

August 2020 Wikimedia movement metrics

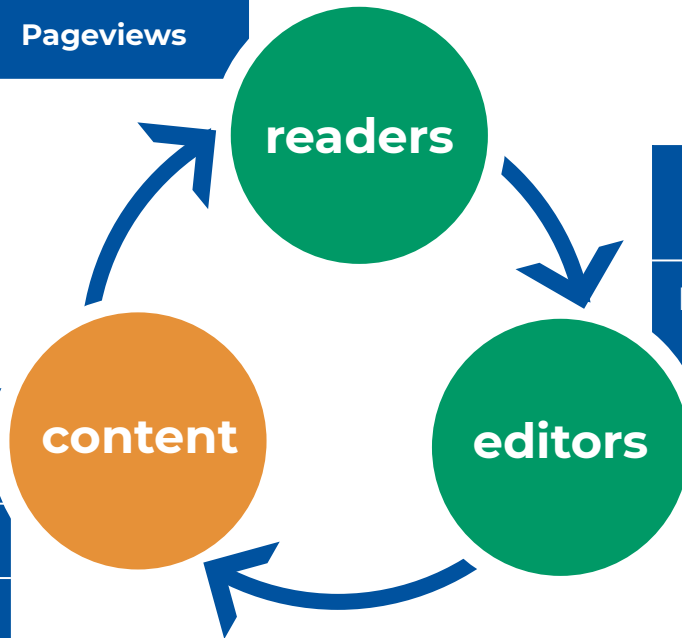


WIKIMEDIA
FOUNDATION

August 2020 Product Metrics

| August Actuals | YoY (%) | |
|----------------|-------------|---------------------|
| 18.0B | 5.6% | Interactions |
| 16.1B | 4.6% | Pageviews |

| | August Actuals | YoY (%) |
|-----------------------------|----------------|-------------|
| Active Editors | 89,200 | 8.3% |
| New Editor Retention | 5.5% | 7.2% |



| August Actuals | YoY (%) | |
|----------------|--------------|----------------------|
| 260.0M | 21.4% | Total Content |
| 55.2M | 7.5% | Wikipedia |
| 90.1 M | 50.3% | Wikidata |

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

August 2020 Product Metrics

| Content | | |
|-------------------------------------|-----------|----------------|
| | | YoY |
| Total content | 260.0 M | 21.4% |
| Net new content | 2,030,000 | 5.0% |
| — Established Markets | 1.6 M | — ¹ |
| — Emerging Markets | 0.3 M | — ¹ |
| Non-Wikidata net new content | 1.3 M | 20.7% |
| Total edits | 55.3 M | 49.4% |
| — Established Markets | 30.9 M | — ¹ |
| — Emerging Markets | 3.4M | 42.9% |
| Anonymous edits | 2.2 M | 2.1% |

| Readers | | |
|--|--------|------|
| | | YoY |
| Interactions | 18.0 B | 5.6% |
| — Established Markets | 13.7 B | 5.3% |
| — Emerging Markets | 4.3B | 7.5% |
| Unique devices (all Wikipedias) | 1.6 B | 5.0% |

| Editors | | |
|-----------------------------|--------|----------------|
| | | YoY |
| Active editors | 89,200 | 8.3% |
| — Established Markets | 71,900 | — ¹ |
| — Emerging Markets | 23,500 | 10.6% |
| New editor retention | 5.5% | 7.2% |
| — Established Markets | 6.3% | — ² |
| — Emerging Markets | 4.5% | 8.5% |

¹ Editor location data is deleted after 90 days, so it is not possible to calculate trends from before the metrics were established. Trends started to accumulate in Sept 2019.

² Editor location data is deleted after 90 days, so it is not possible to calculate trends from before the metric was established. Trends started to accumulate in Dec 2019.

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

August 2020 Product Metrics: Readers

| | | YoY |
|--|--------|-------|
| Interactions | 18.0 B | 5.6% |
| —Pageviews ¹ | 16.1 B | 4.6% |
| —Desktop | 6.0 B | 4.6% |
| —Mobile web | 9.9 B | 4.6% |
| —Desktop previews | 1.9 B | 15.3% |
| Unique devices (all Wikipedias) | 1.6 B | 5.0% |

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.

