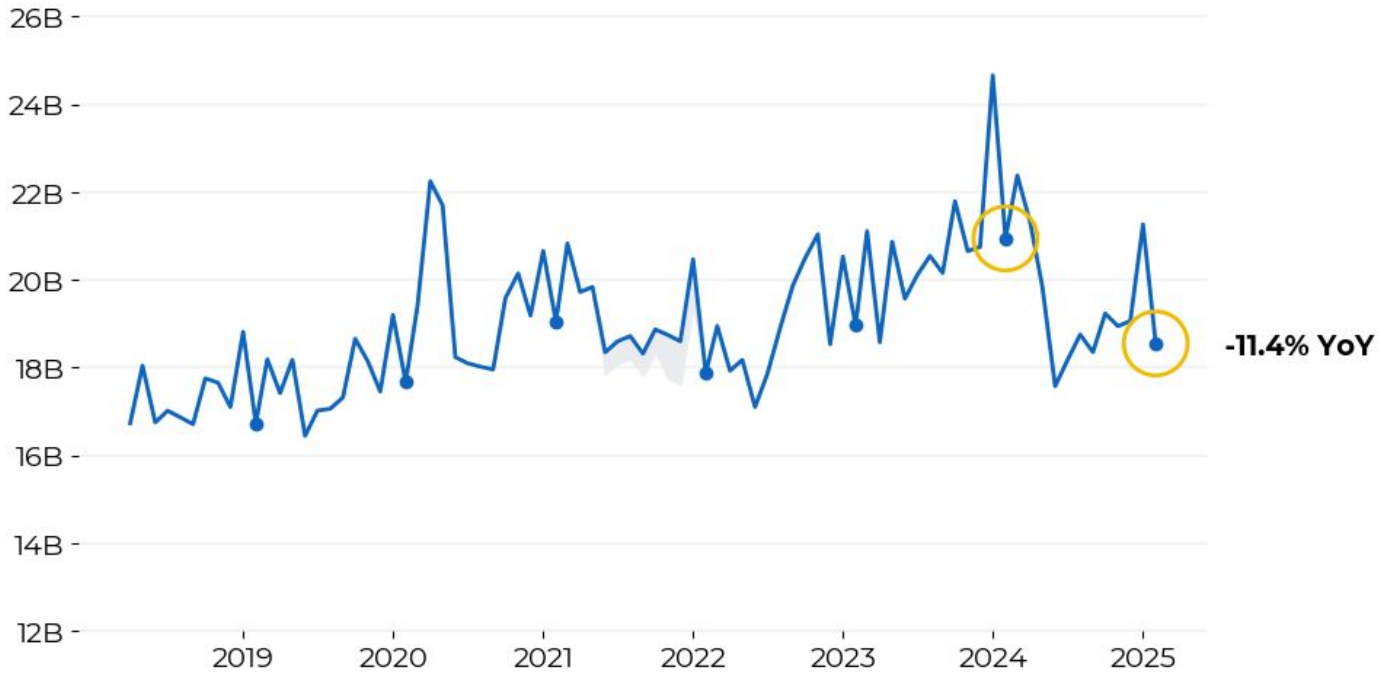
WIKIMEDIA FOUNDATION

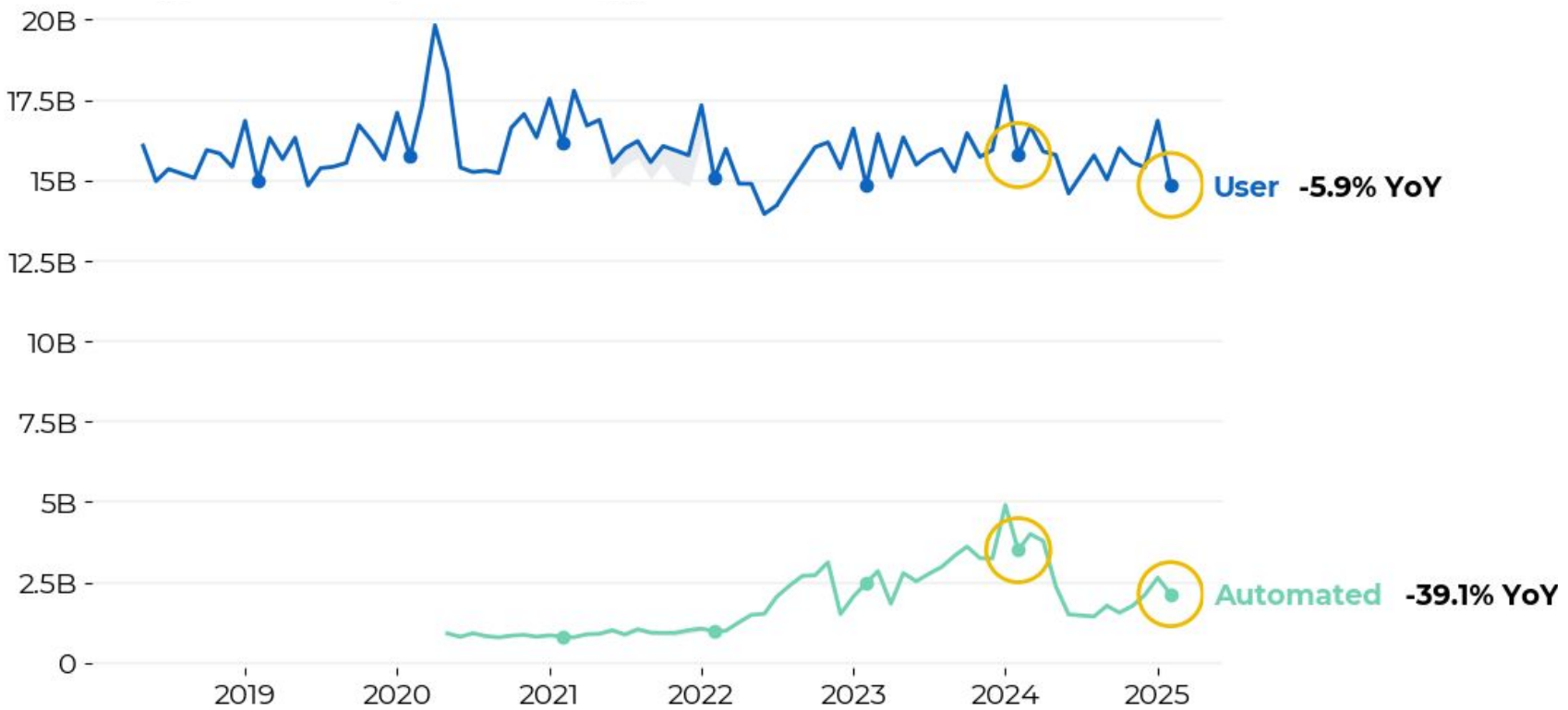
February 2025 Wikimedia movement metrics

Content interactions declined 11.4% year-over-year, primarily because we disabled a certain type of automated