

Quarterly review

Reading

Community Tech

Q1 - 2016/17

Approximate team size during this quarter:
23 Reading, 5 Community Tech

(provisional) Key performance indicator

Global Pageviews	15.0 B / mo	-0.7% YOY (estimate, ± 1 pp) See appendix for more on traffic trends
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Q1 - Reading

Reading



Engage and retain readers

Find new readers

Strategic Initiatives

Improve

encyclopedia experience

Engagement and retention in current experiences

**EXISTING
USERS**



Reach

new readers

Reach new readers in the “Global South”

NEW READERS



Interactivity

with new experiences

Collaborative and interactive experiences

**NEW
MEMBERS**



Strategic Initiatives

Improve

encyclopedia experience

Engagement and retention in current experiences

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Interactivity

with new experiences

Collaborative and interactive experiences

**NEW
MEMBERS**

Based on Foundational Work

Understand our users: Qualitative and quantitative research about our readers

Services: Build out services to support new experiences across all channels

Q1 - Reading iOS

Objective: Notifications



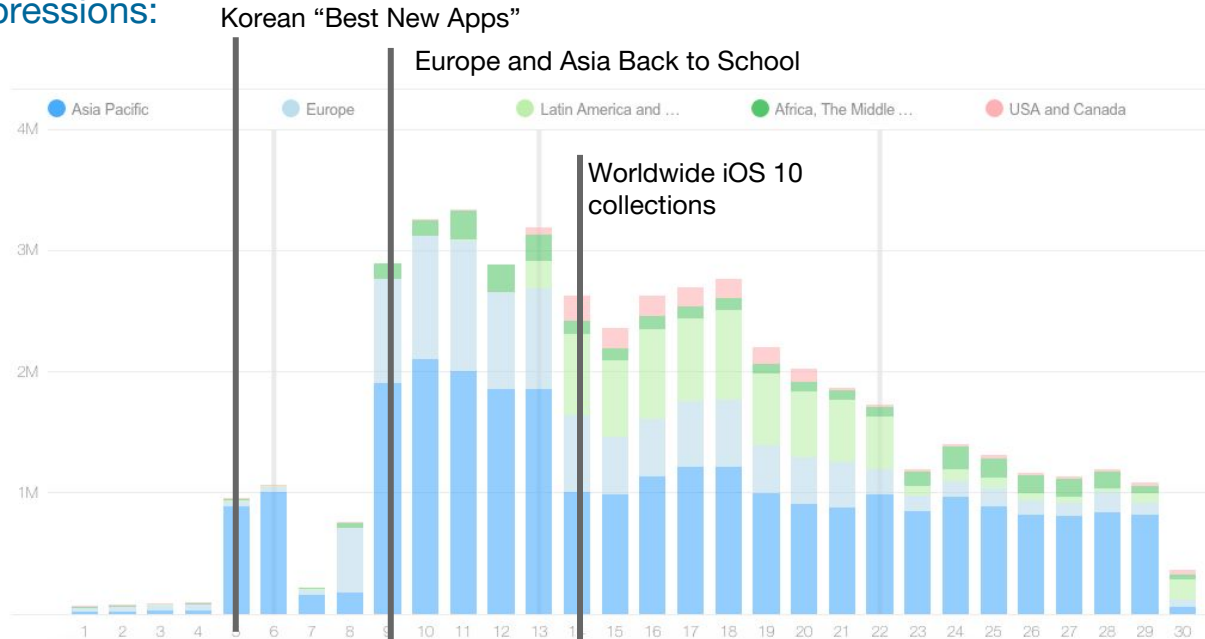
Objective	Measure of success	Status
Notifications pilot	Continue to improve medium-term retention by piloting content based notifications or other push mechanisms. This pilot is in beta testing.	In Beta
Q3 holdover - Data layer migration	Improve performance and stability by adopting a new database layer. The last step was moving our feed to the new API. Current in beta as well.	In Beta

- Released lock screen widgets for Most Read and Continue Reading
- Featured on the front page of multiple app stores:
 - Featured in Europe and East Asia (particularly Korea) in back to school collections
 - Featured Worldwide as part of several iOS 10 related collections
 - Features generated an additional 155,000 additional installs* in September
- Notifications for top read news items (a combination of wiki curation and pageviews API data) is now in beta. First ever official content push notification from Wikipedia.

* Estimate; measured as "App Units" in iTunes Connect. This metric differs somewhat from the app download numbers reported in our [core metrics](#).

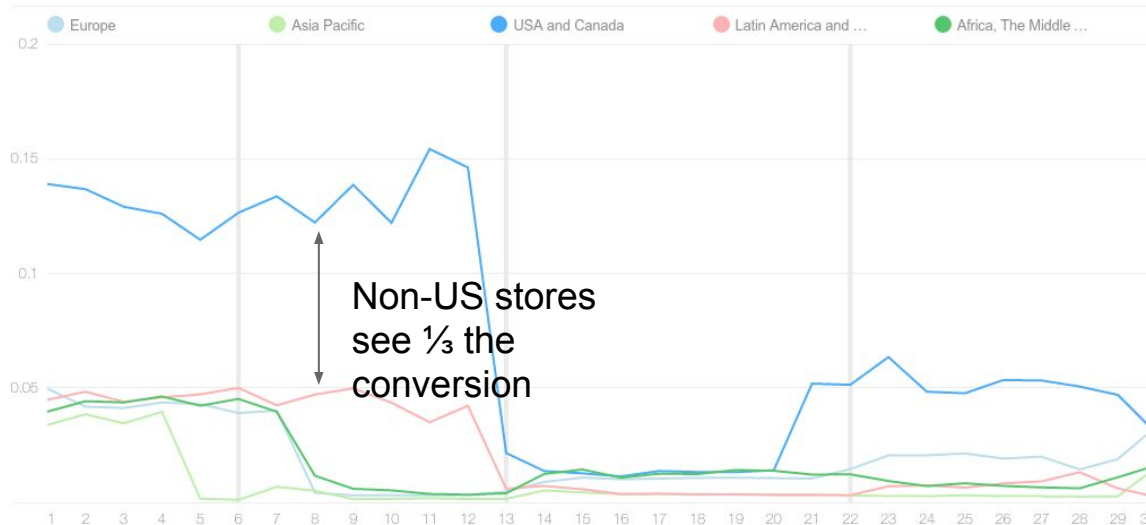
Q1 - Reading iOS

The iOS app was featured heavily in September by iTunes editorial team. By timing our roadmap with Apple's update we were recognized for our new widgets and our icon was seen by millions a day in East Asia, Latin America and the US. During this period we saw a 7000% increase over baseline impressions:



Q1 - Reading iOS

This exposure was great recognition of the team's work, and an important bridge-building moment with iTunes and Apple Developer Relations team. It also highlighted that we need to do more to capture an international audience:



Q1 - Reading Android

Objective: Navigation overhaul

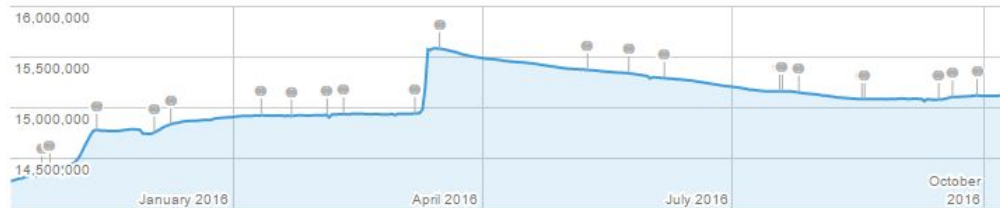


Objective	Measure of success	Status
Navigation overhaul	Increase engagement by centralizing more of the app's features into a single interface, and surfacing interrelated features more prominently.	Done
Launch Feed (holdover from Q4)	Drive user retention via Feeds on the app's home screen, with an emphasis on sharing the feed content. In the process, encapsulate as much feed generating logic in our RESTBase service, for use by Android, iOS, or other consumers.	Done

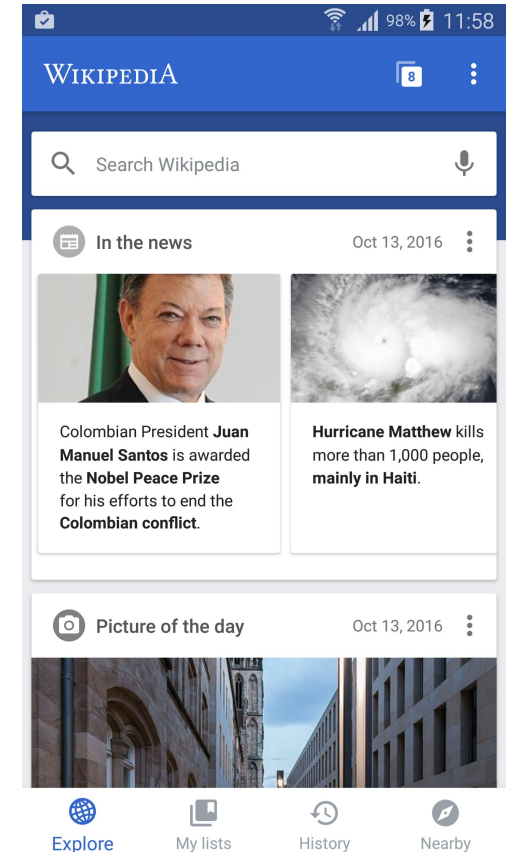
- Launched Feed early in Q1, with very positive media/user response. Seeing gradual positive growth in retention.
- Excellent collaboration with Comms: Wikimedia Blog post was most-viewed post of the year. Dozens of news articles from US, South America, and Indian media.
- Despite positive reception, surprisingly little impact on install numbers.
- Launched navigation overhaul at the end of Q1; still need additional data to measure impact on retention/engagement.

