

December 2020 Wikimedia movement metrics

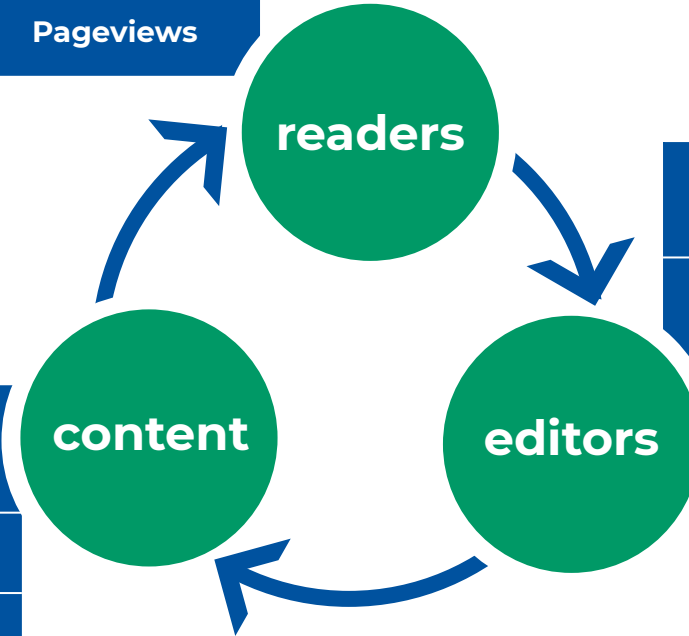


WIKIMEDIA
FOUNDATION

December 2020 Product Metrics

December Actuals	YoY (%)	
19.2B	9.9%	Interactions
17.1B	9.6%	Pageviews

	December Actuals	YoY (%)
Active Editors	94,100	10.4%
New Editor Retention	7.6%	9.4%



December Actuals	YoY (%)	
269.0M	16.1%	Total Content
56.4M	8.2%	Wikipedia
93.1 M	27.2%	Wikidata

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

December 2020 Product Metrics

Content		
		YoY
Total content	269.0 M	16.1%
Net new content	2.4 M	-38.3%
— Established Markets	1.7 M	-41.7%
— Emerging Markets	0.5 M	105.0%
Non-Wikidata net new content	1.6 M	25.0%
Total edits	42.4 M	-6.4%
— Established Markets	24.2 M	-9.1%
— Emerging Markets	2.7M	26.7%
Anonymous edits	2.2 M	4.5%

Readers		
		YoY
Interactions	19.2 B	9.9%
— Established Markets	14.8B	7.9%
— Emerging Markets	4.4B	17.8%
Unique devices (all Wikipedias)	1.7 B	8.1%

Editors		
		YoY
Active editors	94,100	10.4%
— Established Markets	75,900	10.2%
— Emerging Markets	23,700	16.4%
New editor retention	7.6%	9.4%
— Established Markets	8.9%	14.8%
— Emerging Markets	5.7%	28.8%

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

December 2020 Product Metrics: Readers

		YoY
Interactions	19.2 B	9.9%
—Pageviews ¹	17.1 B	9.6%
—Desktop	6.8 B	12.9%
—Mobile web	10.1 B	7.4%
—Desktop previews	2.0 B	12.9%
Unique devices (all Wikipedias)	1.7 B	8.1%

Key trends

- YoY increase in total pageviews and content interactions persisted in December.
- The increase in pageviews was driven by an overall 8% YoY increase in English and Spanish Wikipedia, from external search engine and internal referral.
- We continued to see stronger growth in desktop than Mobile web this month. The growth was most prominent in English, Germany and Russian Wikipedia.
- Consistent with the spikes we saw in overall traffic, unique devices increased YoY across countries.

