

September 2020 Wikimedia movement metrics

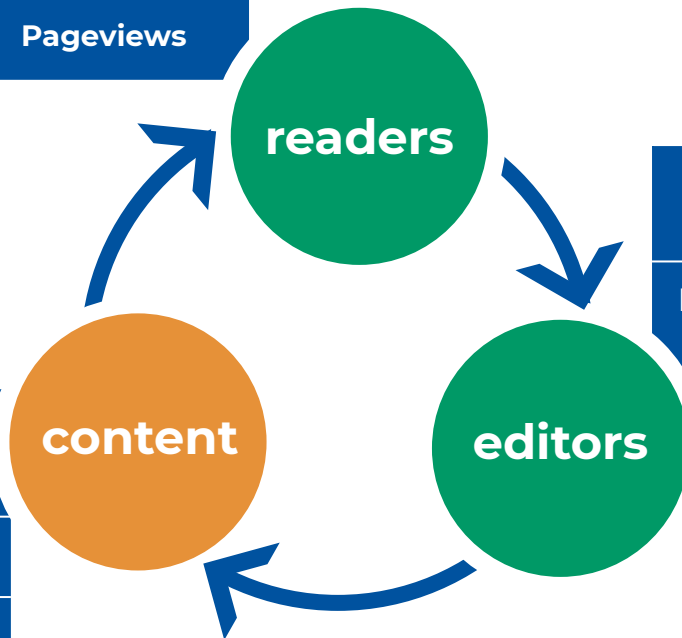


WIKIMEDIA
FOUNDATION

September 2020 Product Metrics

September Actuals	YoY (%)	
18.0B	3.7%	Interactions
16.0B	3.1%	Pageviews

	September Actuals	YoY (%)
Active Editors	89,400	7.5%
New Editor Retention	6.1%	4.8%



September Actuals	YoY (%)	
262.0M	20.3%	Total Content
55.4M	7.4%	Wikipedia
90.7 M	45.4%	Wikidata

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

September 2020 Product Metrics

Content		
		YoY
Total content	262.0 M	20.3%
Net new content	1,900,000	-47.5%
— Established Markets	1.4 M	4.2%
— Emerging Markets	0.4 M	64.9%
Non-Wikidata net new content	1.3 M	9.2%
Total edits	64.6 M	56.9%
— Established Markets	37.2 M	232.0%
— Emerging Markets	2.8M	19.1%
Anonymous edits	2.2 M	1.8%

Readers		
		YoY
Interactions	18.0 B	3.7%
— Established Markets	13.5 B	2.9%
— Emerging Markets	4.3B	7.2%
Unique devices (all Wikipedias)	1.7 B	-2.6%

Editors		
		YoY
Active editors	89,400	7.5%
— Established Markets	70,700	5.8%
— Emerging Markets	22,500	11.5%
New editor retention	6.1%	4.8%
— Established Markets	7.0%	— 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](#) and [Readers Metrics](#) in Superset. For metric definitions, see the [Product data dictionary](#).

September 2020 Product Metrics: Readers

		YoY
Interactions	18.0 B	3.7%
—Pageviews ¹	16.0 B	3.1%
—Desktop	6.3 B	6.7%
—Mobile web	9.5 B	0.8%
—Desktop previews	1.9 B	9.1%
Unique devices (all Wikipedias)	1.7 B	-2.6%

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.