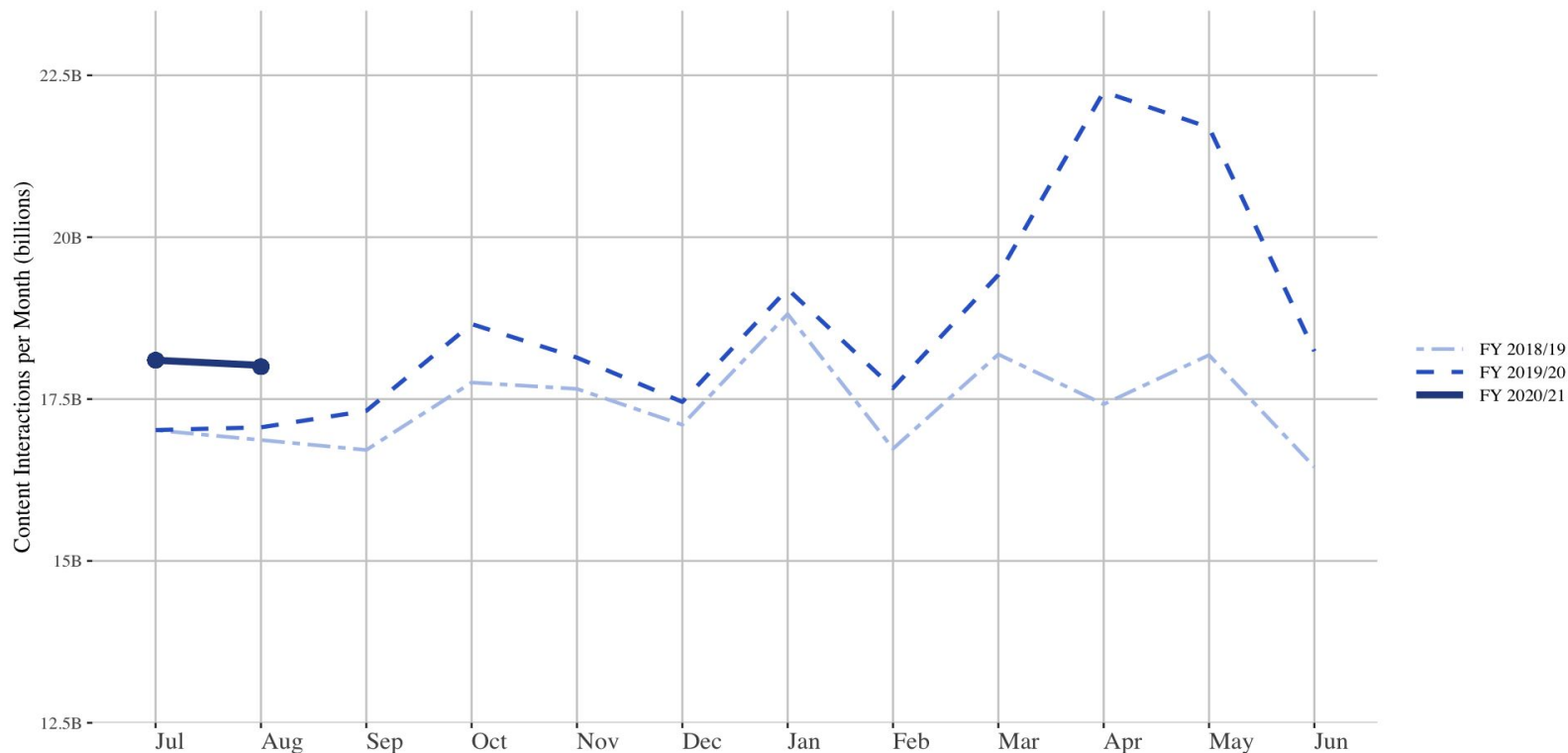
In August 2020, 5.2% of pageviews were “automated”. There were 15.3B “user”-only pageviews.

Key trends

- YoY increase in total pageviews and content interactions persisted in August. Compared to previous months, the growth in pageviews started to slow down.
- The increase in pageviews was driven by an overall 4% YoY increase across countries and project, from external search engine and internal referral; especially from Japan and UK.
- The desktop previews continued to grow YoY. The growth was most prominent in English and Japanese Wikipedia.
- Consistent with the spikes we saw in overall traffic, unique devices increased YoY across countries.

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

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



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

August 2020 Product Metrics: Editors

| | | YoY |
|-----------------------------|--------|-------|
| Active editors | 89,200 | 8.3% |
| —New | 17,700 | 17.6% |
| —Returning | 71,500 | 6.2% |
| New editor retention | 5.5% | 7.2% |

