

# Readers core metrics Q4 2016-17 (Apr-Jun 2017)

Appendix to the July 2017 quarterly check-in

August 3, 2017



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**Readers (core metrics)**

Appendix: Metrics highlights

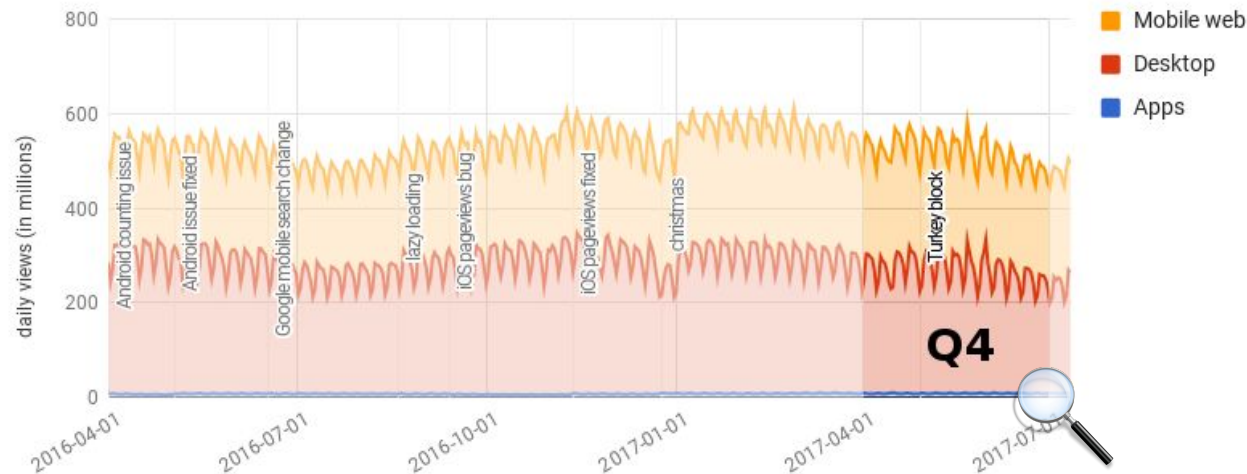
## Metrics highlights

- The year-over-year increase in pageviews we had been seeing since October did not hold up this quarter (-0.9%).
- As last quarter, new installs have increased year-over-year for the iOS app, but decreased for the Android app.
- This was the first quarter where the majority of our pageviews were on mobile.
- Almost all of traffic to wikipedia.org portal is direct and 38% from U.S.
- Pokemon Go fansites are the biggest users of Wikimedia Maps' tile service.
- Sister project search has slightly increased search results page load time for users, but it has led to users to articles on sister projects.

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**Readers (core metrics)**

Appendix: Pageviews

**Total pageviews, by access method**

## Pageviews per month

<b>Total</b>	<b>15.2 billion</b> -0.9% YoY
Desktop	7.5 billion -9.4% YoY
Mobile web	7.5 billion +7.9% YoY
Apps	221 million +15.4% YoY*

Corrected (except chart) for [artificial IE7 traffic from Pakistan](#) and some other Asian countries, and the aftereffects of an iOS app counting bug.

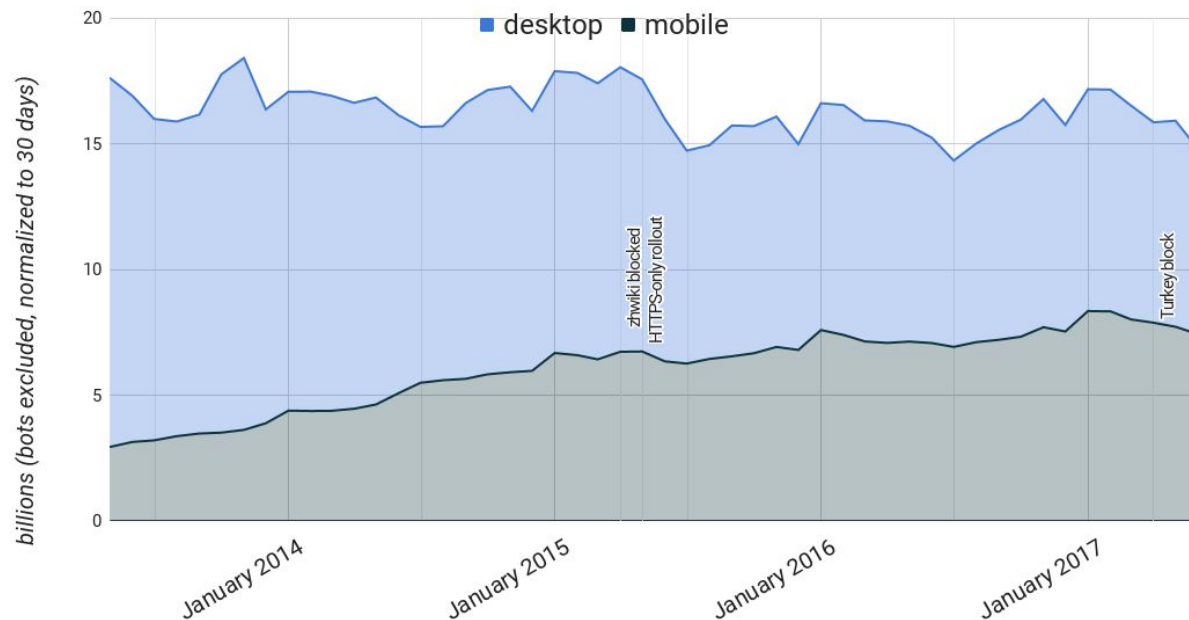
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**Readers (core metrics)****Appendix: Pageviews****General trends**

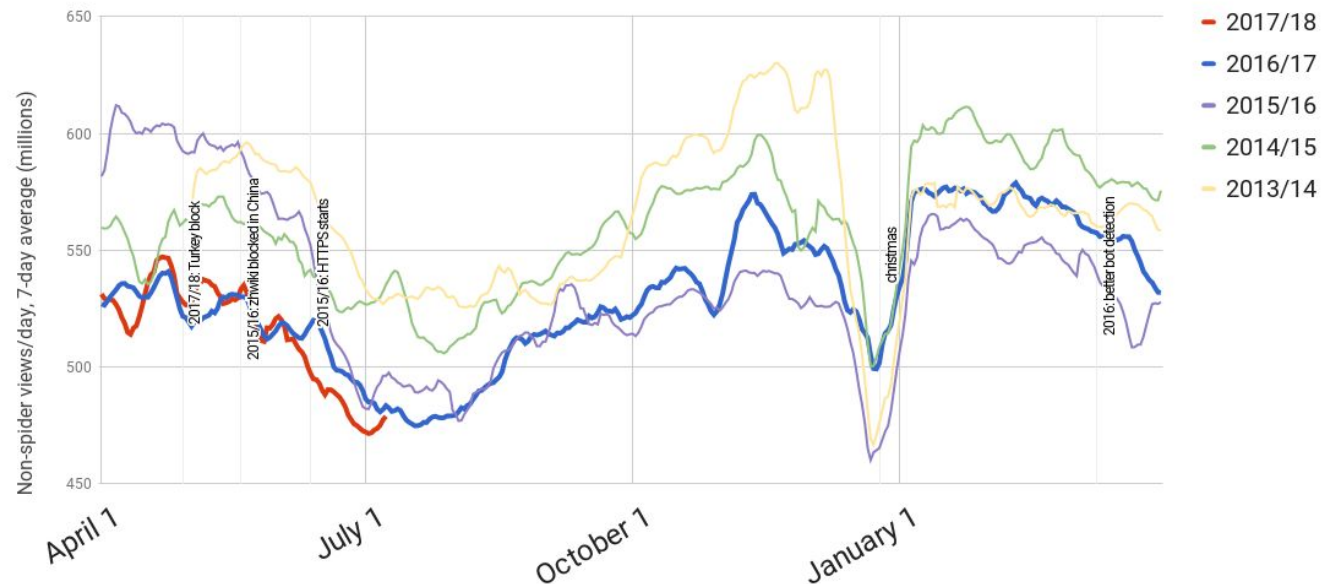
Globally, total readership has been slightly declining since 2013 (-2.0% yearly, largely due to two one-time effects in 2015: Conversion to HTTPS-only. and block of zhwiki in China). Around October 2016, the year-over-year change turned into growth again (+3.9% YoY in Q3), but this has stopped now (-0.9% in Q4).

Mobile has been increasing (+21.4% yearly since 2013) as desktop has been declining (-14.1% yearly since 2013).

Data until Q4 2016/17. Chart and numbers not yet corrected for anomalous IE7 traffic from some countries.

**Wikimedia monthly pageviews (desktop+mobile), 2013-2017**

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**Readers (core metrics)****Appendix: Pageviews****Wikimedia pageviews year-over-year comparison, May 2013-July 2017**

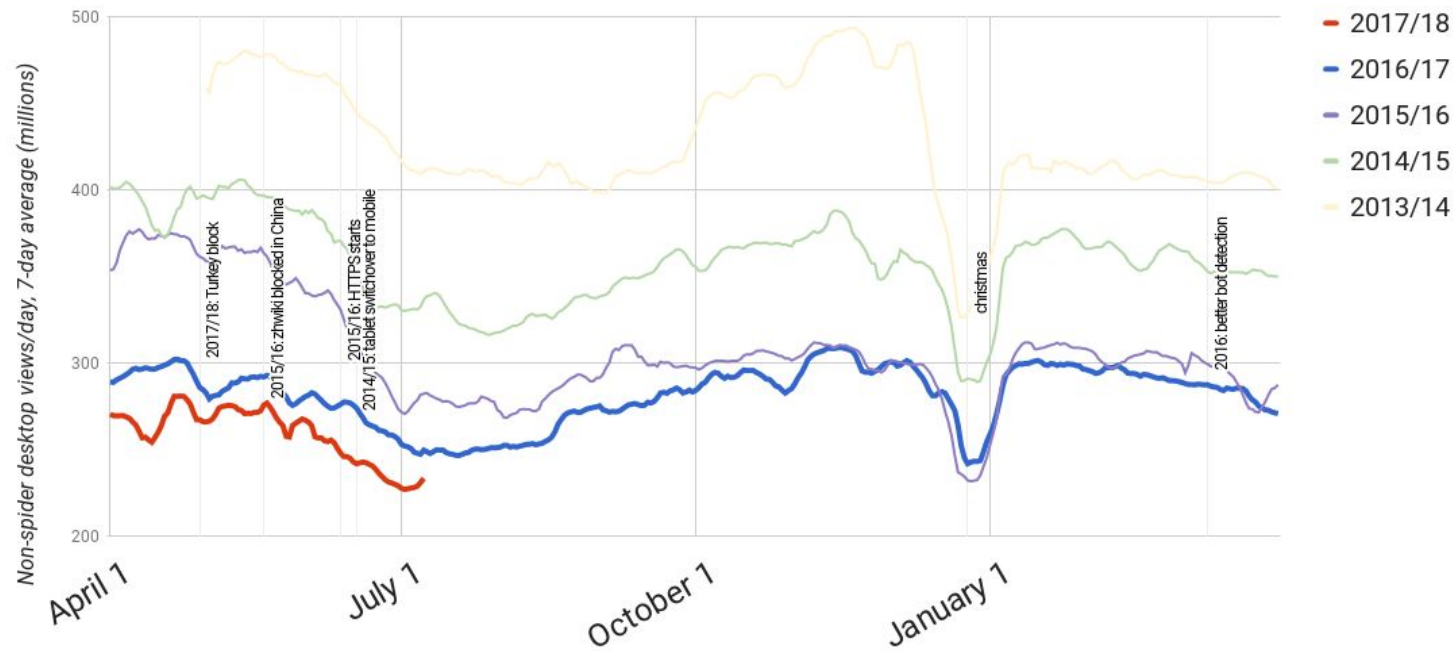
We had observed a positive year-over-year trend from October through Q3, but recently this turned negative again.

