January 2020 Wikimedia movement metrics
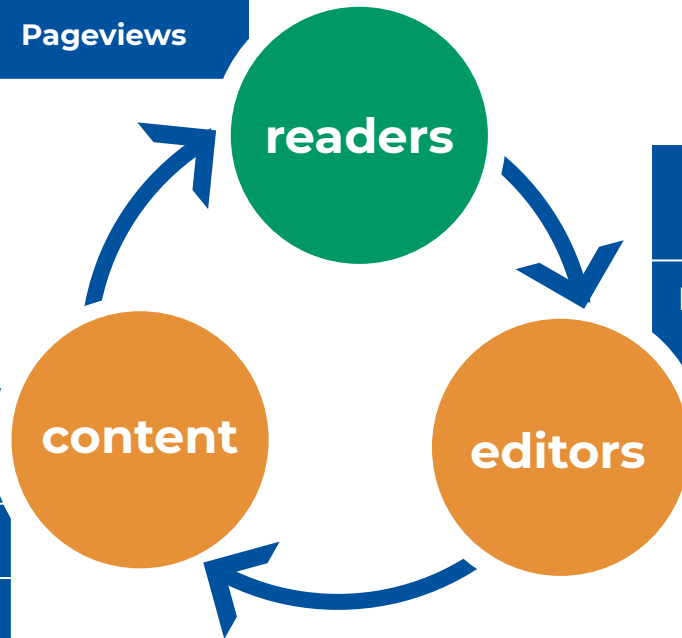
January 2020 Product Metrics

December Actuals	YoY (%)	
19.2 B	**2.1%**	**Interactions**
17.1 B	**1.5%**	**Pageviews**

readers

	December Actuals	YoY (%)
Active Editors	90,200	**4.0%**
New Editor Retention	**5.4%**	**-0.8%**

December Actuals	YoY (%)	
236.0M	**17.6%**	**Total Content**
52.4 M	**5.2%**	**Wikipedia**
76.7 M	**40.3%**	**Wikidata**

content

editors

Explore Readers Metrics and Edits Metrics in Superset. For metric definitions, see the Product data dictionary.

January 2020 Product Metrics: Contributors

		YoY
Total content	236.0 M	17.6%
—Wikipedia articles	52.4 M	5.2%
—Commons files	59.2 M	13.5%
—Wikidata entities	76.7 M	40.3%
Net new content	4,820,000	149.0%
—Wikipedia articles	253,000	26.2%
—Commons files	633,000	16.7%
—Wikidata entities	3,520,000	270.0%
Active editors	90,200	4.0%
—New	18,300	7.3%
—Returning	71,900	3.2%
New editor retention	5.4%	-0.8%
Revert rate	6.7%	-17.4%
Total edits	44.7 M	-3.4%
—Mobile edits	1.8 M	23.2%
—Data edits	19.0 M	-18.1%
—File uploads	0.7 M	17.8%
—Other non-bot edits	12.0 M	-0.80%

Key trends

- Total content continues to increase steadily, with Wikidata adding volatility to the rate of increase.

- Overall active editors remain its year-on-year (YoY) increase this month, as a result of the steady growth in existing (returning) active editors, which is relatively evenly distributed across activity groups and wikis; and a large YoY increase in new editors, which primarily driven by English Wikipedia and Commons.

- After the block in Turkey removed in Jan 15th, there were ~8K non-bot edits daily. There were over 15K distinct editors in January, 1,272 of them were active editors.

- A slight drop in new editor retention in January was from German, Polish and English Wikpedia.

- Total edit rate drop, mainly because of the same high-volume drop in Wikidata editing.

Explore Edits Metrics in Superset. For metric definitions, see the Product data dictionary.

January 2020 Product Metrics: Readers

		YoY
Interactions	19.2 B	2.1%
—Pageviews	17.1 B	1.5%
—Desktop	6.6 B	-5.5%
—Mobile web	10.2 B	6.3%
—Desktop previews	2.1 B	7.0%
Unique devices (all Wikipedias)	1.6 B	3.5%

Key trends

- As usual in January, pageviews rebounded after the holidays, with a lasting year-over-year (YoY) increase in mobile pageviews. And the YoY drop in desktop pageviews continued to diminish from past few months.

- After the block in Turkey removed in Jan 15th, we are seeing a bump in pageviews (5M daily) from tr.wikipedia and en.wikipedia from Turkey. The pageviews become stable at around 3M daily (~5.7M daily pageviews before the block at Jan 2017). There's also a growing trend in daily desktop previews (0.33M daily) from Turkey.

