

# March 2021 Wikimedia movement metrics

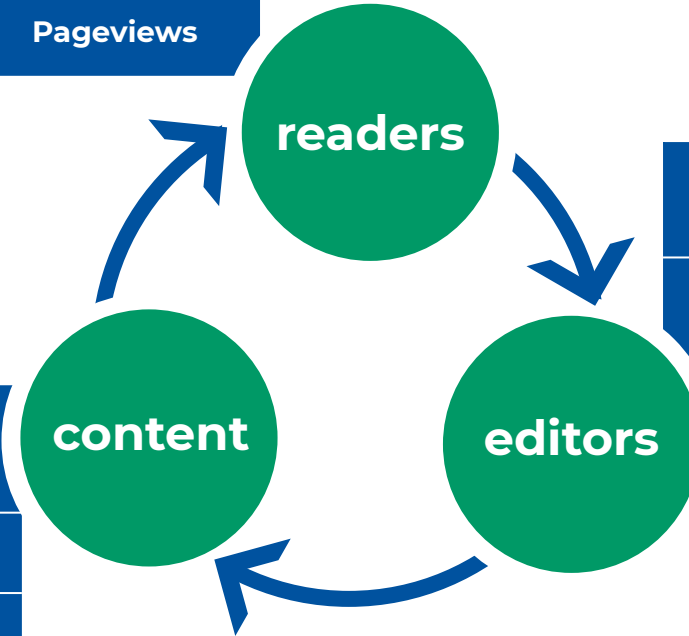


**WIKIMEDIA**  
FOUNDATION

# March 2021 Product Metrics

March Actuals	YoY (%)	
<b>20.8B</b>	<b>7.2%</b>	<b>Interactions</b>
18.6B	<b>7.3%</b>	<b>Pageviews</b>

	March Actuals	YoY (%)
<b>Active Editors</b>	<b>100,000</b>	<b>6.7%</b>
<b>New Editor Retention</b>	<b>7.4%</b>	<b>3.6%</b>



March Actuals	YoY (%)	
<b>276.0M</b>	<b>13.0%</b>	<b>Total Content</b>
57.3M	<b>7.8%</b>	<b>Wikipedia</b>
94.6M	<b>15.9%</b>	<b>Wikidata</b>

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

# March 2021 Product Metrics

Content		
		YoY
<b>Total content</b>	276.0 M	13.0%
<b>Net new content</b>	3.1 M	-22.2%
— Established Markets	2.4 M	-3.6%
— Emerging Markets	0.2 M	-44.7%
<b>Non-Wikidata net new content</b>	2.6 M	58.1%
<b>Total edits</b>	51.3 M	2.9%
— Established Markets	28.8M	25.2%
— Emerging Markets	2.8M	-1.9%
<b>Anonymous edits</b>	2.3 M	4.4%

Readers		
		YoY
<b>Interactions</b>	20.8B	7.2%
— Established Markets	15.9B	5.8%
— Emerging Markets	4.9B	12.7%
<b>Unique devices (all Wikipedias)</b>	1.9 B	15.1%

Editors		
		YoY
<b>Active editors</b>	100,000	10.9%
— Established Markets	79,600	7.9%
— Emerging Markets	24,900	15.5%
<b>New editor retention</b>	7.4%	3.6%
— Established Markets	8.7%	0.7%
— Emerging Markets	5.3%	25.3%

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

# March 2021 Platform Evolution/Structured Data Metrics

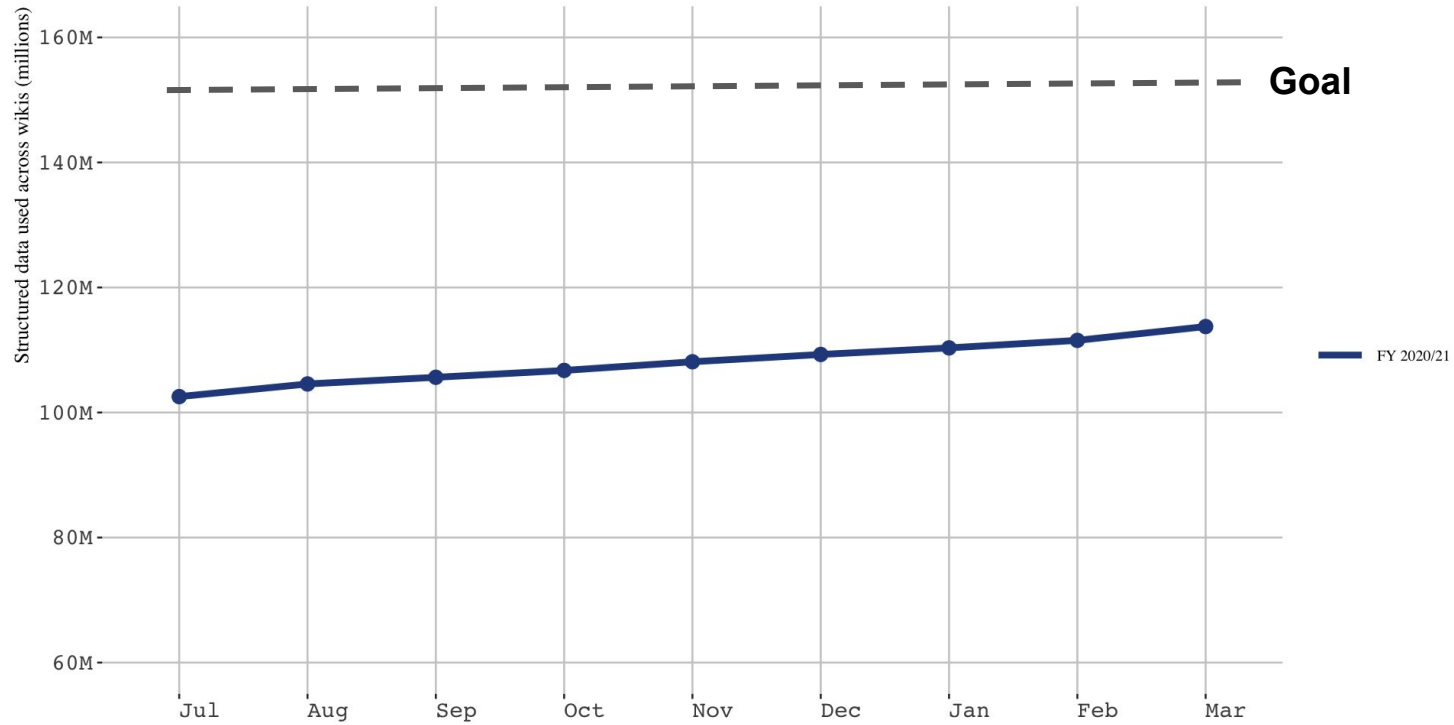
<b>Platform Evolution &amp; Structured Data</b>			
		<b>Change from Baseline</b>	<b>Year End Goal</b>
<b>Structured Data Used across Wikis</b>	113.7 M	30.7%	80.0%
<b>Non-text Content Used across Wikis</b>	32.0 M	3.0%	10.0%
<b>% of Wikidata Items Reused on Other Projects</b>	20.6%		25.0%

