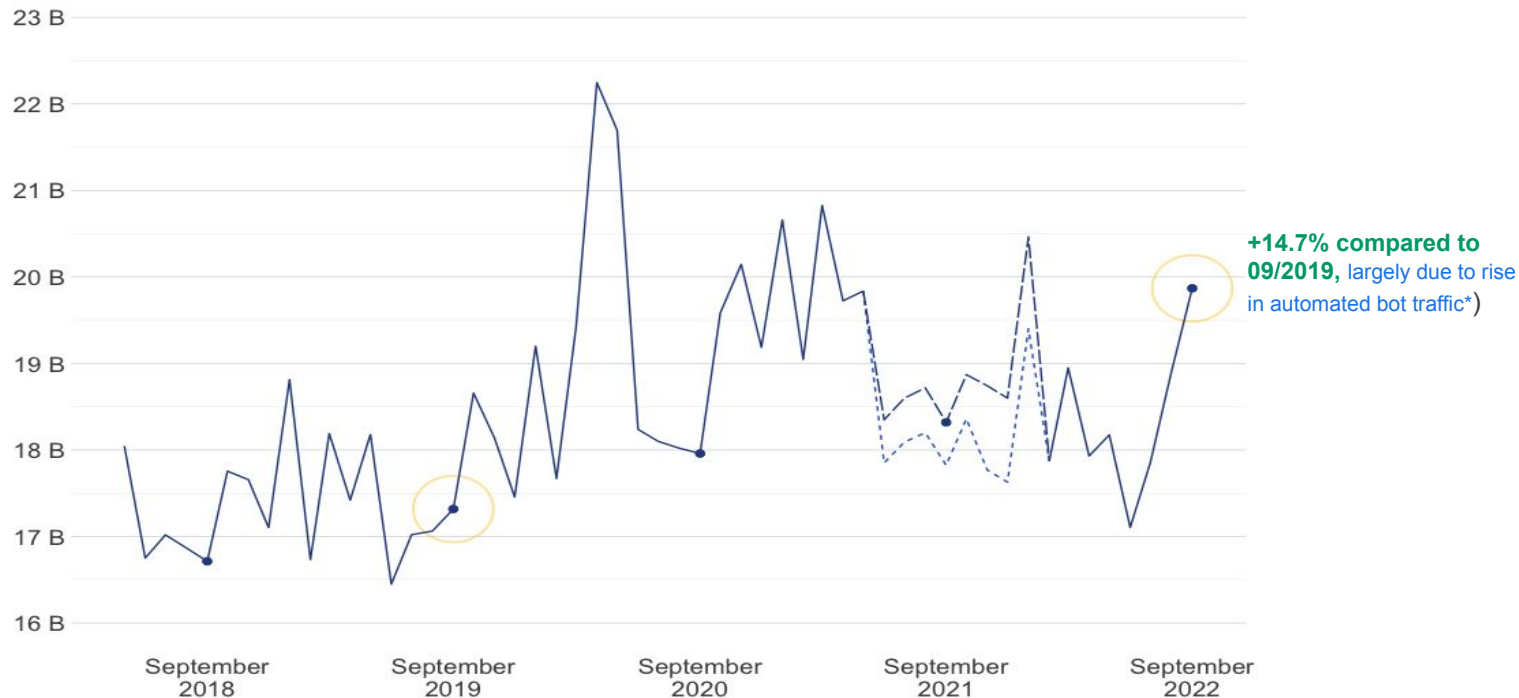


September 2022 Wikimedia movement metrics



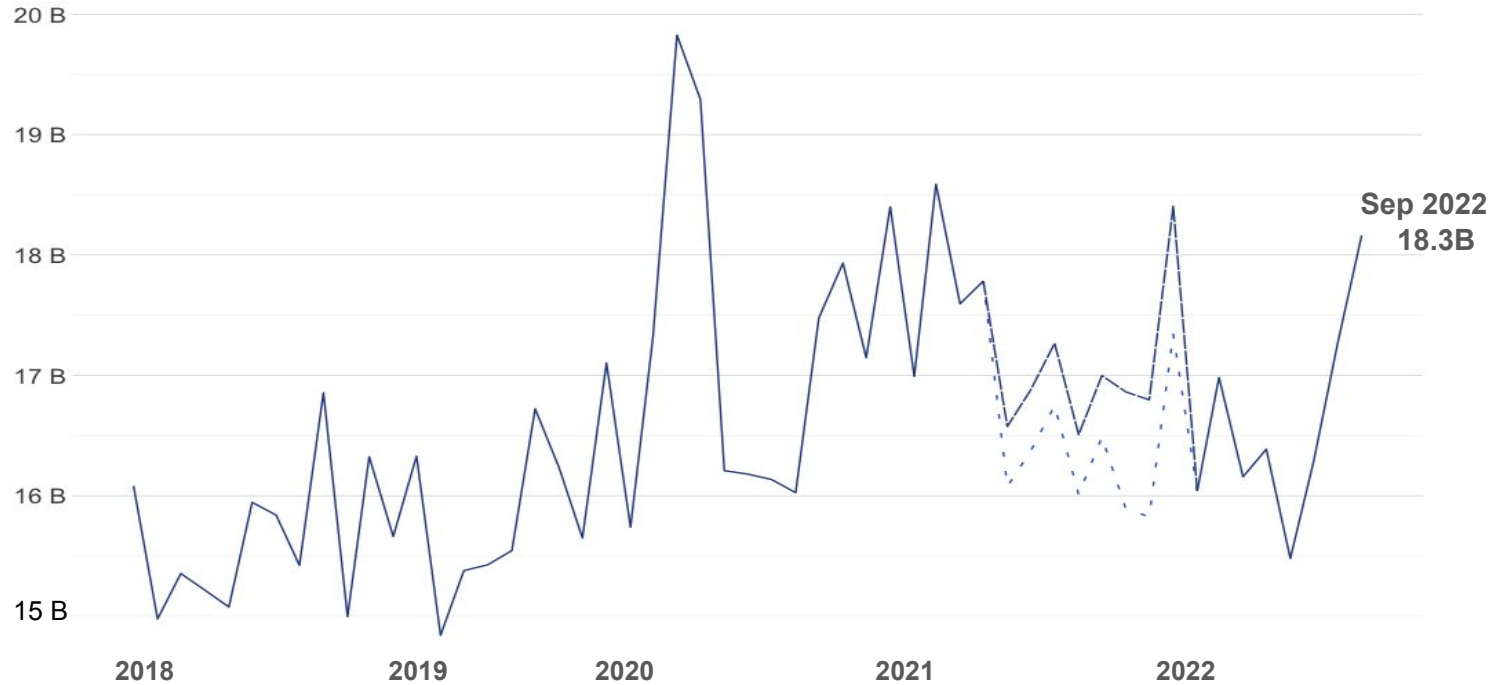
WIKIMEDIA
FOUNDATION

Content Interactions are higher than pre-pandemic levels