

February 2020 Wikimedia movement metrics

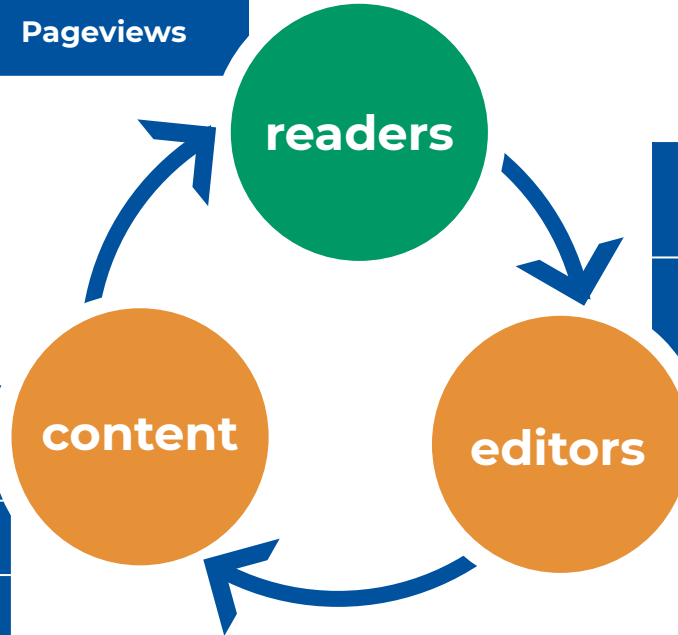


WIKIMEDIA
FOUNDATION

February 2020 Product Metrics

February Actuals	YoY (%)	
17.7B	5.6%	Interactions
15.7 B	5.0%	Pageviews

	February Actuals	YoY (%)
Active Editors	88,200	6.9%
New Editor Retention	5.4%	-1.0%



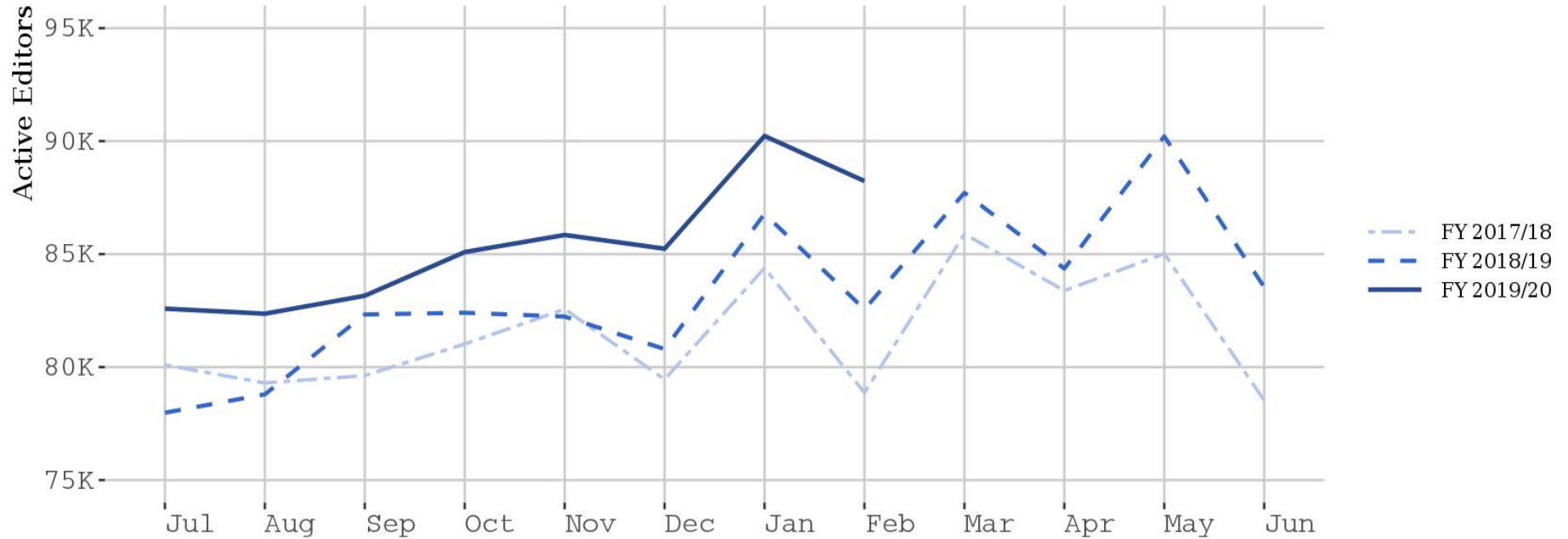
February Actuals	YoY (%)	
240.0M	18.6%	Total Content
52.6M	5.3%	Wikipedia
79.2 M	43.4%	Wikidata

