

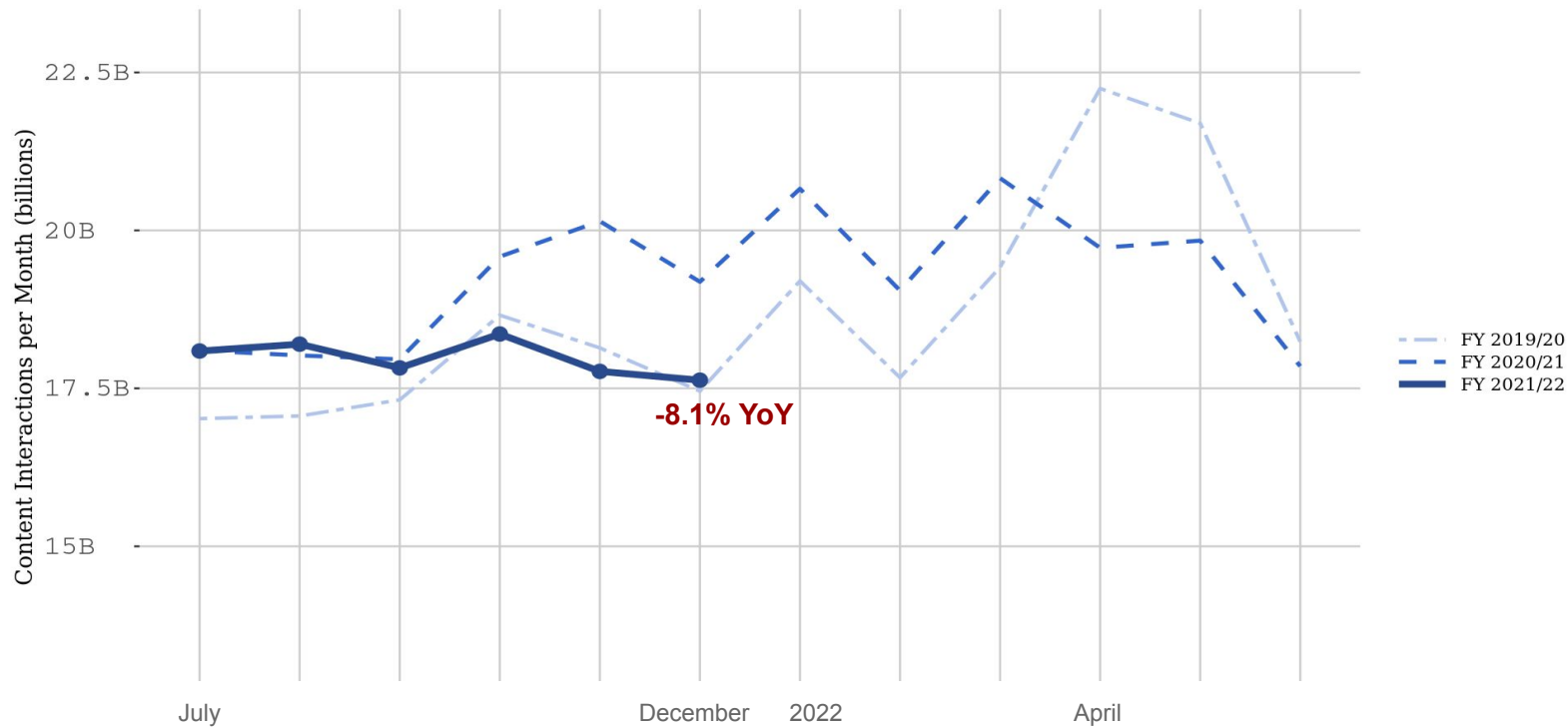
# December 2021 Wikimedia movement metrics



**WIKIMEDIA**  
FOUNDATION

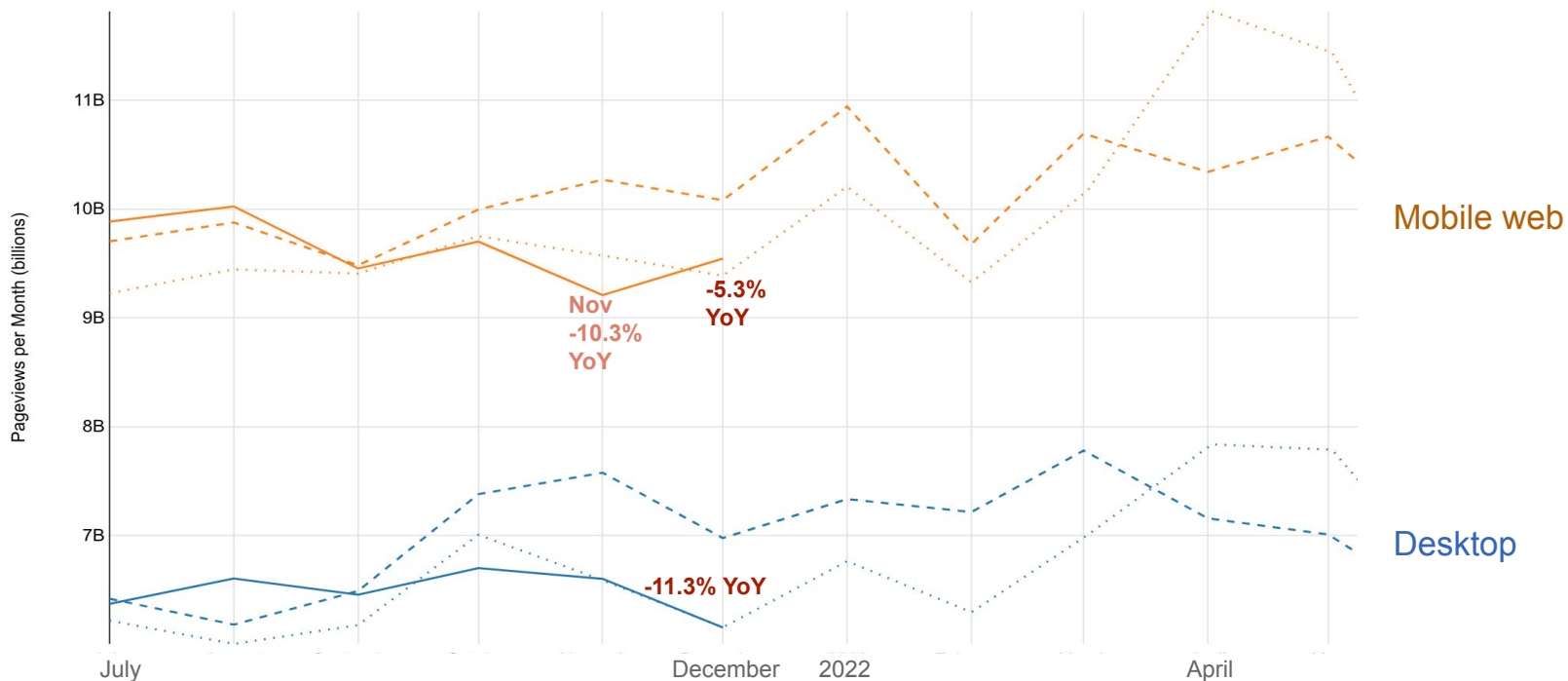
# December Metrics Summary: Content Interactions