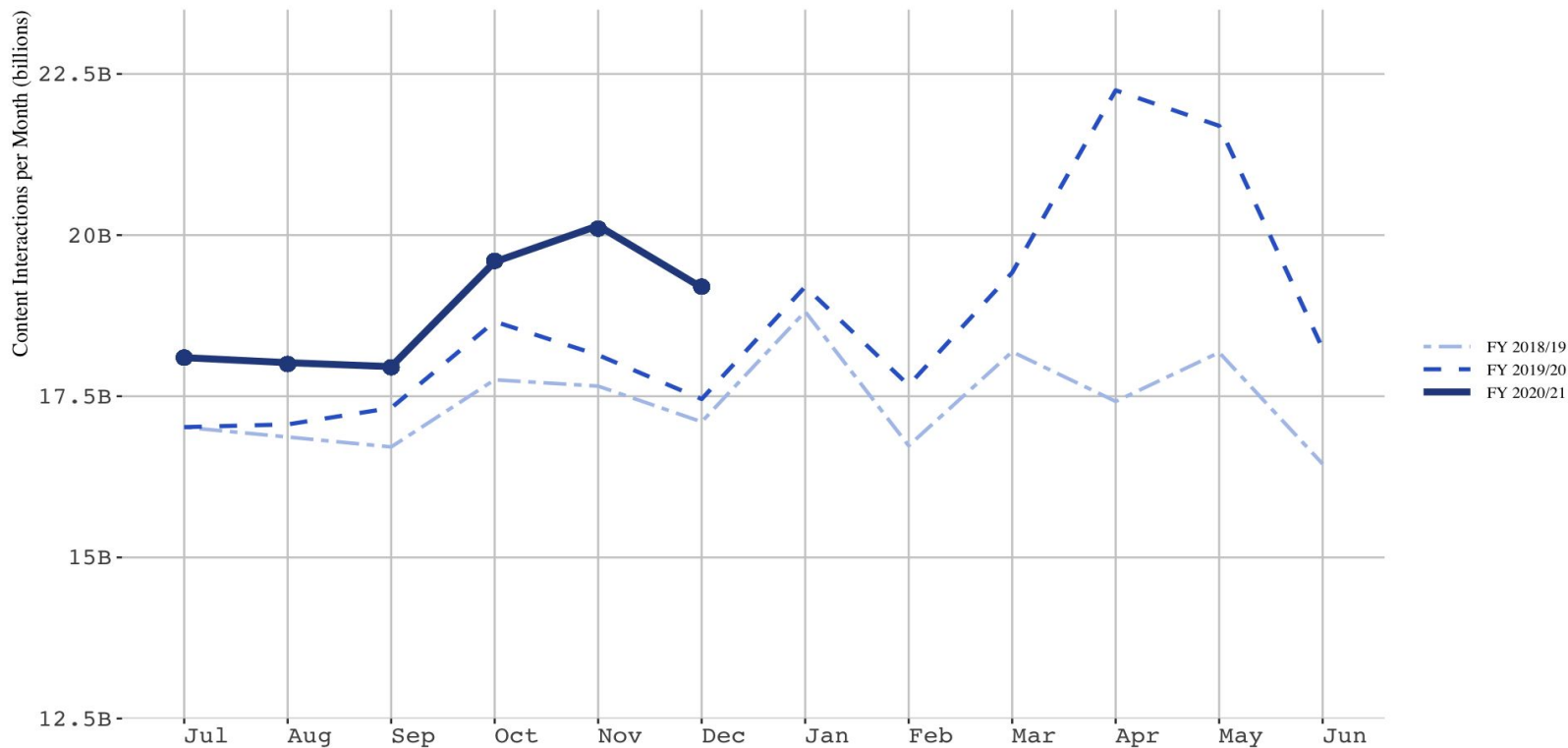
Notes

¹ On 29 April 2020, Analytics Engineering implemented new bot detection to identify previously-unidentified bots as “automated” agents. For consistency in reporting with prior years’ metrics, we will include “automated” agents in our high-level reporting through the end of FY20-21. See [Wikitech](#) for details about bot detection.

In December, 2020, 4.7% of pageviews were “automated”. There were 16.3B “user”-only pageviews.

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

Wikimedia Content Interaction year-over-year comparison July 2018 - December 2020



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

December 2020 Product Metrics: Editors

		YoY
Active editors	94,100	10.4%
—New	18,600	18.1%
—Returning	75,500	8.7%
New editor retention	7.6%	9.4%