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

Wikimedia Active Editors year-over-year comparison

July 2017 - February 2020

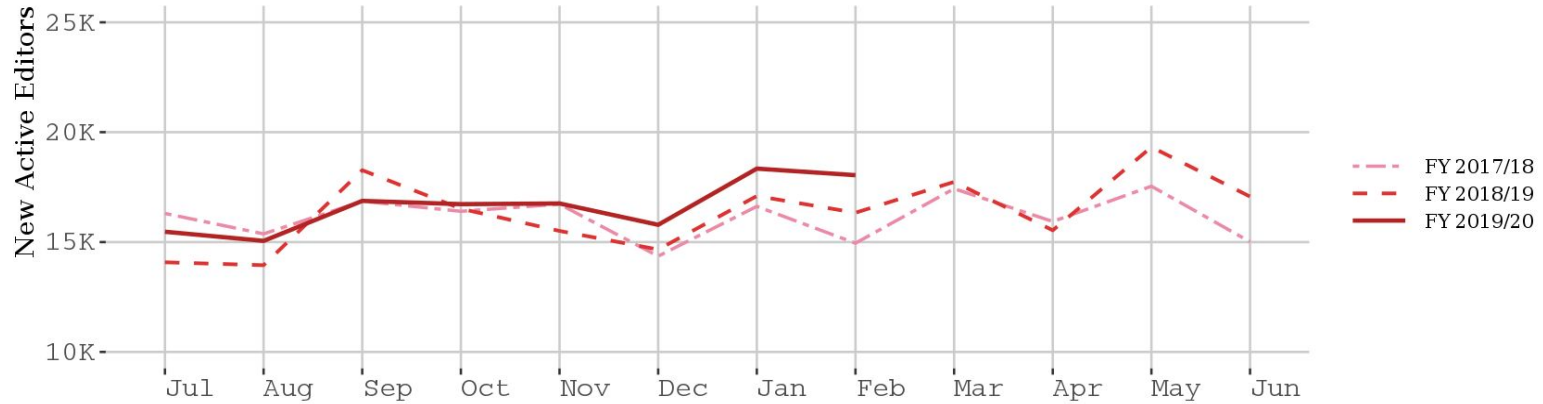
Monthly Active Editors



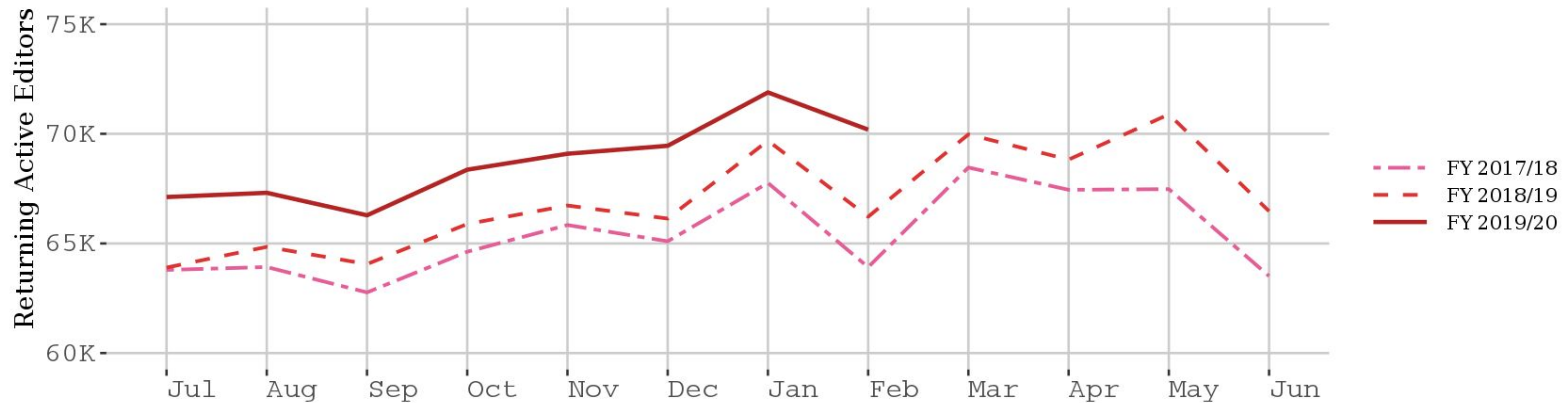
Wikimedia Active Editors year-over-year comparison

