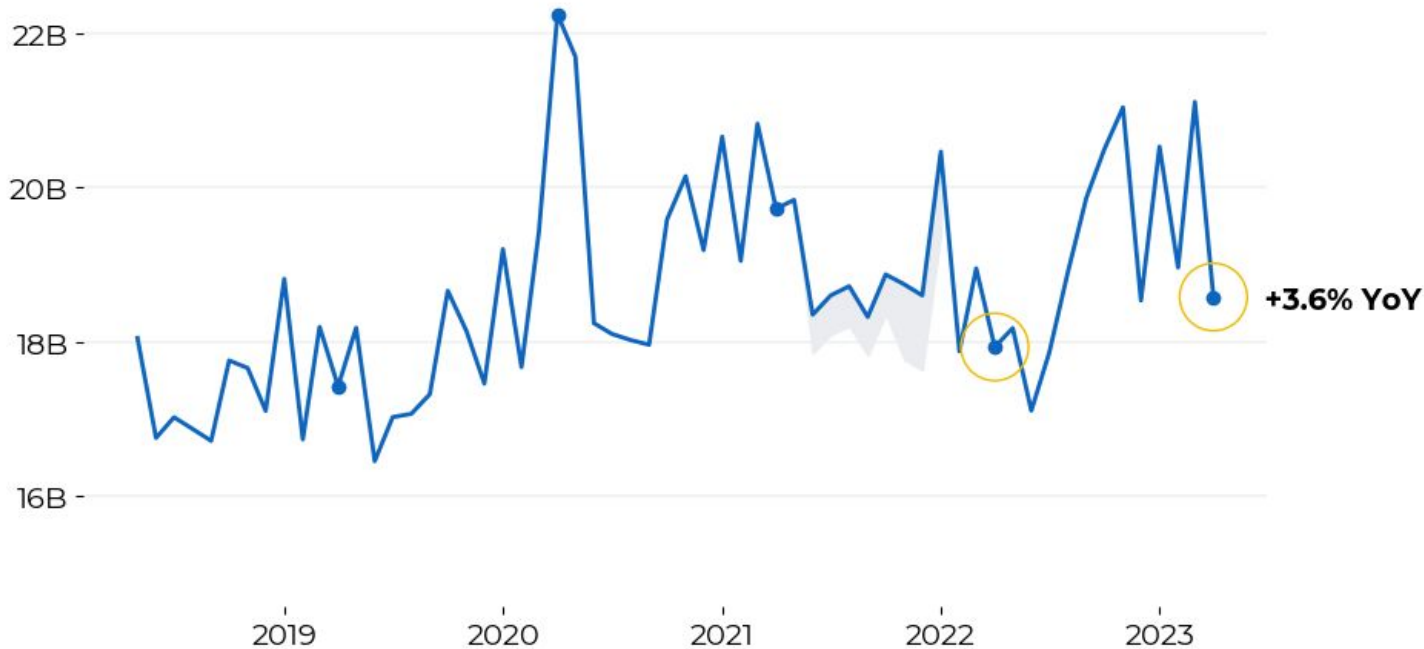


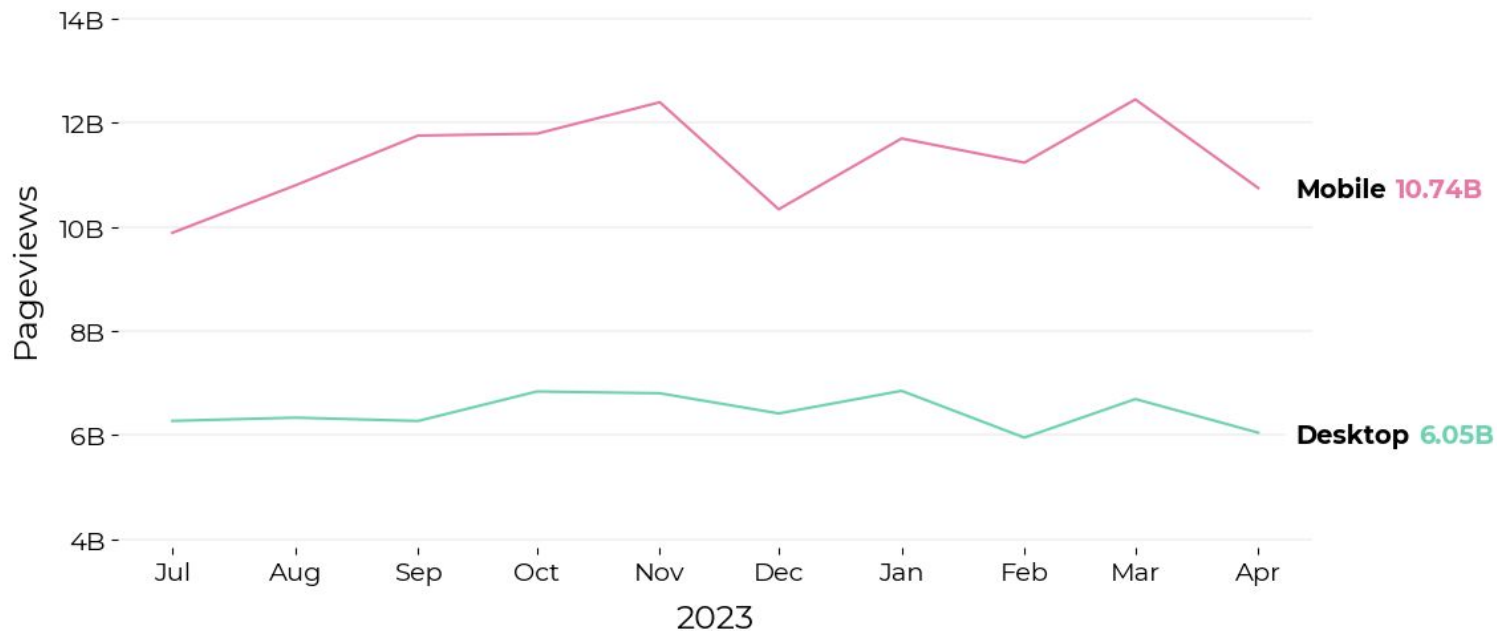
April 2023 Wikimedia movement metrics

Content Interactions (April): There were 18.6B content interactions in April, with a +3.6% YoY increase



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: [#insights-and-data](#) or [email](#)

Pageviews (April): Of the 17.1B total pageviews, desktop traffic dropped to 6B (-8.7% YoY) and mobile web traffic continued to grow at +15% YoY to 10.7B



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User Pageviews (April):