traffic from Google Chrome in May 2024.



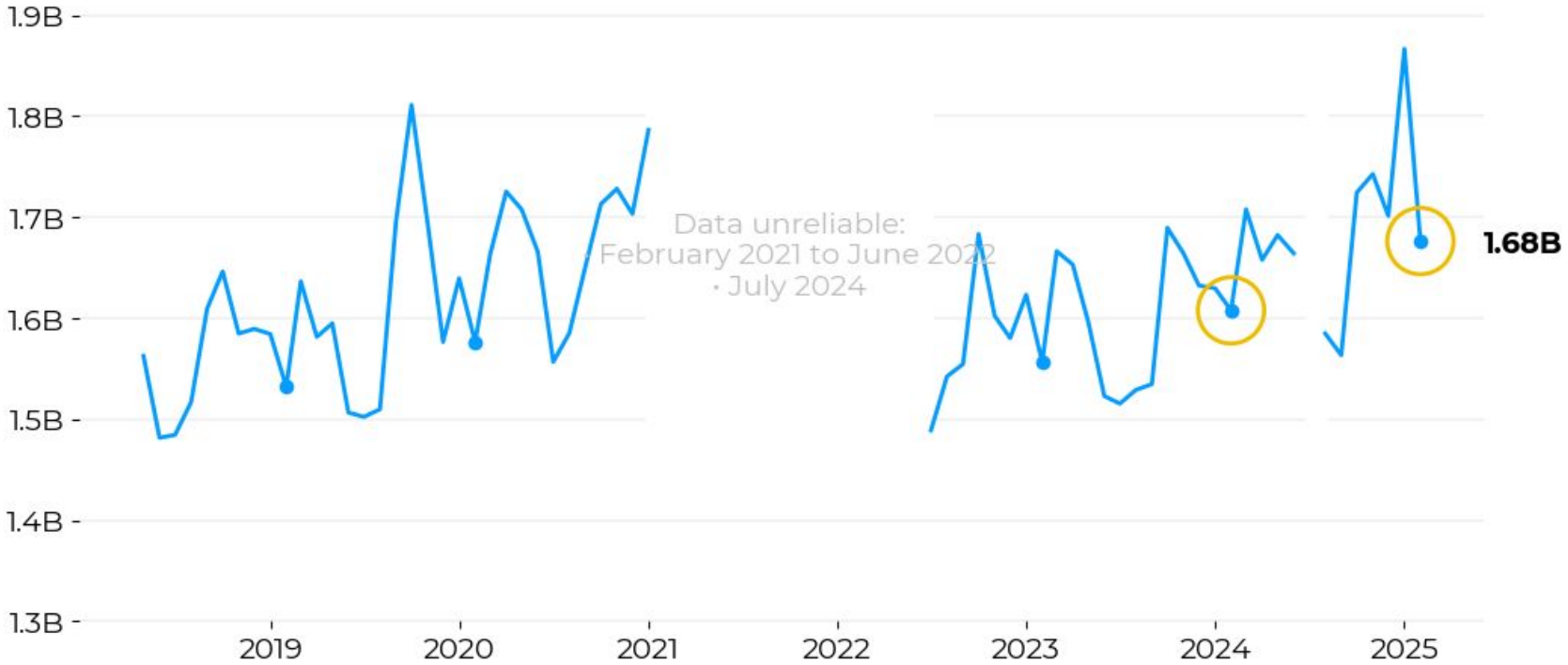
Metrics dashboards in Superset: content, readers, and editors. Raw data in Movement metrics spreadsheet and Gitlab code.
Metric definitions: product data glossary.