Q1 - Reading Android

- The Feed is responsible for a growing number of PVs in the app. Plenty of additional potential to be explored in coming quarters (e.g. improvements to Trending, news, on-this-day, etc.)
- Total installs climbing again, after having dropped since the Google hiccup in Q2 (see Metrics slides for more data):



- Featured in “Back to School” promotion on Google Play.
- Content Service gaining significant traction in other teams within the Foundation.



Q1 - New Readers

Objective: present research



Objective	Measure of success	Status
Synthesize and present research from Mexico, India, Nigeria	All findings are available on meta, a workshop is presented and well attended by staff and volunteers.	Research synthesized and presented.

- 11,000 phone surveys, 145+ in-person interviews, and community interactions across 3 countries were synthesized into 24 findings in multiple, accessible formats.
- Community and staff continue to engage with the research.
- The video is on [Commons](#) and [YouTube](#).
- All content and findings are available: https://meta.wikimedia.org/wiki/New_Readers/Findings



Q1 - New Readers

Objective: cross-team direction



Objective	Measure of success	Status
Drive decision making for strategy for cross functional team for remainder of fiscal year	Narrowed strategic focus to 2-4 areas based on research findings. Plans in progress for all involved teams.	3 focus areas chosen.

- Phased approach with testing and community input throughout: build, awareness, launch
- We are focused on 3 main areas to target for the remainder of the year.
 - Lack of **awareness** and understanding of Wikipedia.
 - Supporting readers who want to **curate offline content** to read or share from the mobile web.
 - **Affordability** as a barrier to access.
- Next steps for Reading component:
 - Prototyping started at offsite in Berlin last week.
 - Testing and iterating with readers and community members in target countries during Q2.
 - Preparing for push to production first half of 2017.

Q1 - New Readers

Successes:

- Casual community engagement and follow up with regards to sharing research has been successful due to active management by Anne, Zack, and Joe.
- Reading related work is being done in public on Meta and phabricator, leading to richer and easier interactions with volunteers and staff.
- Collaboration with Communications, Design Research, Global Reach, and Community Engagement has lead to richer solution sets.

Challenges:

- Ownership across many teams is challenging, and requires active management.
- Formal community consultations have been hard to structure and kick off, which we will need to do this quarter.





Objective	Measure of success	Status
Refine and move language switching improvements from beta to stable on most wikis	Easier language switching for our users is expected to lead to an increase in language switching	Shipped


- **Goal:** Improve reading experience for users who speak more than one language. Aid other teams in localization efforts
- **Plan:** Move language switching button from the bottom to the top of article and shift to new styling and search for easier language switching
- **Strategy:** Collaborated with community and language team to gain insight on best implementation and use cases
- **Result:** Button has better placement and increased usability, however, no significant increase or decrease in usage has been reported

Q1 - Reading Web


Objective: Language-Switching



Before



After



Carrier 4:37 PM en.m.wikipedia.org

Search Wikipedia

Edward Norton

Ed... on (born August 18, 1969) actor, filmmaker and activist. ...en nominated for three Academy Awards for his work in the films *Primal Fear* (1996), *American History X* (1998) and *Birdman* (2014). He also starred in other roles, such as *Everyone Says I Love You* (1996), *The People vs. Larry Flynt* (1996), *Fight Club* (1999), *Red Dragon* (2002), *25th Hour* (2002), *Kingdom of Heaven* (2005), *The Illusionist* (2006), *Moonrise Kingdom* (2012) and *The Grand Budapest Hotel* (2014). He has also directed and co-written films, including his directorial debut, *Keeping the Faith* (2000). He has done uncredited work on the scripts for *The Score* (2001), *Frida* (2002), and *The Incredible*

Q1 - Reading Web

Objective: Hovercards



Objective	Measure of success	Status
Holdover from Q4: Increase learning by lowering cost of exploration	Launch hovercards beta feature on desktop web across multiple wikis, gauge improved reader satisfaction via survey	A/B tests and qualitative tests performed

- **Goal:** Reduce the cost of exploration of a link and promote learning by allowing readers to gain context of an article without navigating away from the original topic
- **Q2 Plan:** Refine current hovercards feature, test design thoroughly, and ensure code infrastructure meets quality bar prior to release

in the [Greek War of Independence](#) when Ada was eight years old. Her mother remai

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The **Greek War of Independence**, also known as the Greek Revolution, was a successful war of independence waged by the Greek revolutionaries between 1821 and 1832 against the Ottoman Empire. The Greeks were later assisted by

Edited 21 days ago



e capability of computers to go beyond mere calculating or number-crunching, while r

Q1 - Reading Web

Objective: Hovercards



- **Performed A/B test on hu.wikipedia.org - no negative effect on fundraising**
 - Performed donation test w/ Fundraising Tech and Online Fundraising. Full results here: https://www.mediawiki.org/wiki/Extension:Popups/Fundraising_test_1
- **Qualitative tests**
 - 13 out of 15 participants reported positive experiences with hovercards
 - Gained insights on how hovercards change reading experience
 - Full results here:
https://www.mediawiki.org/wiki/Wikimedia_Research/Design_Research/Reading_Team_UX_Research/Hovercards_Usability
- **Next Steps - preparing for move to stable is goal for Q2:**
 - More detailed release criteria
 - Involving the community early in the process
 - Significant engineering work to meet quality bar
 - Further quantitative data - A/B tests in progress on it.wikipedia.org and ru.wikipedia.org with goals of replicating fundraising data and determining effect of hovercards on page and link interactions

Q1 - Reading Web

Objective: Web Speed



Objective	Measure of success	Status
Holdover goal from Q4: Decrease load time and cost for low-resource environments	Lazy loading of images, and cutting default HTML size on Wikipedias, stable mobile web channel. https://phabricator.wikimedia.org/T113066	Launched on all projects

Motivation: In many parts of the world, high mobile data costs present significant barriers to accessing knowledge, preventing us from reaching new readers

Goal: Significantly lowering data costs on Wikimedia sites by preventing unnecessary image downloads via lazy loading of images

Plan: Release lazy loading of images on all Wikipedias

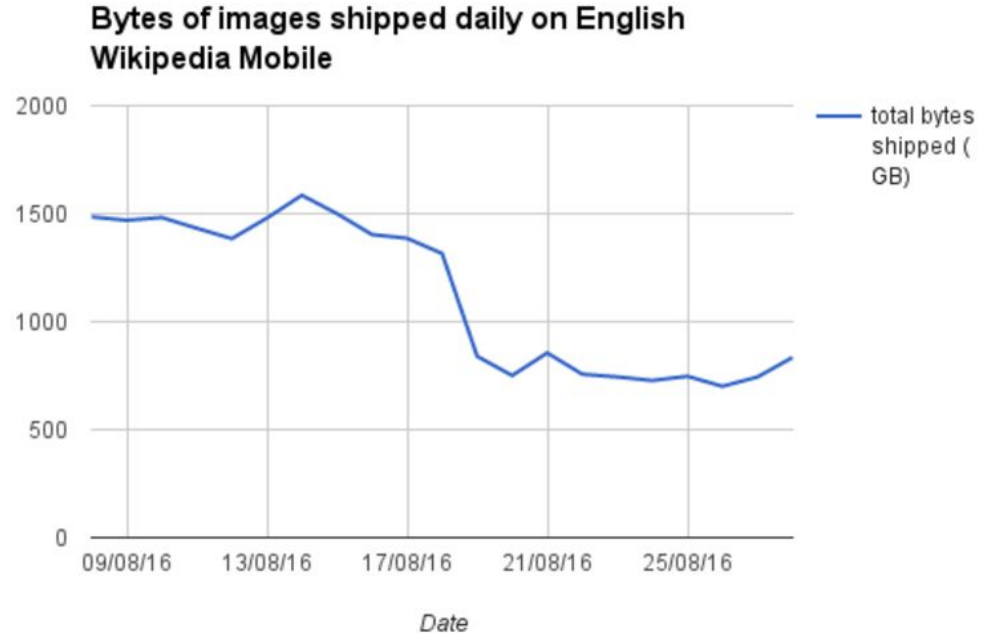
Result: Wikipedia pages on mobile now use less data and take less time to load. Over one week, we saw a 32% decrease on data usage in Indonesian Wikipedia, a 47% decrease in English wikipedia, and a 51% decrease in Japanese wikipedia

Q1 - Reading Web

Objective: Web Speed



“To illustrate this impact, as of June 2016, the [article about Japan on the Japanese Wikipedia](#) contained 1.4MB of images, 195KB of text, 157KB of JavaScript and 8KB of CSS. Without loading any of the images for the article, that would translate to about [0.03USD in mobile data costs](#) (on a post-paid data plan in Japan) rather than 0.15USD with all the images loaded for the article.”[1]



[1] Jon Robson. "How Wikimedia Helped Mobile Web Readers save on Data" *Wikimedia Blog*. Wikimedia, 19 Sept. 2016. Web. 18 Oct. 2016.