Content interactions : 17.6B



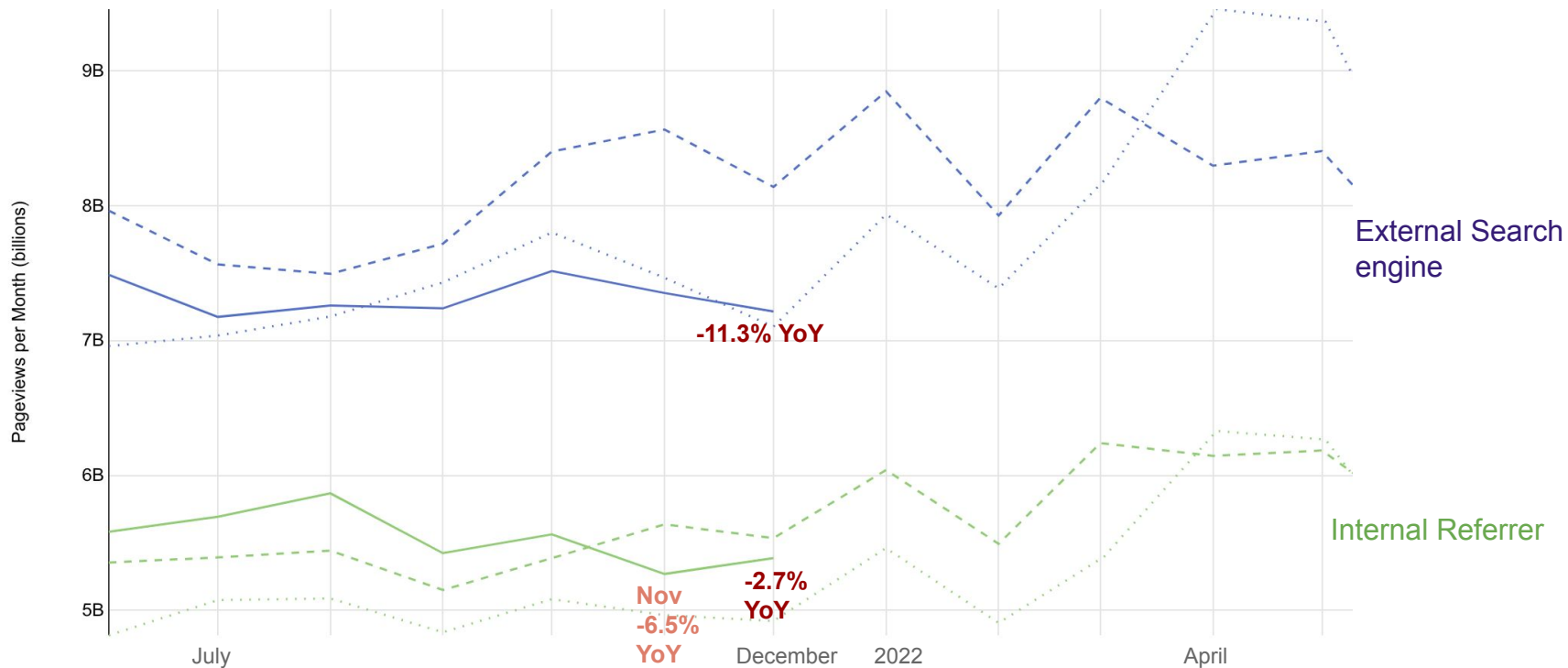
# December Metrics Summary: Pageviews

Desktop pageviews (6B) Mobile web pageviews (9.5B)



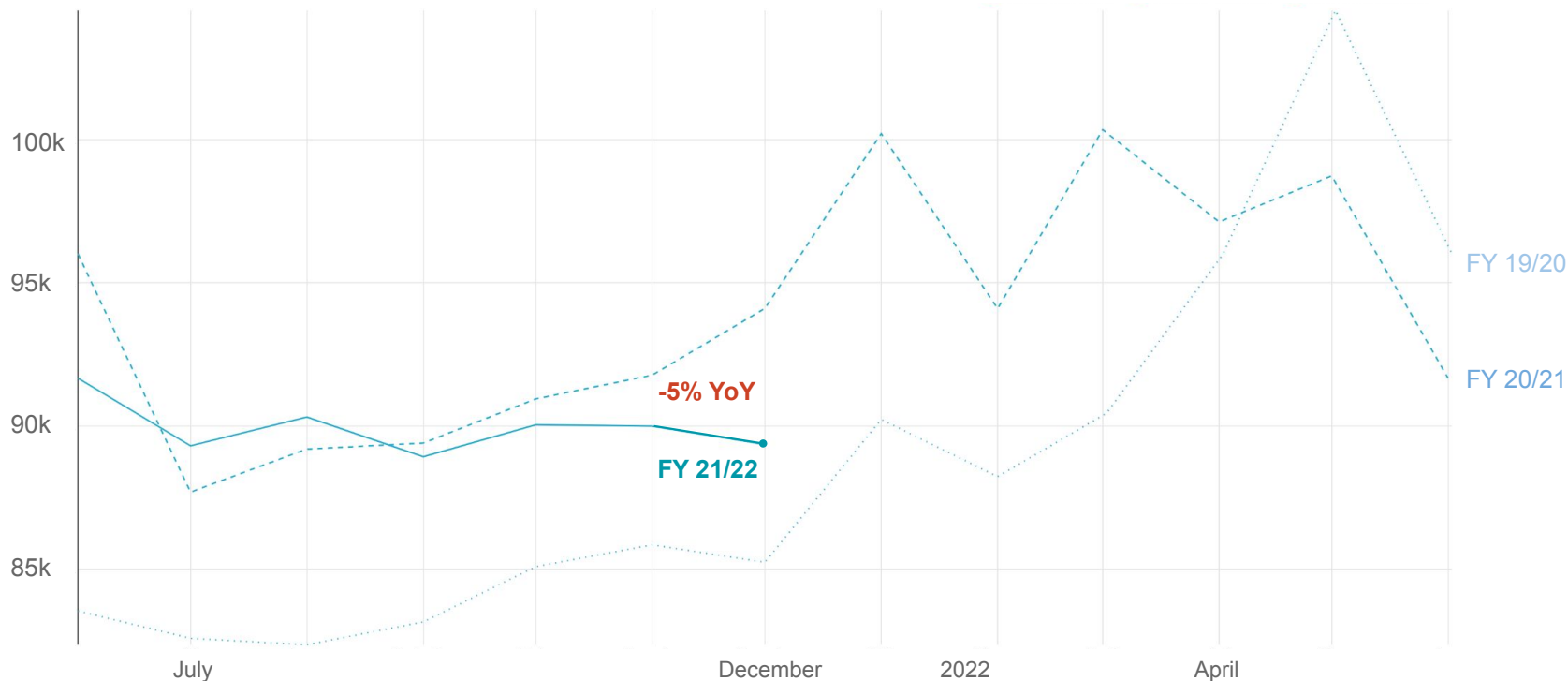
# December Metrics Summary: Pageviews

External Search traffic pageviews (7.2B) Internal Referrer traffic (5.4B)



