

October 2020 Wikimedia movement metrics

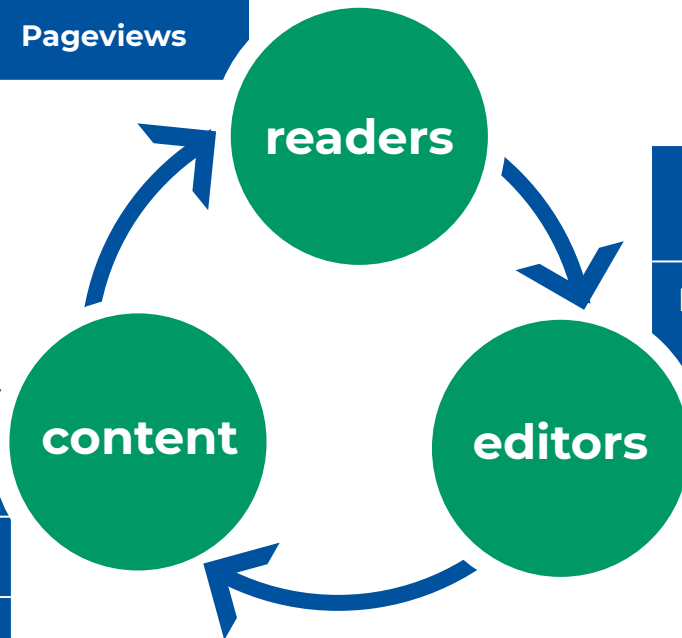


WIKIMEDIA
FOUNDATION

October 2020 Product Metrics

October Actuals	YoY (%)	
19.6B	5.0%	Interactions
17.5B	4.5%	Pageviews

	October Actuals	YoY (%)
Active Editors	90,900	6.9%
New Editor Retention	7.5%	18.0%



October Actuals	YoY (%)	
264.0M	18.8%	Total Content
55.8M	7.8%	Wikipedia
91.6 M	38.6%	Wikidata

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

October 2020 Product Metrics

Content		
		YoY
Total content	264.0 M	18.8%
Net new content	2.3 M	-51.0%
— Established Markets	1.8 M	76.5%
— Emerging Markets	0.3 M	-4.4%
Non-Wikidata net new content	1.5 M	39.9%
Total edits	65.2 M	49.8%
— Established Markets	38.1M	227.0%
— Emerging Markets	2.6M	11.1%
Anonymous edits	2.3 M	-0.2%

Readers		
		YoY
Interactions	19.6 B	5.0%
— Established Markets	14.7 B	2.8%
— Emerging Markets	4.8B	11.9%
Unique devices (all Wikipedias)	1.7 B	-5.4%

Editors		
		YoY
Active editors	90,900	6.9%
— Established Markets	72,500	2.0%
— Emerging Markets	22,800	9.0%
New editor retention	7.5%	18.0%
— Established Markets	9.4%	— ¹
— Emerging Markets	5.0%	— ¹

¹ Editor location data is deleted after 90 days, so it is not possible to calculate trends from before the metric was established. Trends started to accumulate in Dec 2019.

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

October 2020 Product Metrics: Readers

		YoY
Interactions	19.6 B	5.0%
—Pageviews ¹	17.5 B	4.5%
—Desktop	7.2 B	7.1%
—Mobile web	10.0 B	2.5%
—Desktop previews	2.1 B	8.8%
Unique devices (all Wikipedias)	1.7 B	-5.4%

Notes

¹ 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.

