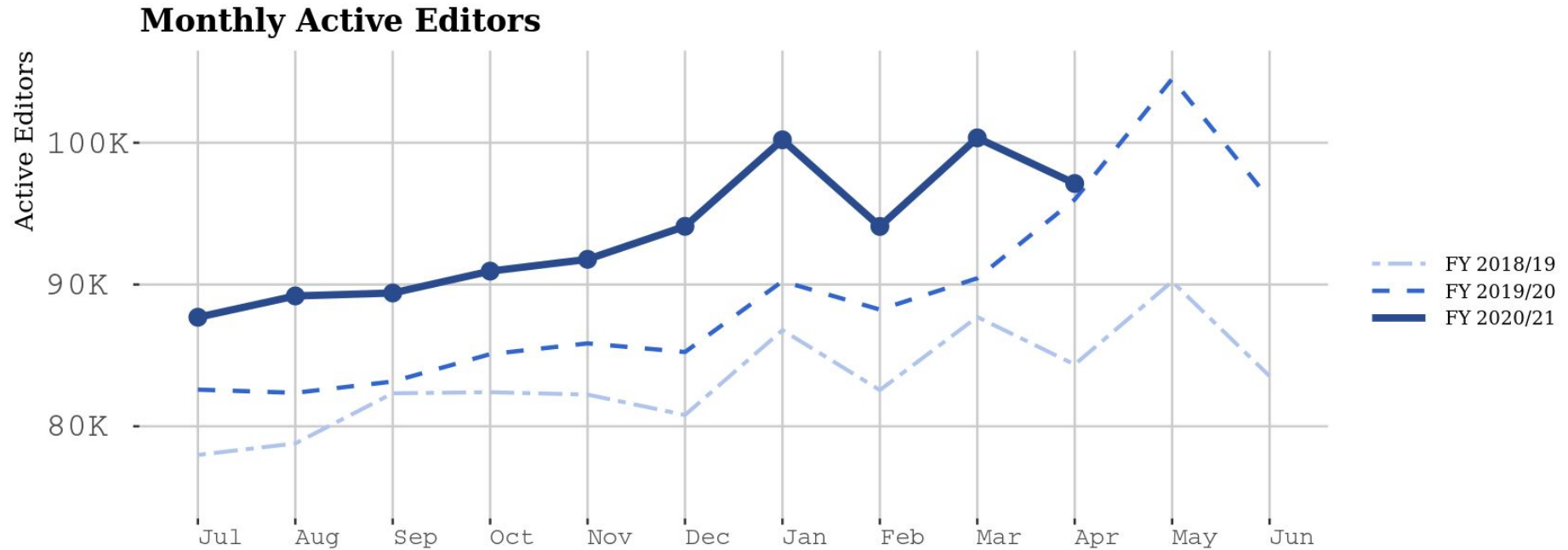
Key trends

- Overall active editors continued to grow with a 1.2% YoY increase.
- This April, there was a drop in new active editors across multiple projects from last year, when new active editors started its increase due to the pandemic. The large drop was happening in ar.wiki, it.wiki, es.wiki and en.wiki.
- The growth in returning active editors persisted this month. Although there were slight decrease across projects as new active editors, a strong growth still took place in en.wiki, wikidata and pt.wiki from users registered between 30 to 90 days.
- New editor retention grown April, the growth was mainly from fr.wiki, fa.wiki, en.wiki and de.wiki.

Explore [Editors Metrics in Superset](#). For metric definitions, see the [Product data glossary](#).