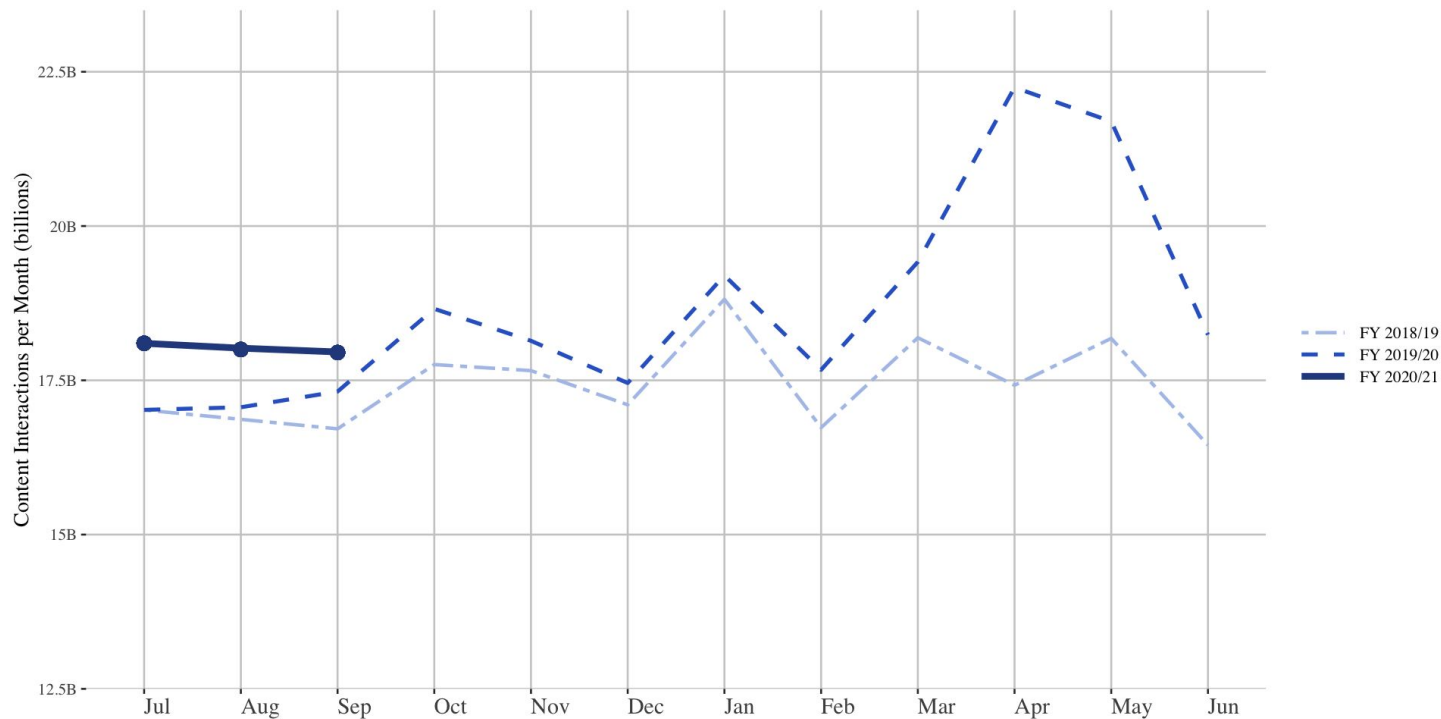
In August 2020, 5.0% of pageviews were “automated”. There were 15.2B “user”-only pageviews.

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 project, from external search engine and internal referral; especially from ja.wiki.
- Desktop pageviews had larger YoY increase than mobile in September. The increase in traffic was mainly from external search engines in en.wiki, ja.wiki and es.wiki.
- The desktop previews continued to grow YoY. The growth was most prominent in English 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 - September 2020



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

September 2020 Product Metrics: Editors

		YoY
Active editors	89,400	7.5%
—New	18,200	7.9%
—Returning	71,200	7.4%
New editor retention	6.1%	4.8%

Key trends

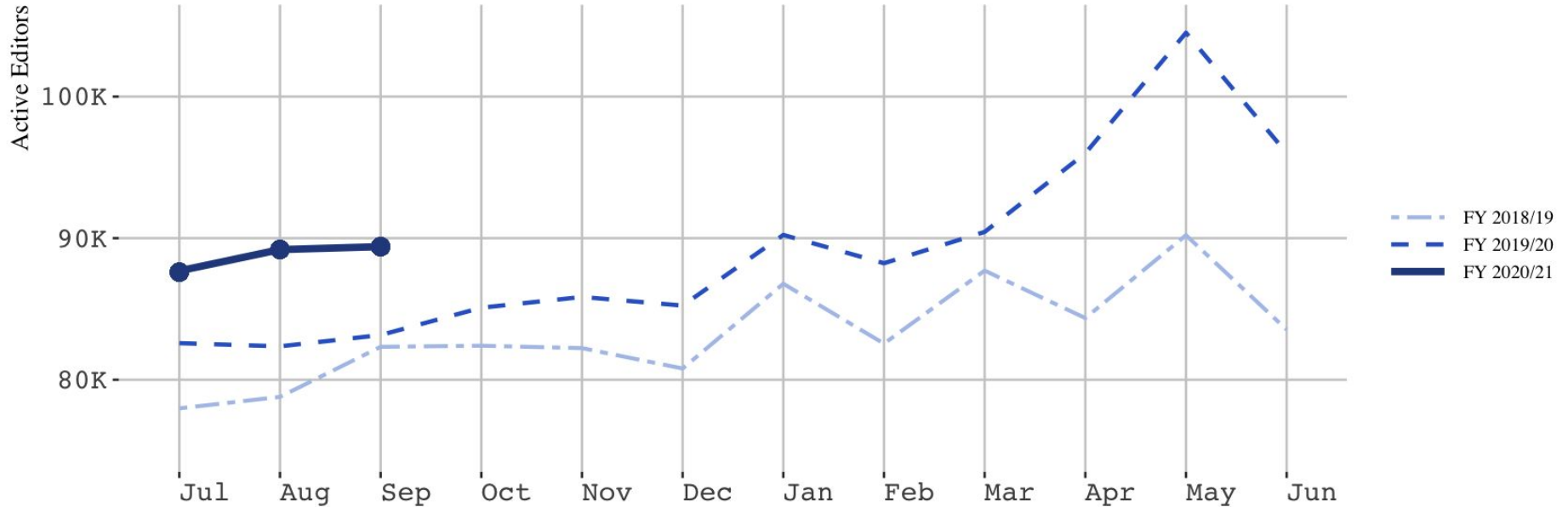
- Active editors has continued its trend of strong results, with a 7.5% YoY increase in September.
- The clearest growth in new active editors was happening at Wikidata (75%YoY), with some increase from enwiki and arwiki.
- Steady growth in returning active editors seems to be taking place in wikidata, es.wiki and ja.wiki, from users registered between 30 to 90 days
- New editor retention spiked in September, the growth was mainly from French and English Wikipedia.