- Unique devices again increased year-over-year. But as noted before, this metric might be more susceptible to artifacts that decrease the accuracy of such trend assessments.

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

January 2020 Product Metrics: Diversity

		YoY
Emerging Market countries		
—Reader interactions	4.0 B	-6.0%
—Active editors	21,450	0.4%
—New editor retention	4.50%	17.2%
—Edits	2.3 M	-6.2%
—Non-bot edits	2.3 M	-6.0%
Mobile-heavy wikis		
—Reader interactions	820.0 M	9.9%
—Active editors	5,050	19.4%
—New editor retention	5.2%	19.6%
—Edits	1.7 M	68.8%
—Non-bot edits	0.6 M	14.4%

Notes

- The YoY decline in reader interactions from Emerging Market is due to the block in China from April 2019. The block result in a drop of 200M interactives per month in average.

- The YoY increase in the active editors from emerging market countries are evenly distributed across different countries, especially from India, Ukraine, Iran and Malaysia.

- There was a bump in edit count from Mobile-heavy wikis. The main reason for this is a spike (120% YoY) in bot edits from ar.wiki. And the increase in non-bot edits are from arz.wiki and id.wiki.

Explore Readers Metrics and Edits Metrics in Superset. For metric definitions, see the Product data dictionary.

Wikimedia Active Editors year-over-year comparison July 2017 - January 2020