# December Metrics Summary for Product People Managers

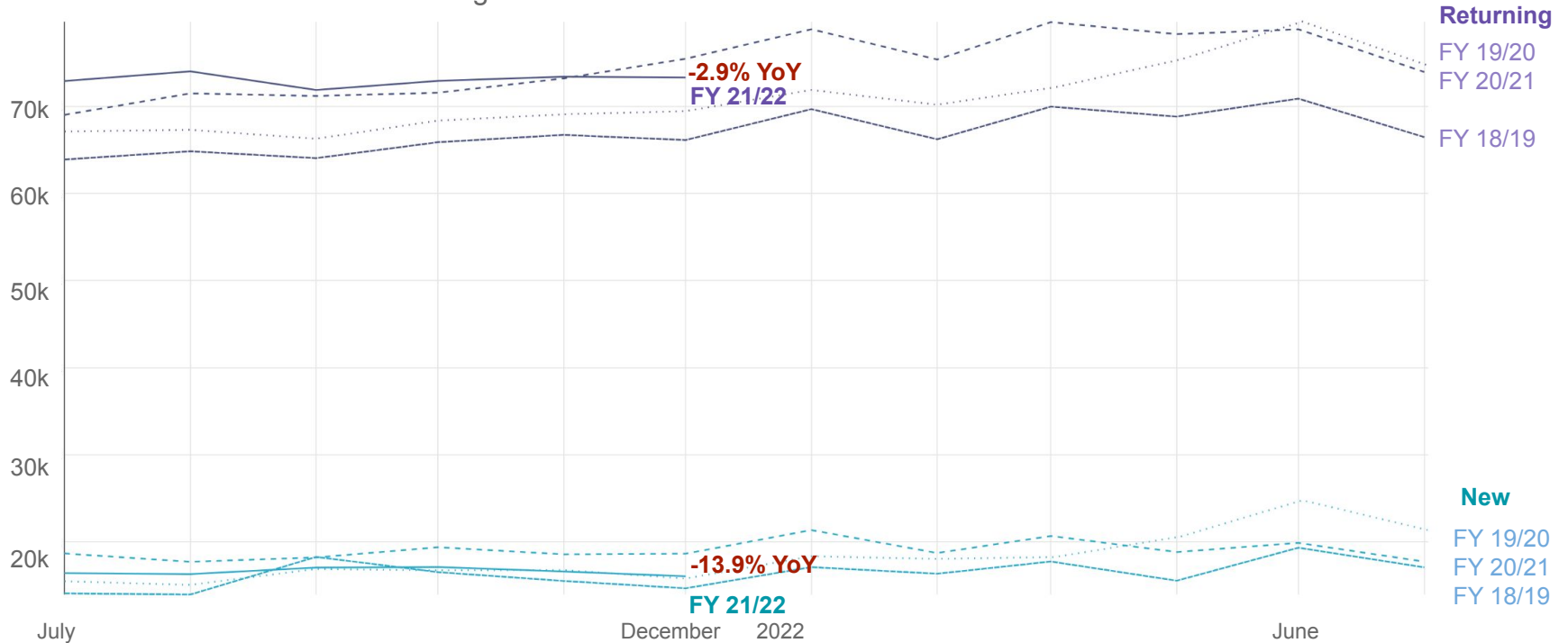
Active Editors



Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#). For metric definitions, see the [Product data glossary](#). For questions: [#product-analytics](#) or [email](#)

# December Metrics Summary for Product People Managers

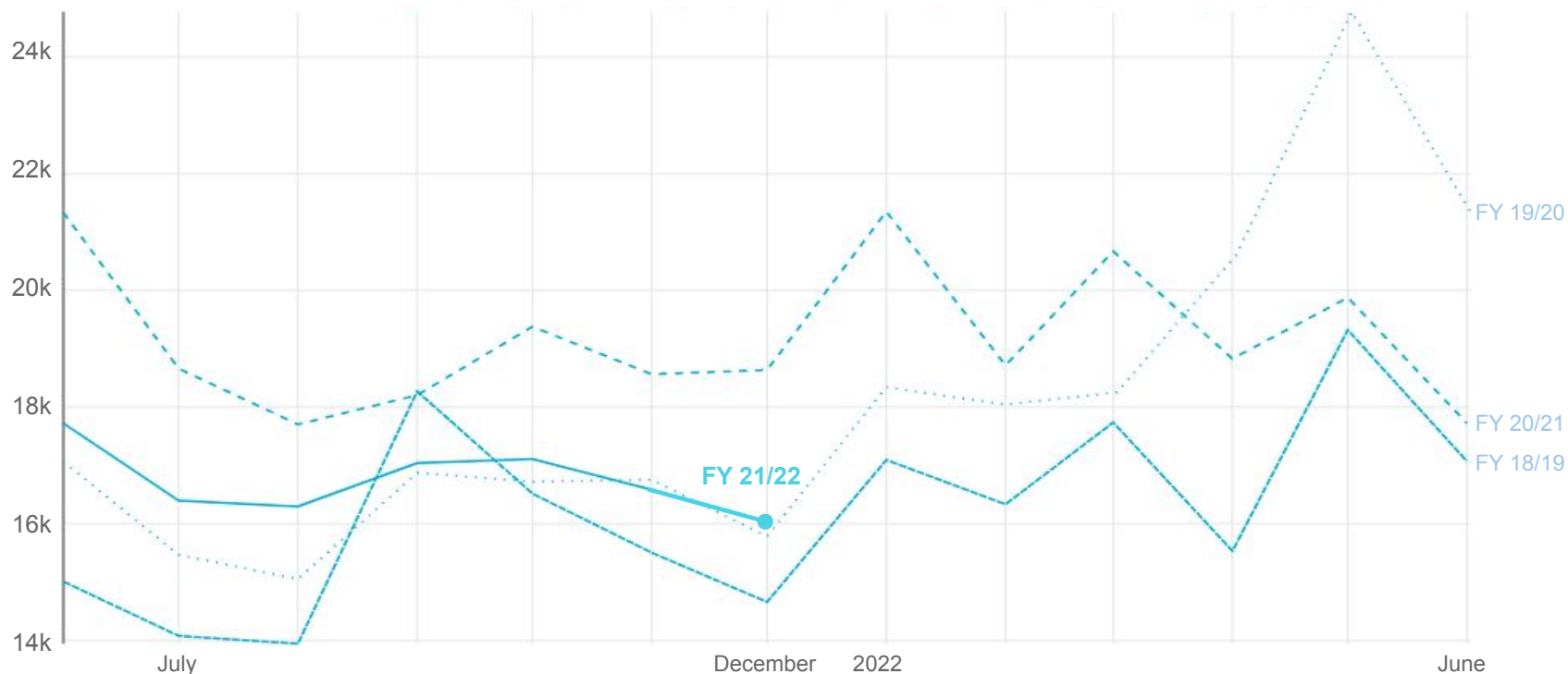
Active Editors: New vs Returning



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# December Metrics Summary for Product People Managers