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

Wikimedia Active Editors year-over-year comparison

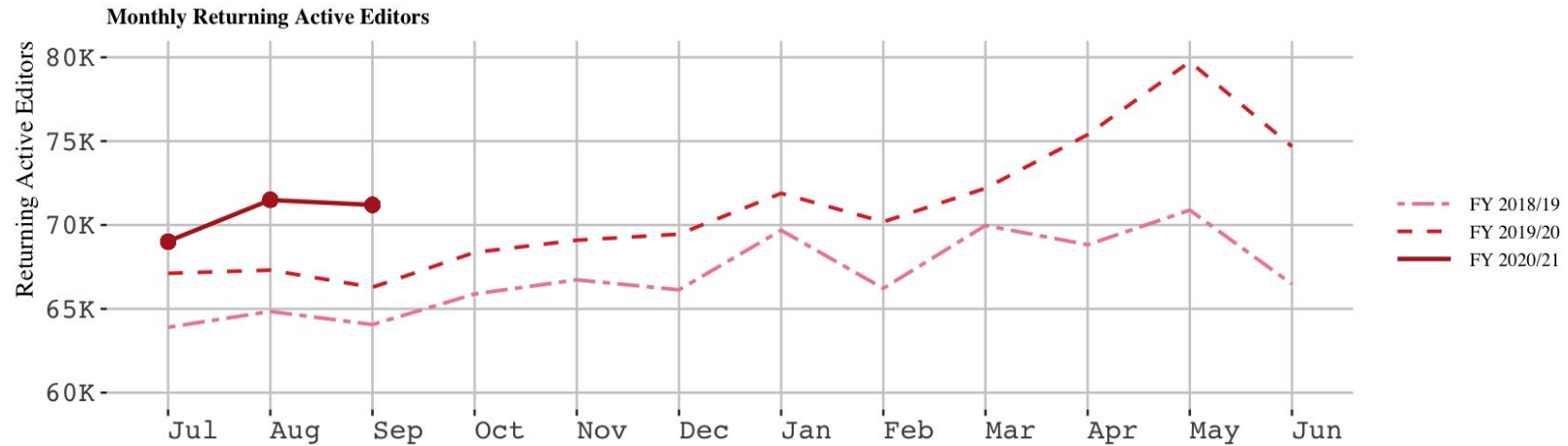
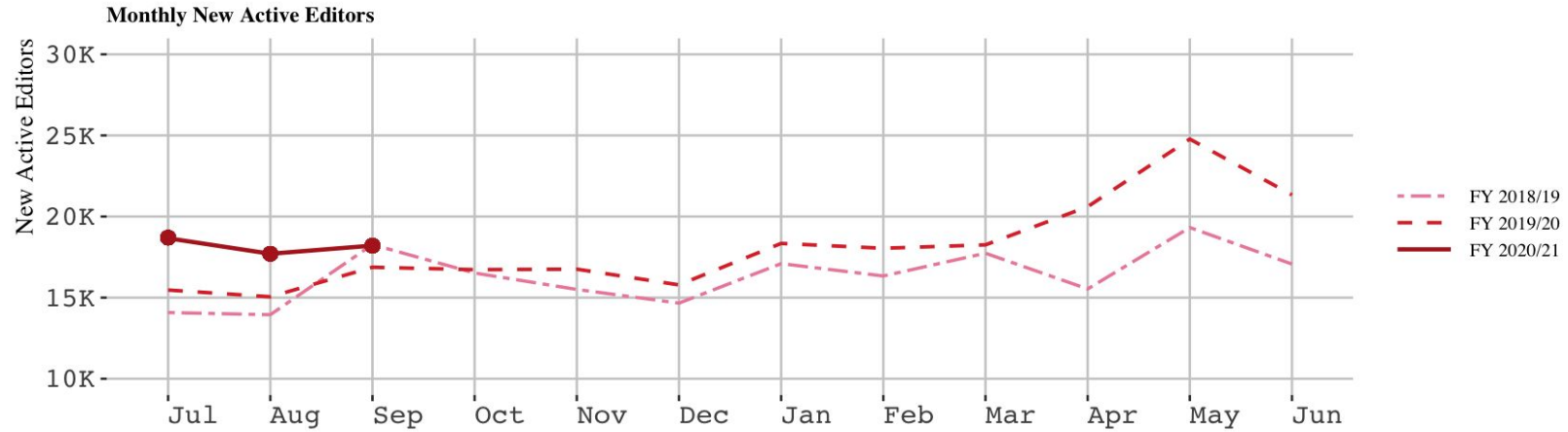
July 2018 - September 2020

