

July 2020 Wikimedia movement metrics

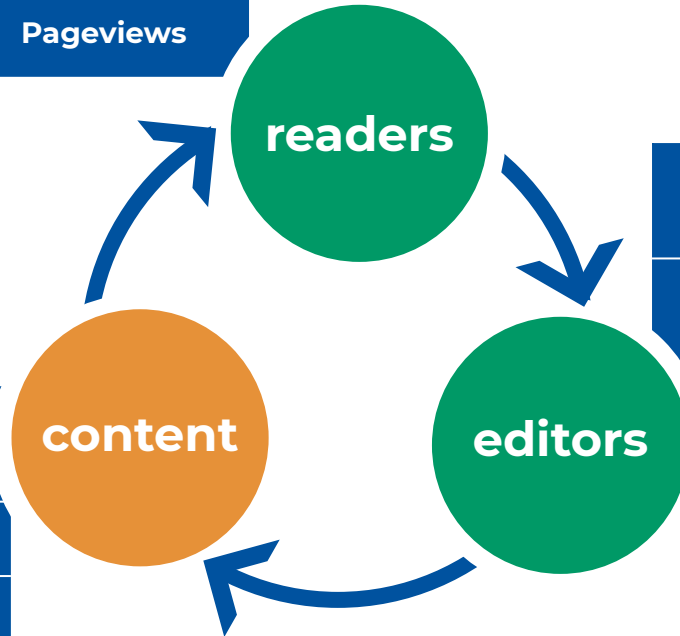


WIKIMEDIA
FOUNDATION

July 2020 Product Metrics

July Actuals	YoY (%)	
18.1B	6.3%	Interactions
16.2B	5.2%	Pageviews

	July Actuals	YoY (%)
Active Editors	87,700	6.2%
New Editor Retention	5.5%	12.0%



July Actuals	YoY (%)	
258.0M	21.6%	Total Content
54.9M	7.4%	Wikipedia
89.4 M	51.3%	Wikidata

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

July 2020 Product Metrics

Content		
		YoY
Total content	258.0 M	21.6%
Net new content	2,280,000	3.0%
— Established Markets	1.4 M	— ¹
— Emerging Markets	0.4 M	— ¹
Non-Wikidata net new content	1.4 M	18.9%
Total edits	46.2 M	20.9%
— Established Markets	24.9 M	— ¹
— Emerging Markets	3.1M	38.3%
Anonymous edits	2.1 M	0.0%

Readers		
		YoY
Interactions	18.1 B	6.3%
— Established Markets	13.8 B	5.7%
— Emerging Markets	4.3B	9.5%
Unique devices (all Wikipedias)	1.6 B	3.6%

Editors		
		YoY
Active editors	87,700	6.2%
— Established Markets	71,600	— ¹
— Emerging Markets	23,500	10.7%
New editor retention	5.5%	12.0%
— Established Markets	6.5%	— ²
— Emerging Markets	4.2%	2.3%

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](#).

July 2020 Product Metrics: Readers

		YoY
Interactions	18.1 B	6.3%
—Pageviews ¹²	16.2 B	5.2%
—Desktop	6.2 B	5.4%
—Mobile web	9.7 B	5.2%
—Desktop previews	1.9 B	16.8%
Unique devices (all Wikipedias)	1.6 B	3.6%

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 July 2020, 5.7% of pageviews were “automated”. There were 15.3B “user”-only pageviews.

