

October 2021 Wikimedia movement metrics



WIKIMEDIA
FOUNDATION

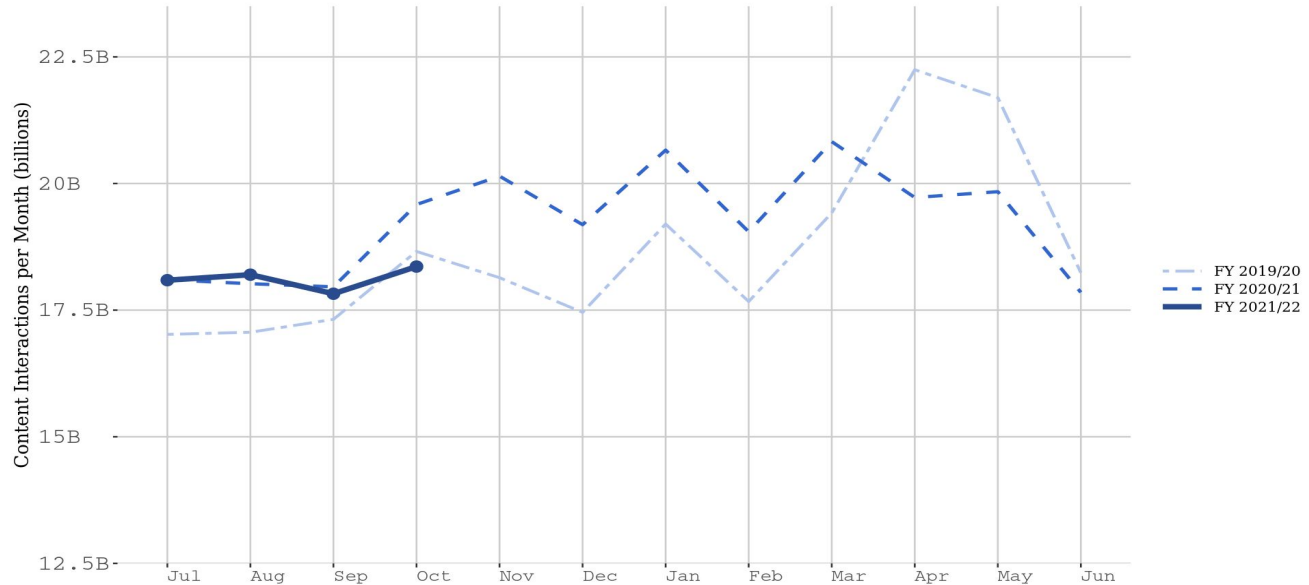
October Metrics Summary: Content Interactions

