

April 2020 Wikimedia movement metrics

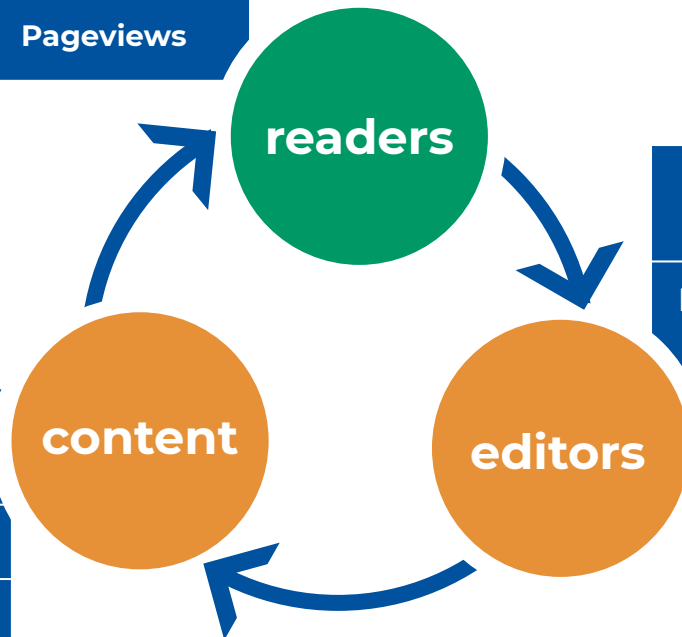


WIKIMEDIA
FOUNDATION

April 2020 Product Metrics

April Actuals	YoY (%)	
22.2B	27.7%	Interactions
19.8 B	26.6%	Pageviews

	April Actuals	YoY (%)
Active Editors	96,000	13.8%
New Editor Retention	6.3%	-7.8%



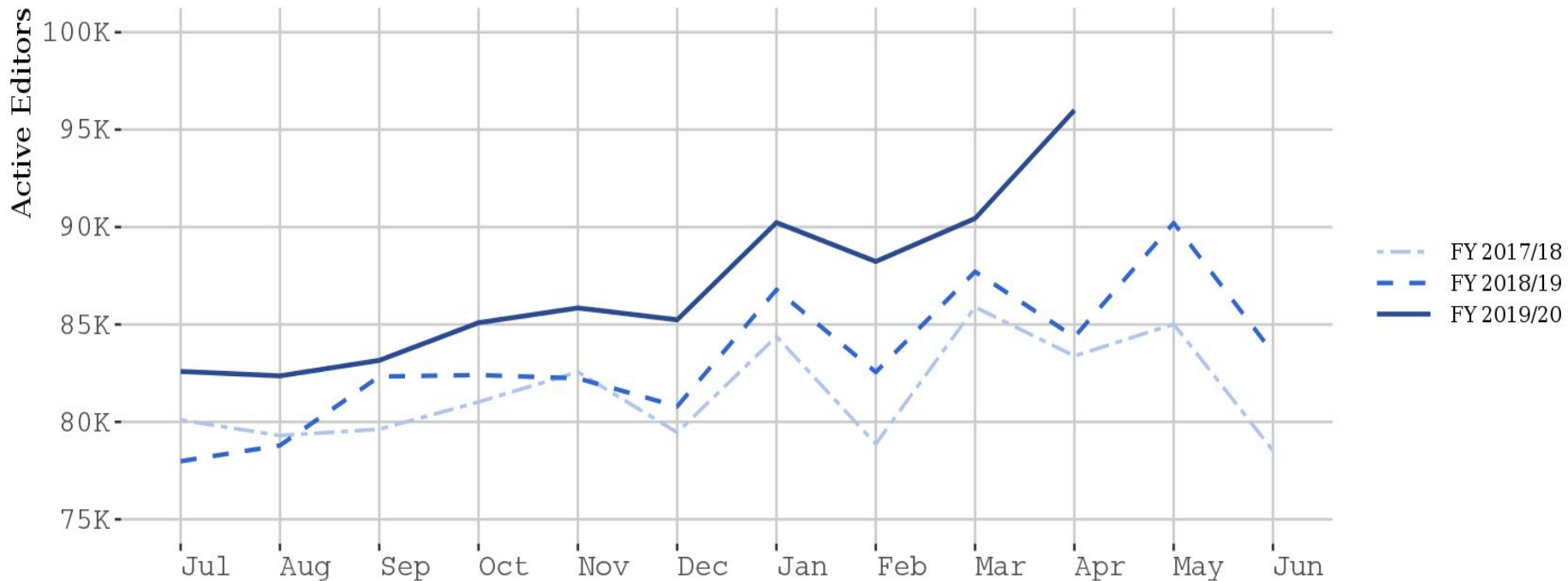
April Actuals	YoY (%)	
249.0M	20.9%	Total Content
53.6M	6.2%	Wikipedia
85.0 M	50.2%	Wikidata

