

# June 2021 Wikimedia movement metrics

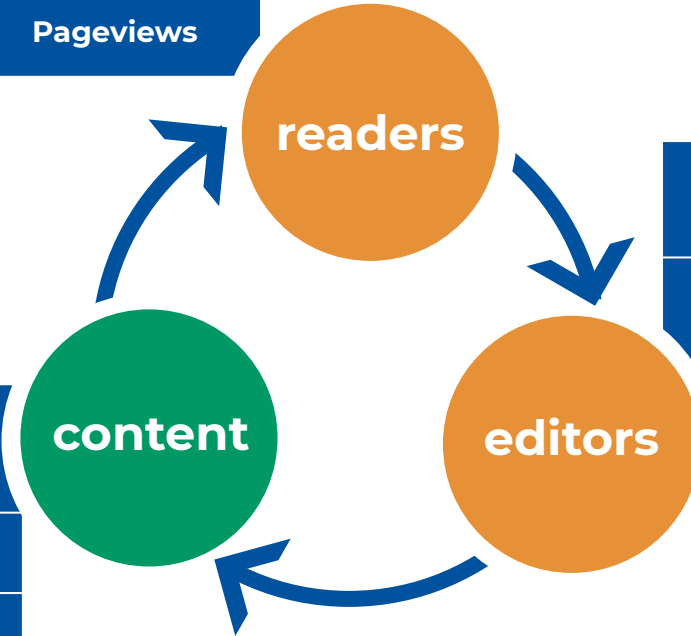


**WIKIMEDIA**  
FOUNDATION

# June 2021 Product Metrics

June Actuals	YoY (%)	
<b>17.9 B</b>	<b>-2.1%</b>	<b>Interactions</b>
16.1 B	<b>-0.8%</b>	<b>Pageviews</b>

	June Actuals	YoY (%)
<b>Active Editors</b>	<b>91,700</b>	<b>-4.5%</b>
<b>New Editor Retention</b>	<b>6.6%</b>	<b>-1.8%</b>



June Actuals	YoY (%)	
<b>283.0M</b>	<b>10.7%</b>	<b>Total Content</b>
58.2M	<b>6.7%</b>	<b>Wikipedia</b>
95.6M	<b>8.1%</b>	<b>Wikidata</b>

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

# June 2021 Product Metrics

Content		
		YoY
<b>Total content</b>	283.0 M	10.7%
<b>Net new content</b>	1.7 M	-9.5%
— Established Markets	1.3 M	-5.8%
— Emerging Markets	0.3 M	-37.6%
<b>Non-Wikidata net new content</b>	1.4 M	-1.5%
<b>Total edits</b>	42.2 M	-20.4%
— Established Markets	21.0 M	-18.4%
— Emerging Markets	3.1 M	-8.6%
<b>Anonymous edits</b>	2.1 M	-2.6%

Readers		
		YoY
<b>Interactions</b>	17.9 B	-2.1%
— Established Markets	13.6 B	-2.3%
— Emerging Markets	4.3 B	-1.4%
<b>Unique devices (all Wikipedias)</b>	1.8 B	4.8%

Editors		
	Number	YoY
<b>Active editors</b>	91,700	-4.5%
— Established Markets	70,200	-6.4%
— Emerging Markets	24,600	5.6%
<b>New editor retention</b>	6.6%	-1.8%
— Established Markets	7.2%	-6.6%
— Emerging Markets	5.7%	10.8%

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

# June 2021 Platform Evolution/Structured Data Metrics

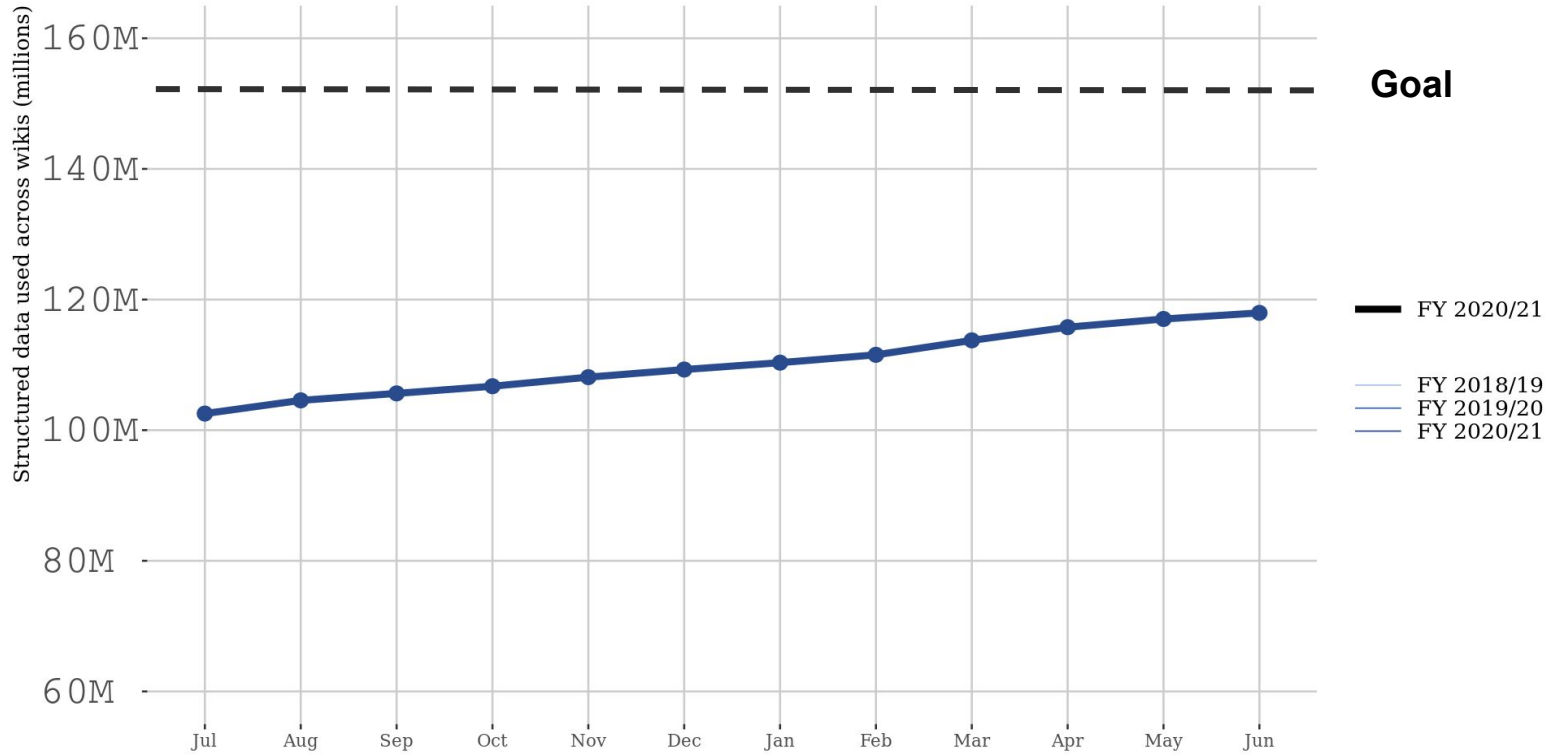
<b>Platform Evolution &amp; Structured Data</b>			
		<b>Change from Baseline</b>	<b>Year End Goal</b>
<b>Structured data used across wikis</b>	118.0 M	35.6%	80.0%
<b>Non-text content used across wikis</b>	33.5 M	7.3%	10.0%
<b>% of Wikidata items reused on other projects</b>	20.7%		25.0%