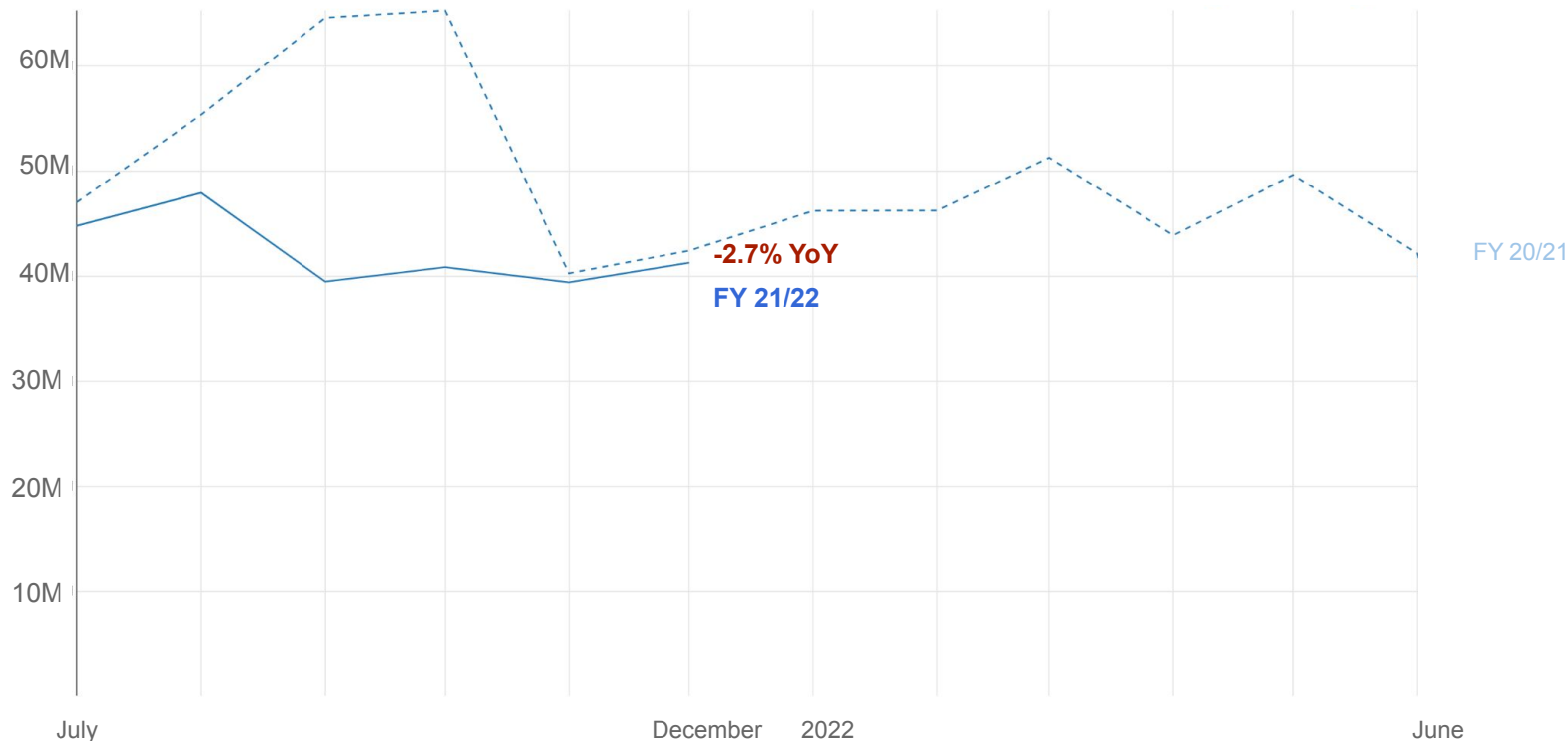
New Active Editors: dropped to 2019 level



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# December Metrics Summary for Product People Managers