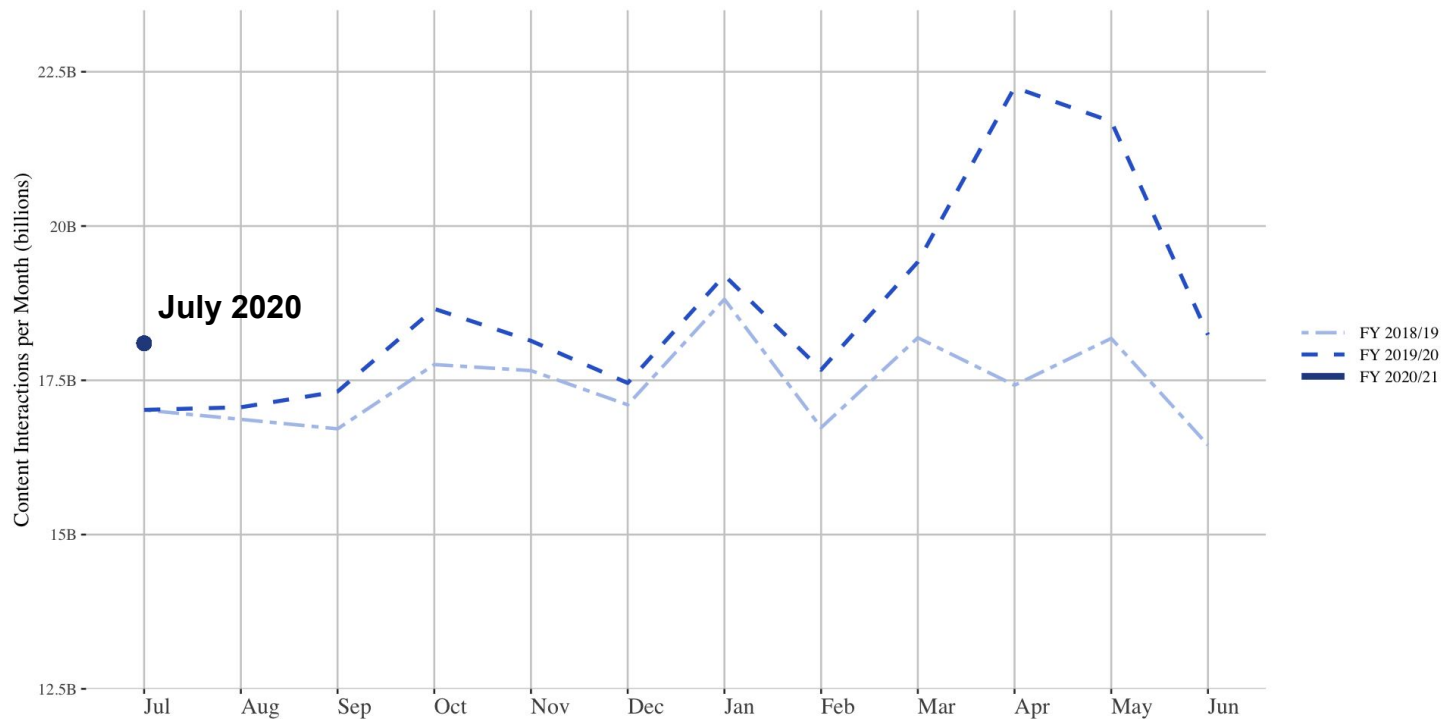
² On 18 May 2020, the latest version of Android and iOS apps started to use “mobile-html” to server content, and the pageviews counts were not adjusted to this change accordingly till July 18th. As a result, 0.16B (1% of overall pageviews) mobile apps pageviews were missing in July.

Key trends

- YoY increase in total pageviews and content interactions persisted July. Compared to previous months, the growth in pageviews started to diminish, the traffic peaked at mid-end of April.
- The increase in pageviews was driven by an overall 5% YoY increase across countries and project, from external search engine and internal referral; especially from Japan and UK.
- Desktop pageviews had larger YoY increase than mobile in July. The increase in traffic was mainly from external search engines in en.wiki and ja.wiki.
- The desktop previews continued to grow YoY. The growth was most prominent in en.wiki, ja.wiki and fr.wiki with traffic across multiple countries.

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

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



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

July 2020 Product Metrics: Editors

		YoY
Active editors	87,700	6.2%
—New	18,700	20.6%
—Returning	69,000	2.9%
New editor retention	5.5%	12.0%