User and **automated pageviews** decreased year-over-year in line with our expectations after disabling the Google Chrome automated traffic.



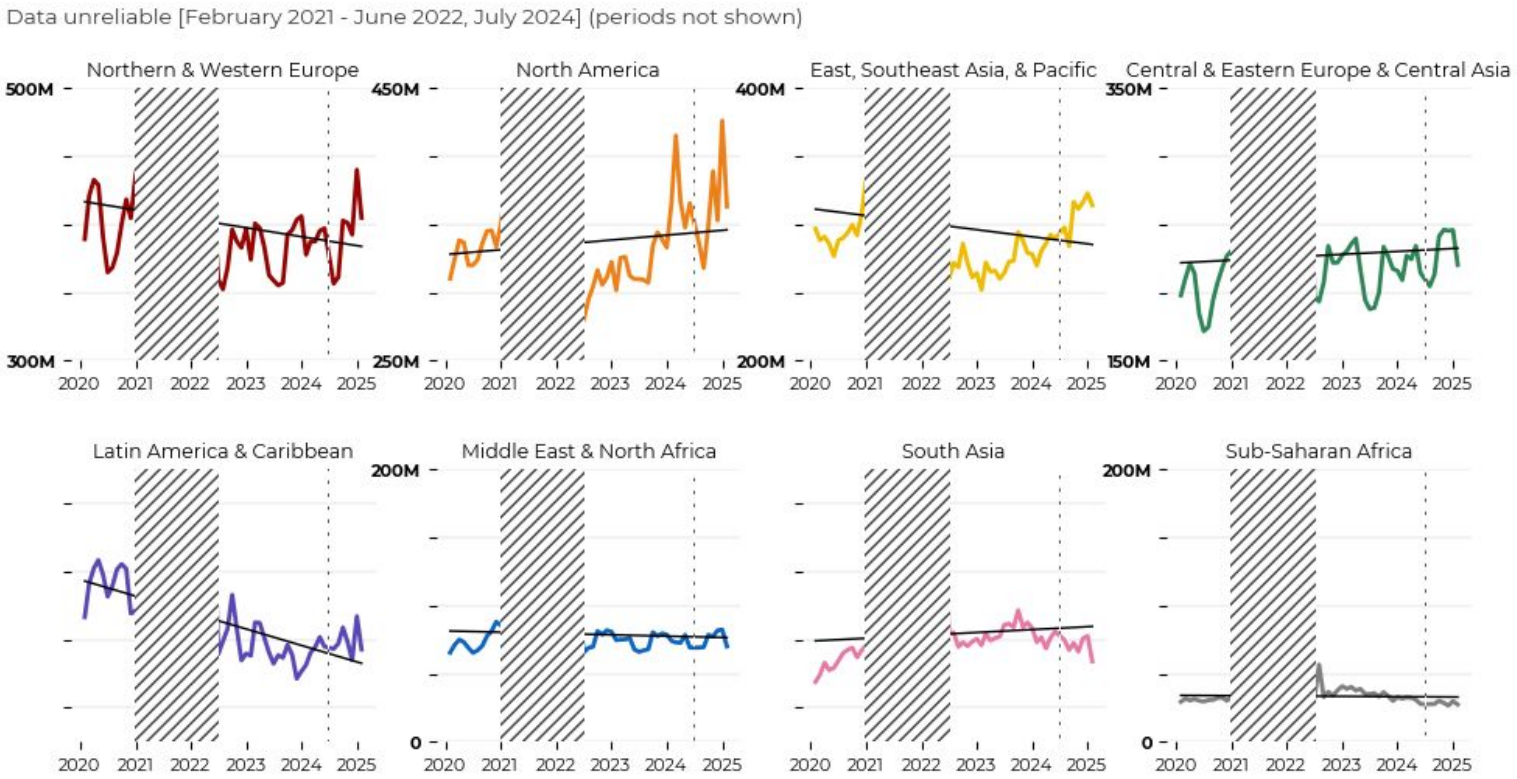
Metrics dashboards in Superset: content, readers, and editors. Raw data in Movement metrics spreadsheet and Gitlab code.
Metric definitions: product data glossary.

