

Readership metrics

Trends and stories from our global traffic data

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Wikimania 2017 (Montreal, August 11, 2017)

A sense of perspective...

Currently, Wikimedia projects are viewed:

- 14-15 billion times per month
- 400-500 million times per day
- 5000-6000 times per second

Pageviews of WMF websites; not included: Bots, spiders, other forms of reading

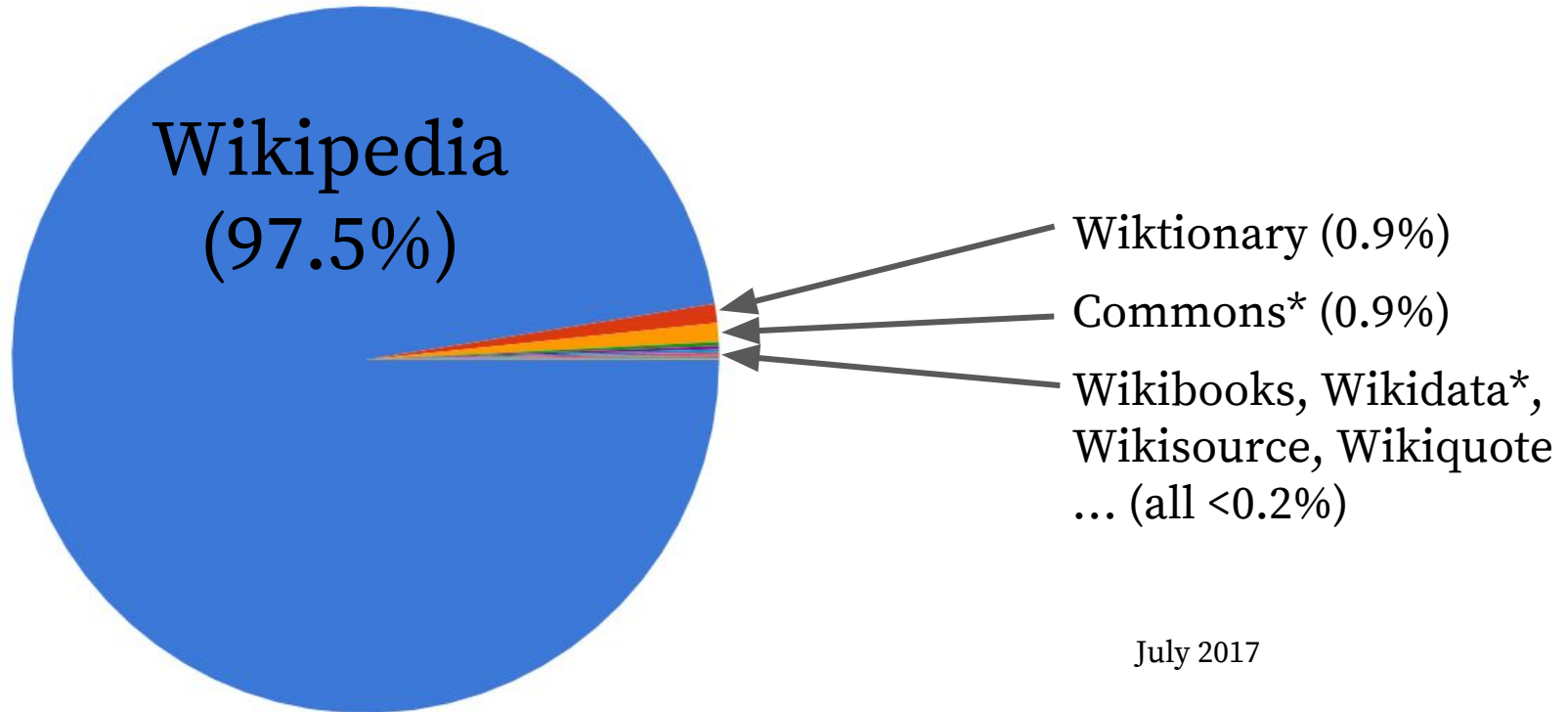
This talk

- Some basic facts to keep in mind about Wikimedia's overall web traffic
- Trends: How things have been changing in recent years
- New metrics: Beyond the limitations of pageview numbers