Caveat: While these trend chart already include corrections for some anomalies, they do not yet account for an increase in [artificial IE7 traffic from Pakistan](#) and some other countries (removed elsewhere).

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Appendix: Pageviews

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

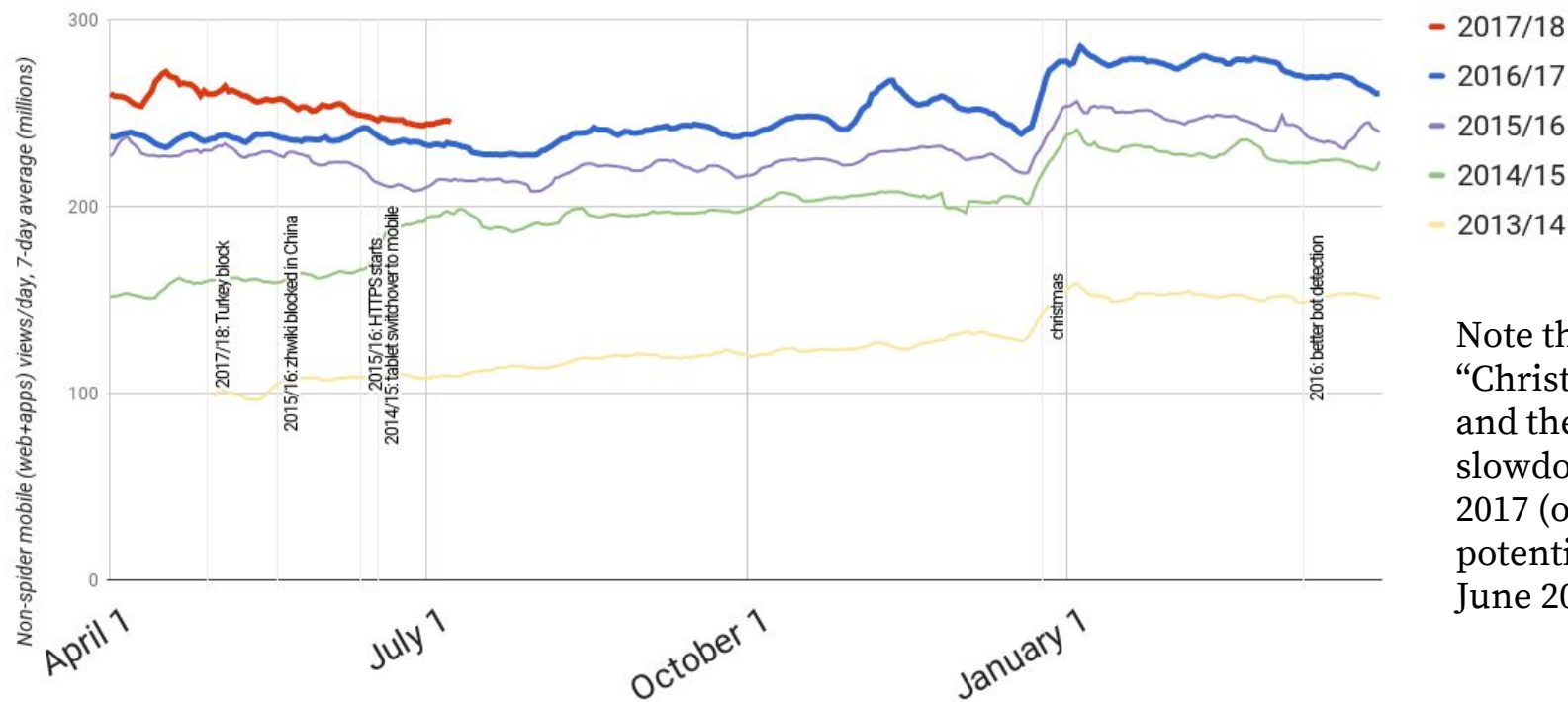
Desktop is  
shrinking again.

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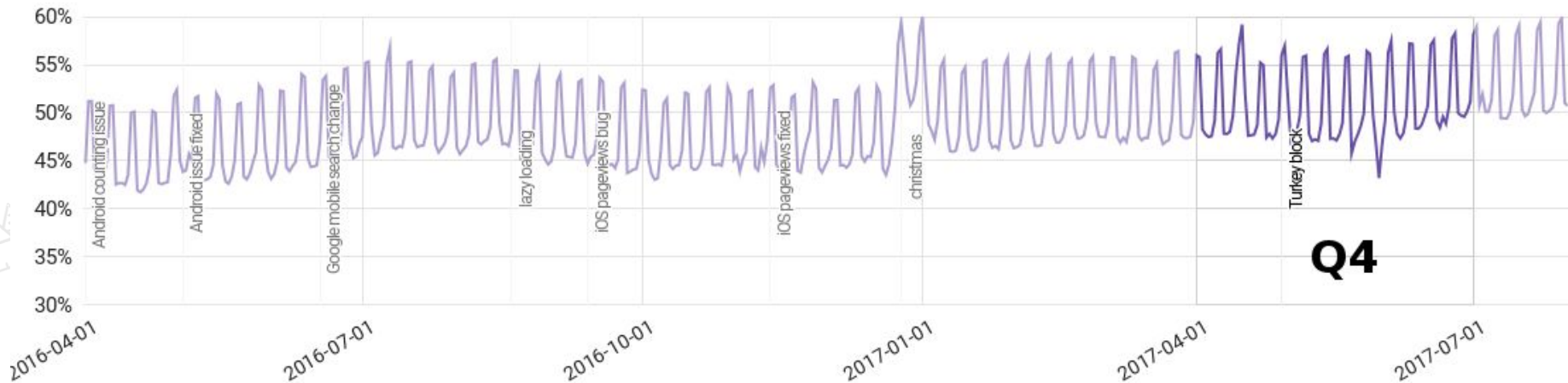
Appendix: Pageviews

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



Note the annual “Christmas bumps” and the potential slowdown in June 2017 (or conversely, potential bump in June 2016).

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**Readers (core metrics)****Appendix: Pageviews****Wikimedia daily pageviews, %mobile (web+apps)**

After the lasting “christmas bump”, Q3 and Q4 saw a more gradual increase in the mobile pageviews ratio, but enough to make Q4 the first quarter ever where mobile surpassed desktop overall. There was a further, more marked increase toward the end of the quarter.

(Data [corrected for an iOS bug](#) from around Dec 20 to March, and for anomalous IE7 traffic from some countries.)



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**Readers (core metrics)****Appendix: Uniques**

	Monthly unique devices (desktop + mobile web) Average April-June	% mobile
English Wikipedia	669 million	64%
Spanish Wikipedia	136 million	63%
German Wikipedia	86 million	54%
Japanese Wikipedia	81 million	69%
Russian Wikipedia	67 million	57%

**Monthly pageviews/device**English Wikipedia  
Average April-June

Desktop

17

Mobile web

8

(Top 5 projects by overall [unique devices](#) -  
Global number became available during Q4, still being vetted)

NB: devices <> users

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**Readers (core metrics)**

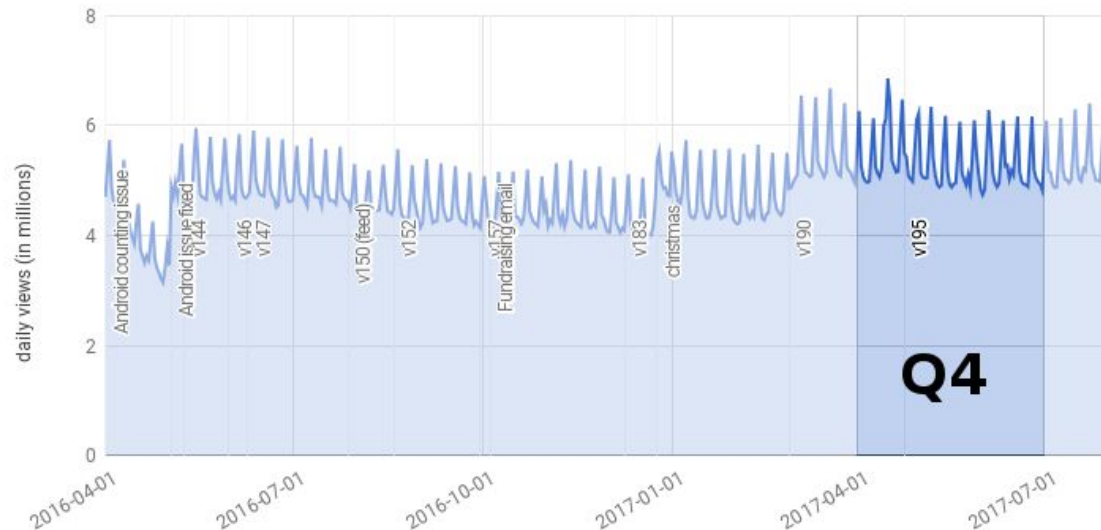
Appendix: Android

## Android app usage

Monthly pageviews	161 million YoY:* +8.2%
Daily installs	16.5k YoY: -18.1%
Install base ( <a href="#">active devices</a> , June 30)	7.7 million March 31: 8.0 m YoY: N/A
Monthly users	5.88 million YoY: -13.9%
Daily users	1.05 million YoY: -10.3%

Pageviews normalized to 30 days/month  
\* vs. June 2016

## Wikipedia Android app pageviews

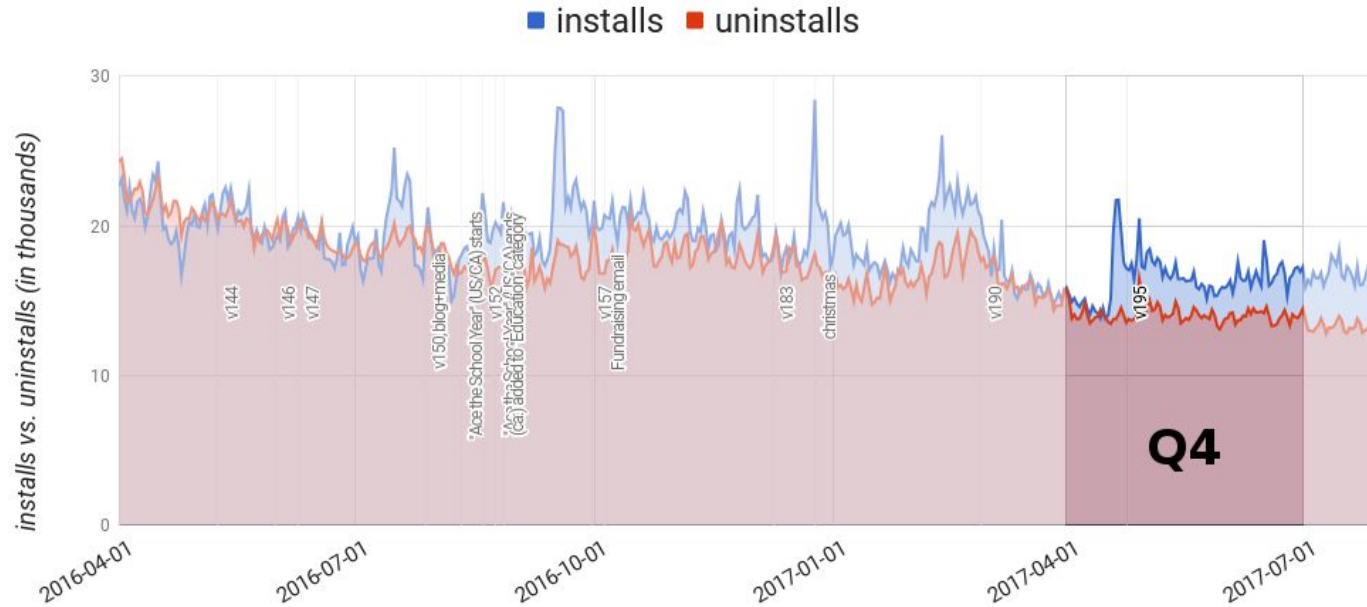


Despite a shrinking install base, the app's pageviews are still up year-over-year, largely due to a (still unexplained) rise coinciding with the release of v190 at the end of February.