due to rises in automated traffic



Automated traffic continues fueling Pageview increases

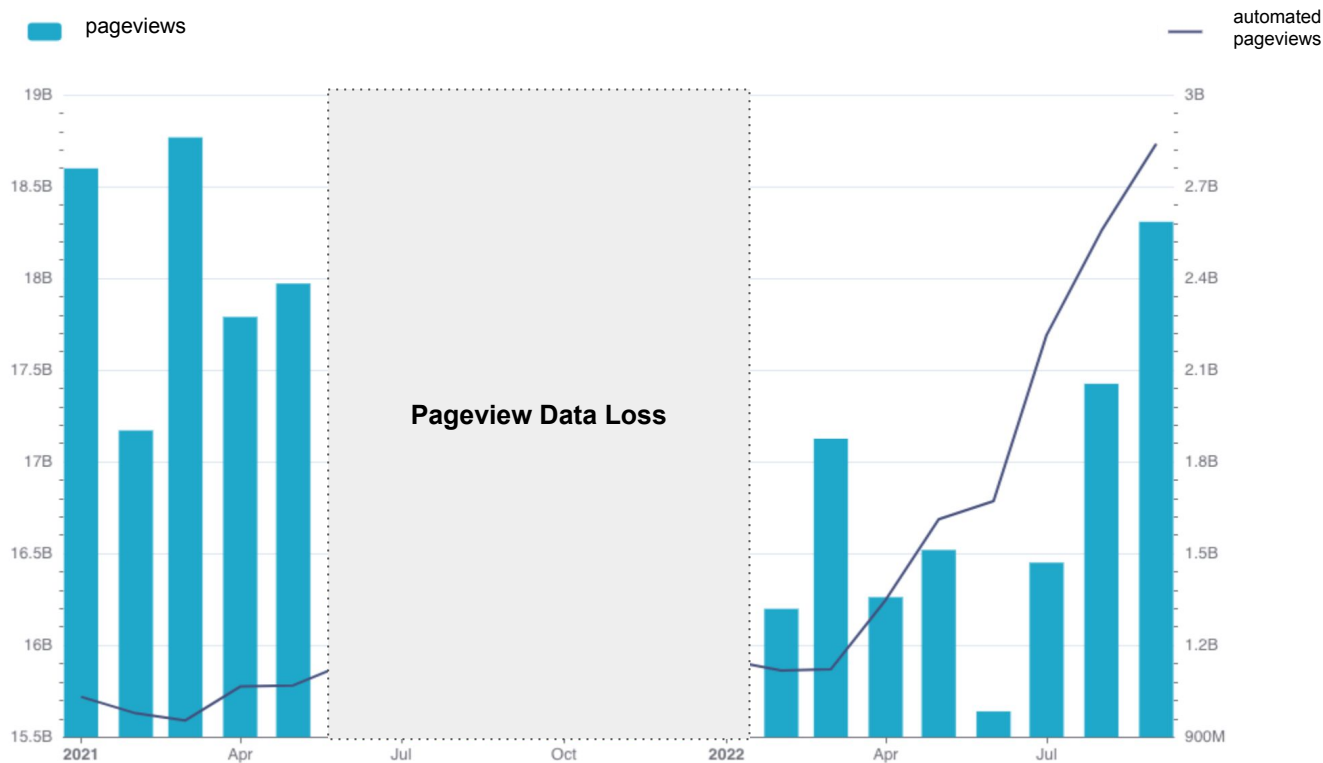
Pageviews



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](#)