Relative to the growth in automated traffic, user pageviews were up by +1.4% YoY

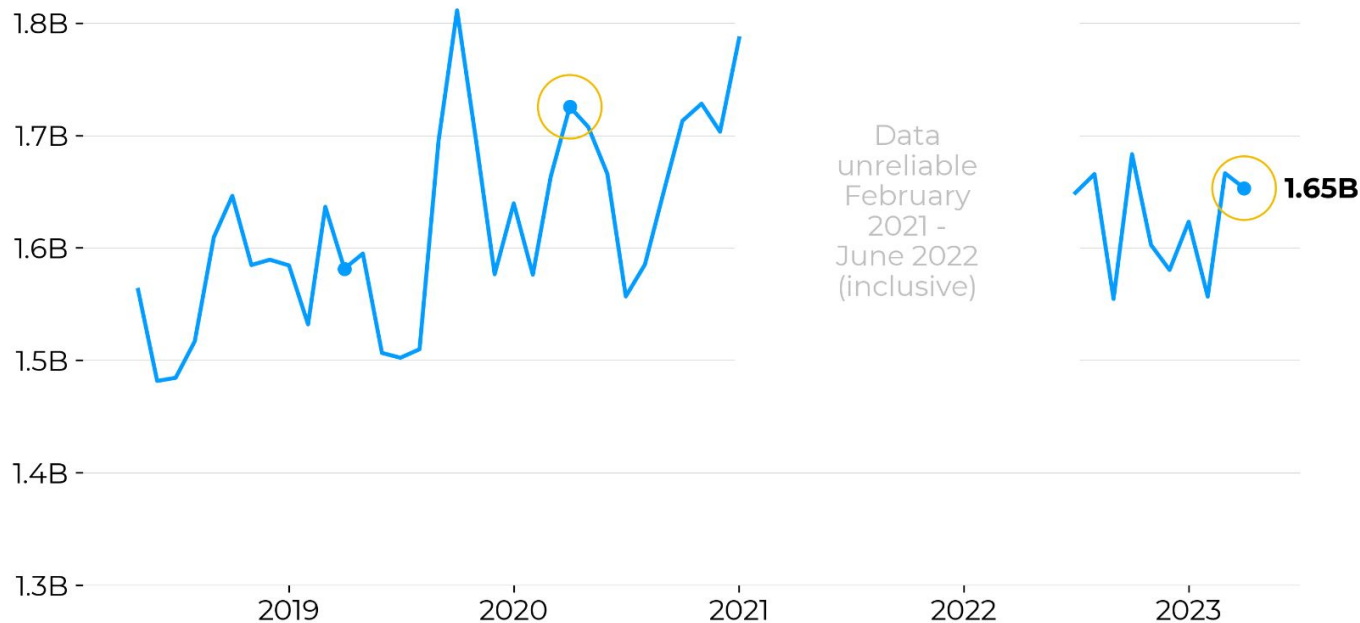


Pageviews by referral source (April): external search engine traffic was up by +11.2% YoY due to increases in automated traffic while None or Direct traffic witnessed a slower than usual growth (+2% YoY). Internal referrer traffic didn't see any significant changes this month compared to last year (-0.2%YoY)