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

Wikimedia Active Editors year-over-year comparison

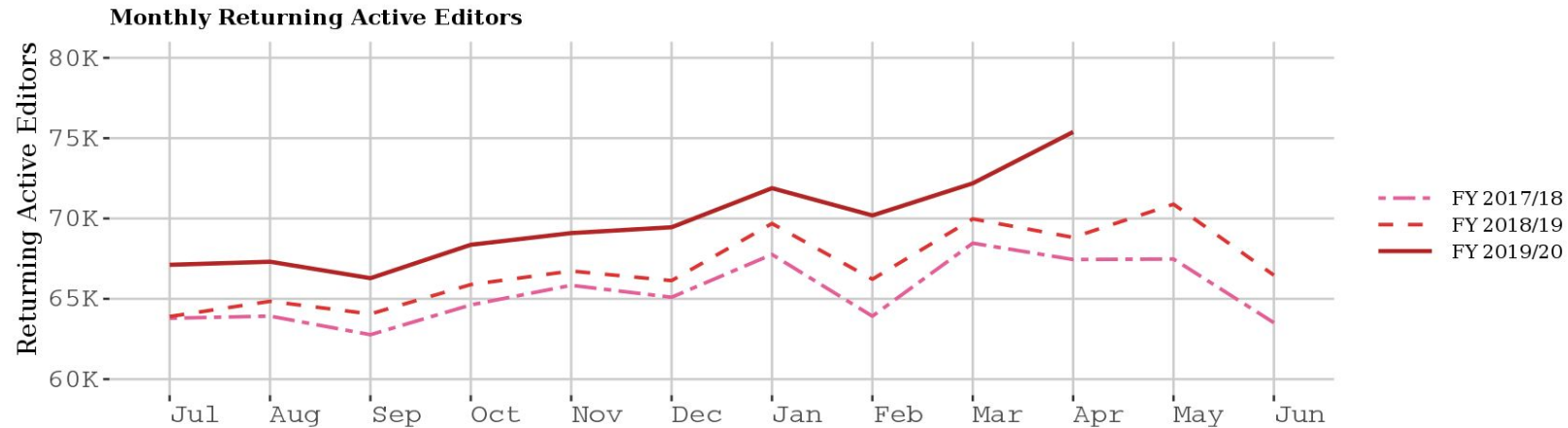
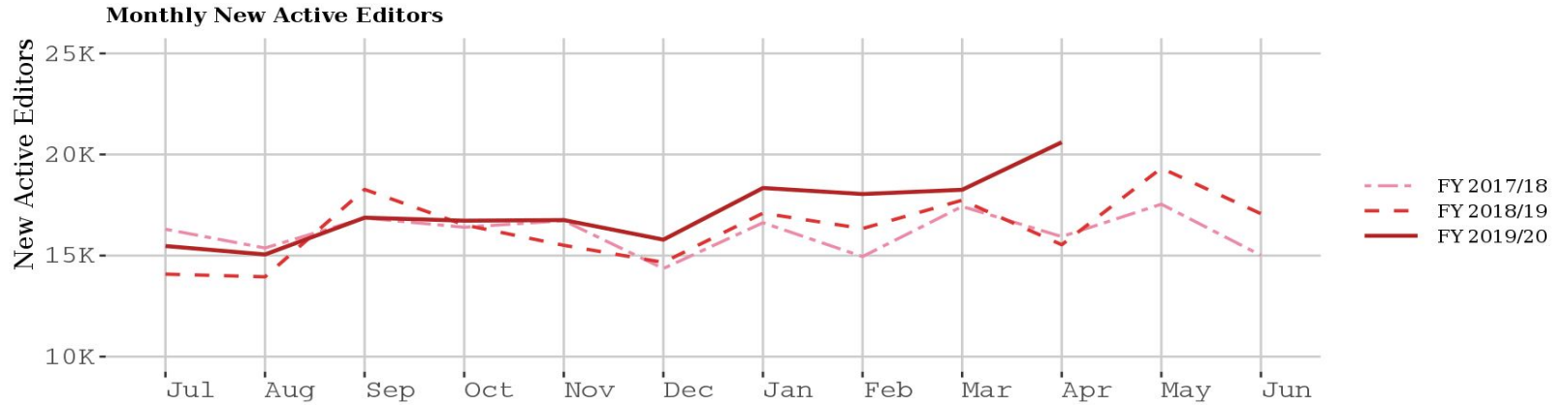
July 2017 - March 2020