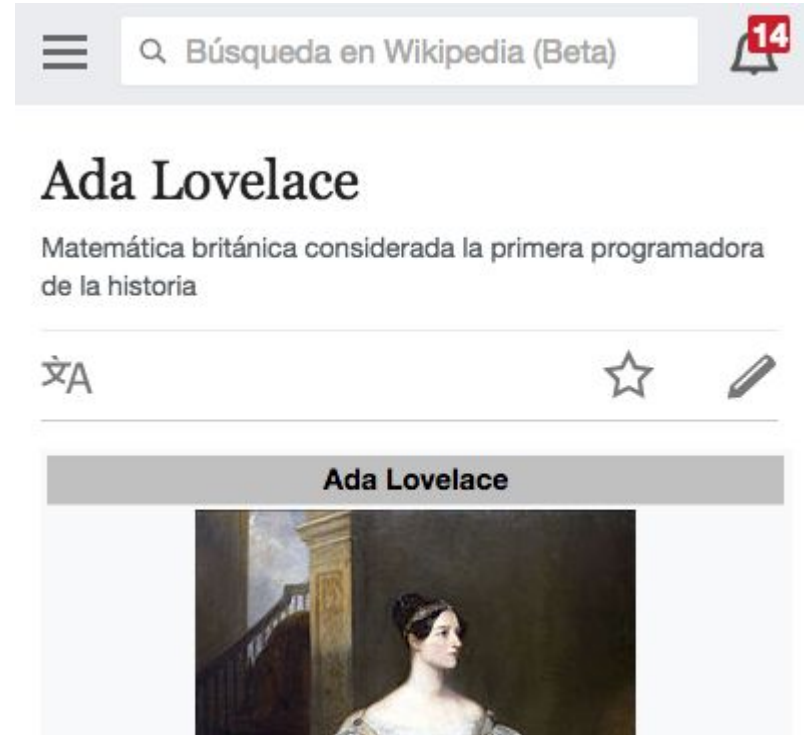
Q1 - Reading Web

Wikidata descriptions live on Mobile

- **Plan:**
 - Readers could benefit from an article description or summary before they begin reading
 - Feature had been live on the apps - wanted to successfully transfer to mobile web
- **Status:**
 - Deployed on all projects but top 6 Wikipedias
 - Began deployment on top 6 Wikipedias starting with Japanese and Spanish
 - Waiting to hear from community about the remaining 4

Related Pages

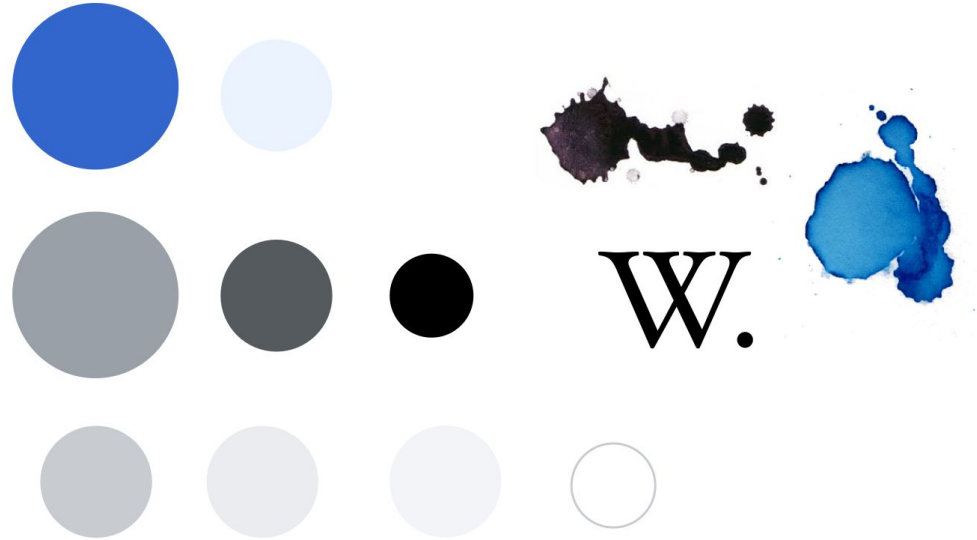
- Collaborated with community liasons to establish rollout plan and feature reach



Q1 - Reading UX

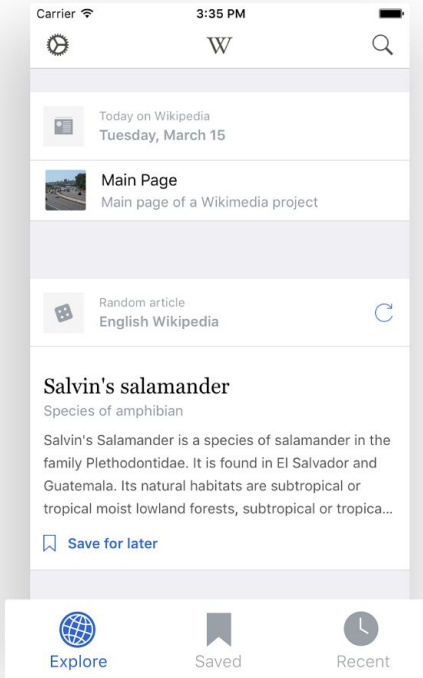
Reading UX cross team collab resulted in formulating guiding principles for design at the foundation. First responsibility was to update reading products based on it

- **Design Principles**
- **Visual Design Principles**
 - **Color**
 - **Typography**
 - **Iconography**
 - **Layouts**



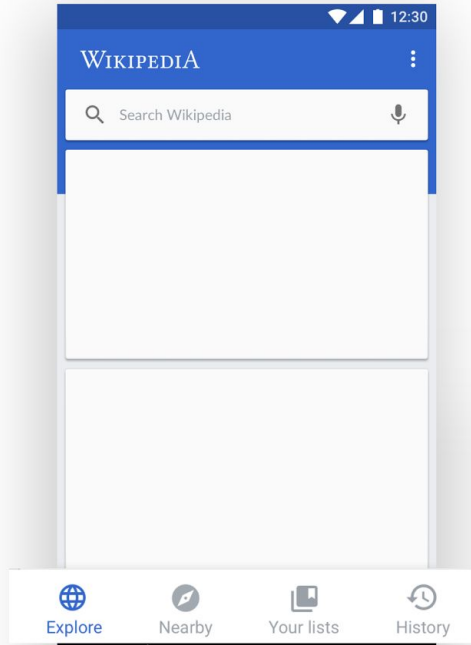
Q1 - Reading UX

For the first time ever, we have a consistent color palette across various products. We are finally moving towards a consistent design language.



iOS

Android



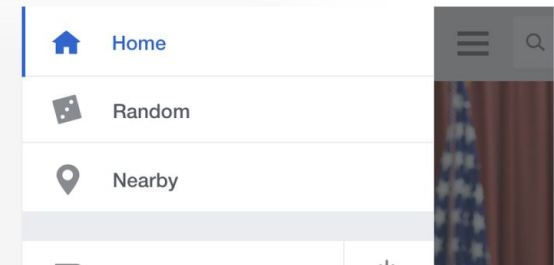
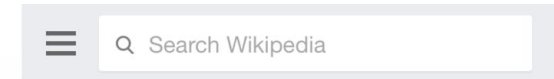
Portal



Visual Editor



Mobile Web



Q1 - Community Tech

Community Tech

Q1 - Community Tech

Strategy: 2015 Wishlist Survey report



The top 10 from the 2015 survey:

- **5 wishes** - Granted!
- **1 wish** - Currently in progress, will continue into 2017
- **2 wishes** - Other teams working on these
- **2 wishes** - Declined as unfeasible

We've also been exploring other ways to do helpful work:

- Working with Support & Safety on blocking tools, and Learning & Evaluation on the Programs Dashboard
- Worked on a top request from a smaller group (Wikisource)
- Pop-up spot fixes on important community tools: Abuse Filter, New Page Patrol



There's more info in our latest Status report (Oct 2016): https://meta.wikimedia.org/wiki/2015_Community_Wishlist_Survey/Status_report_3 and an overview of the 107 wishes here: https://meta.wikimedia.org/wiki/2015_Community_Wishlist_Survey/Results

Picture: https://commons.wikimedia.org/wiki/File:Vuurwerk_in_New_York.JPG (public domain)

Q4 - Community Tech

Strategy: Here comes the future



2016 Community Wishlist Survey coming soon!

- **Proposal phase** kicks off **Nov 7th** until **Nov 20th**
- **Voting phase** runs from **Nov 28th** to **Dec 12th**
- More emphasis on helping the community to collaborate on writing high-quality proposals
- In addition to the top 10 wishes, we're specifically allocating a portion of dev time for smaller groups' wishes
- Everyone please spread the word
- It is going to be awesome

https://meta.wikimedia.org/wiki/2016_Community_Wishlist_Survey



Q1 - Community Tech

Objective: Wish fulfillment




Objective	Measure of success	Status
Increase core contributors' productivity by shipping features and fixes related to three wishes in the Wishlist Survey top 10	Wish #9: Launch CopyPatrol , an interactive interface for the plagiarism detection bot	Wish granted!
	Wish #5: Deploy numerical sorting in categories on English WP & other languages	Wish granted!
	Wish #4: Define a technical plan for Cross-wiki watchlist	Completed!

Q1 - Community Tech

Objective: Wish fulfillment



CopyPatrol (#9 wish):

 **CopyPatrol** [Feedback](#) [Leaderboard](#) Login

All cases Open cases Reviewed cases Drafts only

WikiProjects

Type WikiProject names... Submit

Page	Diff	Editor	WikiProjects	Review
Jan van Eyck History	Diff 2016-08-12 18:11	207.157.127.160 Talk Contributions	Belgium Biography Catholicism Christianity Middle Ages Visual arts	Page fixed No action needed

Compare 100% of edit (487 words) <http://context.montpelier.org/document/705>

Compare 97% of edit (475 words) <http://www.nlnrac.org/printpdf/142>

Compare 97% of edit (475 words) http://phil-splitter.com/html/declaration_of_independance.html

Authenticate report

Check it out: <http://tools.wmflabs.org/copypatrol> ! Currently live for English WP; we're working on international versions.

Q1 - Community Tech

Objective: Wish fulfillment



Numerical sorting in categories (#5 wish):

Example: Category:1990s comedy films on English WP.

Before we deployed our fix, the list said:

100% Arabica
101 Dalmatians
2 Little, 2 Late
20 Dates
3 Ninjas
3 Ninjas Kick Back
5 Men and a Limo
The 6th Man
8 Heads in a Duffel Bag
97 Aces Go Places

The new version, with numerical sorting:

0-9

- 2 Little, 2 Late
- 3 Ninjas (film)
- 3 Ninjas Kick Back
- 5 Men and a Limo
- The 6th Man
- 8 Heads in a Duffel Bag
- 20 Dates
- 97 Aces Go Places
- 100% Arabica
- 101 Dalmatians (1996 film)

Currently live on English, Swedish and Macedonian WP.