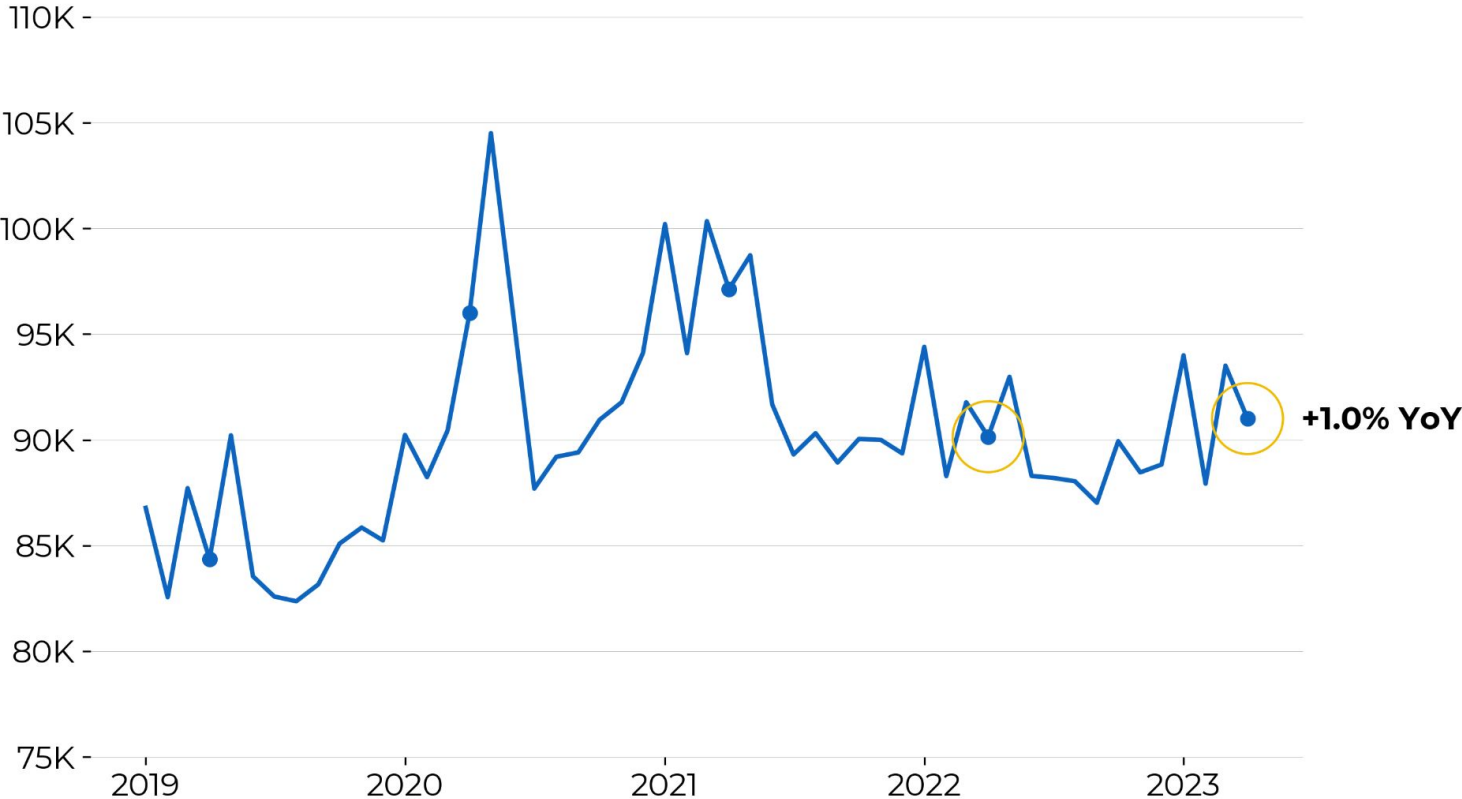


Data between July 2021 and January 2022 corrected for data loss.

Unique Devices (April): 1.65B unique devices accessed Wikipedia this month. This is a -4.2% decline compared to April 2020, the most recent April for which we have reliable