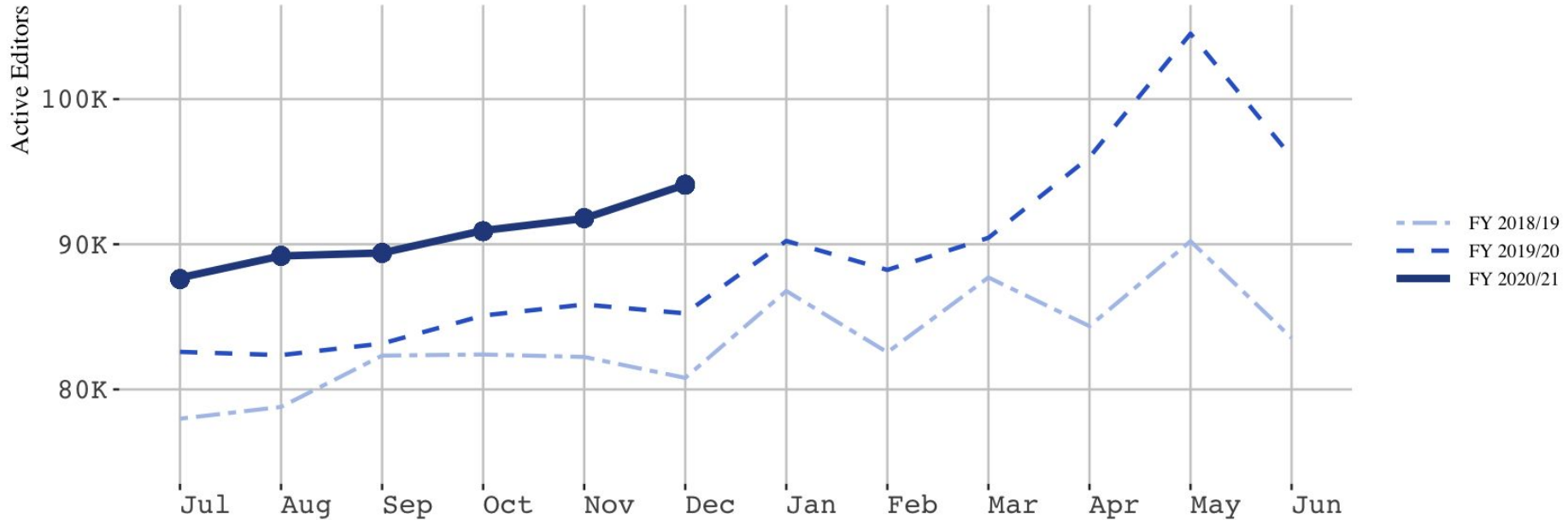
Key trends

- Overall active editors continued its growth in November, with a 10.4% YoY increase.
- The clearest growth in new active editors was happening at Commons, Wikidata, pt.wiki and fa.wiki.
- Steady growth in returning active editors seems to be taking place in Commons, wikidata, dewiki, pt.wiki, and fa.wiki from users registered between 30 to 90 days
- New editor retention was slightly higher in December, the growth was mainly from Persian, Russian, English Wikipedia and Commons.

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

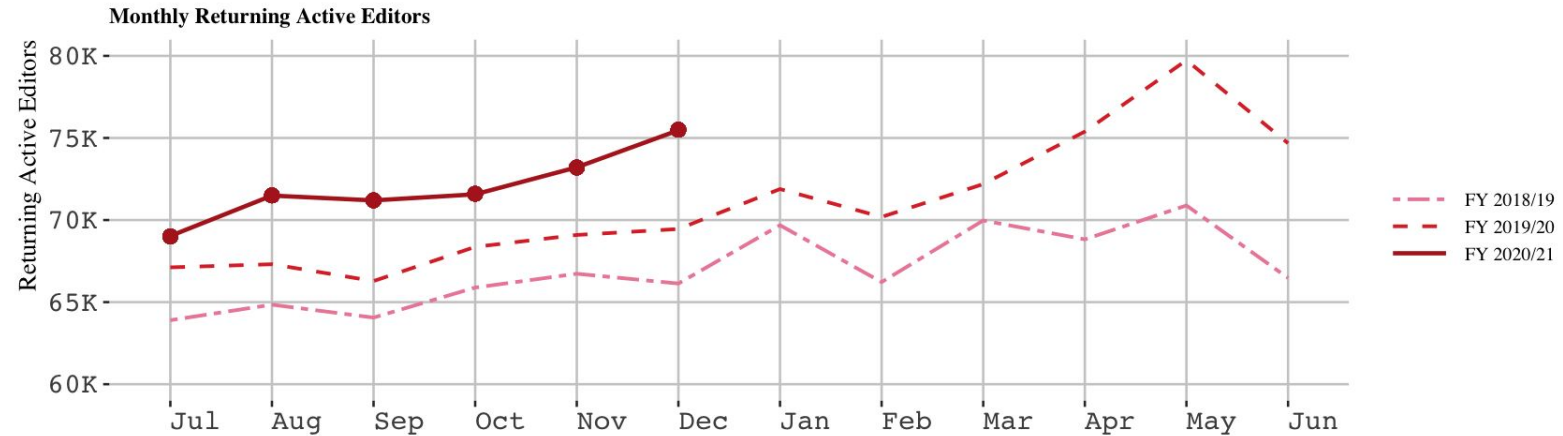
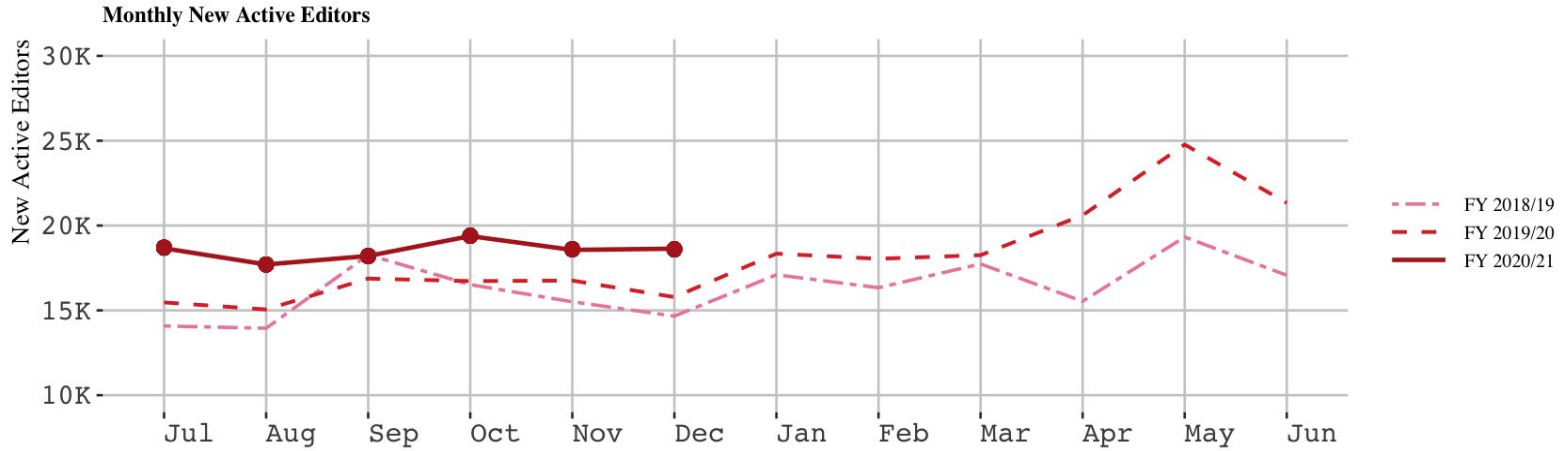
Wikimedia Active Editors year-over-year comparison July 2018 - December 2020