Monthly Active Editors

Legend:
- FY 2017/18
- FY 2018/19
- FY 2019/20

Wikimedia Active Editors year-over-year comparison
July 2017 - January 2020
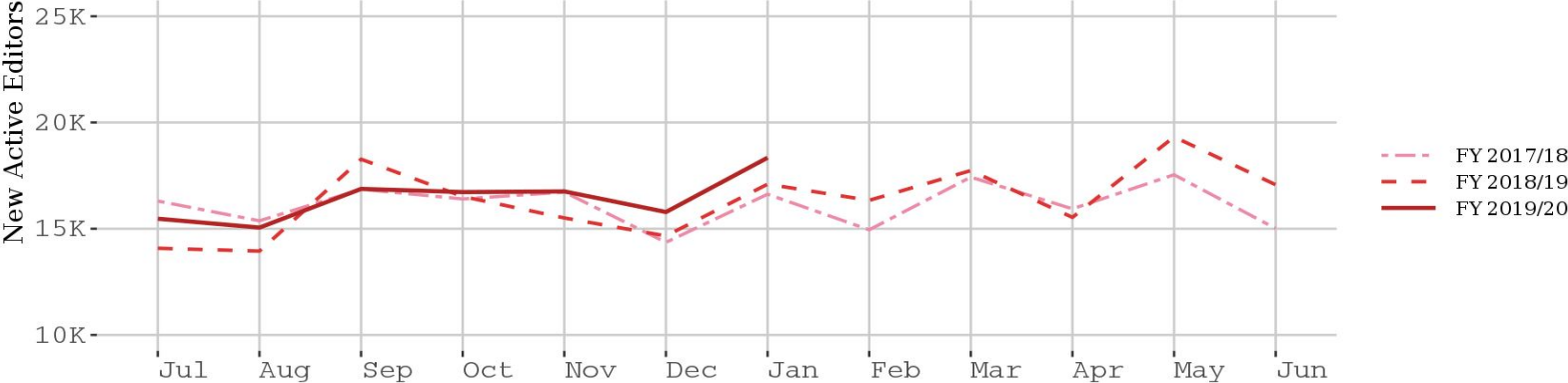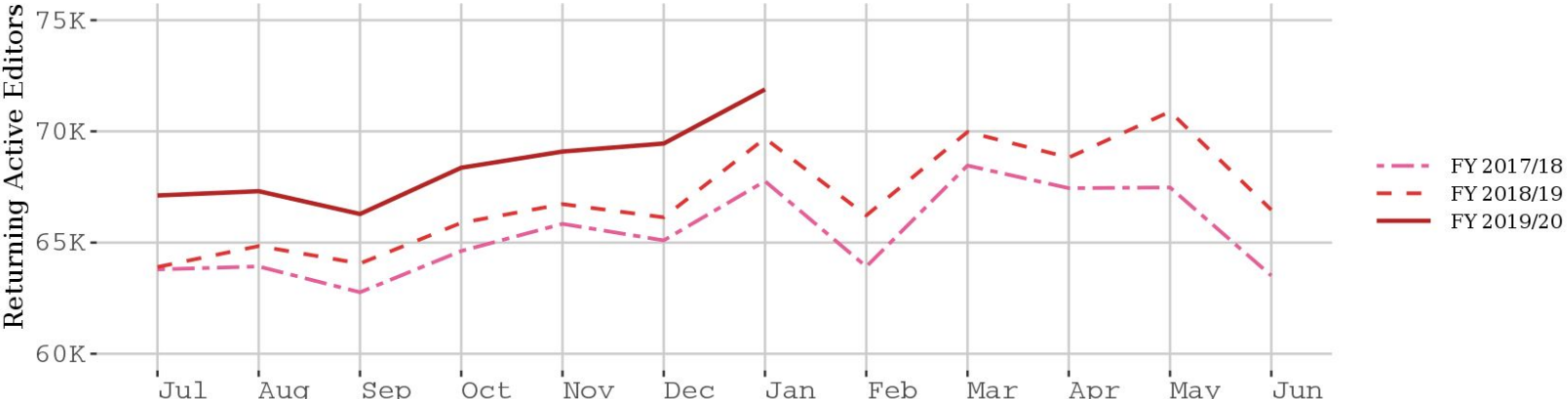
Wikimedia Content Interaction year-over-year comparison
July 2017 - January 2020
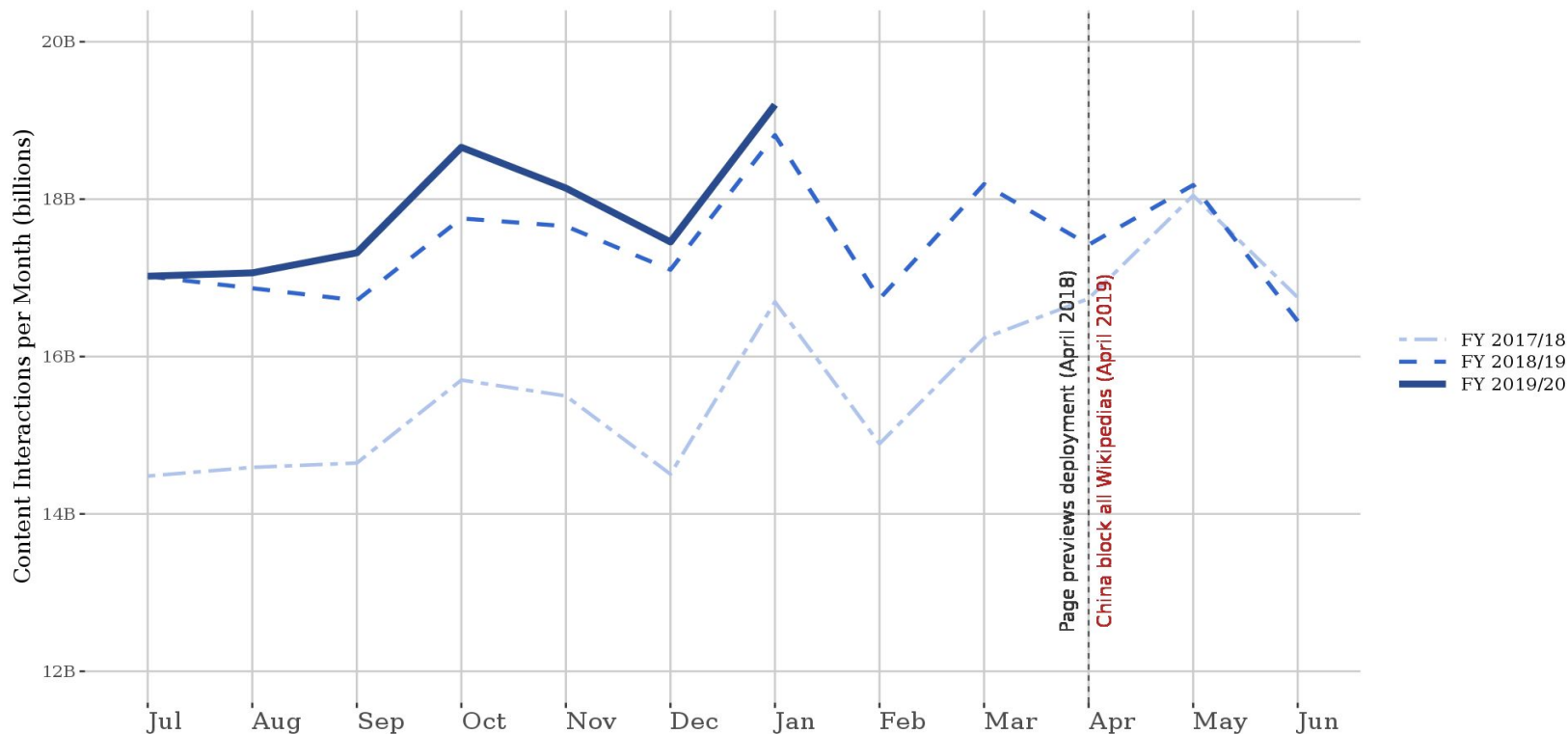
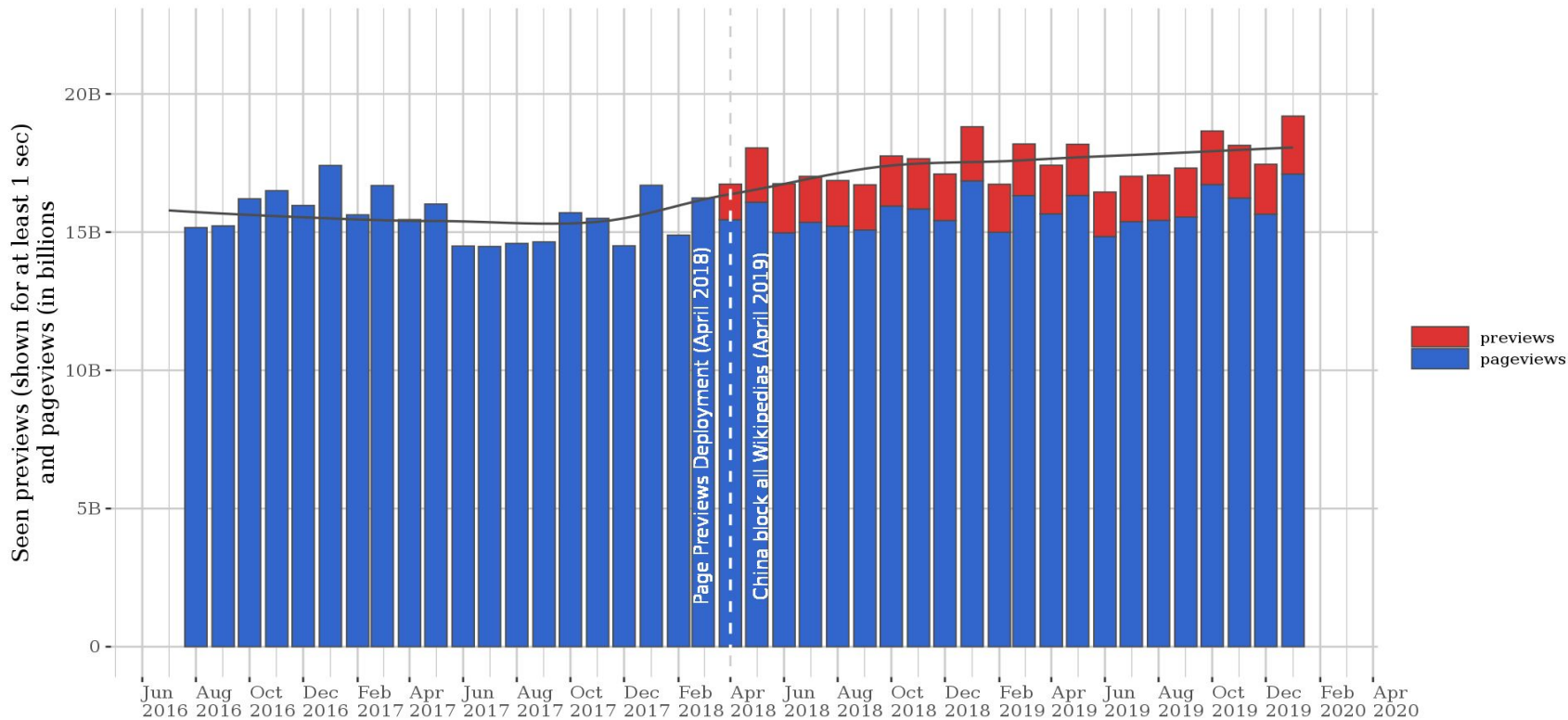Explore Readers Metrics in Superset. For metric definitions, see the Product data dictionary.

Wikimedia Content Interactions
(Pageviews + Previews), July 2016 - January 2020

Explore Readers Metrics in Superset. For metric definitions, see the Product data dictionary.