

March 2020 Wikimedia movement metrics

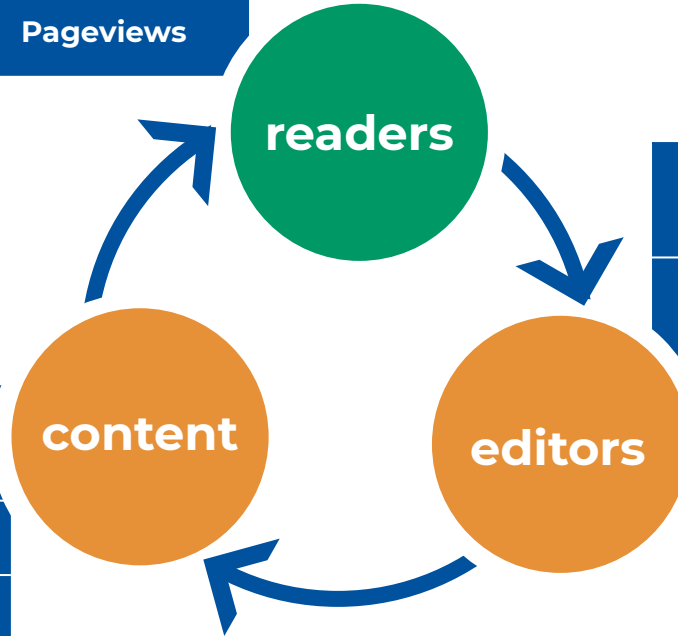


WIKIMEDIA
FOUNDATION

March 2020 Product Metrics

March Actuals	YoY (%)	
19.4B	6.8%	Interactions
17.3 B	6.1%	Pageviews

	March Actuals	YoY (%)
Active Editors	90,400	3.1%
New Editor Retention	7.1%	-2.5%



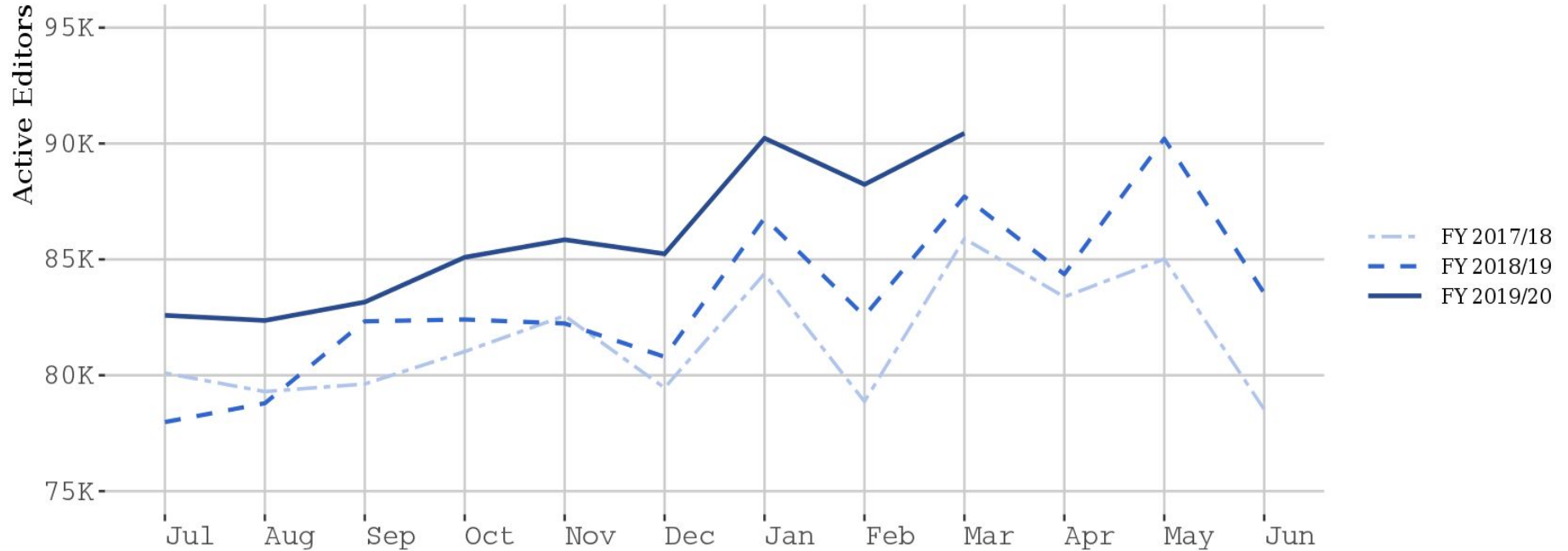
March Actuals	YoY (%)	
244.0M	19.6%	Total Content
53.1M	5.8%	Wikipedia
81.6 M	46.0%	Wikidata