Monthly total edits

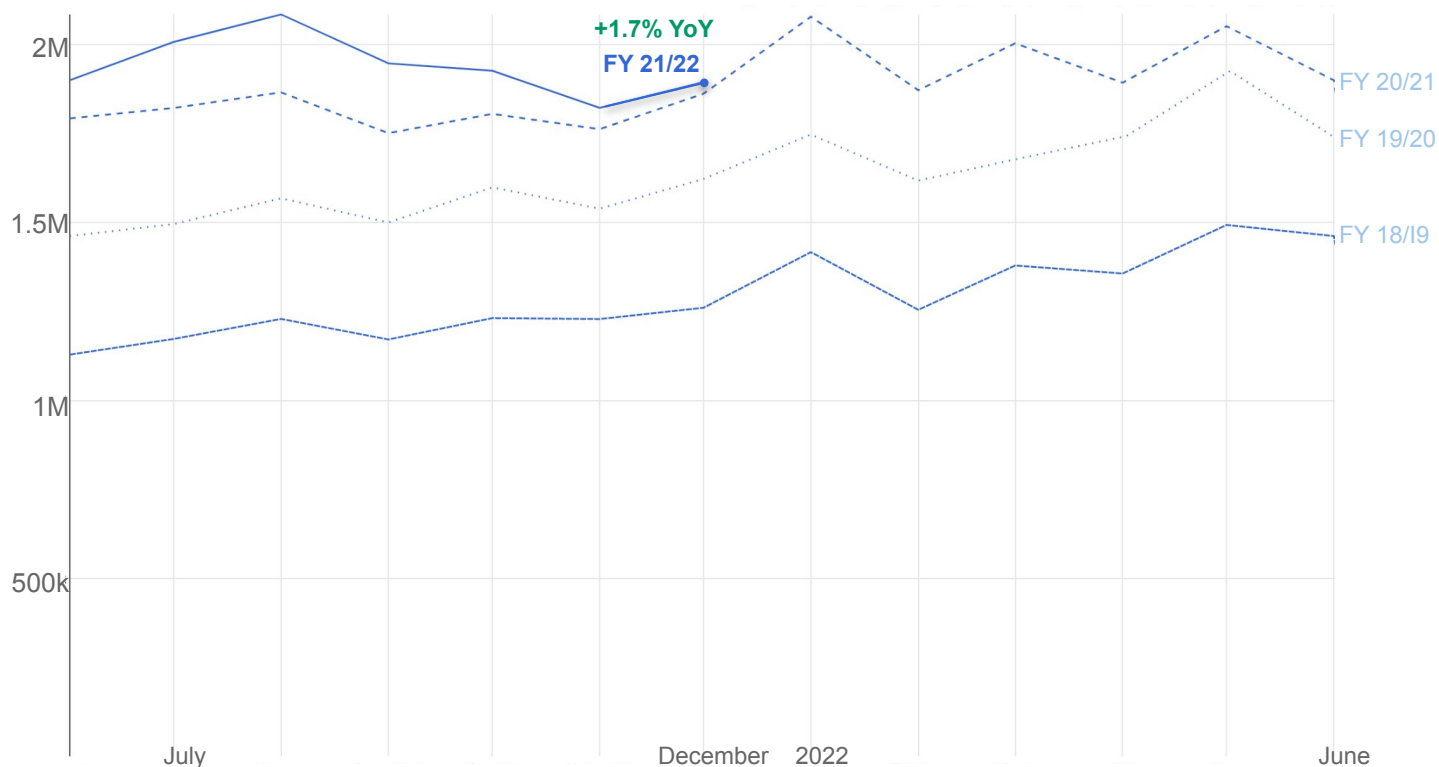


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# December Metrics Summary for Product People Managers

Monthly mobile edits: YoY growth is slowing down



Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#). For metric definitions, see the [Product data glossary](#). For questions: [#product-analytics](#) or [email](#)

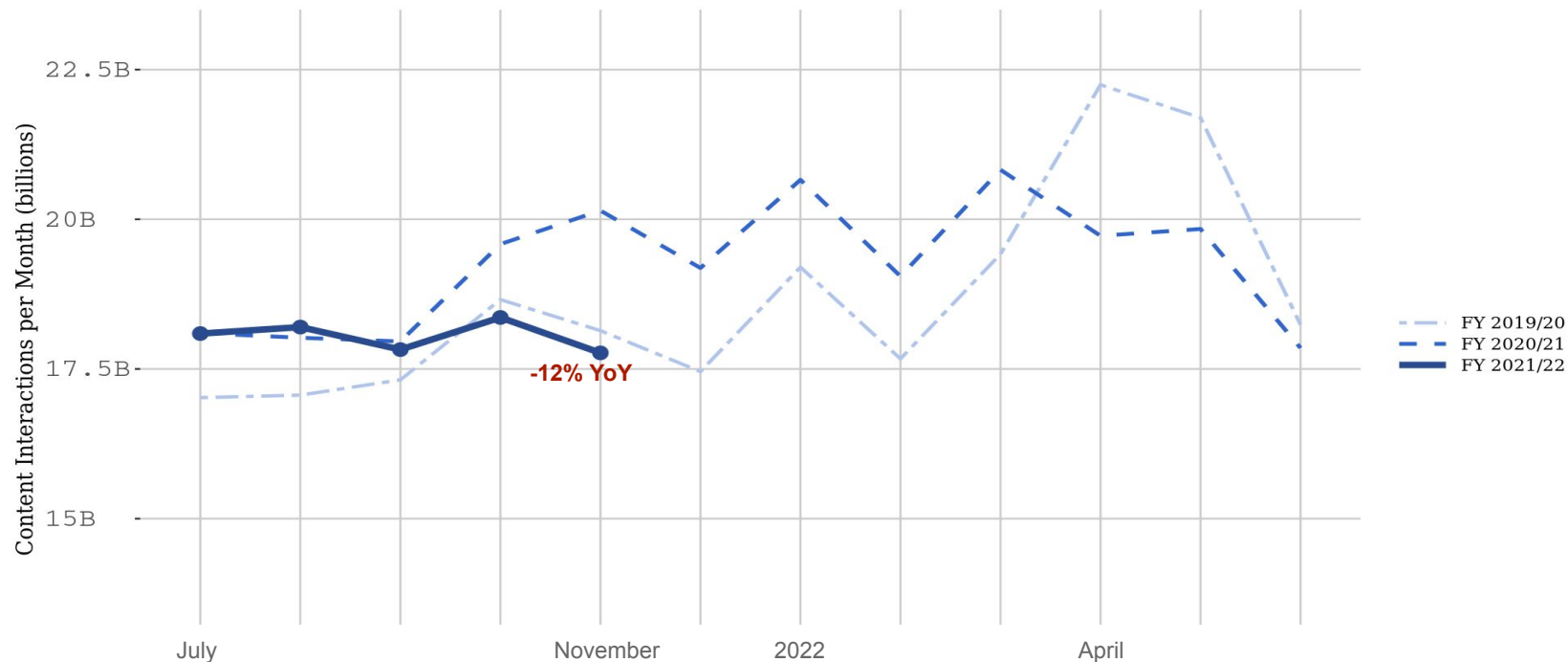
# November 2021 Wikimedia movement metrics



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FOUNDATION

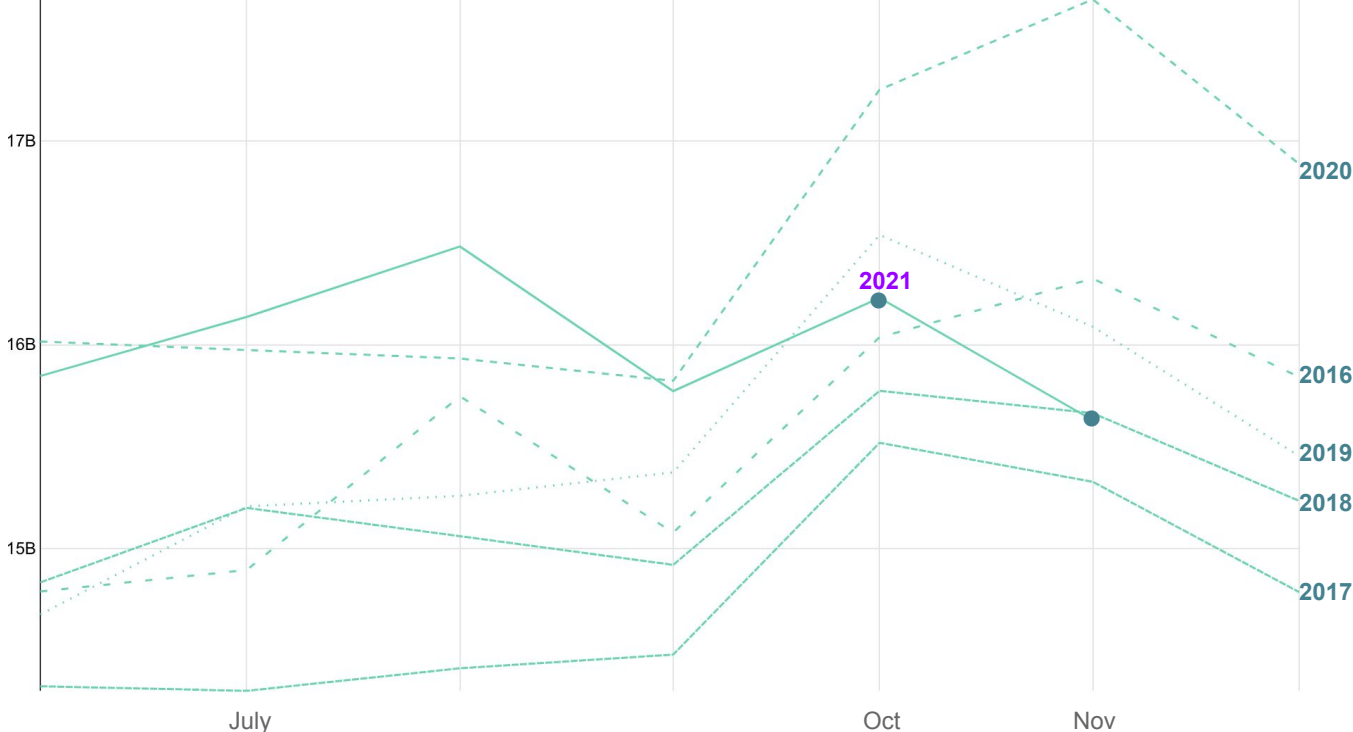
# November Metrics Summary: Content Interactions