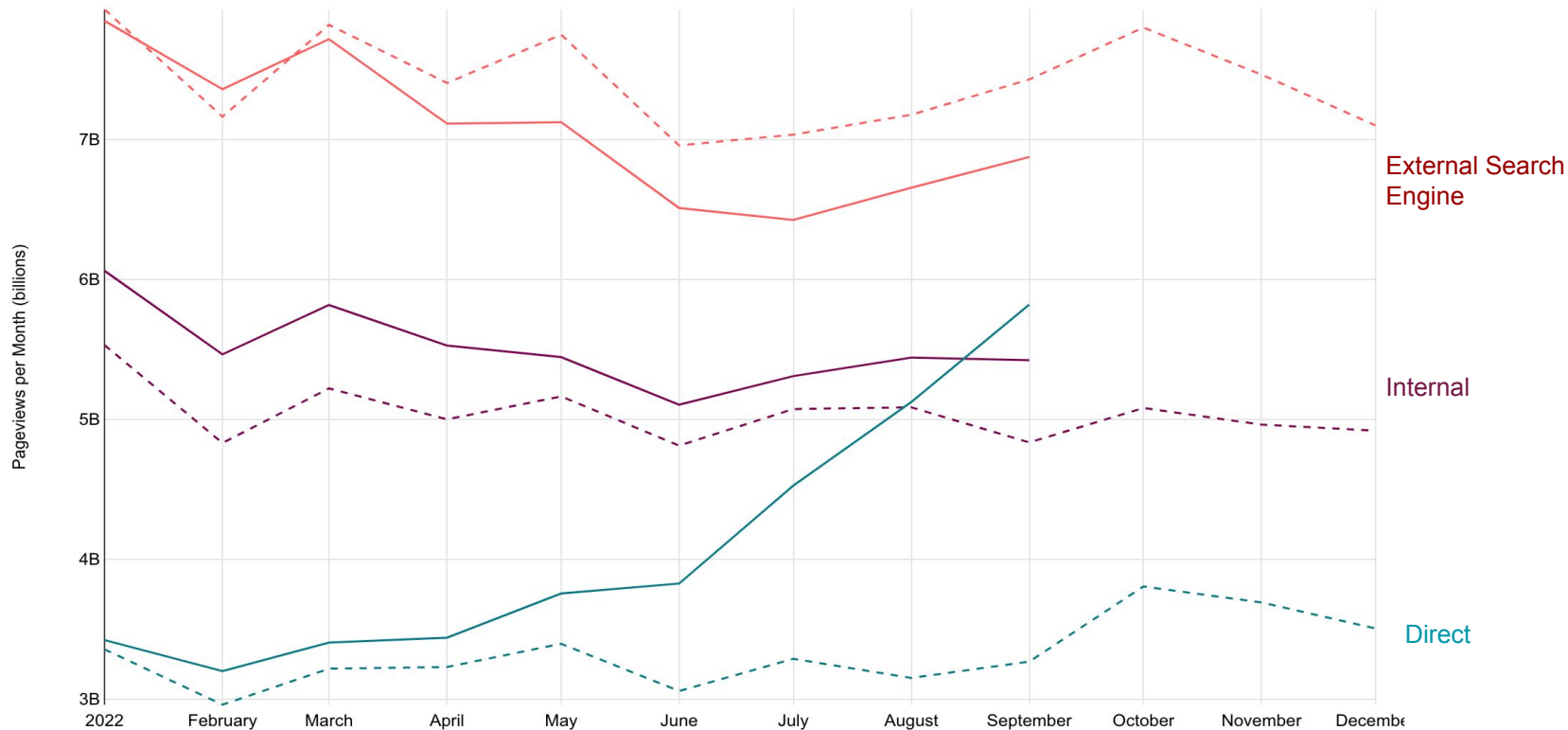
Automated bot traffic now at 15% of user pageviews and rising*



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](#)