July 2017 - February 2020

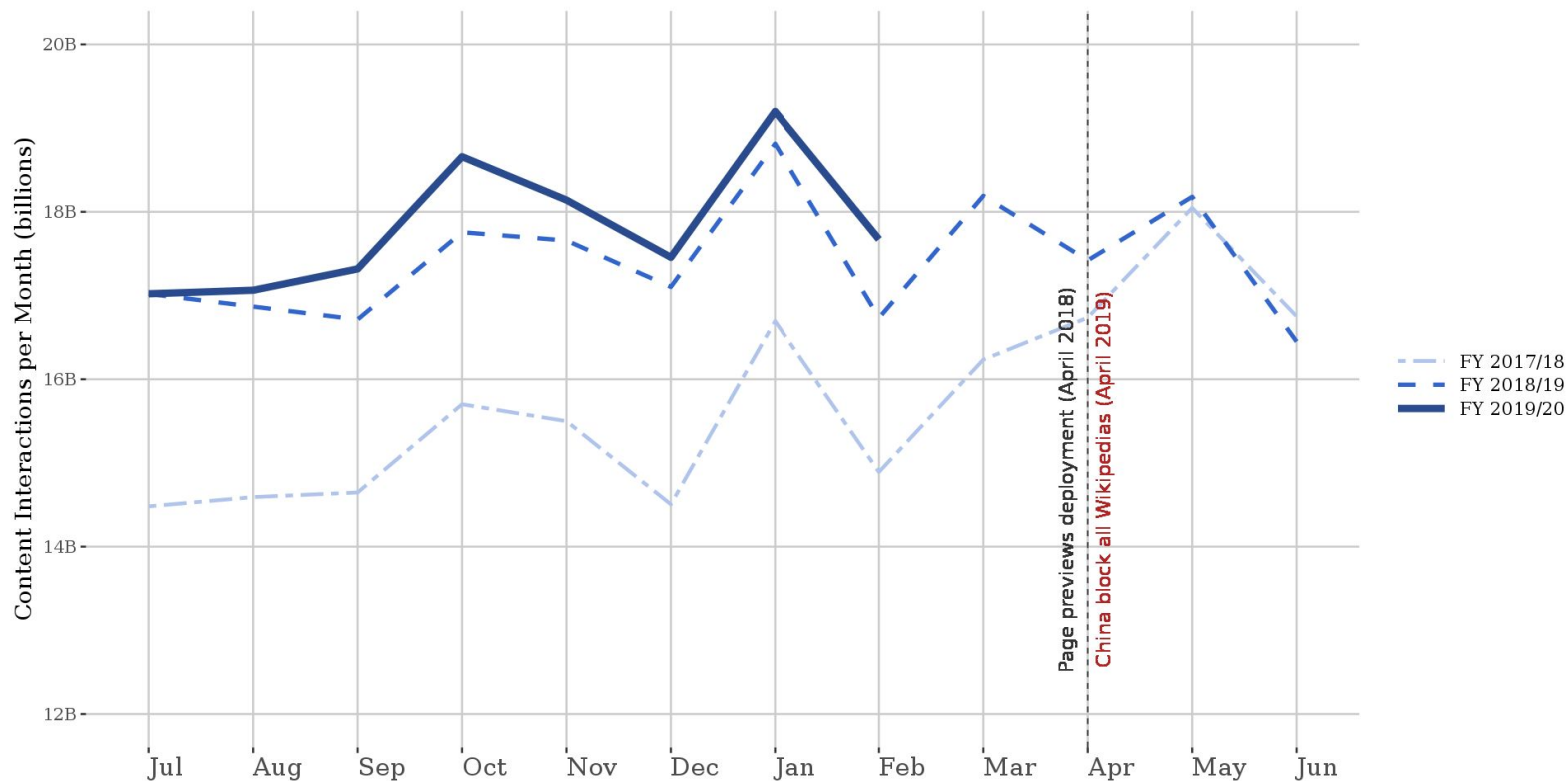
Monthly New Active Editors



Monthly Returning Active Editors



Wikimedia Content Interaction year-over-year comparison July 2017 - February 2020



