

May 2021 Wikimedia movement metrics

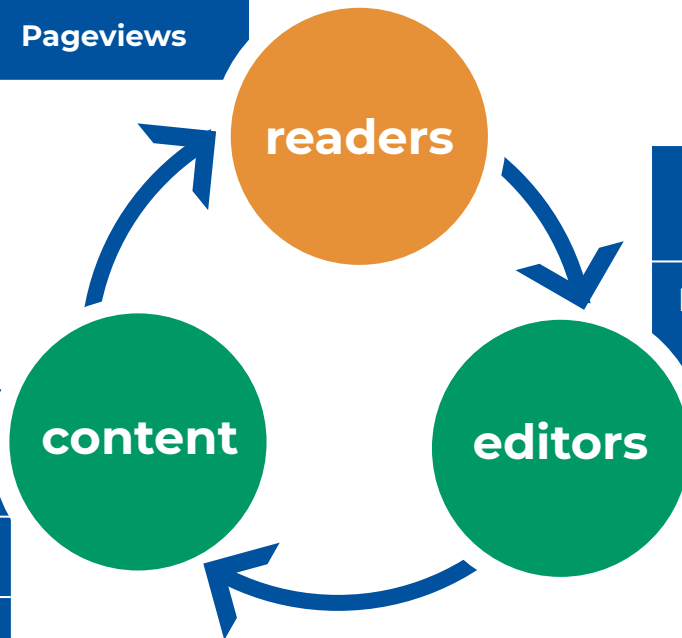


WIKIMEDIA
FOUNDATION

May 2021 Product Metrics

May Actuals	YoY (%)	
19.8B	-8.6%	Interactions
17.8B	-7.8%	Pageviews

	May Actuals	YoY (%)
Active Editors	98,700	-5.5%
New Editor Retention	7.4%	6.5%



May Actuals	YoY (%)	
279.0M	11.9%	Total Content
57.6M	7.4%	Wikipedia
94.9M	11.6%	Wikidata

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

May 2021 Product Metrics

Content		
		YoY
Total content	281.0 M	10.8%
Net new content	2.2 M	-50.6%
— Established Markets	1.8 M	-31.4%
— Emerging Markets	0.2 M	-37.9%
Non-Wikidata net new content	1.9 M	20.4%
Total edits	49.6 M	-9.4%
— Established Markets	26.0M	-4.8%
— Emerging Markets	3.4M	-18.5%
Anonymous edits	2.3 M	-3.0%

Readers		
		YoY
Interactions	19.8B	-8.6%
— Established Markets	15.2B	-8.7%
— Emerging Markets	4.6B	-7.9%
Unique devices (all Wikipedias)	1.9 B	9.1%

Editors		
	Number	YoY
Active editors	98,700	-5.5%
— Established Markets	77,400	-4.5%
— Emerging Markets	25,300	0.0%
New editor retention	7.4%	6.5%
— Established Markets	8.5%	5.3%
— Emerging Markets	5.6%	13.0%

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

May 2021 Platform Evolution/Structured Data Metrics

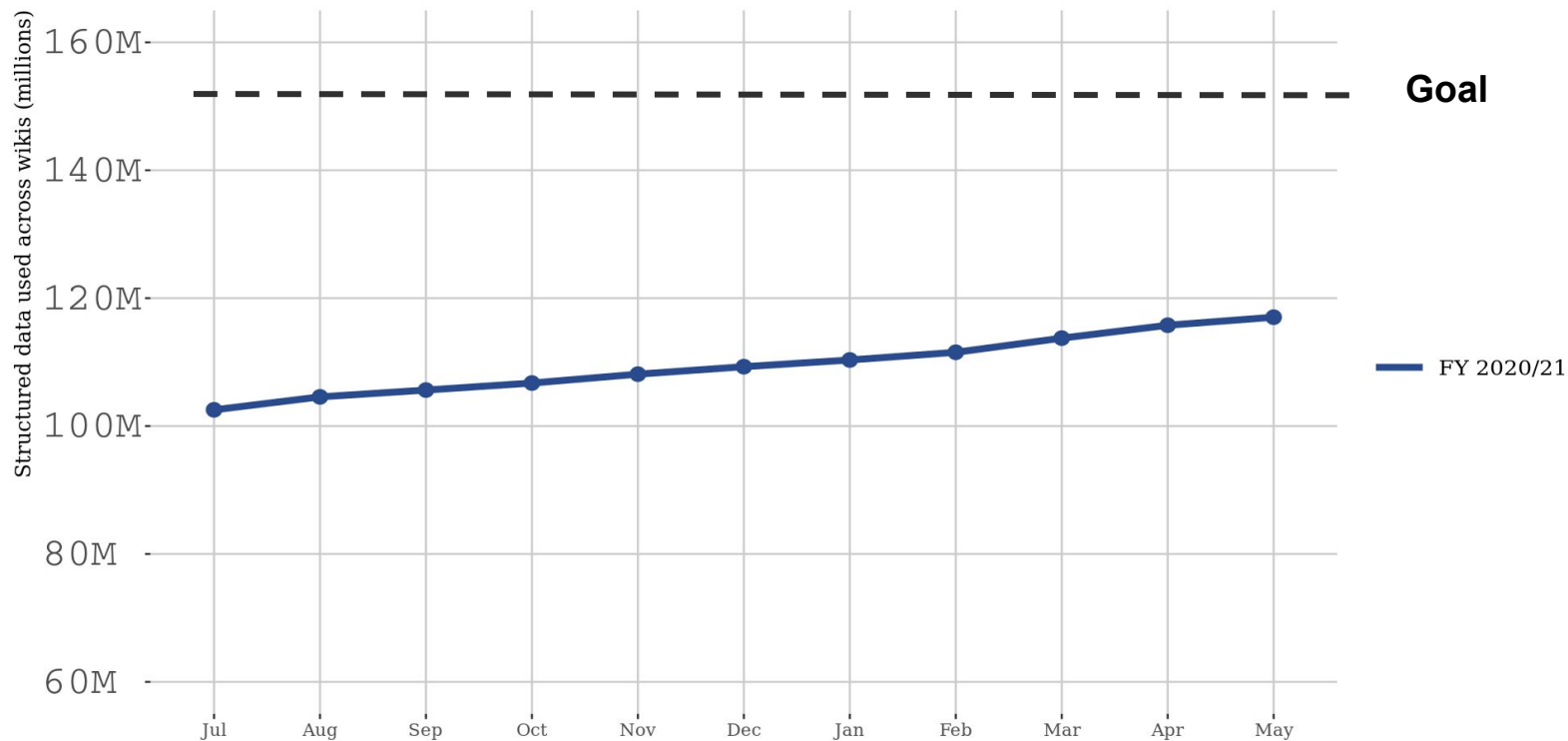
Platform Evolution & Structured Data			
		Change from Baseline	Year End Goal
Structured Data Used across Wikis	117.0 M	34.5%	80.0%
Non-text Content Used across Wikis	33.2 M	6.4%	10.0%
% of Wikidata Items Reused on Other Projects	20.7%		25.0%