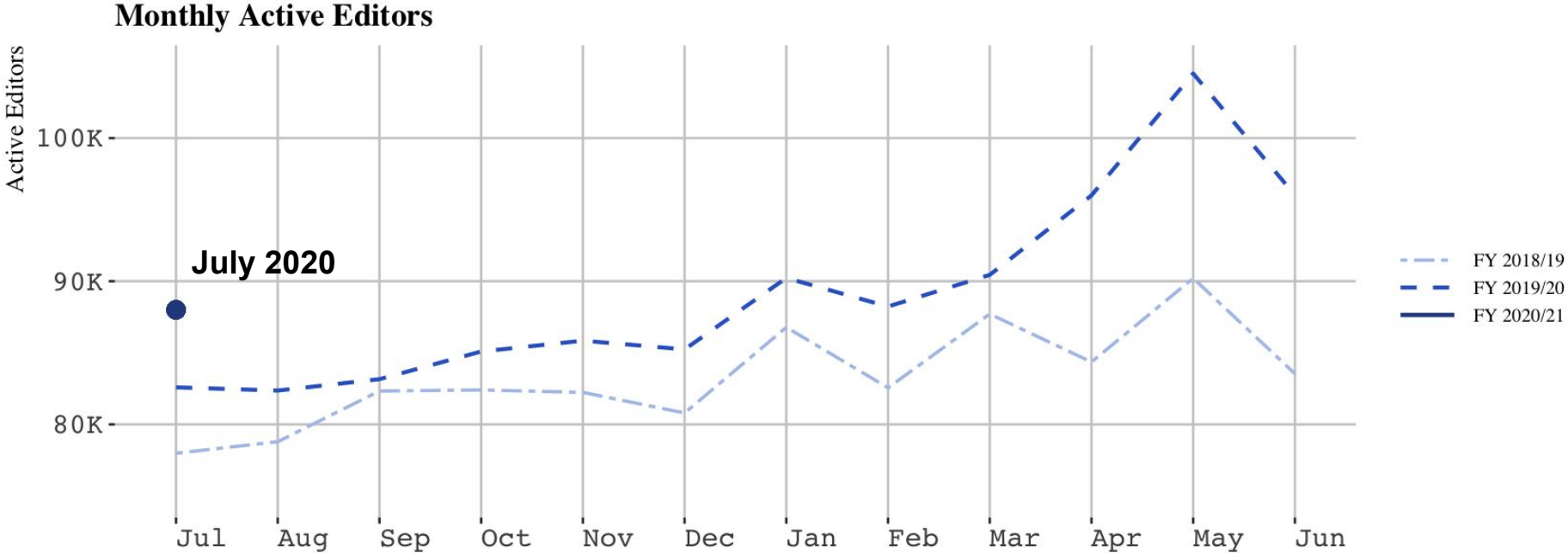
Key trends

- Overall active editors continued its growth in July, with a 6.2% YoY increase.
- The clearest growth in new active editors was happening at Commons, with subtle increase from Wikidata and ja.wiki.
- Steady growth in returning active editors seems to be taking place in Commons, wikidata, fr,wiki and ja.wiki, from