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

February 2020 Product Metrics: Contributors

YoY

Total content	240.0 M	18.6%
—Wikipedia articles	52.6 M	5.3%
—Commons files	60.0 M	14.0%
—Wikidata entities	79.2 M	43.4%
Net new content	3,780,000	160.0%
—Wikipedia articles	255,000	30.8%
—Commons files	806,000	86.9%
—Wikidata entities	2,520,000	338.0%
Active editors	88,200	6.9%
—New	18,000	10.5%
—Returning	70,200	6.0%
New editor retention	5.4%	-1.0%
Revert rate	6.1%	-17.4%
Total edits	44.1 M	0.0%
—Mobile edits	1.6 M	28.8%
—Data edits	18.7 M	-17.3%
—File uploads	0.9 M	61.0%
—Other non-bot edits	11.3 M	3.00%

Key trends

- Total content continues to increase steadily, with Wikidata adding volatility to the rate of increase.
- The spike in net new Common files this month were made by two bot users which created over 250K new files.
- Overall active editors remain its year-on-year (YoY) increase this month, as a result of the steady growth in existing (returning) active editors, which is relatively evenly distributed across activity groups and wikis; and a large YoY increase in new editors, which primarily driven by Commons and Wikidata.
- For the articles strongly related to COVID-19, there were 21,000 edits made in February.
- The growth in file uploads was also caused by bot edits.

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

February 2020 Product Metrics: Readers

		YoY
Interactions	17.7 B	5.6%
—Pageviews	15.7 B	5.0%
—Desktop	61.4 B	-1.9%
—Mobile web	9.3 B	9.7%
—Desktop previews	1.9 B	11.1%
Unique devices (all Wikipedias)	1.6 B	2.90%

Key trends

- The positive year-over-year (YoY) in total pageviews and content interactions is higher than we would expect given prior trends. The increase in pageviews was mainly driven by an increase in mobile pageviews with none referer class from the US, distributed across multiple Wikipedias.
- The COVID-19 related articles had over 25M pageviews in English Wikipedia.
- The YoY drop in desktop pageviews continued to diminish from past few months. The desktop previews continued to grow YoY. The growth in December was in English Wikipedia across multiple countries from Windows desktop.
- Unique devices continued to increase YoY, but as noted before, this metric might be more susceptible to artifacts that decrease the accuracy of such trend assessments.

