

Worldwide Readership Tuning Session Q3 FY 21-22



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MTP Priority slides



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Worldwide Readership



Overview

Worldwide Readership is how we transmit knowledge, build awareness, and connect with donors. Without global readership, the importance of the projects would be diminished.

Progress and Challenges

- We expected pageviews to be down from 2020 and 2021 given the impact of the pandemic, but to remain higher than 2019, and this is the case.
- Net new content fluctuates widely due to bot activity.

OKRs

Desktop Refresh	
Amplify the Impact of Content	

Actions

- Continue Communications plan to push Desktop improvements out on English Wikipedia.
- Continue to work with influencers and promoters of Wikipedia content on TikTok to understand this persona (Growth team)



Worldwide Readership Metrics

MTP Outcomes

Make incremental but meaningful changes to our core products.

Substantially extend our core product experiences

MTP Metrics

Total monthly Content Interactions increase YoY
Baseline: 19.0B/month

Established markets¹

Emerging markets¹

Y3 Goal

Q1 Status

Q2 Status

Q3 Status

Q4 Status

+1% YoY

+2.5% to +3.6% YoY
(18.5B to 18.7B/mo)

-5.1% to -3.8% YoY
(18.6B to 18.9B/mo)

-5.5% to -5.0% YoY
(19.1B to 19.2B/mo)

+1% YoY

+1.8% to +2.9% YoY
(13.9B to 14.3B/mo)

-4.4% to -2.8% YoY
(14.3B/mo to 14.5B/mo)

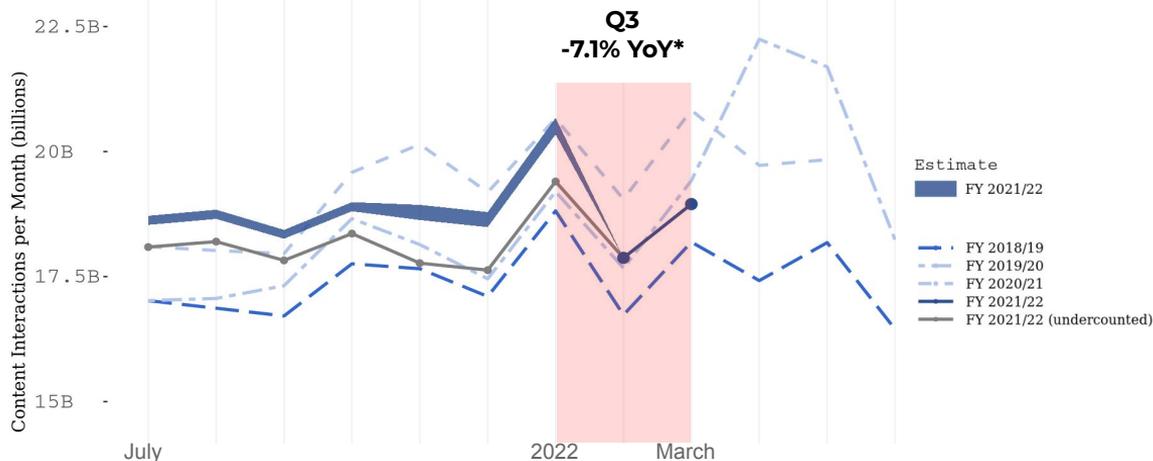
-5.2% to -4.4% YoY
(14.7B to 14.8B/mo)

+1% YoY

+4.2% to +4.6% YoY
(4.5B/mo)

-7.6% to -7.3% YoY
(4.3B/mo)

-7.1% to -7.0% YoY
(4.3B/mo)



* We saw large increases in 2020 & 2021 following the pandemic. We expect numbers to decline but remain higher than pre-pandemic (2019) numbers.

Data loss impacting content interactions: Starting in June of 2021, we saw declines in pageviews due to a data loss. We estimate this resulted in underreporting global pageviews by 2-4% between June and October, and by 5-8% between November and January. The numbers reported here are estimates, correcting for the data loss.

Department: Product

Worldwide Readership Metrics

MTP Outcomes

Make incremental but meaningful changes to our core products.