## Key trends

- Growth for structured data used across wikis slowed down in March, because of decrease in SD bot edits.
- The number of non-text files used across wikis started to increase in recent months from its large decline between Oct 2020 and Dec 2020. The previous decline was because of a deletion of pages and edits created by bots in mg.wiktionary.
- The growth rates of wikidata items and reused wikidata items were very close. As a result, % of reused items was nearly constant.

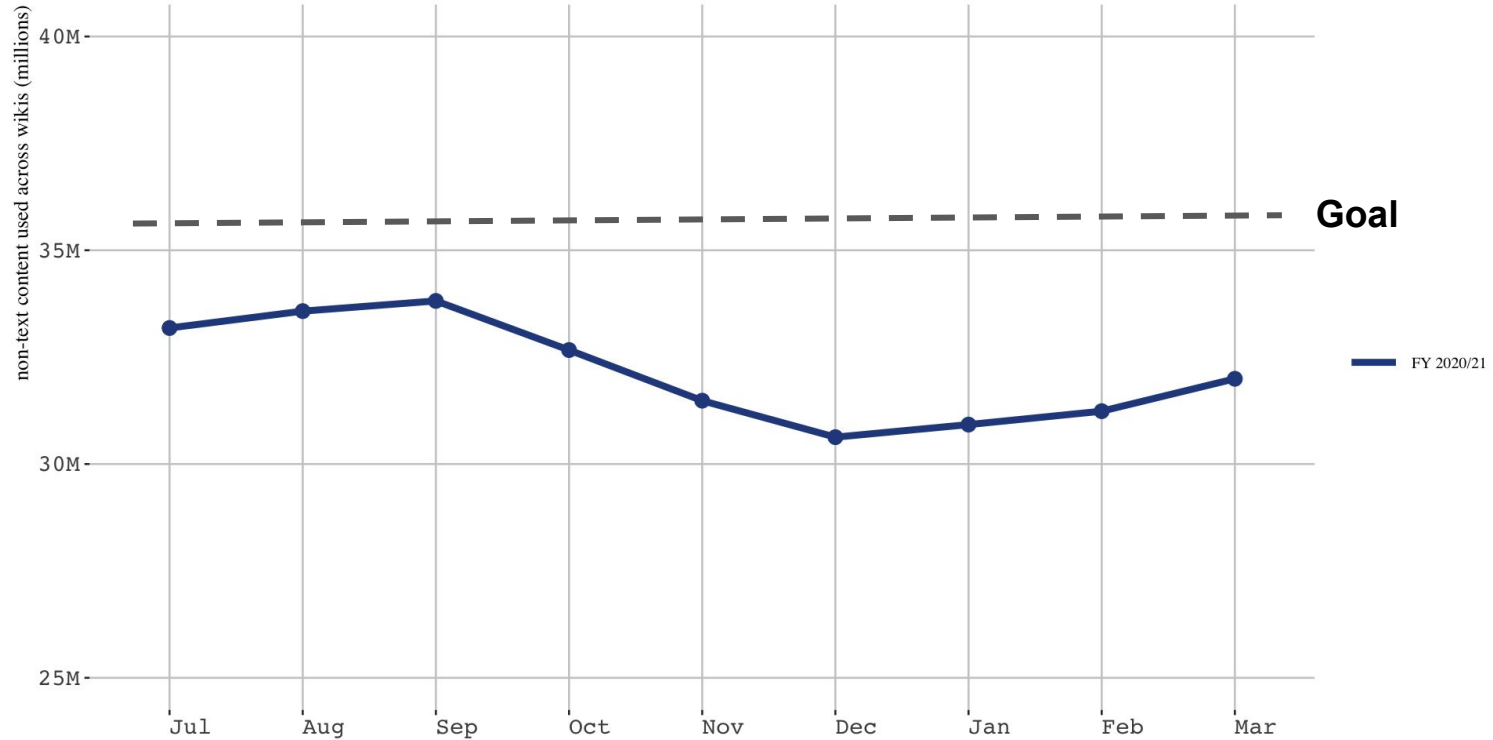
# Structured Data Used across Wikis

## July 2020 - March 2021



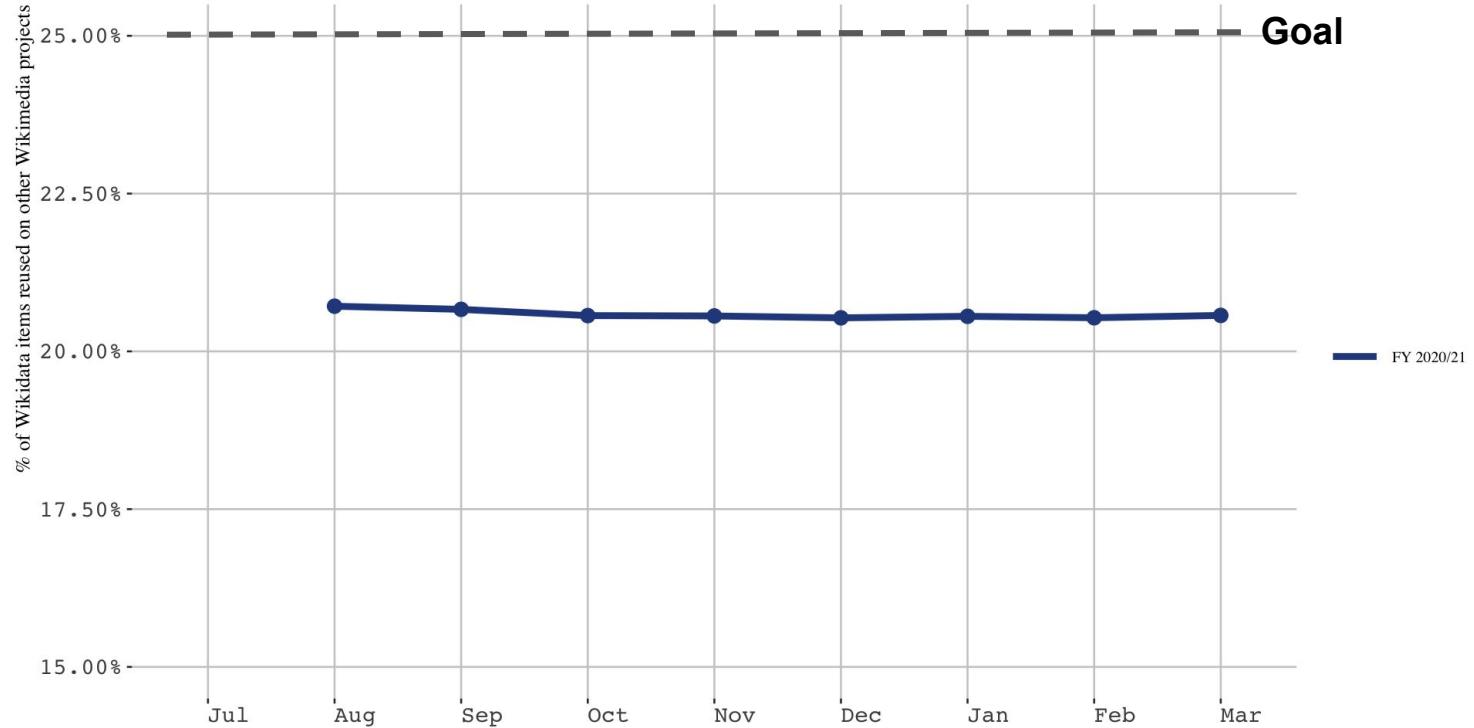
# Non-text Content Used across Wikis

## July 2020 - March 2021



# % of Wikidata Items Reused on Other Projects

## August 2020 - March 2021



# March 2021 Product Metrics: Readers

		YoY
<b>Interactions</b>	20.8 B	7.2%
—Pageviews <sup>1</sup>	18.6 B	7.3%