Wikipedia unique devices increased 4.3% year-over-year. This is likely significantly influenced by automated devices, despite recent work to better exclude them.



Metrics dashboards in Superset: content, readers, and editors. Raw data in Movement metrics spreadsheet and Gitlab code. Data for Monthly breakdowns by country. Metric definitions: product data glossary. Questions: #insights-and-data in Slack.

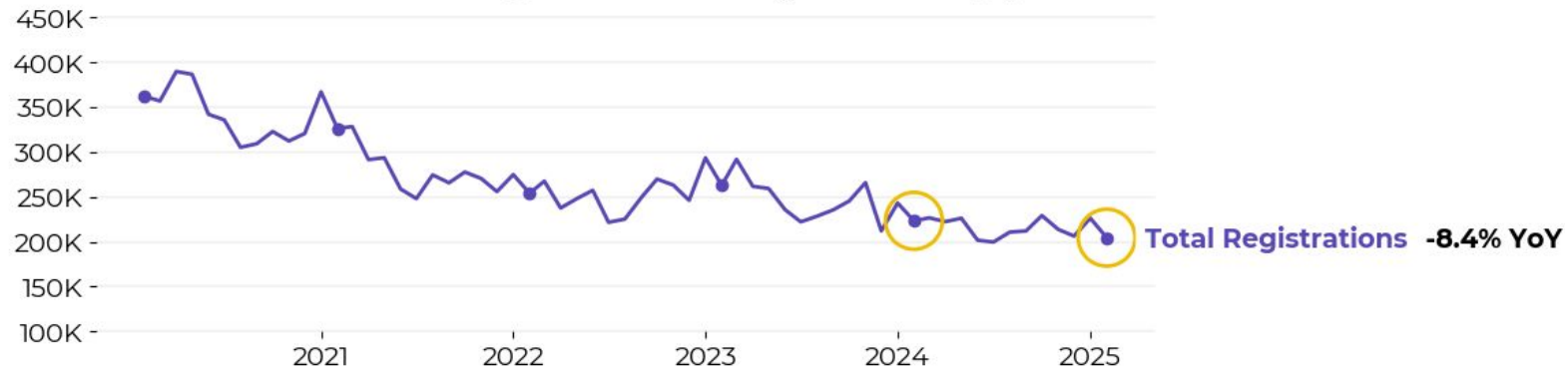
Year-on-year, **unique devices** rose in Northern & Western Europe, CEECA, ESEAP, and Latin America and declined in MENA, Sub-Saharan Africa, and South Asia.

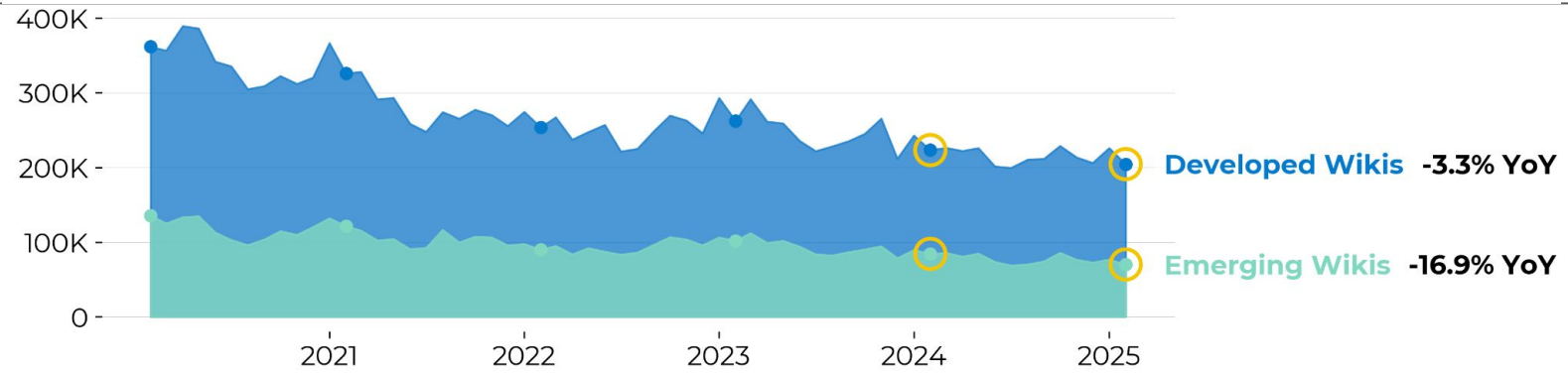


Metrics dashboards in Superset: content, readers, and editors. Raw data in Movement metrics spreadsheet and Gitlab code. Data for Monthly breakdowns by country. Metric definitions: product data glossary. Questions: #insights-and-data in Slack.

New Metric Alert

Account registrations declined by 8.4% year-over-year, largely driven by drops in emerging wikis.