users registered less than 30 days and between 30 to 90 days.
- New editor retention continued to grow in July, the growth was from fr.wiki, ja.wiki, en.wiki, and ru.wiki.

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

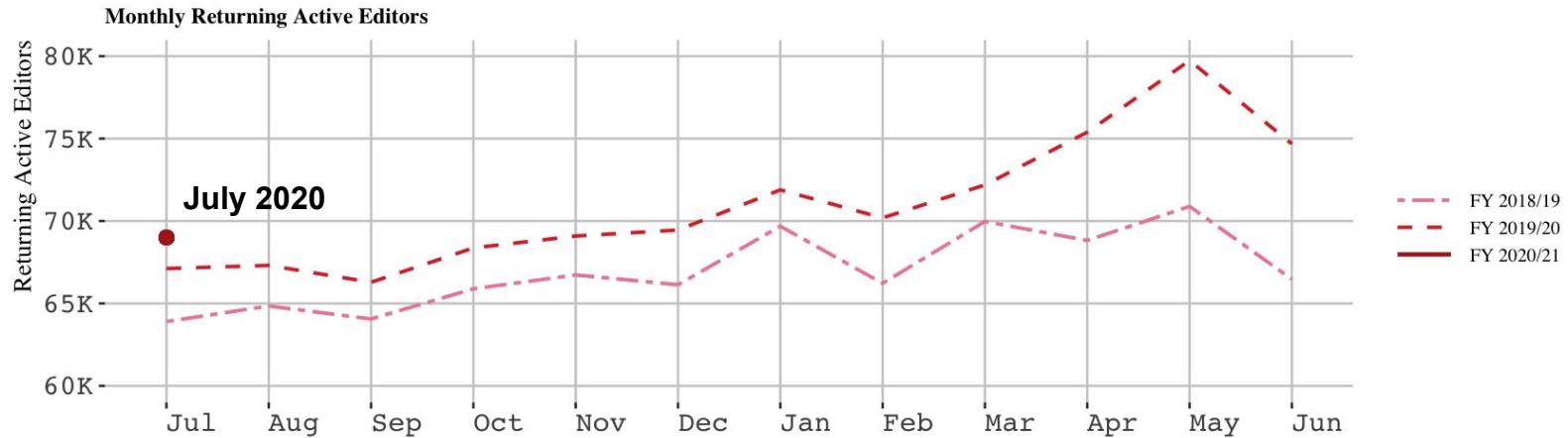
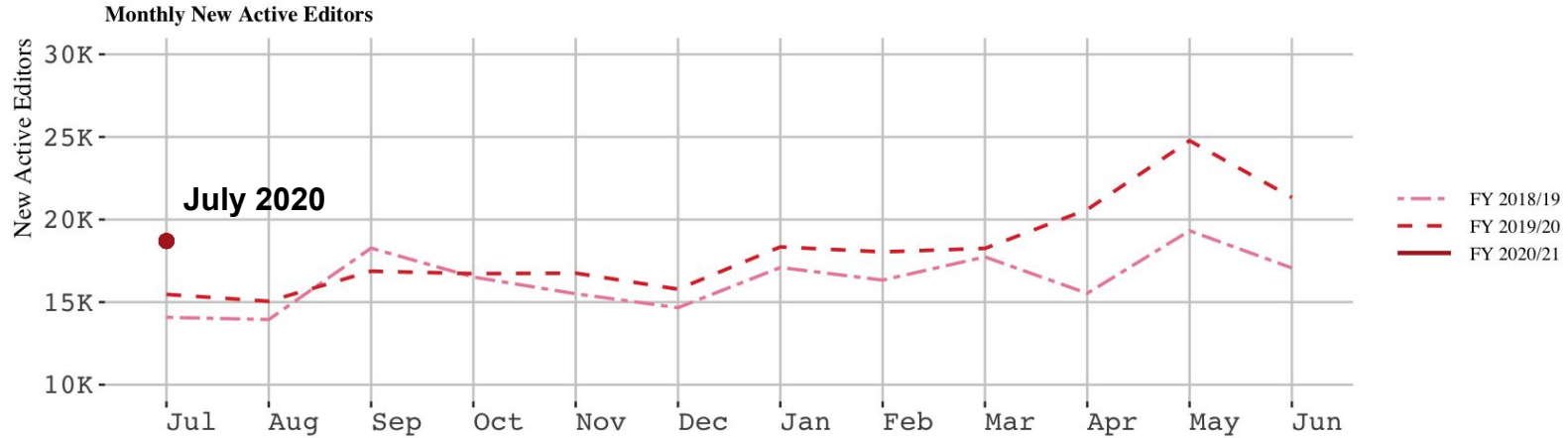
Wikimedia Active Editors year-over-year comparison