data. Compared to pre-Covid, ie. April 2019, we had a +4.5% increase

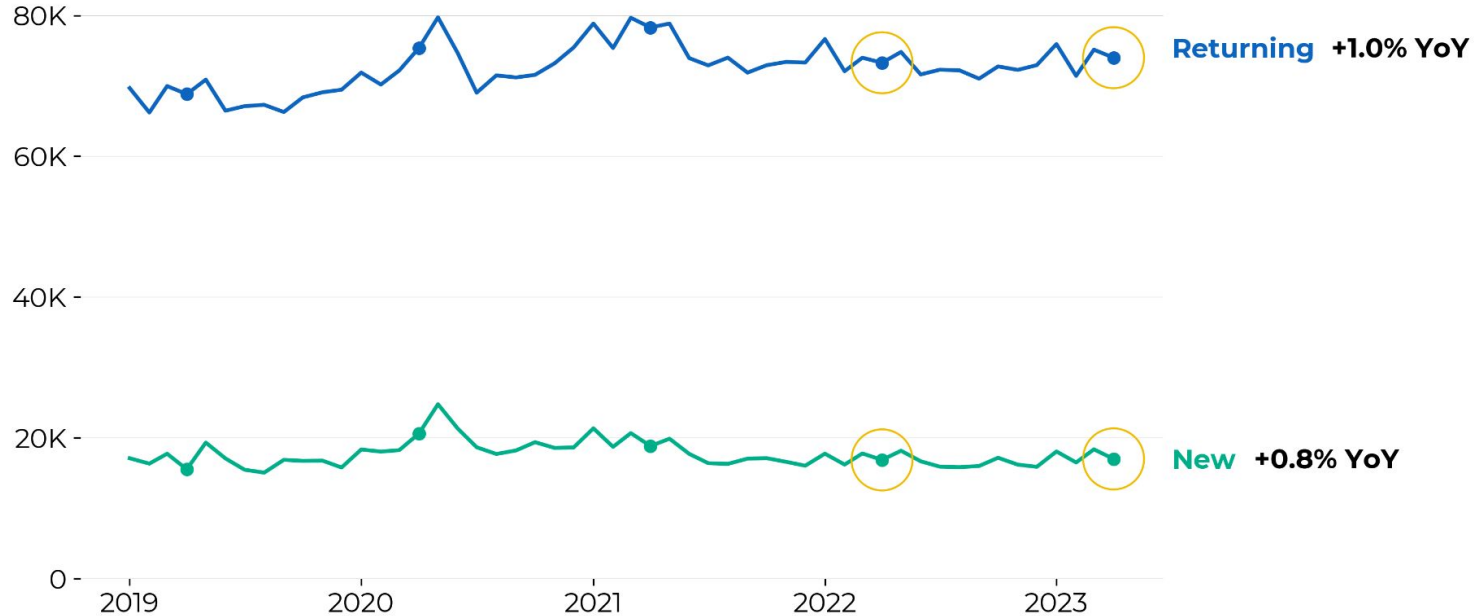


Active editors increase 1.0% YoY to 91k



Graph Notes: Created by Hua Xi 2023-05-23 using data from <https://github.com/wikimedia-research/Editing-movement-metrics>