Myself:

- Analyst in the Wikimedia Foundation's Readers team
- Wikipedia editor since 2003

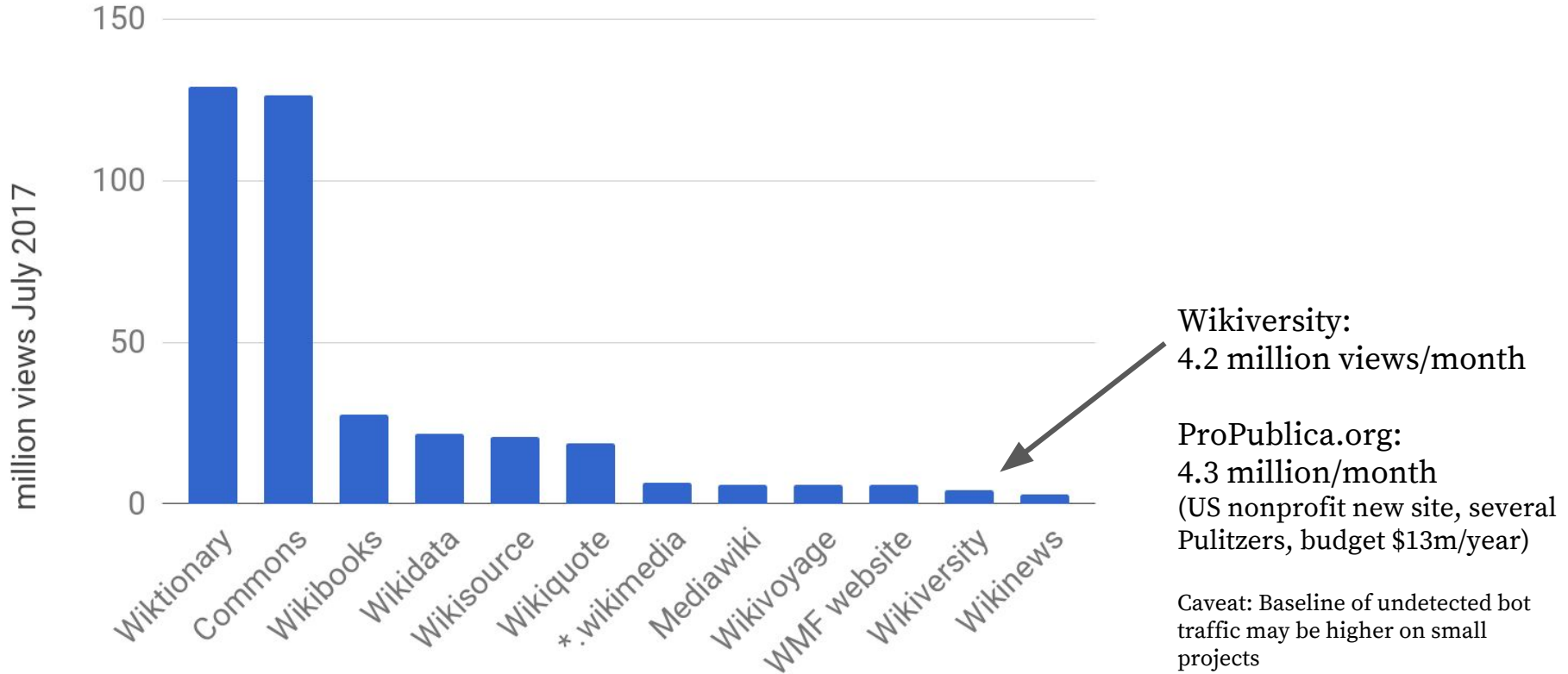
Wikipedia >> sister projects



July 2017

* not counting transclusions in other projects

Sister projects are actually still large websites

