Wikimedia's traffic
Unique Visitor data from comScore

Monthly Metrics Meeting
4 September 2014

Wikimedia Analytics Team
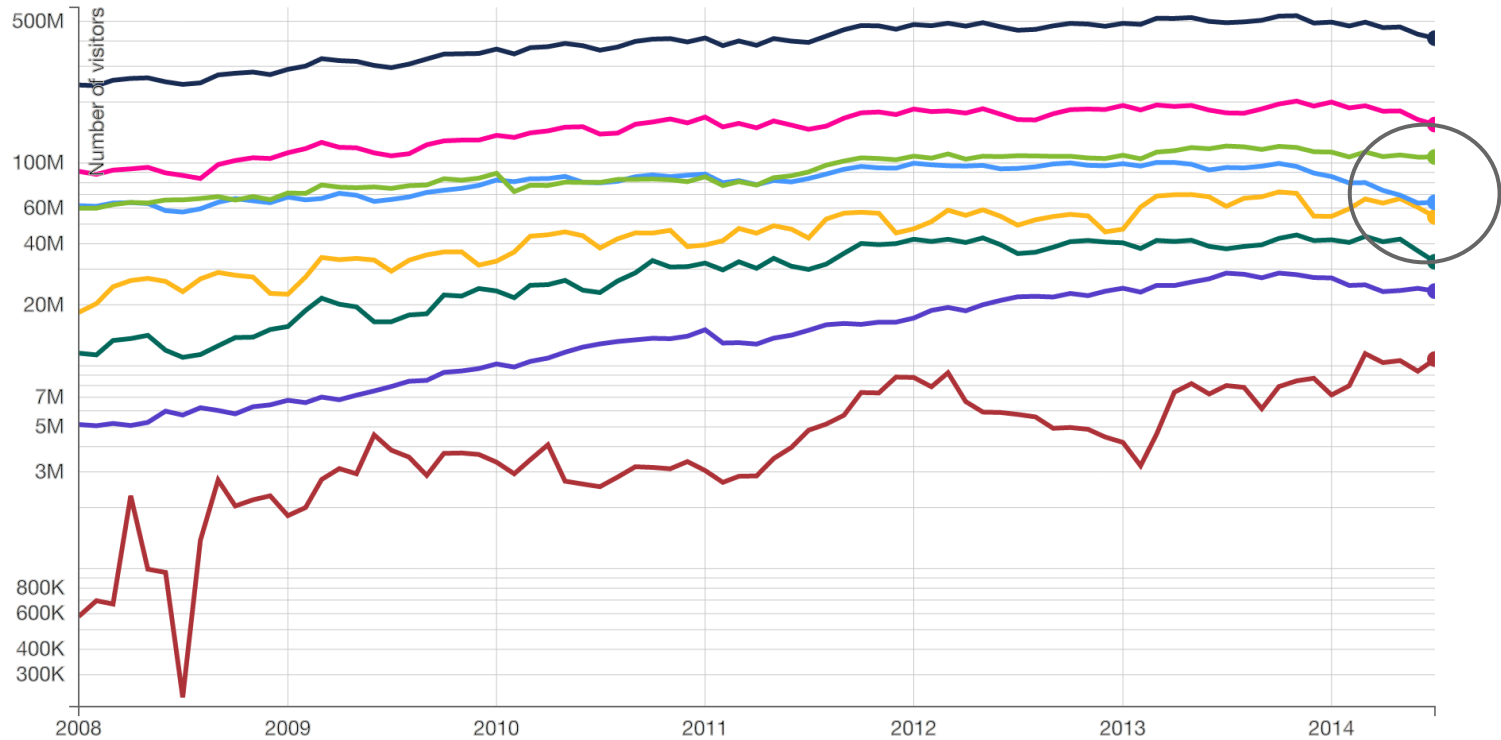
Unique Visitors per Region (comScore)

412.88 Million

Jul 13 — Jul 14	-16.10%
Jun 14 — Jul 14	-4.38%

Jul 2014

World	412.88M
China	10.80M
Europe	154.79M
India	23.37M
Latin America	54.27M
Middle East/Africa	32.60M
North America	64.04M
Asia Pacific	107.17M