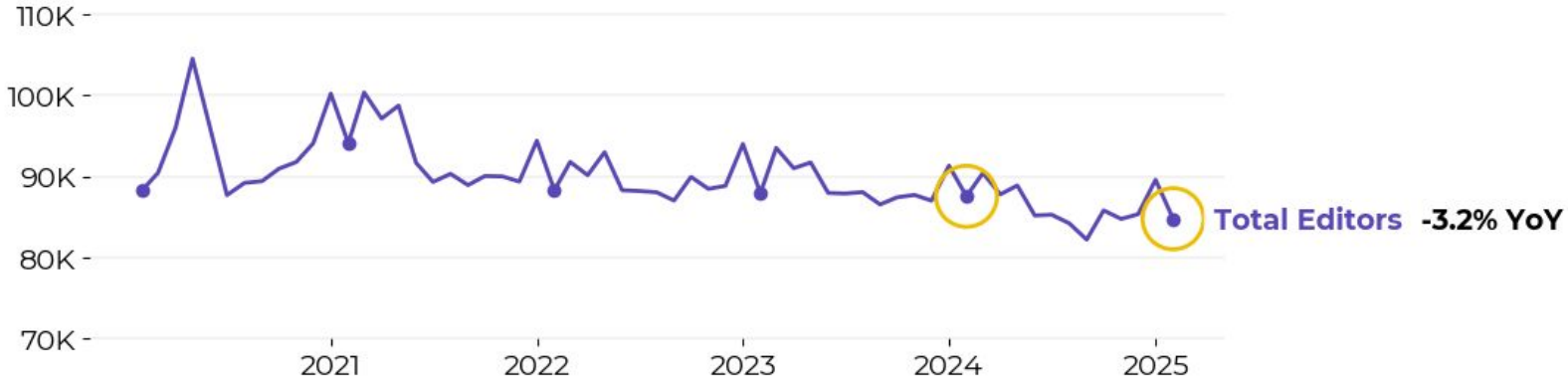


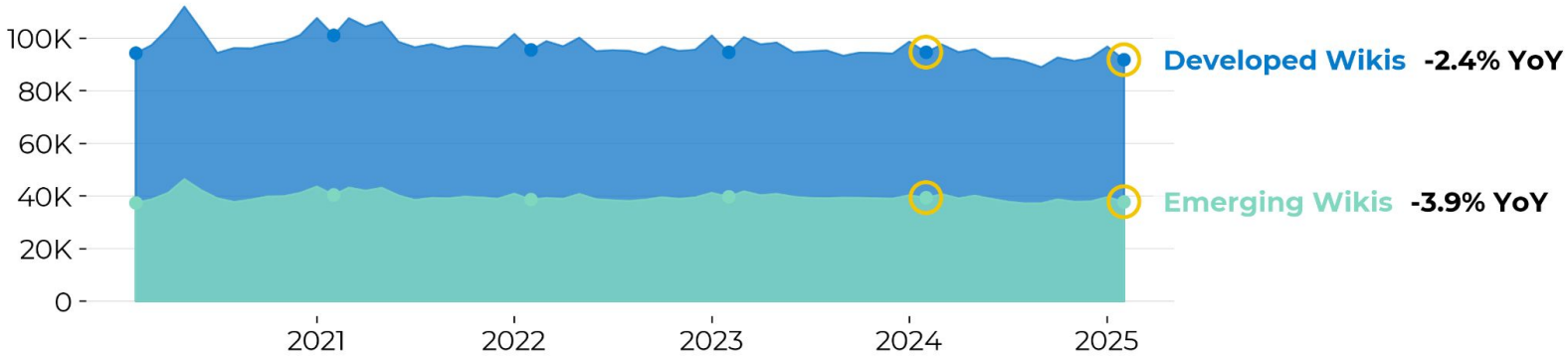


[1] Raw data in Movement metrics spreadsheet and and Gitlab code. Metric definitions: product data glossary.
[2] "Developed" Wikipedias: Chinese, English, French, German, Italian, Japanese, Russian, Spanish {This is based on analysis of multiple engagement metrics}

New Metric Alert

Active editors dropped by 3.2% year-over-year to 84.8 K, continuing the steady decline in editors since the peak during covid-19 pandemic.