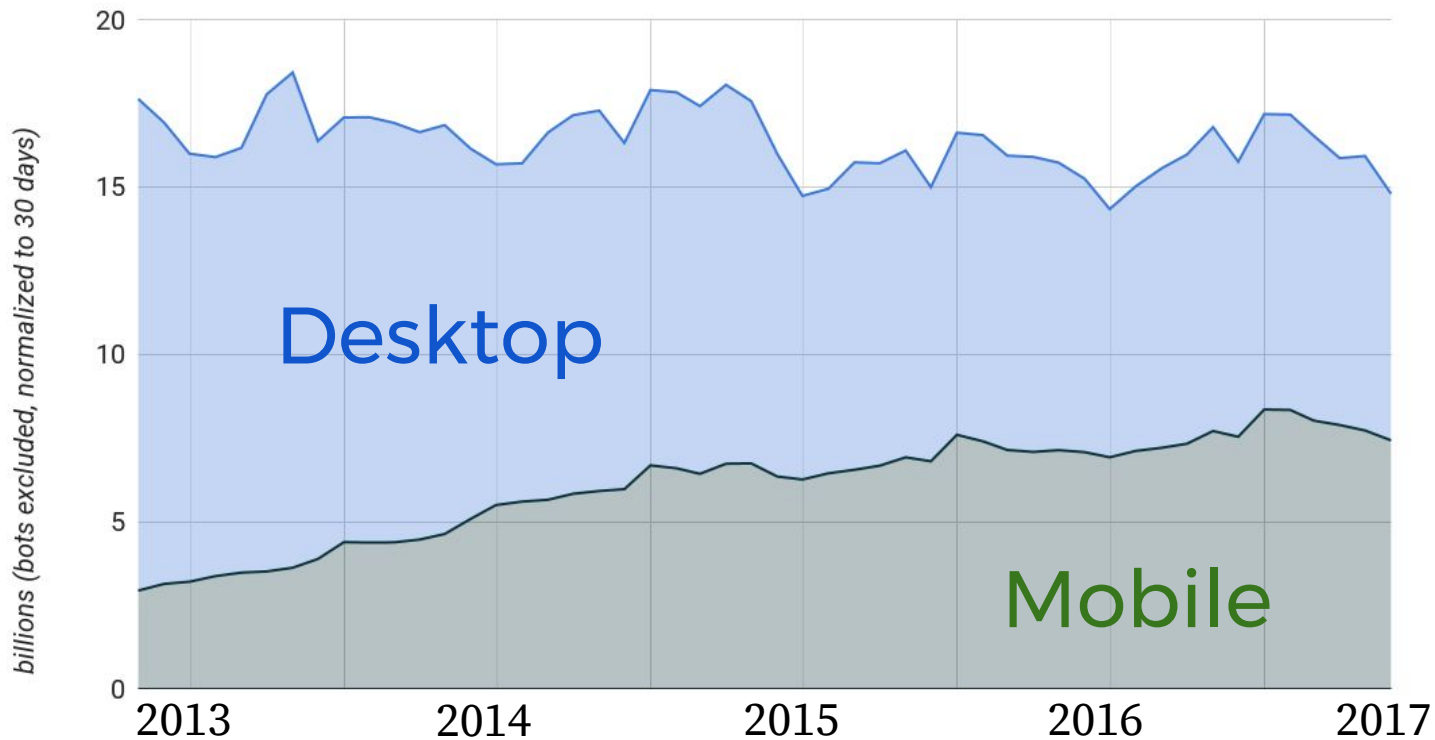


Pageview definition

2014/15: Major effort by the WMF Analytics team to revamp the pageview definition, in particular to better exclude bots

Retroactively applied back to 2013, so we now have a bit over four years of higher-quality data to look at for trends