Key trends

- Growth for structured data used across wikis slowed down in May, 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.

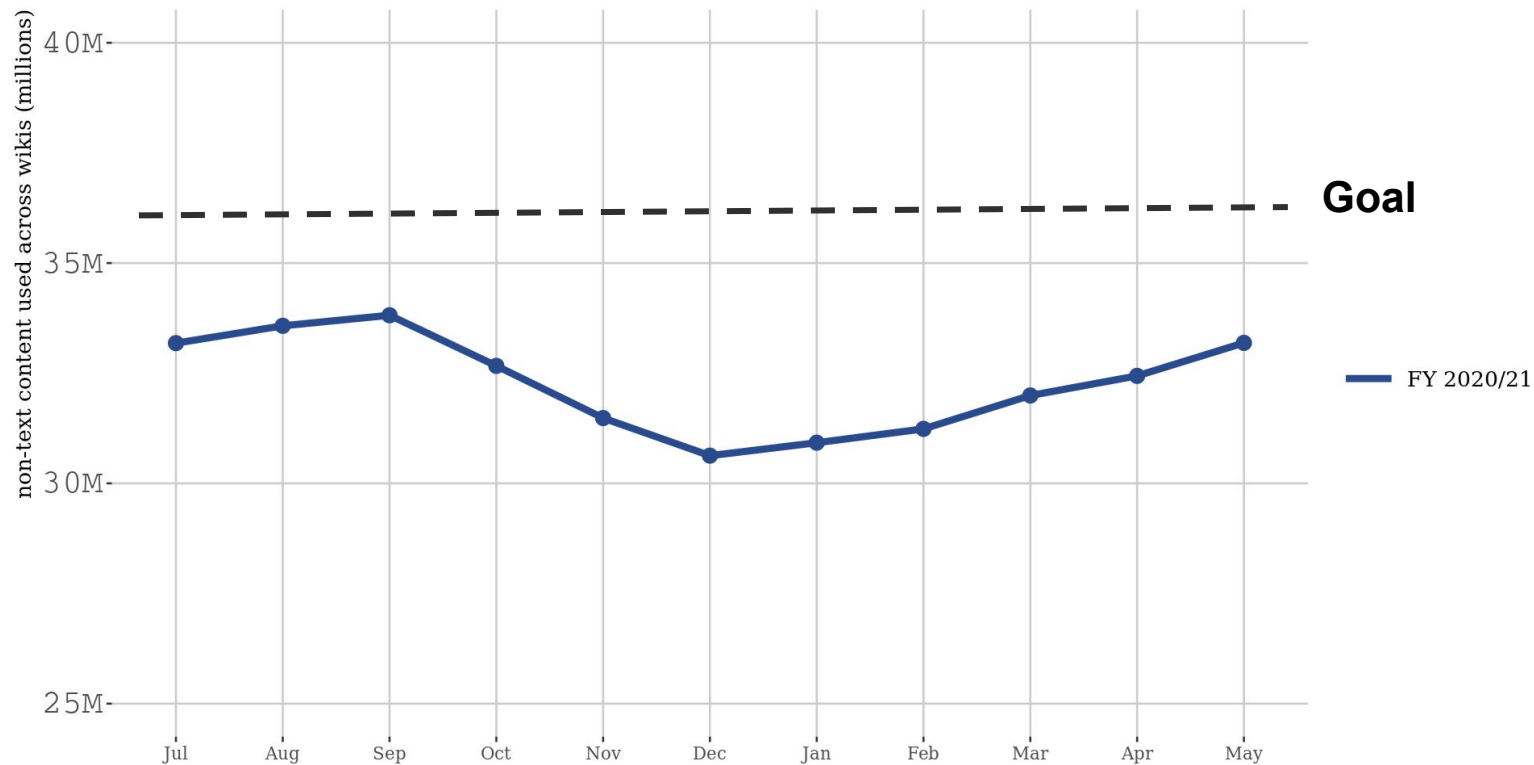
Structured Data Used across Wikis

July 2020 - May 2021



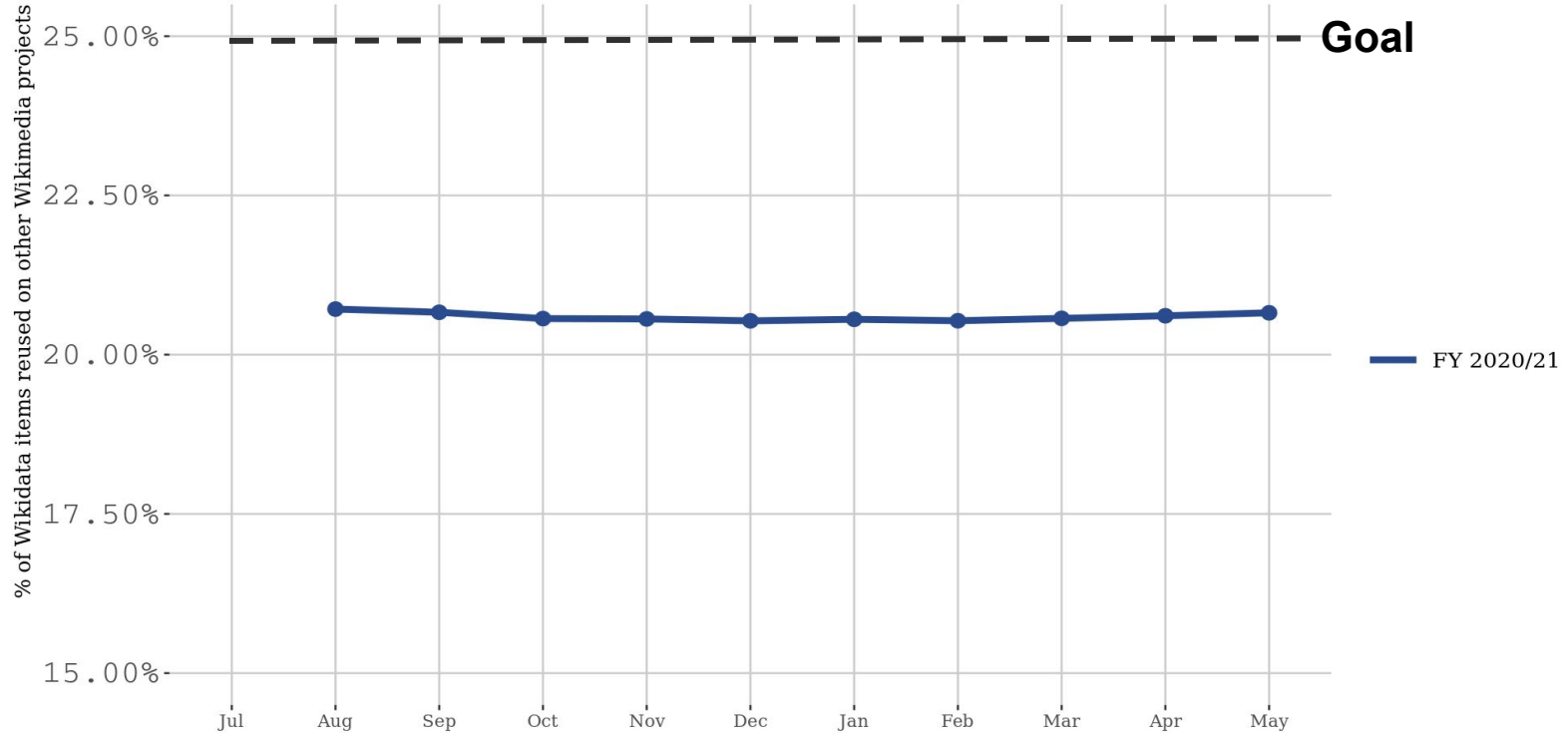
Non-text Content Used across Wikis

July 2020 - May 2021



% of Wikidata Items Reused on Other Projects

July 2020 - May 2021



May 2021 Product Metrics: Readers

		YoY
Interactions	19.8 B	-8.6%
—Pageviews ¹	17.8 B	-7.8%
—Desktop	6.8 B	-10.2%
—Mobile web	10.7 B	-6.8%
—Desktop previews	2.1 B	-14.4%
Unique devices (all Wikipedias)	1.9 B	9.1%

Notes

¹ On 29 May 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.