Wikimedia Active Editors year-over-year comparison

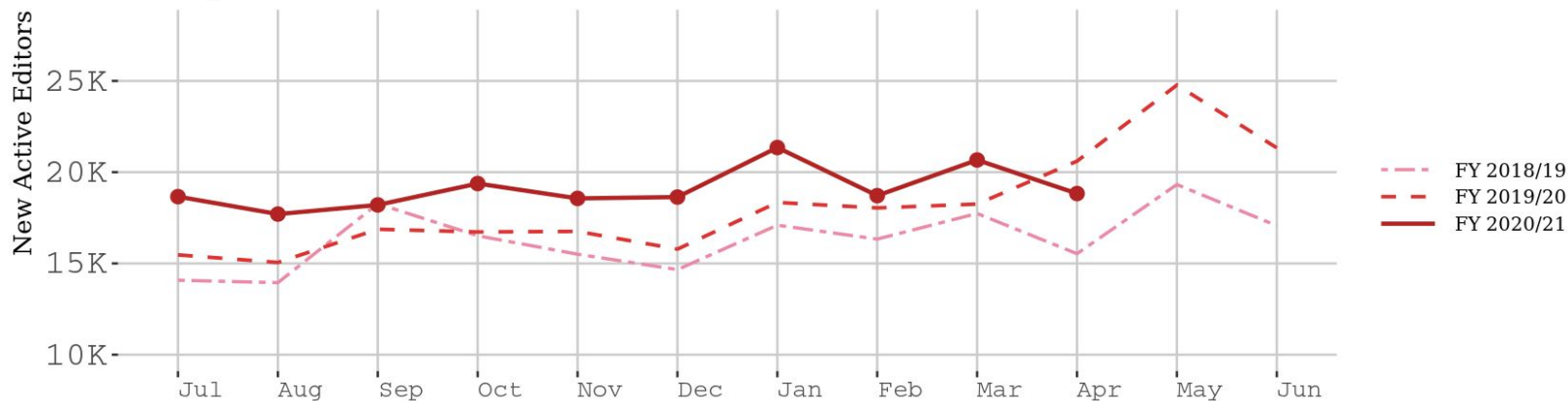
July 2018 - April 2021



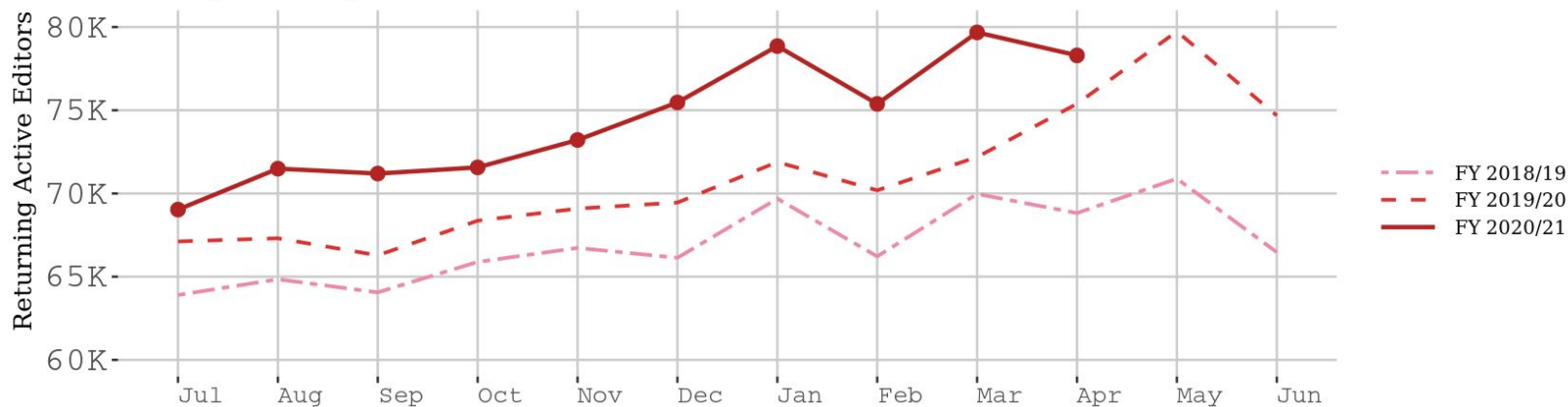
Wikimedia Active Editors year-over-year comparison

