

January 2019 Wikimedia movement metrics



WIKIMEDIA
FOUNDATION

Jan 2019 Audiences Metrics: Contributors

		MoM	YoY
Total content	201.0 M	1.0%	15.1%
—Wikipedia articles	49.8 M	0.4%	4.8%
—Commons files	52.1 M	1.1%	17.1%
—Wikidata entities	54.7 M	1.8%	29.1%
Net new content	1,940,000	-8.9%	10.5%
—Wikipedia articles	200,000	7.6%	-51.0%
—Commons files	542,000	5.9%	-14.7%
—Wikidata entities	952,000	0.5%	117.0%
Active editors	86,800	7.0%	2.8%
—New (first-month)	17,100	16.0%	2.6%
—Second-month	3,650	-15.0%	8.9%
—Existing	65,200	6.5%	2.7%
New editor retention	5.4%	-24.8%	0.4%
Revert rate	6.0%	-7.6%	-35.7%
Total edits	46.3 M	10.3%	17.3%
—Mobile edits	1.4 M	12.4%	22.8%
—Data edits	23.2 M	8.4%	138.0%
—File uploads	0.6 M	6.5%	-12.9%
—Other non-bot edits	13.5 M	10.4%	-0.7%

Key trends

- Total content continues to increase steadily, with Wikidata adding volatility to the rate of increase.
- Wikipedia article creation dropped year-on-year due to a spike in January 2018.
- Existing active editors continue to grow gradually at about 2% per year.
- This month, new active editors grew year-on-year. This is promising, but the long-term trend remains a decline of about 7% per year.
- New editor retention has tended to increase in very spiky fashion in recent years, due in significant part to an increasing number of new students from education programs on the English Wikipedia.
- The revert rate, which excludes bot edits, is declining, mainly due to the increase of high-volume editing on Wikidata.
- Total edit rate continues to grow, mainly because of the same high-volume Wikidata editing.
- Mobile editing continues to increase at a roughly linear rate, which means that in percentage terms the increase is slowing.

Jan 2019 Audiences Metrics: Readers

Readers

User flows including Community Tech, Apps, Desktop & Mobile Web content

		MoM	YoY
Interactions^[1]	18.2 B	+10%	N/A ^[2]
— Pageviews	16.3 B	+9%	+1%
—Desktop	6.8 B	+10%	-9%
—Mobile web	9.3 B	+9%	+10%
—Desktop previews	1.90 B	+17%	N/A ^[2]
Unique devices^[3]	1.58 B	-0%	+2%

Sources and further details, also on mobile apps usage:

https://www.mediawiki.org/wiki/Wikimedia_Audience#Readers

[1] [Pageviews](#) (all platforms) + [seen previews](#) (desktop)

[2] The rollout of the page previews feature was completed less than a year ago.

[3] For all Wikipedias

Pageviews and previews normalized to 30 days/month

Key trends

As usual in January, pageviews rebounded after the holidays, with a lasting [increase in mobile views](#).