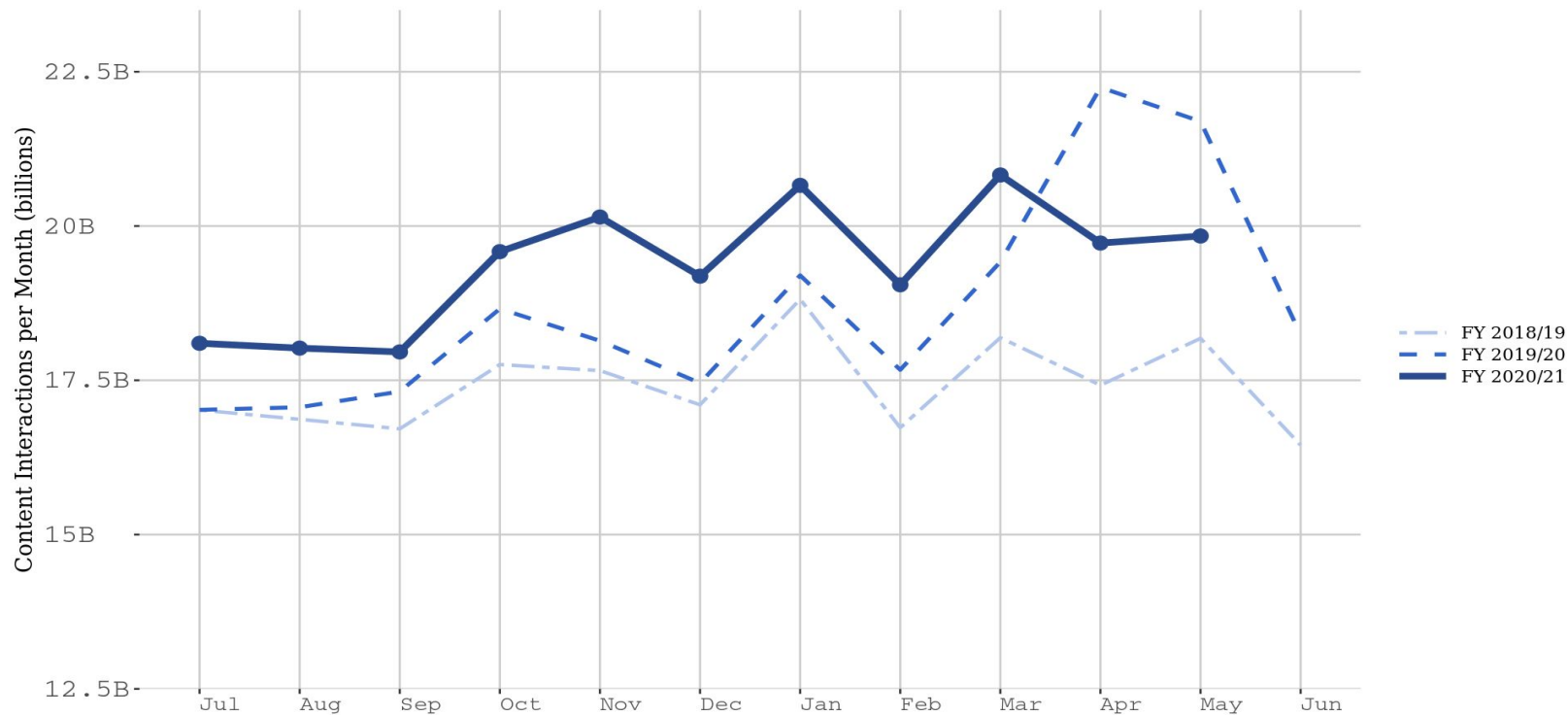
In May 2021, 5.1% of pageviews were “automated”. There were 16.9B “user”-only pageviews.

Key trends

- The total pageviews and content interactions continued to drop in May from last year’s spikes due to the pandemic and lockdown. Overall we’ve been seeing strong growth over the last couple of years; content interactions were up 9% compared to May 2019.
- The drop happened across multiple projects and most noticeable in en.wiki, it.wiki, fr.wiki, es.wiki where we’ve seen large growth in traffic last year.
- This decline was more noticeable from external search engines than from internal referrals. Suggesting that while we don’t see the boost from search engine traffic that we did last year, we are engaging the readers who come to our sites.
- Unlike the drop we saw in overall traffic, unique devices increased YoY, especially in US and India.

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

Wikimedia Content Interaction year-over-year comparison July 2020 - May 2021



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

May 2021 Product Metrics: Editors

		YoY
Active editors	98,700	-5.5%
—New	19,900	-19.8%
—Returning	78,900	-1.1%
New editor retention	7.4%	6.5%

Key trends

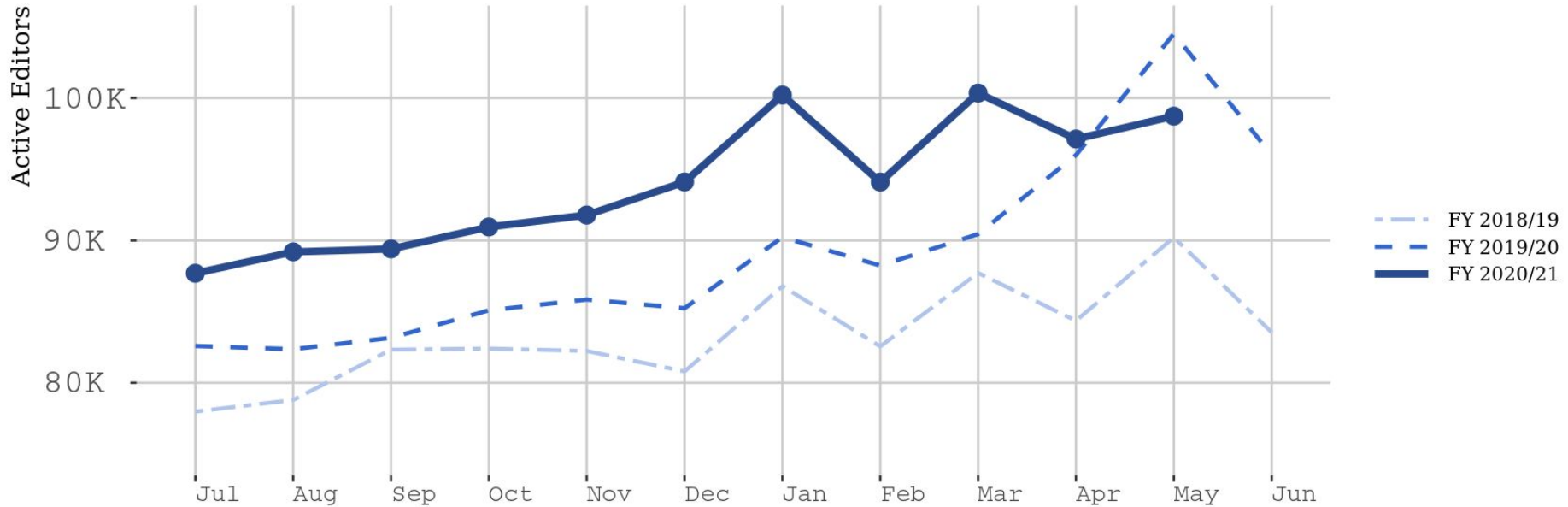
- Overall active editors started to drop in May as expected from last year's editors' peak by 5.5%.
- This May, there was a drop in new active editors across multiple project, when new active editors started its increase due to the pandemic. The large drop was happening in ar.wiki, commons en.wiki and ja.wiki. The growth in pt.wiki and wikidata persisted this month.
- Compared to the large drop in new active editors, the growth of returning active editors dropped by 1.1%. This drop happened in commons,en.wiki, ar.wiki and es.wiki.
- New editor retention grown in May, the growth was mainly from pt.wiki, commons, en.wiki and de.wiki.