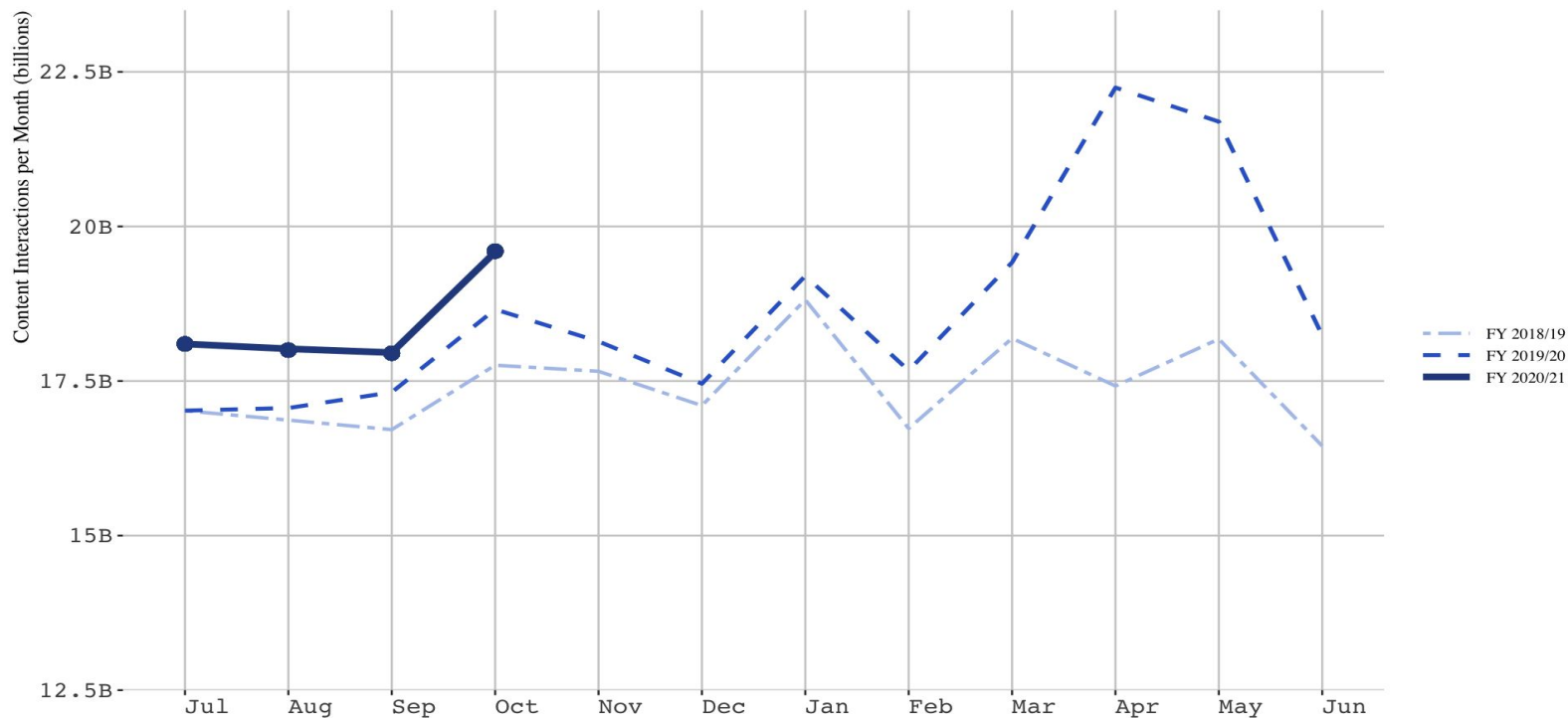
In October, 2020, 4.8% of pageviews were “automated”. There were 16.7B “user”-only pageviews.

Key trends

- The positive year-over-year (YoY) in total pageviews and content interactions continue to hold up this month. The increase in pageviews was across countries and projects, from external search engine; especially from es.wiki and ja.wiki.
- Desktop pageviews had larger YoY increase than mobile in October. The increase in traffic was mainly from external search engines in es.wiki and ja.wiki.
- The desktop previews continued to grow YoY. The growth was most prominent in Spanish and Japanese Wikipedia.
- There was slightly drop in YoY unique devices, which was because of a bump in bot devices count from Hong Kong we had from mid-September to November 2019.

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

Wikimedia Content Interaction year-over-year comparison July 2018 - October 2020



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

October 2020 Product Metrics: Editors

		YoY
Active editors	90,900	6.9%
—New	19,400	15.9%
—Returning	71,600	4.7%
New editor retention	7.5%	18.0%