Monthly Active Editors

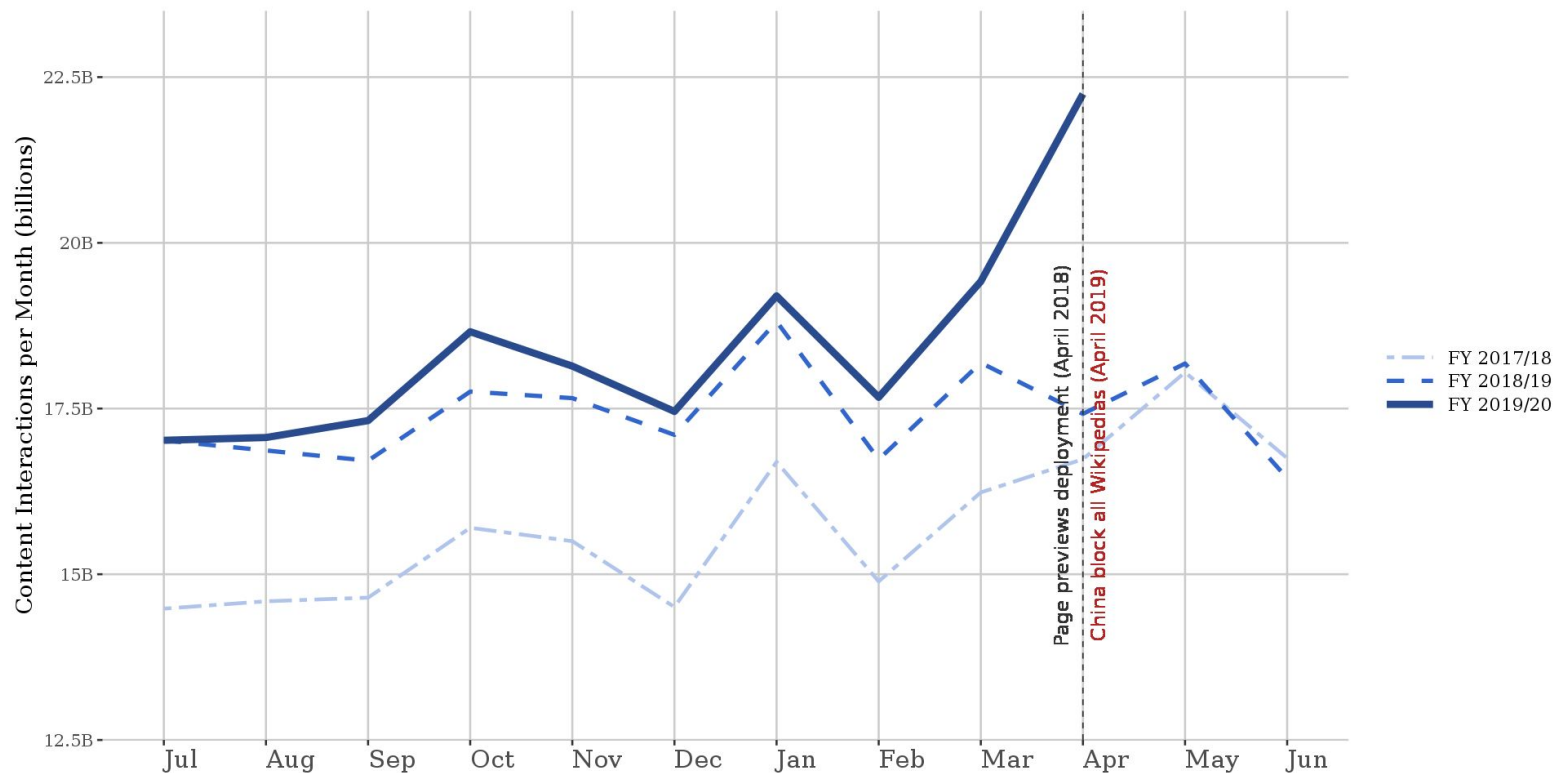


Wikimedia Active Editors year-over-year comparison

July 2017 - March 2020



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



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

April 2020 Product Metrics: Contributors

YoY

Total content	249.0 M	20.9%
—Wikipedia articles	53.6 M	6.2%
—Commons files	61.4 M	14.3%
—Wikidata entities	85.0 M	50.2%
Net new content	4,720,000	165.0%
—Wikipedia articles	491,000	83.1%
—Commons files	50,600	-13.4%
—Wikidata entities	3,420,000	376.0%
Active editors	96,000	13.8%
—New	20,600	32.6%
—Returning	75,400	9.5%
New editor retention	6.3%	-7.8%
Revert rate	5.4%	-3.8%
Total edits	53.0 M	3.5%
—Mobile edits	1.7 M	28.4%
—Data edits	22.6 M	-24.9%
—File uploads	0.6 M	-8.0%
—Other non-bot edits	15.2 M	38.80%

Key trends

- Total content continues to increase steadily, with Wikidata entities adding volatility to the rate of increase.
- We continued to see spike in new Wikipedia articles which are made by admin user in arz.wiki (~190K) and by bot in zh-min-nan.wiki and azb.wiki.
- Overall active editors remain its YoY increase, as a result of the steady growth in returning active editors, which is relatively evenly distributed across activity groups and wikis; and a large YoY increase in new editors from Commons and es.wiki, ja.wiki, ru.wiki and it.wiki.
- The drop in new editor retention was because of lower retention rate in es.wiki and fr.wiki.
- There was increase in non-bot edits, which mainly are content edits from en.wiki, commons and fr.wiki by users registered over 10 years. There were 202K edits from pages strongly related to COVID-19.

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

April 2020 Product Metrics: Readers

		YoY
Interactions	22.2 B	27.7%
—Pageviews	19.8 B	26.6%
—Desktop	7.7 B	20.0%
—Mobile web	11.8 B	31.1%
—Desktop previews	2.4 B	37.6%
Unique devices (all Wikipedias)	1.7 B	9.10%

Key trends

- The total pageviews and content interactions continued to spike in April. The increase was driven by an overall increase across countries and project from external search engine (28% YoY) and internal referral (26% YoY) in both mobile and desktop; especially in US from internal and none referral class, in Japan, Germany and UK from external search engine traffic.
- The articles related to COVID-19 had over 148M pageviews in April.
- Desktop pageviews continued to increase YoY from its long-term decrease, the increase in traffic was mainly from external search engines and internal referral in en.wiki and es.wiki. The desktop previews continued to grow YoY. The growth was in en.wiki and fr.wiki across multiple countries.
- 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](#).