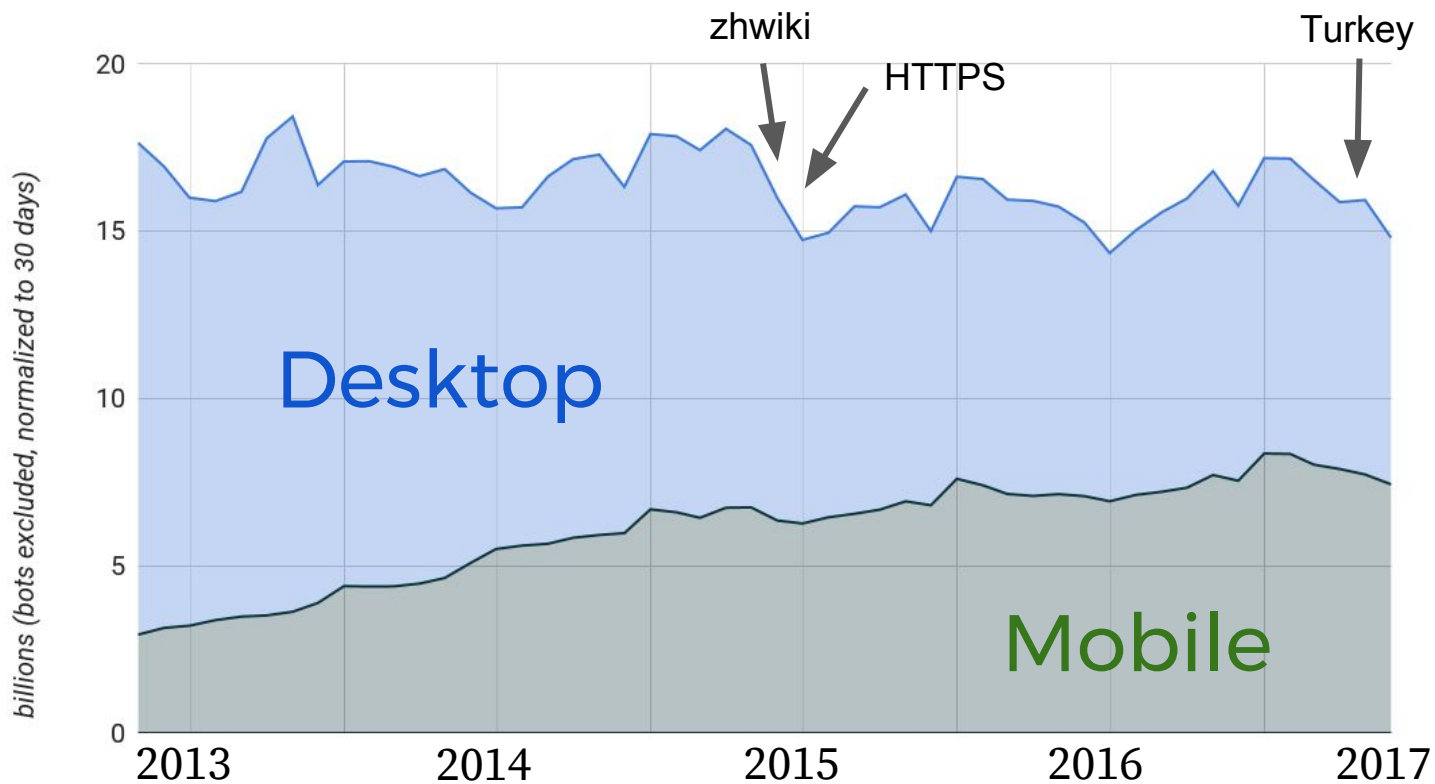
Long-term pageview trend 2013-2017



Overall traffic essentially flat (-2% yearly since 2013)