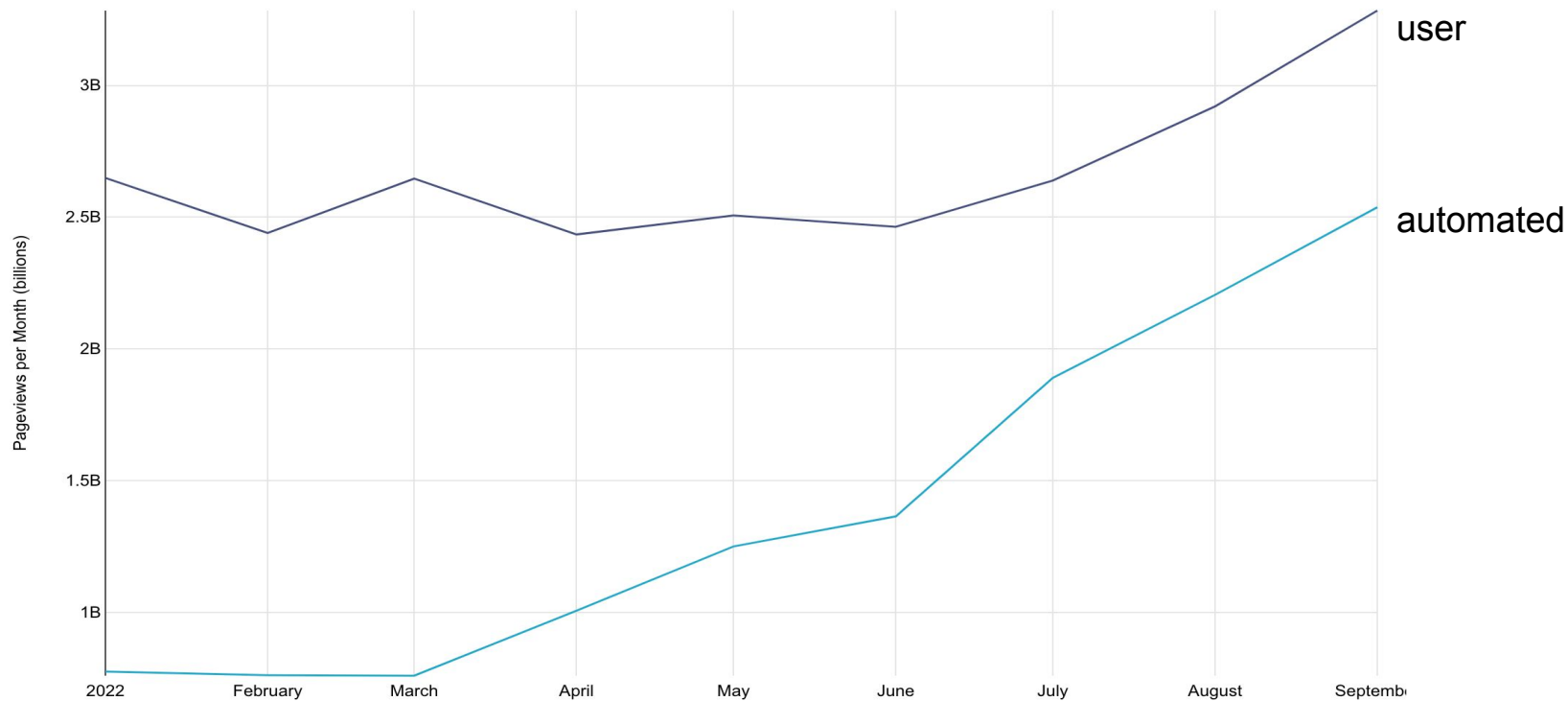
Direct traffic's steep growth continues, internal referrer traffic remains strong, External search engine referrer traffic declining



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](#)

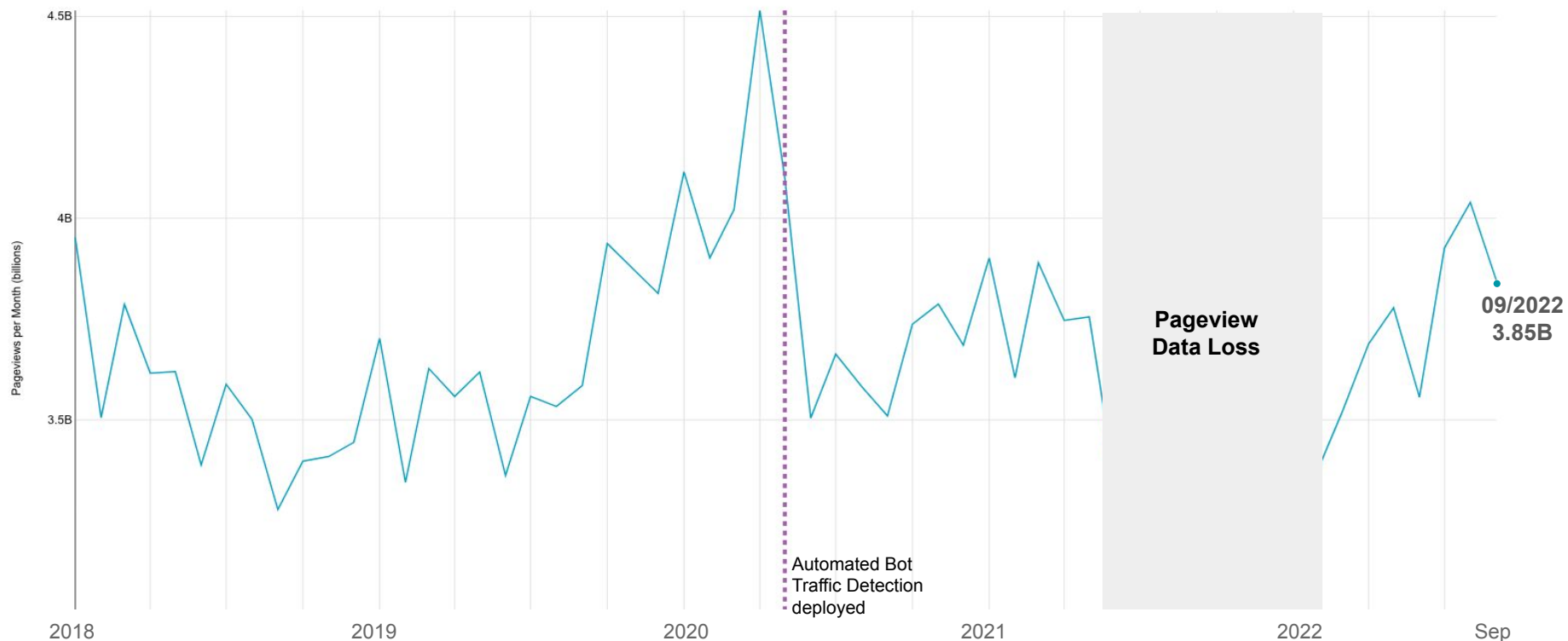
Direct (none referrer) traffic steep growth seen in user and automated bot traffic