—Desktop	7.6 B	10.7%
—Mobile web	10.7 B	5.1%
—Desktop previews	2.2 B	6.7%
<b>Unique devices (all Wikipedias)</b>	1.9 B	15.1%

## Notes

<sup>1</sup> 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 March 2021, 4.3% of pageviews were “automated”. There were 17.8B “user”-only pageviews.

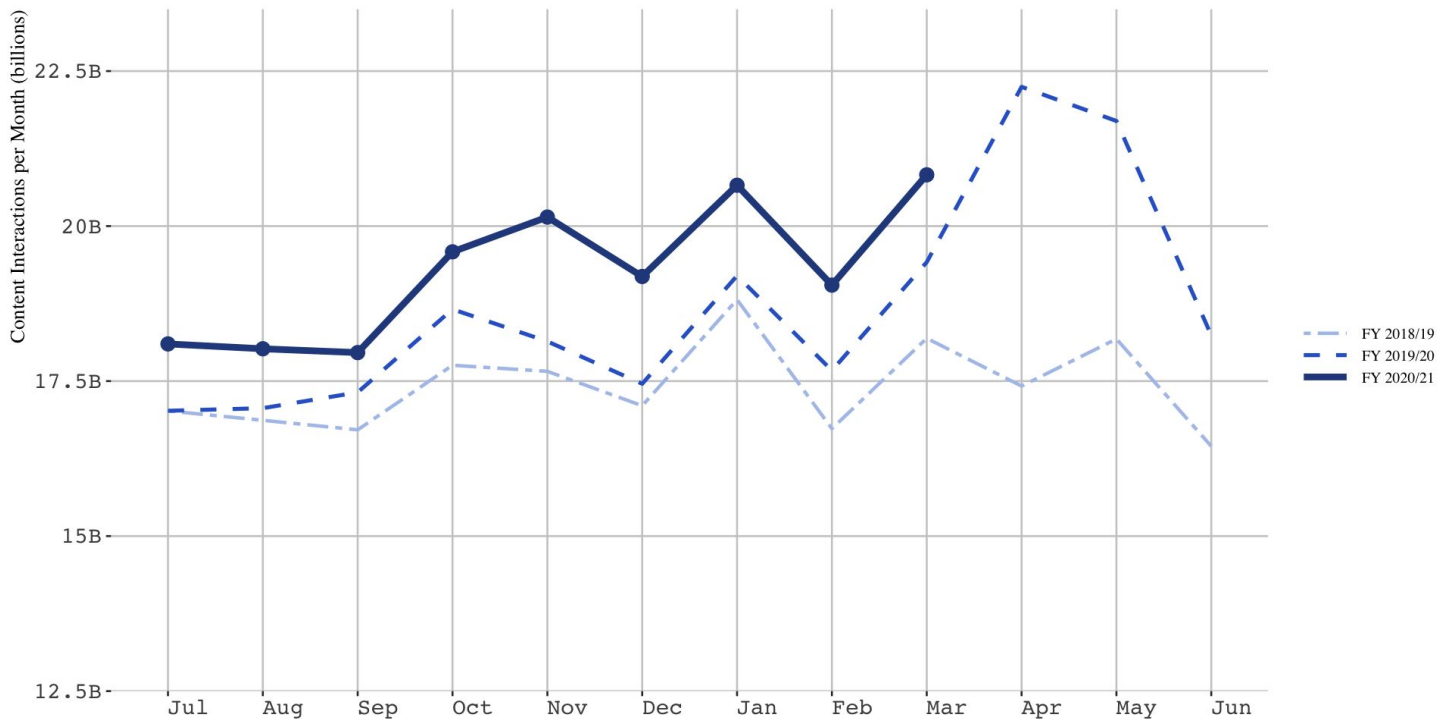
## Key trends

- YoY increase in total pageviews and content interactions persisted in March.
- The increase in pageviews was driven by an overall 7% YoY increase in English and Japanese Wikipedia, from external search engine and internal referral.
- We continued to see stronger growth in desktop than Mobile web this month. The growth was most prominent in English, German and Russian Wikipedia from internal referral.
- Consistent with the spikes we saw in overall traffic, unique devices increased YoY across countries, especially in US, Japan and India.