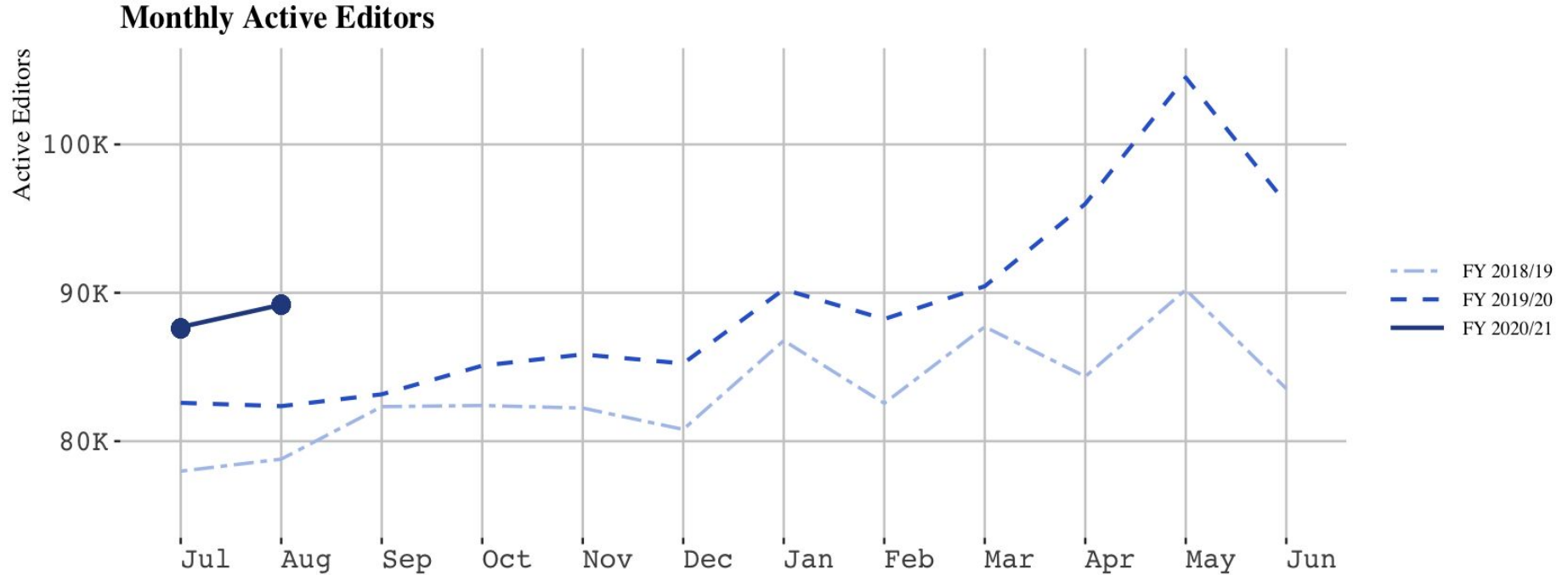
Key trends

- Overall active editors continued its growth in August, with a 8.3% YoY increase.
- The clearest growth in new active editors was happening at Wikidata and Commons, with subtle increase from fawiki, arwiki and jawiki.
- Steady growth in returning active editors seems to be taking place in