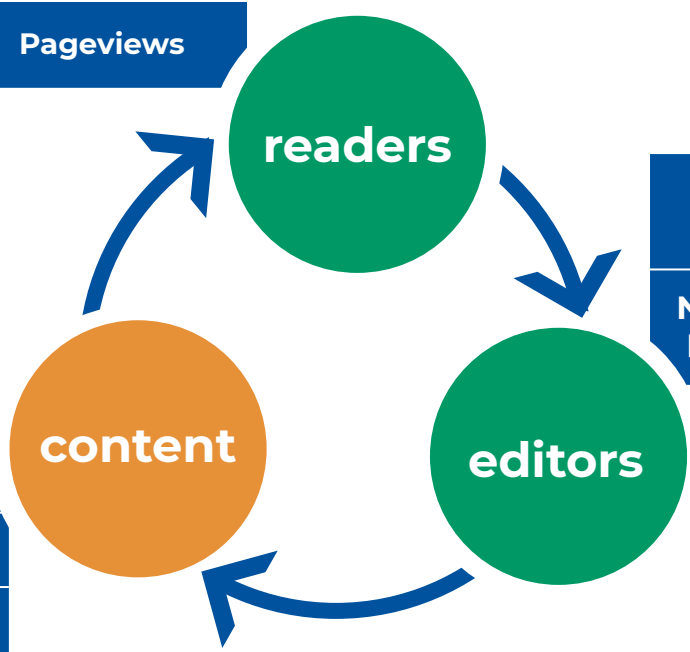
November 2019 Wikimedia movement metrics

November 2019 Product Metrics

October Actuals	YoY (%)	
18.1 B	2.7%	Interactions
16.2 B	2.5%	Pageviews



	October Actuals	YoY (%)
Active Editors	85,800	4.4%
New Editor Retention	7.7%	11.4%

October Actuals	YoY (%)	
227.0M	15.1%	Total Content
51.9 M	5.2%	Wikipedia
69.7 M	32.1%	Wikidata

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

November 2019 Product Metrics: Contributors

		YoY
Total content	227.0 M	15.1%
—Wikipedia articles	51.9 M	5.2%
—Commons files	57.9 M	13.3%
—Wikidata entities	69.7 M	32.1%
Net new content	4,650,000	105.0%
—Wikipedia articles	212,000	10.0%
—Commons files	633,000	15.2%
—Wikidata entities	3,630,000	185.0%
Active editors	85,800	4.4%
—New	16,800	8.1%
—Returning	69,100	3.5%
New editor retention	7.7%	11.4%
Revert rate	6.0%	-35.7%
Total edits	46.9 M	5.7%
—Mobile edits	1.5 M	25.2%
—Data edits	23.5 M	-1.7%
—File uploads	0.7 M	17.0%
—Other non-bot edits	11.1 M	0.30%

Key trends

- 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 Commons (24% YoY increase)
- New editor retention has tended to increase in very spiky fashion in recent years, due in significant part to an increasing number of new students from education programs on the English Wikipedia.
- The spike in Wikidata entities creation continued in November, due to scientific articles imported by known bots.
- The growth in file uploads in November was also caused by bot edits.

For metric definitions, see the Product data dictionary.

November 2019 Product Metrics: Readers

		YoY
Interactions	18.1 B	2.7%
—Pageviews	16.2 B	2.5%
—Desktop	6.4 B	-7.5%
—Mobile web	9.6 B	10.3%
—Desktop previews	1.9 B	5.0%
Unique devices (all Wikipedias)	1.7 B	6.9%

Key trends

- The positive year-over-year (YoY) in total pageviews and content interactions is higher than we would expect given prior trends. The internet shutdown in Iran from Nov 17th - Nov 22nd resulted in a 95M (32% YoY) drop in pageviews.
- The desktop previews continued to grow YoY in November. And the YoY drop in desktop pageviews also diminished from past few months.
- The unique devices continued to to increase. The growth in November was mainly from a spike in unique devices count from Hong Kong (97M, 1311% YoY increase). But as noted before, this metric might be more susceptible to artifacts that decrease the accuracy of such trend assessments.