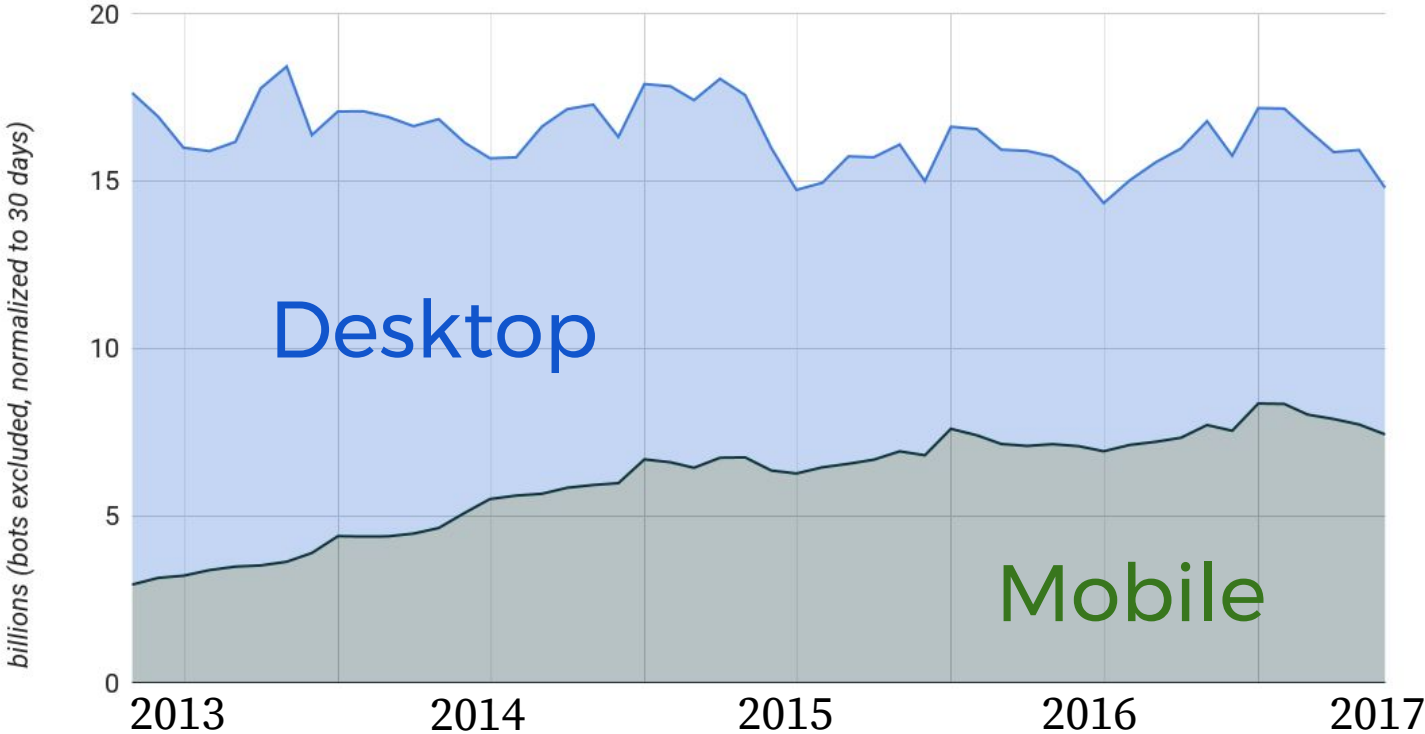
Mobile grew +21% yearly, desktop shrunk -14% yearly

Long-term pageview trend 2013-2017



Some events that noticeably cost us traffic:
Block of Chinese WP in China (~1%)
Switch to 100% encrypted traffic (2-3%?)
Block in Turkey (~1%)

Long-term pageview trend 2013-2017



Mobile grew +21%
yearly, desktop
shrunk -14% yearly

Mobile ratio	
May 2013	17%
July 2017	53%

Mobile has surpassed desktop



Montreal

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This article is about the city in Quebec, Canada. For other uses, see [Montreal \(disambiguation\)](#).

"Montrealer" redirects here. For other uses, see [Montrealer \(disambiguation\)](#).

Montreal (/ˌmɑntriːˈdl/;^[1] pronounced [mɔ̃ʁeal]) (officially **Montréal**) is the **most populous municipality in Quebec** and the **2nd-most populous in Canada**. Originally called *Ville-Marie*, or "City of Mary,"^[12] it is named after **Mount Royal**,^[13] the triple-peaked hill in the heart of the city. The city is on the **Island of Montreal**, which took its name from the same source as the city,^[14]^[15] and a few much smaller



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Montreal

From Wikipedia, the free encyclopedia

Coordinates: 45°30′N 73°34′W﻿ / ﻿

This article is about the city in Quebec, Canada. For other uses, see [Montreal \(disambiguation\)](#). "Montrealer" redirects here. For other uses, see [Montrealer \(disambiguation\)](#).