Commons, wikidata, and ja.wiki, from users registered between 30 to 90 days
- New editor retention spiked in August, the growth was mainly from English Wikipedia and Commons.

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

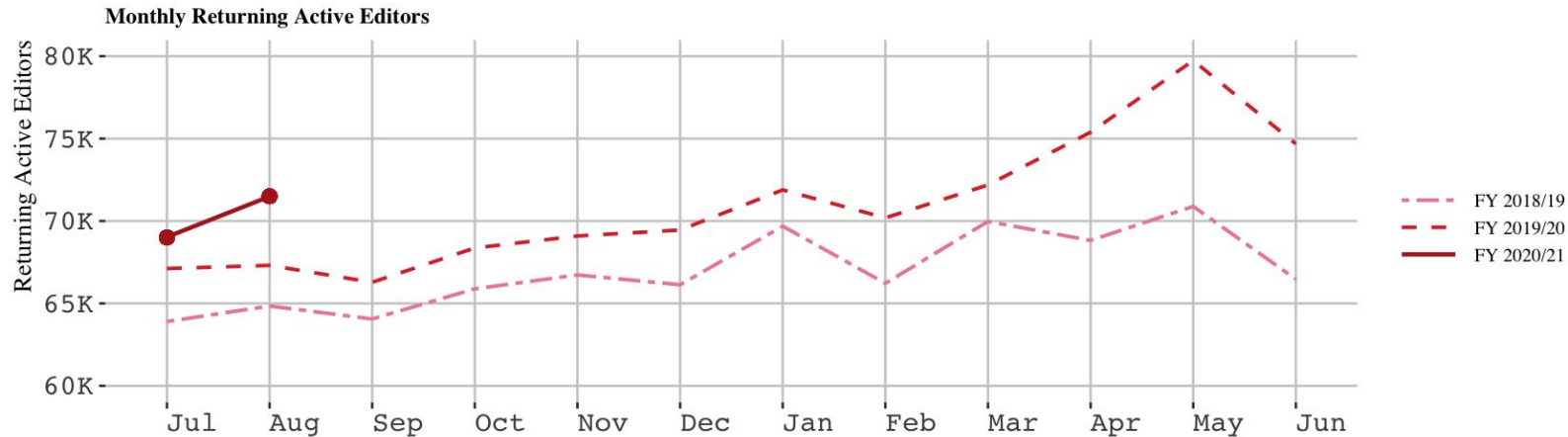
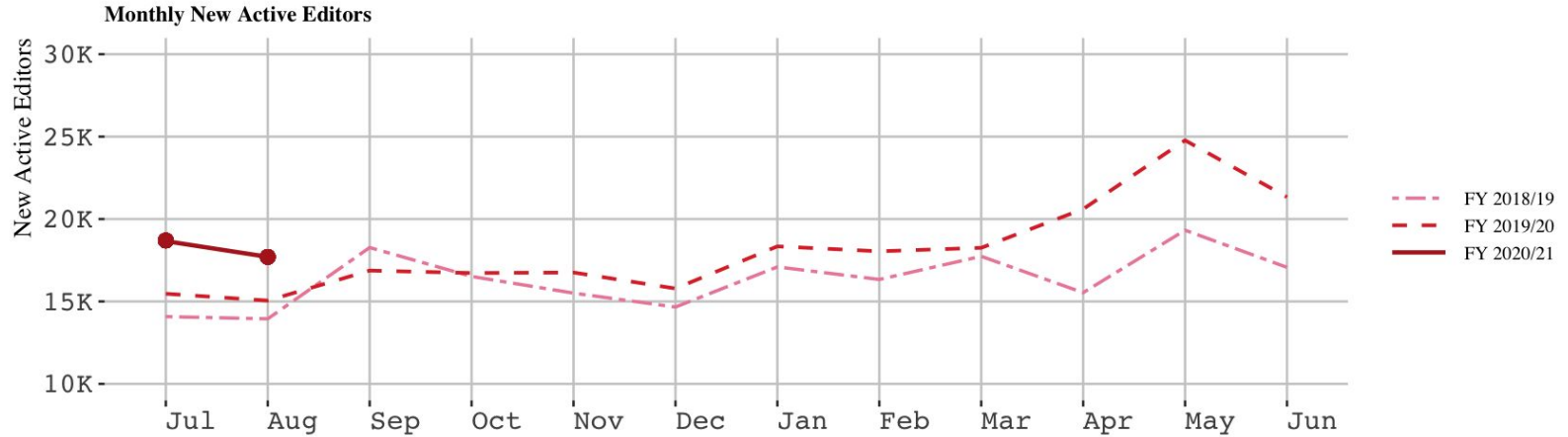
Wikimedia Active Editors year-over-year comparison