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

Wikimedia Active Editors year-over-year comparison

July 2017 - March 2020

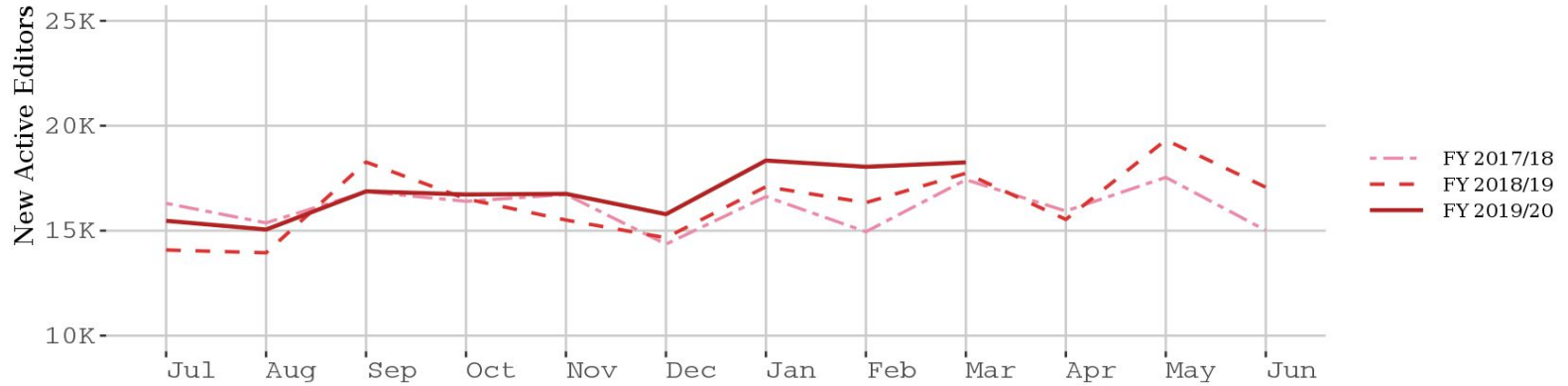
Monthly Active Editors



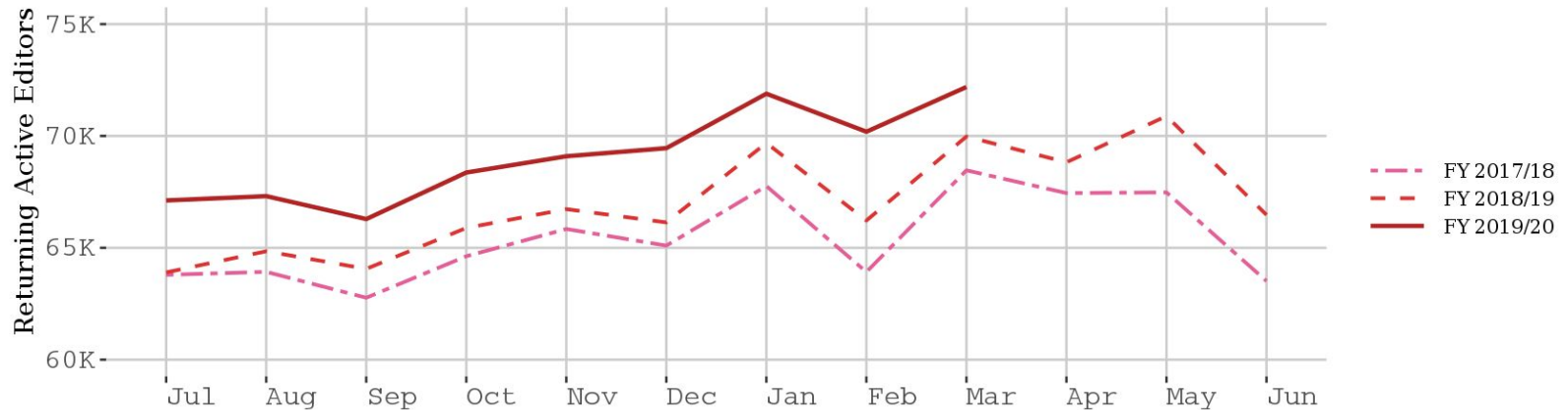
Wikimedia Active Editors year-over-year comparison