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Appendix: Android

**Wikipedia Android app daily installs and uninstalls (by device)**

Daily installs saw a sudden increase around April 19 (back to around the levels held until the release of v190 in late February), which has lasted until today, without a corresponding increase in uninstalls. However, the install base continued to shrink during this quarter, from 8.0 million to 7.7 million.



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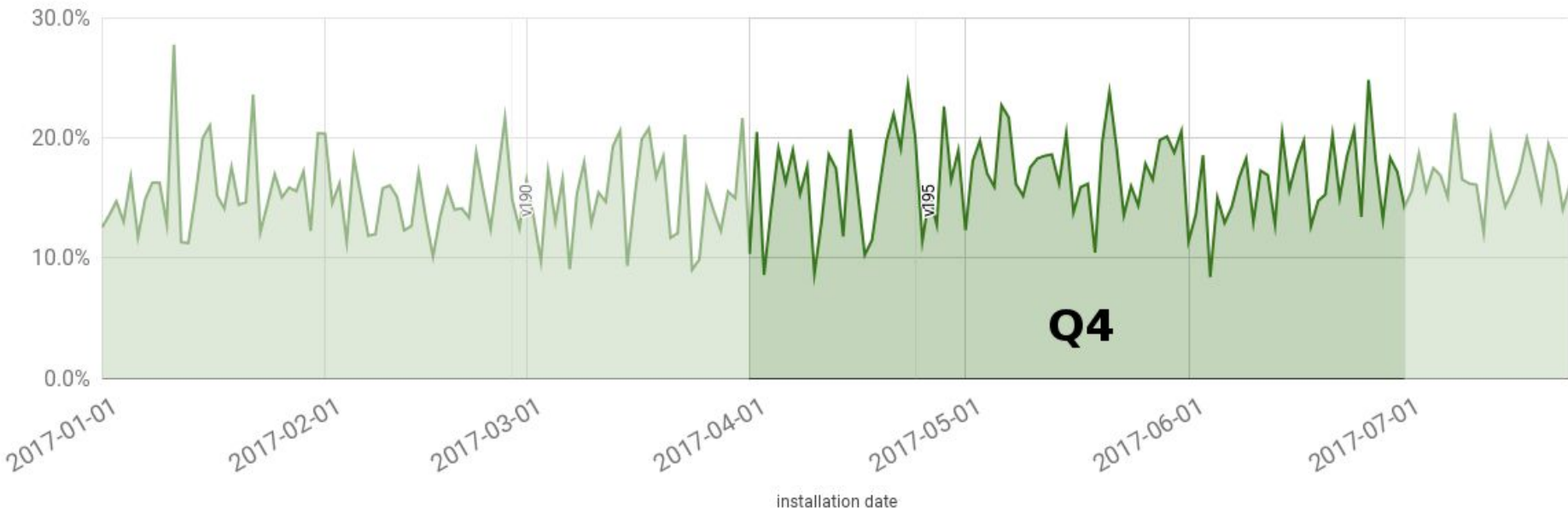
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Appendix: Android

## 7-day retention of Wikipedia Android app users



**Q4**

**Q4 avg: 16.7%**  
**Q3 avg: 15.1%**

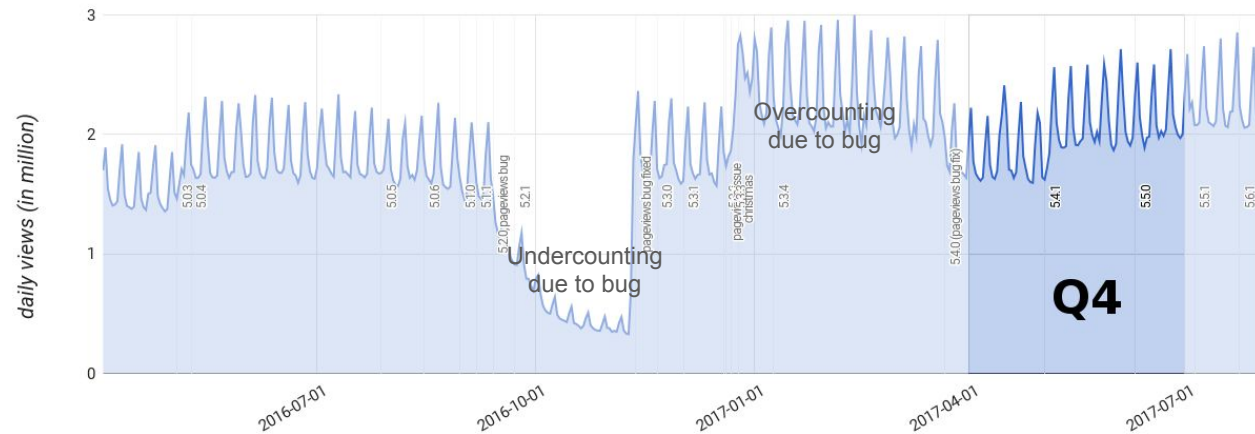
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## Readers (core metrics)

## Appendix: iOS

iOS app usage	
Monthly pageviews	61 million* YoY: +17.5%*
Daily downloads	4.2k YoY: +27.2%
Monthly users	N/A
Daily users	N/A

Wikipedia iOS app pageviews



Pageviews continued to increase year-over-year. The release of version 5.4.1 coincides with a notable increase in views.

Pageviews normalized to 30 days/month

\*Includes a small correction for the remaining effects of [a pageview-affecting bug](#) that arose in late December

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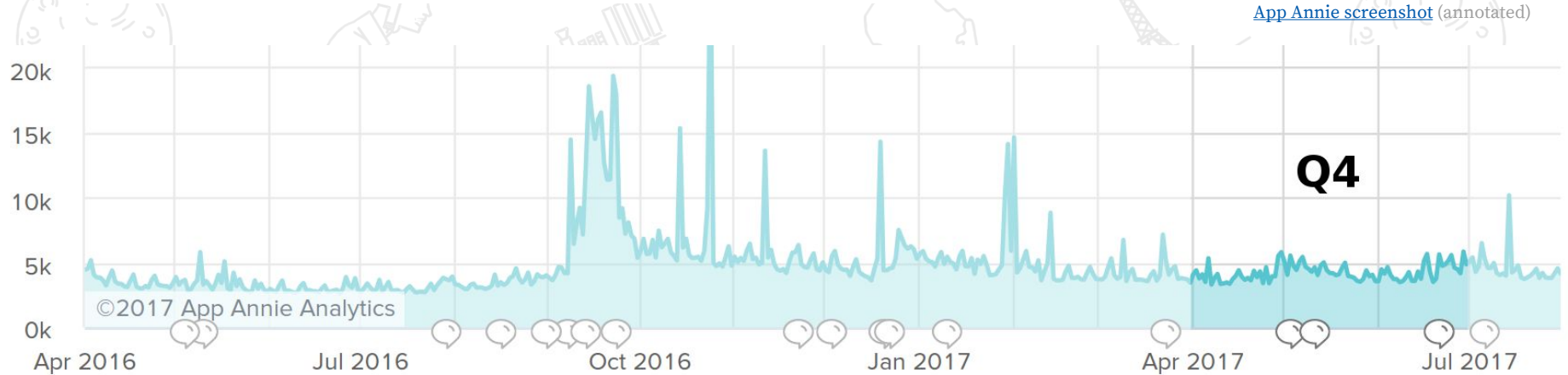
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Appendix: iOS

### iOS app downloads since January 2016



Downloads-wise, this was an uneventful quarter. (A promotion on the app store main page for Places in late June / early July increased store page views, but did not have a large effect on downloads.) Still, numbers are up 27.2% year-over-year.

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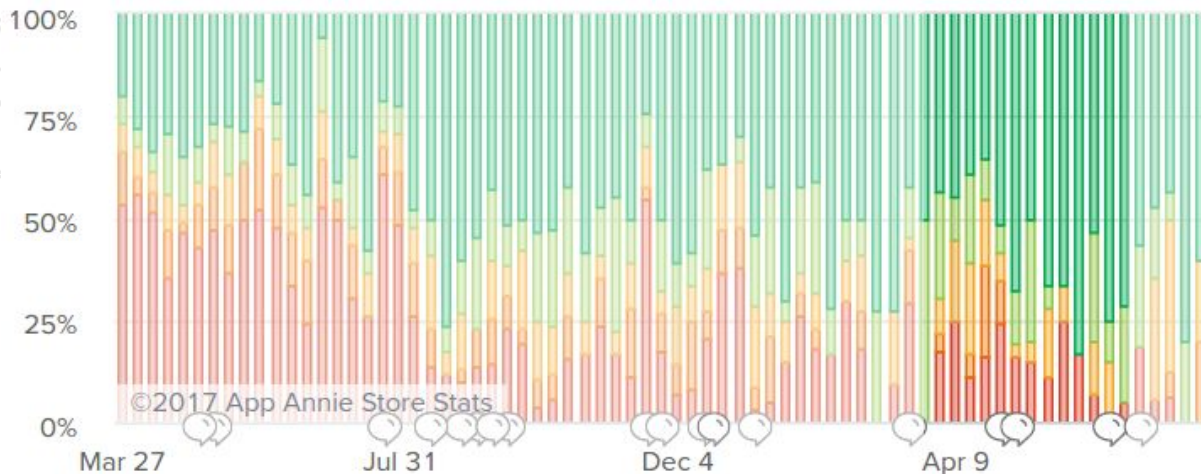
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Appendix: iOS

## iOS ratings since April 2016

[App annie screenshot](#)

269 reviews in Q4  
Average rating: 3.9



1 star 2 stars 3 stars 4 stars 5 stars

**Q4**

Quarter	2014/15: Q3	...Q4	2015/16: Q1	...Q2	... Q3	...Q4	2016/17: Q1	... Q2	... Q3	... Q4
Average rating	3.8	2.9	3.5	3.9	3.3	2.7	3.4	3.5	3.6	<b>3.9</b>



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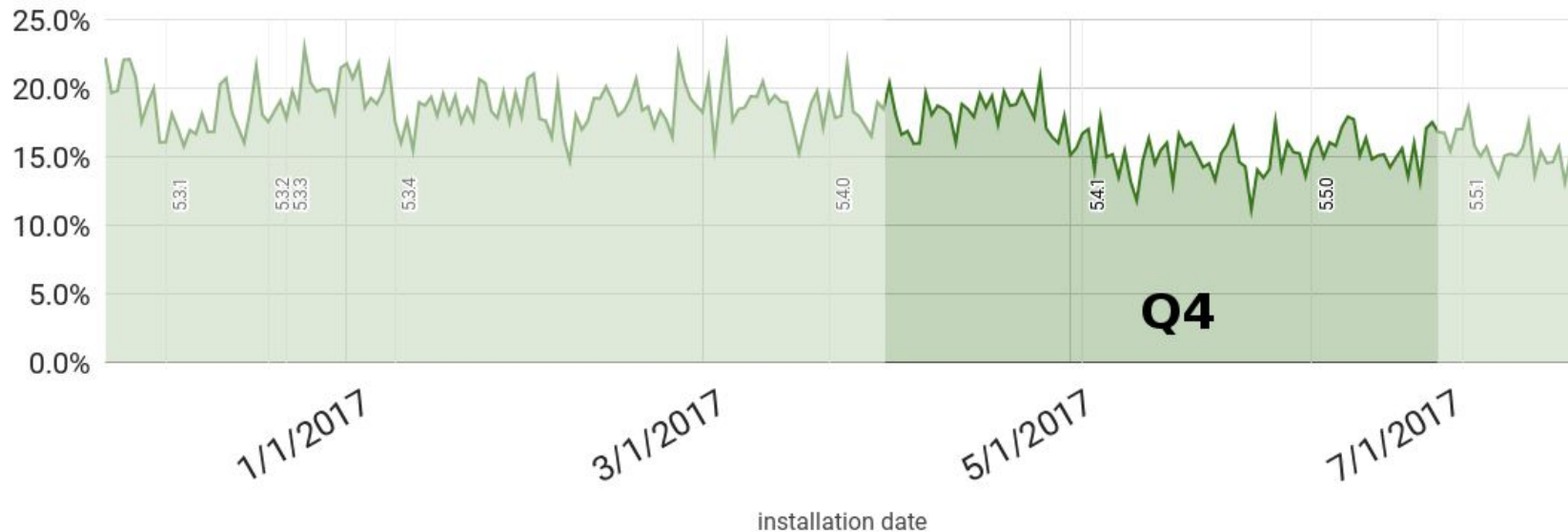
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Appendix: iOS

## 7-day retention of Wikipedia iOS app users



**Q4**

**Q4 avg: 16.2%**  
**Q3 avg: 18.8%**

NB: Data from opt-in users only

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Appendix: Android+iOS

In a typical app session, 2-3 pages are viewed. Median session length remains higher on Android (3.6 min) than on iOS (2.1 min).