July 2018 - August 2020

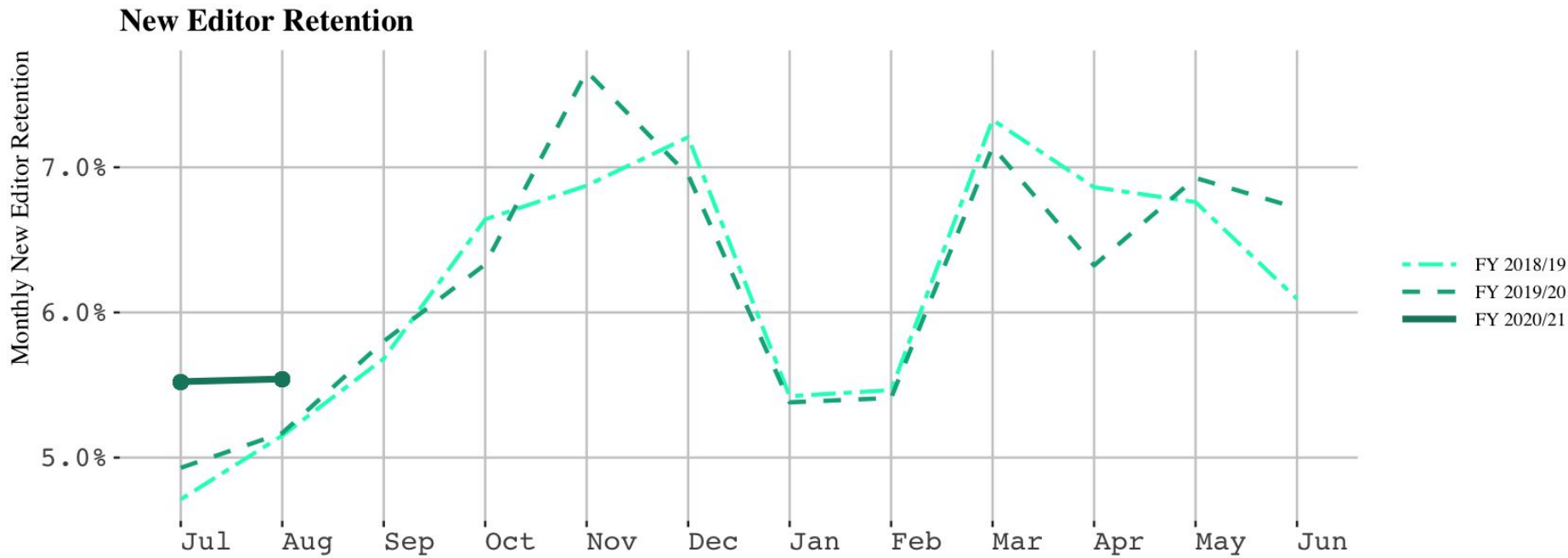


Wikimedia Active Editors year-over-year comparison

July 2018 - August 2020



Wikimedia New Editor Retention year-over-year comparison July 2018 - August 2020



August 2020 Product Metrics: Content

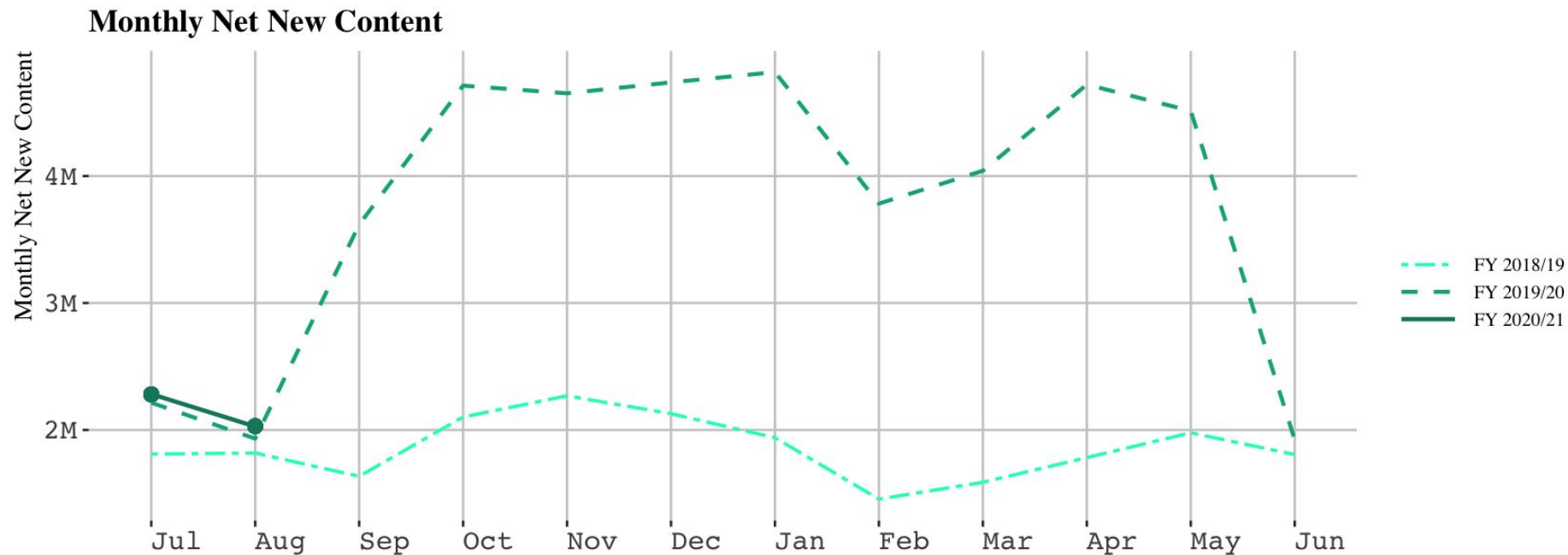
| | | YoY |
|------------------------|-----------|--------|
| Total content | 260.0 M | 21.4% |
| —Wikipedia articles | 55.2 M | 7.5% |
| —Commons files | 64.4 M | 15.0% |
| —Wikidata entities | 90.1 M | 50.3% |
| Net new content | 2,030,000 | 5.0% |
| —Wikipedia articles | 287,000 | 35.4% |
| —Commons files | 713,000 | 44.2% |
| —Wikidata entities | 727,000 | -14.9% |
| Revert rate | 6.1% | 17.1% |
| Total edits | 55.3 M | 49.4% |
| —Mobile edits | 1.9 M | 18.9% |
| —Data edits | 25.3 M | 61.7% |
| —File uploads | 0.8 M | 38.7% |
| —Other non-bot edits | 12.8 M | 12.3% |