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November 2019 Product Metrics: Diversity

		YoY
Emerging Market countries		
—Reader interactions	4.1 B	-5.7%
—Active editors	20,700	3.40%
—New editor retention	—[1]	—[1]
—Edits	2.2 M	9.3%
—Non-bot edits	2.2 M	9.6%
Mobile-heavy wikis		
—Reader interactions	788.0 M	4.3%
—Active editors	4,720	17.4%
—New editor retention	3.9%	-9.6%
—Edits	1.7 M	51.4%
—Non-bot edits	0.5 M	5.0%

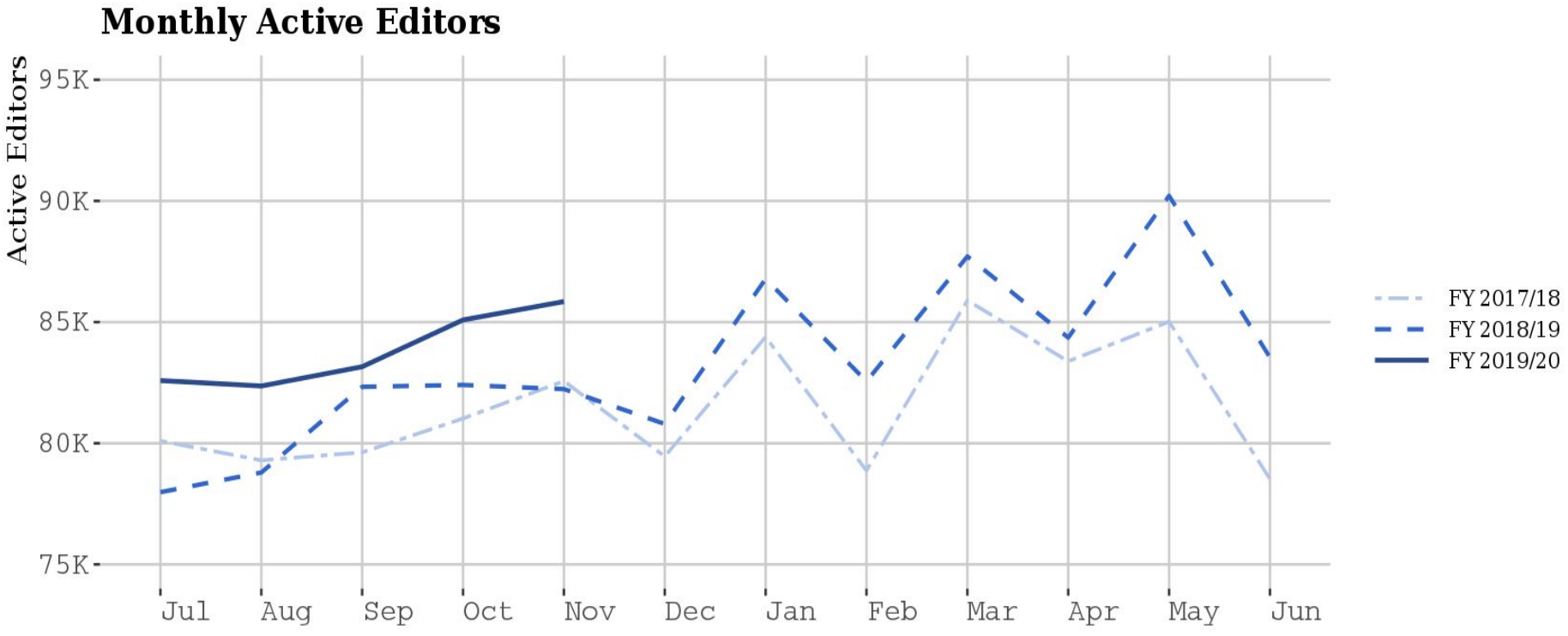
Notes

- The 6 straight month 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, Brazil, Ukraine, Iran and Malaysia.
- There was a bump in edit count from Mobile-heavy wikis. The main reason for this is a spike (163% YoY) in bot edits from ar.wiki. And for the emerging market, the increase in non-bot edits are mainly from India, Brazil and Ukraine.

