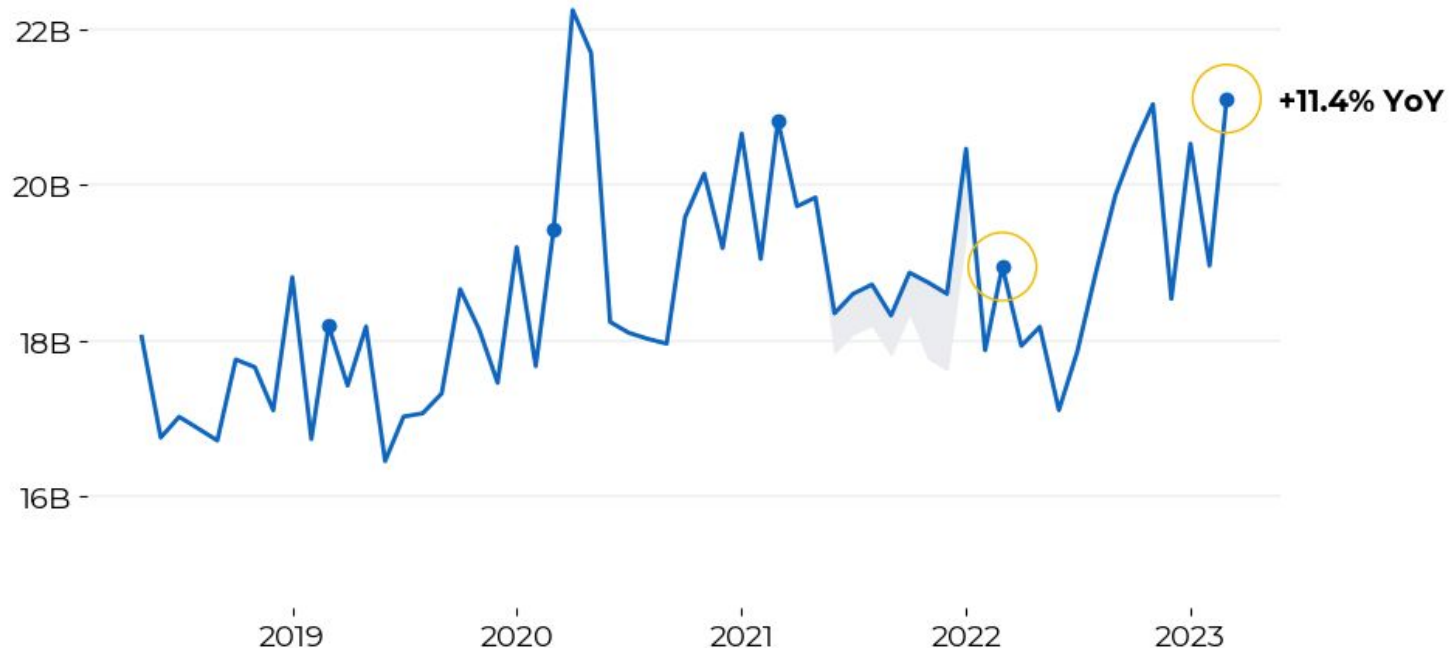


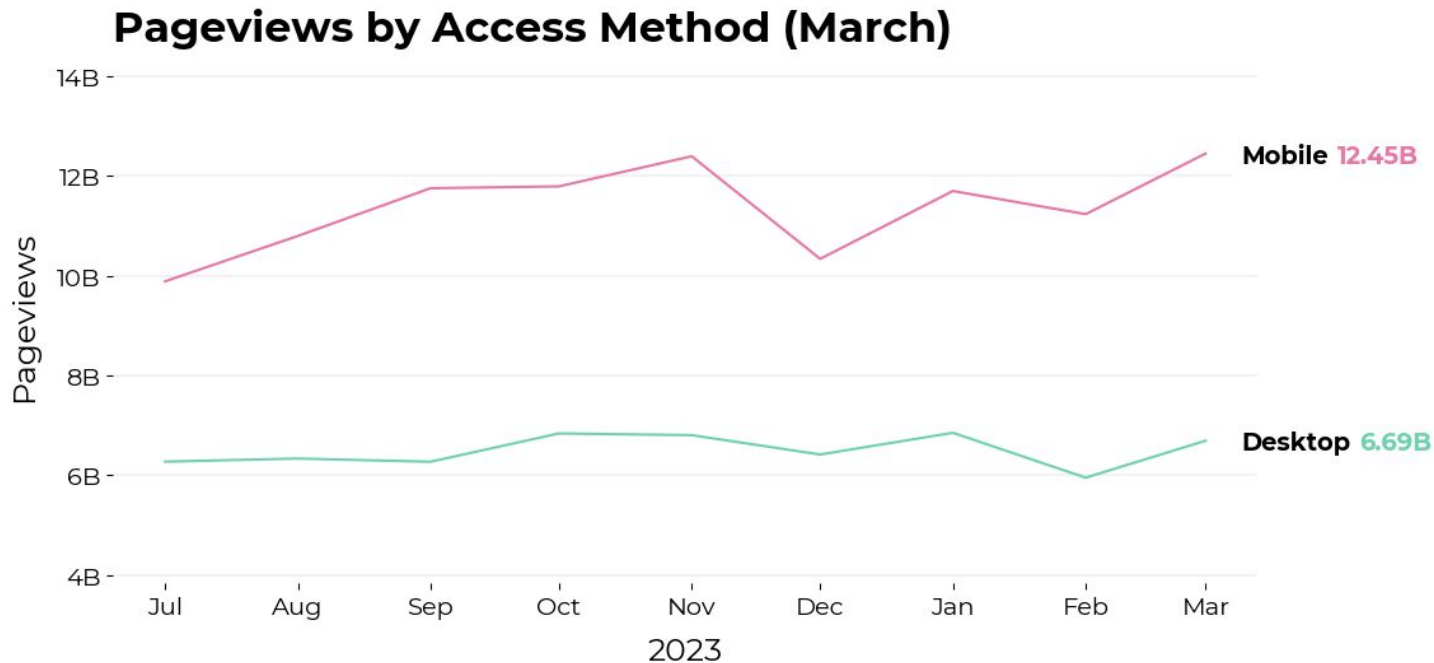
March 2023 Wikimedia movement metrics

Content Interactions (March): There were 21B content interactions in March, with an +11.4% YoY increase