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

Wikimedia Active Editors year-over-year comparison

July 2020 - May 2021

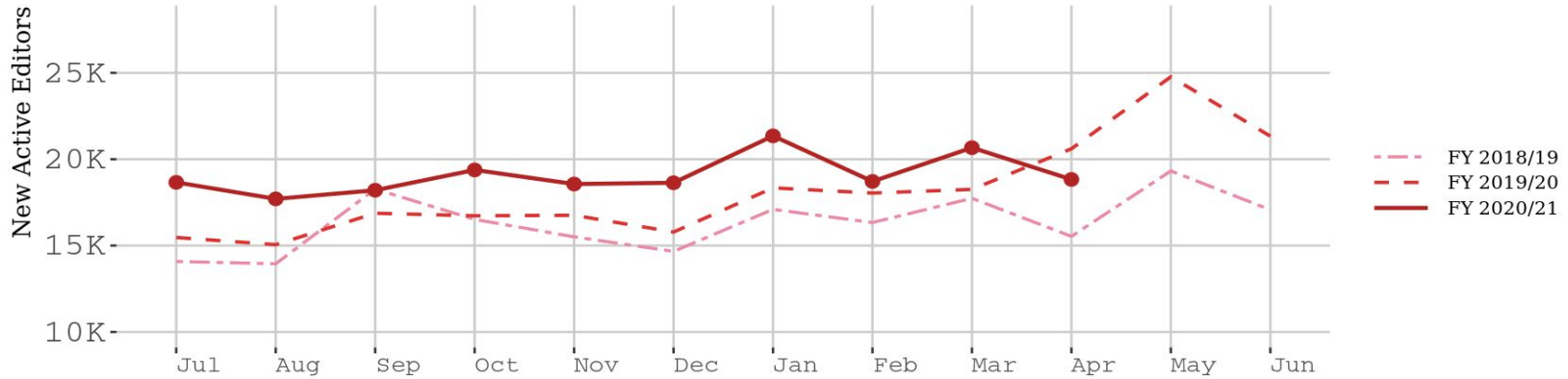
Monthly Active Editors



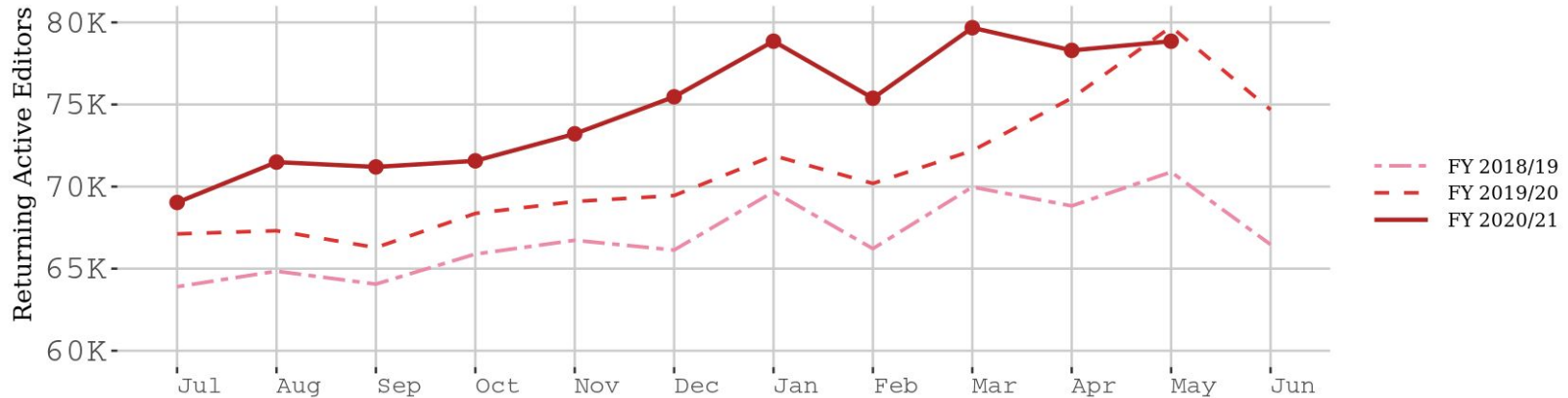
Wikimedia Active Editors year-over-year comparison