Monthly Active Editors

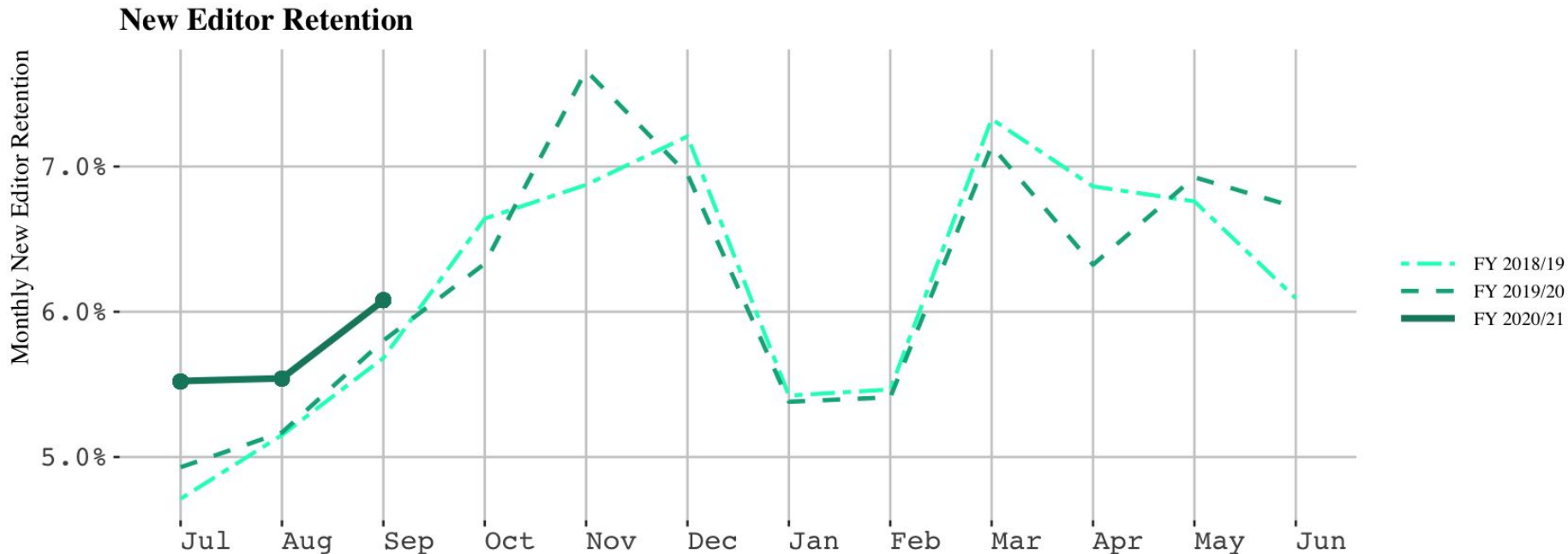


Wikimedia Active Editors year-over-year comparison

July 2018 - September 2020



Wikimedia New Editor Retention year-over-year comparison July 2018 - September 2020



September 2020 Product Metrics: Content

		YoY
Total content	262.0 M	20.3%
—Wikipedia articles	55.4 M	7.4%
—Commons files	65.1 M	14.7%
—Wikidata entities	90.7 M	45.4%
Net new content	1,900,000	-47.5%
—Wikipedia articles	224,000	-8.0%
—Commons files	665,000	-2.9%
—Wikidata entities	647,000	-73.8%
Revert rate	11.3%	78.4%
Total edits	64.6 M	56.9%
—Mobile edits	1.8 M	16.7%
—Data edits	15.7 M	7.0%
—File uploads	0.7 M	-2.7%
—Other non-bot edits	12.2 M	8.6%