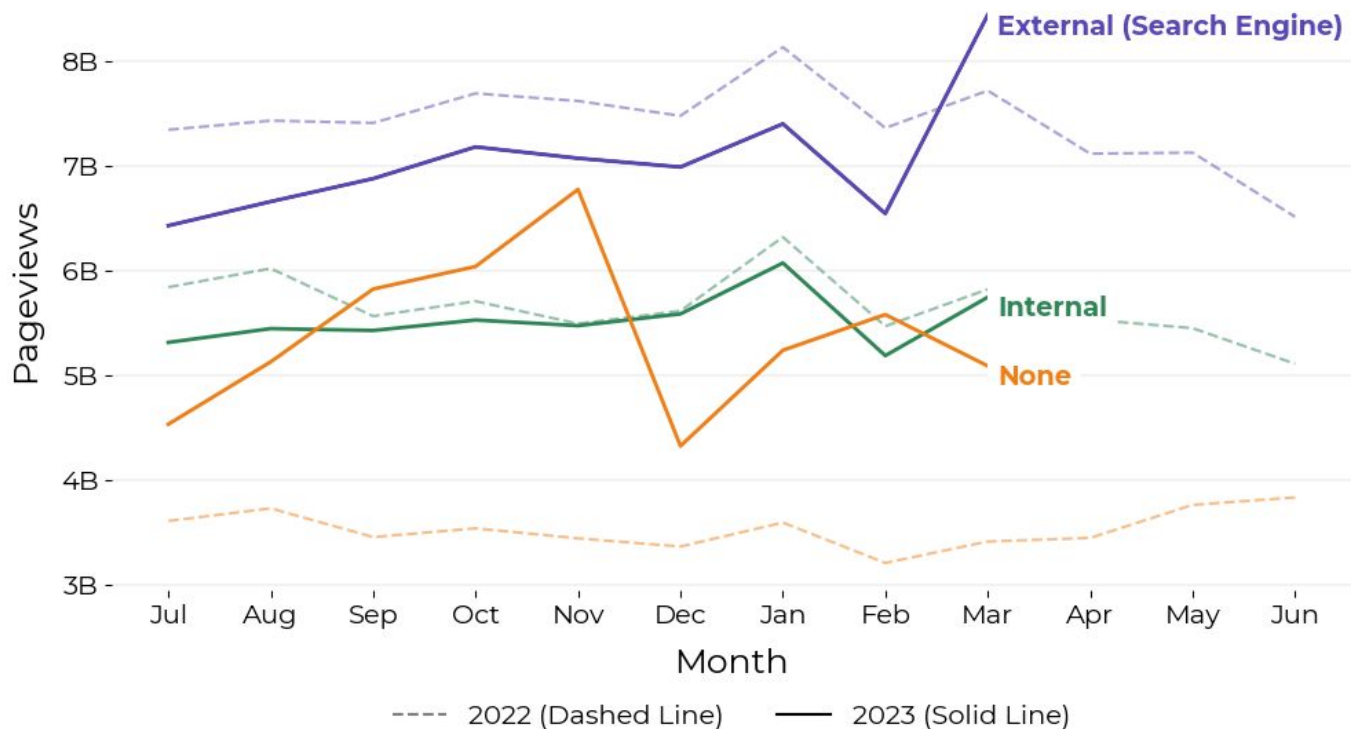
Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#). For metric definitions, see the [Product data glossary](#). For questions: [#product-analytics](#) or [email](#)

Pageviews: Of the 19B pageviews, mobile web traffic surged to 12.4B (+26% YoY) and Desktop traffic dropped to 6.7B (-4% YoY) this month



Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#). For metric definitions, see the [Product data