## Key trends

- Growth for structured data used across wikis slowed down in June, because of decrease in SD bot edits.
- Monthly edits on wikidata remained consistent with previous months at 18.6M
- The number of non-text files used across wikis started to increase in recent months from its large decline between Oct 2020 and Dec 2020. The previous decline was because of a deletion of pages and edits created by bots in mg.wiktionary.
- The growth rates of wikidata items and reused wikidata items were very close. As a result, % of reused items was nearly constant

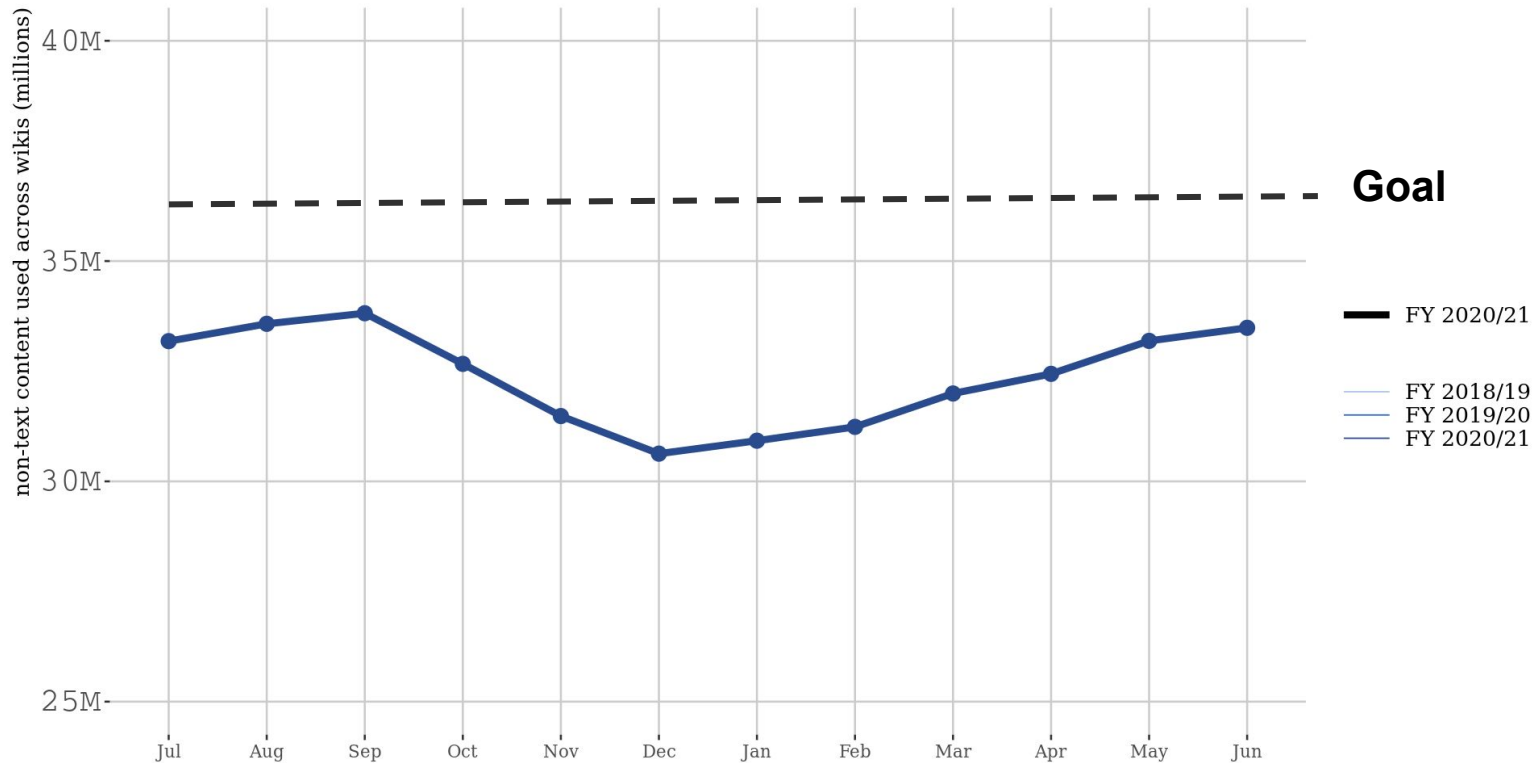
# Structured Data Used across Wikis

## July 2020 - June 2021



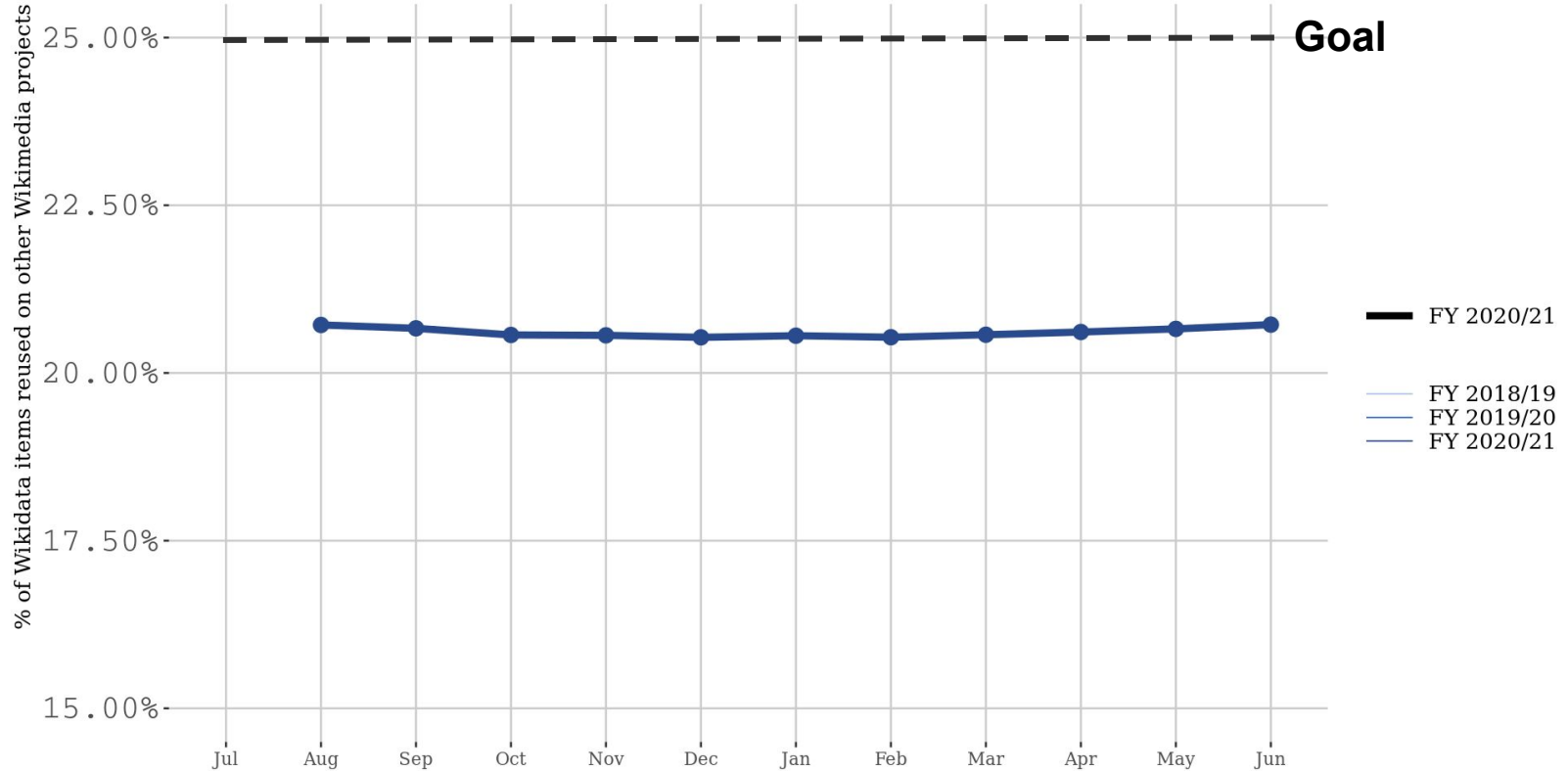
# Non-text Content Used across Wikis

## July 2020 - June 2021



# % of Wikidata Items Reused on Other Projects

## July 2020 - June 2021



# June 2021 Product Metrics: Readers

		YoY
<b>Interactions</b>	17.9 B	-2.1%
—Pageviews <sup>1</sup>	16.1 B	-0.8%
—Desktop	6.1 B	-5.8%
—Mobile web	9.7 B	0.3%
—Desktop previews	1.8 B	-12.7%
<b>Unique devices (all Wikipedias)</b>	1.8 B	4.8%

## Notes

<sup>1</sup> On 29 May 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 June, 2021, 5.1% of pageviews were “automated”. There were 16.9B “user”-only pageviews.