July 2018 - July 2020

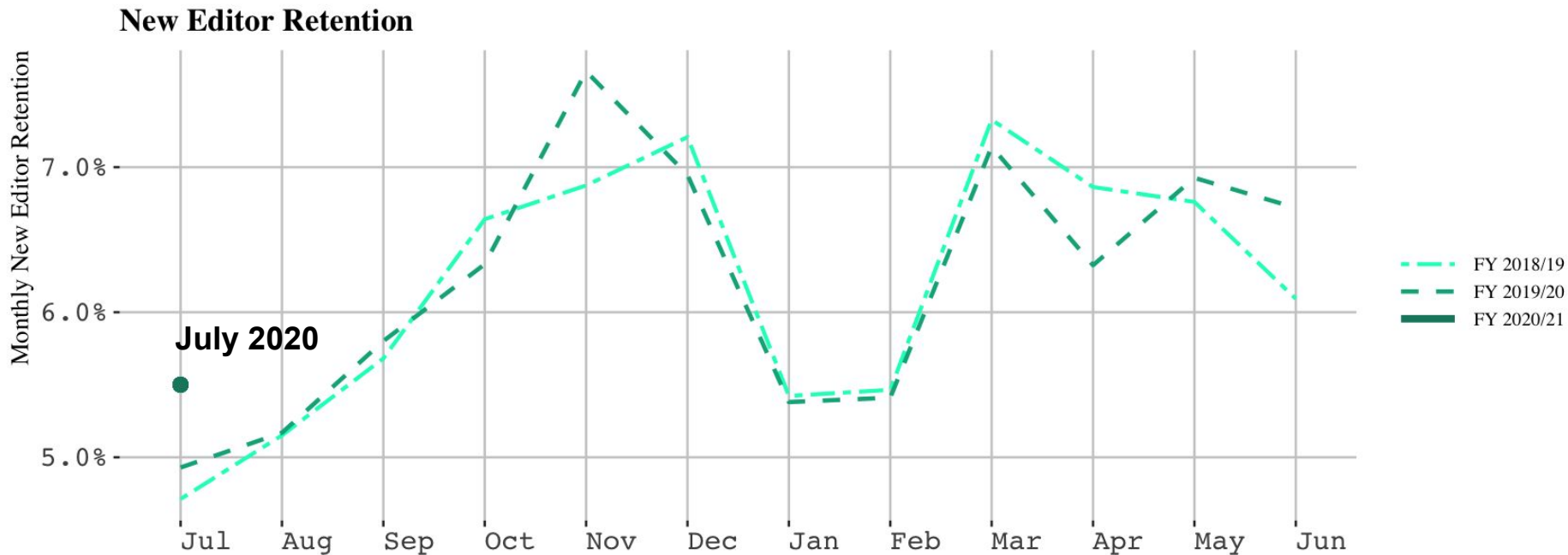


Wikimedia Active Editors year-over-year comparison

July 2018 - July 2020



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



July 2020 Product Metrics: Content

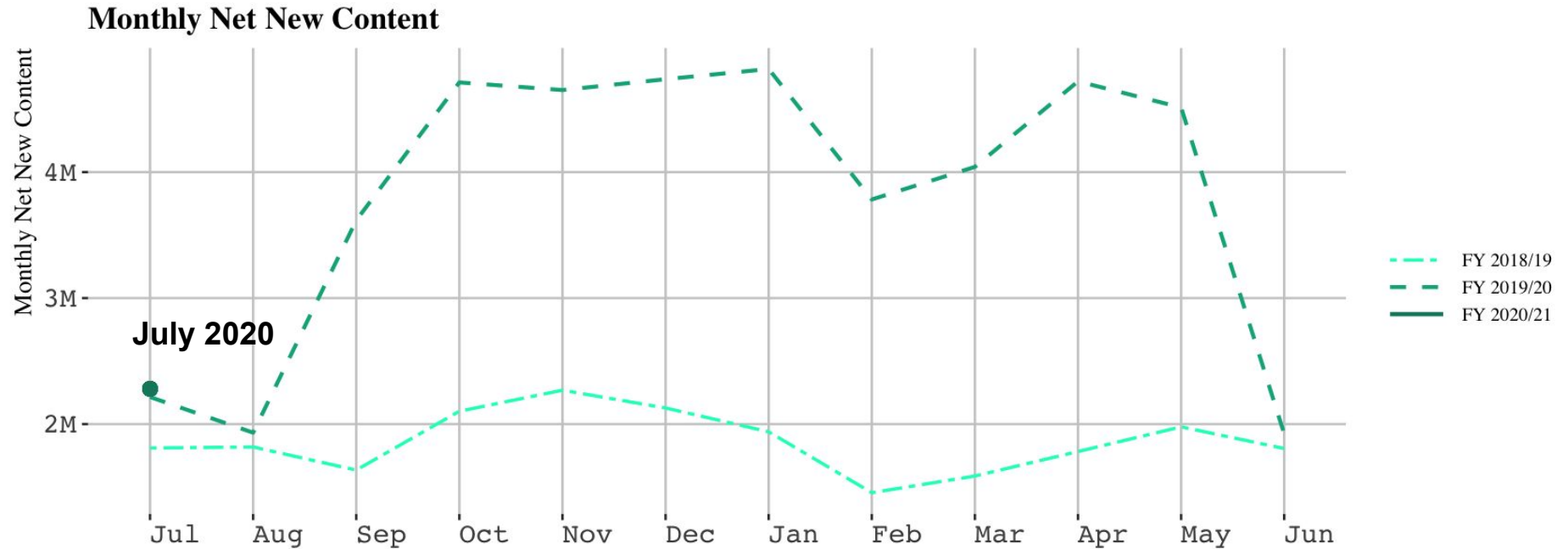
		YoY
Total content	258.0 M	21.6%
—Wikipedia articles	54.9 M	7.4%
—Commons files	63.7 M	14.7%
—Wikidata entities	89.4 M	51.3%
Net new content	2,280,000	3.0%
—Wikipedia articles	387,000	68.1%
—Commons files	744,000	14.0%
—Wikidata entities	914,000	-14.1%
Revert rate	6.7%	25.1%
Total edits	46.2 M	20.9%
—Mobile edits	1.7 M	16.4%
—Data edits	21.8 M	21.5%
—File uploads	0.8 M	10.5%
—Other non-bot edits	12.0 M	10.8%