glossary](#). For questions: [#product-analytics](#) or [email](#)

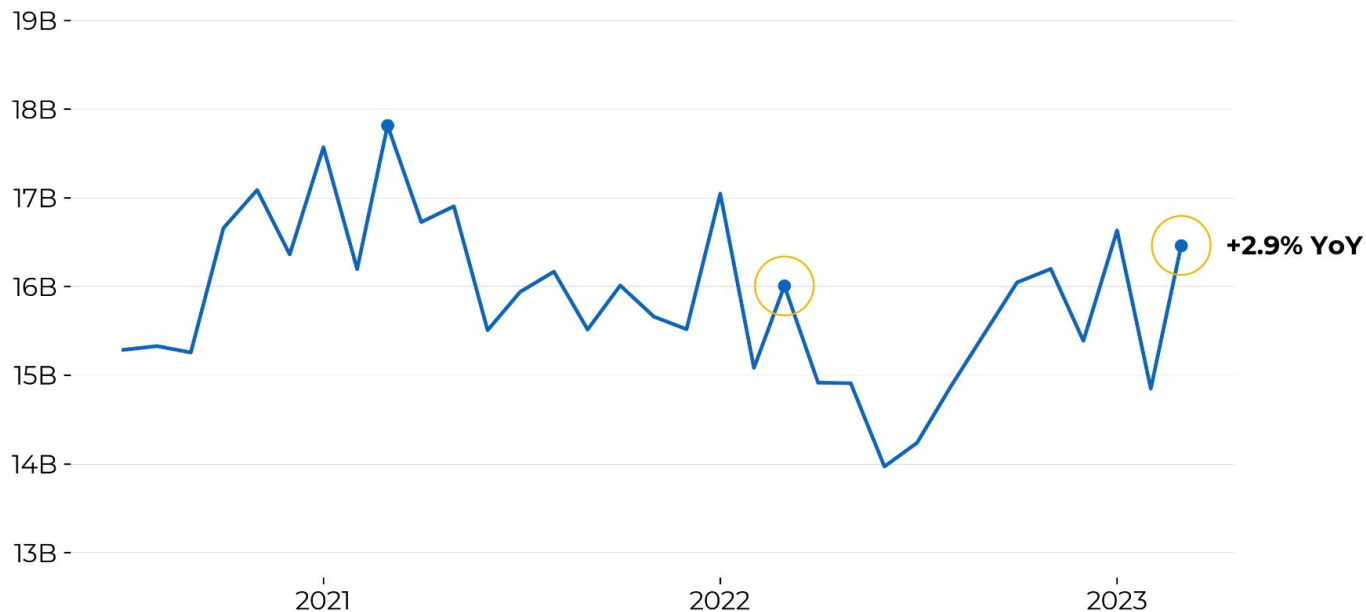
Pageviews by referral source: Automated bot traffic caused huge spikes in External (Search engine) referrer traffic. This month external search engine traffic was up by +9.4% YoY. Internal referrer traffic has declined slightly this month (-1.3% YoY), and None or Direct traffic continues to grow due to the rise in automated bot traffic.