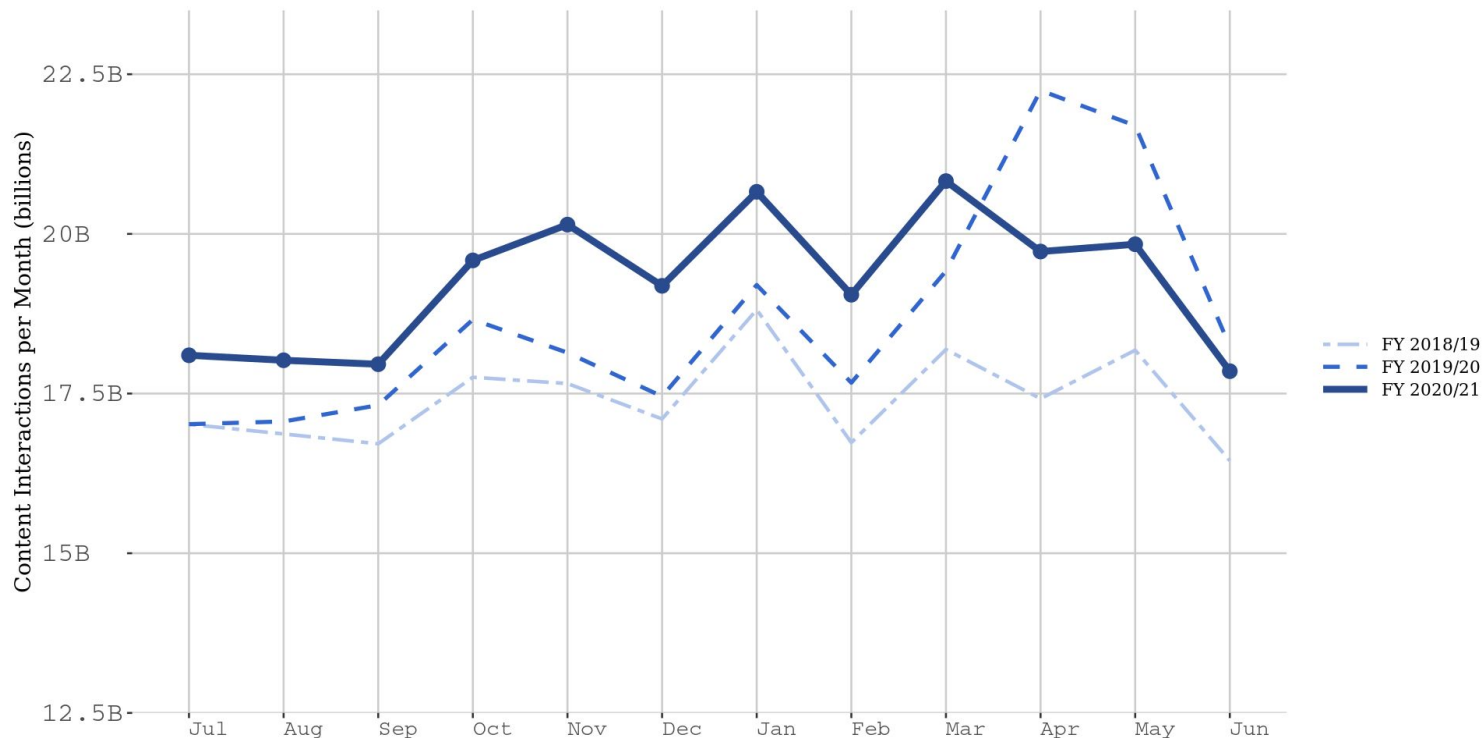
## Key trends

- The total pageviews and content interactions continued to drop in June from last year’s spikes due to the pandemic and lockdown. Overall we’ve been seeing strong growth over the last couple of years; content interactions were up 8.52% compared to June 2019.
- The drop happened across multiple projects and most noticeable in en.wiki, it.wiki, es.wiki, ja.wiki, de.wiki, pt.wiki where we’ve seen large growth in traffic last year.
- Unlike the drop we saw in overall traffic, unique devices increased YoY, especially in US, India, and Japan.
- Pageviews on mobile web were strong this year and slightly higher than last year

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



# Wikimedia Content Interaction year-over-year comparison July 2020 - June 2021



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

# June 2021 Product Metrics: Editors

		YoY
<b>Active editors</b>	91,700	-4.5%
—New	17,700	-16.9%
—Returning	73,900	-1.0%
<b>New editor retention</b>	6.6%	-1.8%

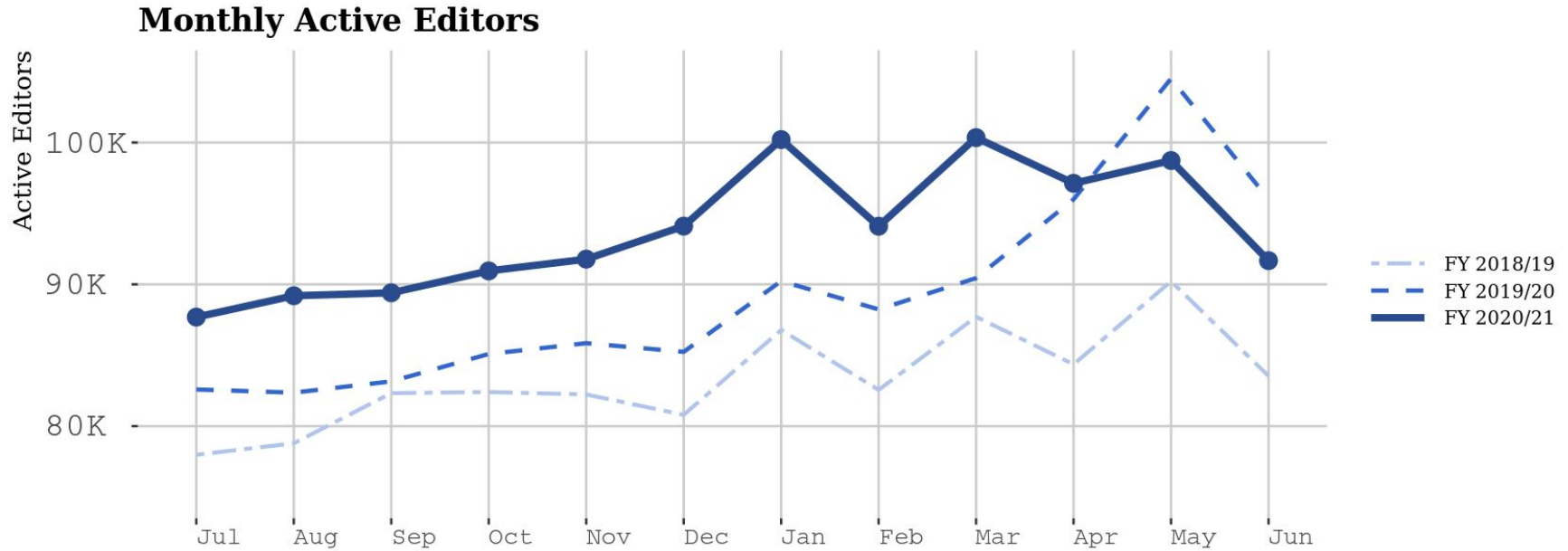
## Key trends

- Overall active editors started to drop in June as expected from last year's peaks by 4.5%
- The large drop in new active editors was in commons, en.wiki and es.wiki. The growth in pt.wiki persisted this month.
- Compared to the large drop in new active editors, the growth of returning active editors dropped by 1%. This yoy drop happened in commons, enwiki, dewiki, ruwiki, frwiki, while there was an increase in returning active editors on jawiki and zhwiki
- New editor retention which was steadily growing experienced a drop in June compared to previous months this quarter. The growth was mainly from pt.wiki and en.wiki this month