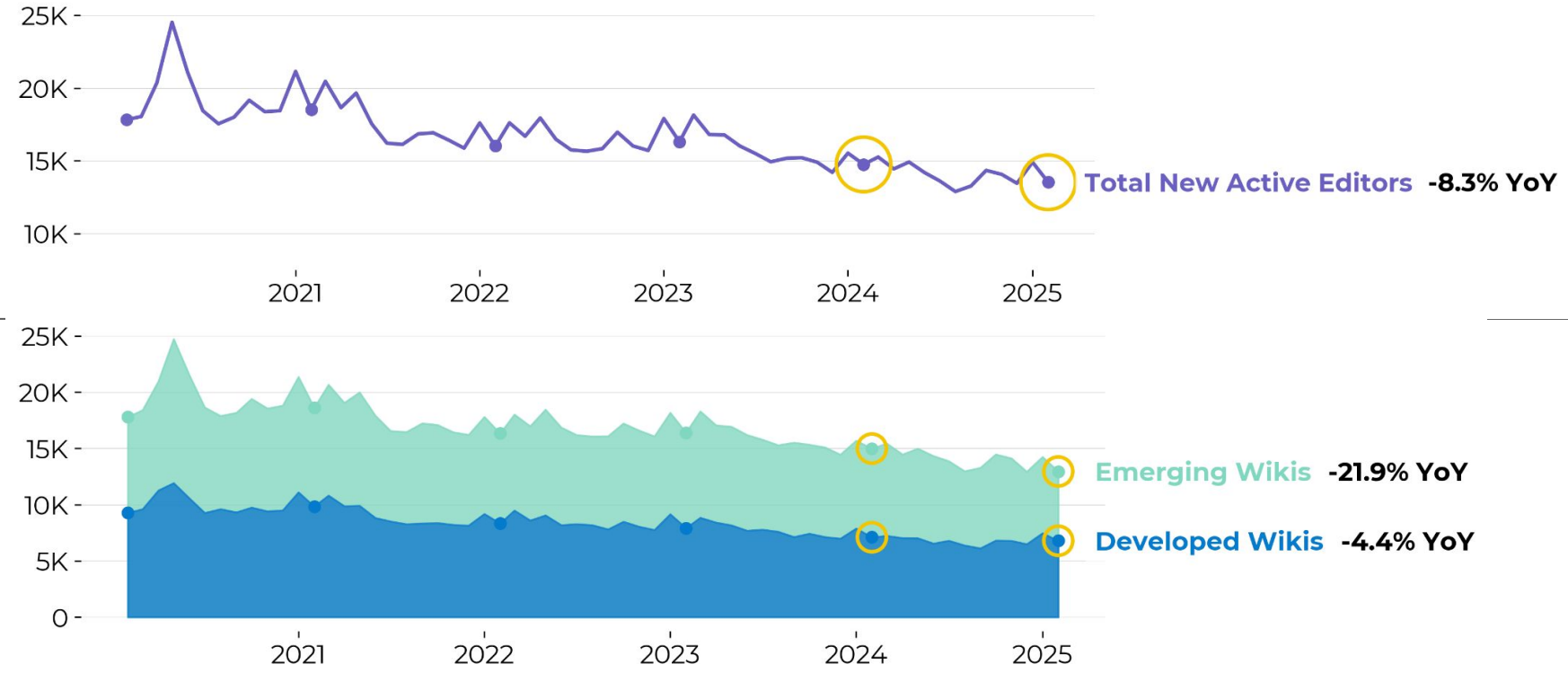




[1] Raw data in Movement metrics spreadsheet and and Gitlab code. Metric definitions: product data glossary.
[2] "Developed" Wikipedias: Chinese, English, French, German, Italian, Japanese, Russian, Spanish {This is based on analysis of multiple engagement metrics}