Substantially extend our core product experiences

MTP Metrics

Monthly net new content increases YoY
Baseline: 1.9M/month

Established markets¹

Emerging markets¹

**Y3
Goal**

**Q1
Status**

**Q2
Status**

**Q3
Status**

**Q4
Status**

+10% YoY

+27.2% YoY
(1.7M/mo)

-15.1% YoY
(1.4M/mo)

-38.1% YoY
(1.2M/mo)

+10% YoY

+39.9% YoY
(1.3M/mo)

-0.1% YoY
(1.04M/mo)

-39.9% YoY
(869K/mo)

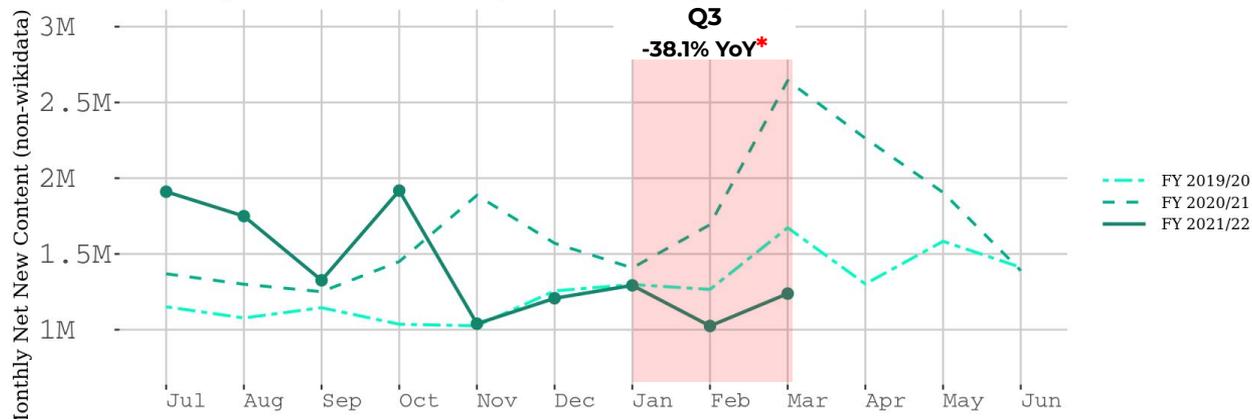
+10% YoY

-45.1% YoY
(188K/mo)

-42.6% YoY
(237K/mo)

-23.4% YoY
(188K/mo)

Monthly Net New Content (non-wikidata)



* Net new content fluctuates widely due to bot activity. We saw large increases in 2020 following the pandemic. We expect numbers to decline but remain higher than pre-pandemic (2019) numbers.

OKR slides



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Desktop Refresh



Objective:

Readers and existing editors will have greater affinity for our sites, created by increasing utility amongst readers and maintaining utility for our existing editors

This quarter, the Desktop Refresh deliverable focused improving our reading experience and working with communities to iterate on our features:

- Analyzed the results of the A/B test on the sticky header functionality, proving that the addition of the sticky header can reduce scrolling to the top of the page by up to 15%
- Deployed and began A/B testing the table of contents feature to the Vector 2022 skin, allowing for better navigation and readability across out pages
- Collaborated with more than 20 language communities to test our next feature - a menu which collects all our page tools in one place and makes our navigation system clearer
- Worked with individual communities to prepare for wider deployments by hosting office hours, collaborative discussions on wikis, and affiliate meetings

Target quarter for completion: Q4 FY 21-22



Department:

Desktop Refresh



Key Results

	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
<p>2% increase in reported positive sentiment towards Wikipedia across all surveyed topics over the baseline studies on target wikis, after establishing baseline sentiment</p> <p>Baseline: Qualitative. Established via quicksurveys</p>	Qualitative increase over baseline	n/a (next survey will be run in Q3)	(Currently planning next survey across pilot wikis)	(Currently planning next survey across pilot wikis)	
<p>Redesign of flagship product is deployed on test wikis without pageviews dropping more than 5%"</p> <p>Baseline: YoY pageviews across pilot wikis</p>	< 5% decrease	No decrease observed YoY. attributed to desktop improvement changes	No decrease observed YoY. attributed to desktop improvement changes	No decrease observed YoY. attributed to desktop improvement changes	
<p>Opt out rate is 40% or lower on default wikis</p> <p>Baseline: n/a</p>	< 40% opt-out	5%-15%	5%-10%	5%-15%	