April 2020 Product Metrics: Diversity

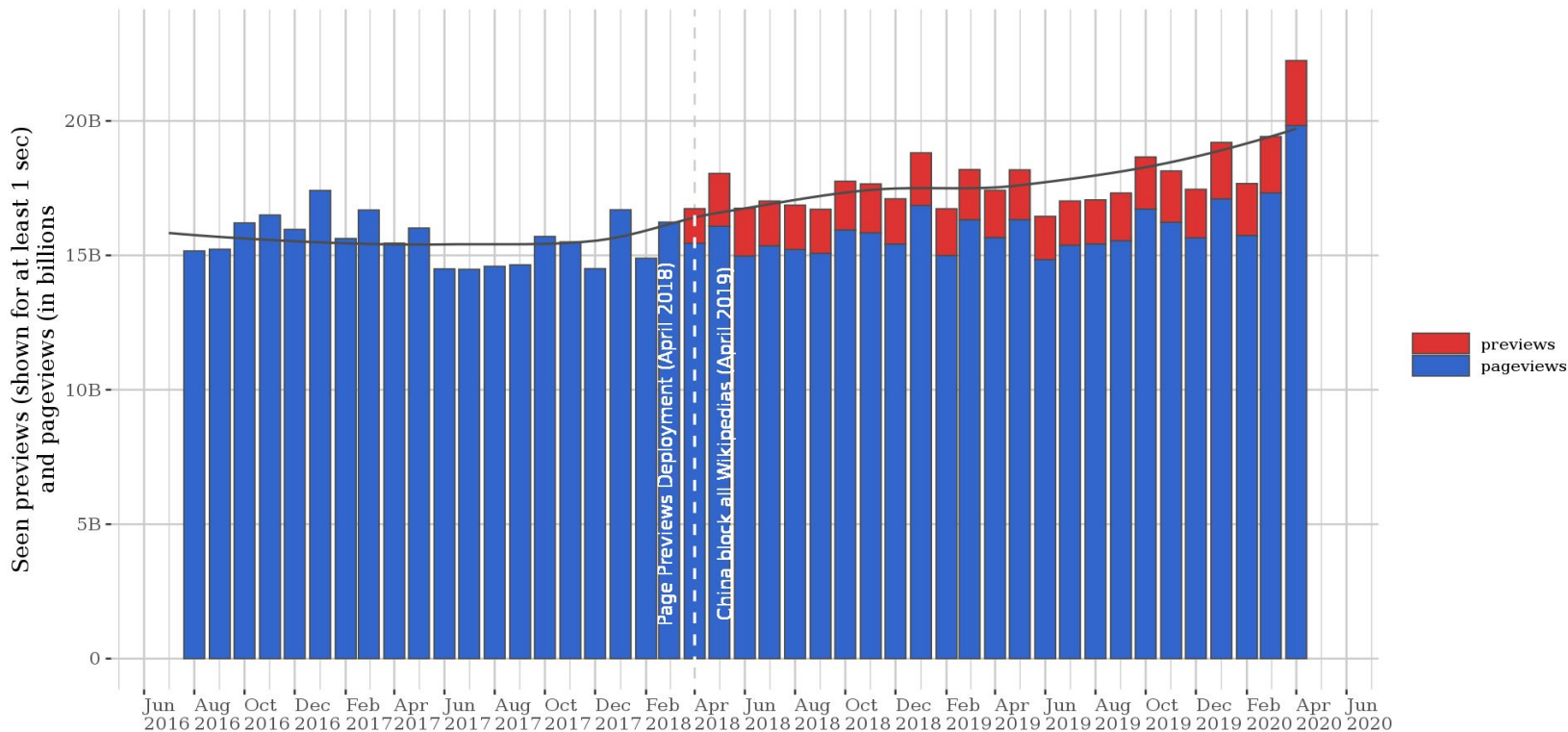
		YoY
Emerging Market countries		
—Reader interactions	5.2 B	26.5%
—Active editors	23,000	15.4%
—New editor retention	4.10%	2.7%
—Edits	3.4 M	64.3%
—Non-bot edits	2.8 M	34.6%
Mobile-heavy wikis		
—Reader interactions	944.0 M	38.2%
—Active editors	5,530	38.5%
—New editor retention	4.6%	5.2%
—Edits	2.0 M	43.2%
—Non-bot edits	0.8 M	98.8%

Notes

- There was a spike in reader interaction from emerging market countries in April because of a overall in increase in pageviews and desktop previews, especially from India, Iran and Indonesia.
- The YoY increase in the active editors from emerging market countries are evenly distributed across different countries, especially from Ukraine and Malaysia.
- In mobile-heavy wikis, the bump in non-bot edits in April was from content edits (200K) made by admin users in arz.wiki.