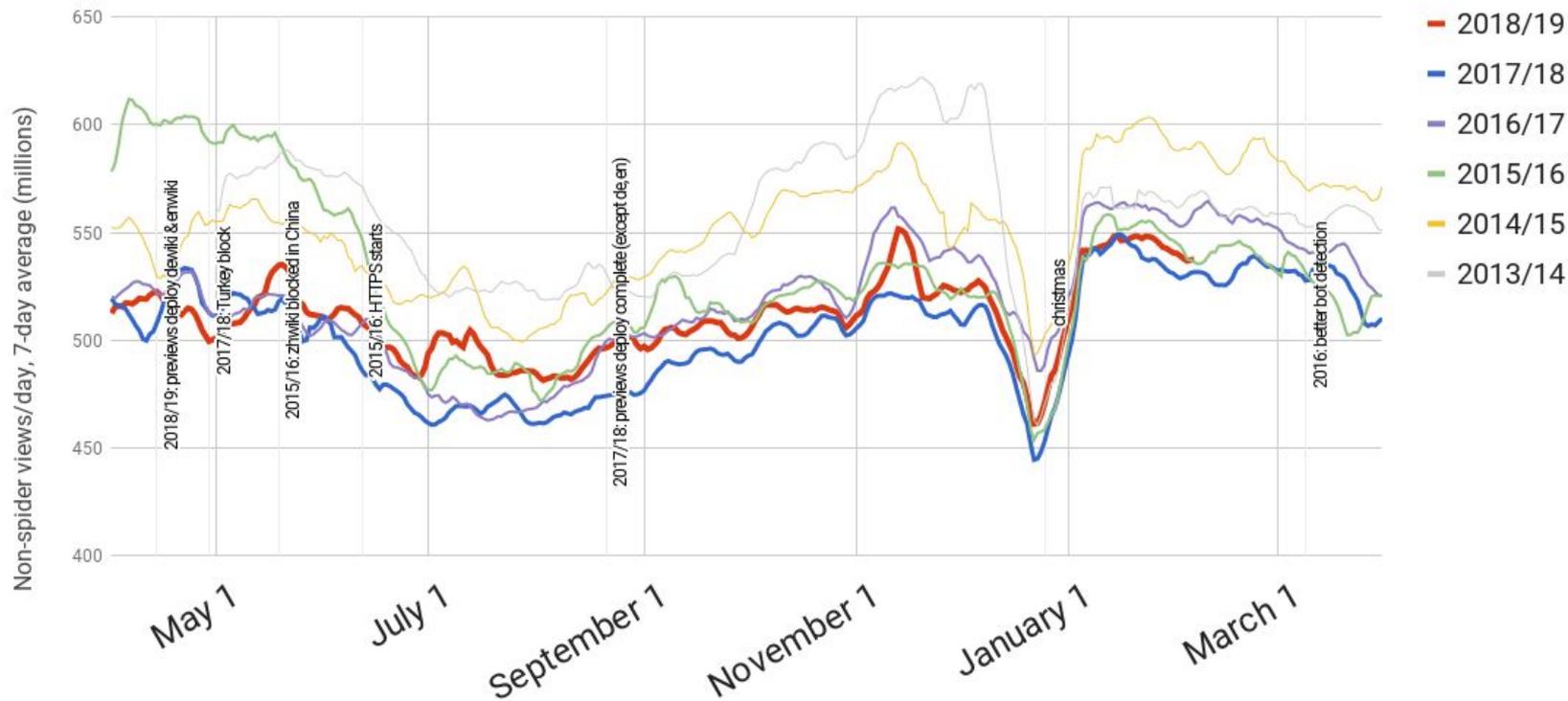
The positive year-over-year trend in total pageviews we have been observing since May/June held up, but barely so at +1%; it seems to have recovered a bit since late January.

The recently published [Audiences metrics and insights presentation](#) contains results of some investigations into the trend developments since spring. In particular, referrals from search engines (mainly Google) saw a positive trend change in mid-May.

Unique devices again increased year-over-year. But as noted before, this metric might be more susceptible to artifacts that decrease the accuracy of such trend assessments.