July 2018 - April 2021

Monthly New Active Editors



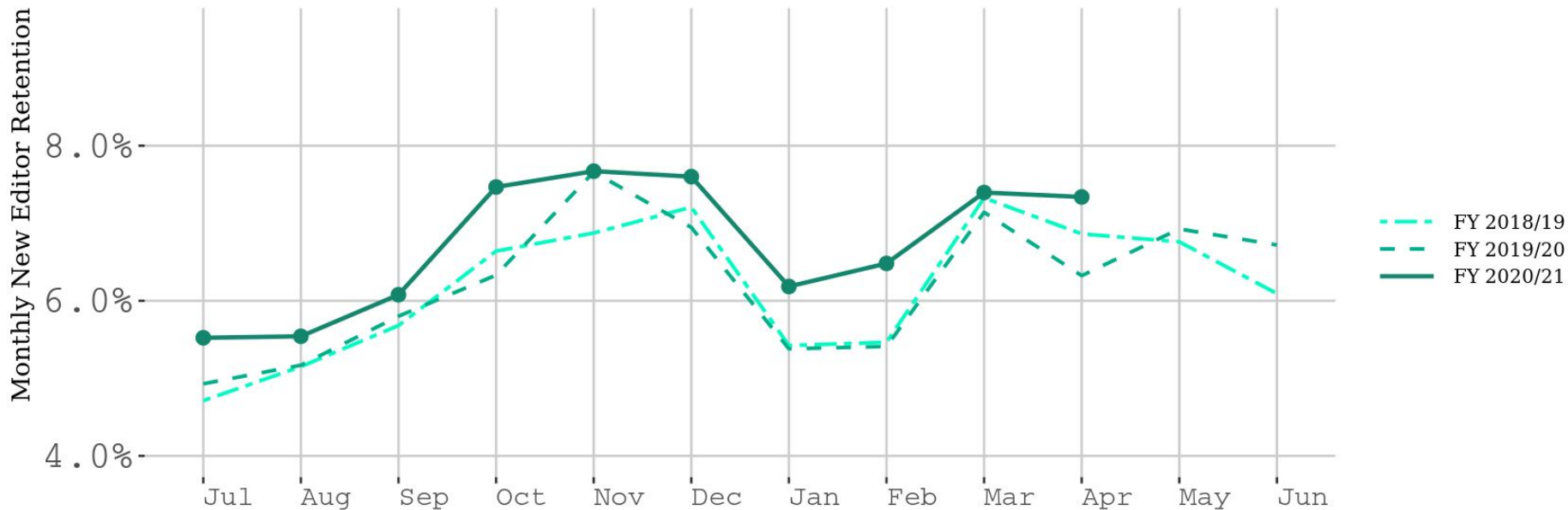
Monthly Returning Active Editors



Wikimedia New Editor Retention year-over-year comparison

July 2018 - April 2021

New Editor Retention



April 2021 Product Metrics: Content

		YoY
Total content	279.0 M	11.9%
—Wikipedia articles	57.6 M	7.4%
—Commons files	73.4 M	19.4%
—Wikidata entities	94.9 M	11.6%
Net new content	2,590,000	-45.1%
—Wikipedia articles	319,000	-35.0%
—Commons files	1,710,000	239.0%
—Wikidata entities	327,000	-90.4%
Revert rate	5.1%	-4.1%
Total edits	43.9 M	-17.2%
—Mobile edits	1.8 M	8.6%
—Data edits	17.8 M	-21.4%
—File uploads	1.8 M	211.0%
—Other non-bot edits	4.8 M	-68.6%