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

# Wikimedia Active Editors year-over-year comparison

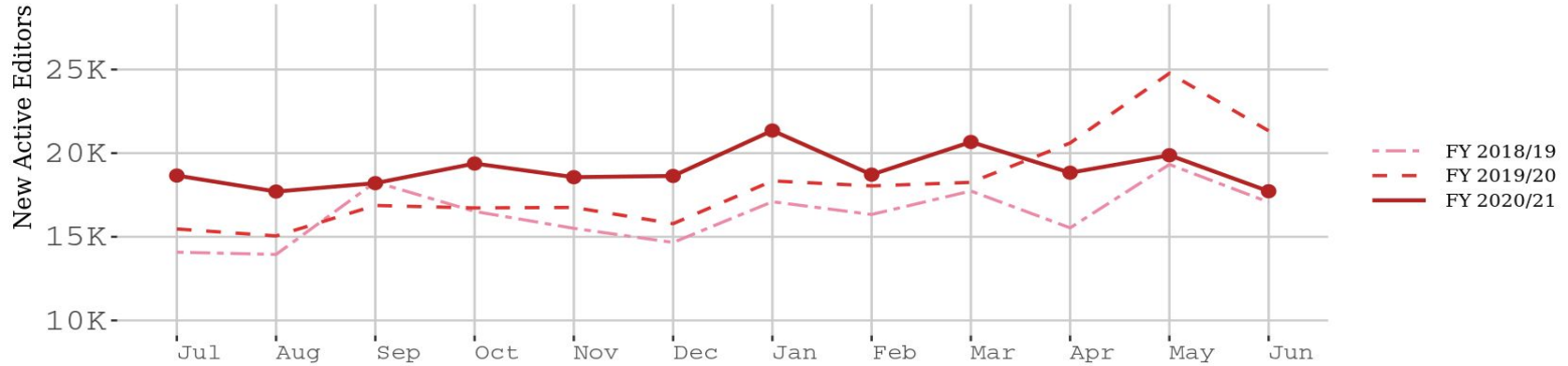
## July 2020 - June 2021



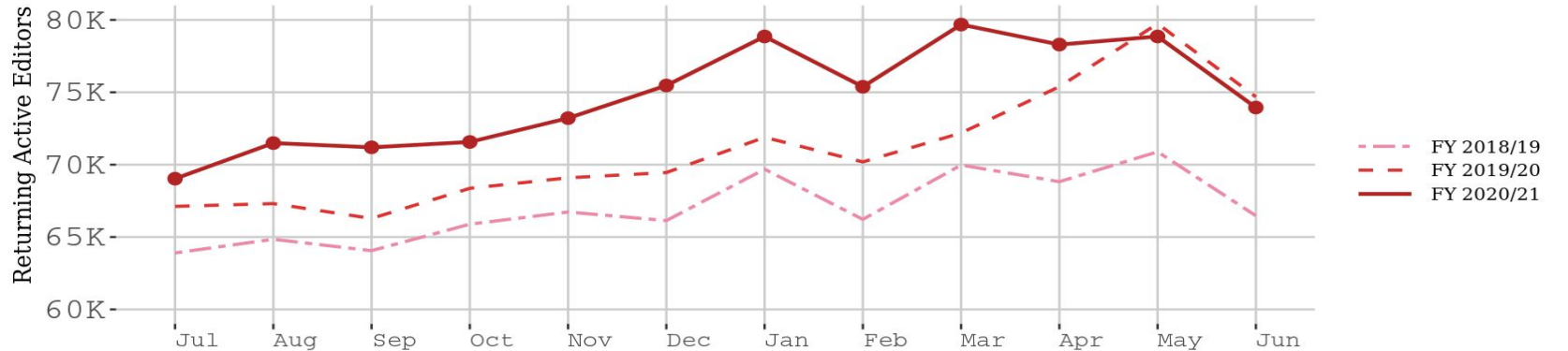
# Wikimedia Active Editors year-over-year comparison