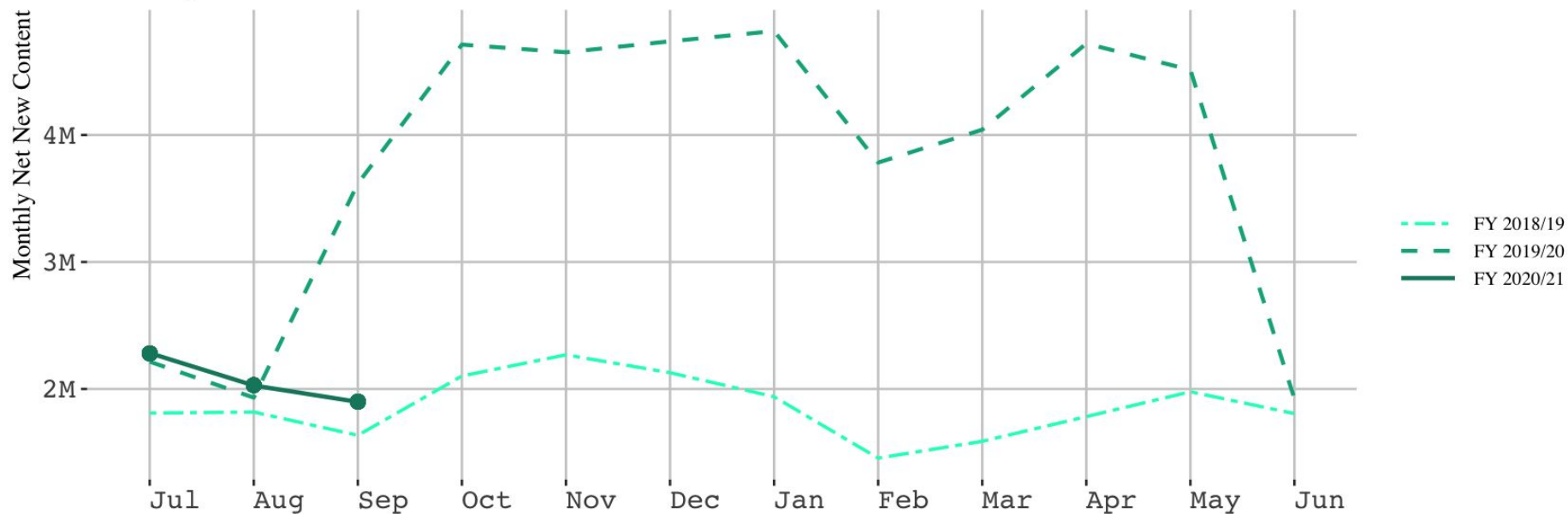
Key trends

- In September, the large drop in YoY new new content was primarily from decrease number of bot edits (~1.5M) in Wikipedia and Wikidata.
- After removing bot edits, there was a growth (~32%YoY) in new Wikipedia articles in arz.wiki, ru.wiki, and zh.wiki.
- Revert rate had a spike last month, because 1) a decrease in the non-bot edits in Wikidata, with slightly increase in number of reverts; 2) increase in reverts from English wikipedia.
- There was noticeable increase in bot content edits in Commons (~25M). The increase in non-bot edits were from from English, Japanese and Spanish Wikipedia by users registered over 3 years.

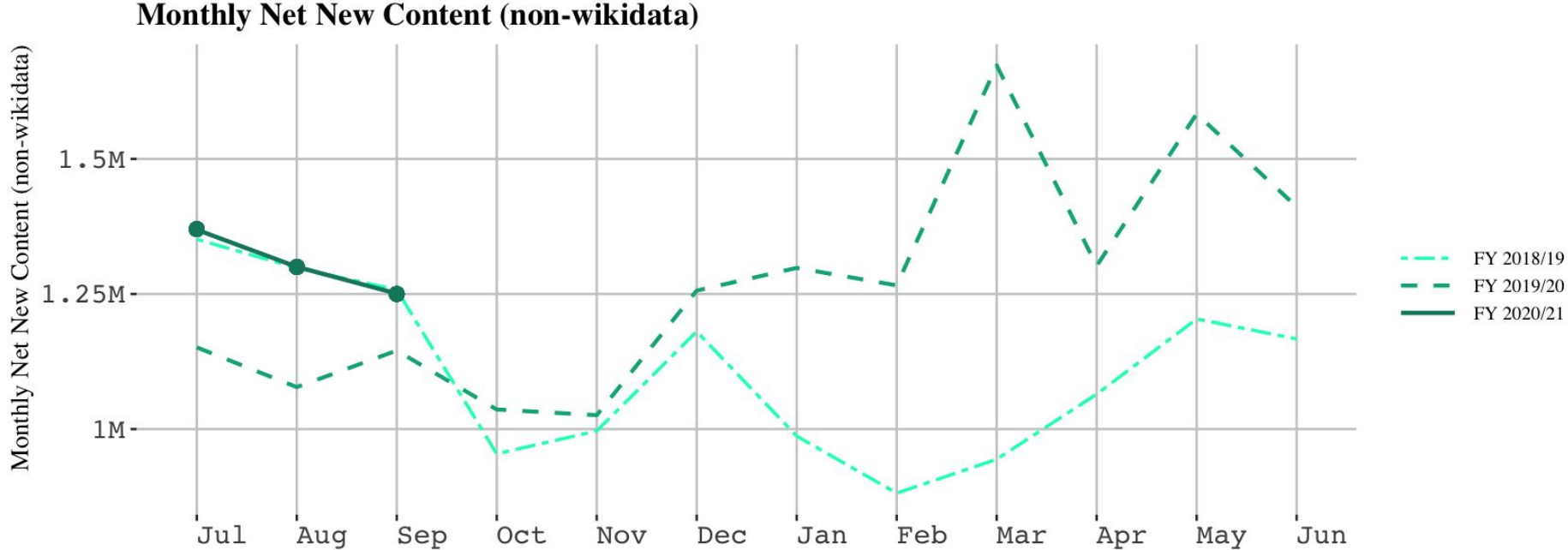
Explore [Content Metrics in Superset](#). For metric definitions, see the [Product data dictionary](#).