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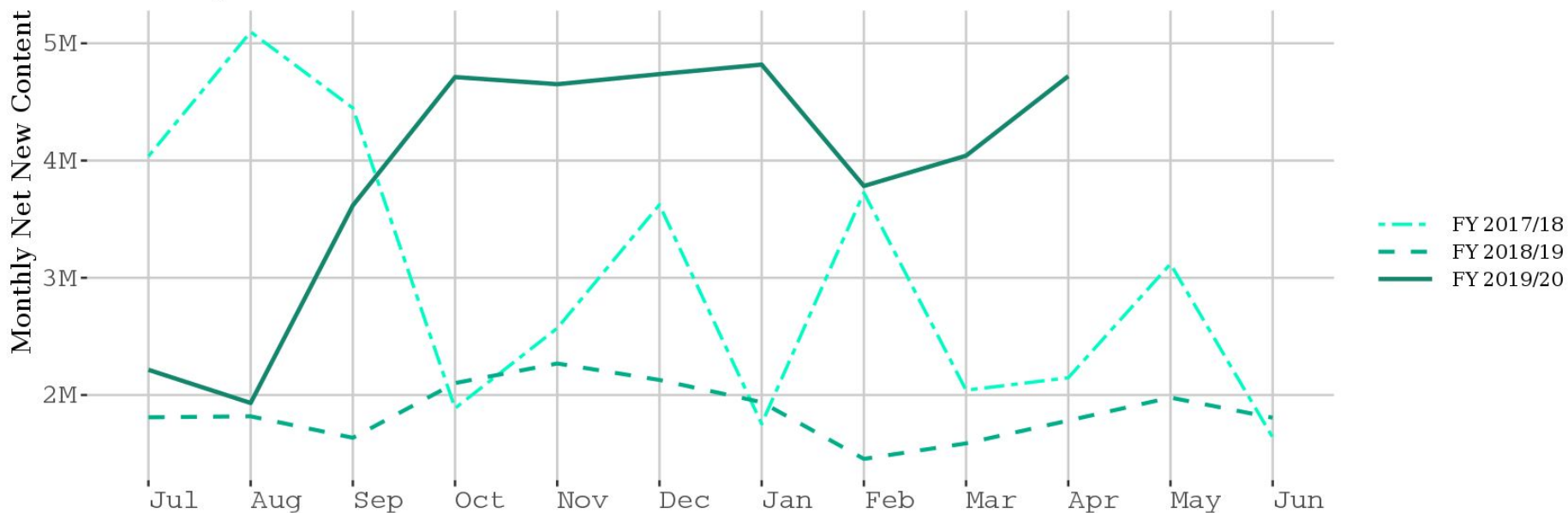
Wikimedia Content Interactions (Pageviews + Previews), July 2016 - April 2020



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

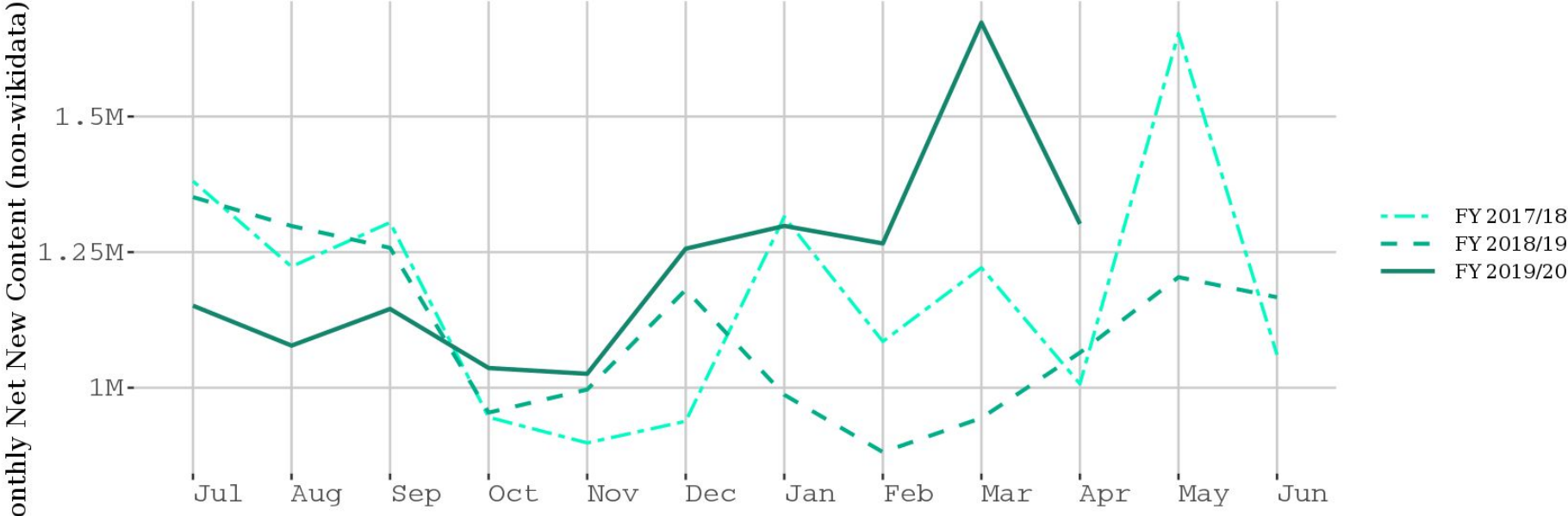
Wikimedia Net New Content year-over-year comparison July 2017 - April 2020