July 2020 - May 2021

Monthly New Active Editors



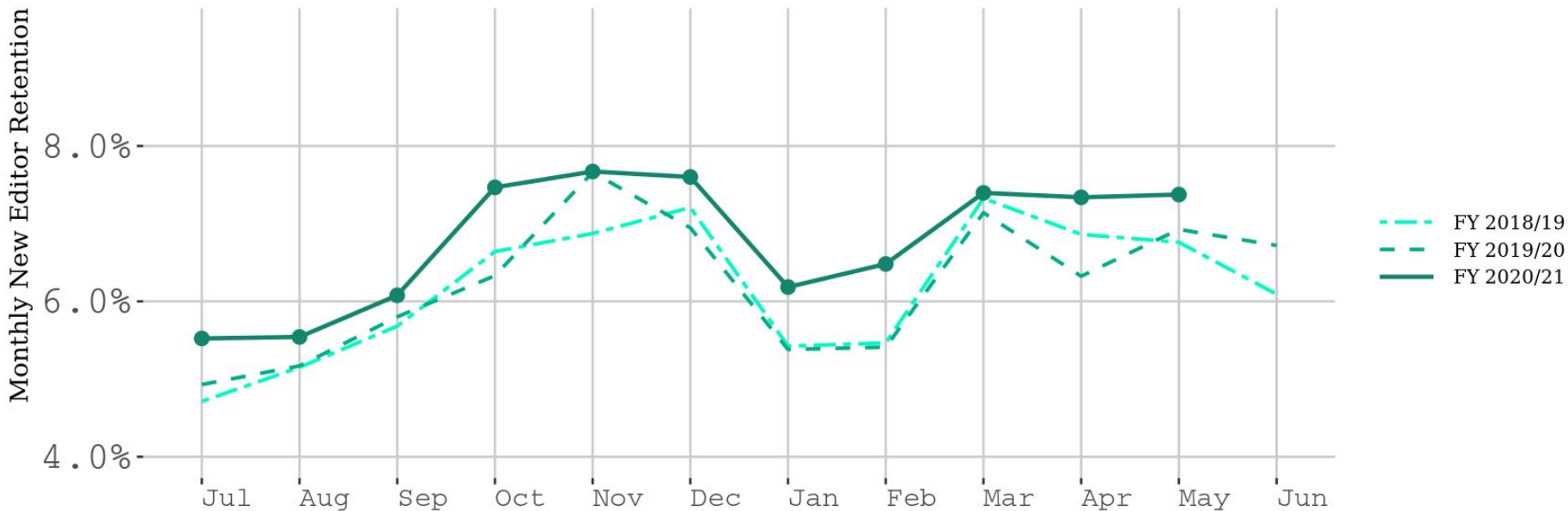
Monthly Returning Active Editors



Wikimedia New Editor Retention year-over-year comparison

July 2020 - May 2021

New Editor Retention



May 2021 Product Metrics: Content

		YoY
Total content	281.0 M	10.8%
—Wikipedia articles	57.8 M	7.1%
—Commons files	74.6 M	19.7%
—Wikidata entities	95.2 M	8.3%
Net new content	2,230,000	-50.6%
—Wikipedia articles	241,000	-39.1%
—Commons files	1,220,000	38.7%
—Wikidata entities	322,000	-89.0%
Revert rate	5.3%	-12.1%
Total edits	49.6 M	-9.4%
—Mobile edits	2.1 M	6.6%
—Data edits	20.6 M	-17.7%
—File uploads	1.3 M	35.5%
—Other non-bot edits	5.3 M	-64.0%

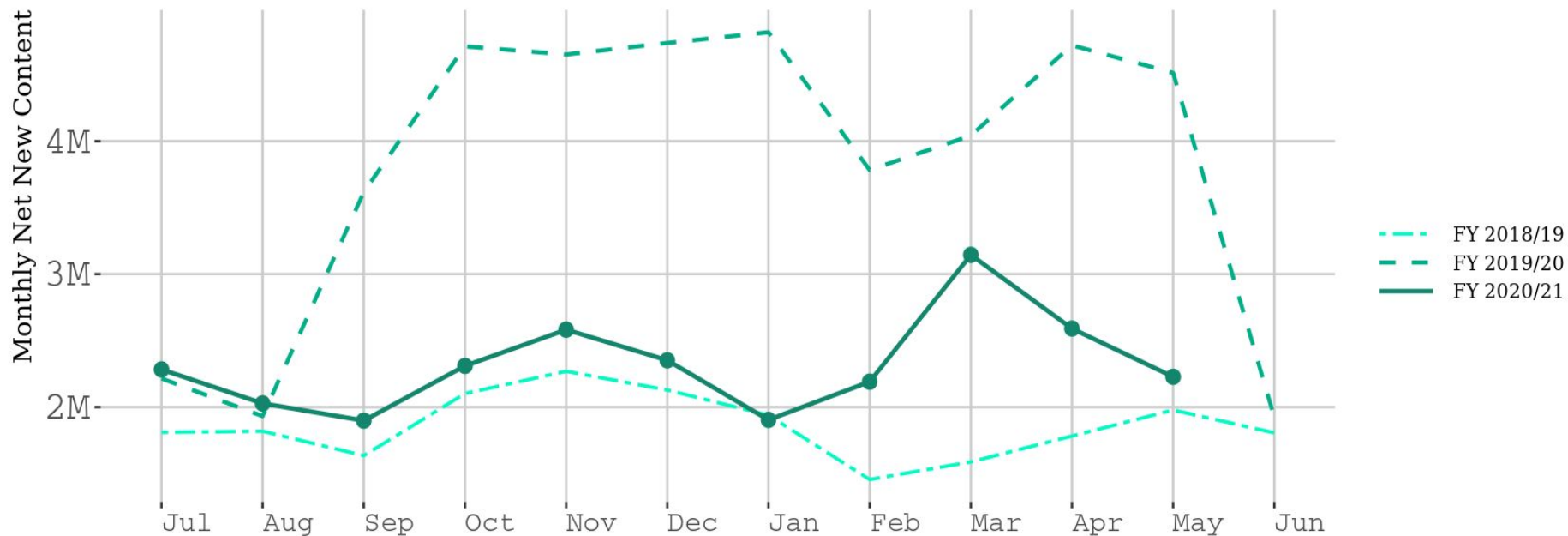
Key trends

- Last month, the decrease in net new content metrics are primarily because of drop in content created by bots: ~1.4M less in net new Wikidata entities and ~150K less in Wikipedia articles.
- After removing Wikidata, in Commons files, we were seeing ~0.5M more files created by two users.
- There were drop in bot edits across multiple projects. After removing bot edits, there was increase in non-bot edits from Commons by editors registered over 10 years.