Pageviews year-over-year comparison

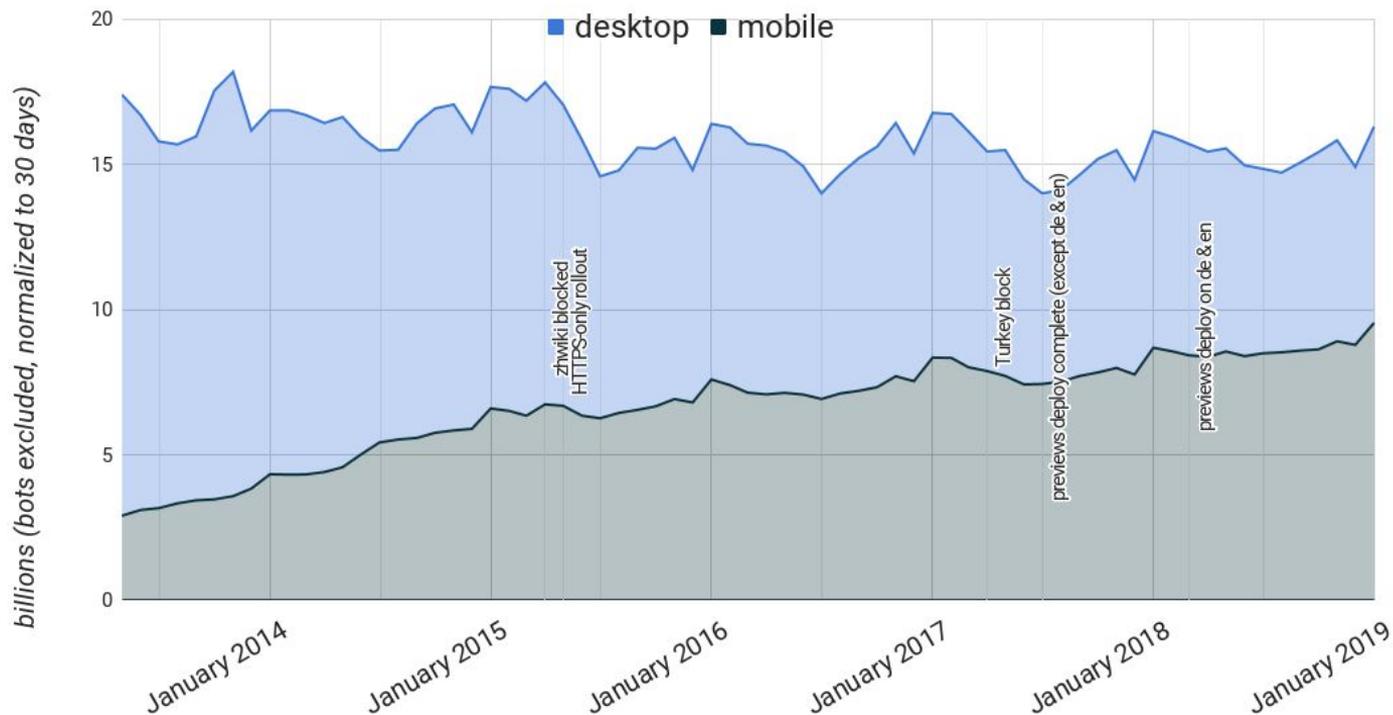
Wikimedia pageviews year-over-year comparison, May 2013-January 2019



Long-term pageviews trend

Pageviews by access type until January

Wikimedia monthly pageviews (desktop+mobile), 2013-2019



Note: this is a stacked chart- the totals are cumulative

Jan 2019 Audiences Metrics: Diversity

Diversity (beta)

How we're doing in historically underserved markets

		MoM	YoY
<u>Global South countries</u>			
—Reader interactions ²	4.12 B	+6%	— ³
—Active editors	21,400	5.0%	— ¹
—New editor retention	3.8%	-7.3%	— ¹
—Edits	2.4 M	17.8%	— ¹
—Non-bot edits	2.4 M	17.8%	— ¹
<u>Mobile-heavy wikis</u>			
—Reader interactions ²	722 M	+5%	— ³
—Active editors	4,230	4.5%	10.8%
—New editor retention	4.3%	-7.8%	0.5%
—Edits	1.0 M	-12.2%	-22.0%
—Non-bot edits	0.5 M	4.9%	11.2%

No notable trends. The size of the month-to-month trends here are well within the realm of normal fluctuations.

It's worth noting that both of these segments have lower new editor retention than the global average (5.4%). This trend reinforces our decision to invest in mobile and onboarding.

Notes

[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 June 2018.

[2] [Pageviews](#) (all platforms) + [seen previews](#) (desktop).

[3] The rollout of the page previews feature was completed less than a year ago.