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

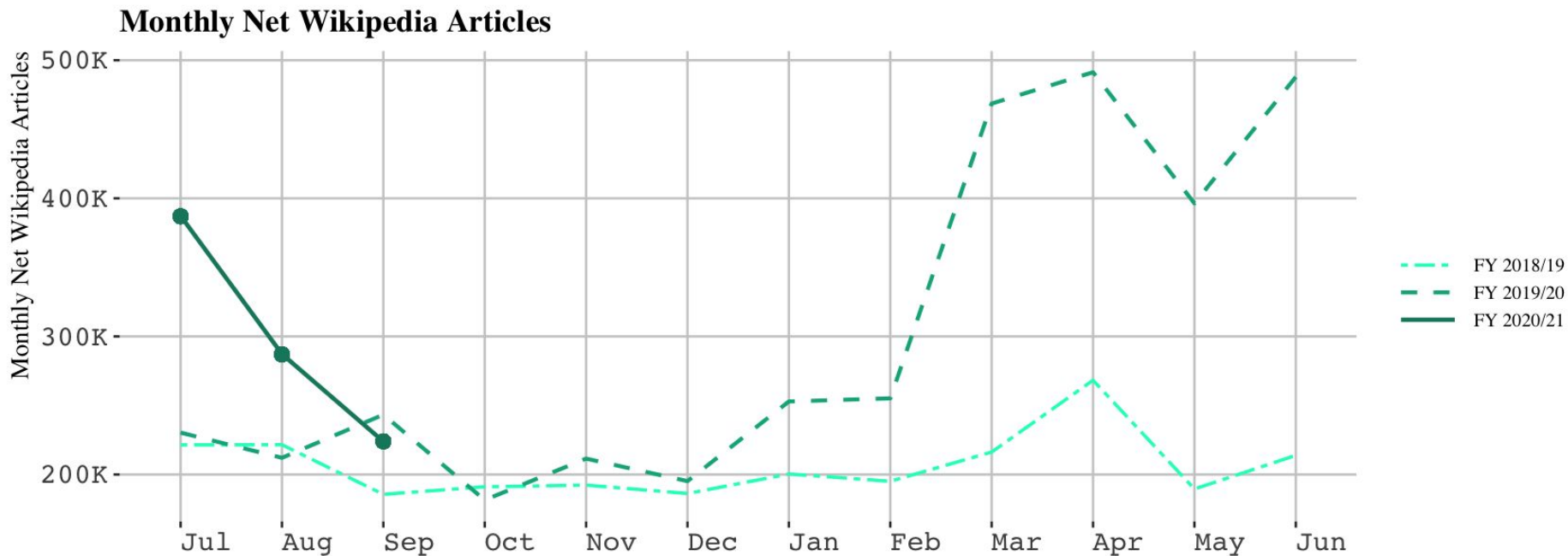
Monthly Net New Content



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

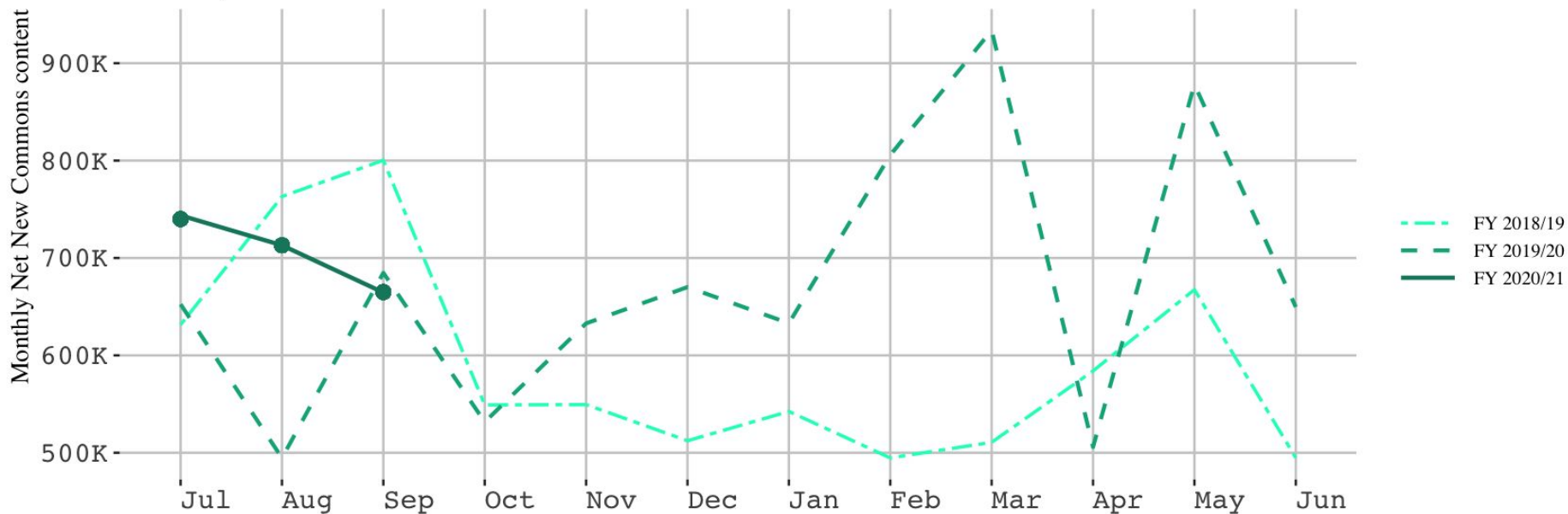