July 2017 - March 2020

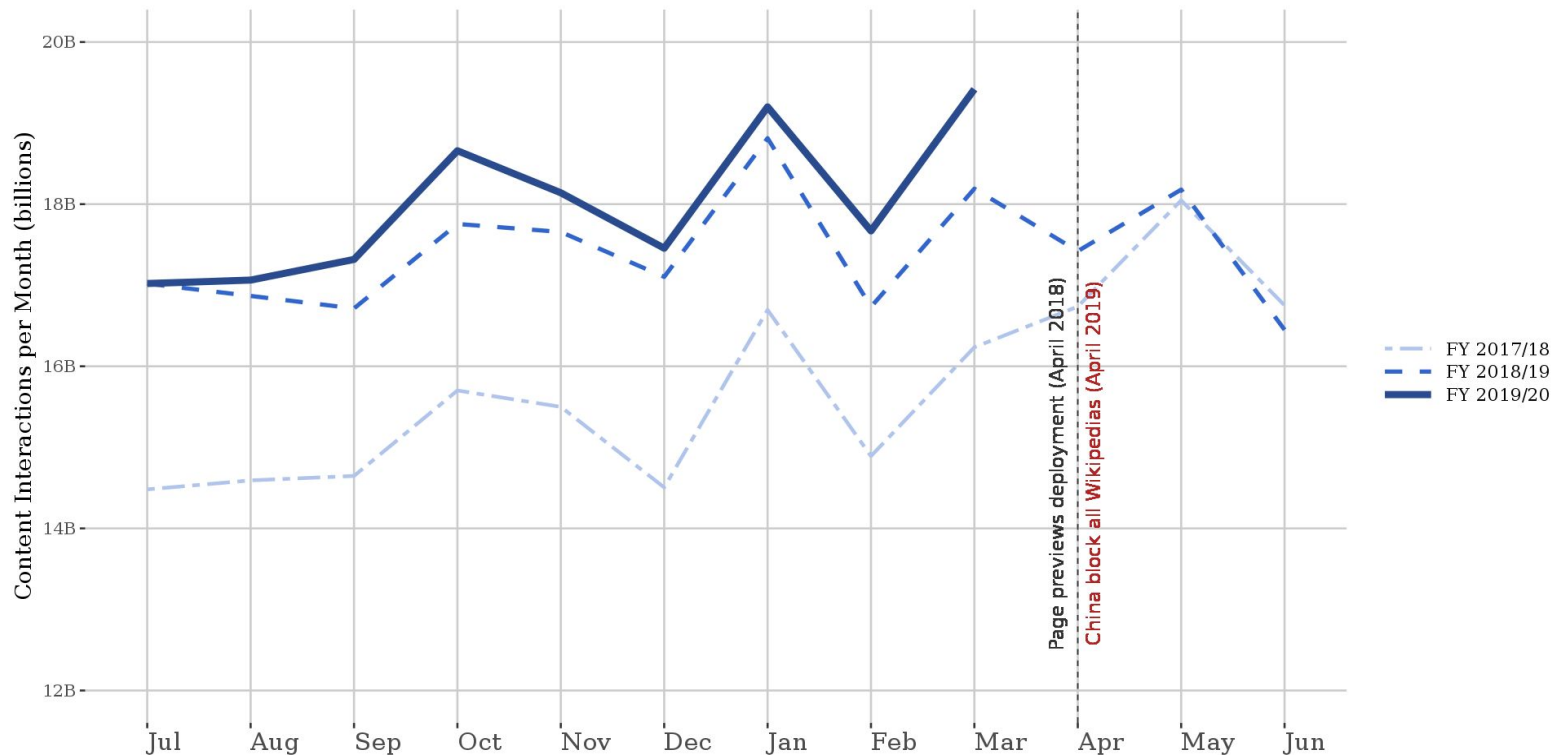
Monthly New Active Editors



Monthly Returning Active Editors



Wikimedia Content Interaction year-over-year comparison July 2017 - March 2020



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

March 2020 Product Metrics: Contributors

YoY

Total content	244.0 M	19.6%
—Wikipedia articles	53.1 M	5.8%
—Commons files	60.9 M	14.6%
—Wikidata entities	81.6 M	46.0%
Net new content	4,040,000	155.0%
—Wikipedia articles	469,000	117.0%
—Commons files	934,000	82.8%
—Wikidata entities	2,370,000	268.0%
Active editors	90,400	3.1%
—New	18,300	2.9%
—Returning	72,200	3.2%
New editor retention	7.1%	-2.5%
Revert rate	5.4%	-14.2%
Total edits	49.8 M	0.8%
—Mobile edits	1.7 M	21.7%
—Data edits	20.8 M	-27.2%
—File uploads	1.0 M	84.0%
—Other non-bot edits	13.3 M	12.90%

Key trends

- Total content continues to increase steadily, with Wikidata adding volatility to the rate of increase.
- The spike in new Wikipedia articles are made by admin user in arz.wiki and by bot in zh-min-nan.wiki and azb.wiki. And in net new Common files this month, the increase are largely from bots (~400K).
- Overall active editors remain its YoY increase, as a result of the steady growth in returning active editors, which is relatively evenly distributed across activity groups and wikis; and a YoY increase in new editors, which primarily driven by Commons.
- The growth in file uploads was bot edits. There was increase in non-bot edit count as well, which mainly are content edits from en.wiki and commons by users registered over 10 years. There were 250K edits from pages strongly related to COVID-19.

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

March 2020 Product Metrics: Readers

		YoY
Interactions	19.4 B	6.8%
—Pageviews	17.3 B	6.1%
—Desktop	68.7 B	1.9%
—Mobile web	10.2 B	9.0%
—Desktop previews	2.1 B	12.4%
Unique devices (all Wikipedias)	1.7 B	1.60%

Key trends

- The positive YoY in total page views and content interactions is higher than we would expect given prior trends. The increase was mainly driven by an overall increase across multiple countries and projects, especially in US and Italy from both external search engine and unknown referral class.
- The articles strongly related to COVID-19 had over 172M pageviews in March.
- Desktop pageviews started to increase YoY from its long-term decrease, the increase in traffic was mainly from external search engines in en.wiki and es.wiki. The desktop previews continued to grow YoY. The growth was in English Wikipedia across multiple countries.
- Unique devices continued to increase YoY, but as noted before, this metric might be more susceptible to artifacts that decrease the accuracy of such trend assessments.