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](#)

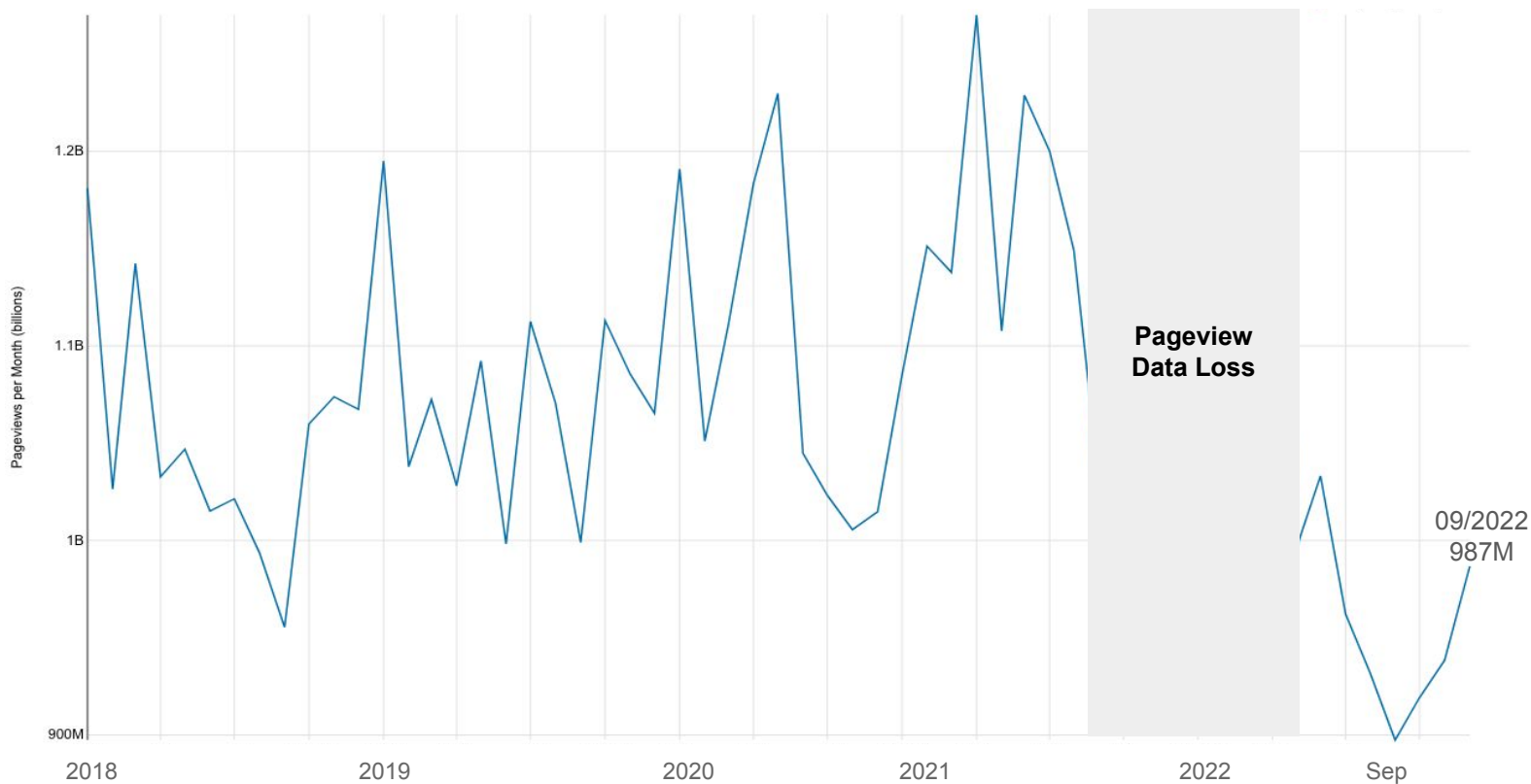
Sep Metrics Summary: US pageviews back to 2019 levels



Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#).