## July 2020 - June 2021

### Monthly New Active Editors

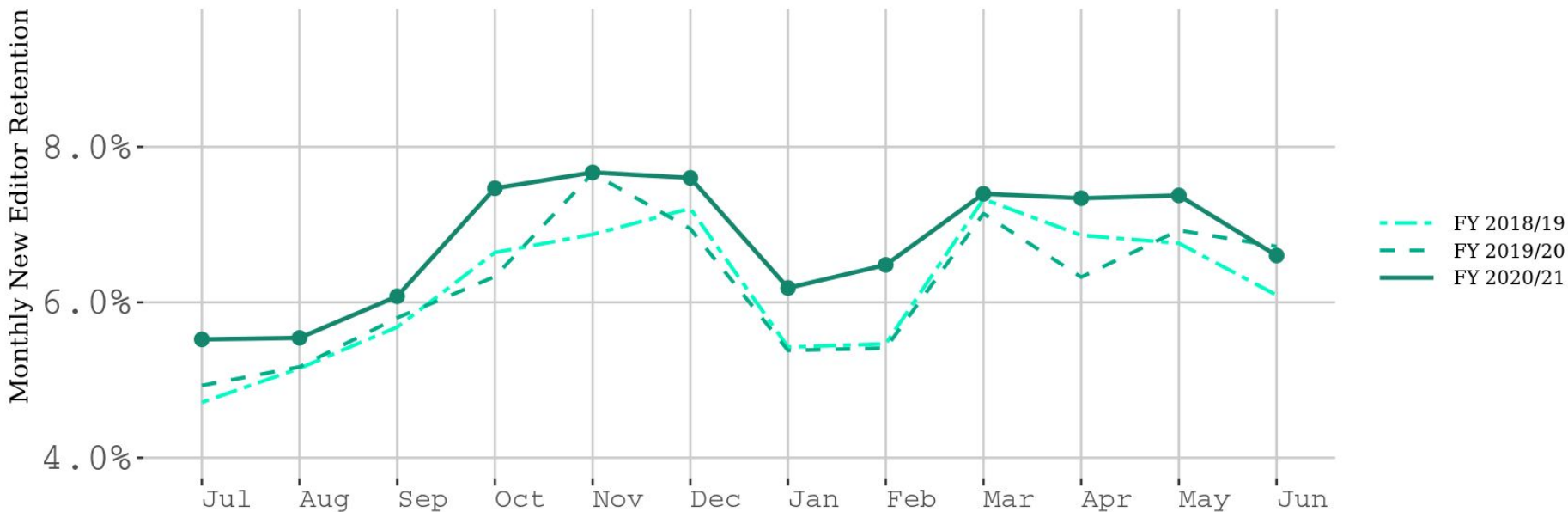


### Monthly Returning Active Editors



# Wikimedia New Editor Retention year-over-year comparison July 2020 - June 2021

## New Editor Retention



# June 2021 Product Metrics: Content

YoY

<b>Total content</b>	283.0 M	10.7%
—Wikipedia articles	58.2 M	6.7%
—Commons files	75.4 M	19.7%
—Wikidata entities	95.6 M	8.1%
<b>Net new content</b>	1,740,000	-9.5%
—Wikipedia articles	326,000	-33.2%
—Commons files	751,000	15.6%
—Wikidata entities	350,000	-31.7%
<b>Revert rate</b>	5.6%	-3.7%
<b>Total edits</b>	42.2 M	-20.4%
—Mobile edits	1.9 M	6.0%
—Data edits	18.9 M	-26.9%
—File uploads	0.8 M	13.1%
—Other non-bot edits	5.2 M	-59.4%