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

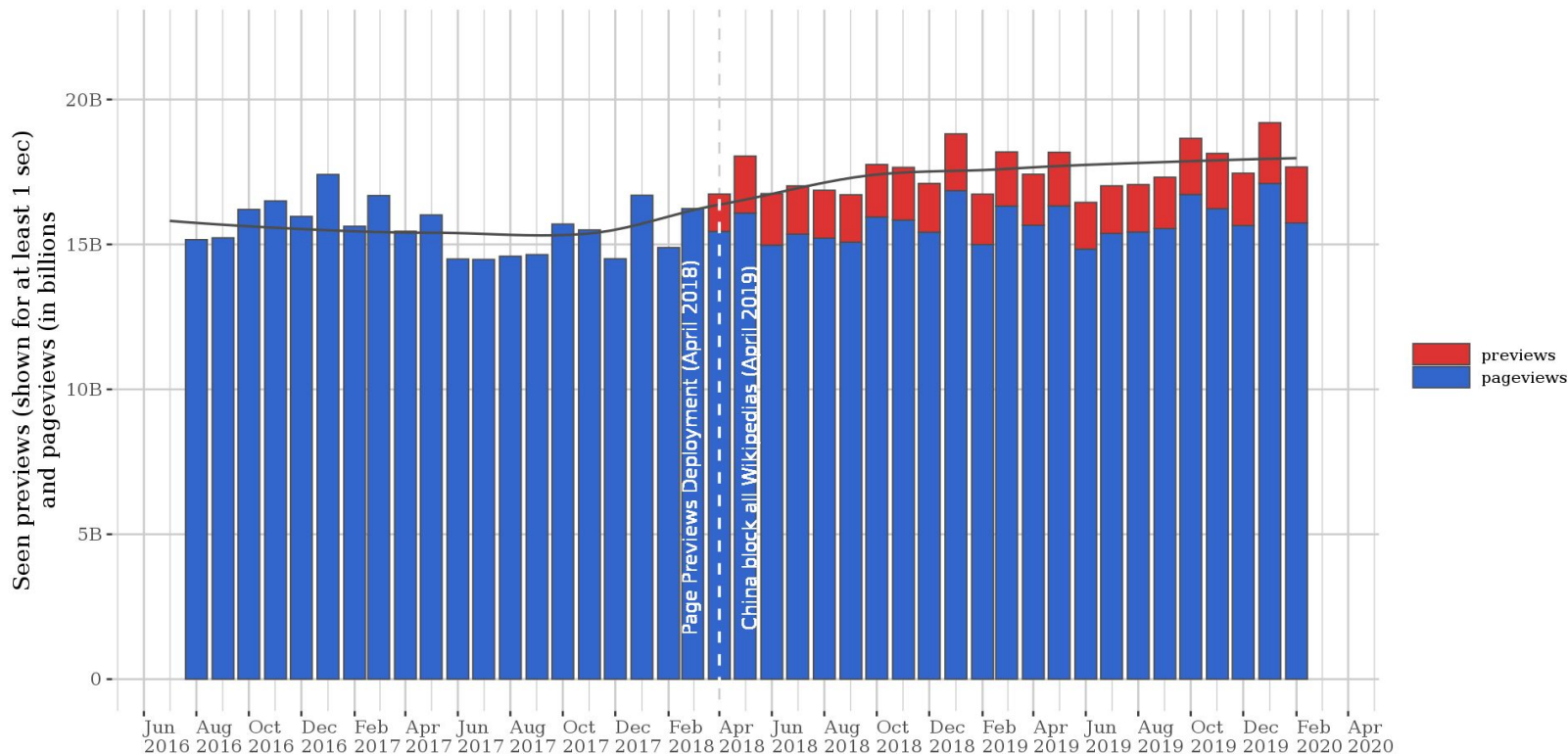
February 2020 Product Metrics: Diversity

		YoY
Emerging Market countries		
—Reader interactions	3.8 B	-3.3%
—Active editors	20,200	2.5%
—New editor retention	4.30%	-0.9%
—Edits	2.2 M	-2.2%
—Non-bot edits	2.2 M	-4.3%
Mobile-heavy wikis		
—Reader interactions	765.0 M	11.9%
—Active editors	4,540	16.4%
—New editor retention	4.5%	-0.7%
—Edits	1.1 M	8.9%
—Non-bot edits	0.5 M	15.4%

Notes

- The YoY decline in reader interactions from Emerging Market is due to the block in China from April 2019. The block result in a drop of 200M interactives per month in average.
- The YoY increase in the active editors from emerging market countries are evenly distributed across different countries, especially from India, Ukraine, Iran and Malaysia.
- The increase in non-bot edits in mobile-heavy wikis are from arz.wiki and id.wiki.