Coming soon on French, Hebrew, Hungarian, Italian, Norwegian, Polish, Russian and Vietnamese.

More info: https://meta.wikimedia.org/wiki/Community_Tech/Numerical_sorting_in_categories

Q1 - Community Tech

Objective: Wish fulfillment



Cross-wiki watchlist (#4 wish):

Goal for Q1: Define a technical plan with the help of the Architecture Committee. `{{done}}`

Goal for Q2: Build a proof-of-concept prototype.

26 May 2016

- EN:WP** (diff | hist) .. [Pride and Prejudice](#), 22:51 .. (+22) .. [Ascenti](#) (talk | contribs) (*--> Major themes: clarify source of date and quote*) (Tags: *Mobile edit, Mobile web edit*)
- IT:WS** (diff | hist) .. [Categoria:Pagine in cui e citato Louis Pierre Eugene Sedillot](#), 20:20 .. (+33) .. [Carlavatti](#) (talk | contribs)
- EN:WP** (diff | hist) .. [List of Marvel Cinematic Universe films](#), 19:22 .. (+22) .. [Johnnotjohn](#) (talk | contribs) (*Reverted edits by 38.4.167.93 to last version*)
- COMM** (diff | hist) .. [m File:18th century shoes sandals](#), 18:13 .. (+22) .. [AuntSandra](#) (talk | contribs) (*Applied template*)
- EN:WP** (diff | hist) .. [Brachiopod](#), 17:44 .. (+22) .. [Johnnotjohn](#) (talk | contribs)
- META** (diff | hist) .. [Talk:Community Tech/Migrate dead external links to archives](#), 16:18 .. (+22) .. [Johnnotjohn](#) (talk | contribs)
- COMM** (diff | hist) .. [m File:10th century cathedral demolition](#), 15:01 .. (+22) .. [AuntSandra](#) (talk | contribs)
- ES:WP** (diff | hist) .. [Discusión:Diccionario de la lengua española](#), 14:18 .. (+22) .. [Phertt3](#) (talk | contribs) (*Revertidos los cambios de Sedtmad*)

In this wireframe, you're on English Wikipedia, so the EN:WP bubbles are light gray. Other projects use colors assigned on the fly.

Q1 - Community Tech

Objective: Tool Labs support

Objective	Measure of success	Status
Improve volunteer developers' productivity, and encourage them to publish source code	Launch Striker , a tool that connects developers' LDAP account with their Wikimedia user account, and allows them to easily create git repositories	Striker is live!
Reduce barriers for new volunteer developers	Extend Striker to help new developers create an LDAP account, removing barriers in the new account creation process	Working on it
Encourage community maintenance of important tools	Lead a community discussion to define a new policy for how users can take over abandoned tools	Discussion underway

More info: https://meta.wikimedia.org/wiki/Community_Tech/Tool_Labs_support

Community discussion on abandoned tools: https://meta.wikimedia.org/wiki/Requests_for_comment/Abandoned_Labs_tools

Q1 - Community Tech

Other successes and misses

- **PageAssessments:** A simple extension for storing article assessments in a database table and making them available through an API. The extension is currently deployed to English Wikipedia and will be deployed to other wikis once full roll-out and beta testing is complete on English Wikipedia. This project was based on a request from WikiProject volunteers at Wikimania 2015.
- **Google OCR for Indic-language Wikisources:** This was #25 on the Wishlist Survey. The open-source OCR tool used by most Wikisource projects doesn't handle Indic languages well. Partnerships helped us to get free credits for Google's API, so that we could help Indic Wikisources access this much-needed service. Right now, our tool works on Bengali, Sanskrit and Tamil; more languages will be supported as Google improves their OCR services.



"Honey Dog as Santa 2" by Anne Gomez

https://commons.wikimedia.org/wiki/File:Honey_Dog_as_Santa_02.jpg

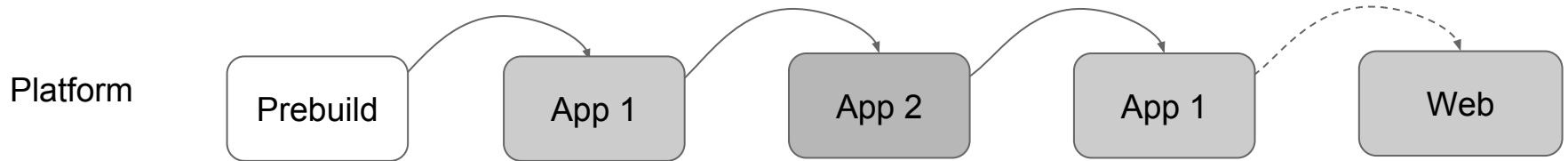
Appendix

Reading Overview

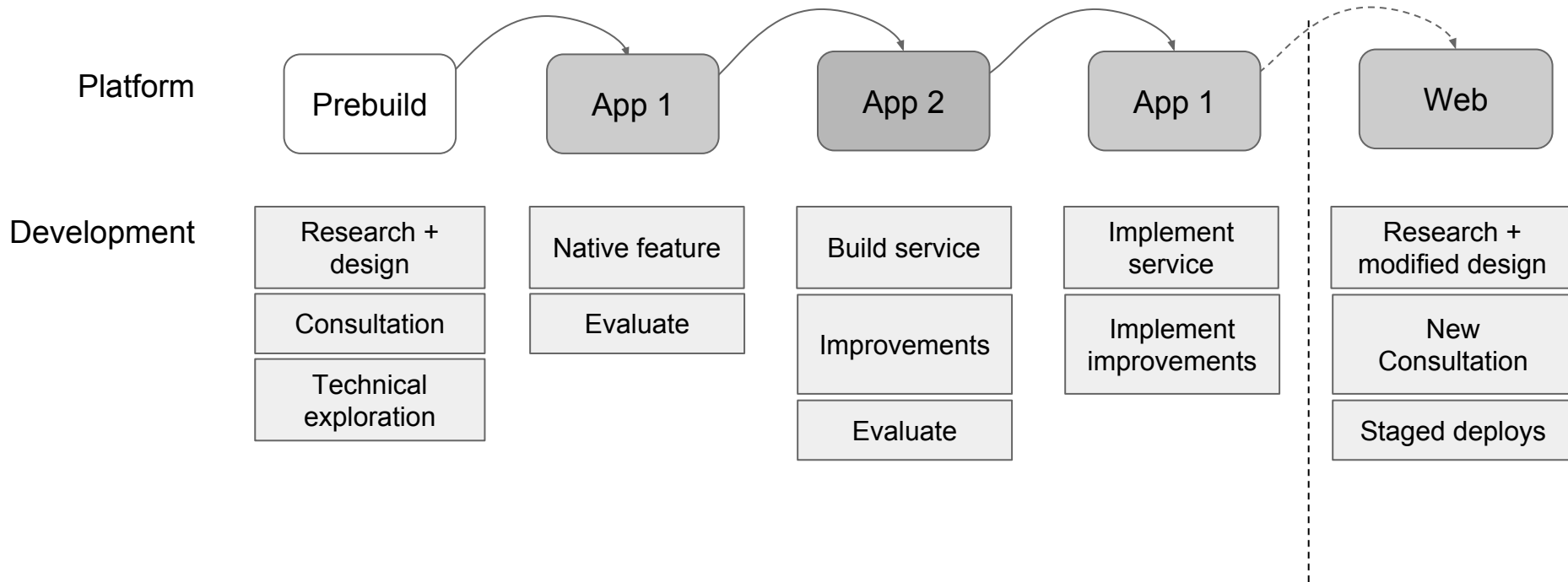
Metrics highlights

- Overall traffic is flat (-1.1% compared to Q1 2015/16). We now have confirmation that the drop in 2015 was a one-time effect largely due to the HTTPS rollout and the block in China.
- Percentage of mobile pageviews was on the rise until the middle of the quarter, then began to drop slightly. Regarding unique devices, the majority is already mobile.
- After shrinking in Q4, the Android app's install base began to grow again this quarter

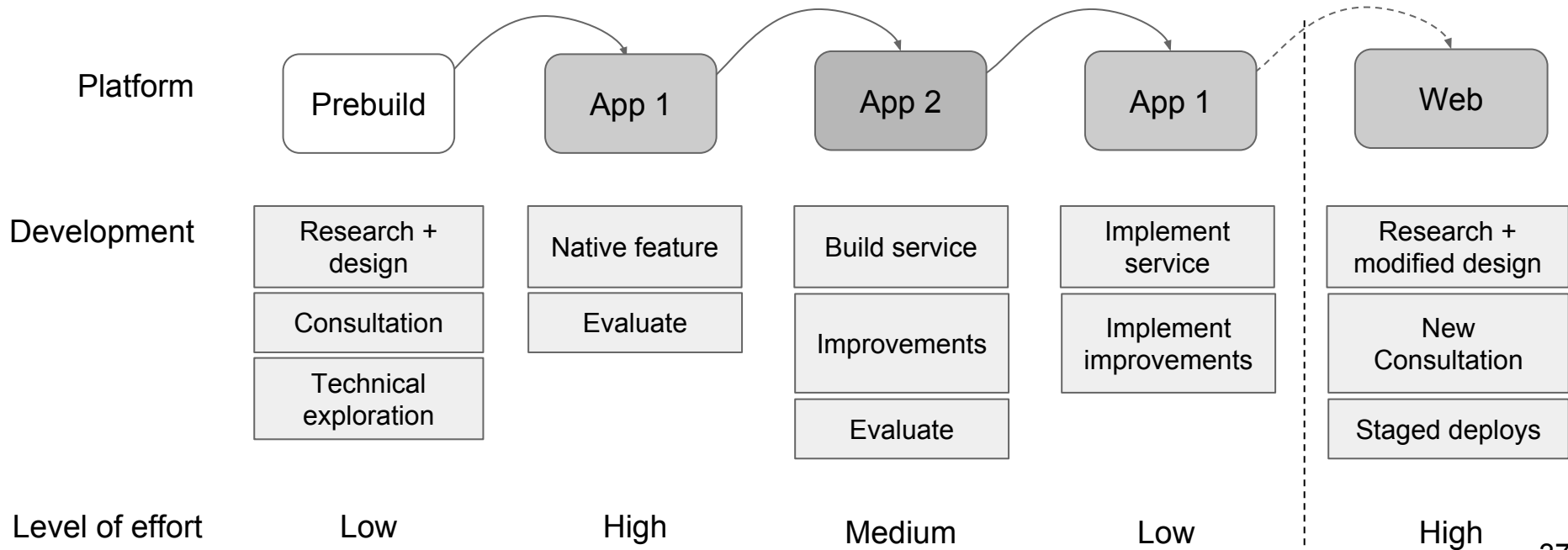
We're developing a rhythm



We're developing a rhythm



We're developing a rhythm



Some issues ~~this~~ **LAST** quarter:

- **Design research blocked:** Qualitative analysis was blocked on recruitment almost the entire quarter Unblocked
- **Mobile app analytics:** The instance of Piwik did not scale well to our needs blocking feature-level analysis on iOS Unblocked
- **Core metrics:** we continue to work with the analytics team on our desired core metrics Making progress
- **Quality assurance:** There were several areas where we felt the existing process for assuring quality of releases was not sufficient. We are exploring new processes to ensure that all releases reflect our desired standards Making progress:
added manual QA regression test to web;
exploratory QA TBD

Some highlights/issues this quarter:

- **Team:** Filled open headcount
- **Metrics:** Consistent delivery of features, not always impacting high level metrics
- **Data:** Analytics instrumentation and infrastructure hampered analysis
- **Community:** Lack of ‘rules’ for rolling out to community continues to challenge web development
- **Collaborations:**
 - New Readers
 - Nirzar
 - Worked with Ops/Services and Wikimedia De on PDF rendering issues
 - Worked with language team on compact language bar

Non-feature programs in the coming quarters:

- Resourcing our services efforts
- PDF rendering service transition will be ongoing for 6 months
- Longitudinal opt-in app user study
- Retention and engagement metrics
- Reader contribution consultation
- Privacy by design compliance

Q2 Goals

Team	Objective	Key result	Dependency
Web	Increase learning by lowering cost of exploration	Refine hovercards feature and remove all known blockers for moving from beta to stable	<ul style="list-style-type: none">• Results of a/b tests• Community Liaisons
New Readers	Collect feedback on direction and implementation of proposed user-facing software changes from both potential end-users and community members.	Deliver a wrap up report of the feedback that was received and the changes that were made as a result.	<ul style="list-style-type: none">• Design Research• Community• Engagement• Communications• Partnerships
iOS	Enable location based exploration and search.	Add a Nearby tab (similar to Android) with map based search and browsing functionality.	<ul style="list-style-type: none">• Design Research

Team	Objective	Key result	Dependency
Android	Open up a new and simple way for readers to start contributing, and reinforce the idea that Wikipedia articles are editable by anyone.	Enable editing of Wikidata descriptions from the app.	<ul style="list-style-type: none">• Wikidata Consultation• Design research• Community Liaisons
Reading Infrastructure	Bolster MediaWiki API consumer (apps, bots, mashups, etc.) ability to obtain key revision quality and pageview stats	MediaWiki API endpoints are available and operate at scale for: Revision quality (T143895) + Pageviews and velocity (T144865)	<ul style="list-style-type: none">• Research (ORES)• Analytics
Mobile content service	Notify users that Wikipedia has the background info on the latest current events	Deploy real time Trending Page API based on the number of edits performed by users	<ul style="list-style-type: none">• Services

Q1 - Community Tech (Q2 Goals)

Objective	Key result	Dependency
Improve core contributors' productivity	Build a proof-of-concept version of Cross-wiki watchlist (#4 on wishlist), to determine the hardware requirements for the finished tool	<ul style="list-style-type: none">● Performance● Operations
Help program leaders to organize and manage their programs	Make UI improvements to WMF's Programs & Events Dashboard	<ul style="list-style-type: none">● Learning & Evaluation● WikiEd Foundation
Include Wikimedia communities in goal development and prioritization	Conduct 2016 Community Wishlist Survey, in collaboration with contributors from all Wikimedia projects	<ul style="list-style-type: none">● Technical Collaboration

Q1 - Tool Labs/CTech (Q2 Goals)

Objective	Key result	Dependency
Reduce barriers for new volunteer developers	Extend Striker to help new developers create an LDAP account and manage their SSH keys, removing barriers in the new account creation process	<ul style="list-style-type: none">• Security
Improve workflows for Tool Labs developers	Define evaluation criteria for evaluating Platform as a Service (PaaS) solutions	<ul style="list-style-type: none">• Tool Labs Community
Encourage community maintenance of important tools	Develop a takeover policy for abandoned tools, in collaboration with the Tool Labs community	<ul style="list-style-type: none">• Tool Labs Community

Key Metrics

Metrics highlights

- Percentage of mobile pageviews was on the rise until the middle of the quarter, then began to drop slightly. Regarding unique devices, the majority is already mobile.
- Overall traffic is flat (-0.7% compared to Q1 2015/16). We now have confirmation that the drop in 2015 was a one-time effect largely due to the HTTPS rollout and the block in China.
- After shrinking in Q4, the Android app's install base began to grow again this quarter, possibly helped by its inclusion in the Education category page in Google's Play Store.

Q4 - Reading

	Monthly unique devices (desktop + mobile web) Average July-September	% mobile
English Wikipedia	587 million	65%
Spanish Wikipedia	119 million	61%
German Wikipedia	79 million	55%
Japanese Wikipedia	67 million	67%
Russian Wikipedia	63 million	55%

Monthly pageviews/device English Wikipedia Average July-September	
Desktop	20
Mobile web	9

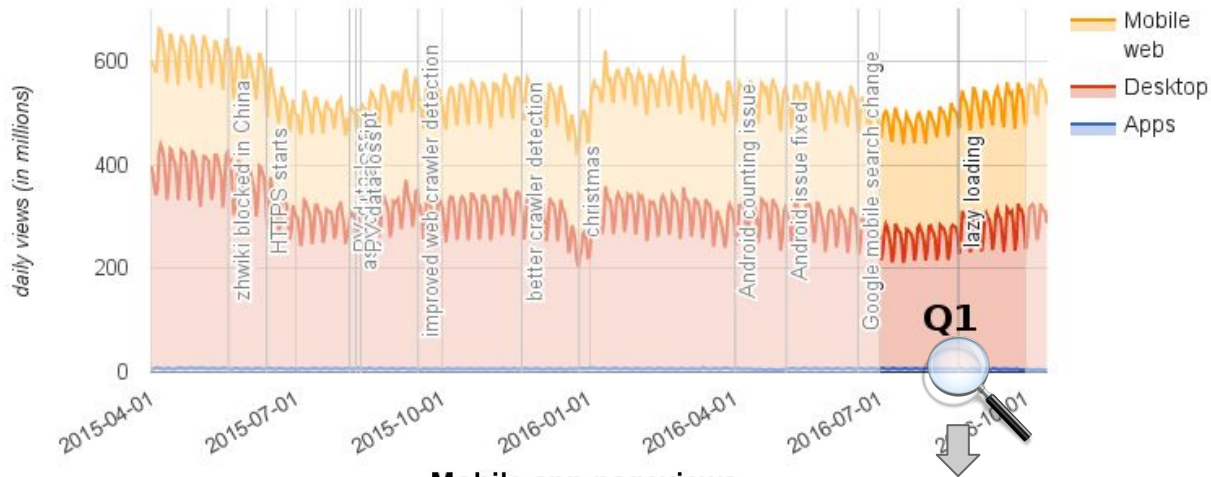
(Top 5 projects by overall unique devices - no global number available)

[New metric](#) constructed by the Analytics team

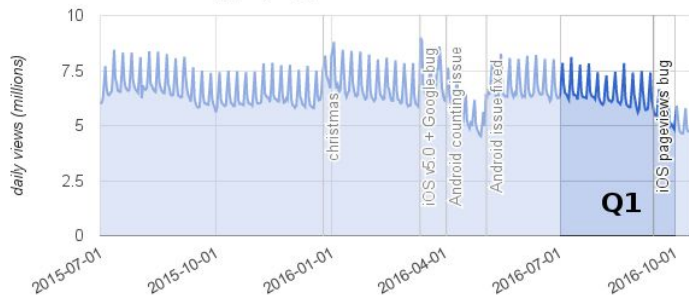
NB: devices <> users

Q4 - Reading

Total pageviews, by access method



Mobile app pageviews



Appendix: Key metrics



Pageviews per month	
Total	15.0 billion* -0.7% YoY (est.)**
Mobile web	6.9 billion +11.2% YoY (est.)**
Desktop	7.9 billion* -9.2% YoY (est.)**
Apps	189 million*** -5.4% YoY (est.)**

All normalized to 30 days/month

* Corrected for anomalies
** Corrected for estimated effects of [pageview definition changes](#)
*** Probably 1-2% too low due to apparent [iOS pageview bug](#)

Q4 - Reading

General trends:

Globally, total readership has been **slightly declining** since 2013 (-3.1% yearly).