Key trends

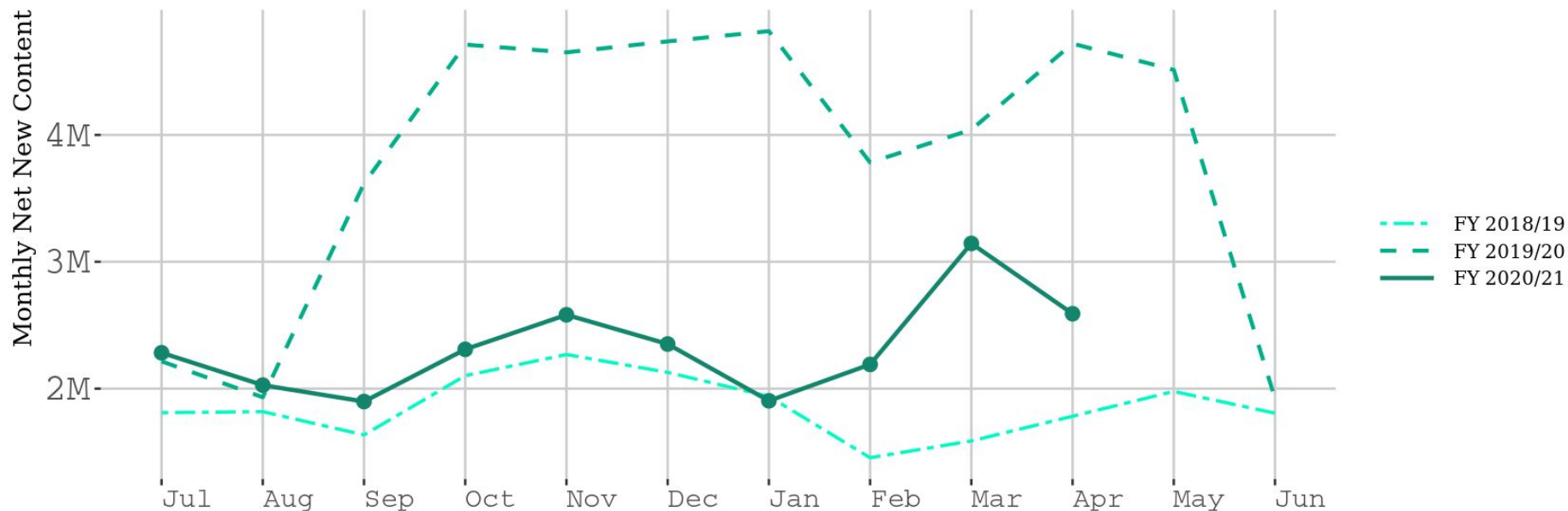
- Last month, the decrease in net new content metrics are primarily because of drop in content created by bots: ~1.5M less in net new Wikidata entities and ~200K less in Wikipedia articles.
- After removing Wikidata, in Commons files, we were seeing ~1M more files created by two bots.
- There were drop in bot edits across multiple projects. After removing bot edits, there was increase in non-bot edits from Commons by editors registered over 10 years.

Explore [Content Metrics in Superset](#). For metric definitions, see the [Product data glossary](#).