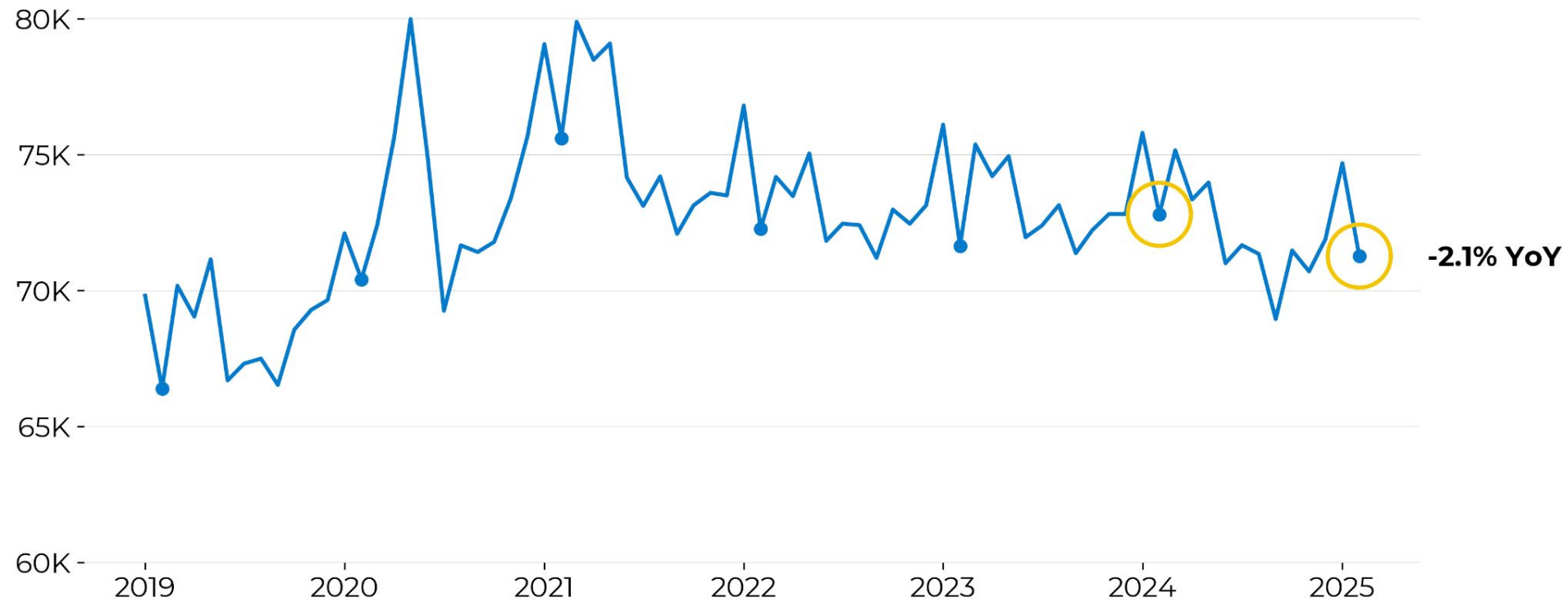
New Metric Alert

New active editors declined by 8.3% year-over-year. As with registrations, this was predominantly due to declines at emerging wikis.



[1] Raw data in Movement metrics spreadsheet and and Gitlab code. Metric definitions: product data glossary.
[2] "Developed" Wikipedias: Chinese, English, French, German, Italian, Japanese, Russian, Spanish {This is based on analysis of multiple engagement metrics}

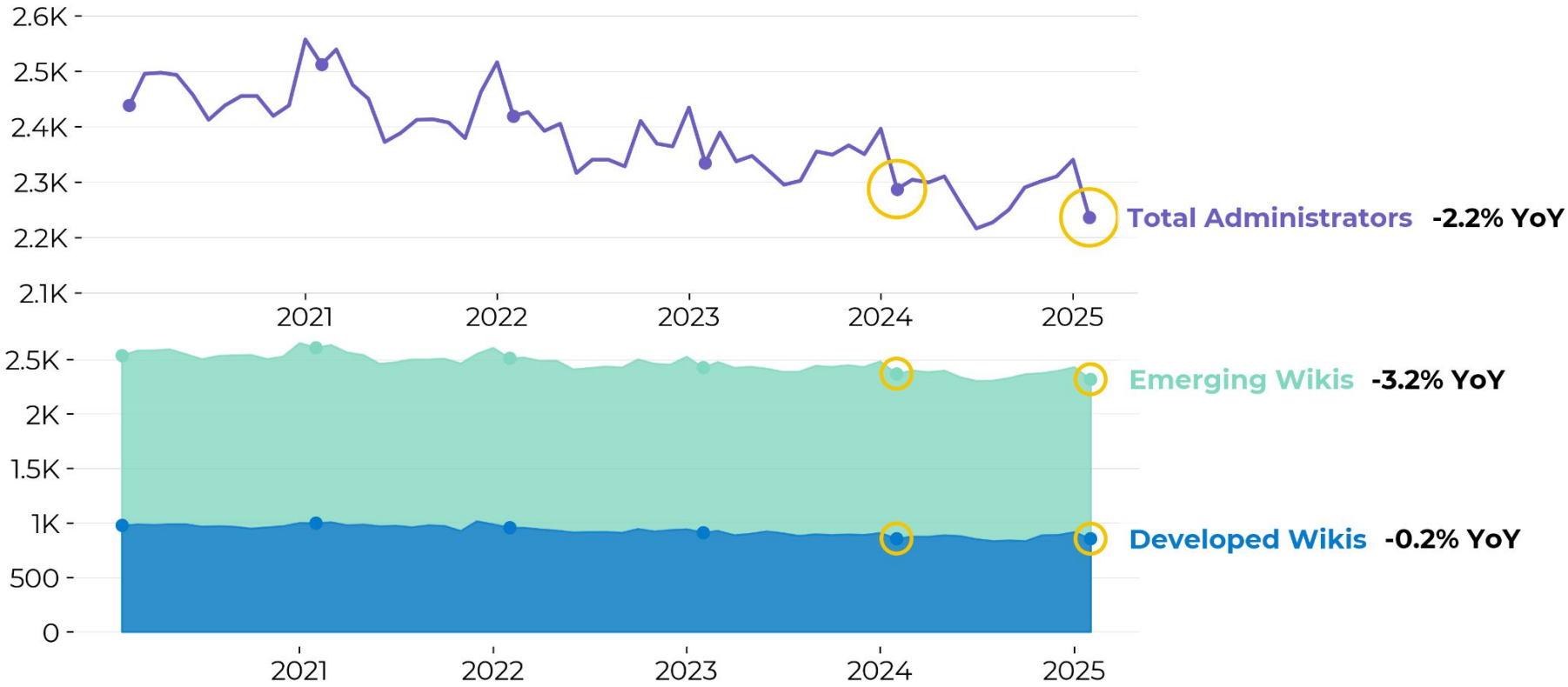
Returning active editors declined by 2.1% year-over-year to **71.3 K**. It has declined slowly since 2021 but remains above pre-pandemic levels.