Montreal (/ˌmɑntriːˈdl/ (listen)^[1] pronounced [mɔ̃ʁeal] (listen)) (officially **Montréal**) is the **most populous municipality in Quebec** and the **2nd-most populous in Canada**. Originally called *Ville-Marie*, or "City of Mary,"^[12] it is named after **Mount Royal**,^[13] the triple-peaked hill in the heart of the city. The city is on the **Island of Montreal**, which took its name from the same source as the city,^[14]^[15] and a few much smaller peripheral islands, the largest of which is **Île Bizard**. It has a distinct four-season **continental climate** with warm to hot summers and cold snowy winters.^[16]

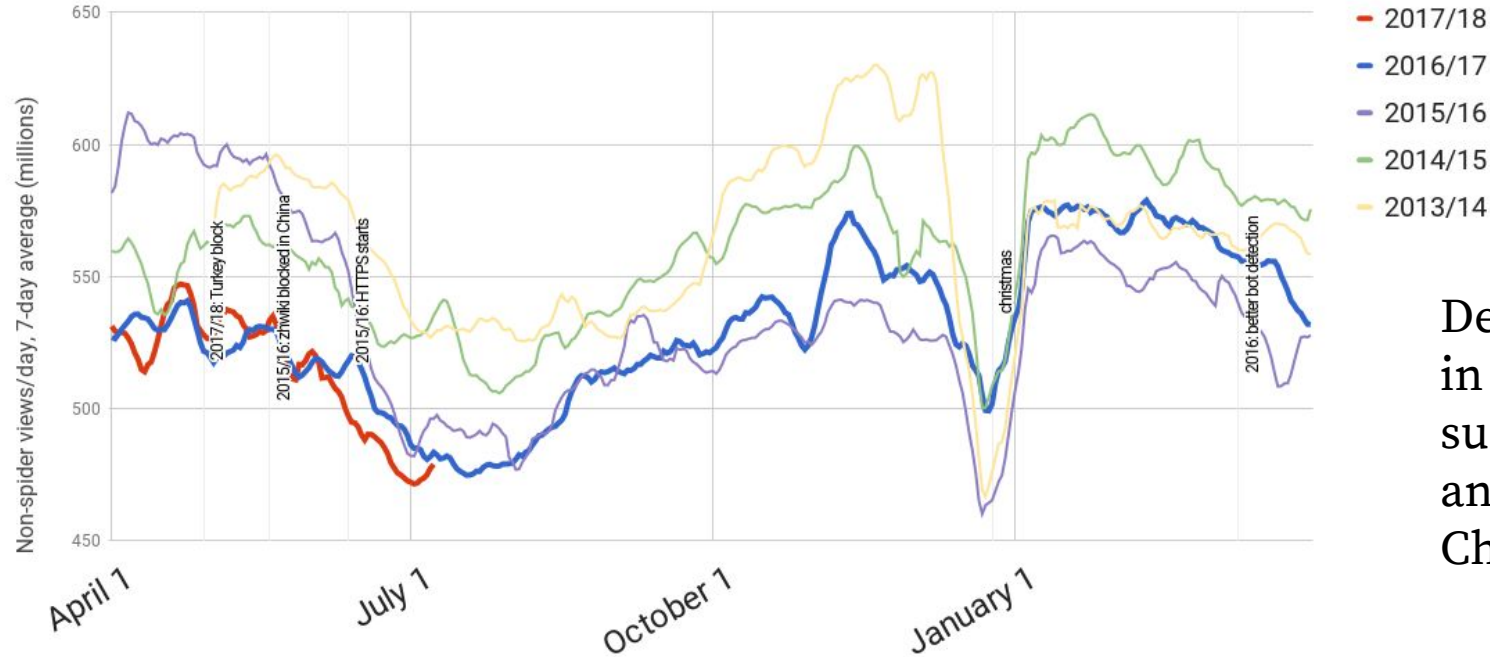
In 2011 the city had a population of 1,649,519.^[6] Montreal's **metropolitan area** had a population of 3,824,221^[8] and a population of 1,886,481 in the **urban agglomeration**, with all of the **municipalities** on the Island of Montreal included.^[17] The 2014 estimate of the population of the metropolitan area of Montreal is 4.1 million.^[18] **French** is the city's official language^[19]^[20] and is the language spoken