Wikimedia Net New Content year-over-year comparison

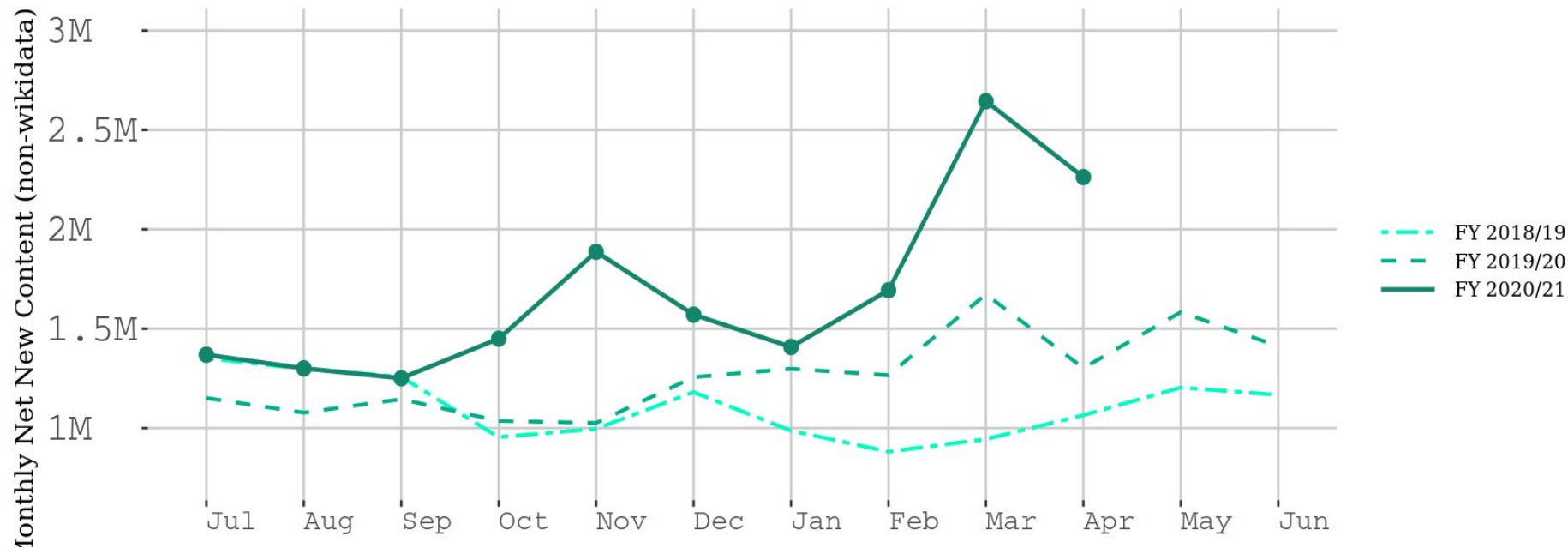
July 2018 - April 2021

Monthly Net New Content



Wikimedia Net New Content (non-Wikidata) year-over-year comparison July 2018 - April 2021

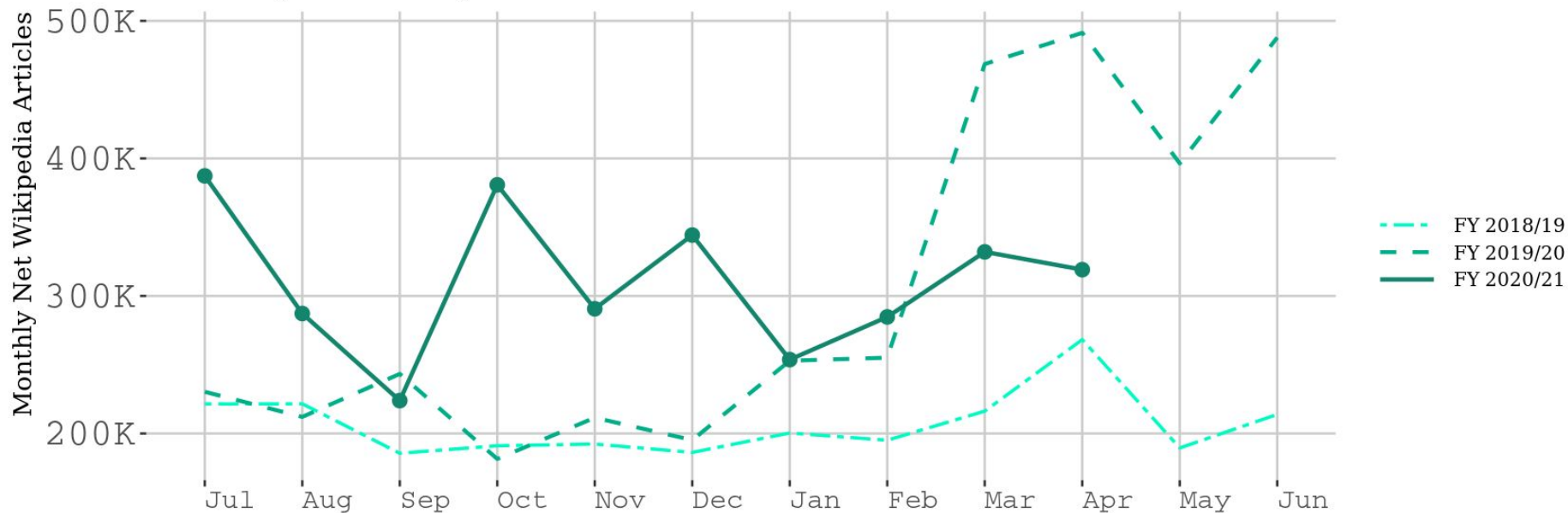
Monthly Net New Content (non-wikidata)