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



# Wikimedia Content Interaction year-over-year comparison July 2018 - March 2021



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

# March 2021 Product Metrics: Editors

		YoY
<b>Active editors</b>	100,000	10.9%
—New	20,700	13.2%
—Returning	79,700	10.4%
<b>New editor retention</b>	7.4%	3.6%

## Key trends

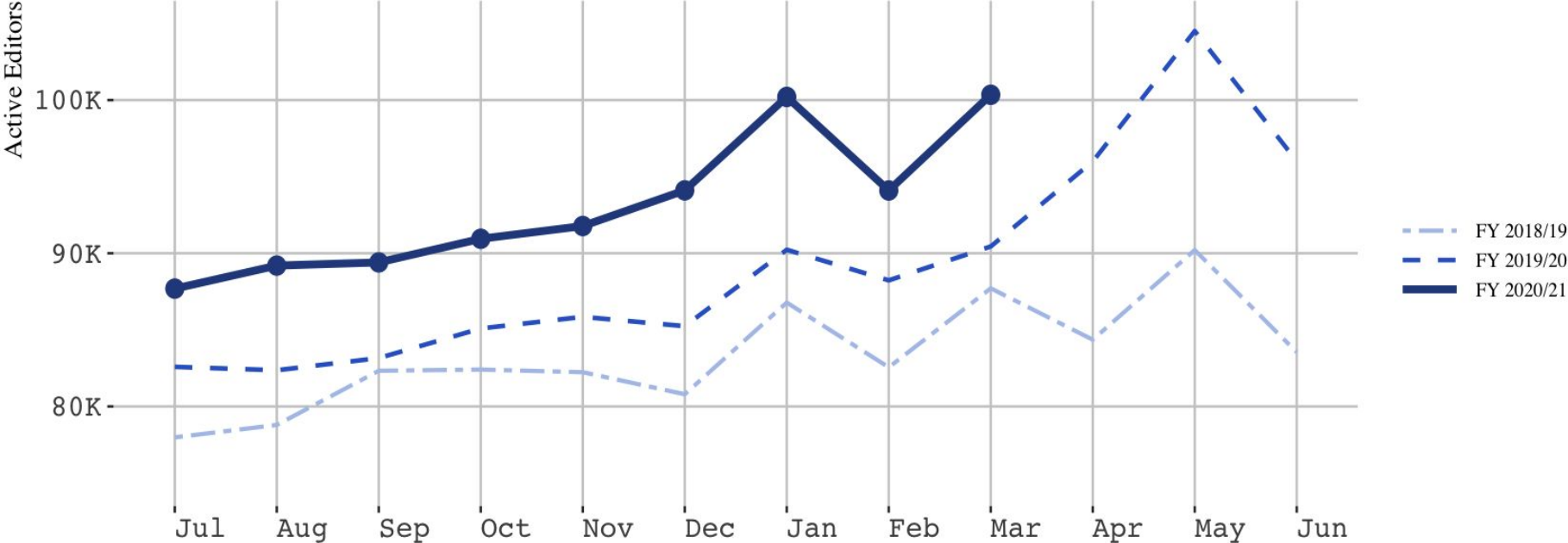
- Overall active editors reached 100K again this March,, with a 10.9% YoY increase.
- The clearest growth in new active editors was still happening at pt.wiki, de.wiki, eswiki and Wikidata.
- Steady growth in returning active editors seems to be taking place in en.wiki, Commons, pt.wiki, and ru.wiki from users registered between 30 to 90 days
- New editor retention grown slightly in March, the growth was mainly from Persian, Russian Wikipedia and Commons.