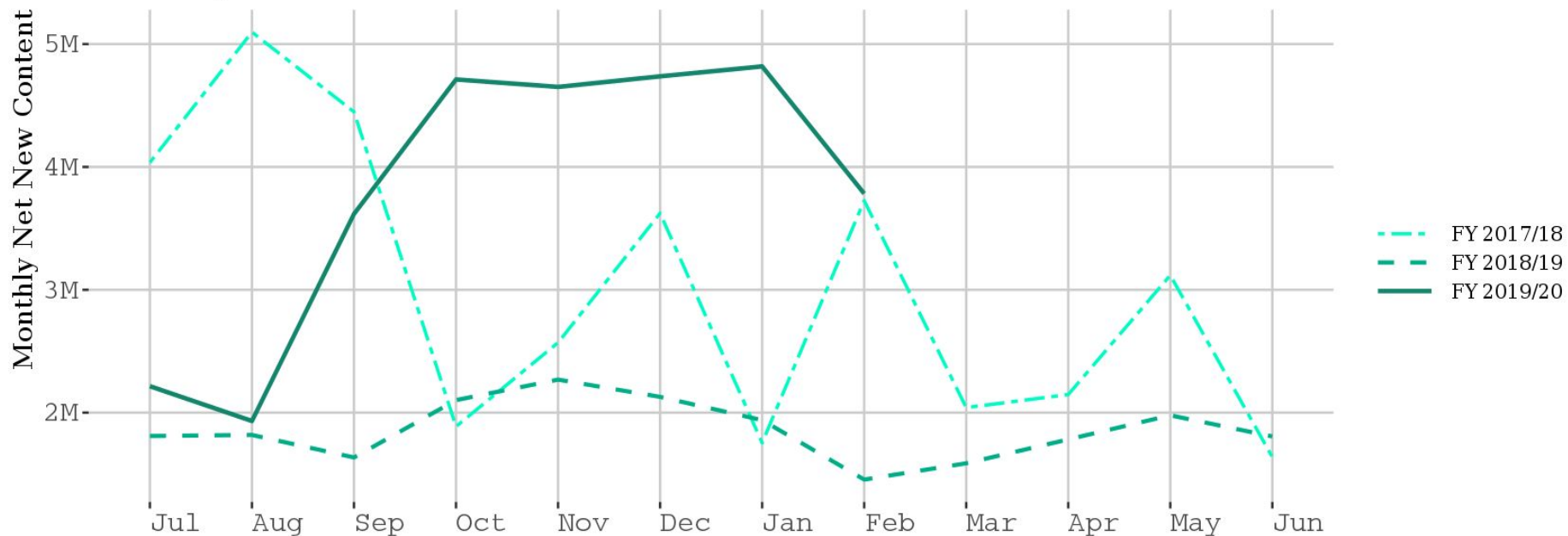
Wikimedia Content Interactions (Pageviews + Previews), July 2016 - February 2020



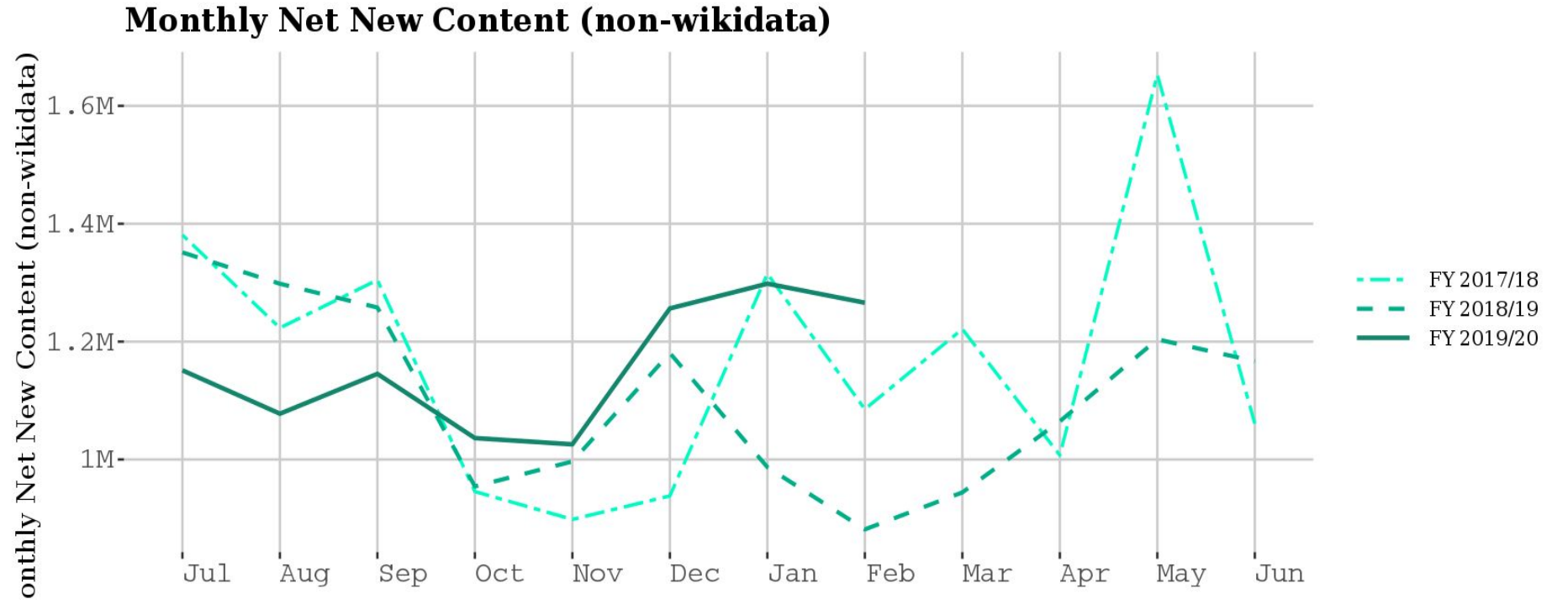
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Wikimedia Net New Content year-over-year comparison July 2017 - February 2020