Monthly Active Editors



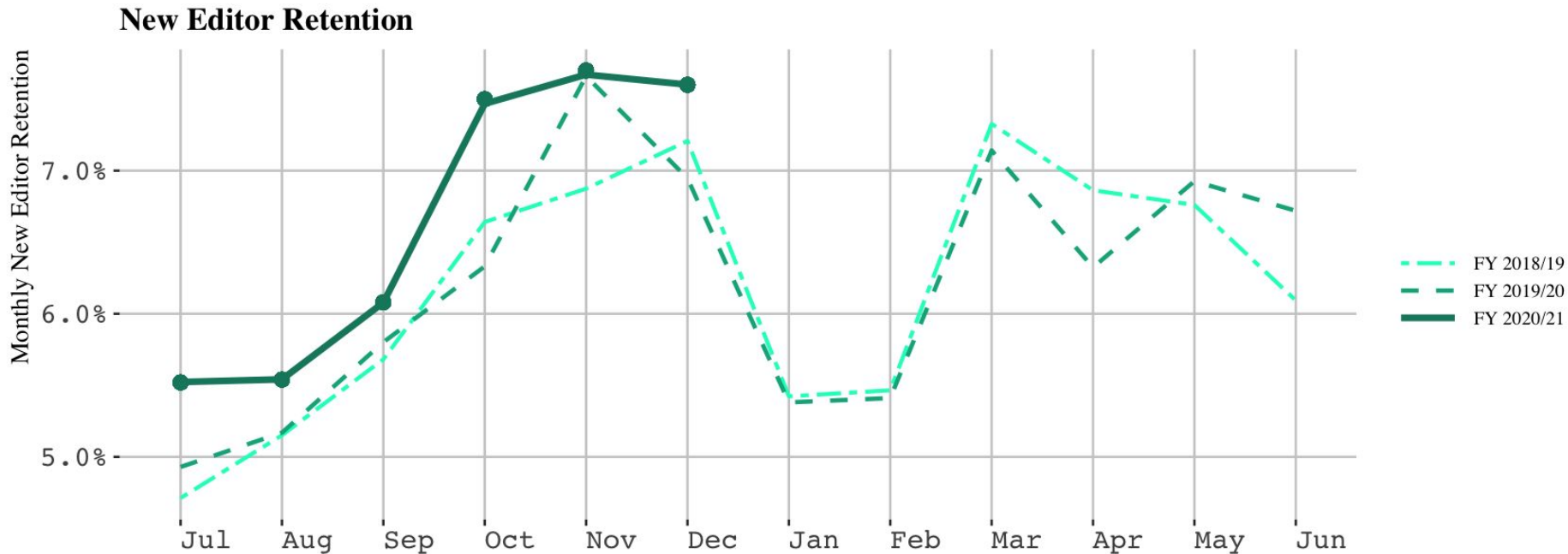
Wikimedia Active Editors year-over-year comparison

July 2018 - December 2020



Wikimedia New Editor Retention year-over-year comparison

July 2018 - December 2020



December 2020 Product Metrics: Content

		YoY
Total content	269.0 M	16.1%
—Wikipedia articles	56.4 M	8.2%
—Commons files	68.0 M	16.2%
—Wikidata entities	93.1 M	27.2%
Net new content	2,350,000	-38.3%
—Wikipedia articles	344,000	76.3%
—Commons files	886,000	32.2%
—Wikidata entities	781,000	-77.6%
Revert rate	5.5%	-0.3%
Total edits	42.4 M	-6.4%
—Mobile edits	1.9 M	14.8%
—Data edits	16.5 M	-22.7%
—File uploads	1.0 M	34.1%
—Other non-bot edits	13.2 M	24.2%