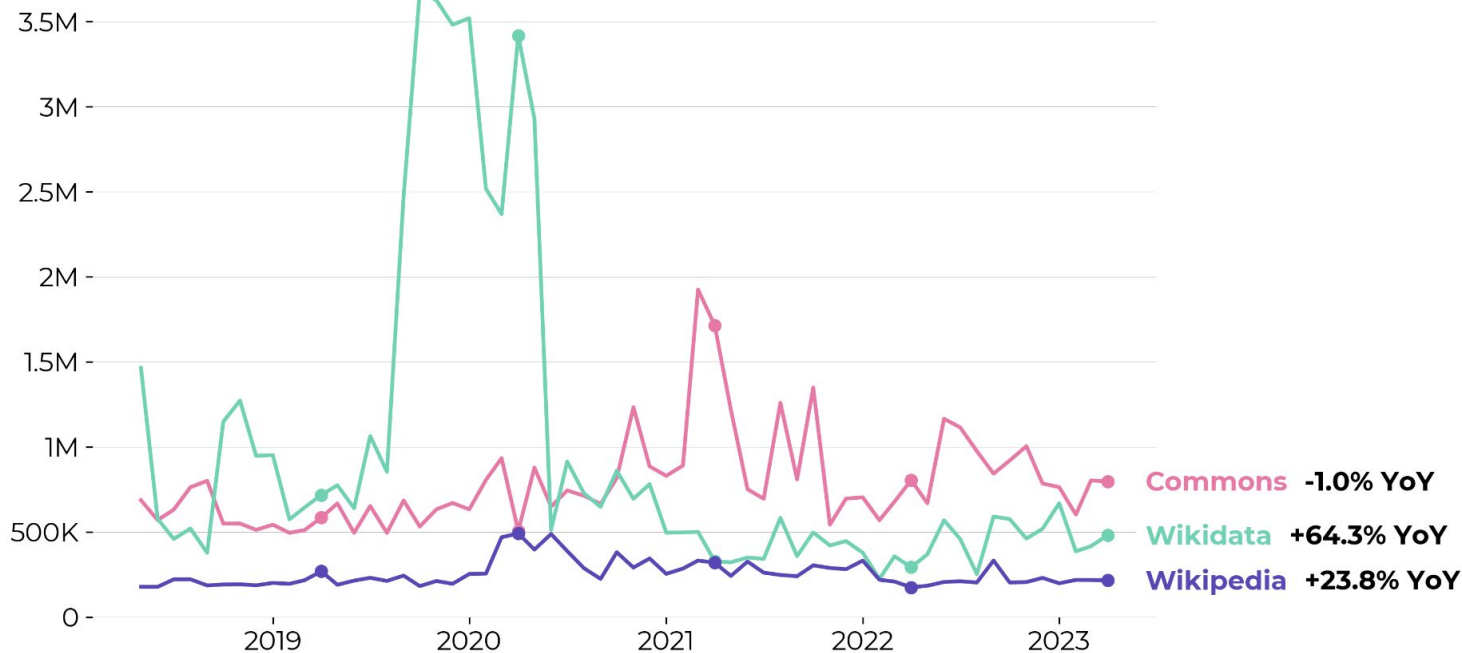
Active editors: new editors increase .8% and returning grows by 1%



Graph Notes: Created by Hua Xi 2023-05-23 using data from <https://github.com/wikimedia-research/Editing-movement-metrics>

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Net new content up 2.3%YoY to 1.84M after post pandemic-peak declines in 2021, 2022



Graph Notes: Created by Hua Xi 2023-05-23 using data from <https://github.com/wikimedia-research/Editing-movement-metrics>

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