[1] Editor location data is deleted after 90 days, so it is not possible to calculate the retention metric for Emerging Market Countries this month.

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 - November 2019



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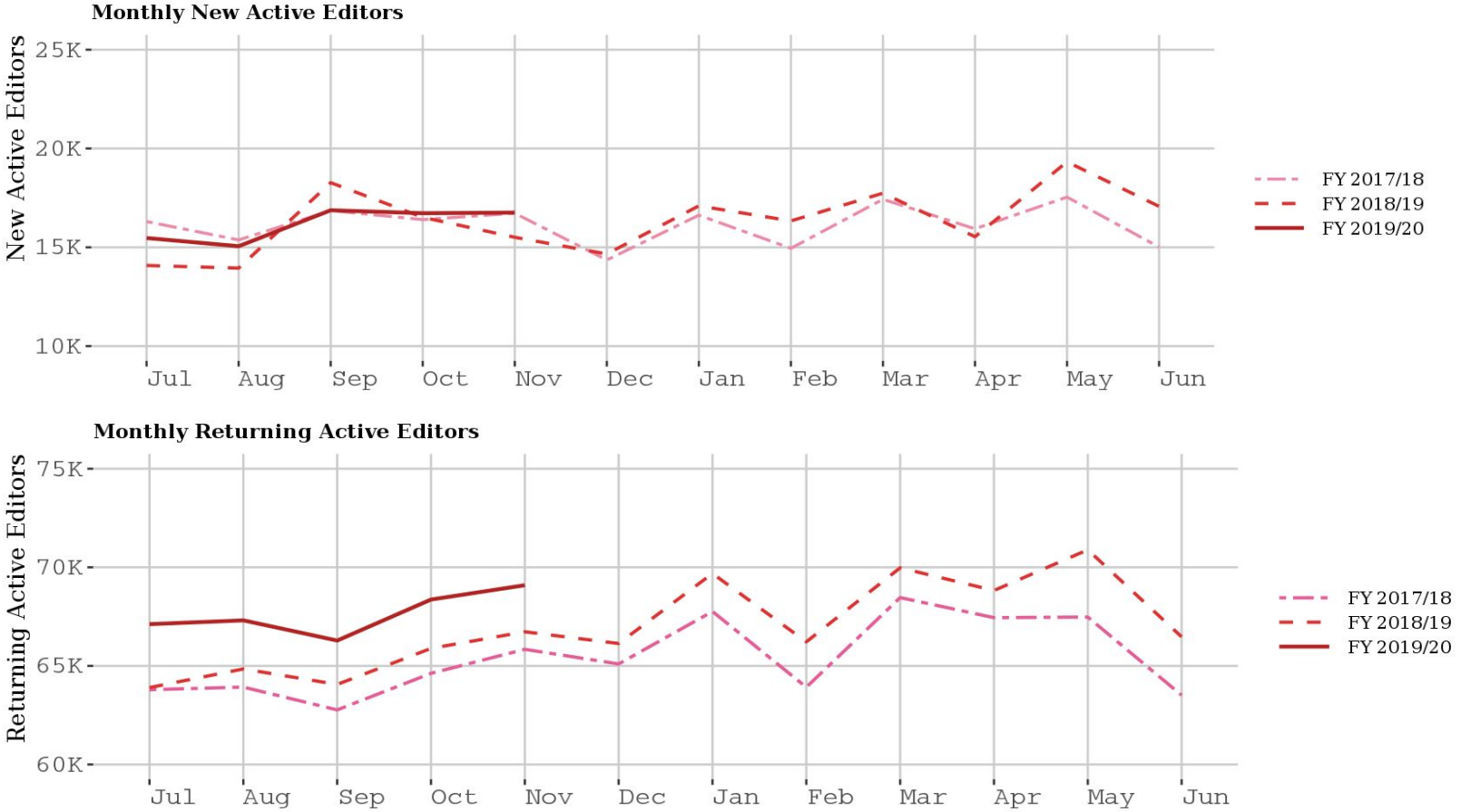
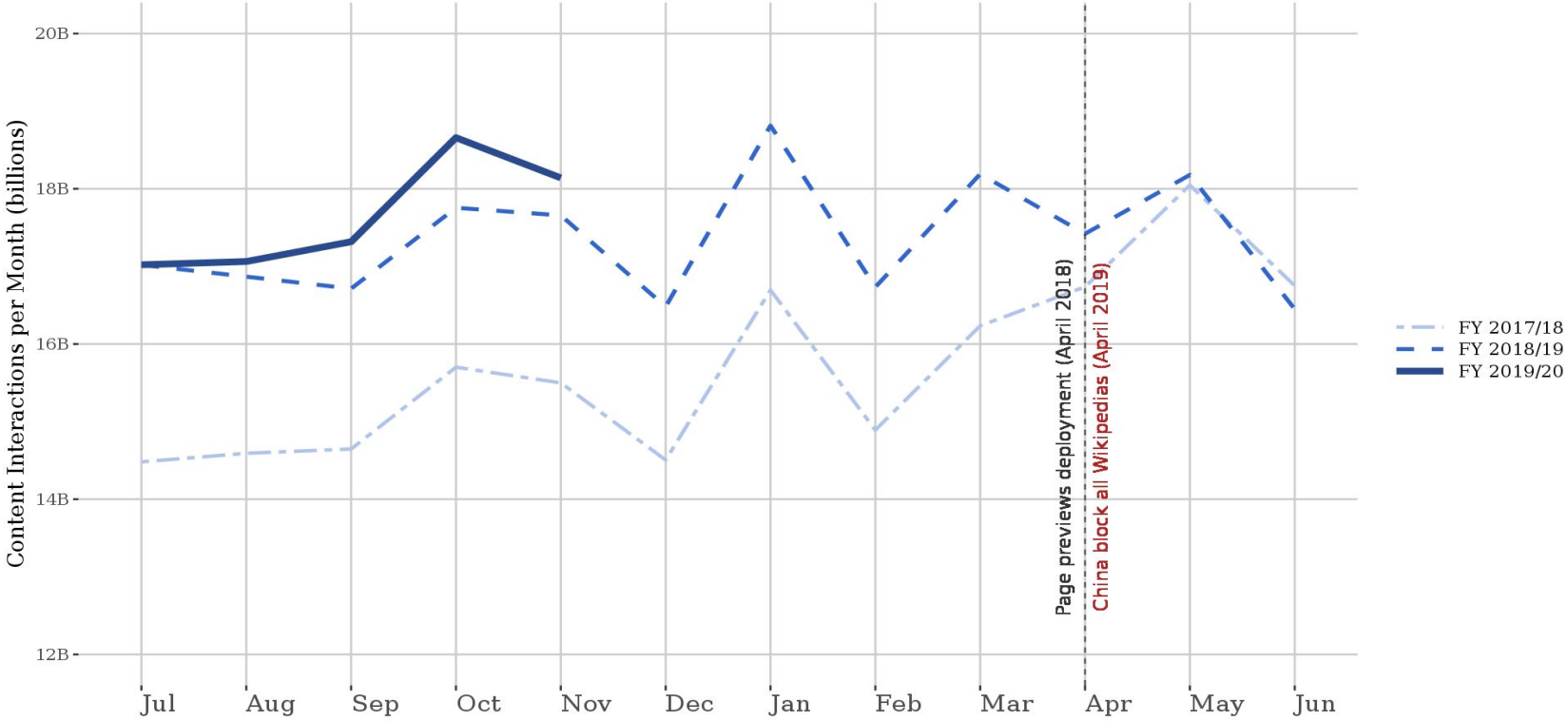