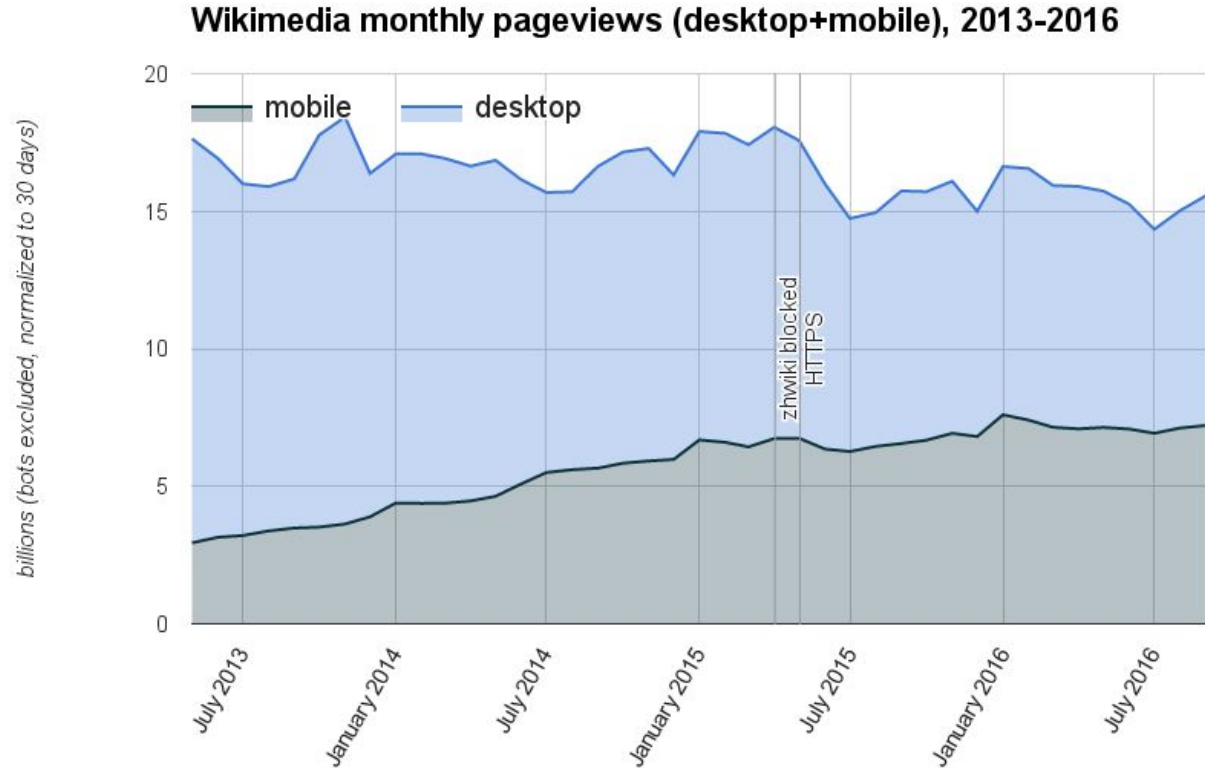
Likely attributable to two one-time effects:

- Block of zhwiki in China in May 2015 (est. -1.5 to 2% drop in total traffic)
- Converting our sites to HTTPS-only in June 2015

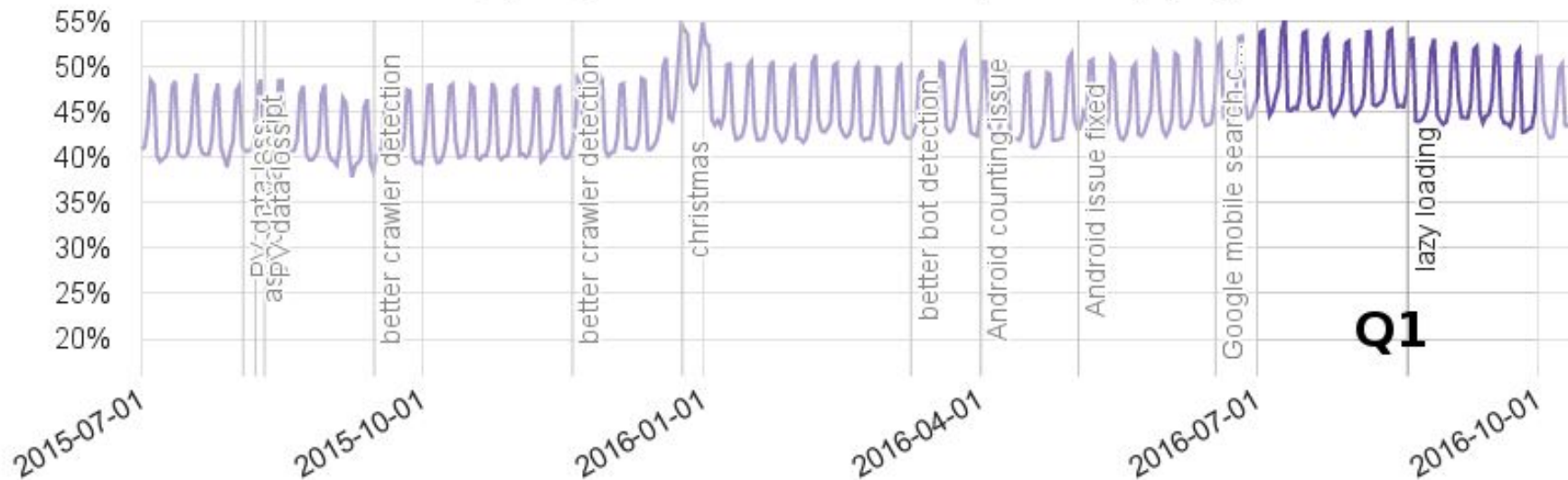
Mobile is increasing as desktop is declining.

Mobile growth is **replacing desktop readership**, approaching parity in pageviews.

See the [August 2016 metrics presentation](#) for more detail



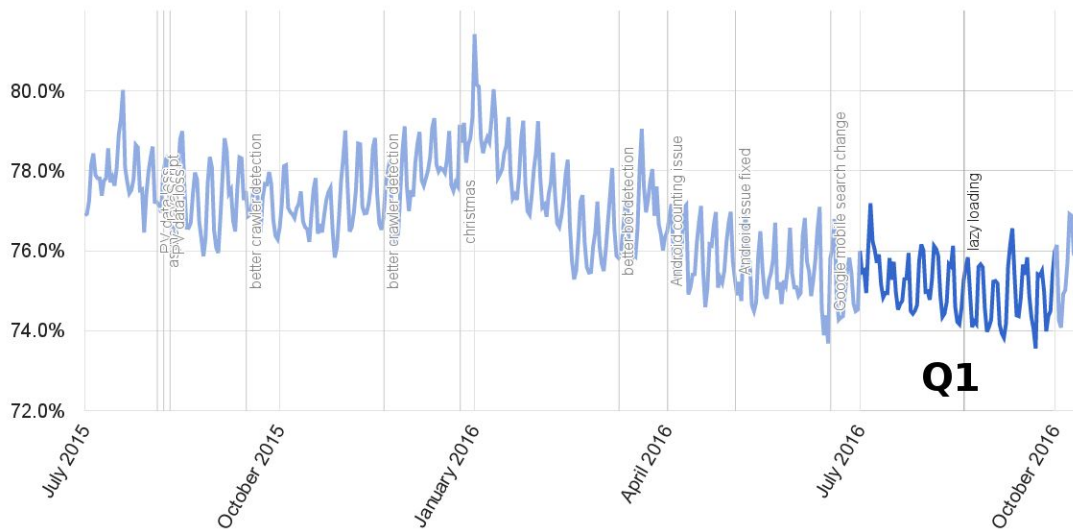
Wikimedia daily pageviews, %mobile (web+apps)



Some of the decrease since the middle of the quarter may be seasonal (higher mobile usage during vacation), but it's still more pronounced than last year.

Q4 - Reading

Percentage of pageviews from the Global North



Global North ratio: 77.8% of total pageviews
(Q4: 75.6%)

Pageviews per month	Global North	Global South
Total	11.7 billion -0.3% YoY*	3.3 billion -2.2% YoY*
Mobile Web	5.3 billion +8.4% YoY*	1.7 billion +26.7% YoY*
Desktop	6.3 billion -6.7% YoY*	1.6 billion -17.5% YoY*
Apps	159 million** -0.5% YoY*	30 million** -24.8% YoY*

All normalized to 30 days/month

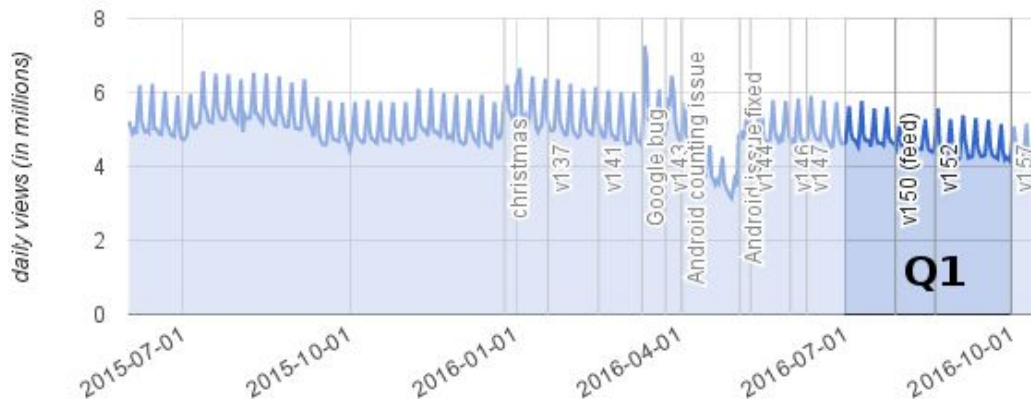
* Corrected for estimated effects of [pageview definition changes](#)
** Possibly 1-2% too low due to [iOS pageview bug](#)