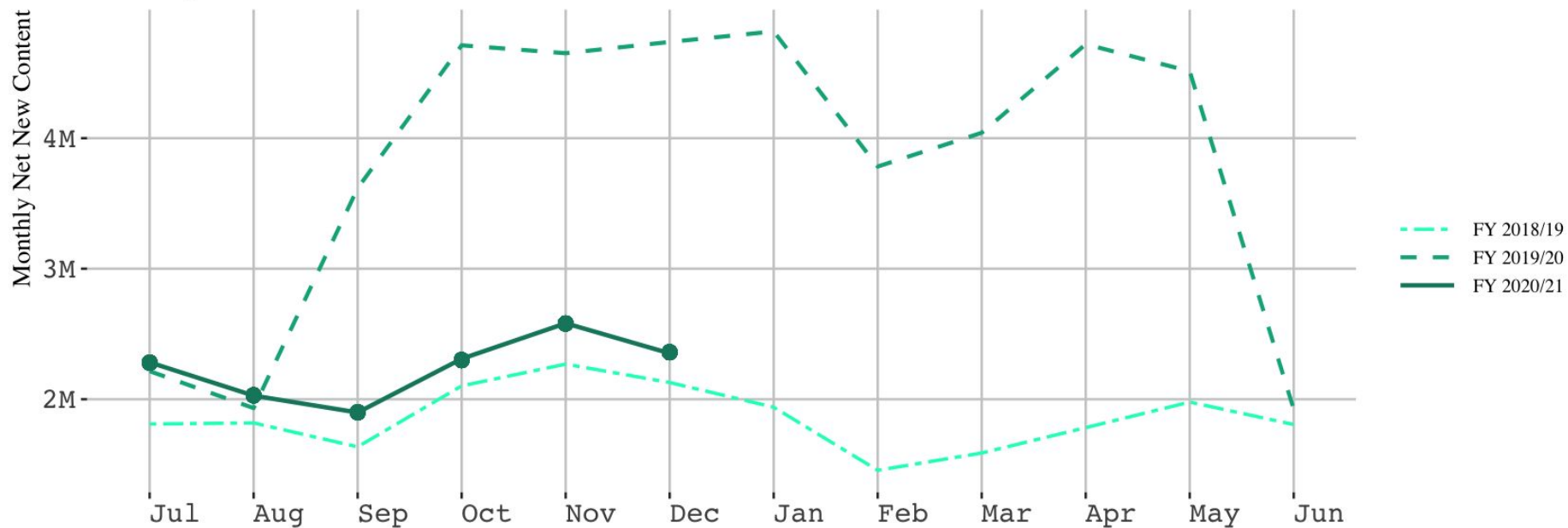
Key trends

- Last month, the changes in net new content metrics are primarily because of bots: the large decrease in net new Wikidata entities was from ~1.5M drop in content created by bots.
- After removing Wikidata, in Commons files, we were seeing ~300K more files created by bots. In addition, there was ~120K new Wikipedia articles created by bots from ceb.wiki and my.wiki.
- There were drop in bot edits across multiple projects. After removing bot edits, we continued to see increase in non-bot edits from users registered over 10 years from en.wiki and commons.

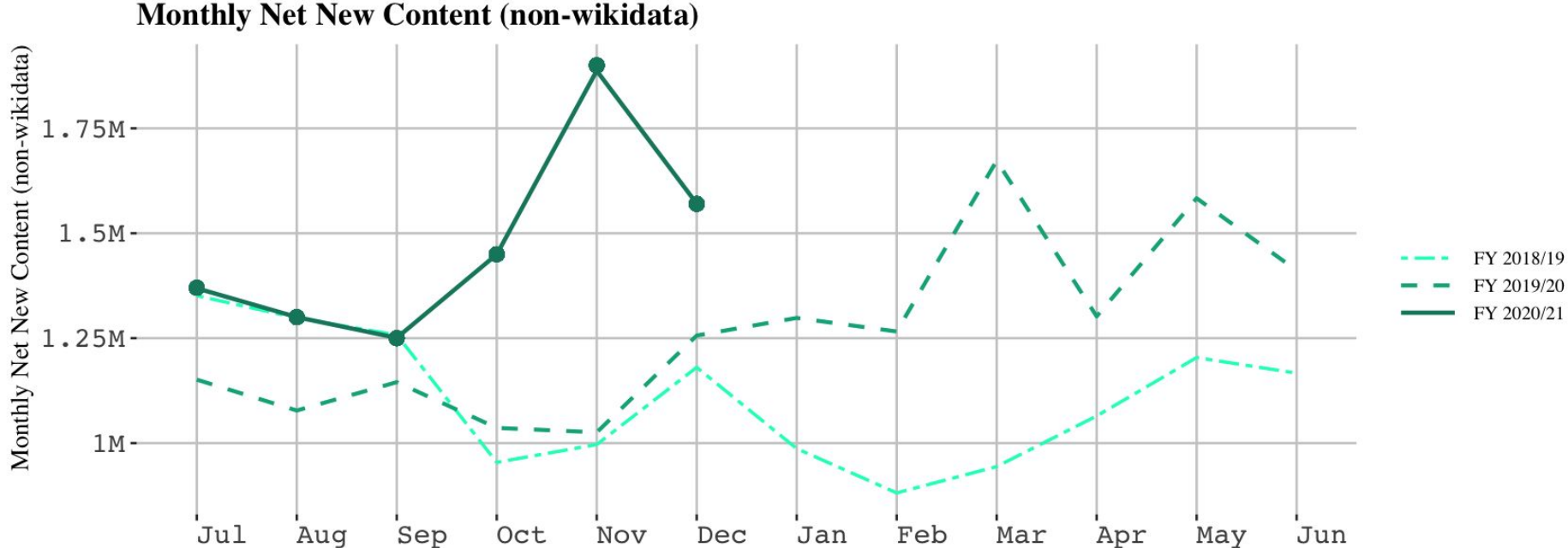
Explore [Content Metrics in Superset](#). For metric definitions, see the [Product data glossary](#).