Unique Visitors per Region (comScore)

64.04 Million

Jul 13 — Jul 14	**-32.66%**	
Jun 14 — Jul 14	**0.83%**	

Jan 2008

World	242.55M
China	581.00K
Europe	91.04M
India	5.14M
Latin America	18.34M
Middle East/Africa	11.55M
North America	**61.66M**
Asia Pacific	59.96M
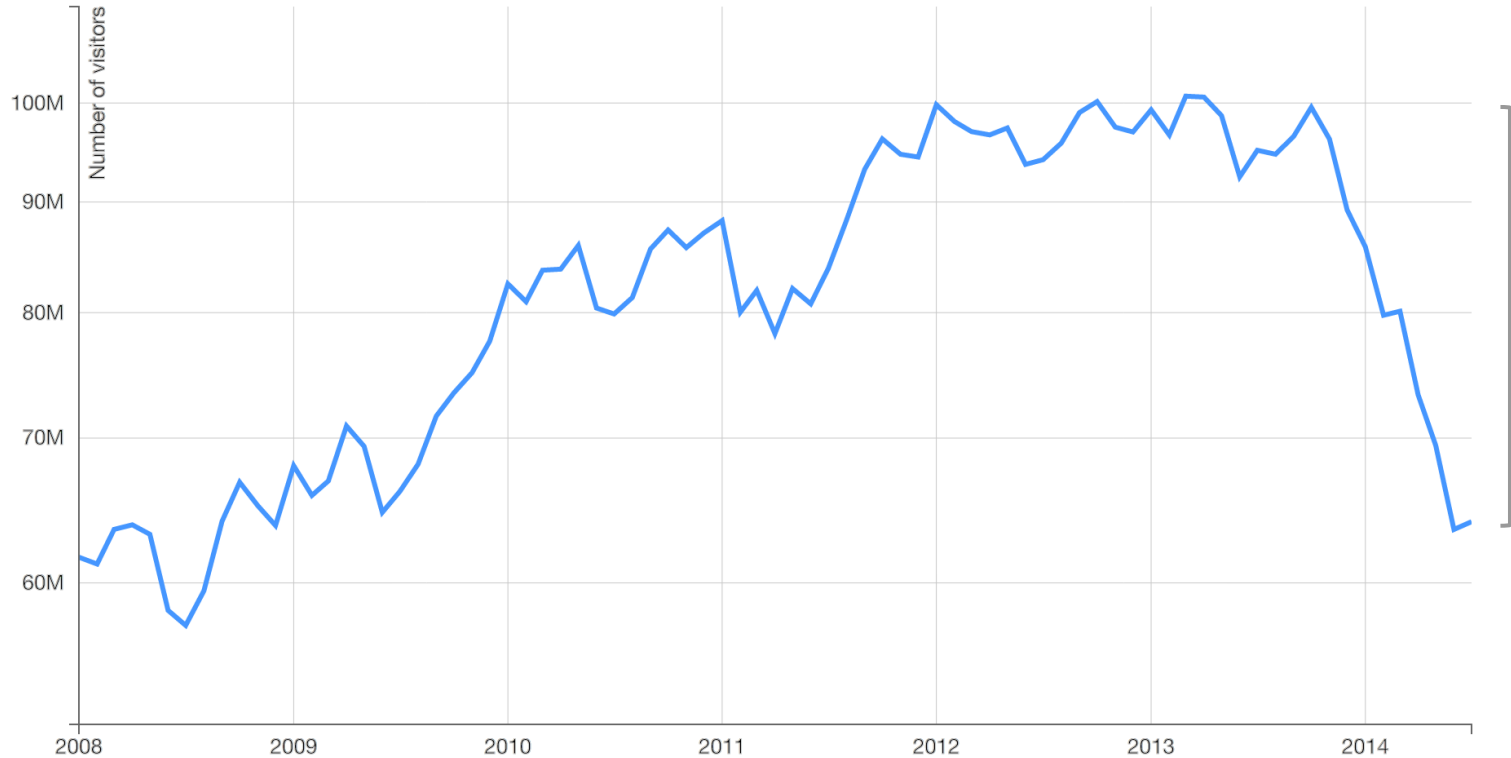
New regional mobile reports
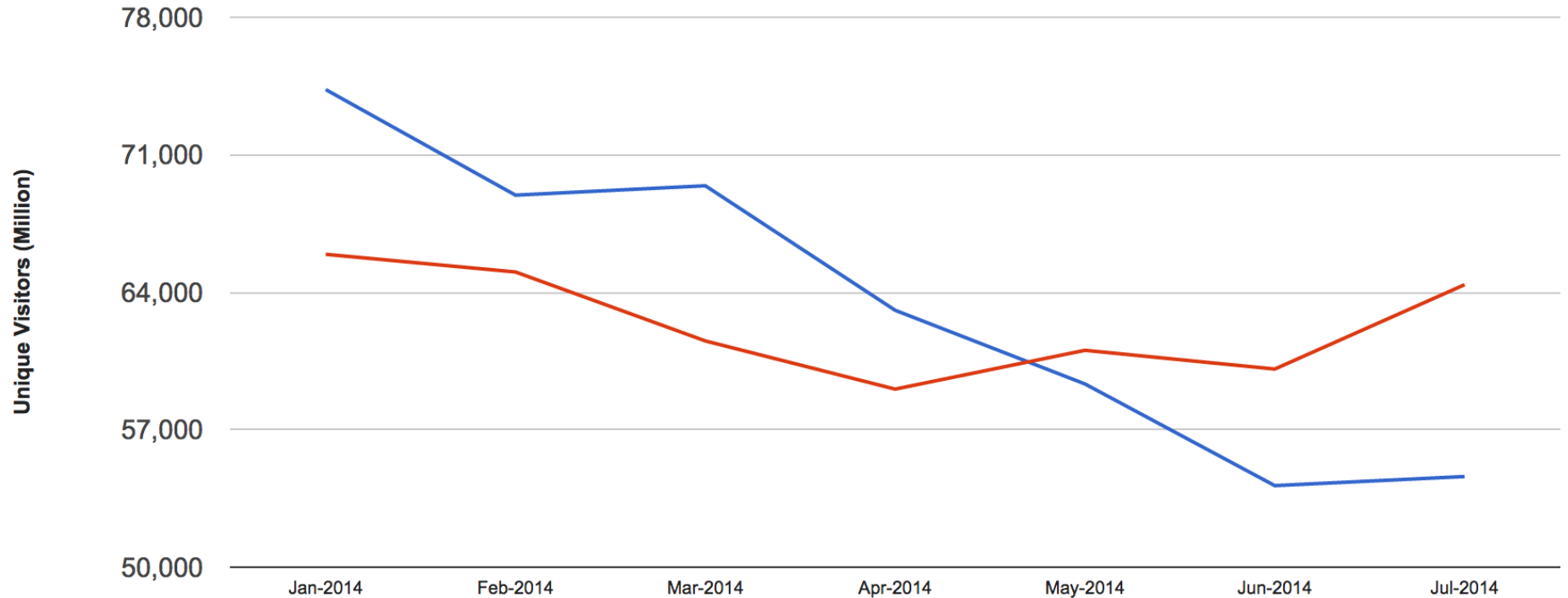