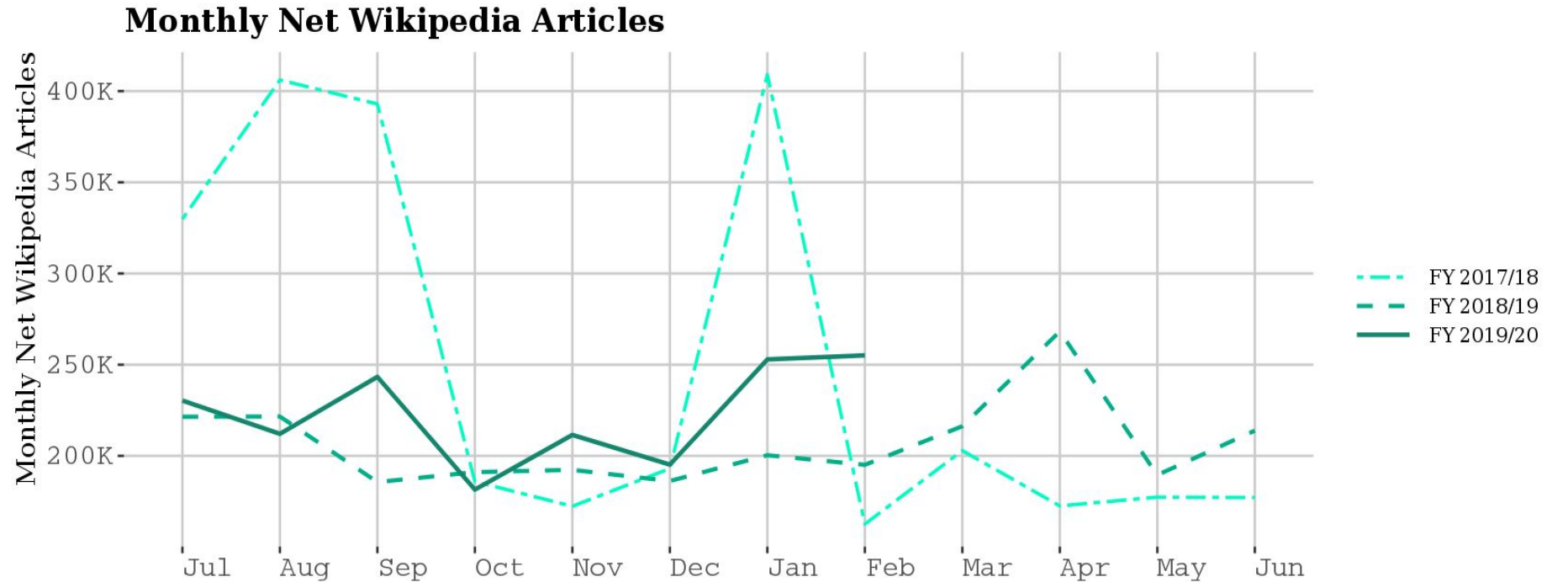
Monthly Net New Content



Wikimedia Net New Content (non-Wikidata) year-over-year comparison July 2017 - February 2020



Wikimedia Net New Wikipedia Articles year-over-year comparison July 2017 - February 2020



Wikimedia Net New Common Content year-over-year comparison July 2017 - February 2020