Wikimedia Net New Content year-over-year comparison July 2018 - December 2020

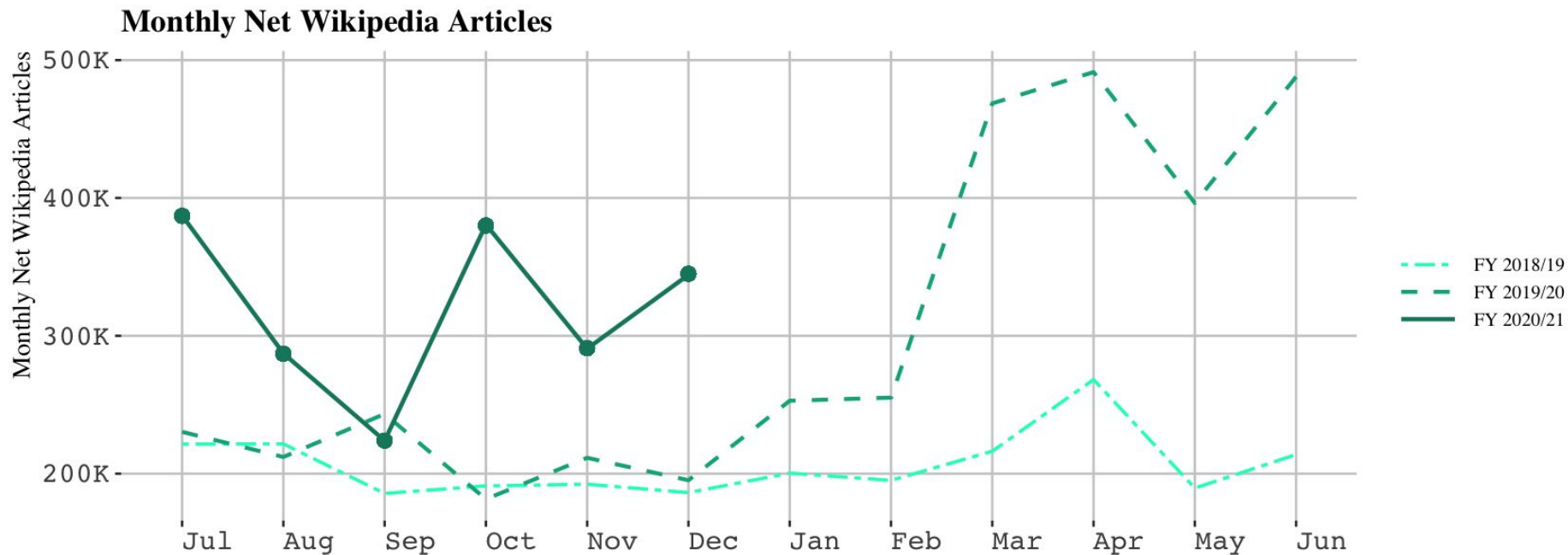
Monthly Net New Content



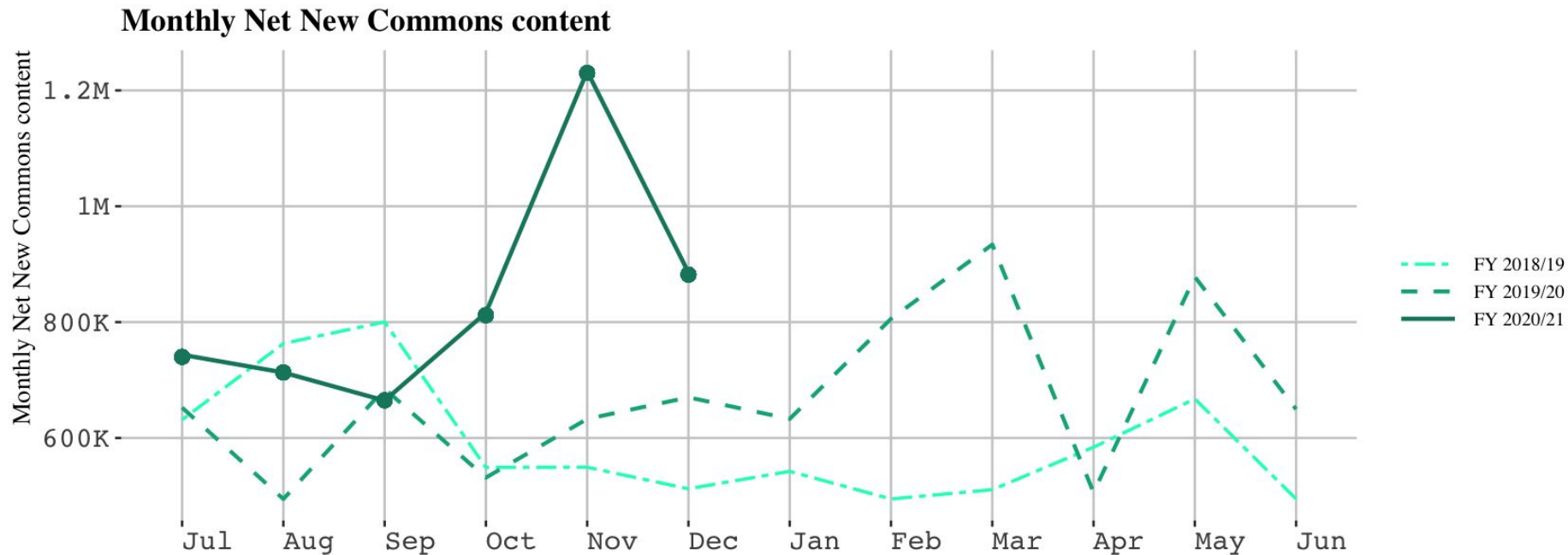
Wikimedia Net New Content (non-Wikidata) year-over-year comparison July 2018 - December 2020