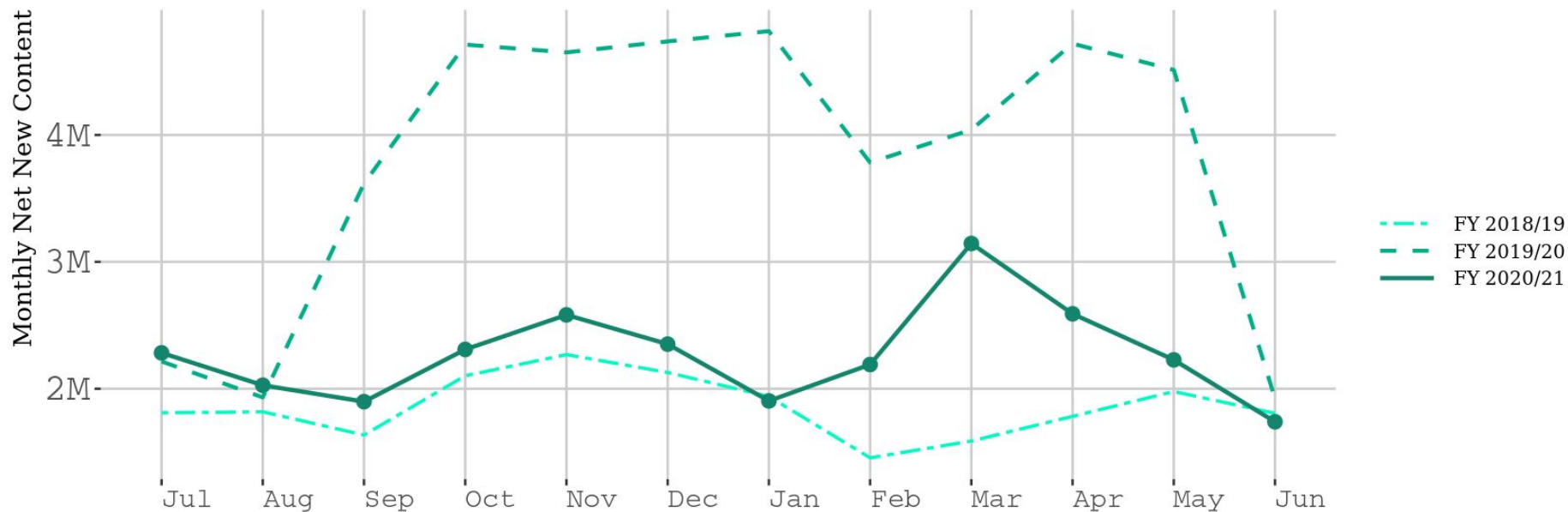
## Key trends

- Net new content continued to drop in June from last year's spikes due to Covid-19 but overall we're still seeing growth over the last couple of years; net new content creation increased by 14.5% compared to June 2019
- The decrease in net new content metrics can be attributed to ~150K less in net new Wikidata entities and ~156K less in Wikipedia articles
- There was a huge drop in bot edits overall across multiple projects, especially in arwiki, wikidata, ruwiki
- However, net new content created by bots increased by 43% in June 2021

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

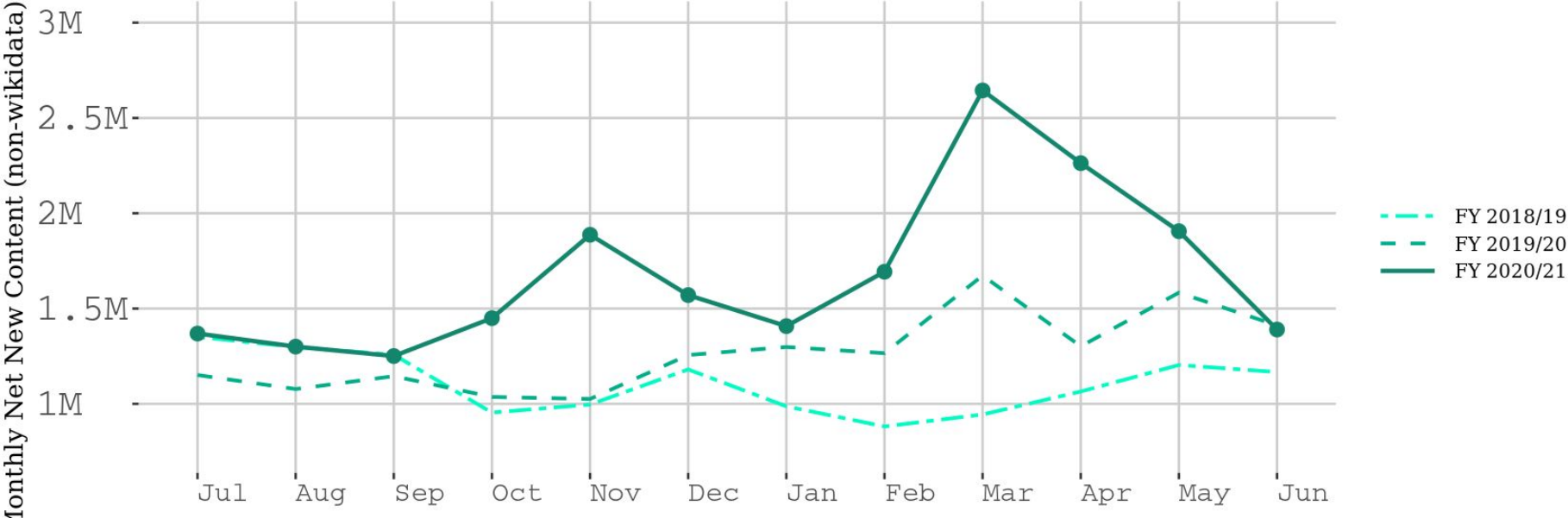
# Wikimedia Net New Content year-over-year comparison July 2020 - June 2021