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

# Wikimedia Active Editors year-over-year comparison

## July 2018 - March 2021

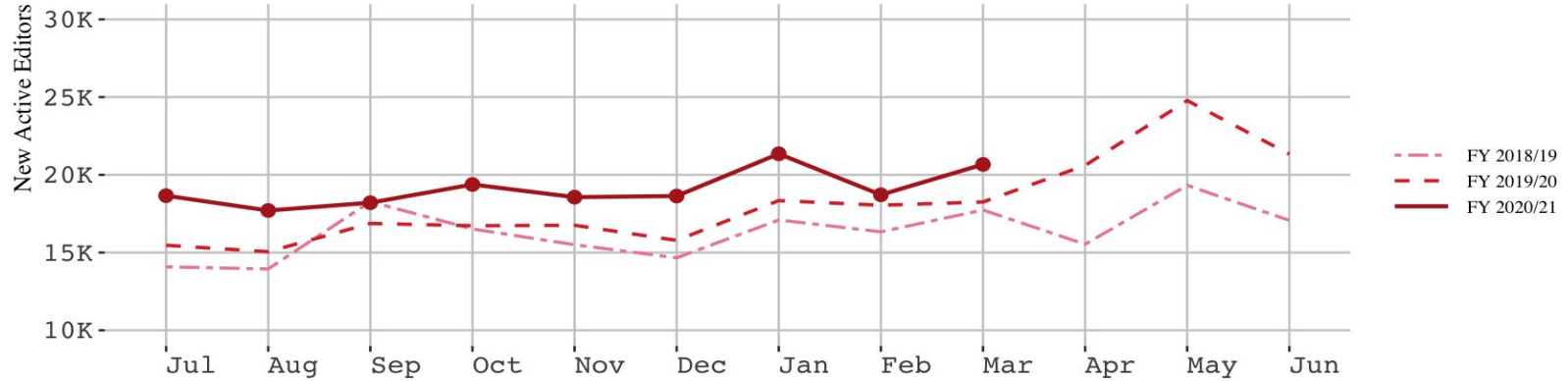
Monthly Active Editors



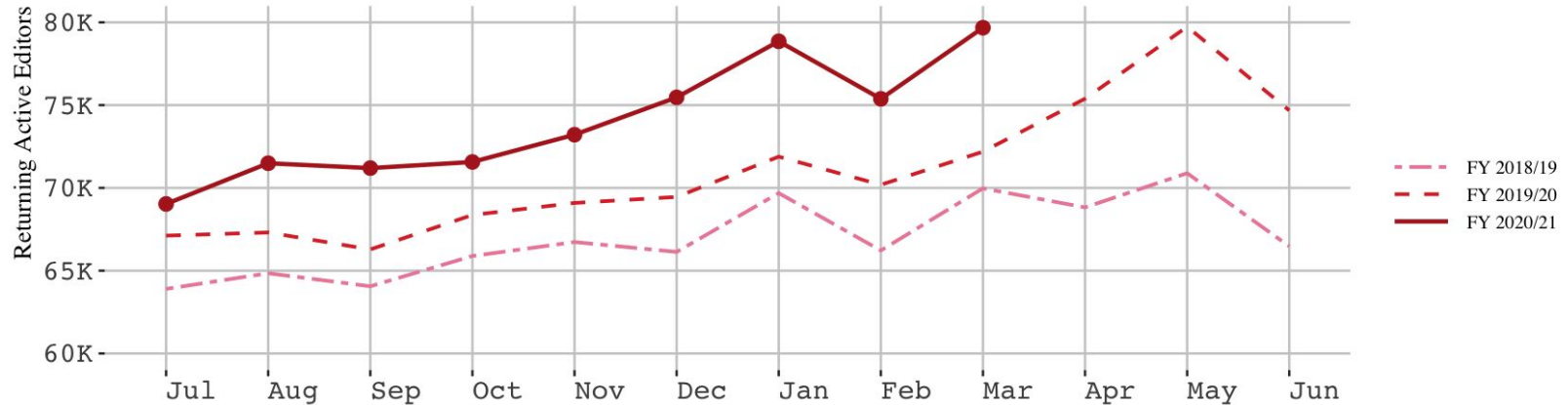
# Wikimedia Active Editors year-over-year comparison

## July 2018 - March 2021

Monthly New Active Editors

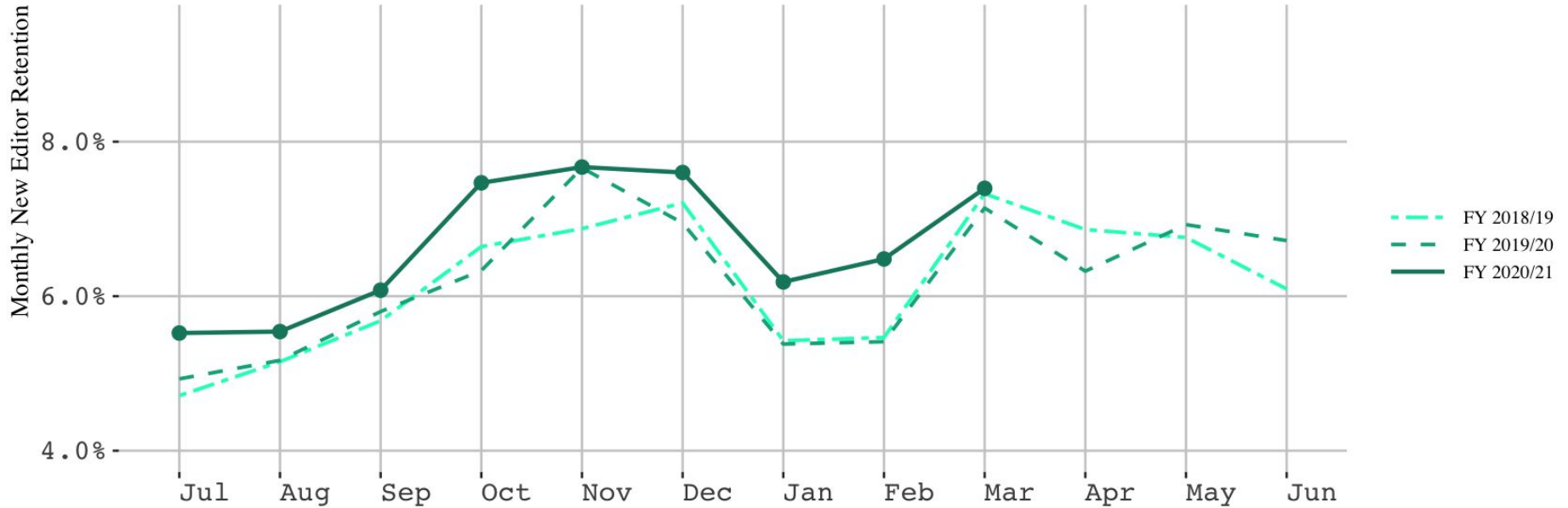


Monthly Returning Active Editors



# Wikimedia New Editor Retention year-over-year comparison July 2018 - March 2021

## New Editor Retention



# March 2021 Product Metrics: Content

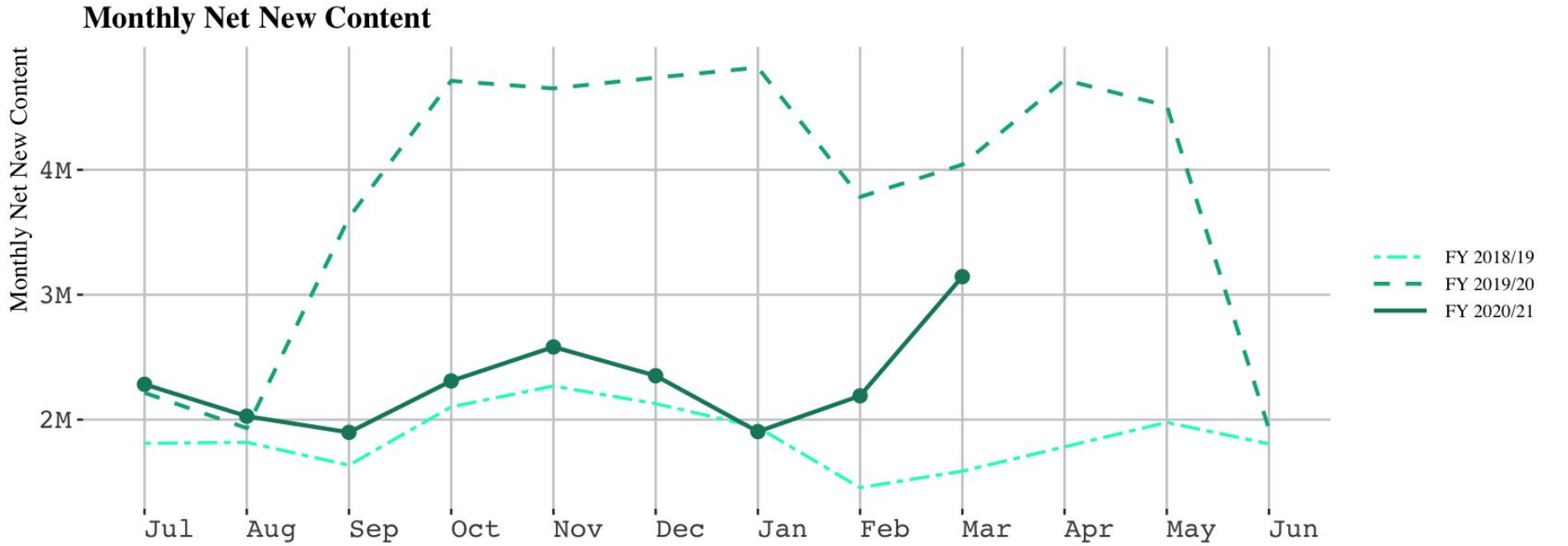
		YoY
<b>Total content</b>	276.0 M	13.0%
—Wikipedia articles	57.3 M	7.8%
—Commons files	71.7 M	17.6%
—Wikidata entities	94.6 M	15.9%
<b>Net new content</b>	3,140,000	-22.2%
—Wikipedia articles	332,000	-29.1%
—Commons files	1,920,000	106.0%
—Wikidata entities	500,000	-78.9%
<b>Revert rate</b>	5.6%	2.9%
<b>Total edits</b>	51.3 M	2.9%
—Mobile edits	2.0 M	19.3%
—Data edits	21.0 M	1.4%
—File uploads	2.0 M	97.4%
—Other non-bot edits	56.9 M	-57.1%