Q4 - Reading

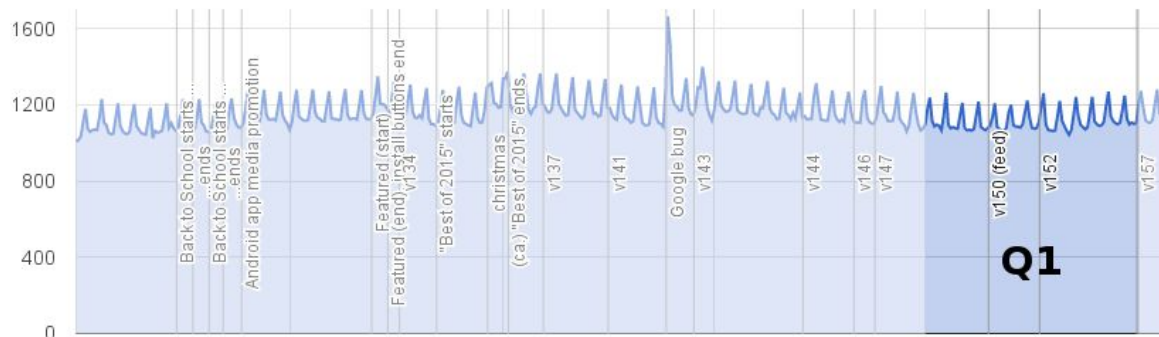


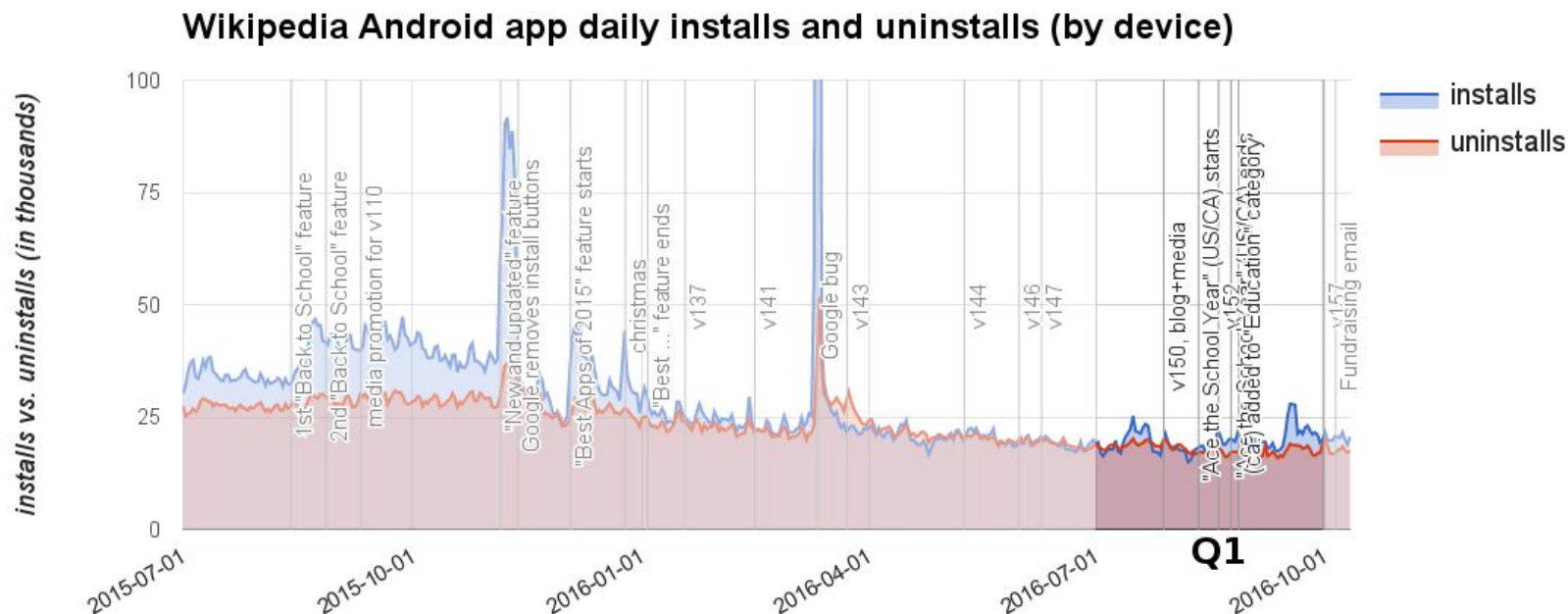
Android app usage	
Monthly pageviews	140 million* YoY: -12.8%
Daily installs	19.6k -48.4% YoY
Install base (September 30)	15.1 million devices -0.6% from Q4 +6.8% YoY
Monthly users	6.6 million -6.8% YoY
Daily users	1.12 million +0.9% YoY

Android app pageviews



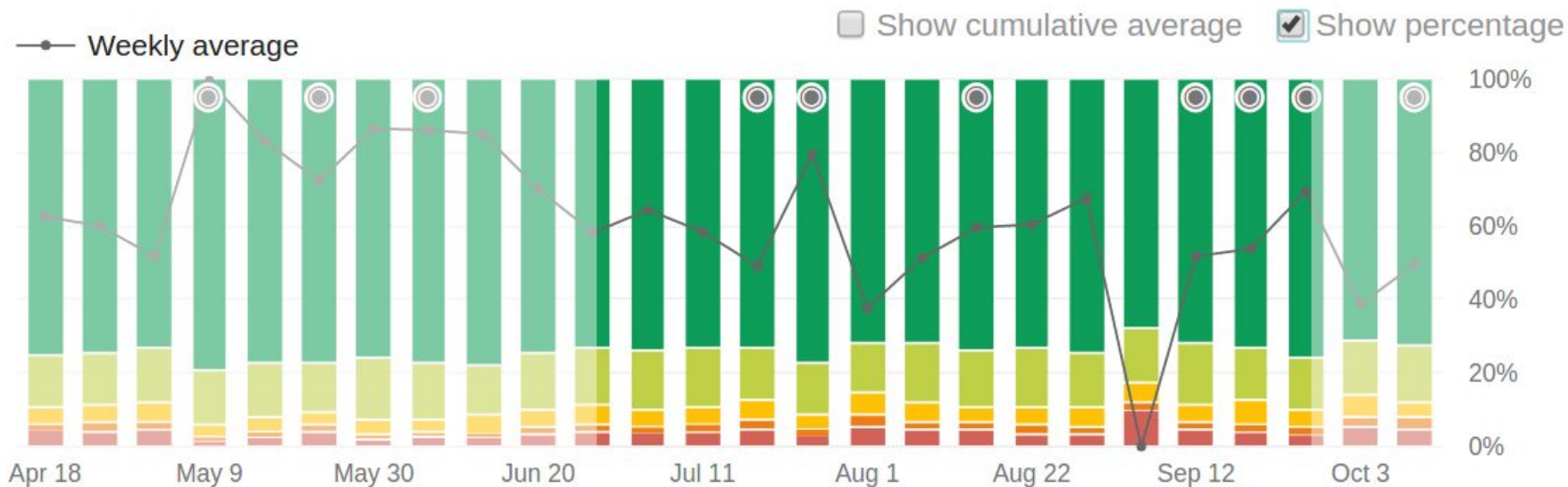
Wikipedia Android app daily active users (in thousands)





Successful media promotion of feed release did not convert to significant download numbers. After shrinking in Q4, the app's install base began to grow again this quarter due to rising download numbers, possibly helped by its inclusion in the [Education category page](#) in Google's Play Store.

Android reviews/ratings



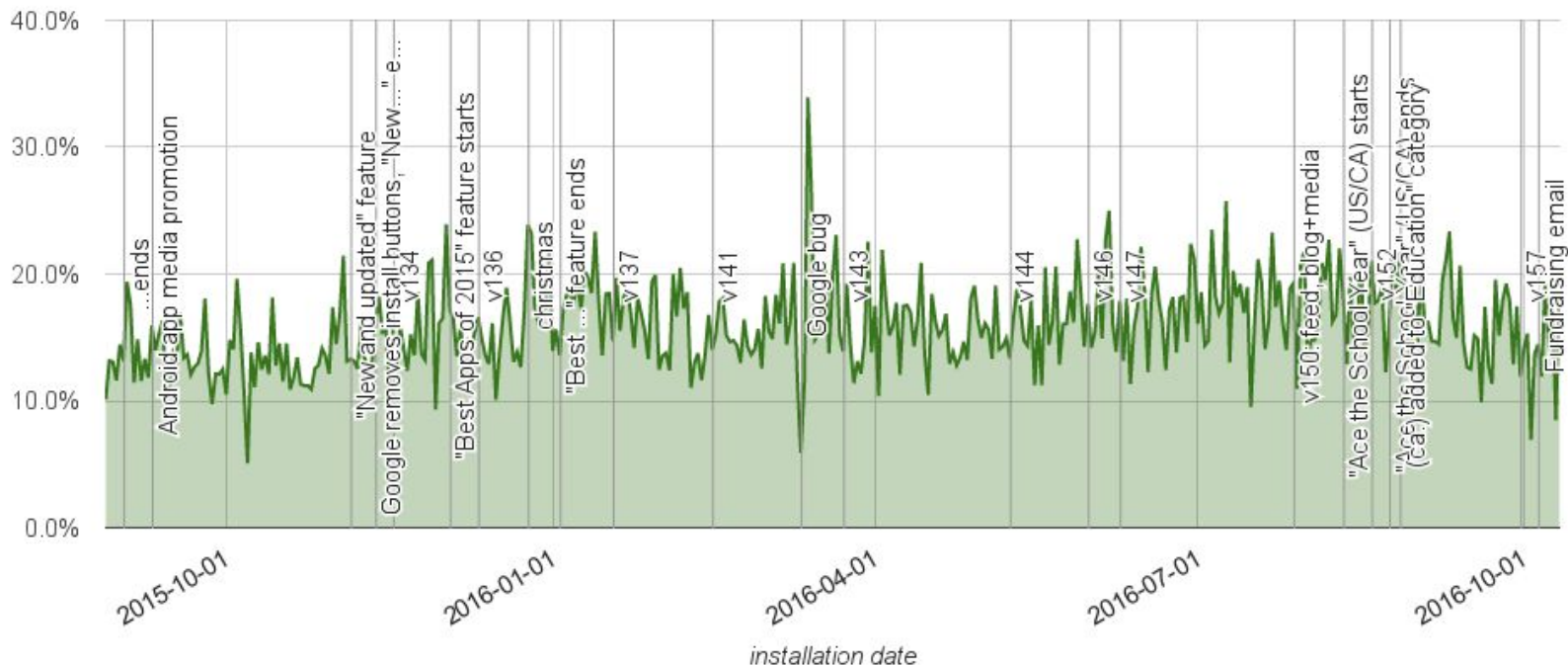
Play Store screenshot

Average daily average ^[sic] rating in Q1: **4.5** (Q4: 4.6)