A typical user had 2-3 sessions per week.

For June 18-24, 2017	10th Percentile	50th Percentile	90th Percentile
<b>Pageviews per session</b> (session ends after 30 min of inactivity)	Android: 1-2 iOS: 1-2	Android: 2-3 iOS: 2-3	Android: 7-8 iOS: 6-7
<b>Session length</b> (s = seconds)	Android: 15-16 s (Q3: 16-17 s) iOS: 11-12 s (Q3: 14-15 s)	Android: 216-220 s (Q3: 224-228 s) iOS: 122-124 s (Q3: 172-176 s)	Android: 1568-1600 s (Q3: 1600-1632 s) iOS: 1312-1344 s (Q3: 1440-1472 s)
<b>Sessions per user</b> (during that week)	Android: 1-2 iOS: 1-2	Android: 2-3 iOS: 2-3	Android: 8-9 (Q3: 7-8) iOS: 7-8 (Q3: 6-7)

Notes: iOS data restricted to users who opted into sharing usage data. Q3 value is for March 19-25, 2017. No Q3 value = no change from Q3. [Data source](#)

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<b>Français</b> 1 889 000+ articles	<b>العربية</b> مقالة 531 000+
<b>Русский</b> 1 408 000+ статей	<b>한국어</b> 389 000+ 문서
<b>中文</b> 952 000+ 條目	<b>日本語</b> 1 068 000+ 記事
<b>Հայերեն</b> 225 000+ հոդվածներ	<b>Ελληνικά</b> 133 000+ άρθρα
<b>नेपाली</b> 30 000+ लेखहरू	<b>ਪੰਜਾਬੀ (ਗੁਰਮੁਖੀ)</b> 26 000+



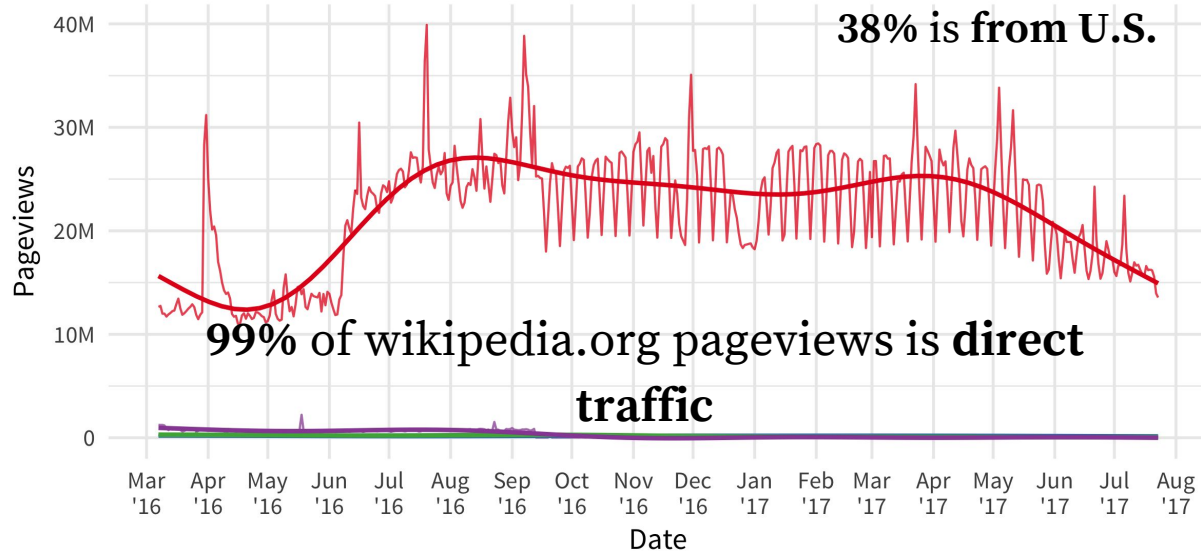
FR

[Lire Wikipédia dans votre langue](#)

Wikipedia.org portal responds to user's browser's language settings

### Wikipedia.org Portal pageviews

Data from 07 March 2016 to 23 July 2017 (503 days)



- Referrer
- Direct (not referred by anything)
  - Referred by a search engine
  - Referred by something other than search engine
  - Referred internally (itself or a sister wiki)

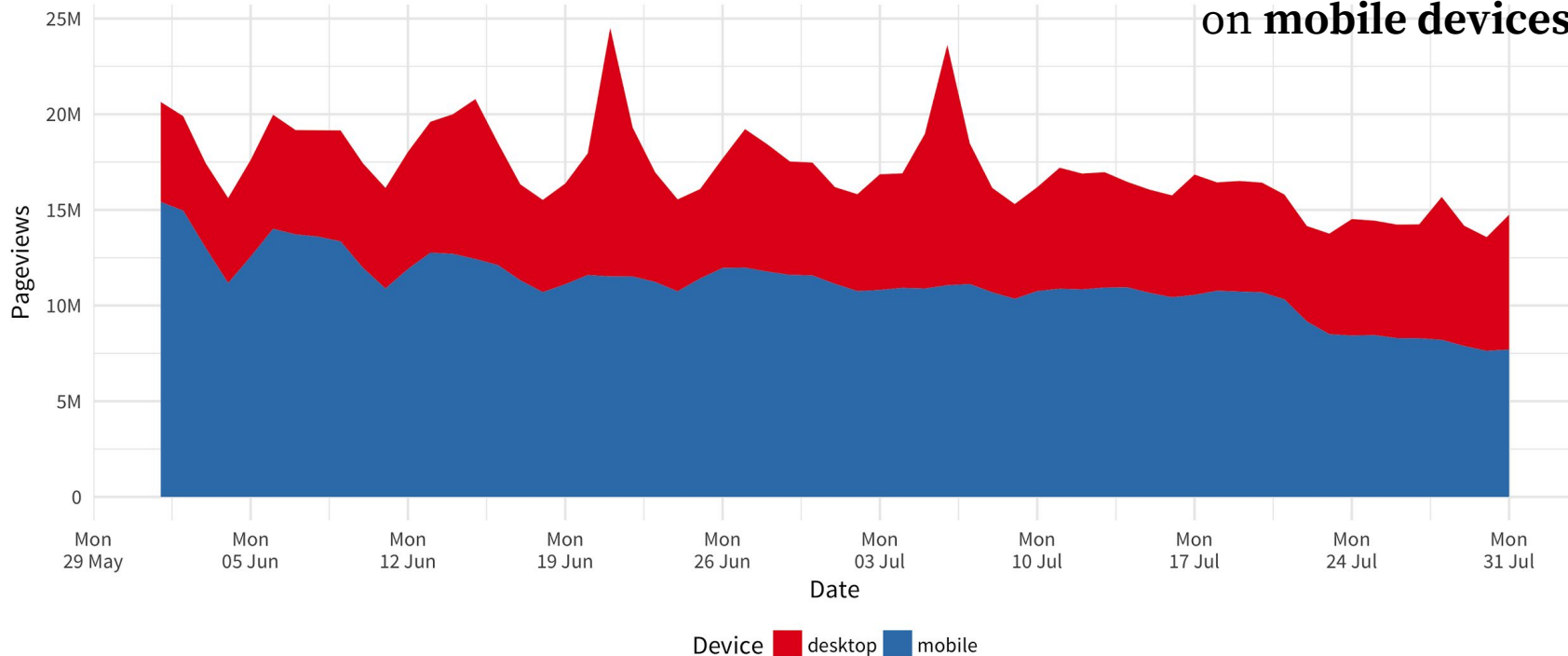
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**Readers (Discovery metrics)**

Appendix: Wikipedia.org

## Wikipedia.org Portal pageviews by device

Data from 01 June 2017 to 31 July 2017 (60 days)

**65% of daily traffic is from users  
on mobile devices**

This is an approximation, as there is no m.wikipedia.org and we had to create rules for detecting mobile device from user agents.

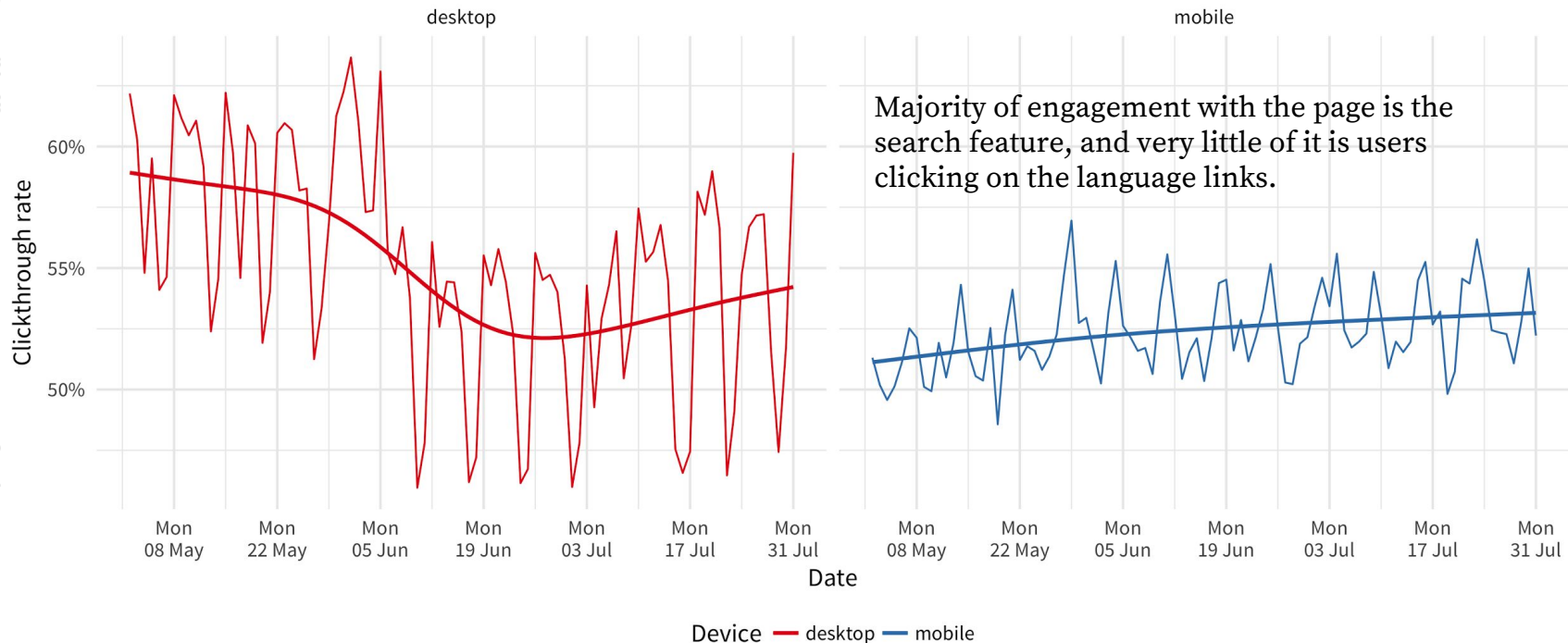
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# Readers (Discovery metrics)

Appendix: Wikipedia.org

## Wikipedia.org Portal clickthrough rate by device

Data from 02 May 2017 to 31 July 2017 (90 days)



This is an approximation, as there is no m.wikipedia.org and we had to create rules for detecting mobile device from user agents.