## Key trends

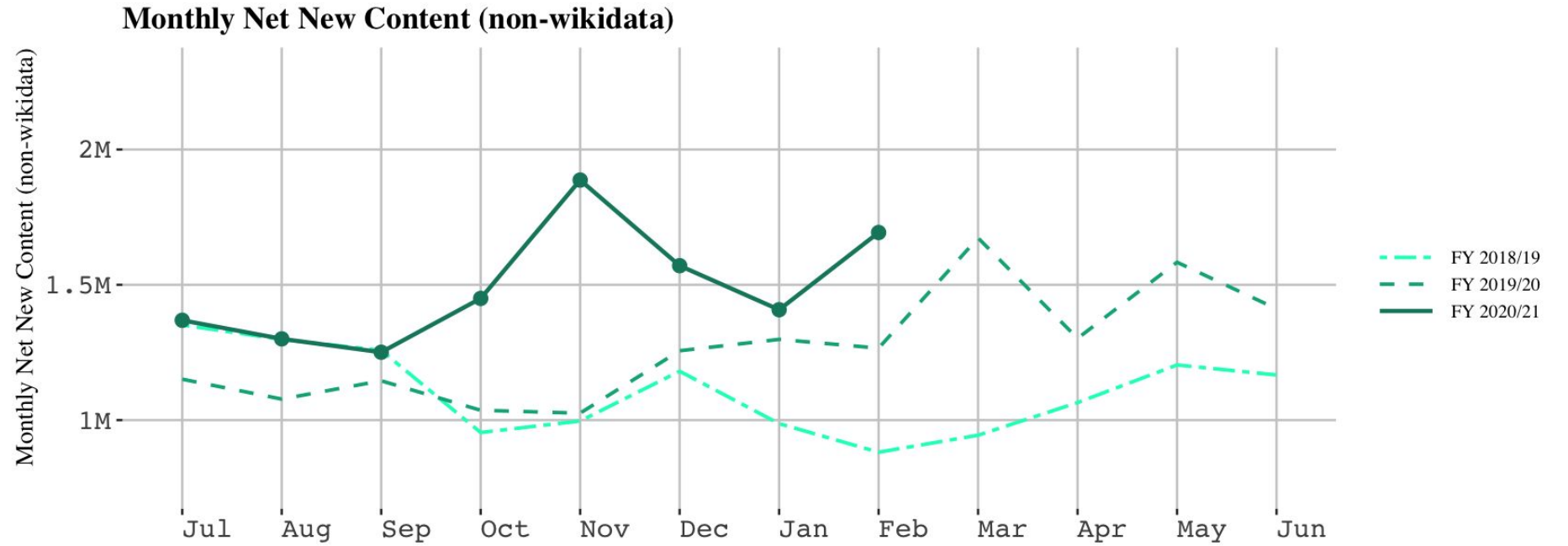
- Last month, the decrease in net new content metrics are primarily because of drop in content created by bots: ~1.5M less in net new Wikidata entities and ~100K less in Wikipedia articles.
- The large YoY growth in Common files was from both bot and non-bot users: non-bot user uploaded ~ 0.68M NASA pictures and digital public library bot upload ~0.55M images and files.
- There were see increase in non-bot edits from users registered over 10 years from Commons.