Content interactions(18.4B) dropped **(-6.2% YoY)**

Desktop pageviews **(-9.5% YoY)**

Mobile web pageviews **(-2.9% YoY)**

Page previews **(-11.1% YoY)**



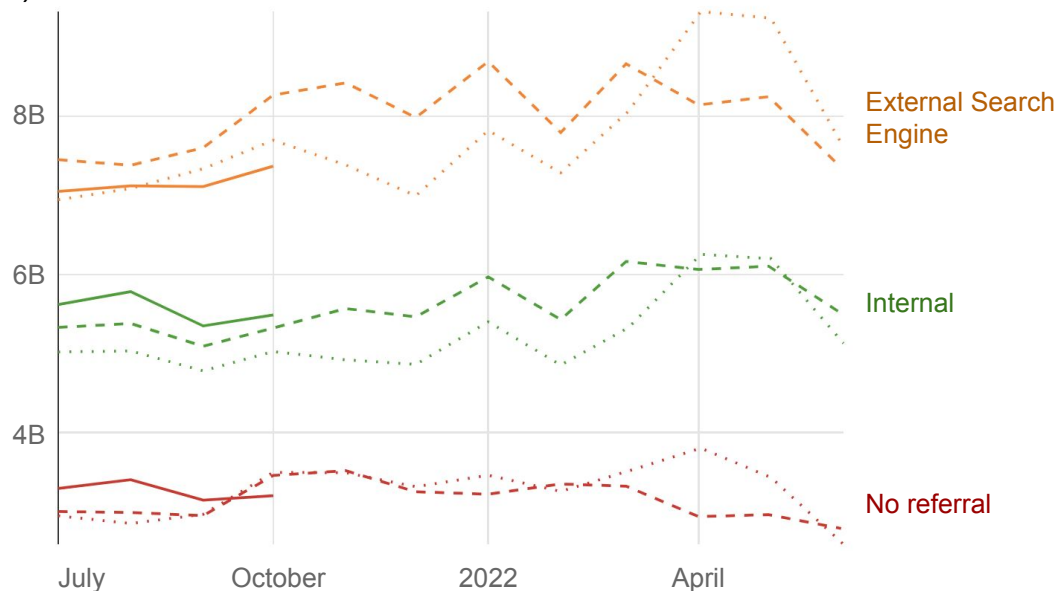
October Metrics Summary: Pageviews by Referrer

Total pageviews (16.5B) dropped (-6% YoY)

External Search Engine referrals decreased (-11% YoY)

Internal referrals increased (+3% YoY)

Traffic with no referrals decreased (-7% YoY)



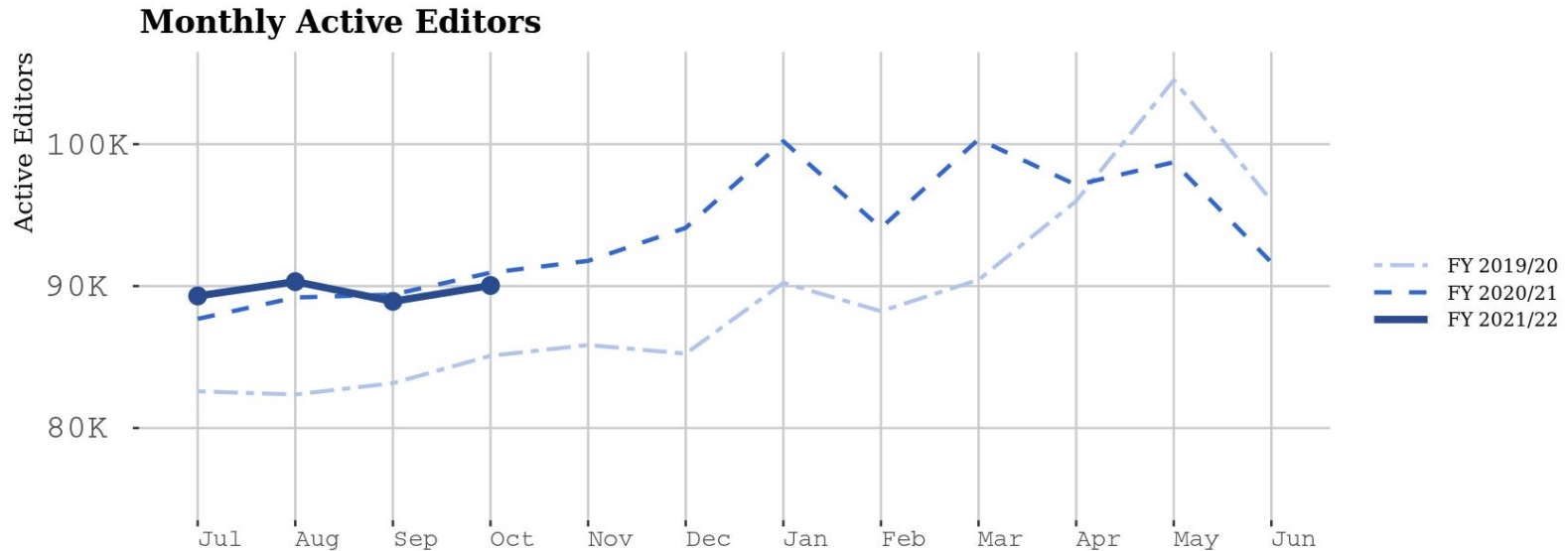
October Metrics Summary: Editors

Active editors decreased this month (-1% YoY)