Wikimedia Net New Wikipedia Articles year-over-year comparison

July 2018 - April 2021

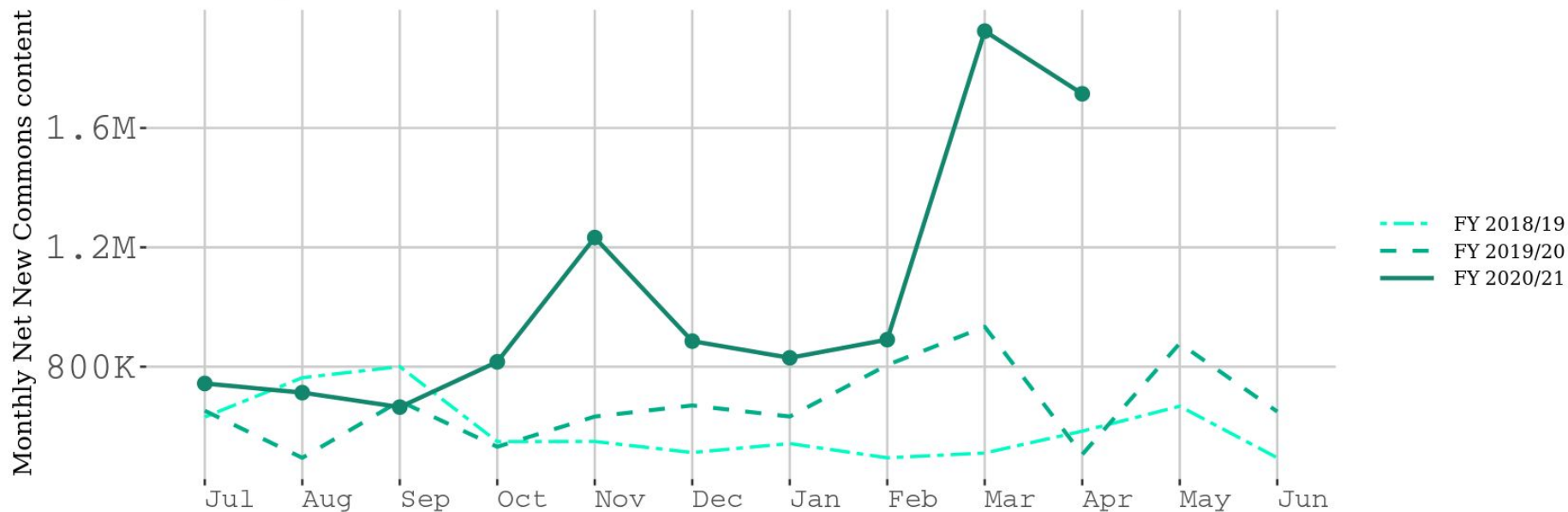
Monthly Net Wikipedia Articles



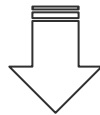
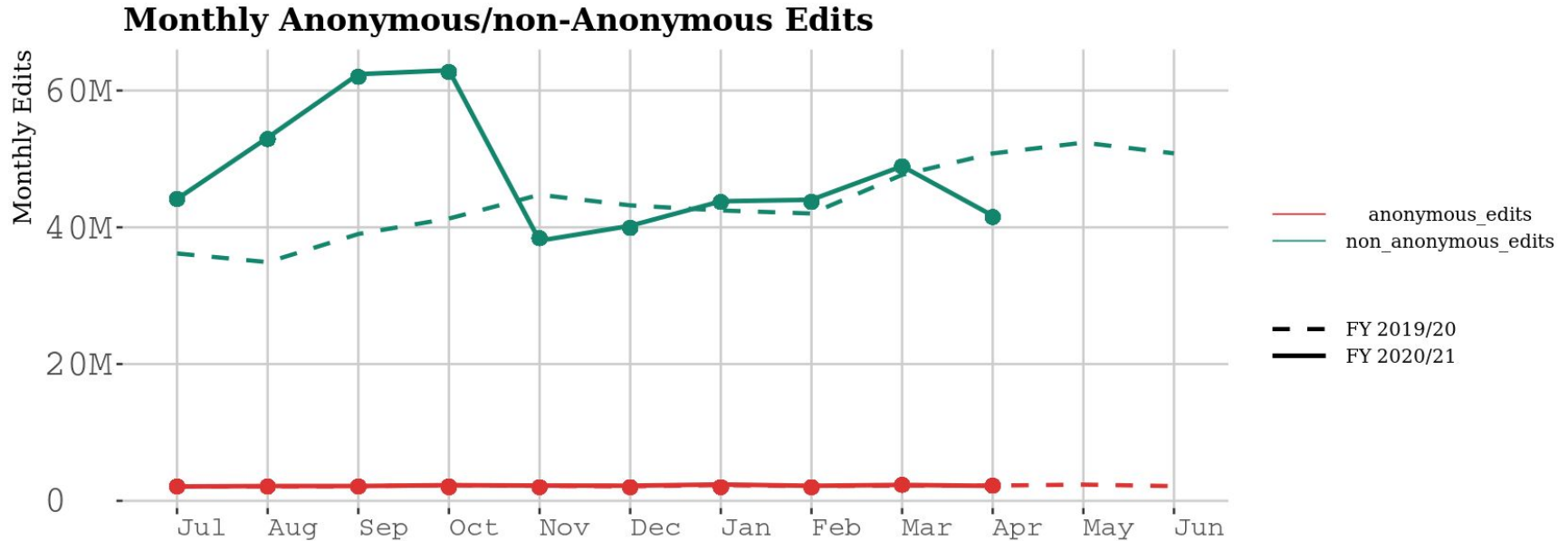
Wikimedia Net New Commons Content year-over-year comparison

July 2018 - April 2021