Metrics dashboards in Superset: content, readers, and editors. Raw data in Movement metrics spreadsheet and Gitlab code.
Metric definitions: product data glossary. Questions: #insights-and-data in Slack.

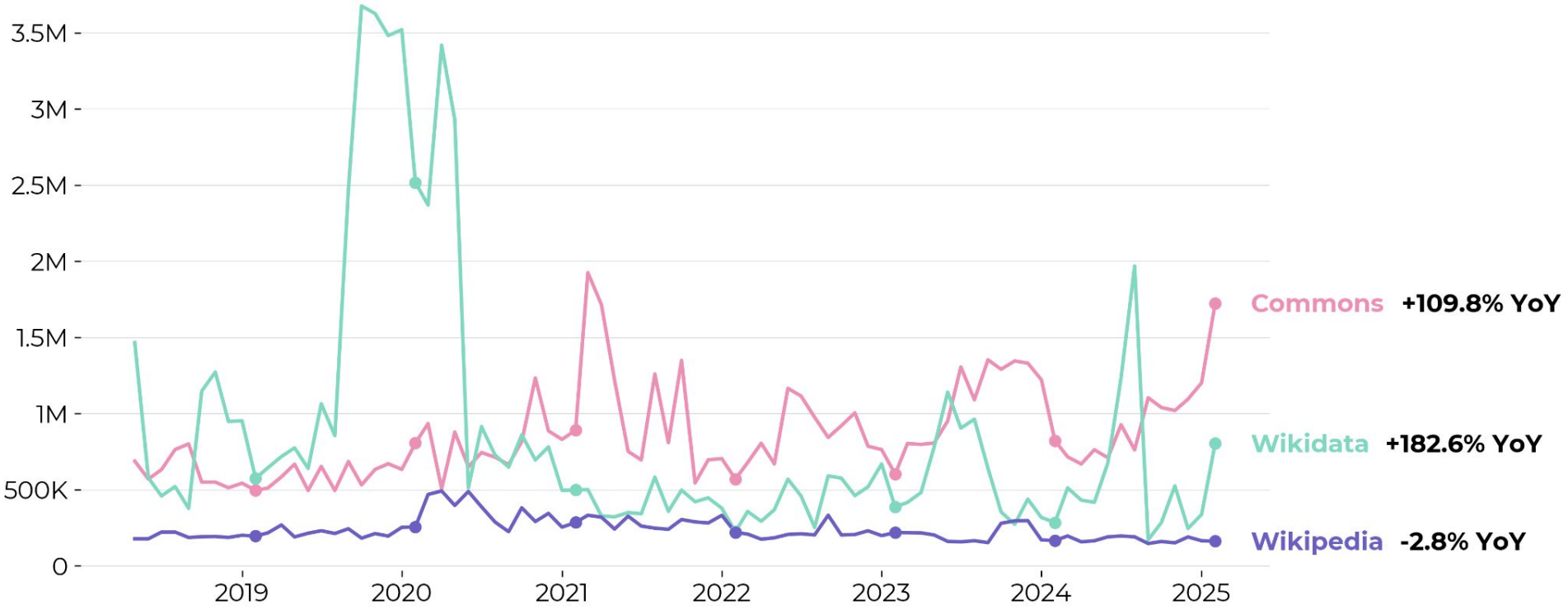
New Metric Alert

Active administrators decreased year-over-year by 2.2% to 2.2 K, although there was virtually no change in developed wikis.



[1] Raw data in Movement metrics spreadsheet and and Gitlab code. Metric definitions: product data glossary.
[2] "Developed" Wikipedias: Chinese, English, French, German, Italian, Japanese, Russian, Spanish {This is based on analysis of multiple engagement metrics}

Year-on-year, **new content** increased dramatically at Wikidata and Commons and declined slightly at Wikipedia.



Metrics dashboards in Superset: content, readers, and editors. Raw data in Movement metrics spreadsheet and Gitlab code.
Metric definitions: product data glossary. Questions: #insights-and-data in Slack.

The **quality content** and **content gap** metrics remain unavailable due to a migration to a new data source (T386003) and problems with Wikidata dumps generations (T386003). However, these issues will likely be resolved and the data available again before next month's report.

Metrics dashboards in Superset: content, readers, and editors. Raw data in Movement metrics spreadsheet. Metric definitions: product data glossary. Questions: #insights-and-data in Slack.