Key trends

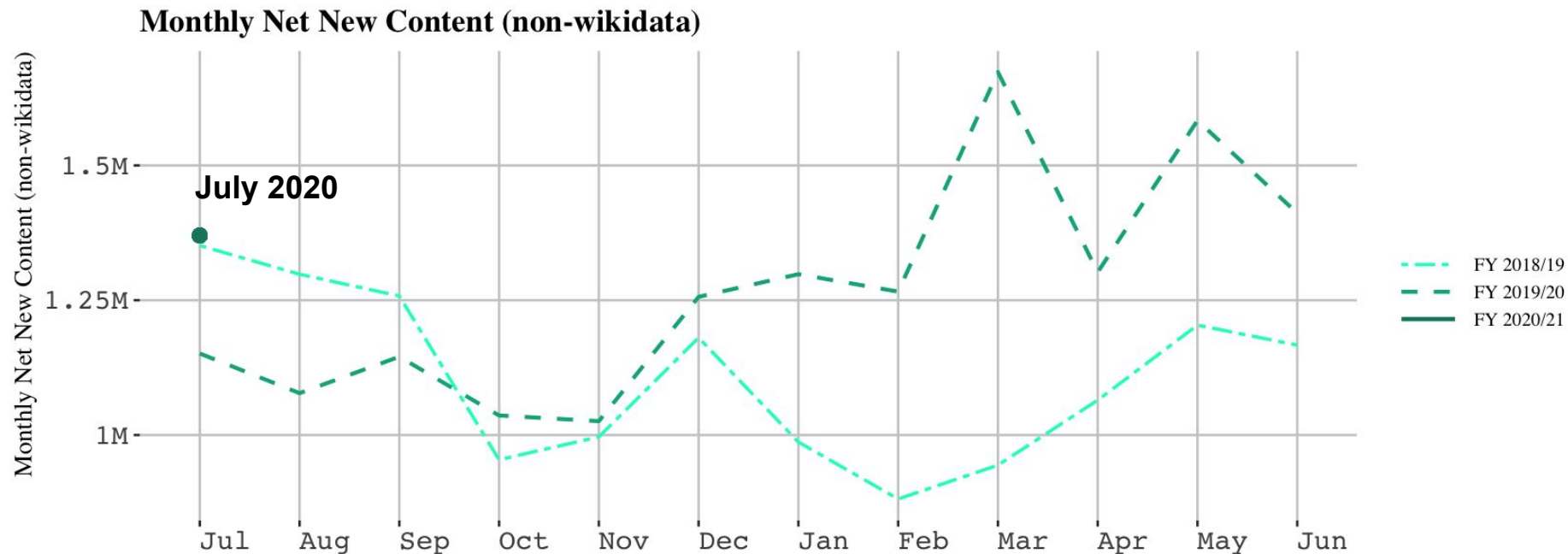
- Last month, we continued to see noticeable growth in new Wikipedia articles which are created by a bot in arz.wiki (~160K) and by non-bot users in de.wiki and ru.wiki.
- There was decrease in net new Wikidata entities, because of drop in new content made by non-bot users (~110K decrease).
- Revert rate continued to increase YoY in July from its long-term decrease. Partly because of a higher revert rate in non-bot edits in Commons.
- There was increase in non-bot edits in content and talk pages from Commons, es.wiki and fr.wiki by users registered over 3 years.

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

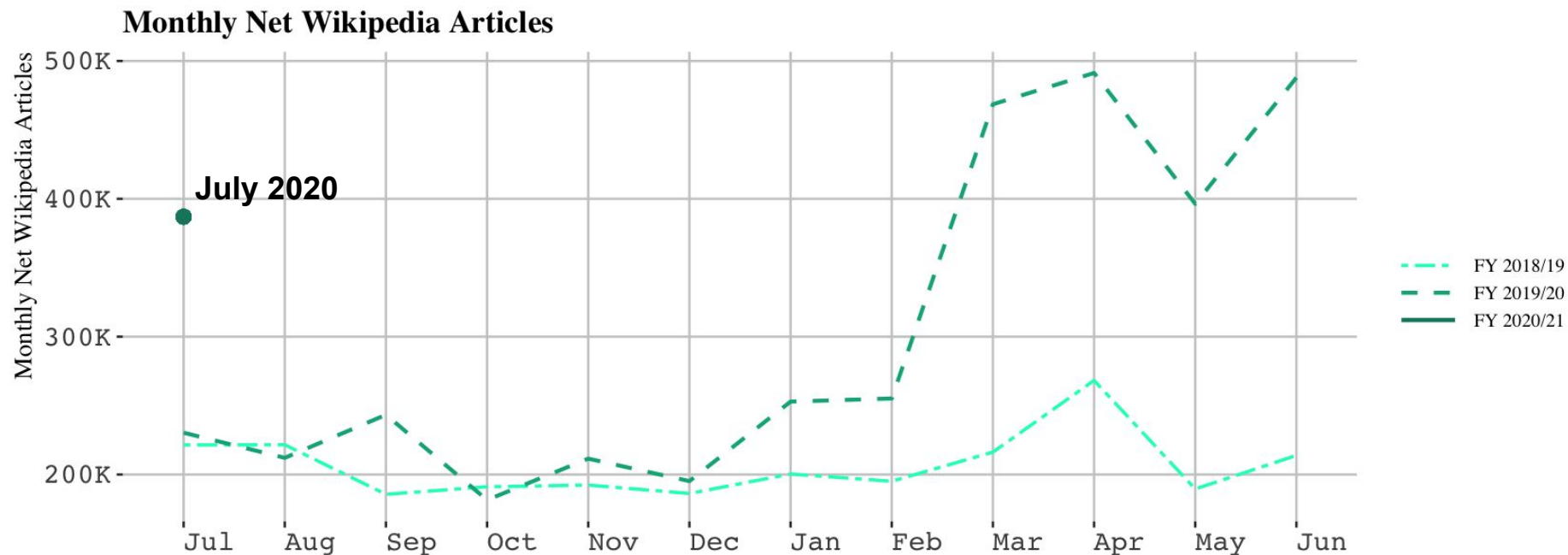
Wikimedia Net New Content year-over-year comparison July 2018 - July 2020