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

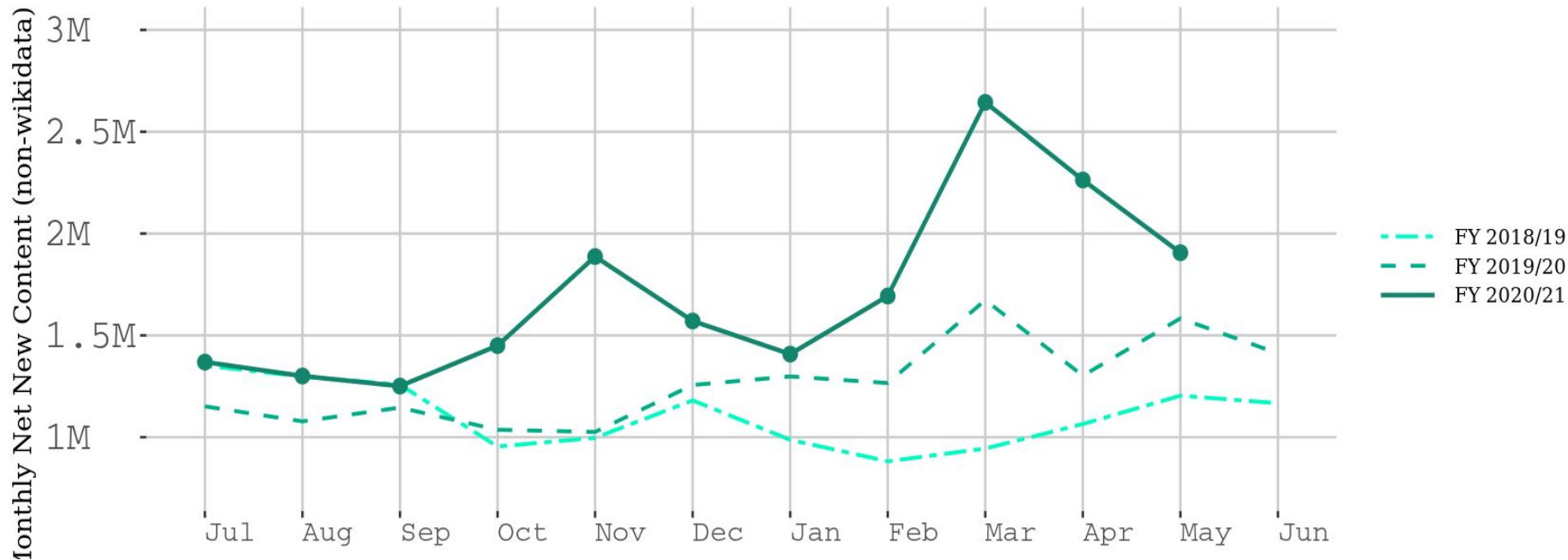
Wikimedia Net New Content year-over-year comparison July 2020 - May 2021

Monthly Net New Content



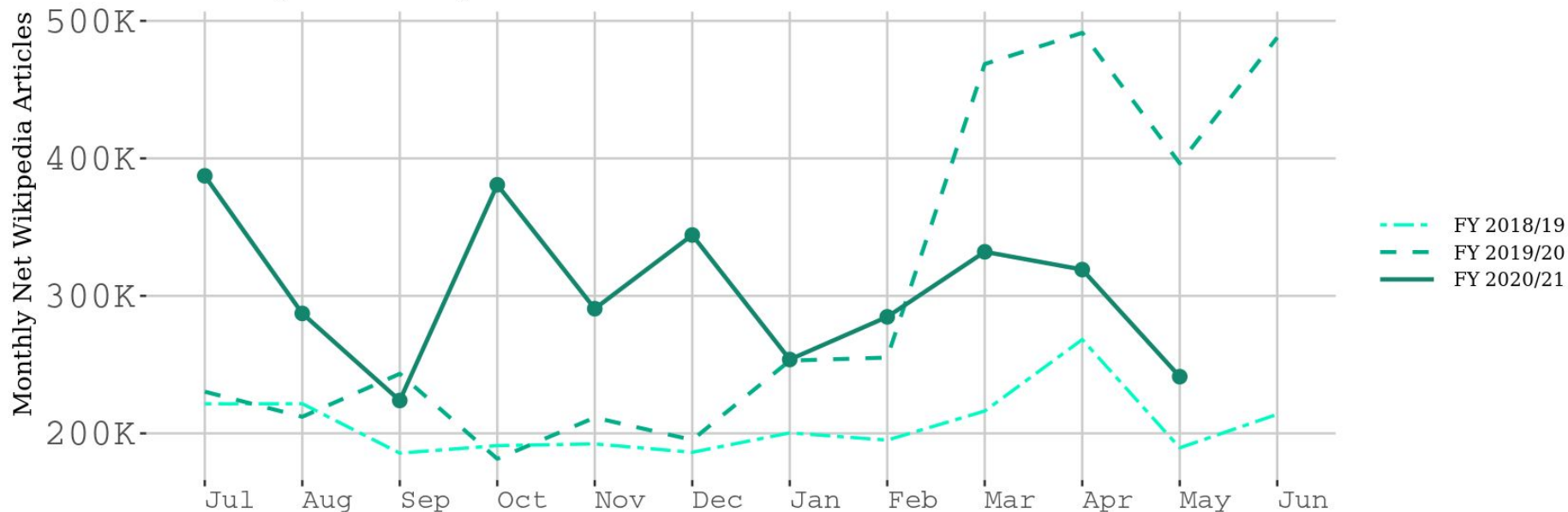
Wikimedia Net New Content (non-Wikidata) year-over-year comparison July 2020 - May 2021

Monthly Net New Content (non-wikidata)