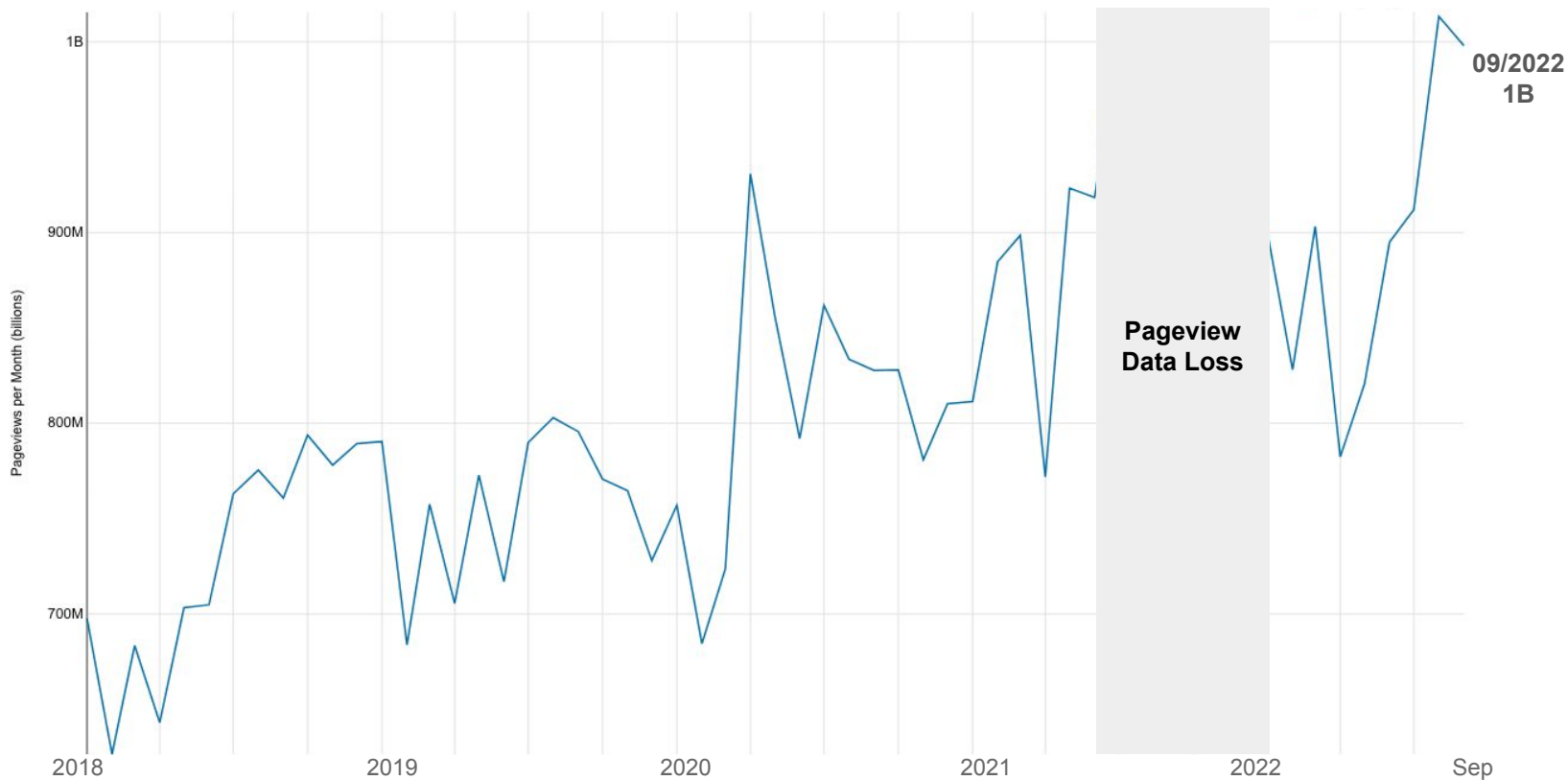
For metric definitions, see the [Product data glossary](#). For questions: [#product-analytics](#) or [email](#)

GERMANY pageviews steady with recent declines



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](#)