| Mobile | GSMA | MediaBuilder | Plan Metrix | Segment Metrix | Reach Frequency | Ad Metrix | qSearch |

Mobile Metrix

Mobile Metrix 2.0 Key Measures   Mobile Metrix 2.0 Media Trend   Mobile Metrix 2.0 Demographic Profile

Mobile Metrix 2.0 Audience Duplication   Mobile Metrix 2.0 Cross Visiting   Mobile Metrix 2.0 Target Trend

Mobile Metrix 2.0 % Change Media Trend   Mobile Metrix 2.0 % Change Target Trend   Mobile Metrix 2.0 Long Term Media Trend

MobiLens

MobiLens Audience Profile   MobiLens Trend

Ad Metrix Mobile

Ad Metrix Mobile 2.0 Advertiser   Ad Metrix Mobile 2.0 Publisher   Ad Metrix Mobile 2.0 Creative

TabLens

TabLens Owner Profile   TabLens Device Profile   TabLens Owner Trend

TabLens Device Trend

thanks, Carolynne!

Unique Visitors

comScore: Unique Visitors, United States
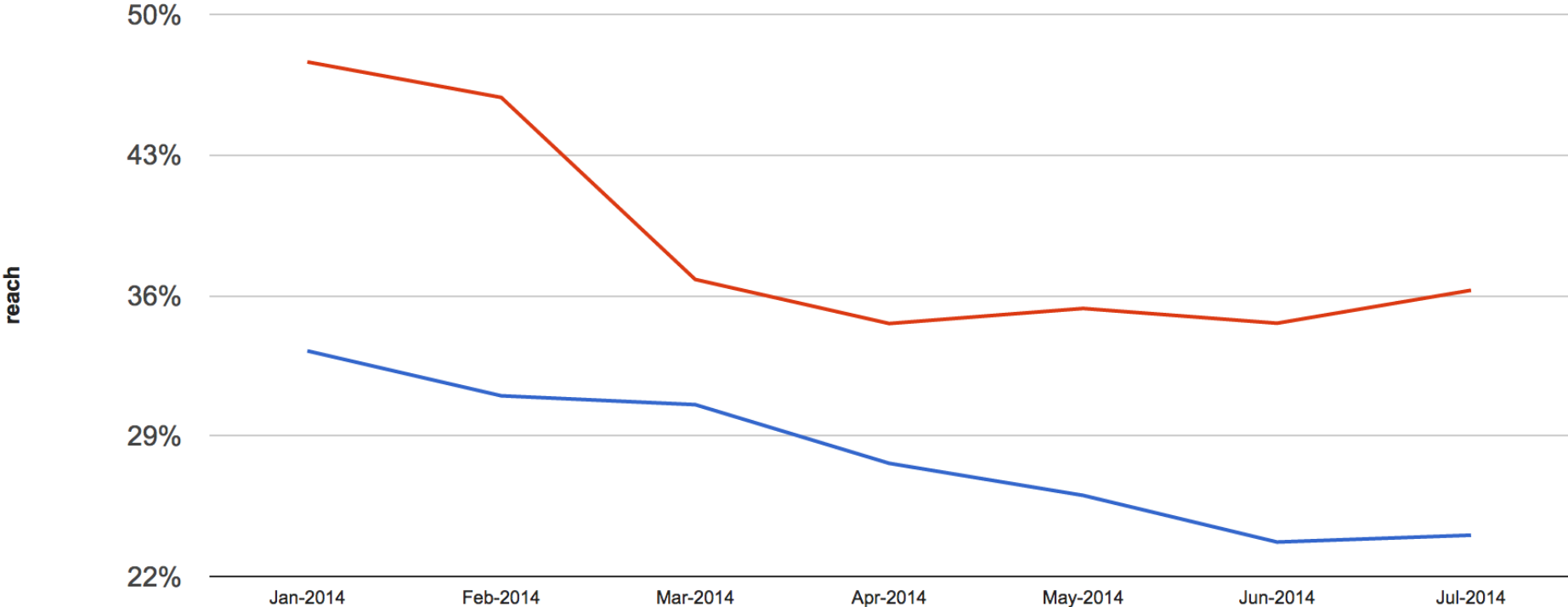■ Wikimedia desktop   ■ Wikimedia mobile

Unique Visitors (Million)

78,000

71,000

64,000

57,000

50,000

Jan-2014   Feb-2014   Mar-2014   Apr-2014   May-2014   Jun-2014   Jul-2014

Wikimedia is a mobile-first site in the US   http://bit.ly/1oIEtoi

Reach

comScore: reach, United States
desktop   mobile

36% of total US mobile audience

http://bit.ly/1oIEtoi

Caveats on comScore UV reports

- Unique visitors != unique individuals
- No *longitudinal* or *global* data from comScore (US only)
- Data based on extrapolation from a panel
- Some segments of the population are excluded

What's next

- build an in-house "unique client" metric
- generate reports from the unsampled request logs
- better understand access by:

  source - region - device - method