Key trends

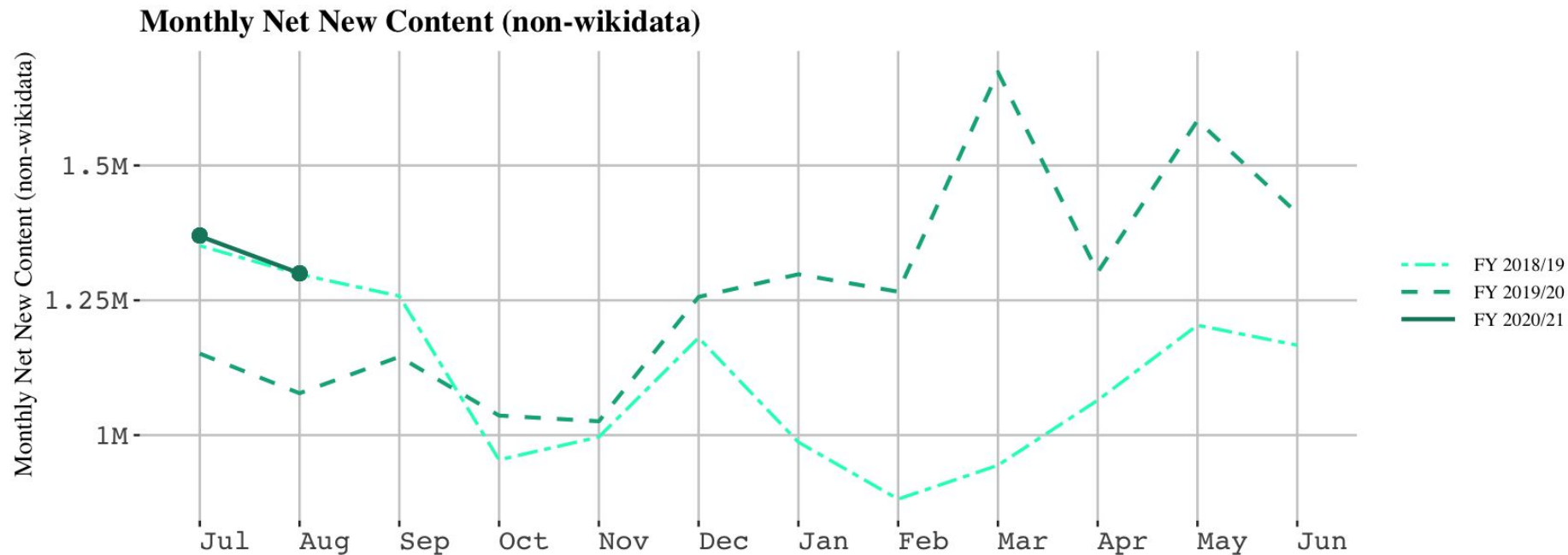
- Last month, there was smaller growth in new Wikipedia articles compare to last couple months. We still saw ~73K articles created by a bot in arz.wiki. After removing the bot edits, there was a gentle increase in net new content by non-bot editors from Cantonese and Italian Wikipedia.
- There was decrease in net new Wikidata entities, because of drop in new content made by non-bot users (~200K decrease).
- Revert rate continued to increase YoY in August from its long-term decrease. Partly because of a decrease in the non-bot edits in Wikidata, with increasing number of reverts.
- There was noticeable increase in bot content edits in Commons and Wikidata. The increase in non-bot edits were from from English and French Wikipedia by users registered over 10 years.

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

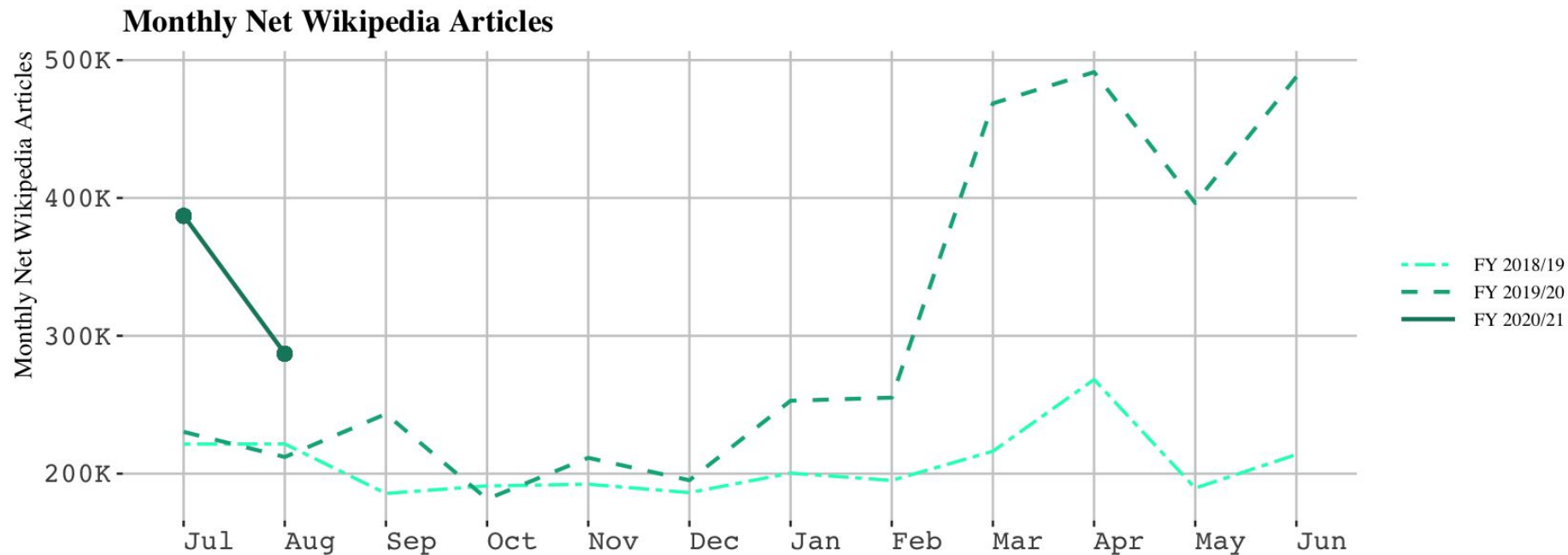
Wikimedia Net New Content year-over-year comparison July 2018 - August 2020