Wikimedia Net New Wikipedia Articles year-over-year comparison July 2018 - September 2020

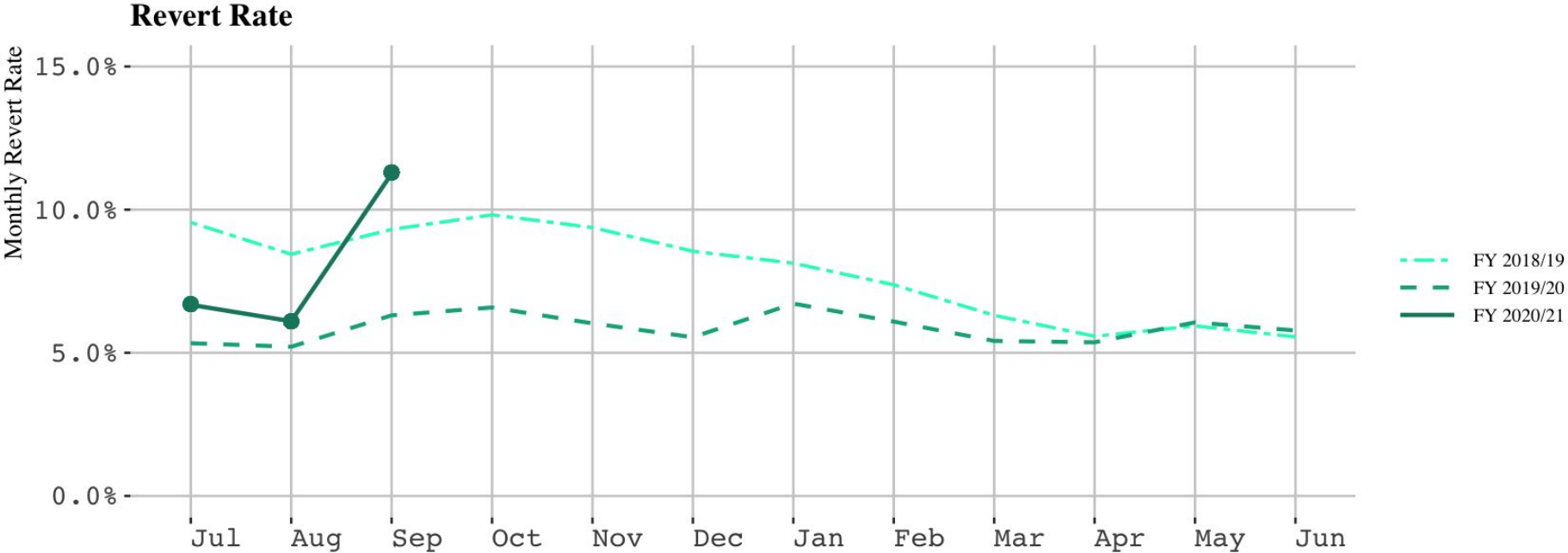


Wikimedia Net New Common Content year-over-year comparison July 2018 - September 2020