Content interactions(17.8B) : Desktop pageviews (-13% YoY) Mobile web pageviews (-10% YoY)

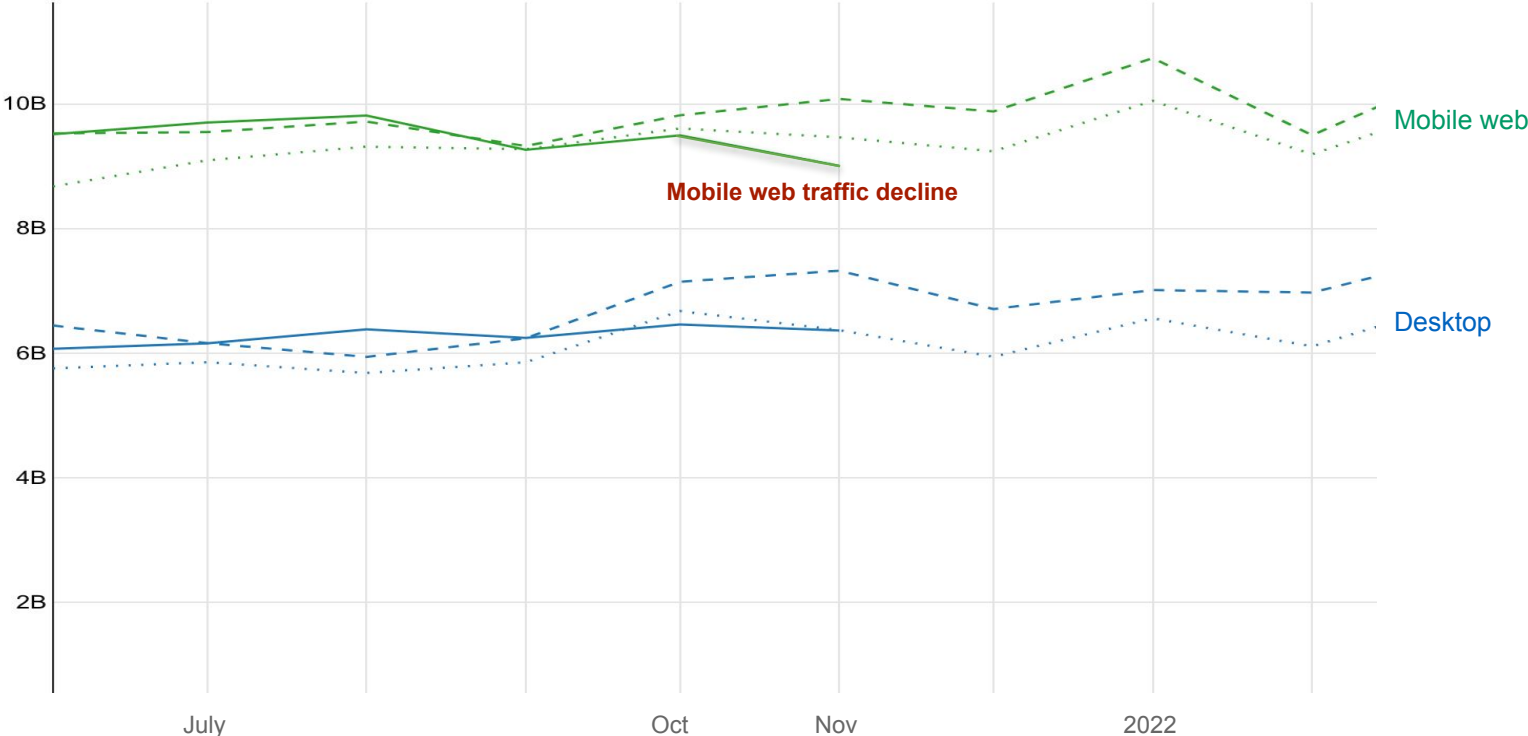


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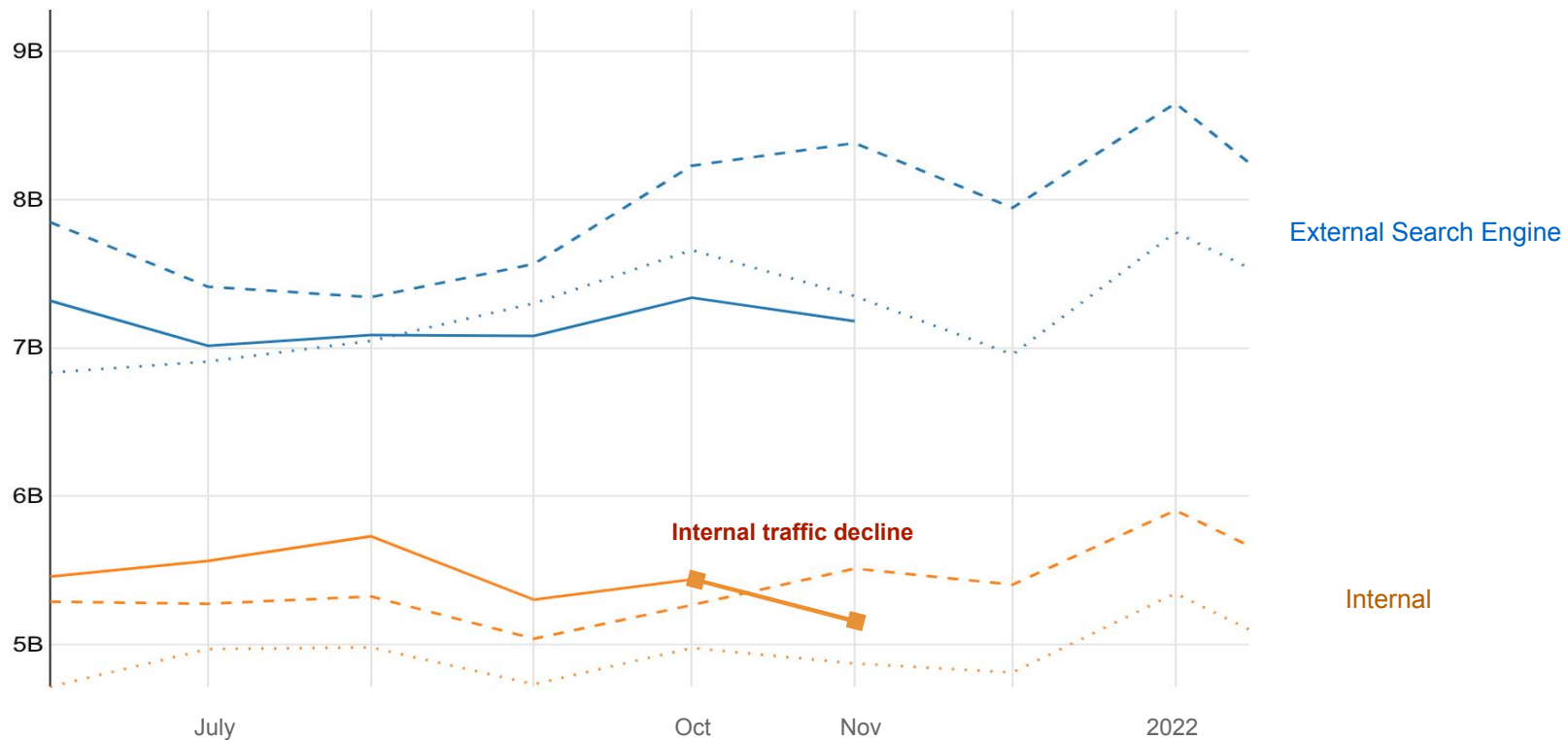
# November Metrics : Seasonal Trends



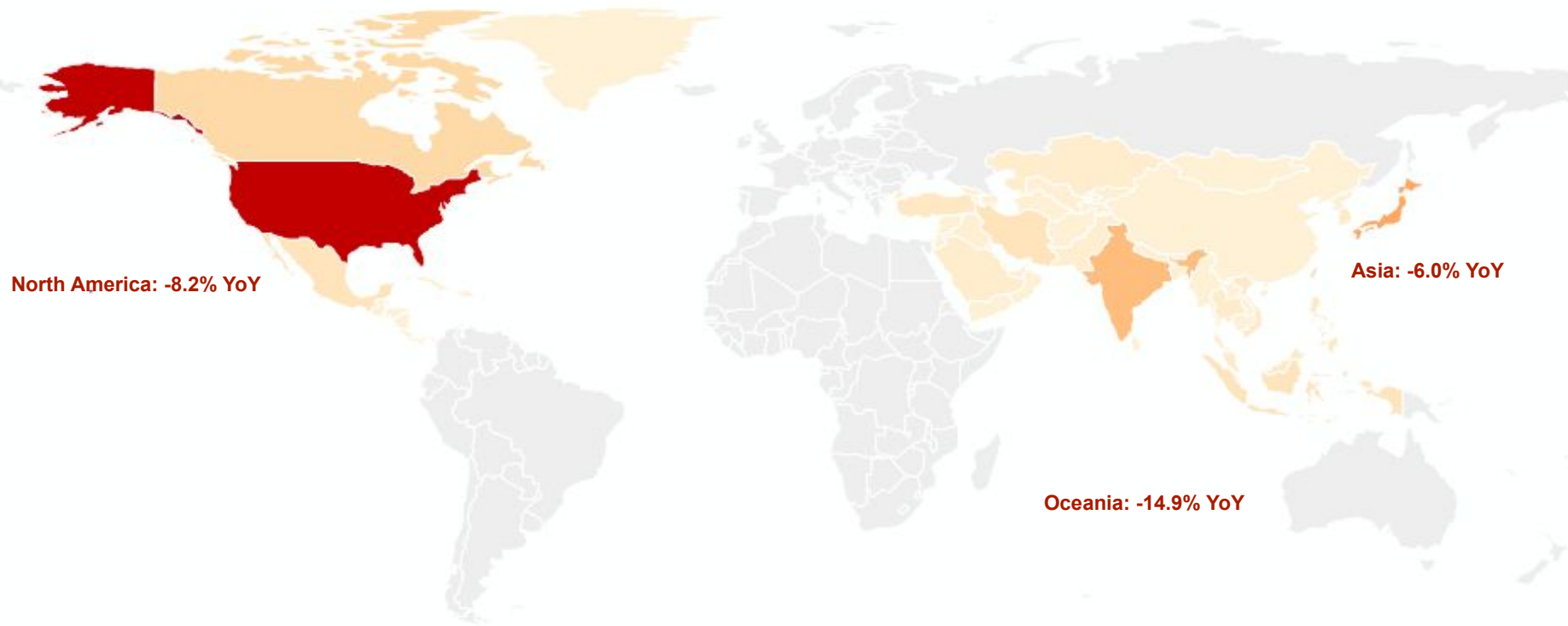
# November Metrics Summary: Mobile Web vs Desktop



# November Metrics Summary: Pageviews by Referrer



The continents we see greater declines are North America (-8.2%), Asia (-6%), and Oceania (-14.9%) (vs. Africa, Europe, and South America, where pageviews increased slightly)