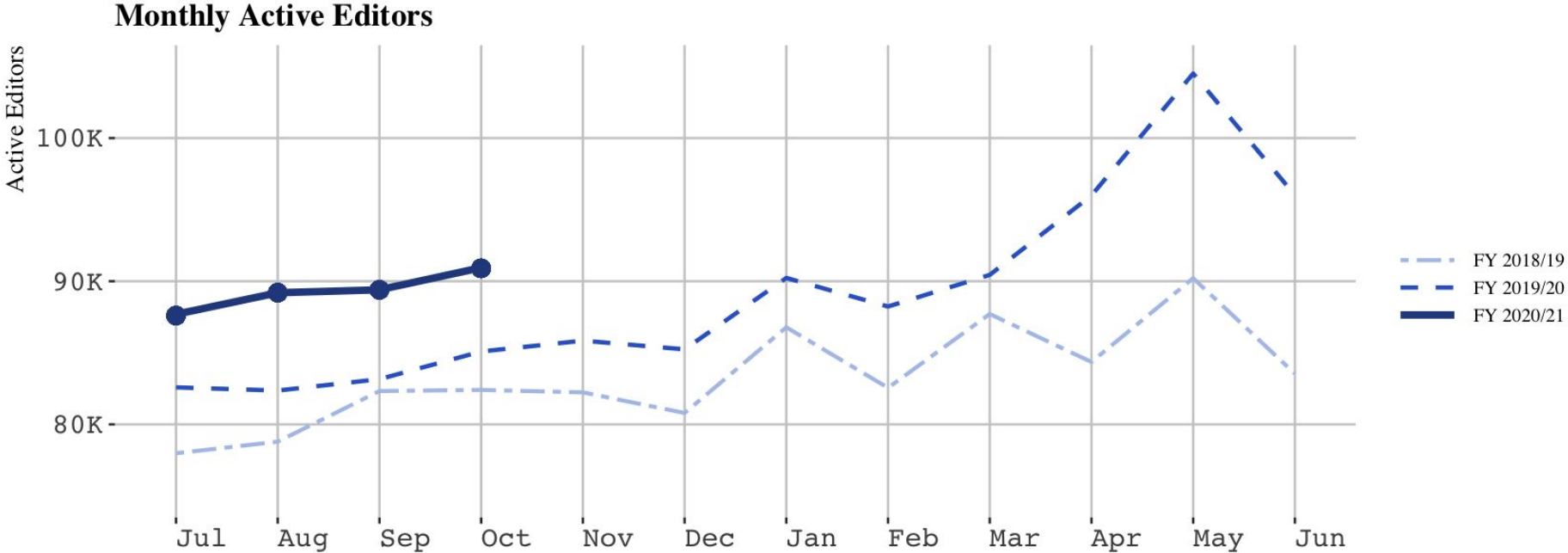
Key trends

- Overall active editors continued its growth in September, with a 6.9% YoY increase.
- The clearest growth in new active editors was happening at pt.wiki, Wikidata, Commons, ru.wiki, and ar.wiki.
- Steady growth in returning active editors seems to be taking place in Commons, wikidata, pt.wiki, and it.wiki from users registered between 30 to 90 days
- New editor retention spiked again in September, the growth was mainly from English Wikipedia and Commons.