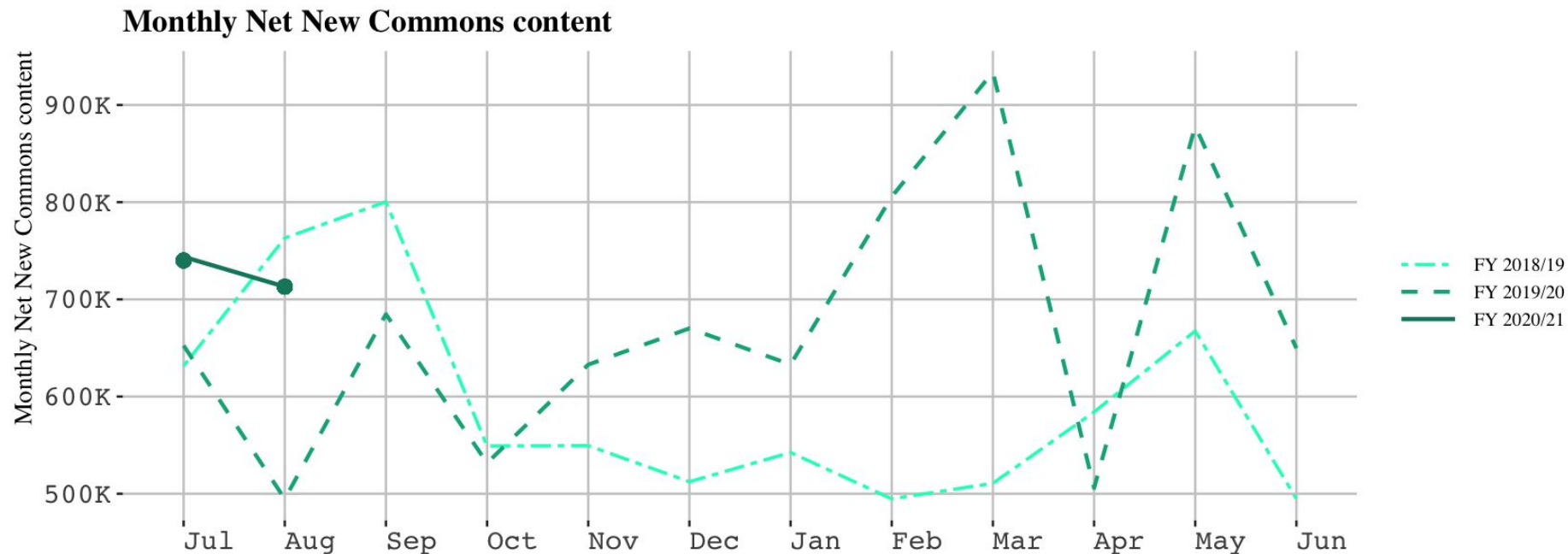
Wikimedia Net New Content (non-Wikidata) year-over-year comparison July 2018 - August 2020