Montreal
City
Montréal



Seasonality and year-over-year changes

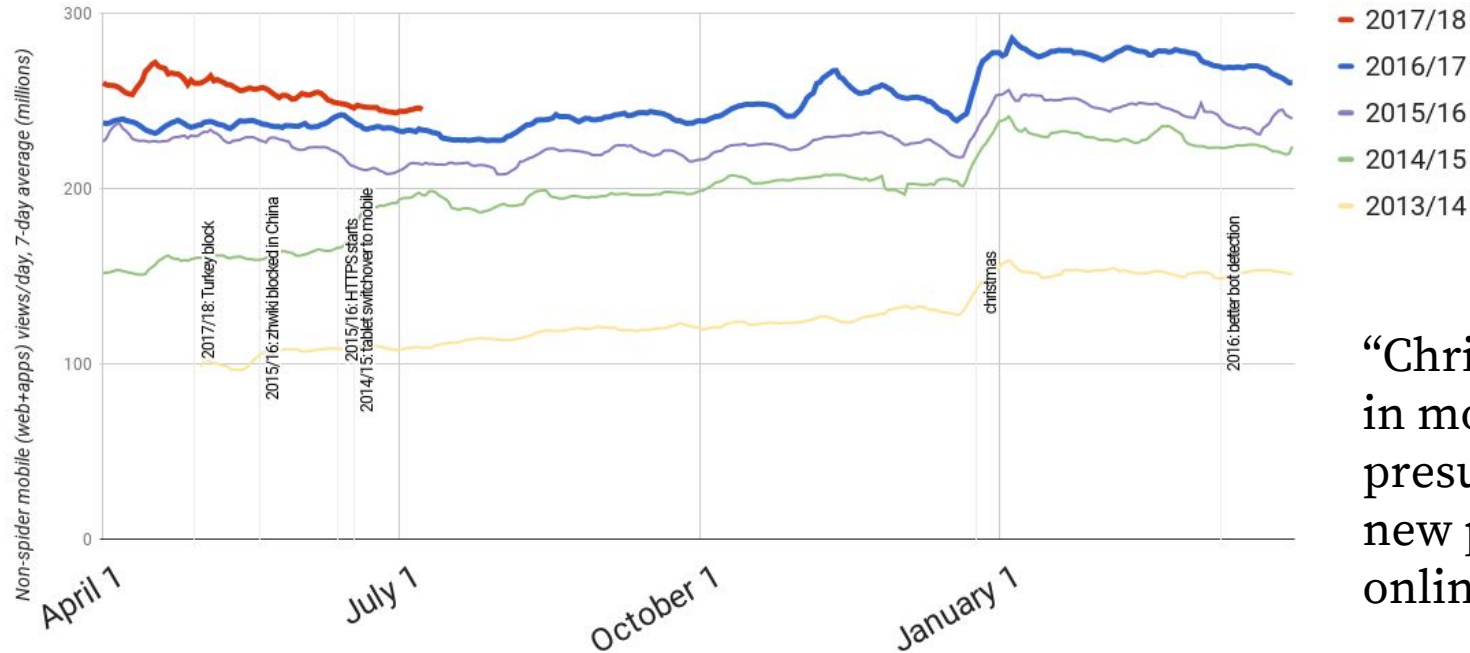
Wikimedia pageviews year-over-year comparison, May 2013-July 2017