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

# Wikimedia Net New Content year-over-year comparison July 2018 - March 2021

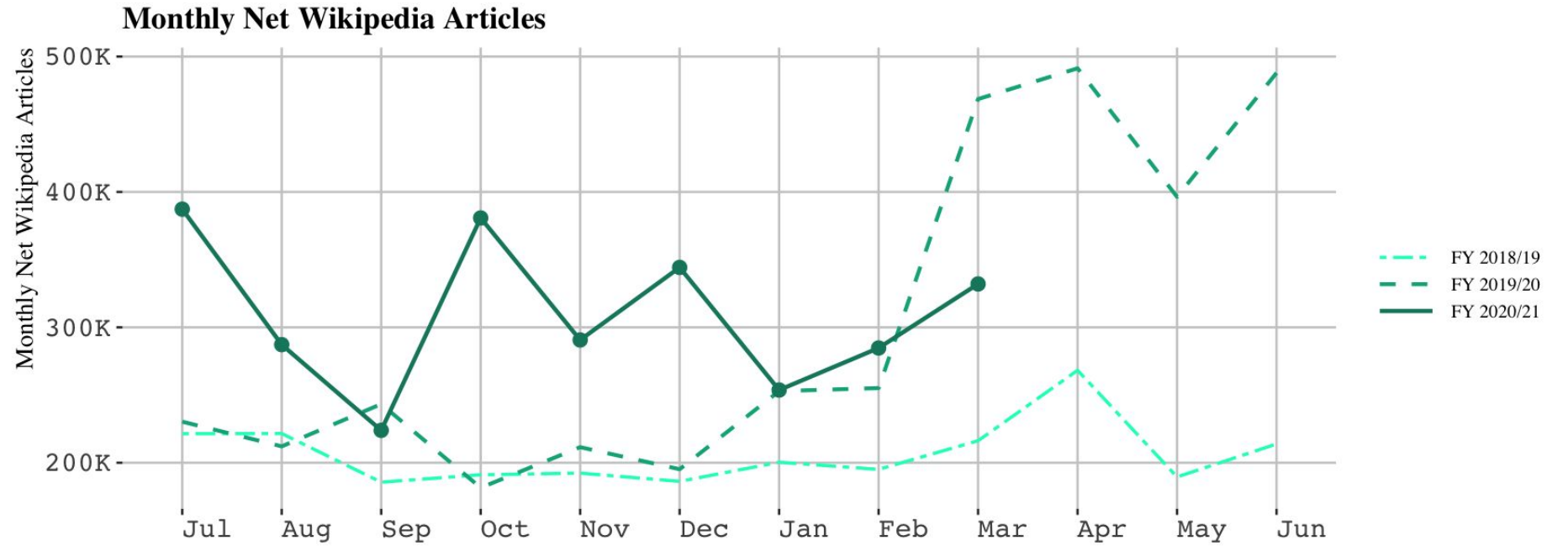


# Wikimedia Net New Content (non-Wikidata) year-over-year comparison July 2018 - March 2021

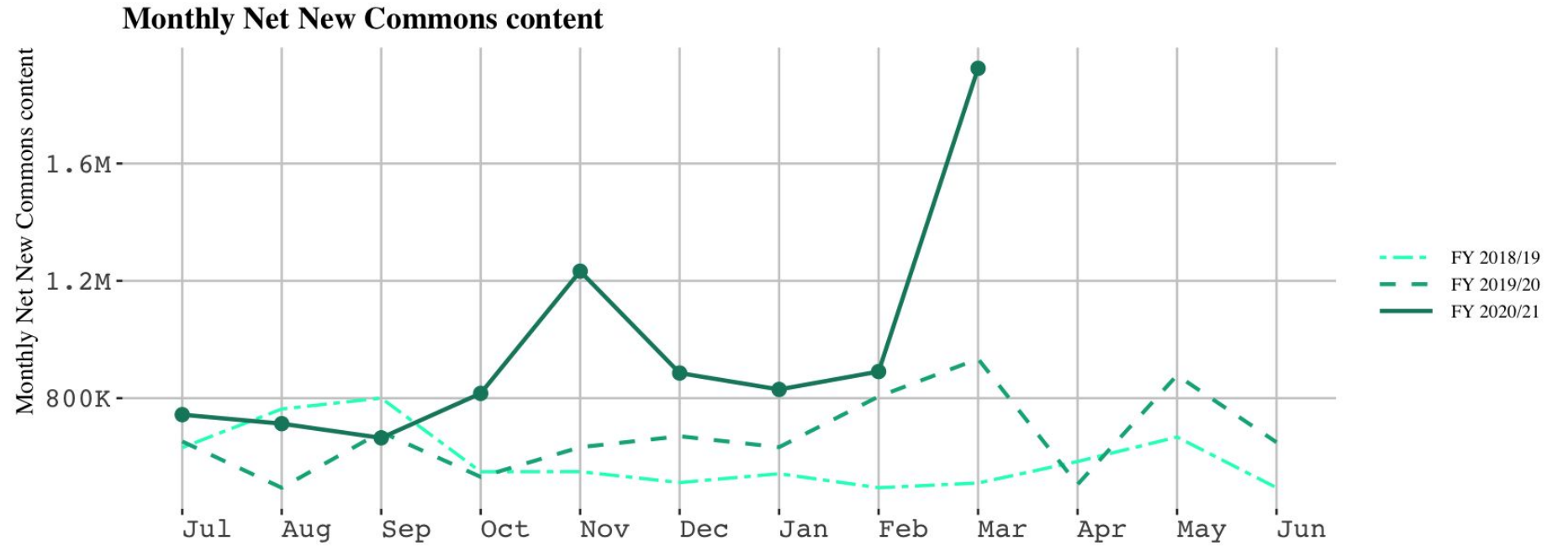




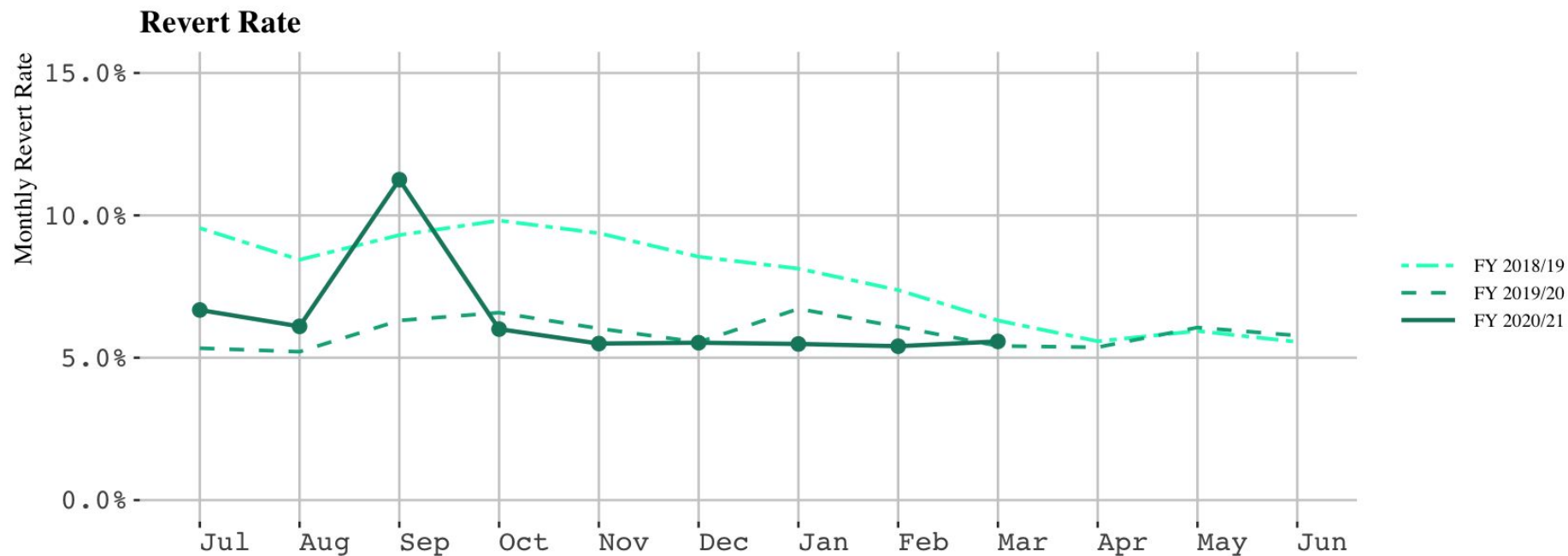
# Wikimedia Net New Wikipedia Articles year-over-year comparison July 2018 - March 2021