INDIA pageviews steadily increasing since 2020

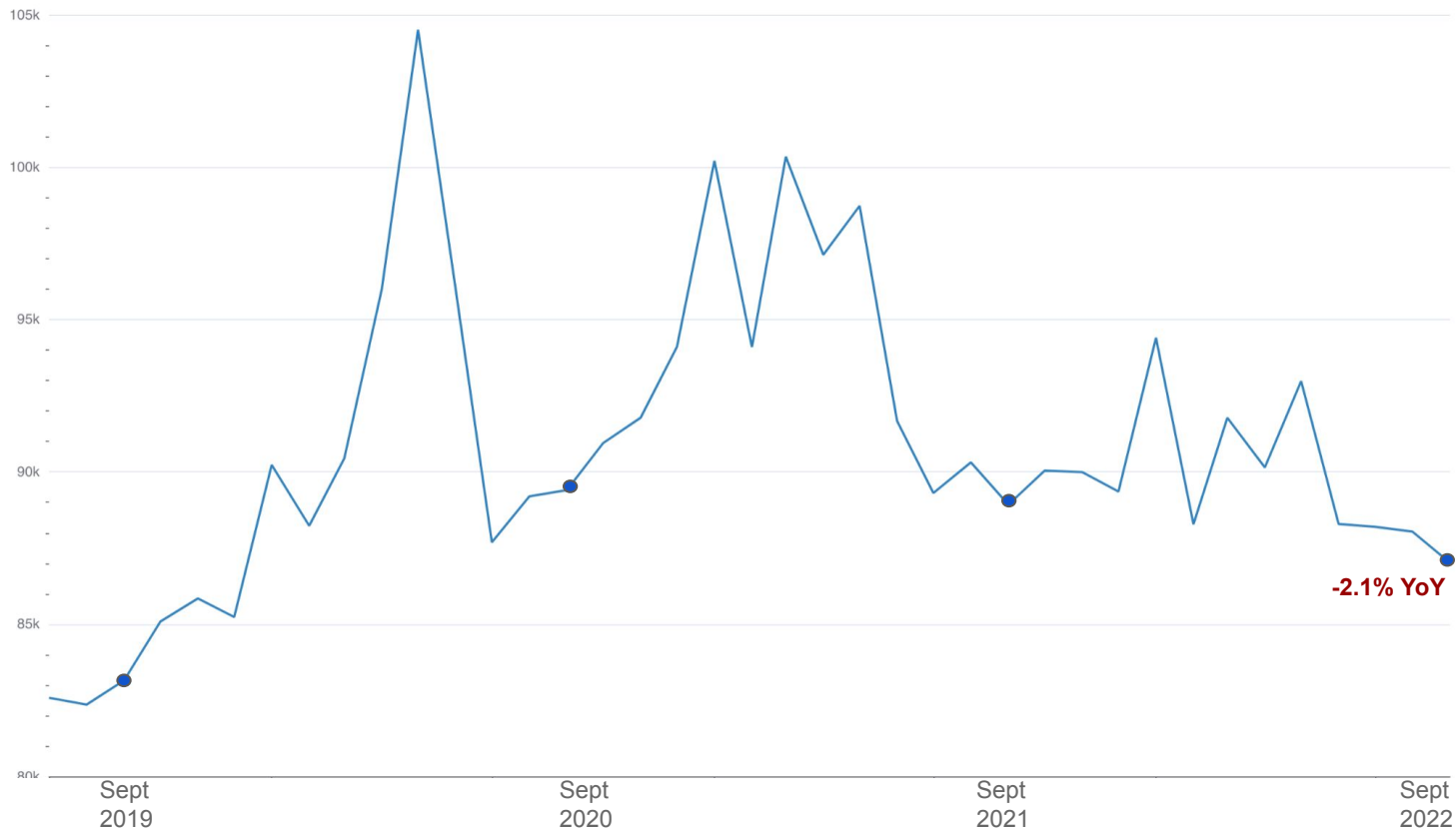


Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#).

For metric definitions, see the [Product data glossary](#). For questions: [#product-analytics](#) or [email](#)