Desktop drop
in (Northern)
summer
and around
Christmas

Seasonality and year-over-year changes

Wikimedia mobile pageviews year-over-year comparison, May 2013-July 2017



“Christmas bump”
in mobile views,
presumably due to
new phones going
online

Unique devices

Industry standard web metrics: Pageviews and unique *visitors*

Unique visitor counting requires tracking users across views, which we avoid for privacy reasons (as opposed to almost all major web sites)

Novel privacy-friendly alternative developed by WMF in 2015/16: Unique *devices*

- Based only on the reader's date of last access
- NB: devices \neq users

Unique devices

E.g. (July 2017):

English Wikipedia: 732 million/month, 66% mobile

All Wikipedias: >1 billion (preliminary new measurement:
1.36 billion)

Mobile has less pageviews per device

Limitations of the pageview metric

Does not capture offline reading, e.g.:

- Printouts of articles
- Kiwix, ZIM file downloads
- New offline features in the Android and iOS Wikipedia app

400-500k clicks/day on
“printable version”

Actual prints from
browser =?



larger Montr
speaks Frenc
The agglome
Quebec and
English and F
French-speak
Historically t
population at
an important
pharmaceuti
gaming film

Limitations of the pageview metric

Page previews (formerly known as hovercards)

- New feature being activated currently on desktop Wikipedia
- Shows short summary of linked article when hovering over a wikilink
- Might decrease pageviews somewhat (which is kind of the point)
- A new way of reading Wikipedia content

Discovery and naming [\[edit source \]](#)

The elfin woods warbler is one of many species in the genus *Setophaga* of the [New World warbler](#) family Parulidae. It was first discovered by [Cameron](#) and [Angela Kepler](#) while they were in the [Elfin Woods National Park](#) on the island of [Puerto Rico](#). On May 18, 1971, a specimen was collected. It was named in honor of [Angela Kepler](#). The species was first described in the [Caribbean](#) since [Angela Kepler](#). Elfin-woods warbler is a species in the genus *Dendroica* but in 2011 the [American Ornithologists Union](#) classification was adopted by the [International Union for Conservation of Nature](#).



A phylogenetic analysis using mitochondrial DNA has shown that within the genus *Setophaga*, the elfin woods warbler is a species which is endemic to the islands of [Dominica](#) and [St. Eustace](#).

Description [\[edit source \]](#)

The warbler's upper body is predominantly yellow and neck, an incomplete white eyering, and the species features a long bill and short tail. [Juveniles](#) differ from adults in that they have a shorter bill (5 in) and its average weight is 8.4 g (0.30 oz).

This article refers to the New World wood warbler family of birds, the Parulidae. For the Eurasian species *Phylloscopus sibilatrix*, see wood warbler. The **New World warblers** or wood-warblers are a group of small, often colorful, passerine birds which make up the family Parulidae.

Identification [\[edit source \]](#)

The elfin woods warbler is often confused with the [black-and-white warbler](#) (*Mniotilta varia*), a non-breeding species in the [Caribbean](#) from mid-September to early May. The main physical distinction is in the eyes. The elfin woods warbler has an incomplete white eyering, while the black-and-white warbler has a white band across the eye and a white lower half of the eyering. Another distinction is found in the crown, where the elfin woods warbler has a yellow crown and the black-and-white warbler has a black crown.

New metrics: retention and engagement

Two new metrics we are building right now (FY 2017/18):

Retention - how often do people come back?

- We're reusing the last-access date cookie (introduced for unique devices metric) for this

Engagement - how intensively do people engage with the content?

- We're measuring the time until browser tab close (for a small sample)

Questions?

Readers meetup: Tomorrow (Saturday) 6:30pm, Drummond Center (Level 3)

- Talk to the WMF team responsible for Wikipedia's reader-facing software features

Explore public stats:

- <https://stats.wikimedia.org/>
- [\[\[mediawiki:Wikimedia_Audiences#Reading_Audience\]\]](https://meta.wikimedia.org/wiki/Wikimedia_Audiences#Reading_Audience)

Contact:

- tbayer at wikimedia.org / [\[\[meta:User:Tbayer \(WMF\)\]\]](https://meta.wikimedia.org/wiki/User:Tbayer)