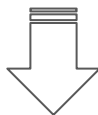
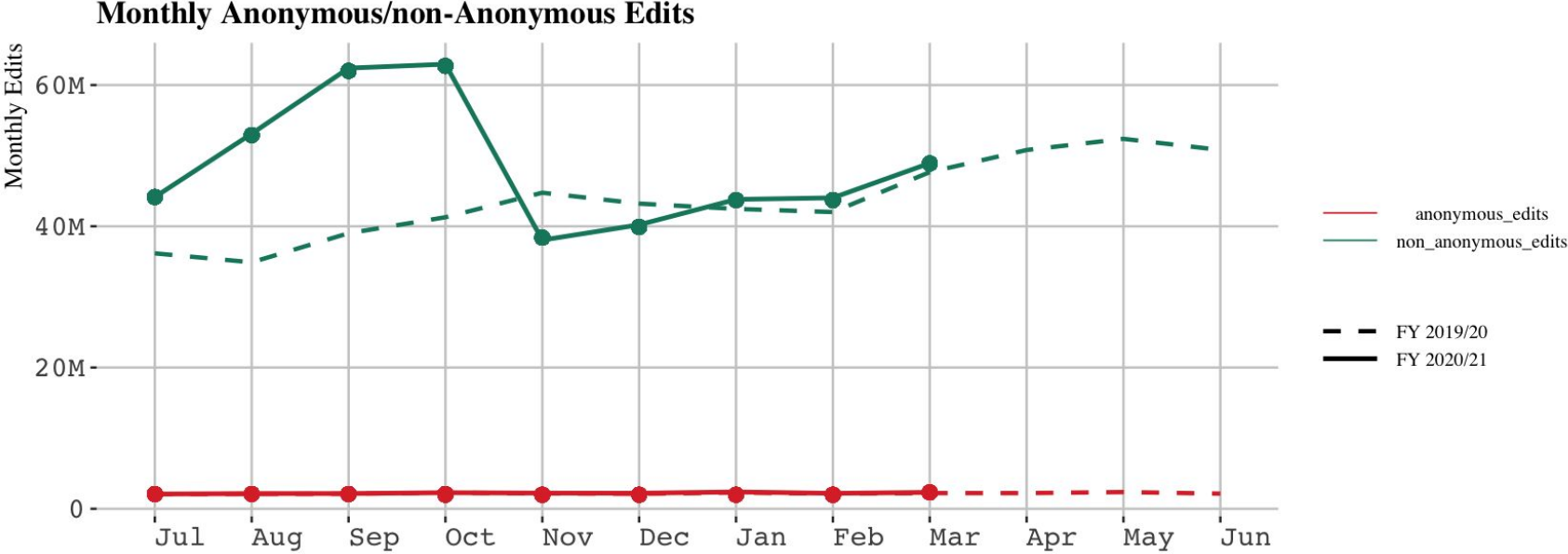
# Wikimedia Net New Common Content year-over-year comparison July 2018 - March 2021



# Wikimedia Revert Rate year-over-year comparison July 2018 - March 2021



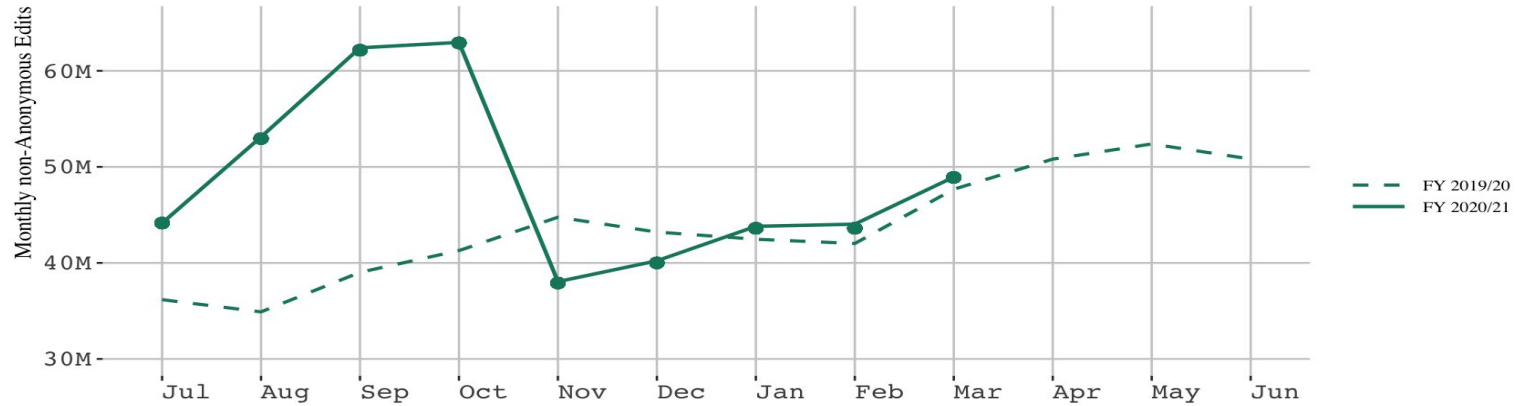
# Wikimedia Anonymous/non-Anonymous Edits year-over-year comparison July 2018 - March 2021



# Wikimedia Anonymous/non-Anonymous Edits

## year-over-year comparison July 2018 - March 2021

### Monthly non-Anonymous Edits



### Monthly Anonymous Edits