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

Wikimedia Active Editors year-over-year comparison

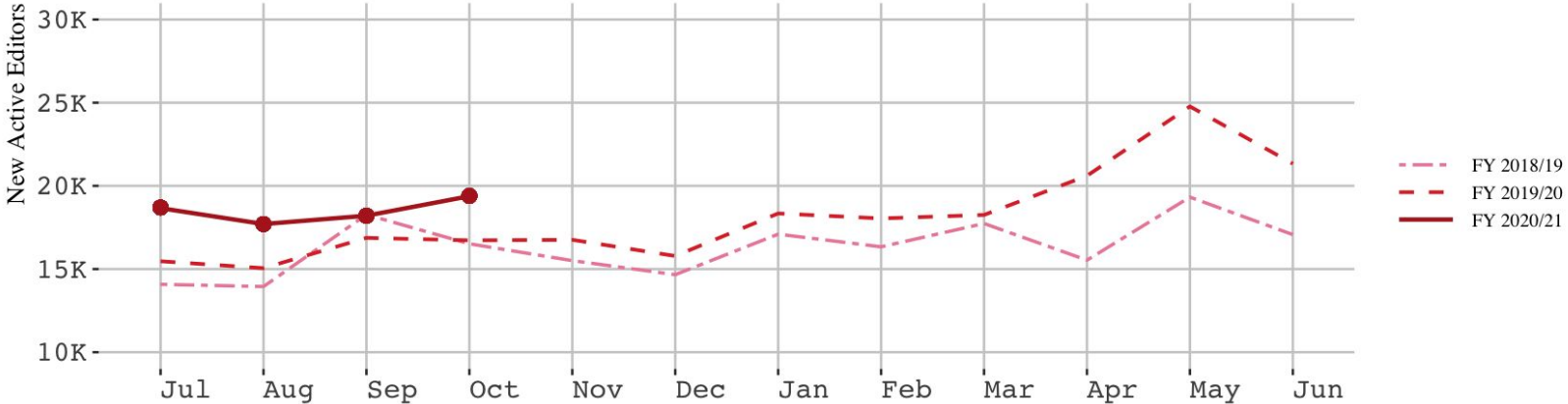
July 2018 - October 2020



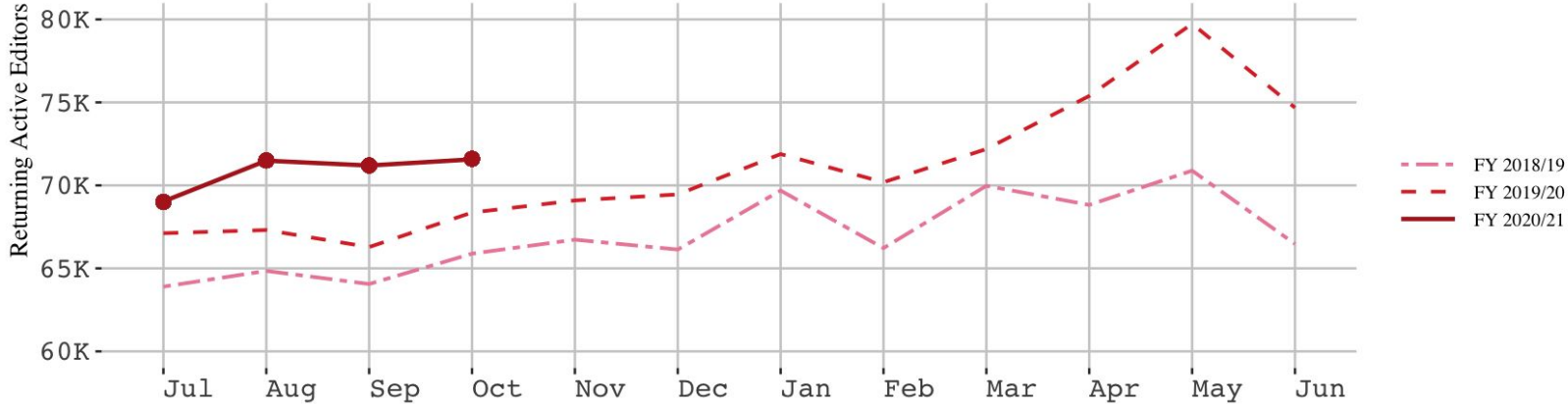
Wikimedia Active Editors year-over-year comparison