Wikimedia Net New Wikipedia Articles year-over-year comparison July 2018 - December 2020

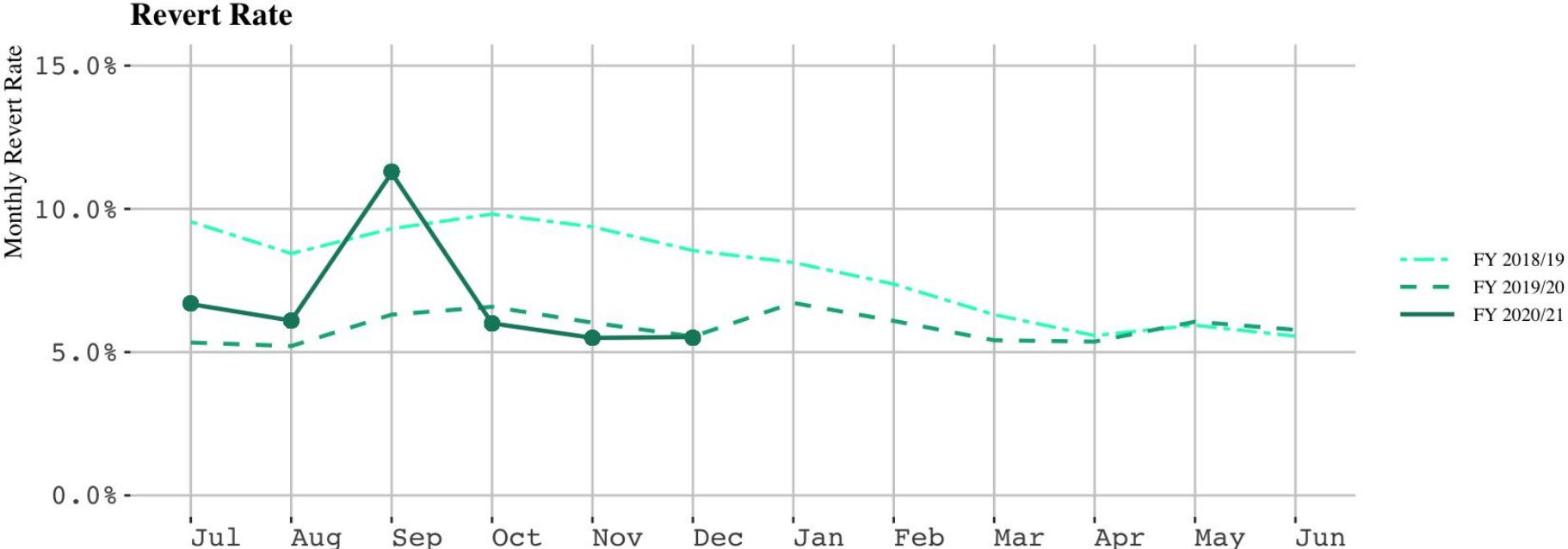


Wikimedia Net New Common Content year-over-year comparison July 2018 - December 2020