Returning active editors increased (+1.9% YoY)

New active editors decreased (-11% YoY)

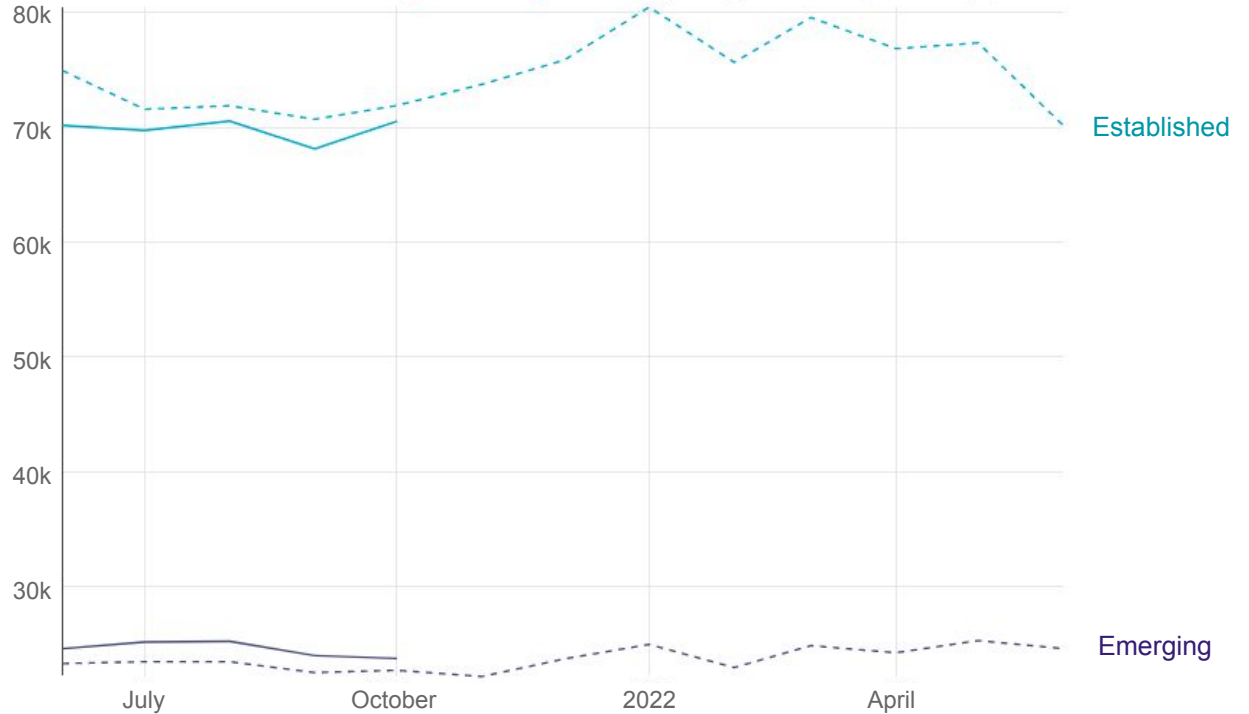
New editor retention decreased (-2.4% YoY)



October Metrics Summary: Editors by Market

Established market active editors decreased this month (**-2.8% YoY**)

Emerging market active editors increased (**+4.3% YoY**)



October Metrics Summary: Content

Net new content increased (**4.6% YoY**)

Wikidata entities (**-42%**) ; Wikipedia net new articles (**-20% YoY**) ; Net new commons files (**+65% YoY**)

'Wiki Loves Monuments' campaign continues: 1,329 editors in 21 countries uploaded 129k images

