

# April 2019 Wikimedia movement metrics



**WIKIMEDIA**  
FOUNDATION

# Apr 2019 Audiences Metrics: Contributors

YoY

<b>Total content</b>	206.0 M	12.7%
—Wikipedia articles	50.5 M	5.1%
—Commons files	53.7 M	15.5%
—Wikidata entities	56.6 M	20.6%
<b>Net new content</b>	1,780,000	-17.0%
—Wikipedia articles	268,000	55.4%
—Commons files	584,000	-0.3%
—Wikidata entities	717,000	-37.1%
<b>Active editors</b>	84,400	1.2%
—New	15,500	-2.5%
—Returning <sup>1</sup>	68,800	2.0%
<b>New editor retention</b>	6.9%	2.6%
<b>Revert rate</b>	5.6%	-45.3%
<b>Total edits</b>	51.3 M	48.3%
—Mobile edits	1.4 M	22.5%
—Data edits	30.1 M	135.0%
—File uploads	0.6 M	-1.1%
—Other non-bot edits	11.0 M	-2.9%

## Key trends

Overall active editors has now entered its seventh straight month of year-on-year increase, which makes this a clearly sustained trend (although still a gentle one).

This recent growth is the product of slightly increased growth in existing (returning) active editors and a general plateau in the decline of new active editors.

## Notes

<sup>1</sup> For simplicity and to align with industry standards, we have combined the second-month active editor and existing active editor groups into returning active editors.

For metric definitions, see the [Audiences data dictionary](#).

# Apr 2019 Audiences Metrics: Readers

		YoY
<b>Interactions</b>	17.4 B	4.1% <sup>1</sup>
—Pageviews	15.7 B	1.4%
—Desktop	6.4 B	-9.4%
—Mobile web	9.0 B	10.7%
—Desktop previews	1.7 B	36.7% <sup>1</sup>
<b>Unique devices (all Wikipedias)</b>	1.6 B	3.9%

## Key trends

- The positive year-over-year (YoY) trend in total pageviews we have been observing since May/June 2018 continues to hold up, but barely so at +1.4%. This change is slightly larger than last month (+1.4% vs. +0.5%).
- There was a +4.1% YoY increase in interactions (pageviews + seen previews); however, the rollout of the page previews feature was not completed until April 17, 2018 so the YoY comparison for desktop previews is against only a partial month of deployment.
- Unique devices increased again YoY, but as noted before, this metric might be more susceptible to artifacts that decrease the accuracy of such trend assessments.

## Notes

<sup>1</sup> The rollout of the page previews feature was not completed until April 17, 2018 so the year-over year comparison in desktop previews for this month is against a partial month of deployment.

For metric definitions, see the [Audiences data dictionary](#).

# Apr 2019 Audiences Metrics: Diversity

YoY

<b>Global South countries</b>		
—Reader interactions	4.1 B	4.7% <sup>2</sup>
—Active editors	19,900	— <sup>1</sup>
—New editor retention	4.6%	— <sup>1</sup>
—Edits	2.1 M	— <sup>1</sup>
—Non-bot edits	2.1 M	— <sup>1</sup>
<b>Mobile-heavy wikis</b>		
—Reader interactions	683 M	14.3% <sup>2</sup>
—Active editors	4,000	10.0%
—New editor retention	4.4%	-4.9%
—Edits	1.4 M	28.4%
—Non-bot edits	0.4 M	-12.3%

## Notes

<sup>1</sup> 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 June 2018.

<sup>2</sup> The rollout of the page previews feature was completed on April 17, 2018 so the year-over-year comparison for desktop previews is against only a partial month of deployment.

For metric definitions, see the [Audiences data dictionary](#).