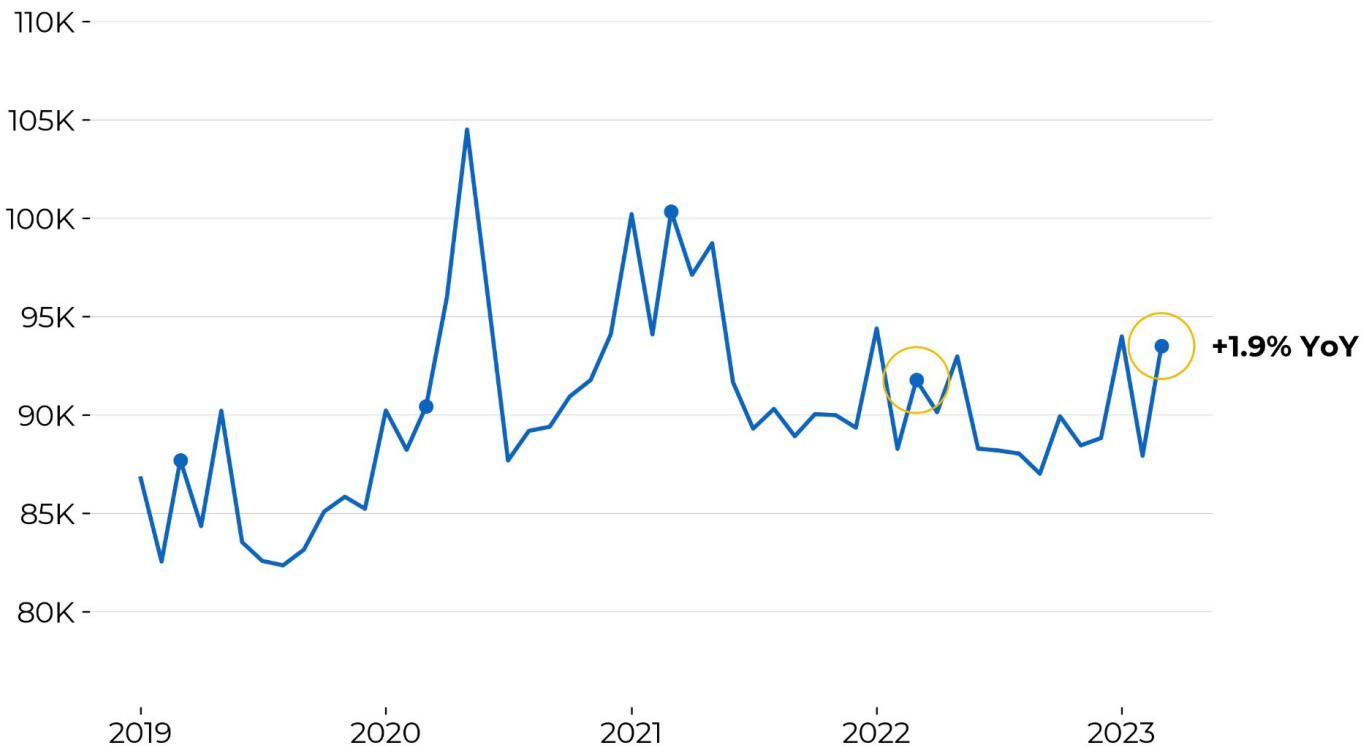
Data between July 2021 and January 2022 corrected for data loss.