Active editors slowly dropping after peaks early in the year

Active editors

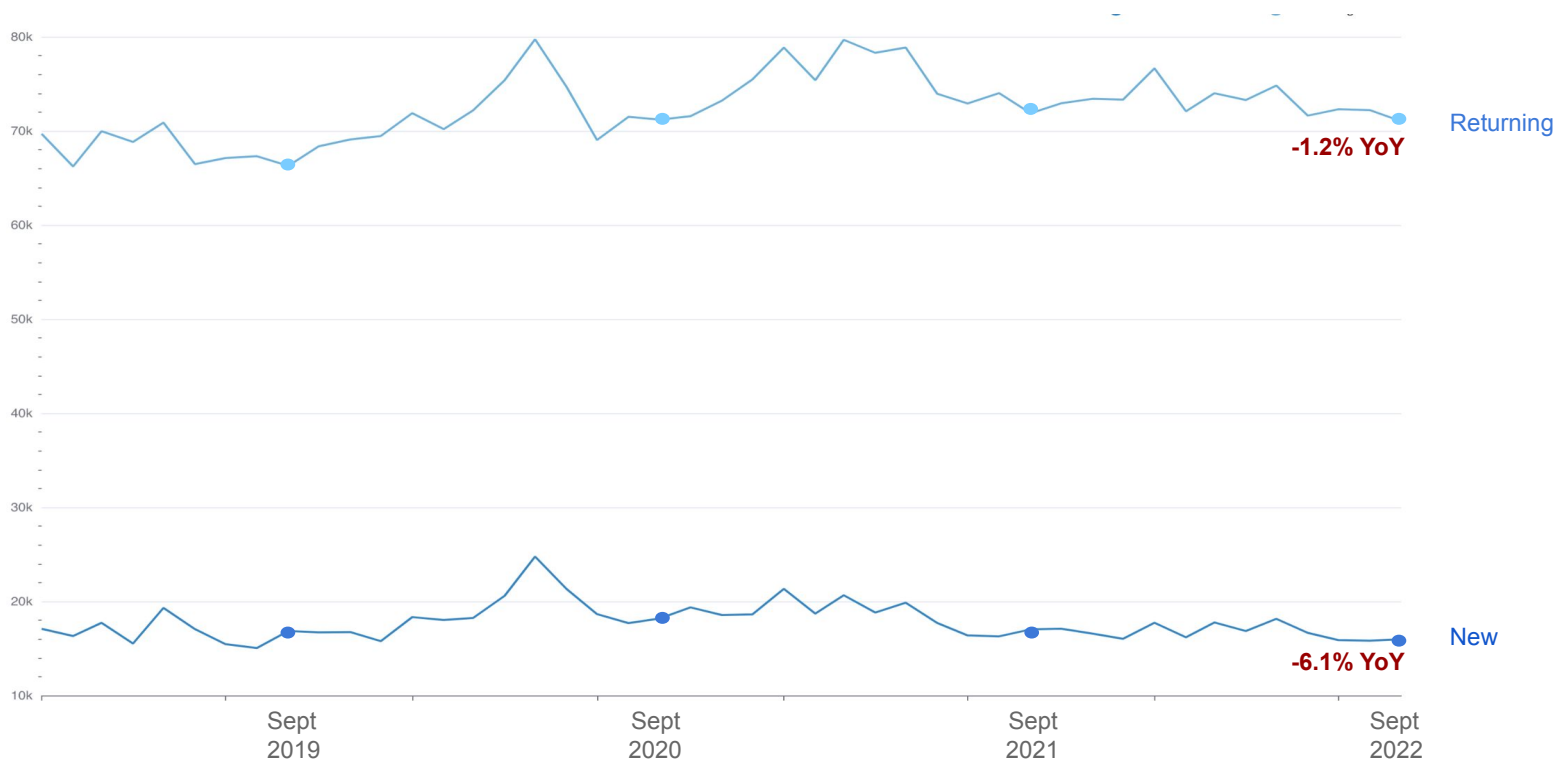


-2.1% YoY

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 drop slightly, weakness in new active editors continues

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](#)

New Active editors drop continues

New Active Editors

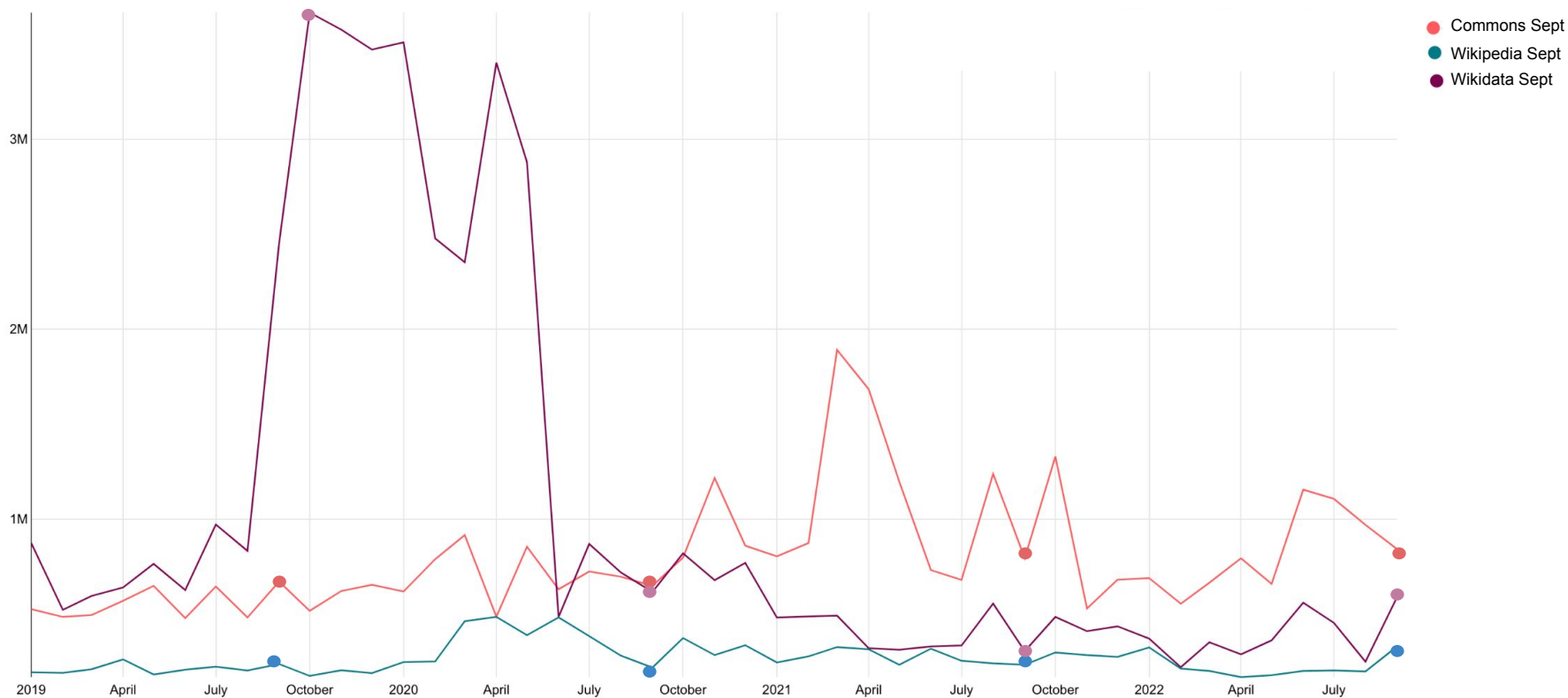


-6.1% YoY

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](#)

All three major projects see net new content increases including Wikipedia whose increase comes after seven months of YoY drops

Net new content



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](#)