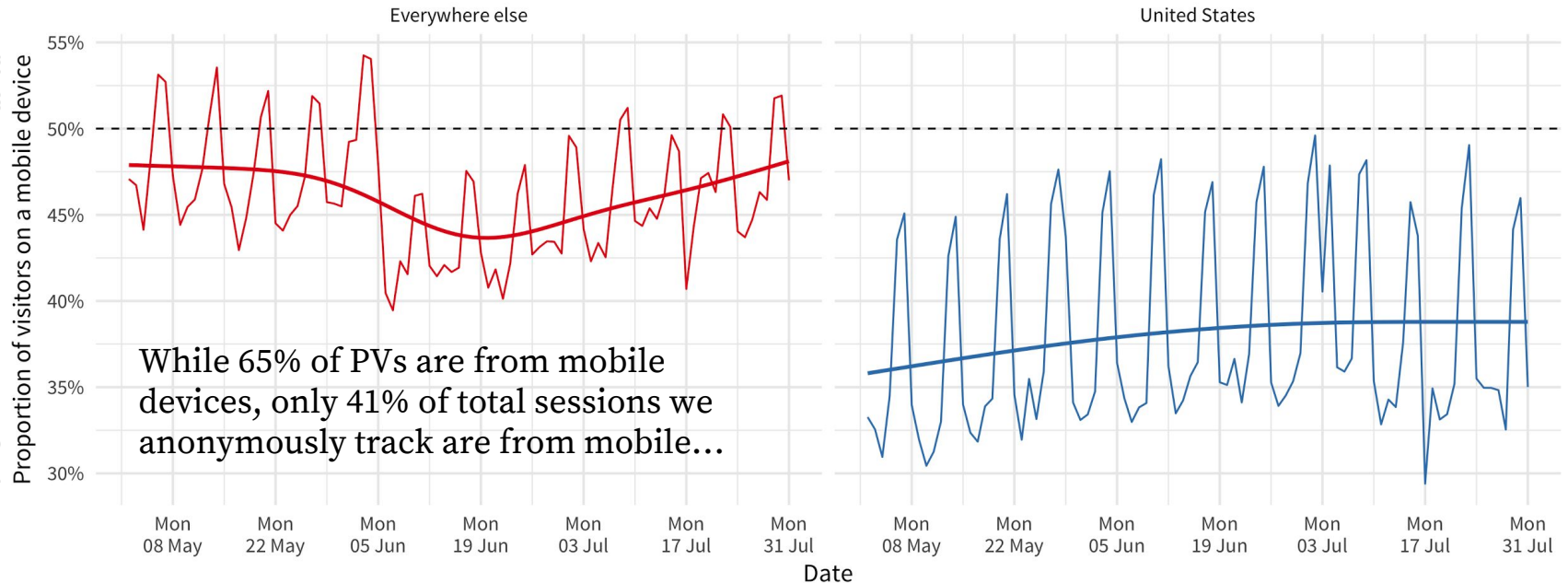
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Appendix: Wikipedia.org

Proportion of Wikipedia.org Portal visitors on mobile devices in U.S. vs everywhere else

Data from 02 May 2017 to 31 July 2017 (90 days)



...the most likely explanation is that many mobile users (especially in countries where Internet access is expensive or bandwidth-capped) have JavaScript turned off to conserve bandwidth.

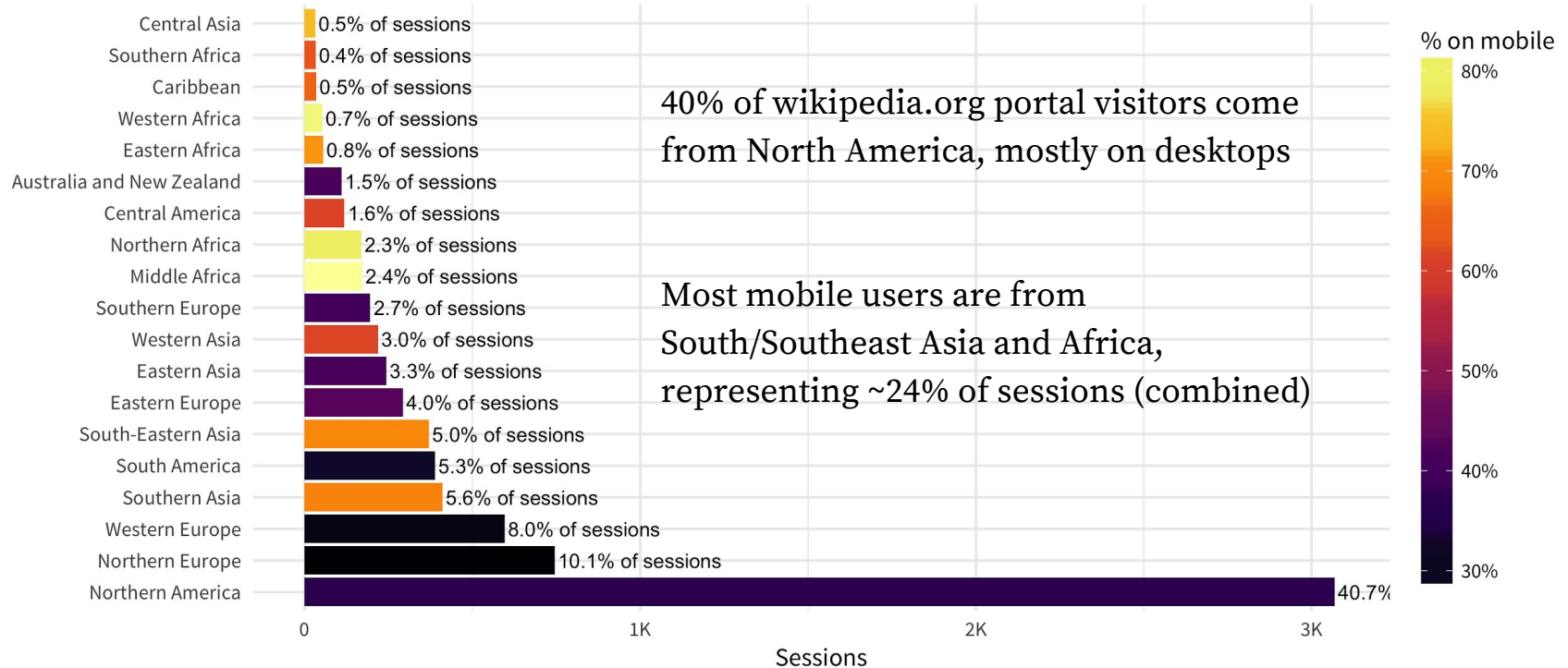
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Appendix: Wikipedia.org

Where Wikipedia.org Portal visitors come from &amp; what they use

Median across the past 90 days of data



This is an approximation, as there is no m.wikipedia.org and we had to create rules for detecting mobile device from user agents.

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**Readers (Discovery metrics)**

Appendix: Maps



Annotated map of  
**Paris on French  
Wikivoyage**

Mapframe usage

Top 5 wikis	Prevalence
French Wikivoyage	28.5%
Russian Wikivoyage	17.2%
Catalan Wikipedia	10.9%
Spanish Wikivoyage	4.3%
English Wikivoyage	4.1%

Страна	Россия
Статус	Столица
Субъект Федерации	Москва
Координаты	📍 55°45′21″ с. ш. 37°37′04″ в. д. Н Г Я

Coordinates  
for **Moscow**  
on **Russian  
Wikipedia**

Maplink usage

Top 5 wikis	Prevalence
Chechen Wikipedia	39.6%
French Wikivoyage	29.8%
Russian Wikivoyage	17.2%
Wikimedia Commons	17.0%
Bashkir Wikipedia	11.5%



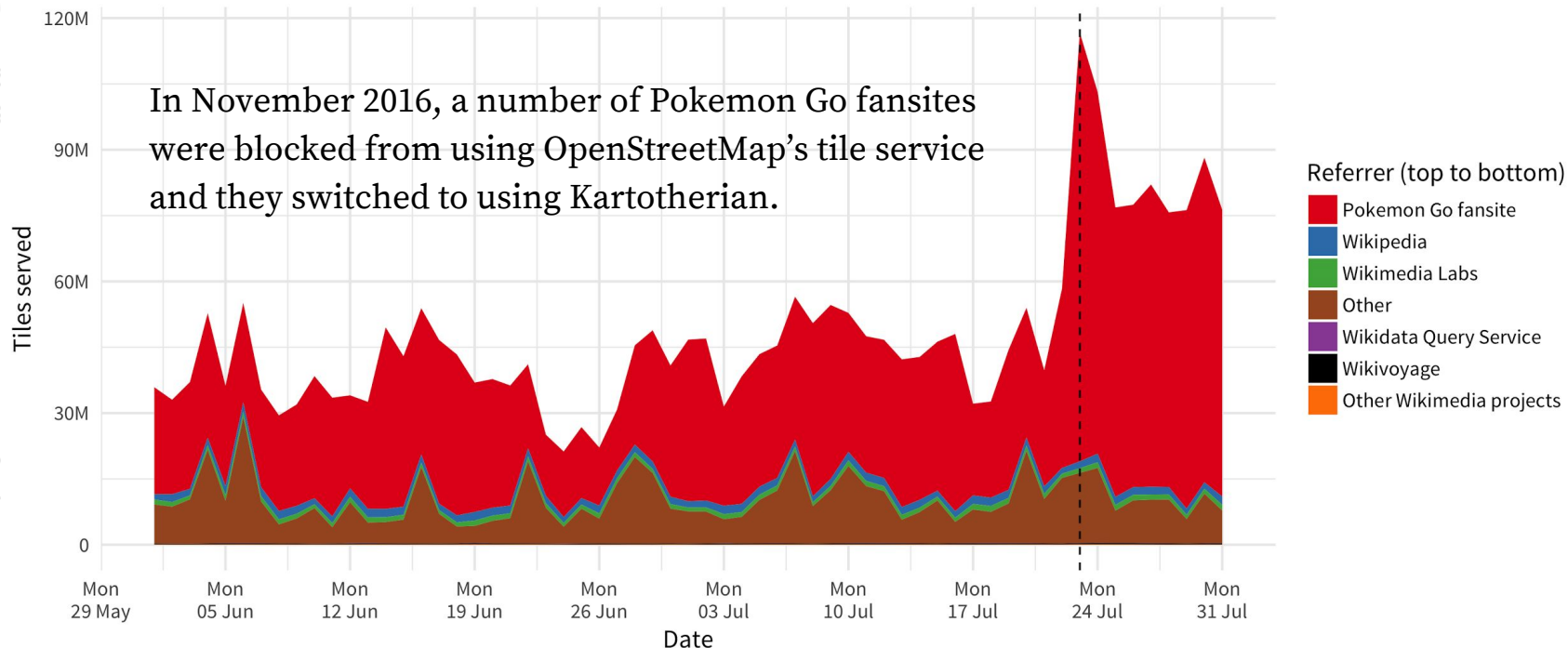
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**Readers (Discovery metrics)**

Appendix: Maps

## Users of Wikimedia Maps' Kartotherian tile service

Data from 01 June 2017 to 31 July 2017 (60 days)



The top 3 Pokemon Go users of tiles from Kartotherian are: pkmget.com, pkmtracker.com, and instances of PoGoMap tool  
 There was a live event in Chicago on July 22 (23rd in UTC) called "Pokemon Go Fest"

Stacked graph to show total tile usage.