## Monthly Net New Content



# Wikimedia Net New Content (non-Wikidata) year-over-year comparison July 2020 - June 2021

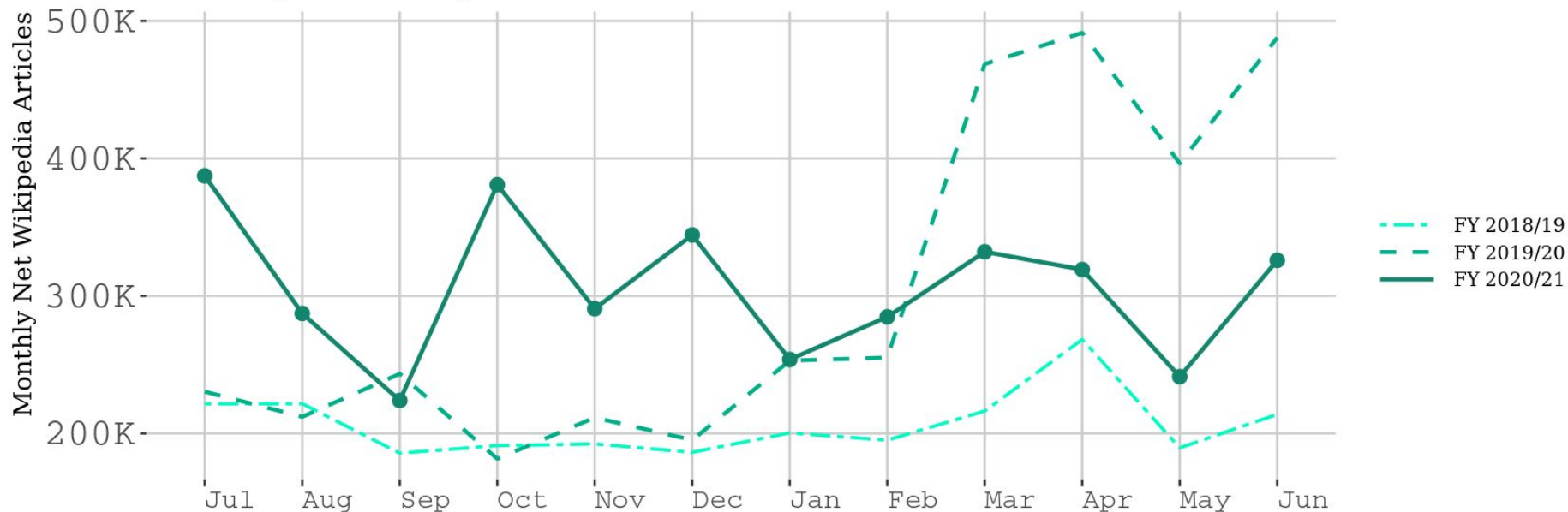
## Monthly Net New Content (non-wikidata)





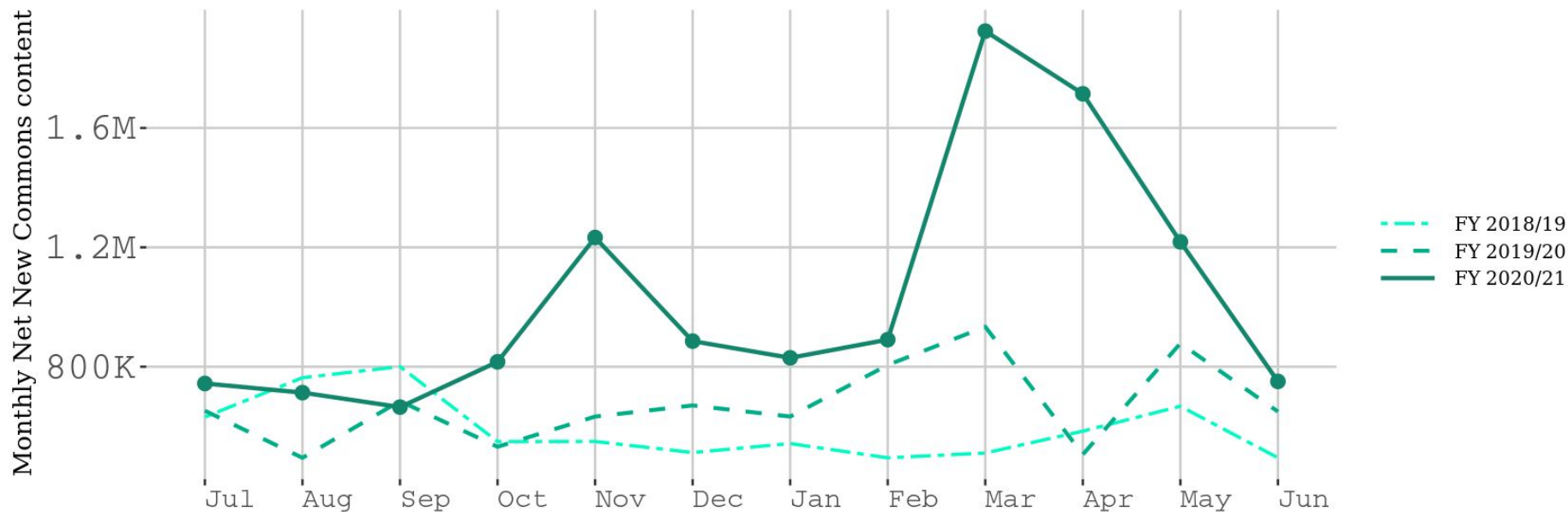
# Wikimedia Net New Wikipedia Articles year-over-year comparison July 2020 - June 2021