Wikimedia Content Interaction year-over-year comparison
July 2017 - November 2019



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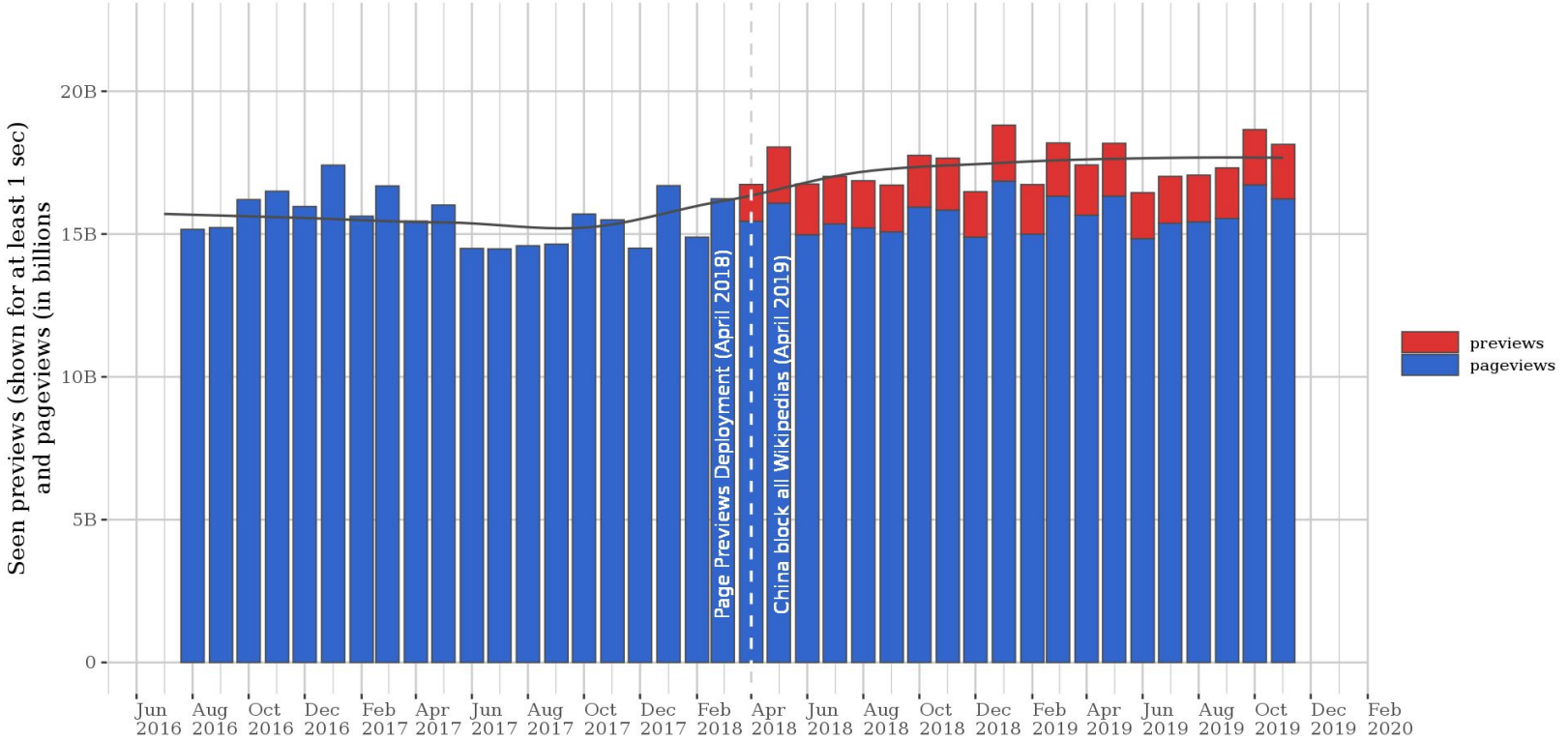
Wikimedia Content Interactions (Pageviews + Previews), July 2017 - November 2019



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