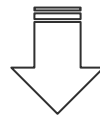
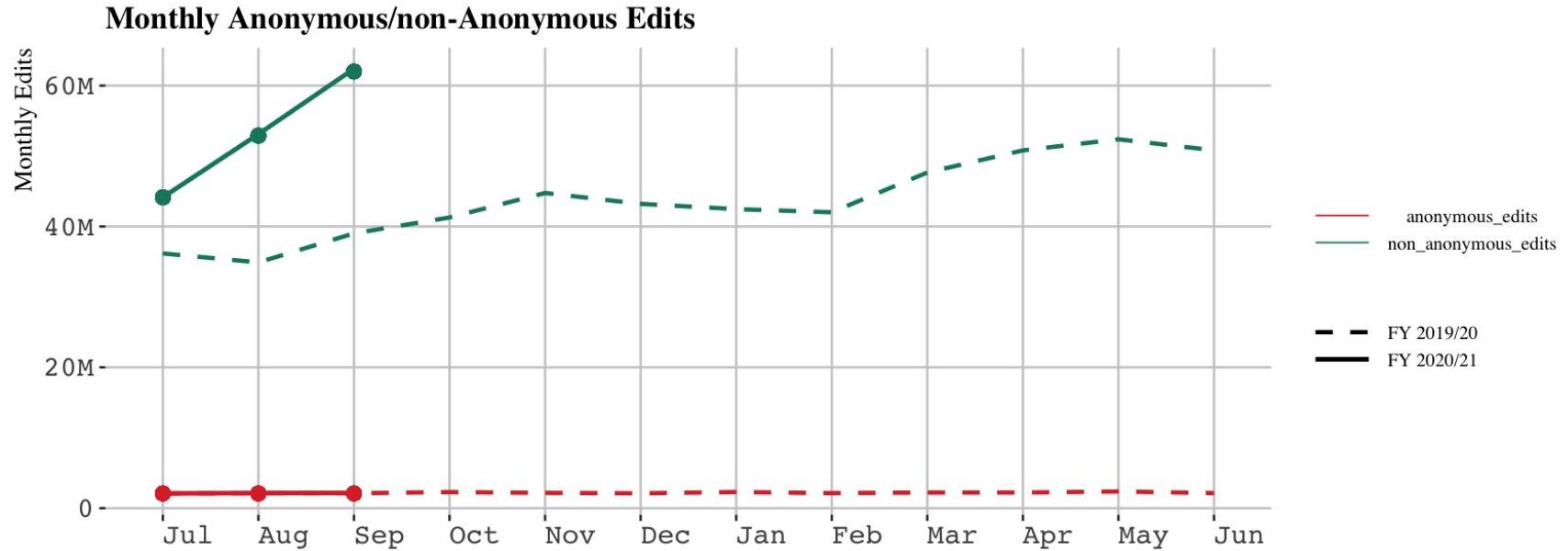
Monthly Net New Commons content



Wikimedia Revert Rate year-over-year comparison July 2018 - September 2020

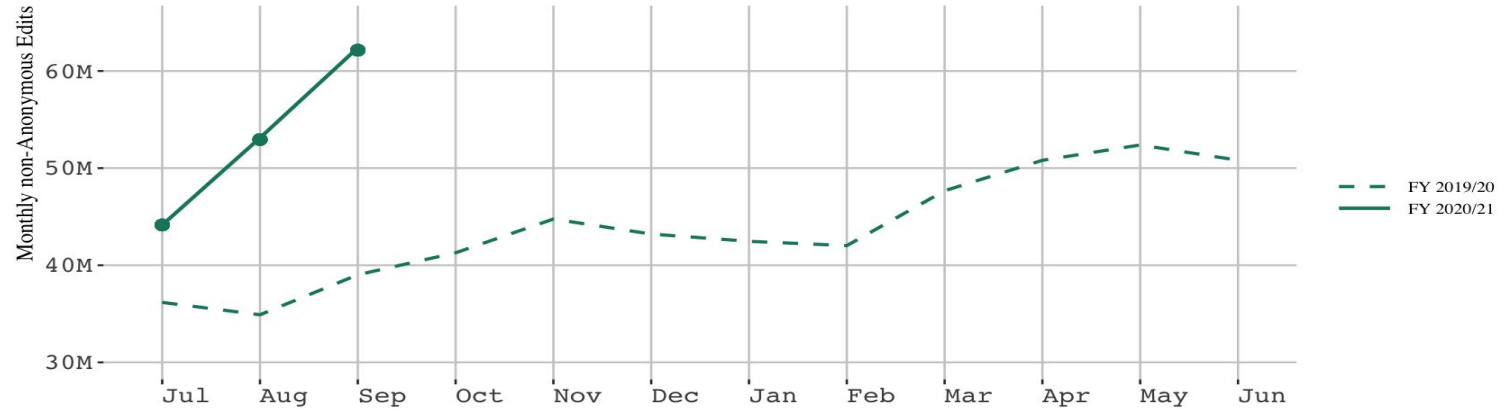


Wikimedia Anonymous/non-Anonymous Edits year-over-year comparison July 2018 - September 2020



Wikimedia Anonymous/non-Anonymous Edits year-over-year comparison July 2018 - September 2020

Monthly non-Anonymous Edits



Monthly Anonymous Edits