User Pageviews (March): were up by +3% YoY

Monthly User Pageviews (March)

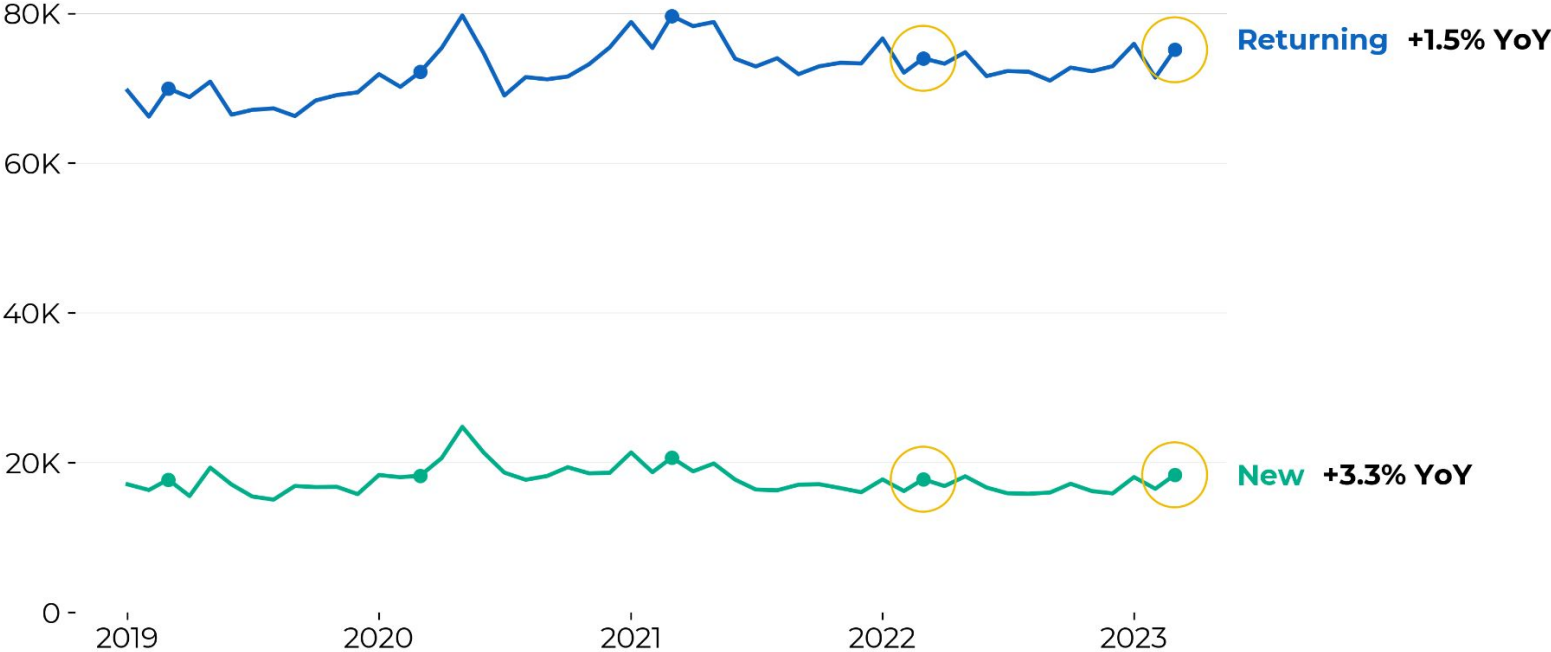


Active editors: 1.9% YoY growth to 93.5k, following seasonal patterns of growth



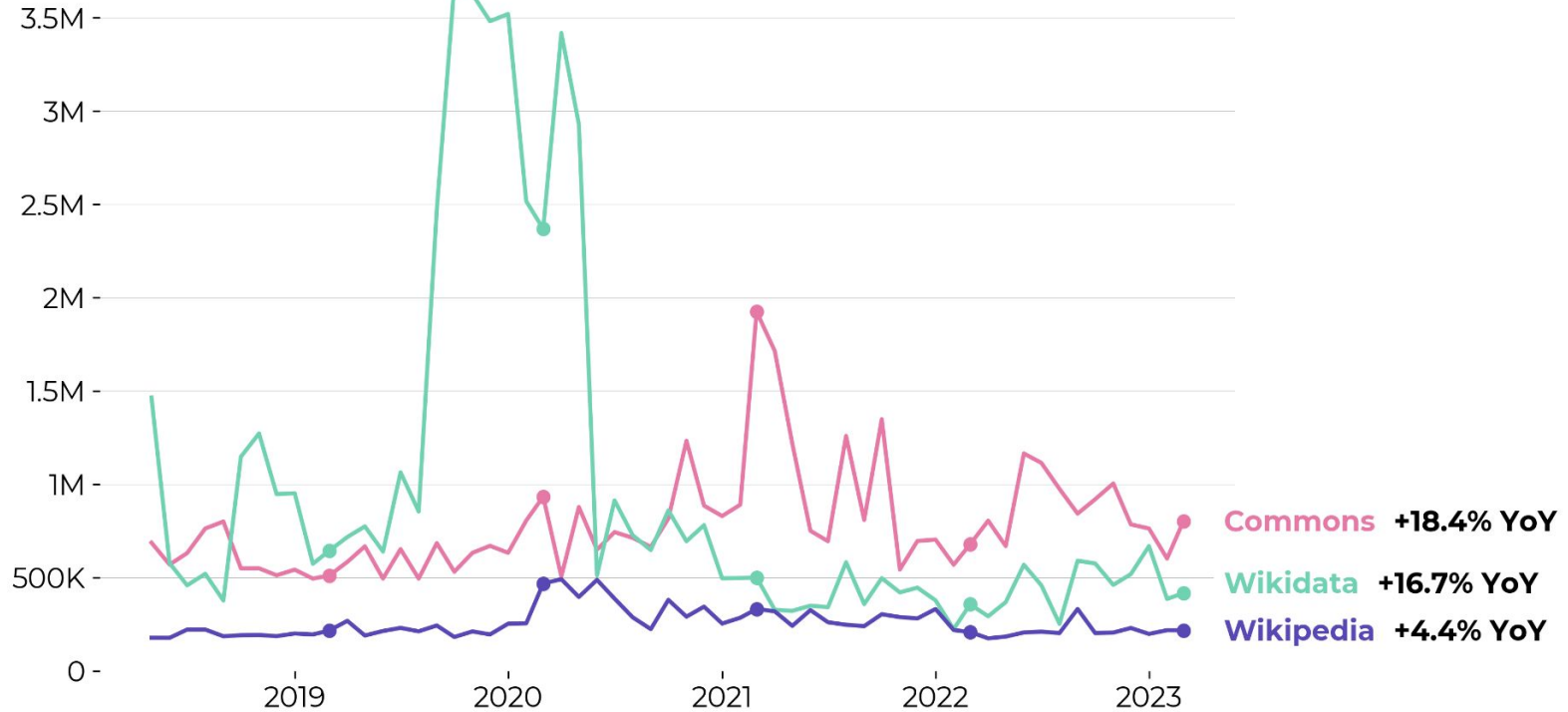
Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#). For metric definitions, see the [Product data glossary](#). For questions: [#product-analytics](#) or [email](#)

Active editors: returning vs new: new active editors increase 3.3% YoY while returning increases 1.5% YoY



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Net new content: All three major projects see YoY growth with Commons experiencing its fifth month of continuous YoY growth



Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#). For metric definitions, see the [Product data glossary](#). For questions: [#product-analytics](#) or [email](#)