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**Readers (Discovery metrics)**

Appendix: Search

**Autocomplete** search with suggestions (55%)

The screenshot shows a search bar with the text 'Beyonce' and a search icon. Below the search bar is a dropdown menu with the following suggestions:

- Beyoncé
- Beyoncé (album)
- Beyoncé discography
- Beyoncé videography
- Beyoncé: Platinum Edition
- Beyoncé Pulse
- Bence Máté
- Bence Jones protein
- Bence Bátor
- Bence Peter
- Beyoncé

The suggestion 'Beyoncé' is highlighted in blue. To the left of the search bar, there are links for 'Read', 'View source', and 'View history'. Below the search bar, there are links for 'Arts', 'Biography', and 'Geography'. In the news section, there are three items:

- After Nawaz Sharif (picture containing... public office, Shahid Kha... him as Prime Minister of Pakistan.
- A suicide bombing in Lahore, Pakistan, kills 25 people and wounds 53 others.
- In golf, Jordan Spieth wins the Open Championship.

A small portrait of Nawaz Sharif is shown below the first news item.

**Completion Suggester** feature corrects typos**Full-text** search engine results page ("SERP") (9%)

The screenshot shows a search engine results page for the query 'locuteurs natifs'. The search bar contains the text 'locuteurs natifs' and a search icon. The search results are displayed below the search bar. The first result is from Wiktionary, titled 'locuteurs natifs' and 'locuteurs natifs m plural of locuteur natif'. The second result is from French Wikipedia, titled 'Espérantophone natif' and 'locuteurs natifs fait de l'espéranto un cas unique de langue construite qui se soit développée pour devenir une langue maternelle, avec des locuteurs'. The third result is from Wiktionary, titled 'Langue maternelle (redirect from Locuteurs natifs)' and 'La langue maternelle ou langue natale désigne la première langue qu'un enfant apprend. Dans certains cas, lorsque l'enfant est éduqué par des parents ou'.

On the right side of the page, there is a section titled 'Results from sister projects' with a link to 'locuteurs natifs' and a note that it is the plural of 'locuteur natif'. Below this, there is a link to 'Word definitions from Wiktionary'.

**Cross-wiki Search** yields results from sister projects and another language (when we detect one)

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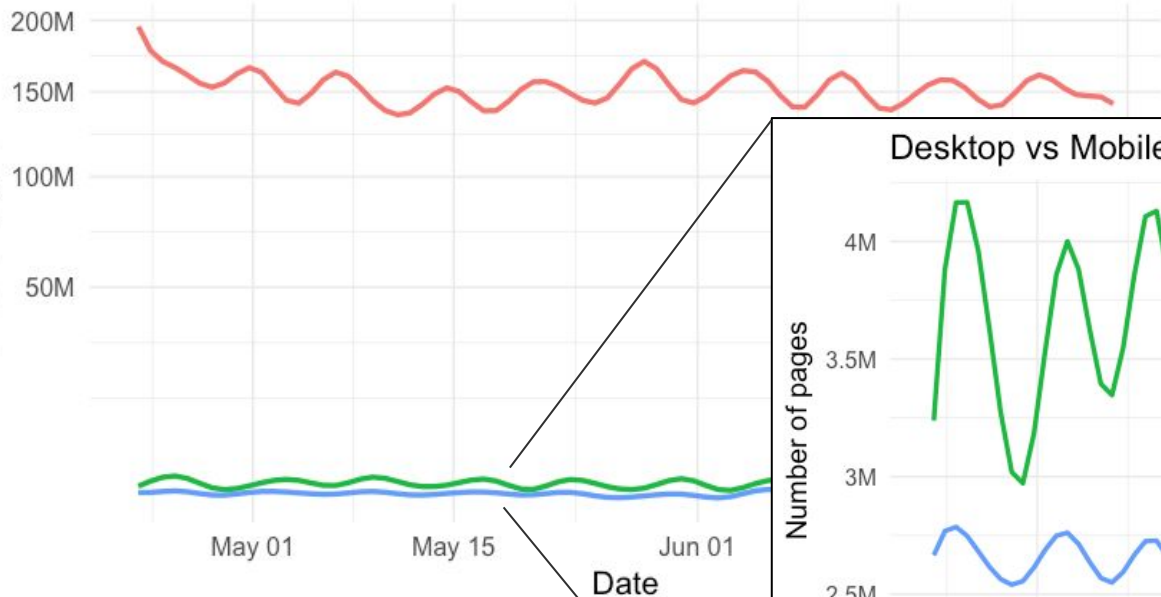
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# Readers (Discovery metrics)

Appendix: Search

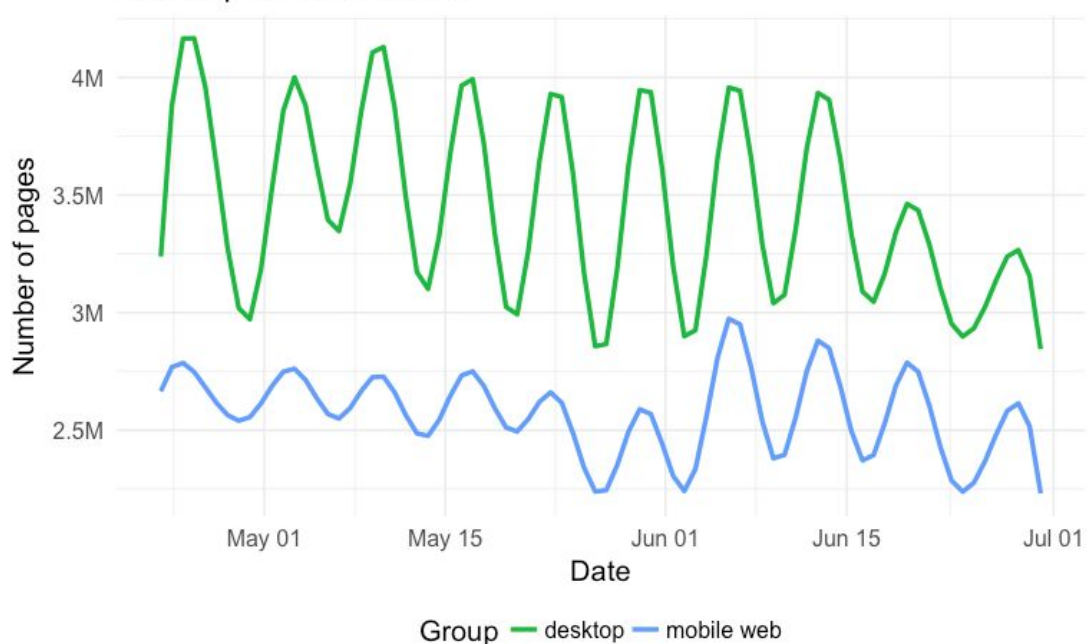
Number of search engine results pages

API vs Desktop vs Mobile web



Group — api — desktop — mobile web

Desktop vs Mobile web



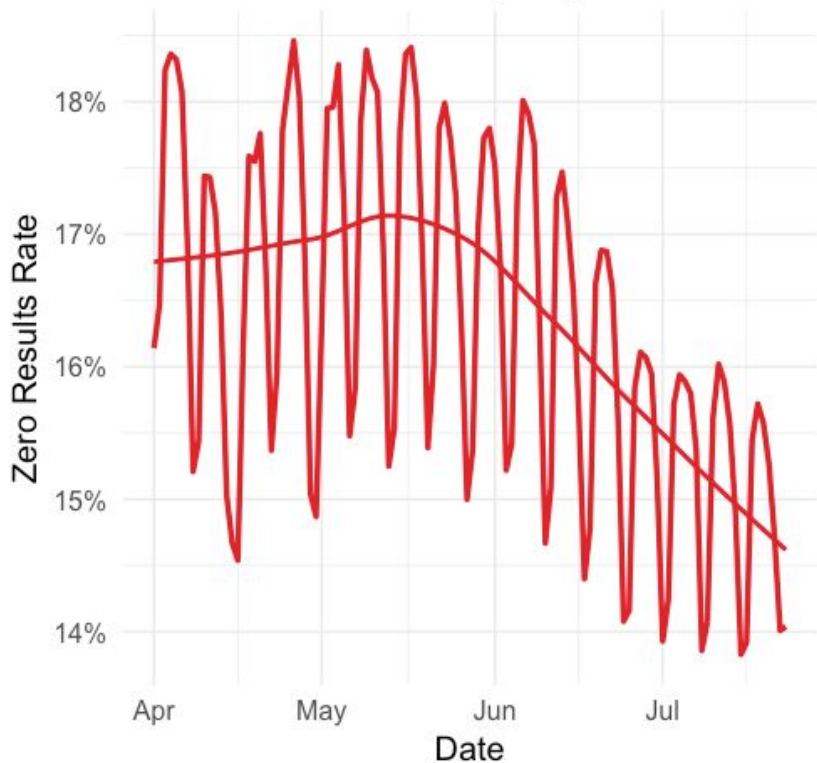
Group — desktop — mobile web

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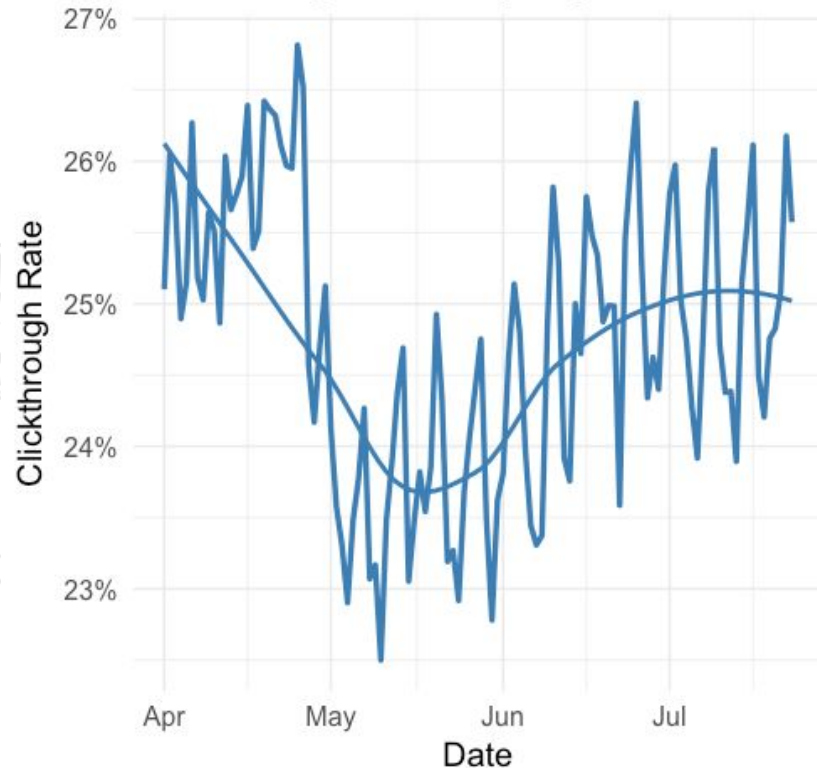
# Readers (Discovery metrics)

# Appendix: Search

### Zero Results Rate, by day



### Clickthrough Rate, by day



More than 80% of users click on one of the first 3 results.