Amplify the Impact of Content

Objective:

Readers can preview Wikimedia content for contextual information on 3rd party sites

The goal with Wikipedia Preview is to enable content re-use. It support readers with context from Wikipedia while they are reading on their favorite sites. Last quarter, the Wikipedia Preview plugin crossed 1400 installs up from over 1000 in Q2, with 200+ sites actively using it. There were almost 48K Previews (and over 1800 pageviews) engaged with by readers, with an average 3.8% CTR to Wikipedia.

The team began discussing a product marketing plan with the marketing team in the Communications department to grow awareness of the product. One additional partner from India was onboarded to use the product through the Partnerships team.

Want to see Preview on a site? See this [photography website](#) in Germany, which uses the Preview feature to give more context on the locations their photographs were taken.

Target quarter for completion: Q2 FY21-22



Department:
Product,
Advancement (partnerships)

Amplify the Impact of Content

MTP Outcomes

Make incremental but meaningful changes to our core products.

Substantially extend our core product experiences

MTP Metrics

Total monthly Content Interactions increase YoY
Baseline: 19.0B/month

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Emerging markets¹

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Department:

ERF



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Community Programs



Objective: Partners and organizers in key communities of practice (GLAM, Education, and Content Campaigns) experience more consistent, globally accessible support to develop good practices, share the impact of their programs, exchange knowledge, and spark collaboration.

Supporting Thriving Movement > Growth Pilots and New Grants Strategy (T-GUC-KR1, T-EUC-KR4):

- By end of Q3, we have provided advisory and implementation support for 29 partner, grantee, and affiliate-led projects across our 3 domains including Wikimedia Indonesia and Ukraine, IIT Hyderabad, PPIM UIN Jakarta (DREAMSEA), the Smithsonian Institution, and the Wikimedia Language Diversity Hub; in Q3 the Education Team advised the EduWiki community through 41 1:1 consultations.
- As part of the Newcomer Experience pilot, the team supported two GLAM ‘add an image’ events in LatAm with WM Argentina, and prepared two more affiliate-led events for Q4 (Mexico and Chile). Working with the Partnerships team, we supported Wikimedia Indonesia on a GLAM activation using Wikistories and expect an agreement to be signed in Q4. #1Lib1Ref ran in January amassing nearly 18K edits from ~400 contributors in 28 languages.

Supporting Thriving Movement > New Communications Network (T-EUC-KR2):

- The Edu team organized the first EduWiki Week, a co-created celebration for the Education community of practice. We had 9 asynchronous events led by volunteers and affiliates in three regions Europe, LatAm, and SSA. We had 9 community showcase sessions from 9 different communities, 6 live interviews with actors in the Education sectors + 1 workshop.
- The 21-22 EduWiki Outreach Collaborators published 3 editions of the education newsletter (in its new home on Meta) and hosted two regional meetings with a combined 45 participants from Sub-Saharan Africa and South Asia representing a total of 15 countries.
- The GLAM team started monthly [Wikisource Triage Meetings](#) to foster the growth of a technical community of Wikisource developers and contributors. The first meeting had 12 participants.



Department: Product

Target quarter for completion: Q4 FY21-22

Community Programs



Key Results

	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
<p>Advise at least 15 community and partner projects across Programs domains, with 80% reporting at least one improvement.</p> <p>Baseline: 0%</p>	15 supported projects, 80%+ satisfaction	Support initiated for 12 projects	17 projects supported (cumulative)	29 projects supported (cumulative)	-
<p>Supported access to image-led experiences motivates museum professionals in emerging regions to become Wikimedia contributors</p> <p>Baseline: 0 partners, 0 retained contributors</p>	3+ partners in SE Asia, 50 retained contributors in LATAM	Museum workers pilot confirmed with Newcomer Exp. team and Wikimedia Argentina	Newcomer Exp. activation extended to Chile and Mexico and 1 professional network confirmed (ADiMRA)	2 out of 4 Newcomer Exp. LATAM activations initiated and Wikistories activation in Indonesia planned-	-
<p>At least 10 GLAM and EduWiki initiatives from underrepresented groups are supported to measure and communicate their impact in key movement communication spaces.</p> <p>Baseline: 0 stories</p>	10+ stories from underrepresented groups	Education community support strategy launched	<p>Translation support for 3 community groups to take part in meetings</p> <p>6 new contributors published in "This Month in Education"</p>	9 community showcase presos in EduWiki Week	