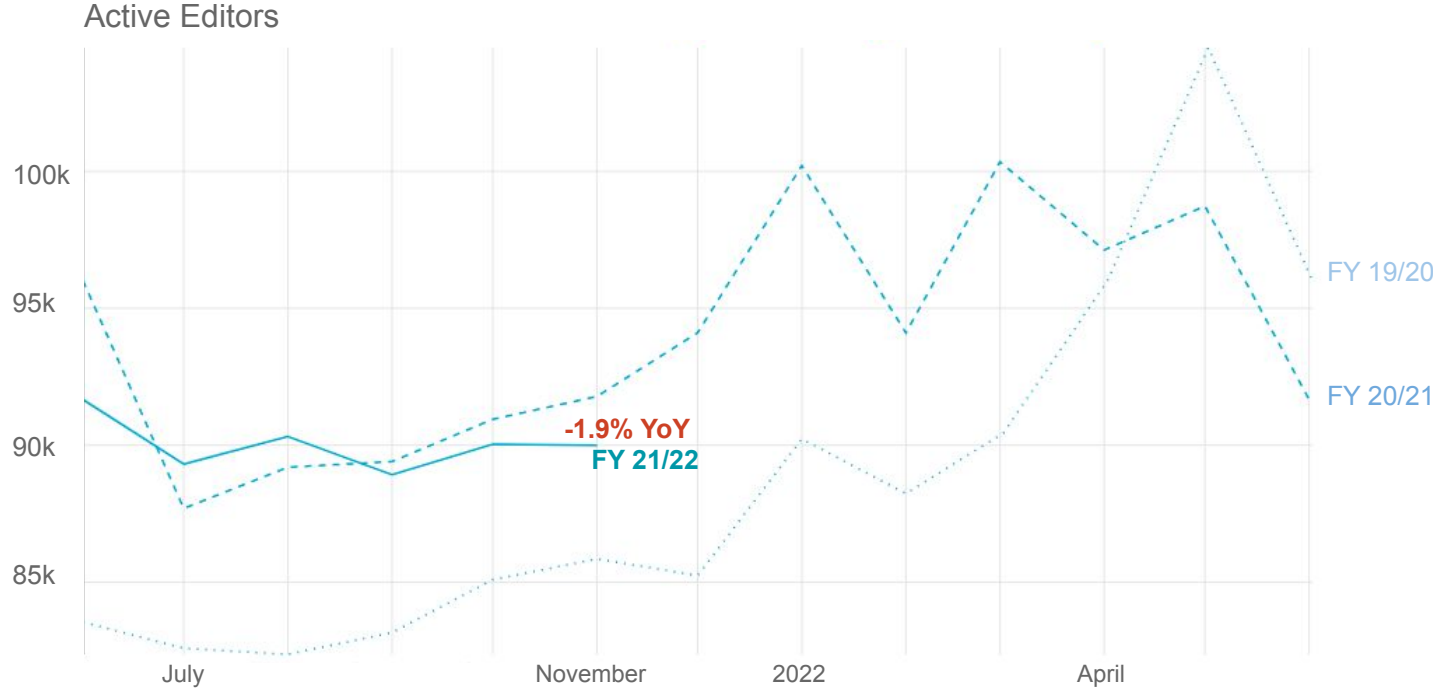


- From our top 25 countries, we see the greatest declines in: Australia, Philippines, Sweden, US, Mexico, Hong Kong, Japan, Taiwan, Netherlands, Malaysia, and India
- In the United States, traffic declined 7.7%; declines were steeper for internally-referred traffic (-7.4%) as well as traffic with no referrers (-13%) than for external (search) referrers (-4.5%)

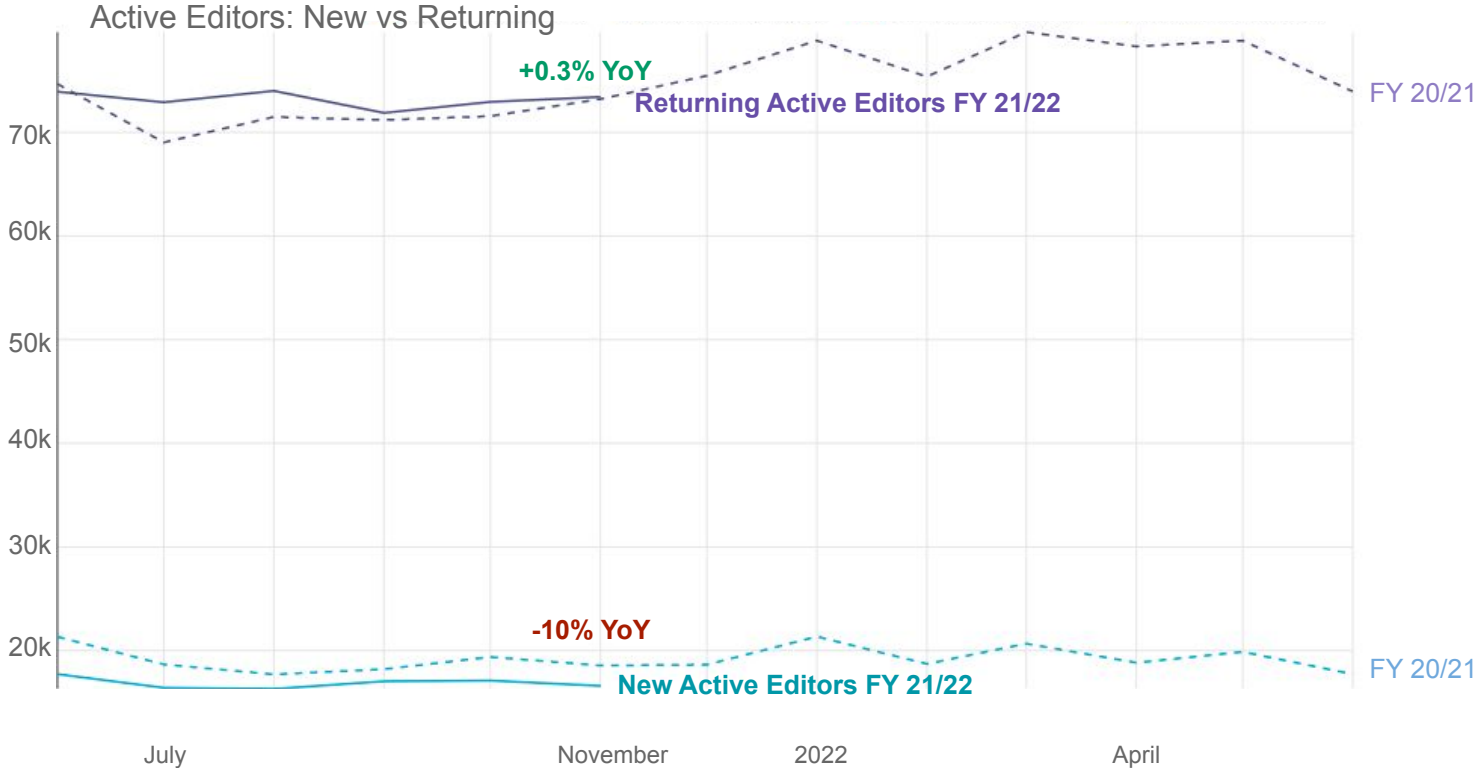




# November Metrics Summary *for Product People Managers*



# November Metrics Summary for Product People Managers



# November Metrics Summary *for Product People Managers*



# November Metrics Summary: Content

	Emerging Market		Established Market	
	2020-11	2021-11	2020-11	2021-11
<b>Edits</b>	2,800,000	3,300,000	21,095,617	21,000,000

16% YoY

-0.3% YoY

	Anonymous Mobile Web		Anonymous Desktop*	
	2020-11	2021-11	2020-11	2021-11
<b>Edits</b>	713k	671k	1.4M	1.3M

-6.0% YoY

-11.7% YoY

-4.9% YoY

-9.3% YoY

These slides can be found in [Key Product Metrics](#)  
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