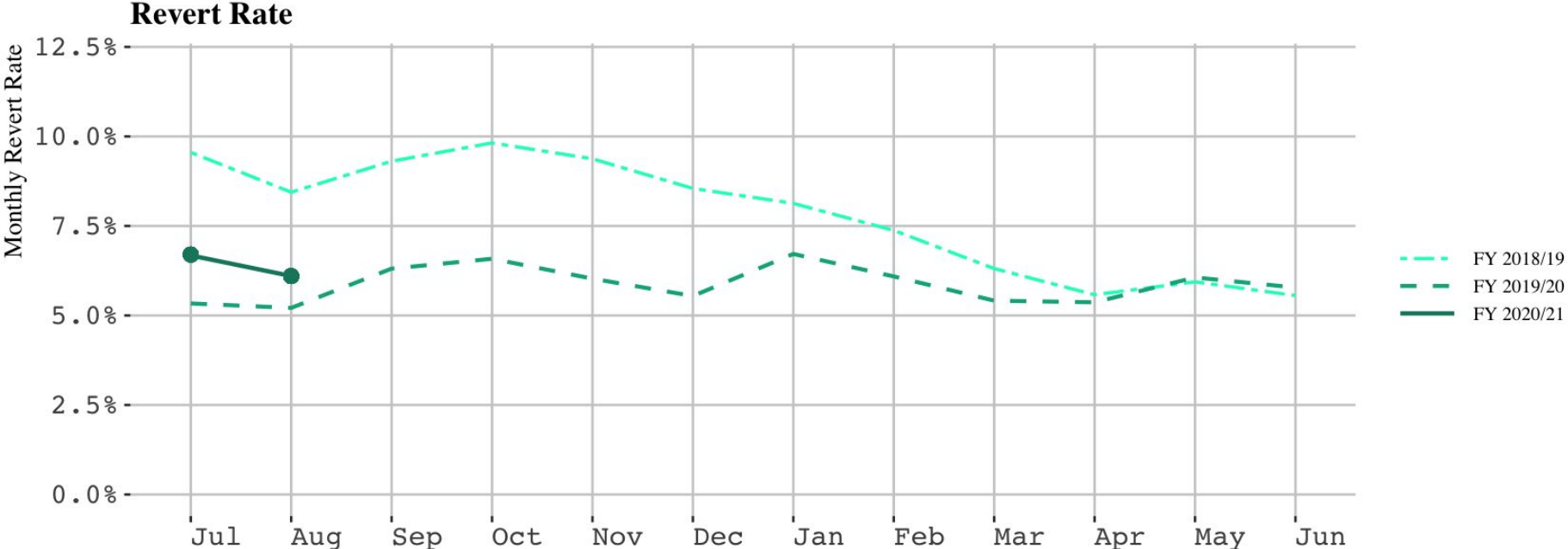
Wikimedia Net New Wikipedia Articles year-over-year comparison July 2018 - August 2020



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

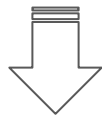
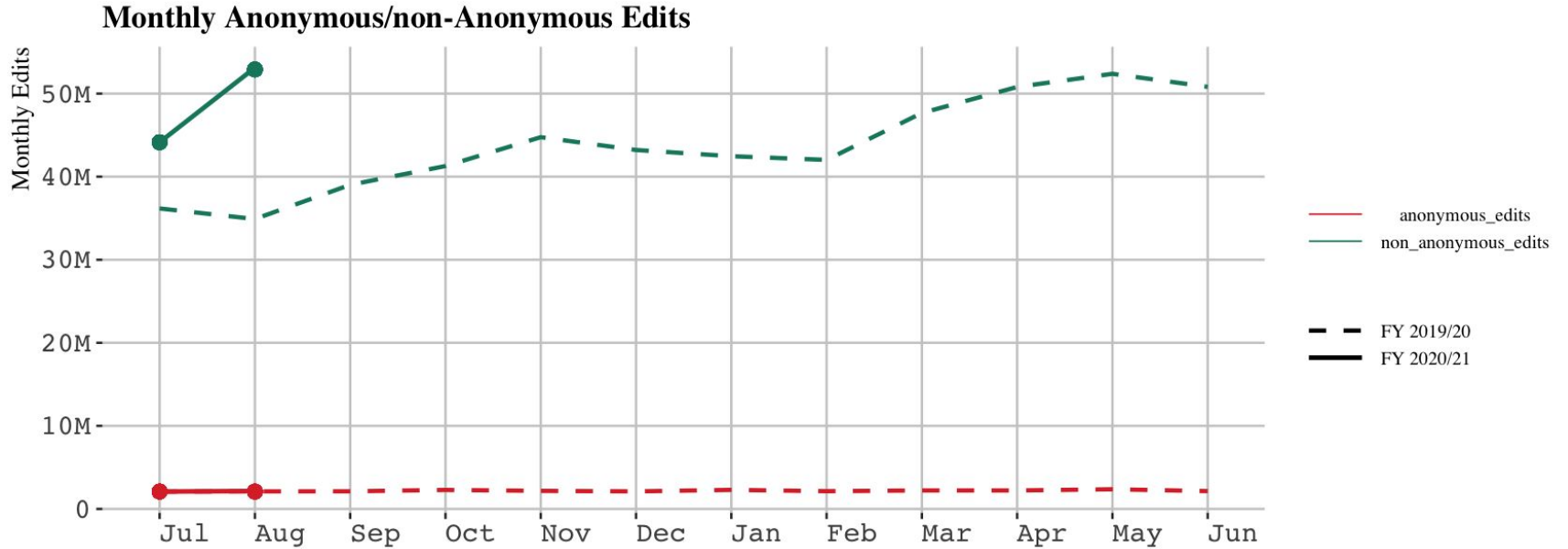


Wikimedia Revert Rate year-over-year comparison July 2018 - August 2020



Wikimedia Anonymous/non-Anonymous Edits

year-over-year comparison July 2018 - August 2020



Wikimedia Anonymous/non-Anonymous Edits

year-over-year comparison July 2018 - August 2020