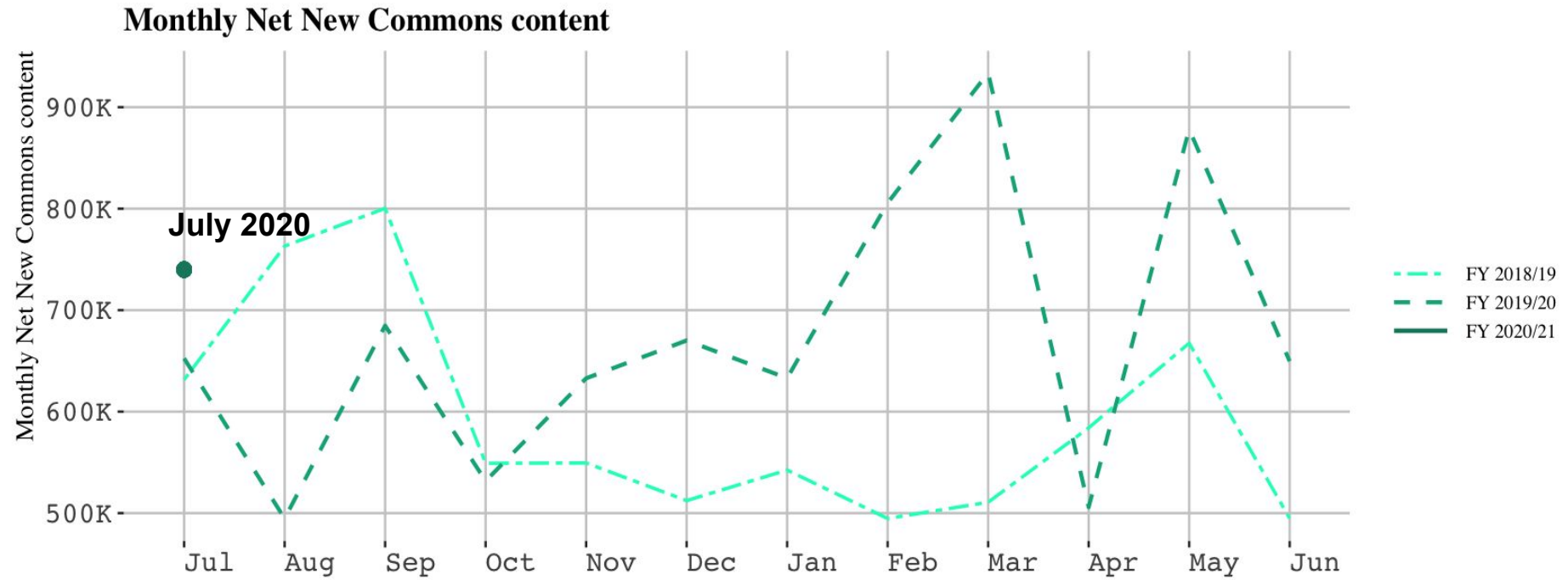
Wikimedia Net New Content (non-Wikidata) year-over-year comparison July 2018 - July 2020