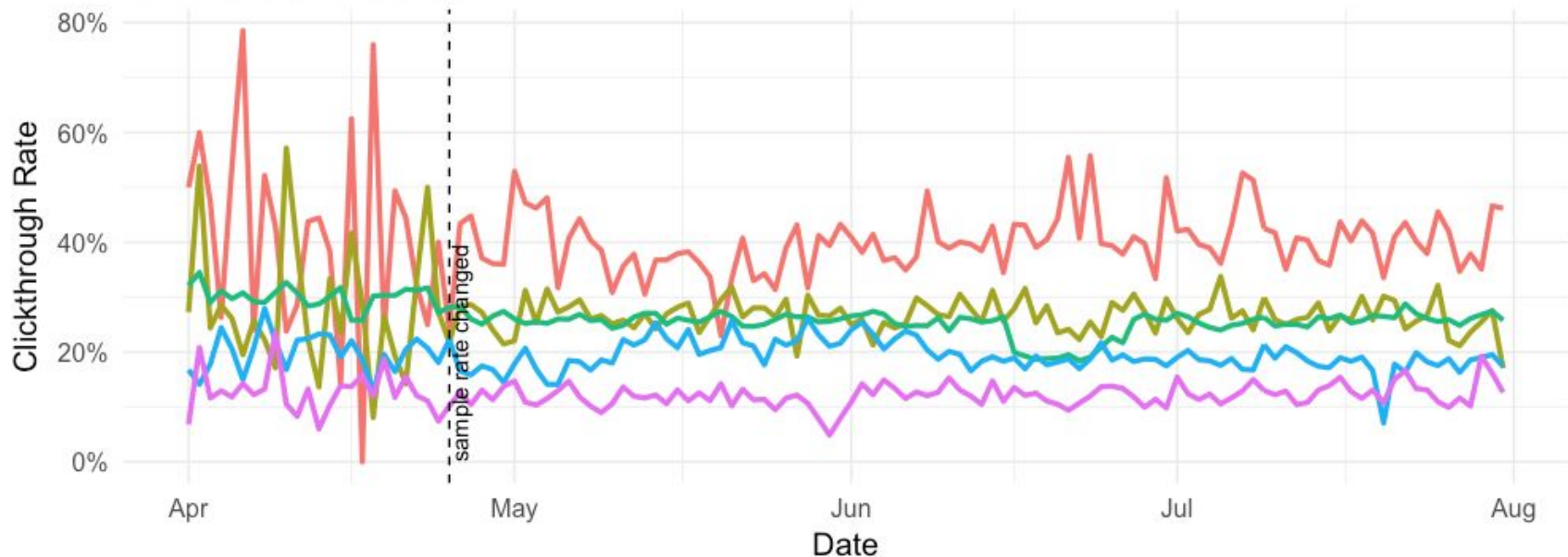
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**Readers (Discovery metrics)**

Appendix: Search

## Clickthrough rate by top 5 projects

Full-text search on desktop



Project — Wikidata — Wikisource — Wikipedia — Wiktionary — Wikimedia Commons

\*On April 25th, we changed the sample rates for several projects.

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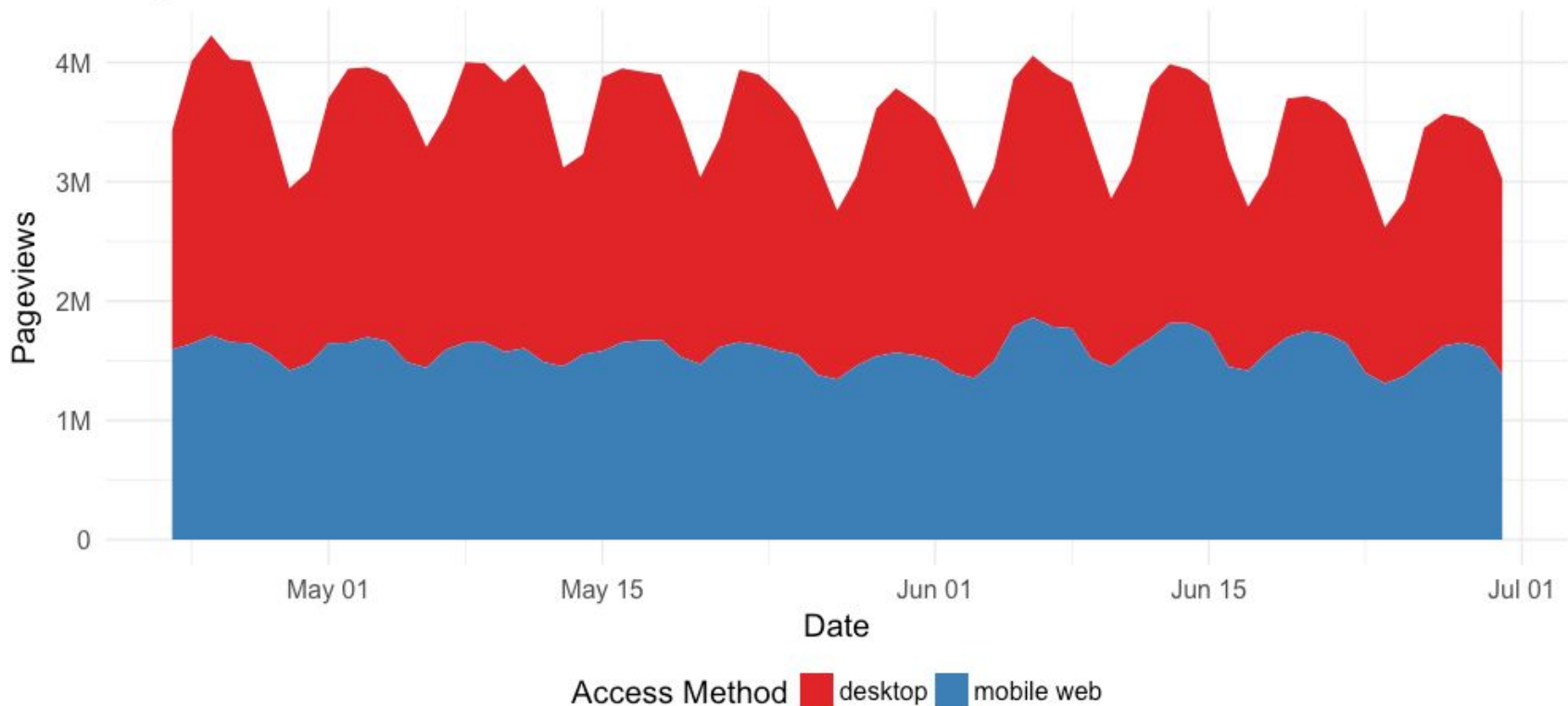
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# Readers (Discovery metrics)

Appendix: Search

## Pageviews from full-text search



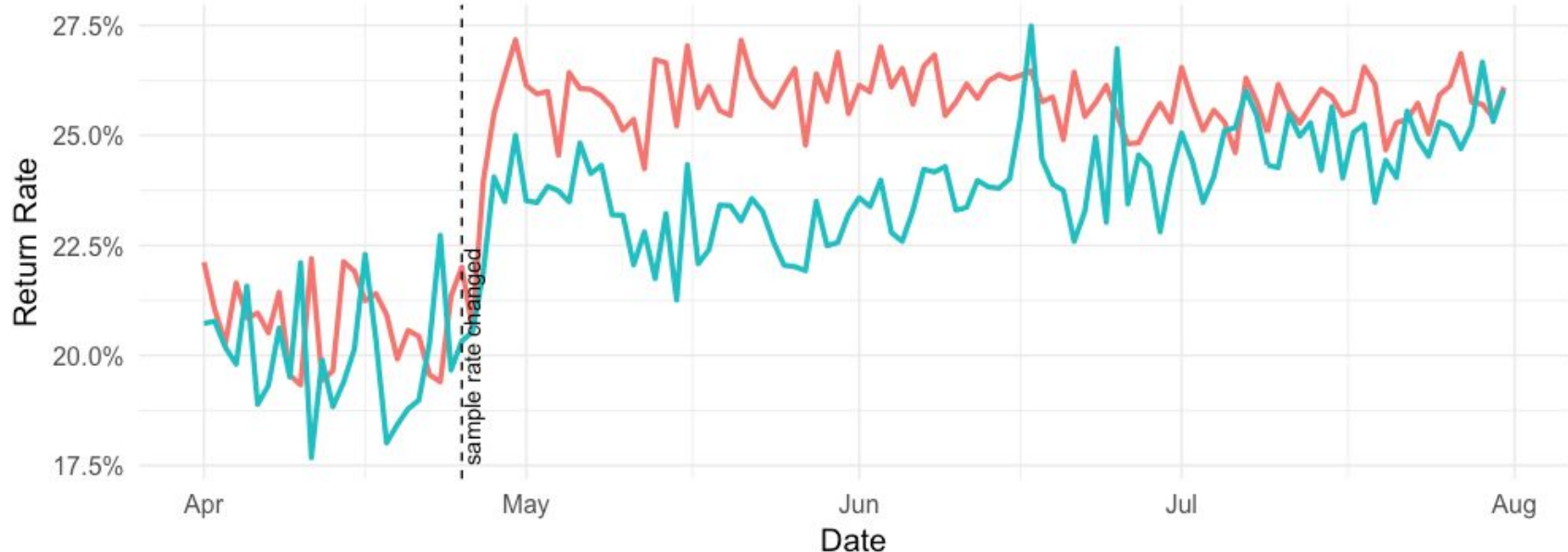
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Appendix: Search

Return rate after users clickthrough on search engine result pages

Full-text search on desktop



Type — Return to make different search — Return to the same search page

\*On April 25th, we changed the sample rates for several projects.

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**Readers (Discovery metrics)**

Appendix: Search

## Search results

 Help

Q puppies

Search

Results 1 - 20 of 7,474

Content pages [Multimedia](#) [Everything](#) [Advanced](#)There is a page named "**Puppies**" on Wikipedia**Puppy**

**puppy** is a juvenile dog. Some **puppies** can weigh 1–3 lb (0.45–1.36 kg), while larger ones can weigh up to 15–23 lb (6.8–10.4 kg). All healthy **puppies** grow

8 KB (943 words) - 20:18, 26 March 2017

**Pound Puppies (2010 TV series)**

2016. "Pound **Puppies: Puppy Party**". Retrieved 26 November 2016. Pound **Puppies** at Hasbro Studios Pound **Puppies** at DHX Media Pound **Puppies** on IMDb

24 KB (2,362 words) - 15:15, 30 July 2017

**Hush puppies**

Hush **puppies** may refer to: Hushpuppy, a southern U.S. food Hush **Puppies**, a footwear brand Hush**Puppies**, a musical group Basset Hound, the dog breed used

509 bytes (71 words) - 16:16, 19 July 2013

**Puppy mill**

frequently poor breeding conditions in **puppy** mills, **puppies** bred there often suffer from health and/or social problems. **Puppies** raised in a cramped environment

27 KB (3,204 words) - 05:14, 10 July 2017

**Pound Puppies**

toy **puppy** had a heart-shaped or (a bone on the very first edition **puppies**) emblem near its

## Results from sister projects

**Naughty Puppies**Naughty **Puppies** (1870–1886)775639Naughty **Puppies**1870–1886 THE NAUGHTY **PUPPIES** Tiny and his Parents.There were two little **puppy** dogs

From Wikisource

**puppies**IPA(key): /ˈpʌpɪz/ **puppies** plural of **puppy** Word definitions from Wiktionary**Dogs (redirect from Puppies)**

And in that town a dog was found, As many dogs there be, Both mongrel, **puppy**, whelp and hound, And curs of low degree. Oliver Goldsmith, Elegy on the



Quotes from Wikiquote

**Sister Project Search**

- Only on full-text SERPs
- Shows snippets from sister projects
- Users can click to see more results from those projects
- Deployed June 15th, 2017 to all Wikipedias
- English Wikipedia has a different display than all the other languages due to community feedback