Note: Cumulative quarterly #'s unavailable due to limitations of Play store analytics



7-day retention of Wikipedia Android app users



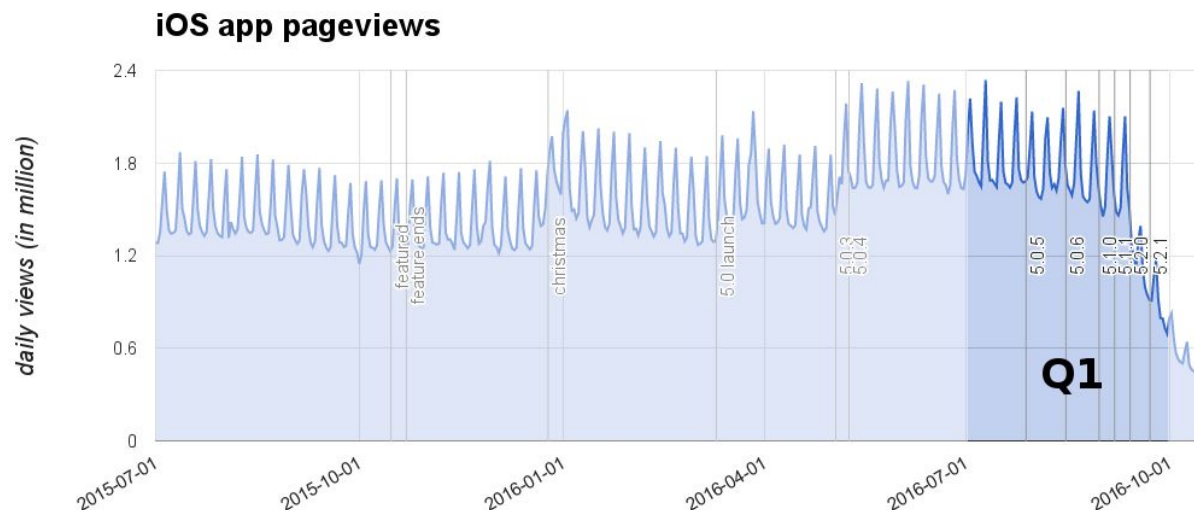
Retention dropped in September after having gradually grown earlier.

Introduction of feed appears to have had no impact on 7-day retention. (But: see below)

Q4 - Reading

iOS app usage	
Monthly pageviews	5.2 million* YoY: +13.0%
Daily downloads	5.4 k +20.3% YoY
Monthly users	N/A
Daily users	N/A

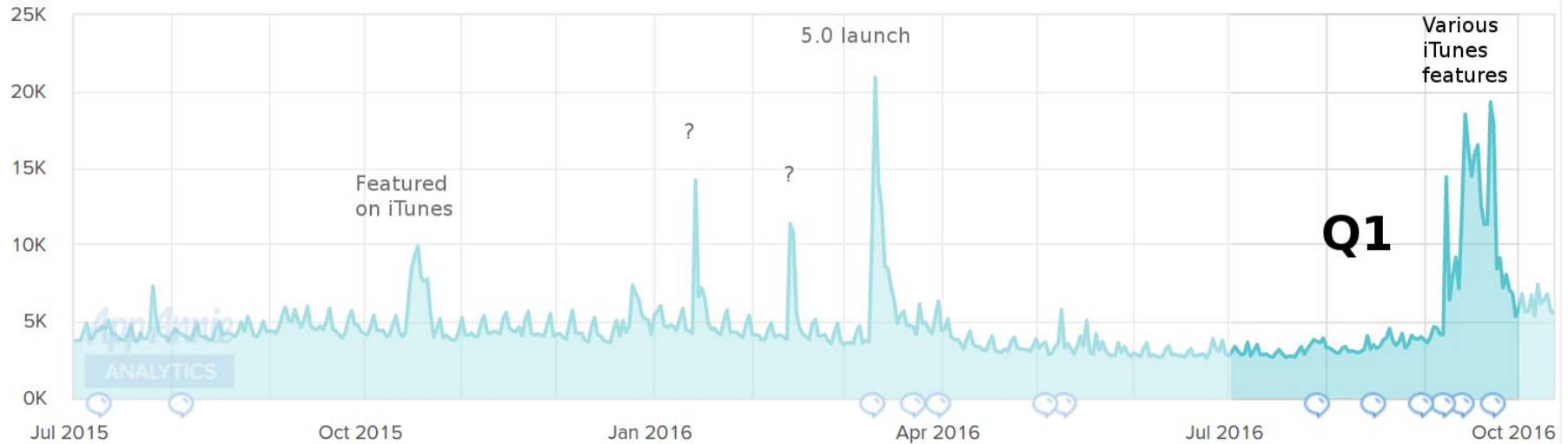
*Not yet corrected for apparent pageview counting bug



The iOS app's pageviews decreased sharply in September after the rollout of version 5.2.0, probably due to a [pageview counting bug](#) (still being investigated).

The iOS app switched to opt-in usage data collection in Q3. This means that the internal active users metrics we have been relying on so far are no longer useful for measuring absolute usage.

iOS app downloads since July 2015



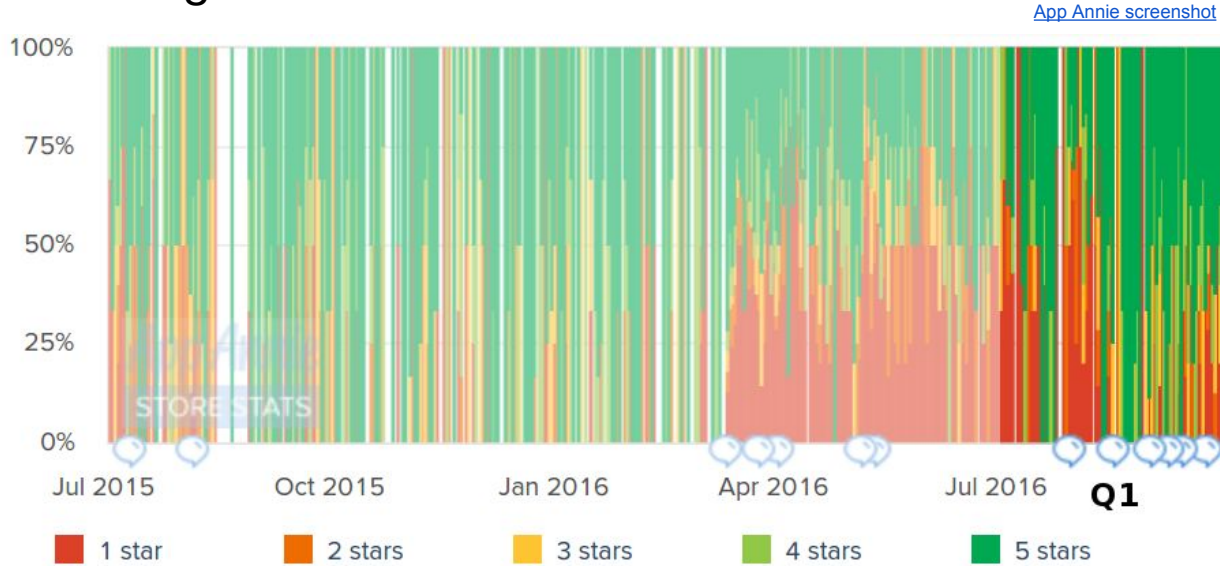
Grey bubbles mark releases of new versions of the app.

Source: App Annie

Huge impact of app being promoted in iTunes in September (twice as many downloads as Sept 2015)

Q4 - Reading

iOS Ratings



341 reviews in Q1

Average rating: 3.4

Grey bubbles mark releases of new versions of the app.

Quarter	2014/15: Q3	... Q4	2015/16: Q1	... Q2	... Q3	... Q4	2016/17: Q1
Average rating	3.8	2.9	3.5	3.9	3.3	2.7	3.4

Q4 - Reading



In a typical session on Android, 1-2 pages are viewed; on iOS, 2-3. But median session length increased on Android and is now higher (3.7 min) than on iOS (3.2 min). A typical user had 2-3 sessions per week.

For September 18-24, 2016	10th Percentile	50th Percentile	90th Percentile
Pageviews per session (session ends after 30 min of inactivity)	Android: 1-2 iOS: 1-2	Android: 1-2 (Q4: 2-3) iOS: 2-3	Android: 5-6 (Q4: 6-7) iOS: 6-7
Session length (s = seconds)	Android: 20-21s (Q4: 15-16 s) iOS: 14-15s (Q4 11-12 s)	Android: 222-224s (Q4: 184-188 s) iOS: 192-196s (Q4: 148-150 s)	Android: 1568-1600 s (Q4: 1504-1536 s) iOS: 1472-1504 s (Q4: 1376-1408 s)
Sessions per user (during that week)	Android: 1-2 iOS: 1-2	Android: 2-3 iOS: 2-3	Android: 7-8 iOS: 6-7



Why did session lengths increase on Android?