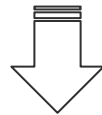
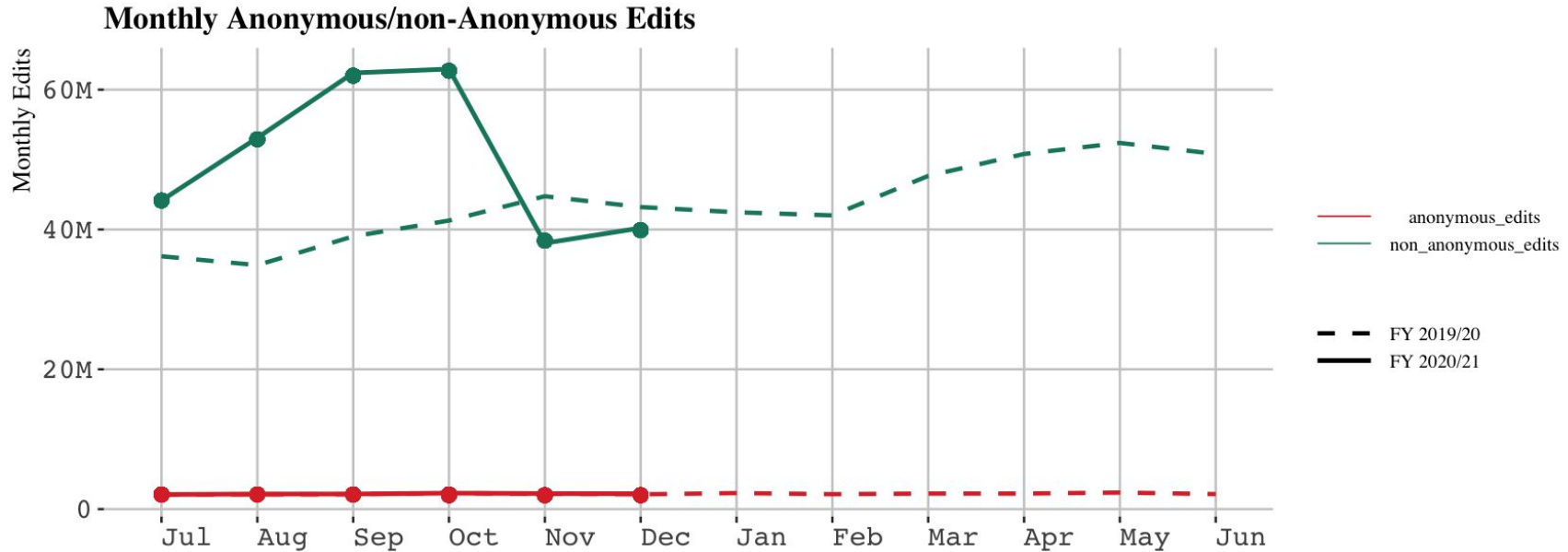


Wikimedia Revert Rate year-over-year comparison

July 2018 - December 2020



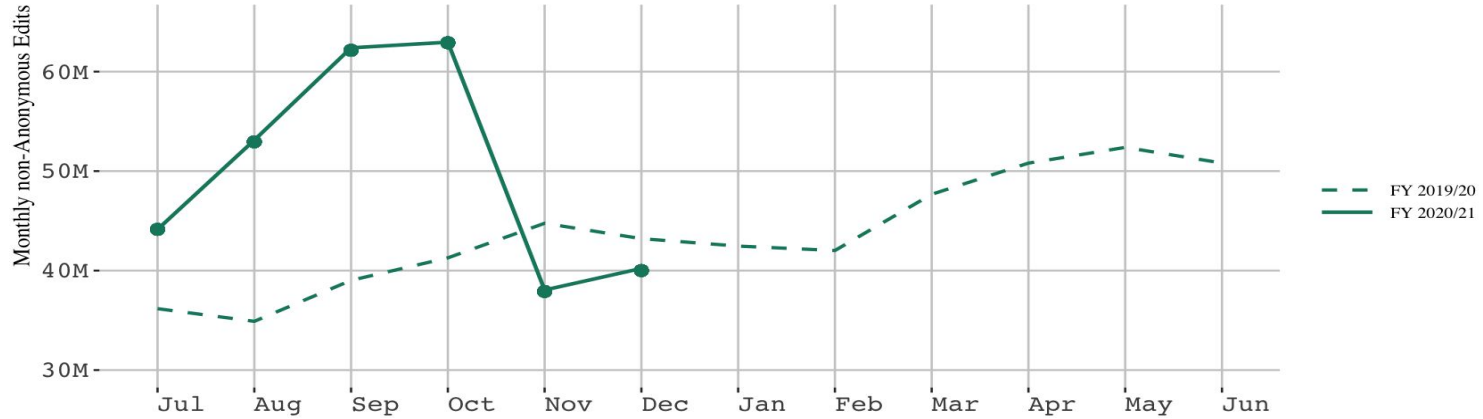
Wikimedia Anonymous/non-Anonymous Edits year-over-year comparison July 2018 - December 2020



Wikimedia Anonymous/non-Anonymous Edits

year-over-year comparison July 2018 - December 2020

Monthly non-Anonymous Edits



Monthly Anonymous Edits