July 2018 - October 2020

Monthly New Active Editors

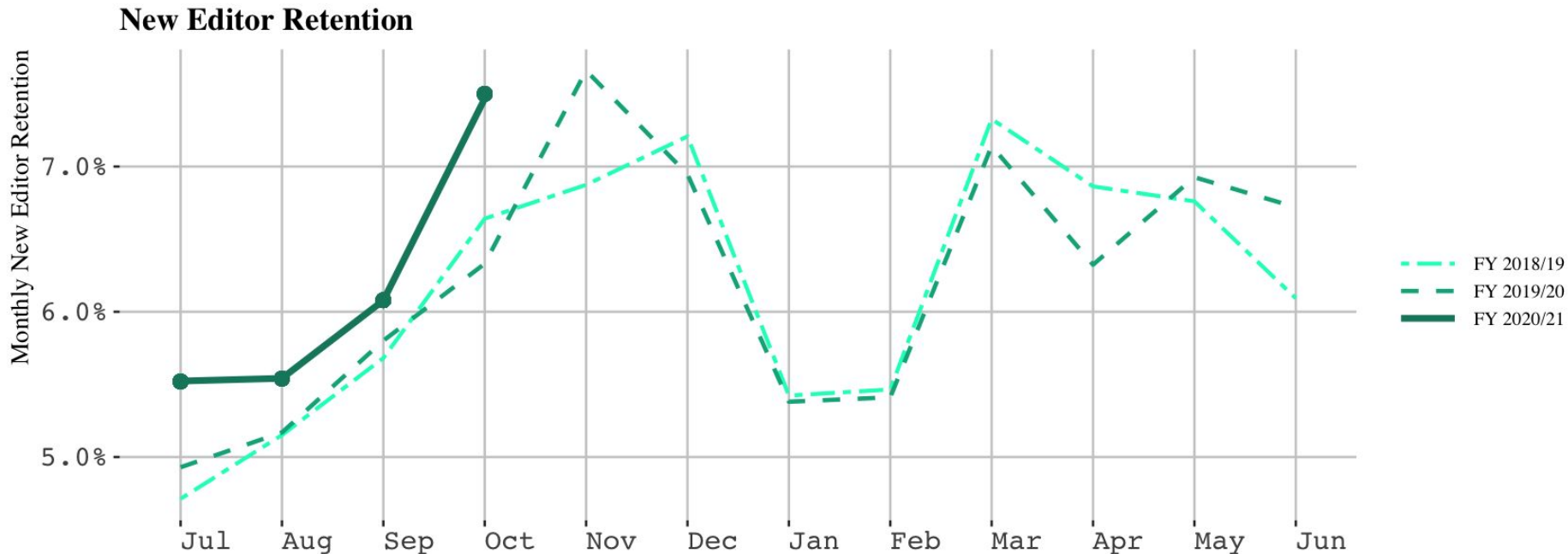


Monthly Returning Active Editors



Wikimedia New Editor Retention year-over-year comparison

July 2018 - October 2020



October 2020 Product Metrics: Content

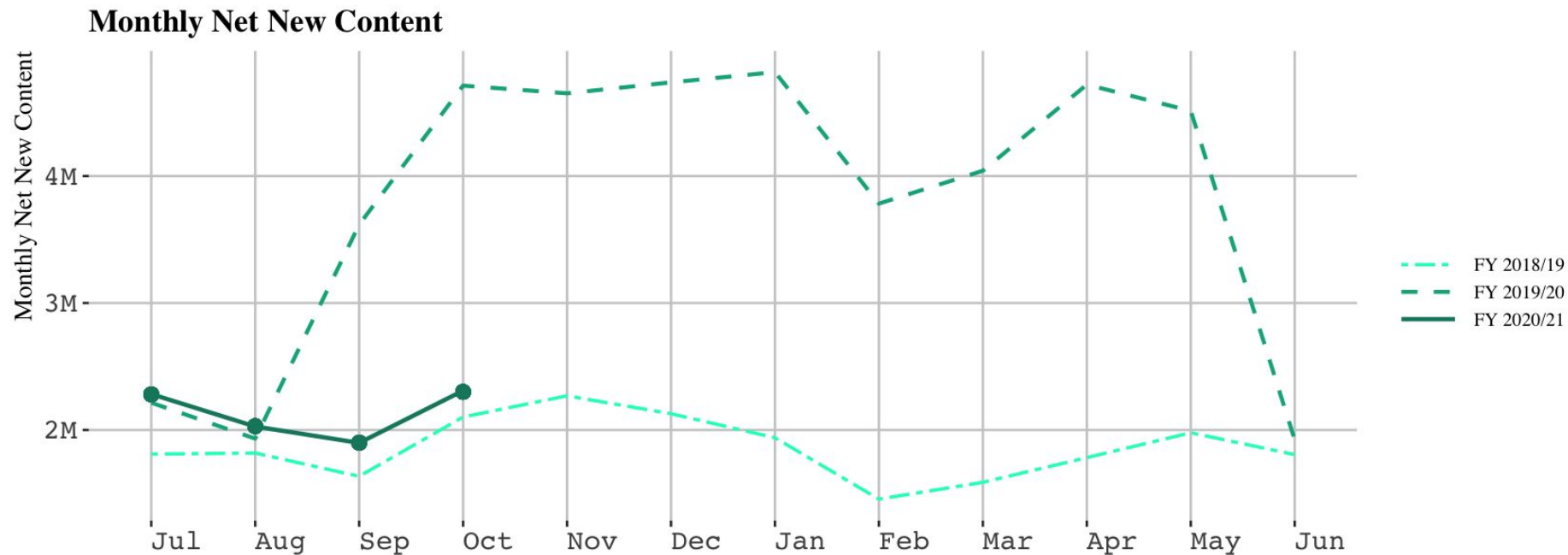
		YoY
Total content	264.0 M	18.8%
—Wikipedia articles	55.8 M	7.8%
—Commons files	65.9 M	15.1%
—Wikidata entities	91.6 M	38.6%
Net new content	2,310,000	-51.0%
—Wikipedia articles	381,000	110.0%
—Commons files	816,000	53.6%
—Wikidata entities	860,000	-76.6%
Revert rate	6.0%	-8.8%
Total edits	65.2 M	12.9%
—Mobile edits	1.8 M	12.9%
—Data edits	15.5 M	-15.7%
—File uploads	0.9 M	48.5%
—Other non-bot edits	12.4 M	9.6%