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

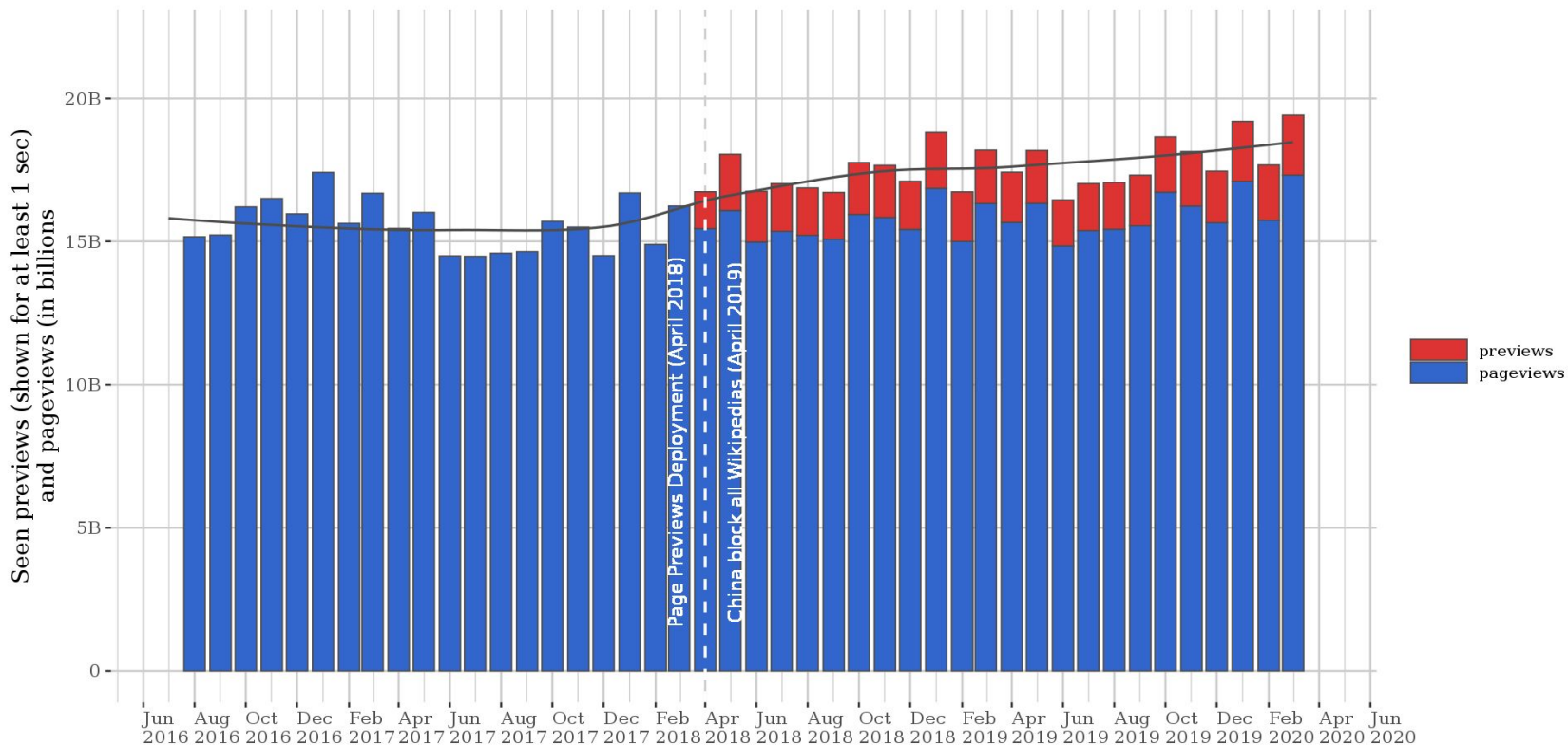
March 2020 Product Metrics: Diversity

		YoY
Emerging Market countries		
—Reader interactions	4.3 B	-0.8%
—Active editors	21,500	-0.7%
—New editor retention	4.20%	-7.5%
—Edits	2.8 M	22.1%
—Non-bot edits	2.4 M	6.4%
Mobile-heavy wikis		
—Reader interactions	851.0 M	18.6%
—Active editors	5,030	18.3%
—New editor retention	4.7%	6.0%
—Edits	3.0 M	196.0%
—Non-bot edits	0.7 M	51.1%

Notes

- The YoY decline in reader interactions from Emerging Market diminished in March because of a overall increase in pageviews and desktop previews in March.
- The YoY increase in the active editors from emerging market countries are evenly distributed across different countries, especially from India, Ukraine, Iran and Malaysia.
- In mobile-heavy wikis, there were 1.3M bot edits from ar.wiki. And the bump in non-bot edits in March was content edits from arz.wiki, fr.wiki and bn.wiki.