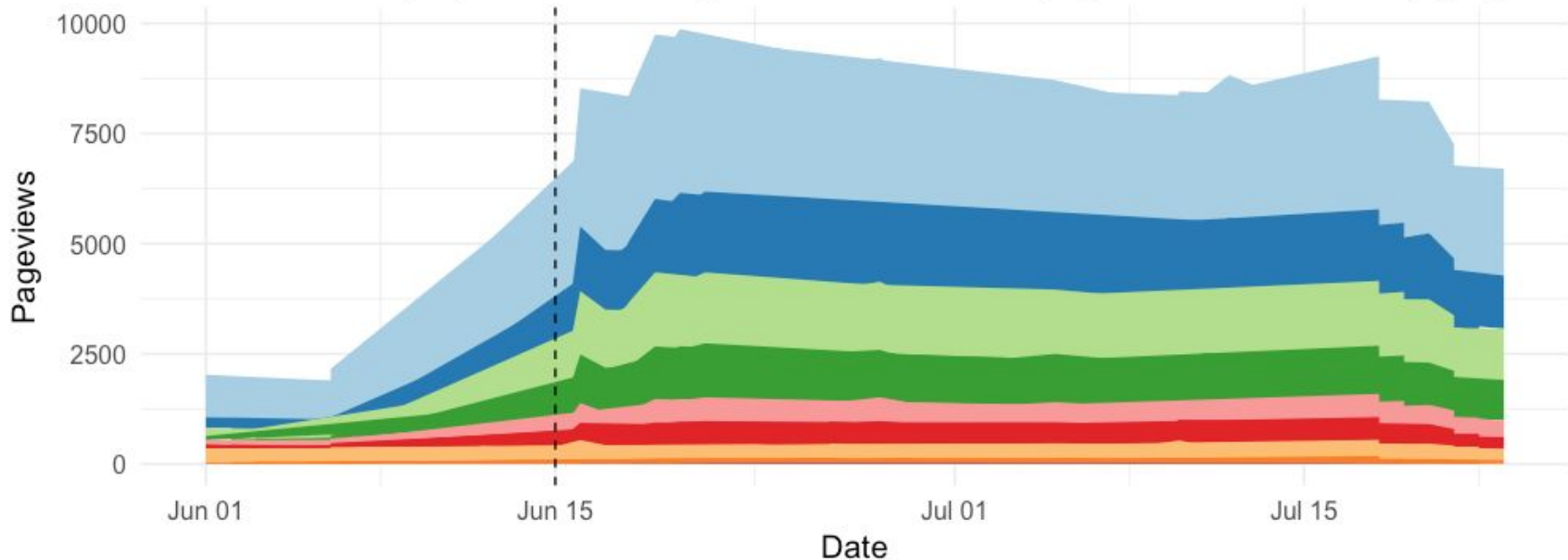


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**Readers (Discovery metrics)**

Appendix: Search

Traffic to sister projects from Wikipedia search result pages, broken down by project



Project

- Wiktionary
- Wikibooks
- Wikisource
- Wikiquote
- Wikinews
- Wikiversity
- Wikimedia Commons
- Wikivoyage
- Wikispecies
- Simple Wiktionary

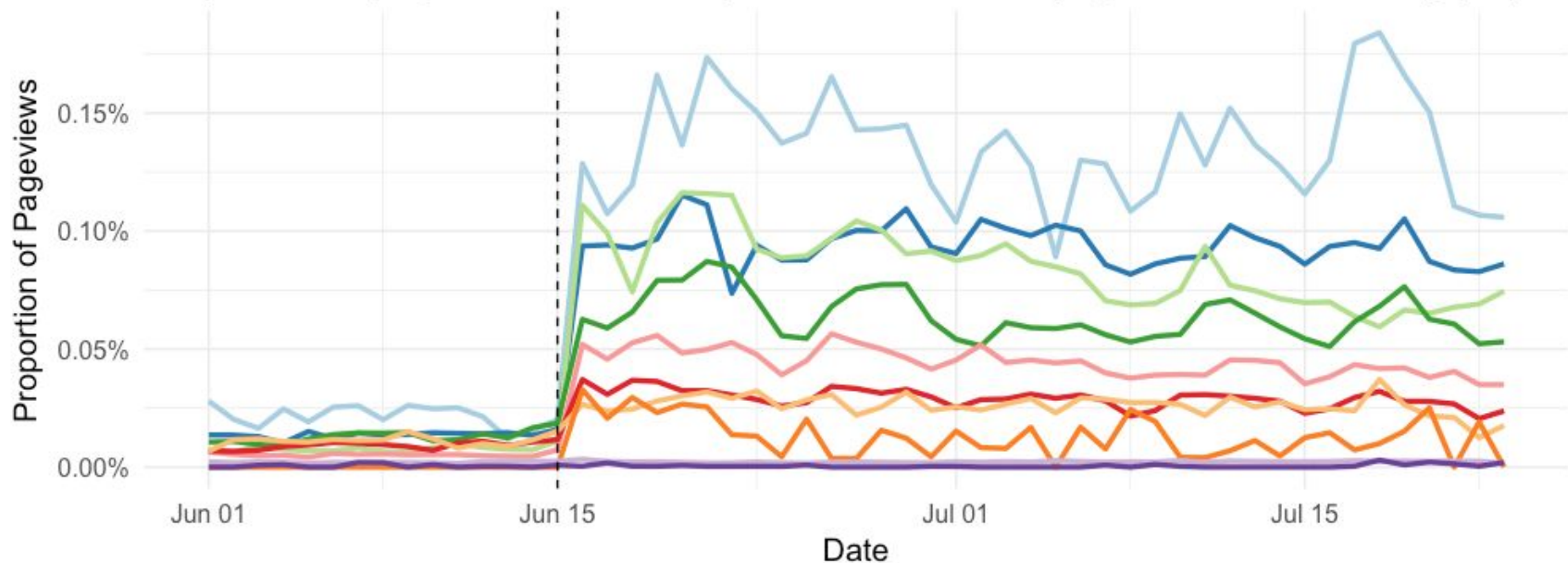
\*On 2017-06-15 we deployed the sister search feature to all Wikipedia in all languages.

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**Readers (Discovery metrics)**

Appendix: Search

Proportion of pageviews from Wikipedia search result pages, broken down by project



Project

- Wikiversity
- Wikibooks
- Wikiquote
- Wikinews
- Wikisource
- Wiktionary
- Wikivoyage
- Simple Wiktionary
- Wikimedia Commons
- Wikispecies

\*On 2017-06-15 we deployed the sister search feature to all Wikipedia in all languages.

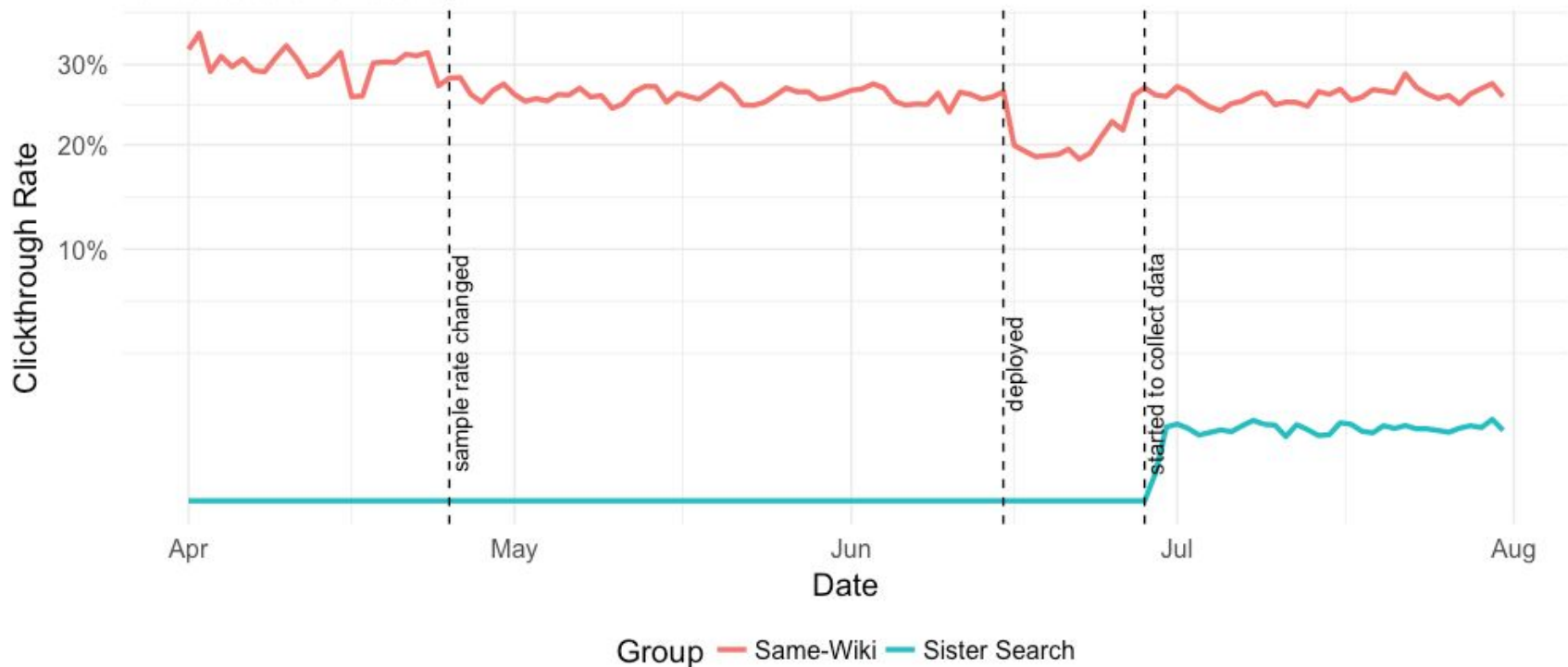
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Appendix: Search

## Clickthrough Rate on Wikipedia, Same-Wiki Clicks vs Sister Search Clicks

Full-text search on desktop



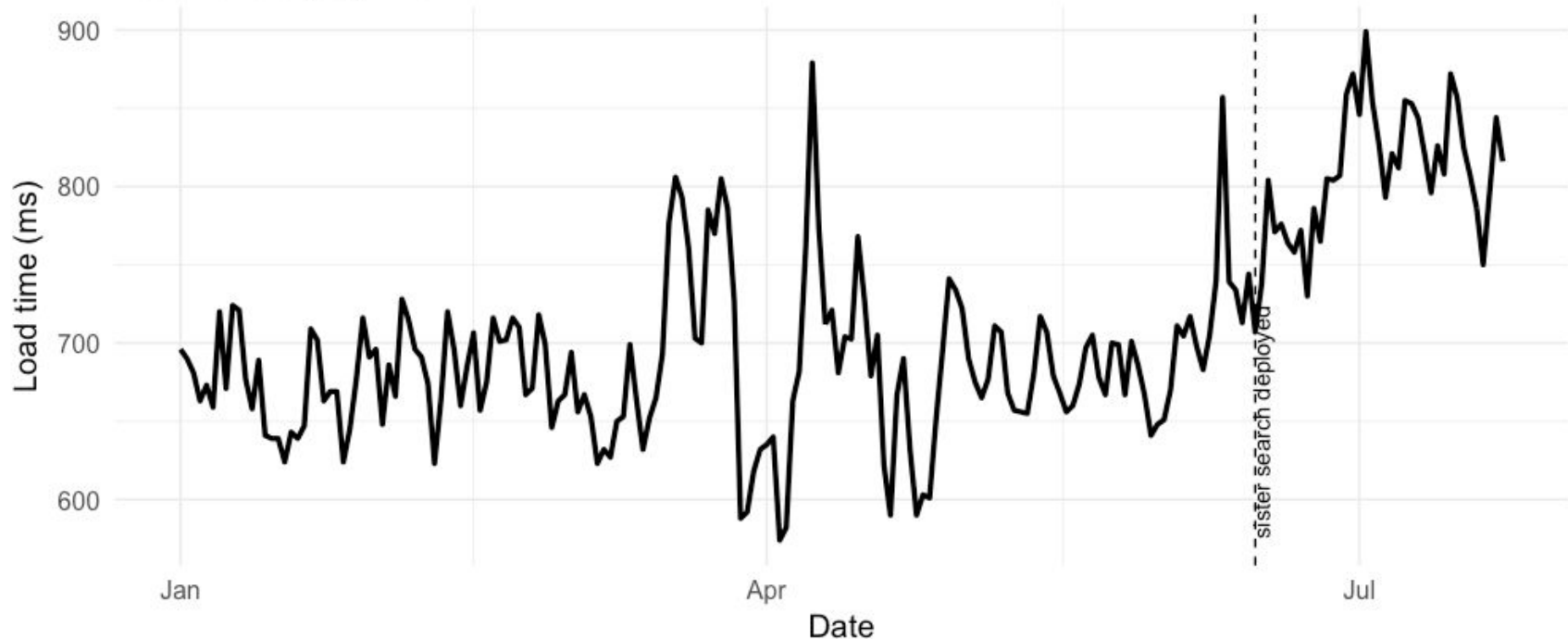
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Appendix: Search

Desktop full-text search result load times

Median of everyday in 2017



\*On 2017-06-15 we deployed the sister search feature to all Wikipedia in all languages.

# Questions?



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