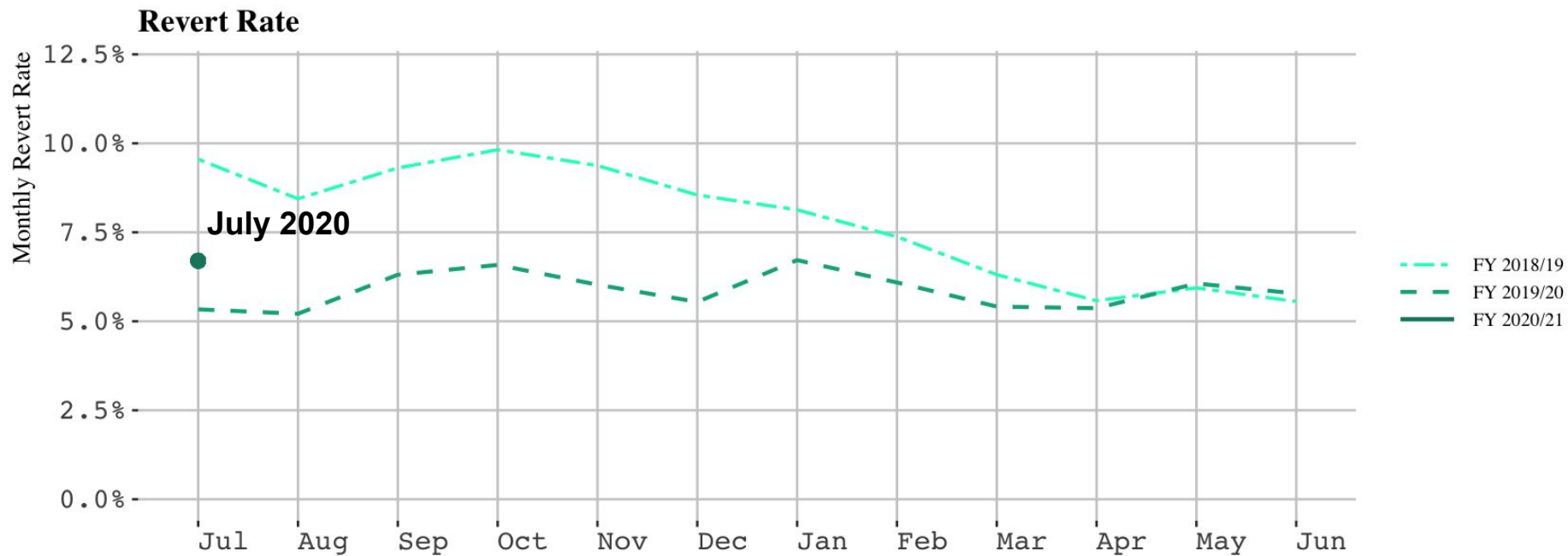
Wikimedia Net New Wikipedia Articles year-over-year comparison July 2018 - July 2020



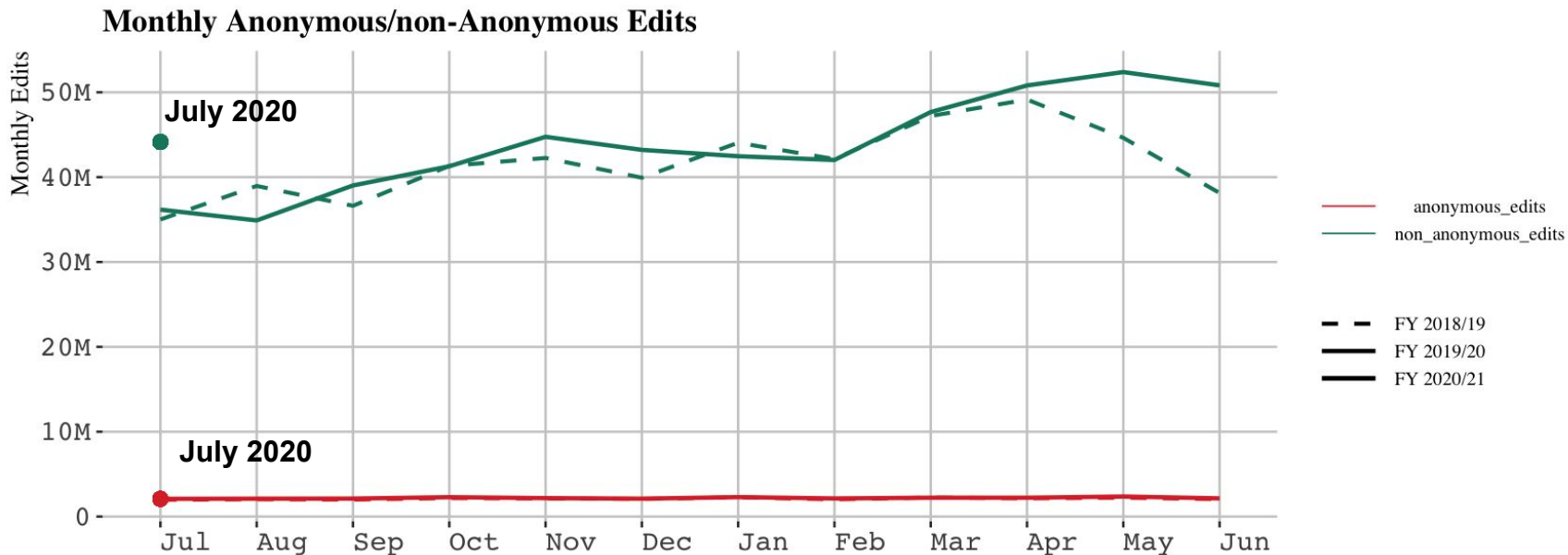
Wikimedia Net New Common Content year-over-year comparison July 2018 - July 2020



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



Wikimedia Anonymous/non-Anonymous Edits year-over-year comparison July 2018 - July 2020



Wikimedia Anonymous/non-Anonymous Edits

year-over-year comparison July 2018 - July 2020