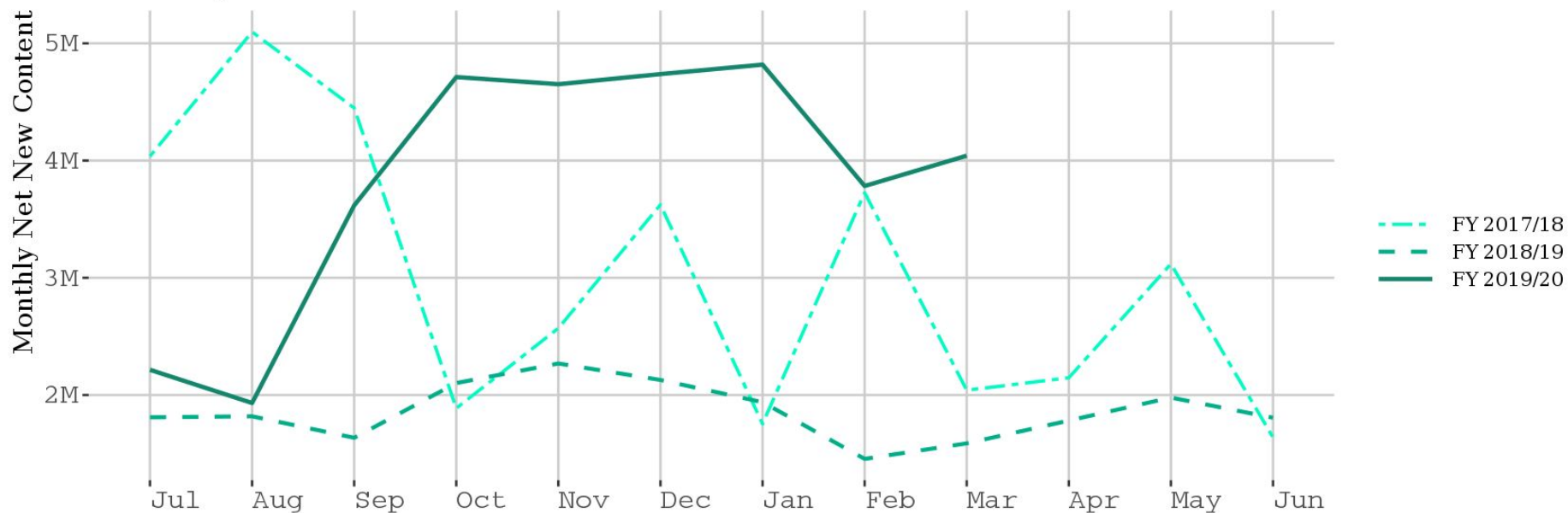
Wikimedia Content Interactions (Pageviews + Previews), July 2016 - March 2020



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

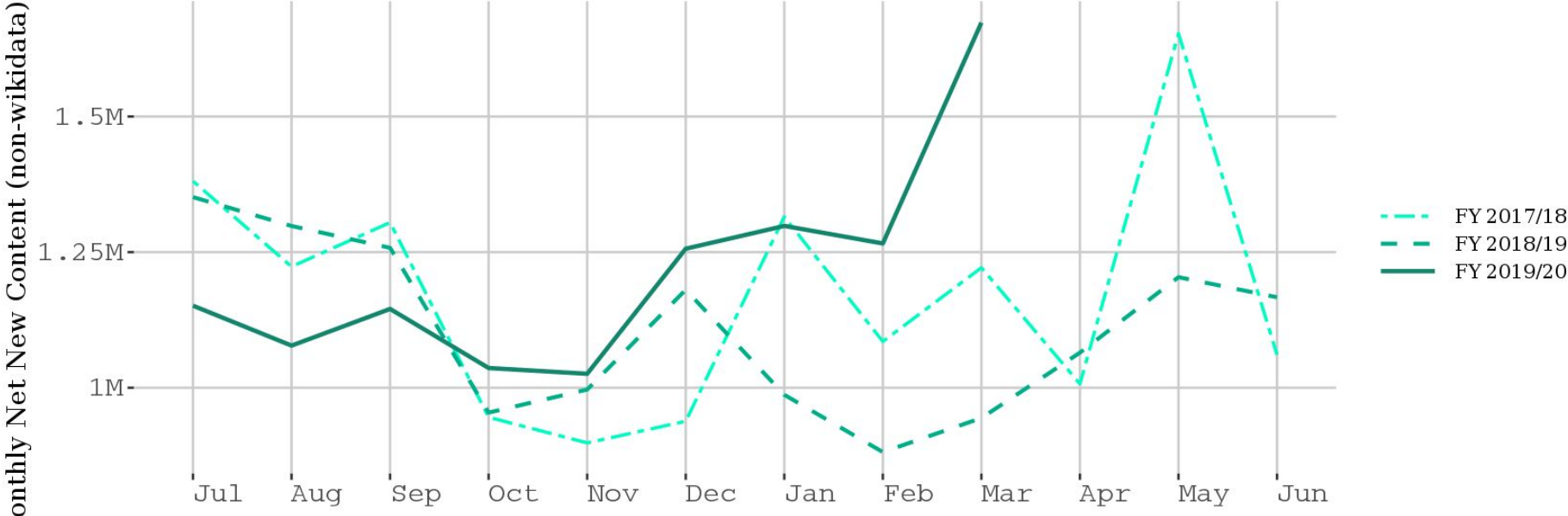
Wikimedia Net New Content year-over-year comparison July 2017 - March 2020