Key trends

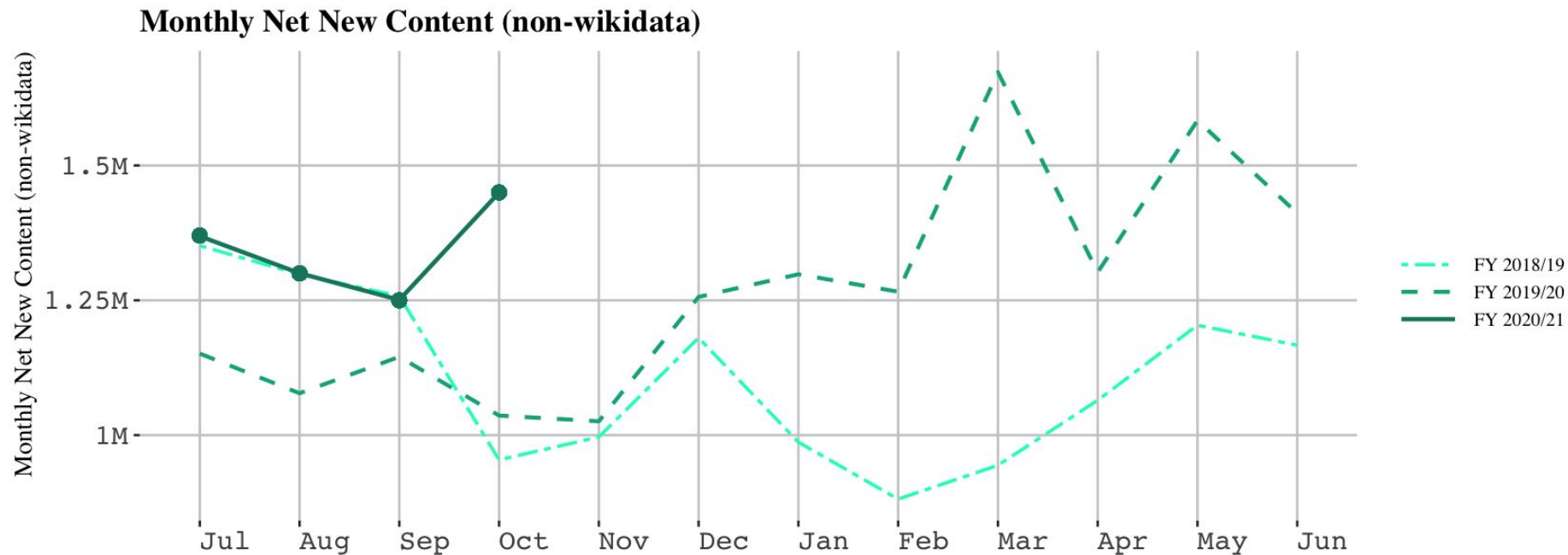
- In October, the large drop in YoY net new content was primarily from decrease number of new content created by bots (~3.1M) in Wikidata.
- Last month, there was ~72K articles created by a bot in Tatar Wikipedia. After removing the bots, there was an increase in net new content by non-bot editors from Spanish and French Wikipedia.
- There was noticeable increase in bot content edits in Commons (~28M). A decrease in non-bot edits was from Wikidata. In addition we continue to increase in non-bot edits from users registered over 10 years.

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

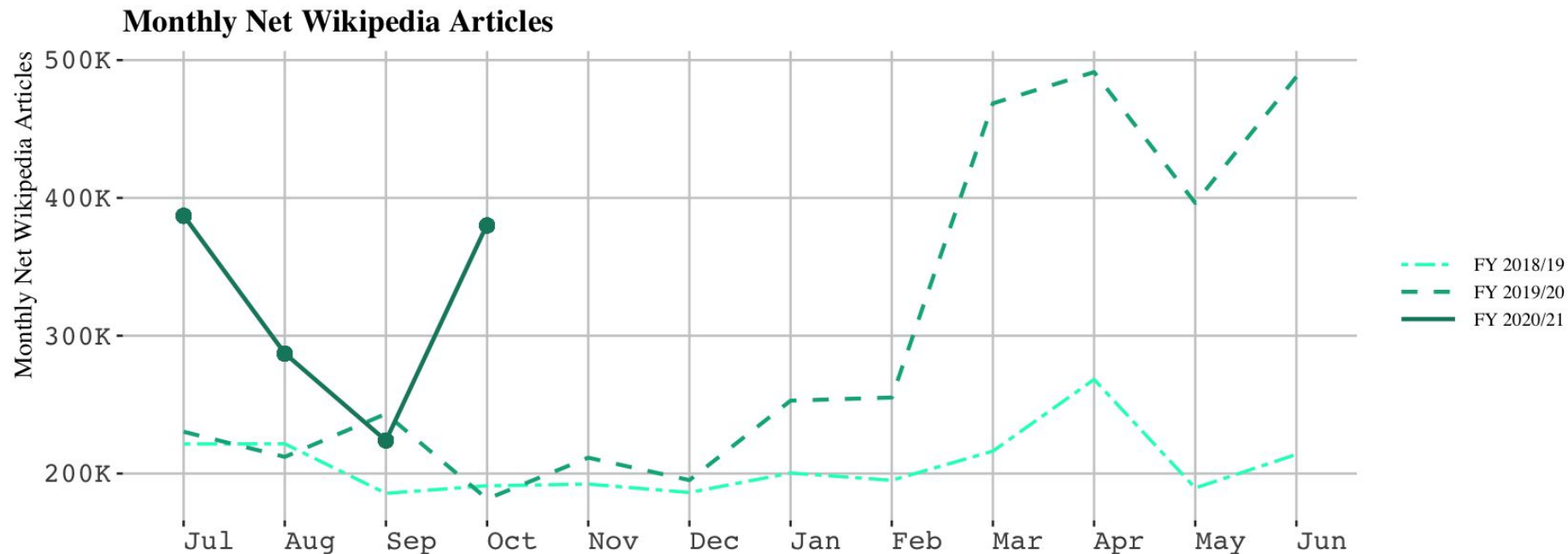
Wikimedia Net New Content year-over-year comparison July 2018 - October 2020