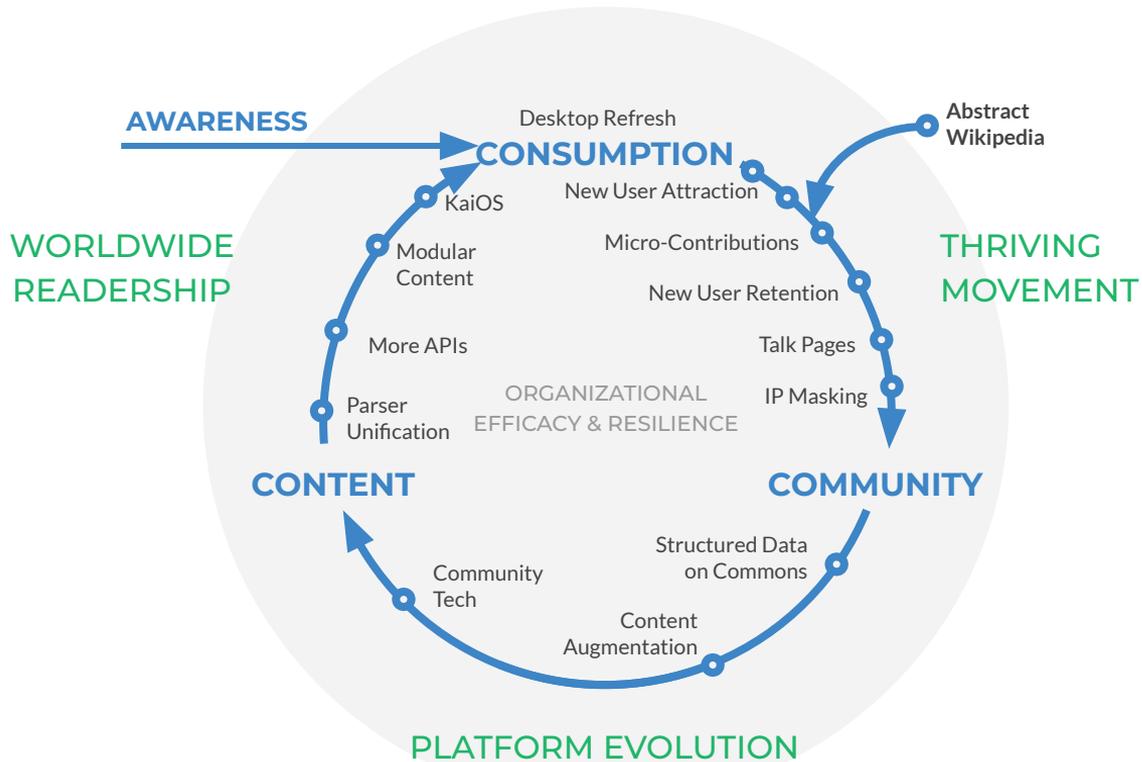


Appendix



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The Product Flywheel



Health Metrics

Data loss impacting content interactions: Starting in June of 2021, we saw declines in pageview data due to a data loss. We estimate this resulted in underreporting global pageviews by 2-4% between June and October, and by 5-8% between November and January.

The Content Interaction & Pageview numbers reported here are estimates, correcting for the data loss.

	Q3 Actuals	YoY (%)
Interactions	57.0B to 57.5B	-5.5 to -5.0%
Pageviews	51.3B to 51.6B	-4.9% to -4.3%

	Q3 Average	YoY (%)
Active Editors	91,486	-6.9%



Q3 Actuals	YoY (%)	
299M	8.3%	Total Content
60.5M	5.7%	Wikipedia
99.2M	4.9%	Wikidata