Monthly Net New Content



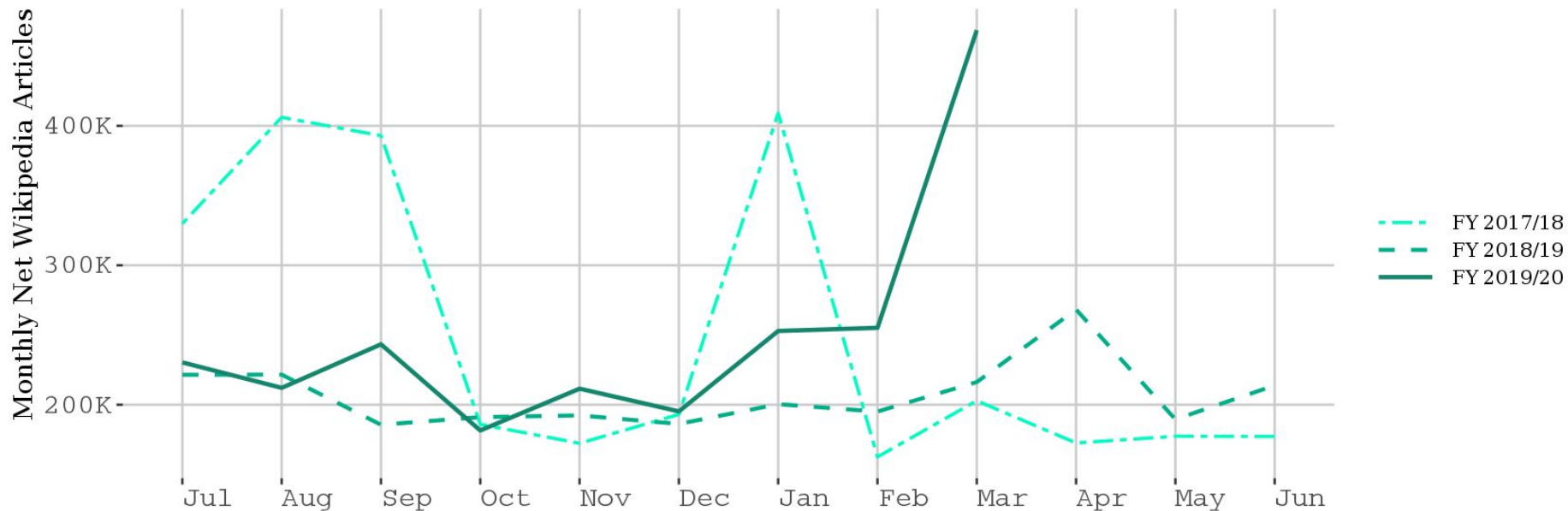
Wikimedia Net New Content (non-Wikidata) year-over-year comparison July 2017 - March 2020

Monthly Net New Content (non-wikidata)



Wikimedia Net New Wikipedia Articles year-over-year comparison July 2017 - March 2020

Monthly Net Wikipedia Articles



Wikimedia Net New Common Content year-over-year comparison July 2017 - March 2020

Monthly Net New Commons content