Monthly Net New Content



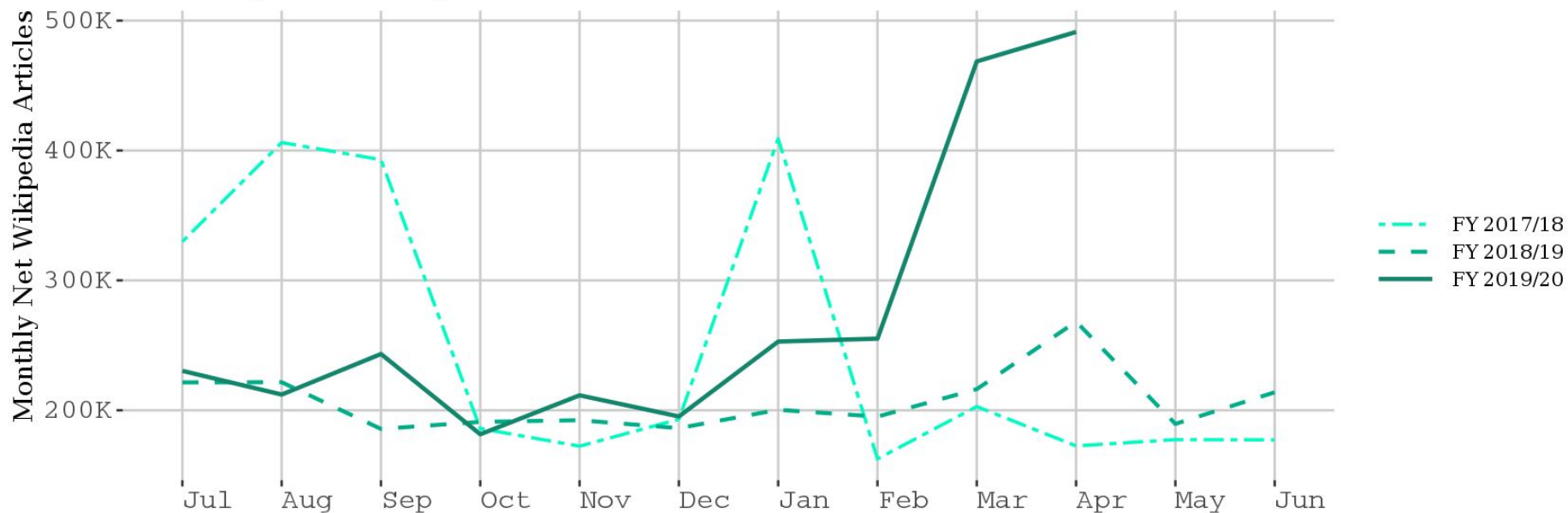
Wikimedia Net New Content (non-Wikidata) year-over-year comparison July 2017 - April 2020

Monthly Net New Content (non-wikidata)



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

Monthly Net Wikipedia Articles



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

New Editor Retention