Monthly Net New Commons content

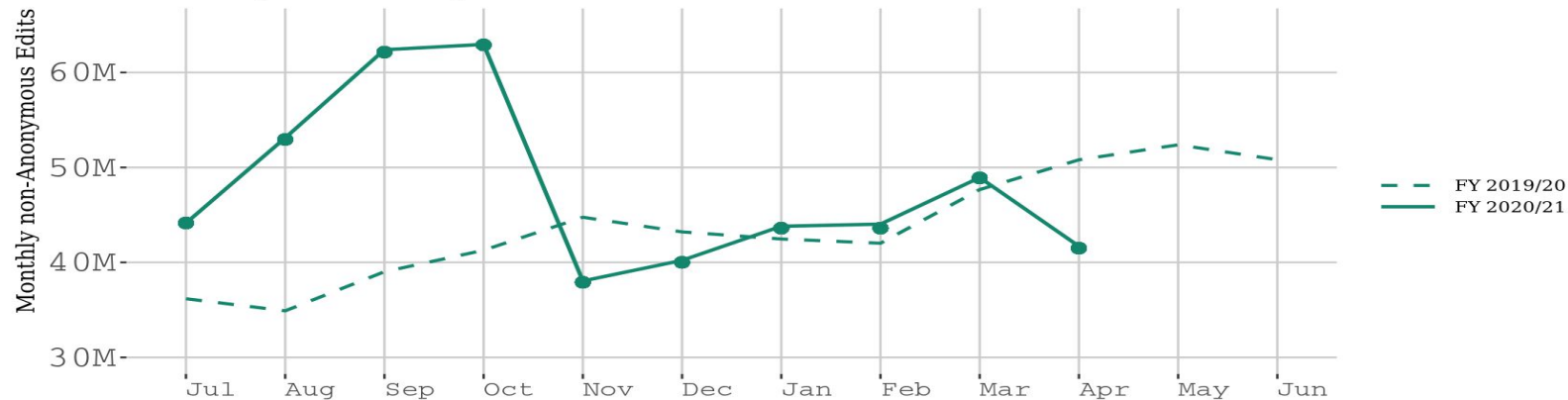


Wikimedia Anonymous/non-Anonymous Edits year-over-year comparison July 2018 - April 2021



Wikimedia Anonymous/non-Anonymous Edits year-over-year comparison July 2018 - April 2021

Monthly non-Anonymous Edits



Monthly Anonymous Edits