## Monthly Net Wikipedia Articles

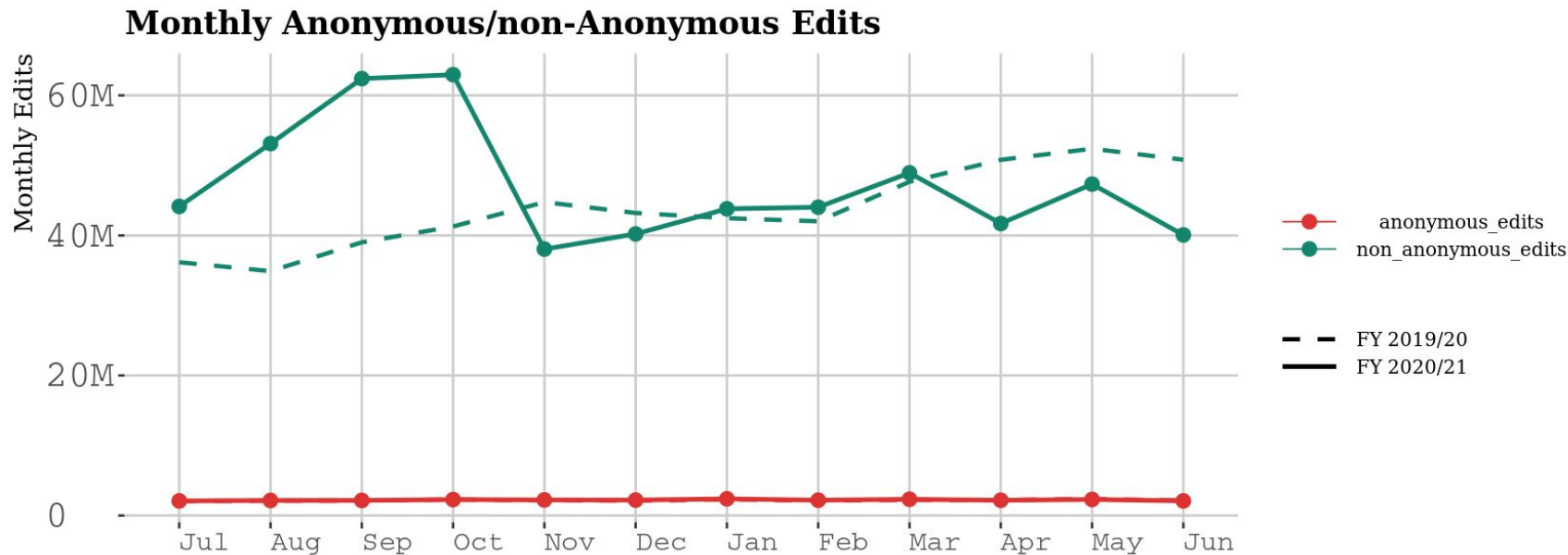


# Wikimedia Net New Commons Content year-over-year comparison July 2020 - June 2021

## Monthly Net New Commons content

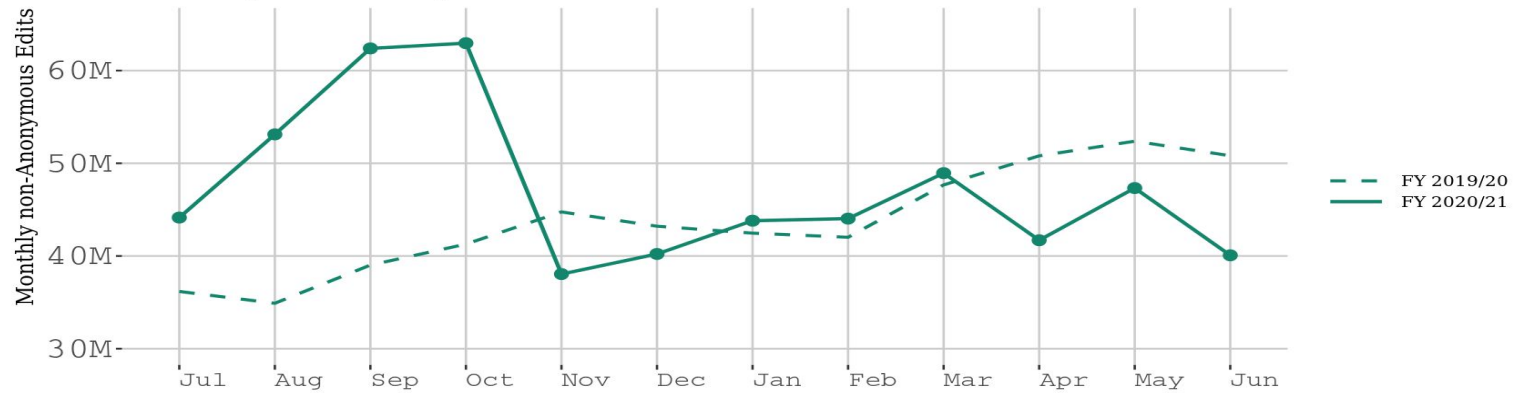


# Wikimedia Anonymous/non-Anonymous Edits year-over-year comparison July 2020 - June 2021



# Wikimedia Anonymous/non-Anonymous Edits year-over-year comparison July 2020 - June 2021

## Monthly non-Anonymous Edits



## Monthly Anonymous Edits