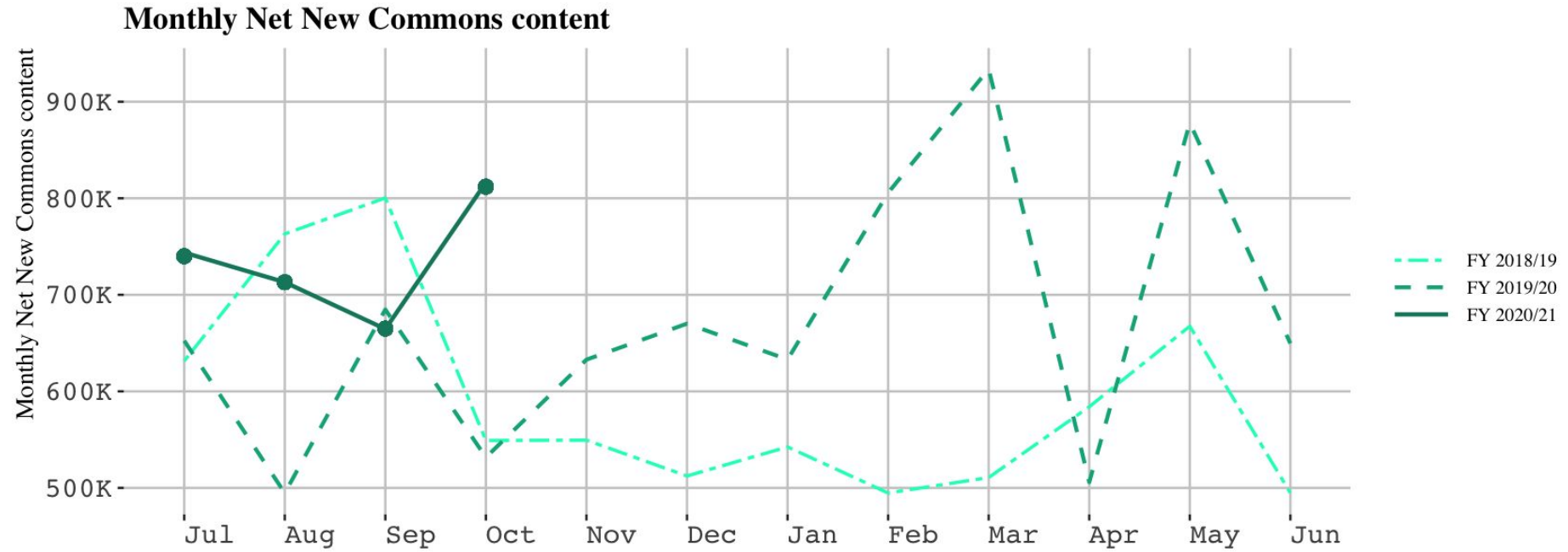
Wikimedia Net New Content (non-Wikidata) year-over-year comparison July 2018 - October 2020



Wikimedia Net New Wikipedia Articles year-over-year comparison July 2018 - October 2020