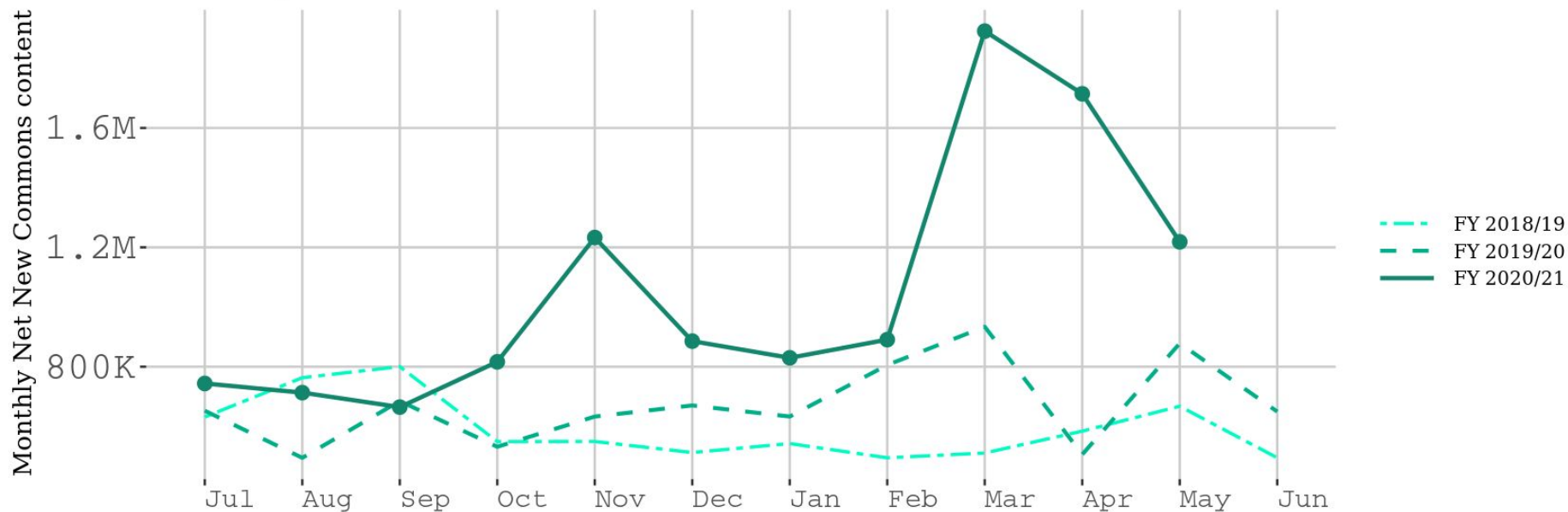
Wikimedia Net New Wikipedia Articles year-over-year comparison July 2020 - May 2021

Monthly Net Wikipedia Articles

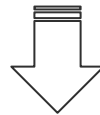
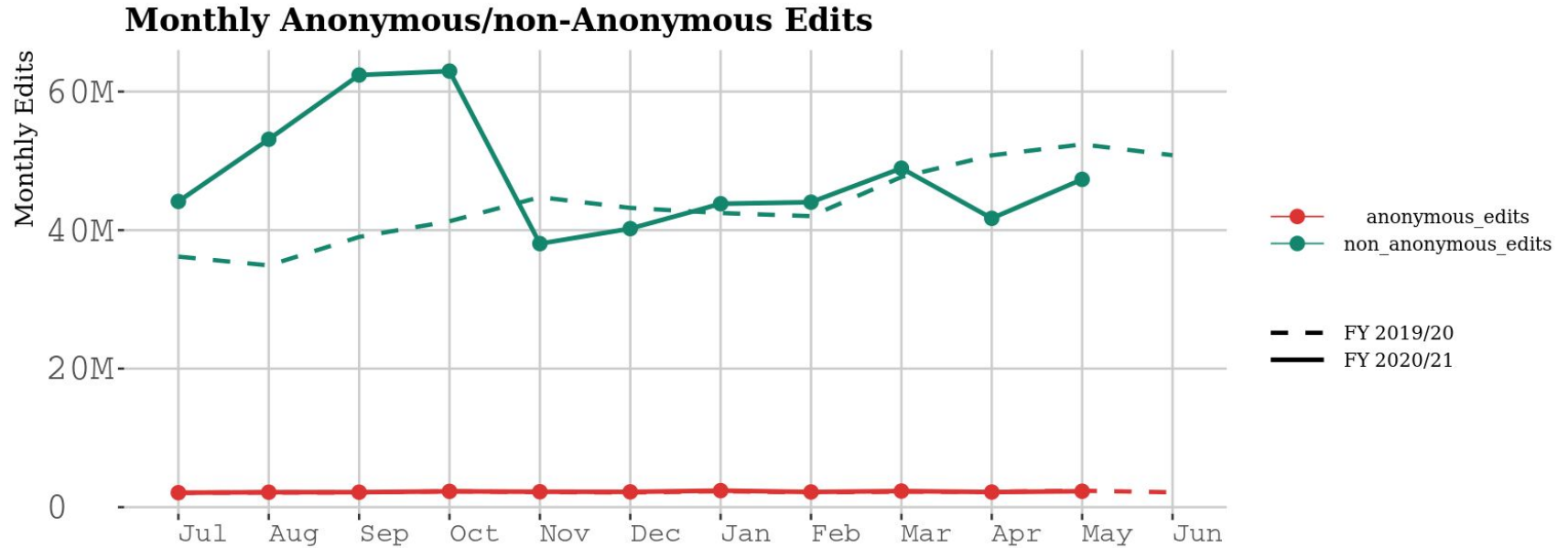


Wikimedia Net New Commons Content year-over-year comparison July 2020 - May 2021

Monthly Net New Commons content



Wikimedia Anonymous/non-Anonymous Edits year-over-year comparison July 2020 - May 2021



Wikimedia Anonymous/non-Anonymous Edits year-over-year comparison July 2020 - May 2021