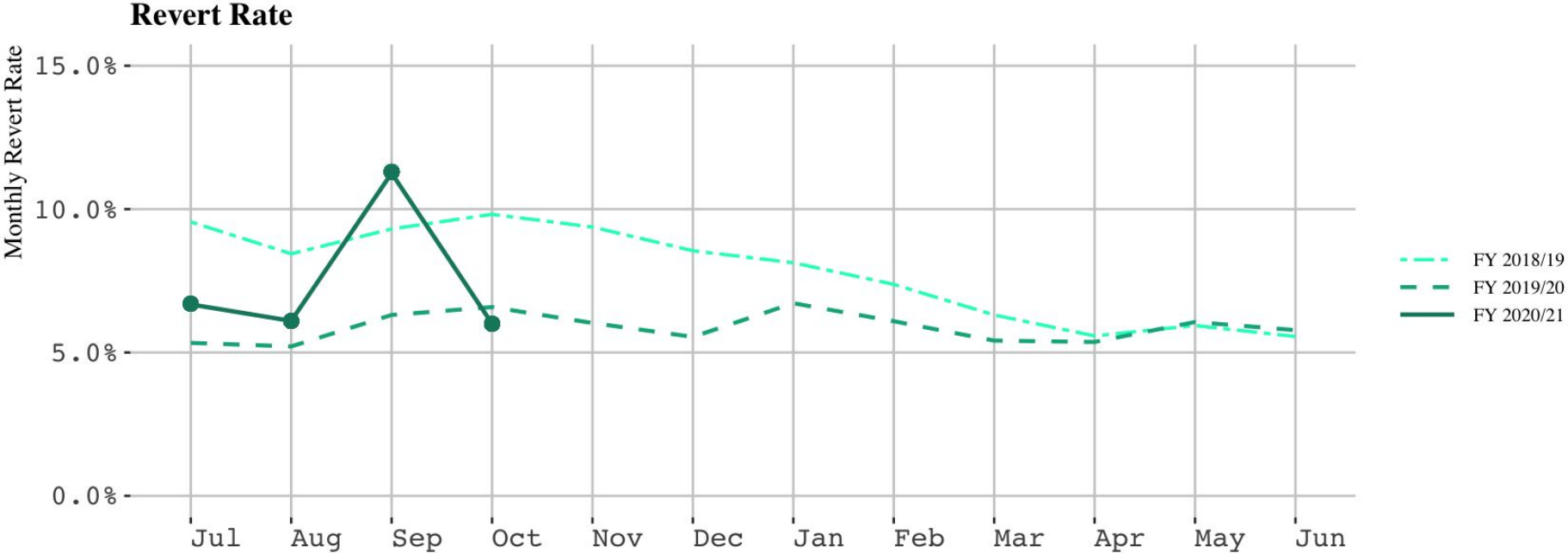


Wikimedia Net New Common Content year-over-year comparison July 2018 - October 2020



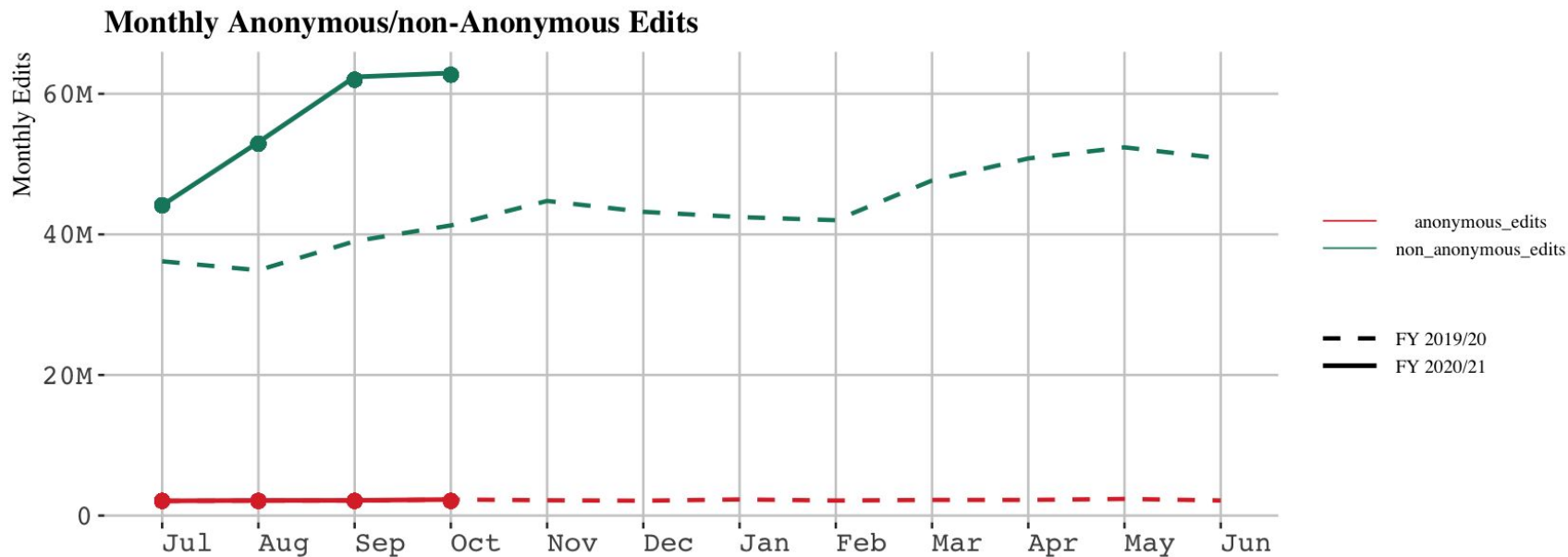
Wikimedia Revert Rate year-over-year comparison

July 2018 - October 2020



Wikimedia Anonymous/non-Anonymous Edits

year-over-year comparison July 2018 - October 2020



Wikimedia Anonymous/non-Anonymous Edits

year-over-year comparison July 2018 - October 2020

