Product / Worldwide Readership

WIKIMEDIA
F O U N D A T I O N

Worldwide Readership Priority slides

WIKIMEDIA
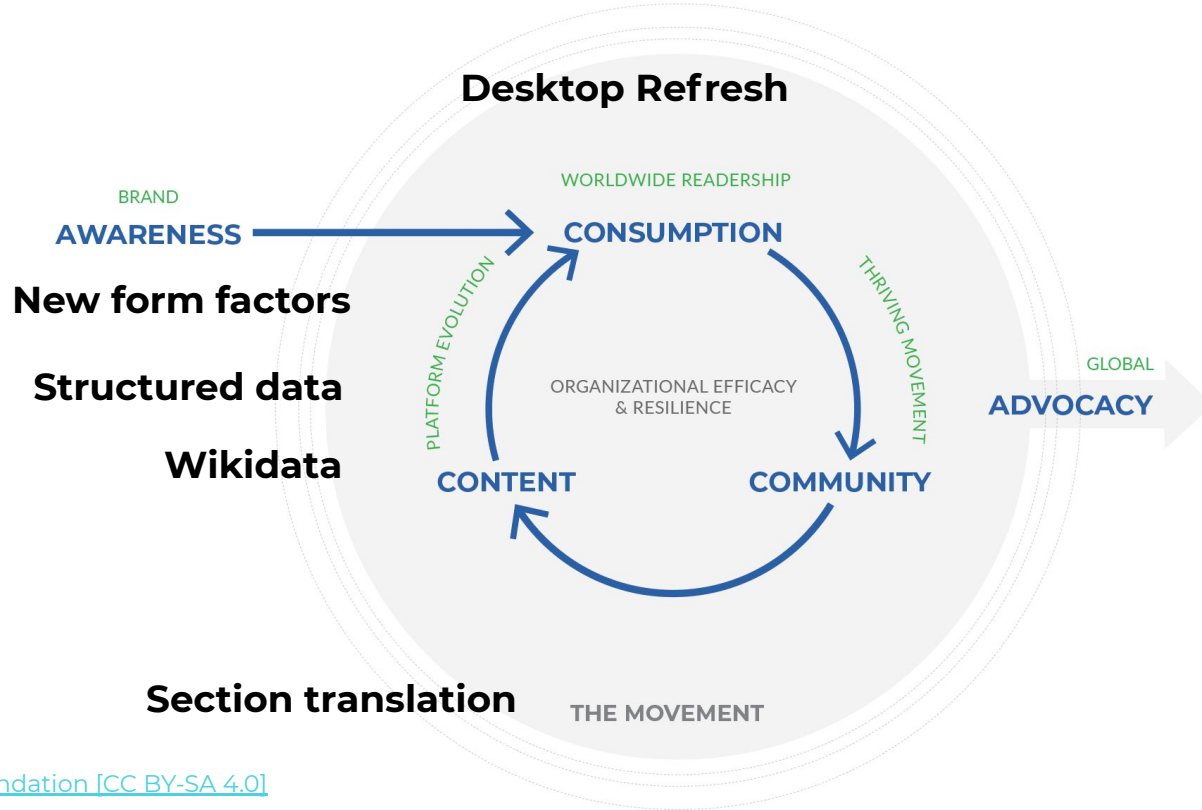FOUNDATION

Worldwide Readership

Worldwide Readership is important to our strategic direction because readership is how we transmit knowledge, build awareness, and connect with donors. Without our global readership, the importance of the projects would be diminished.

We are accomplishing our Worldwide Readership objectives by building new content form factors, helping editors create local content for readers in emerging regions, and adding metadata to media files to aid in discovery and re-use.

We'd like to highlight content translation. In Q1, we built awareness of Content Translation v2 through announcements and community outreach in target wikis, and local content translations doubled year-over-year. Over 10% of net new content from those wikis can be attributed to the increase in content translations. We are using what we learned from Content Translation v2 in the first iteration of the more atomic Section Translation project starting in Q2.

Department: Product

Worldwide Readership

Desktop Refresh

WORLDWIDE READERSHIP

BRAND
AWARENESS → **CONSUMPTION**

New form factors

PLATFORM EVOLUTION

THRIVING MOVEMENT

Structured data

ORGANIZATIONAL EFFICACY
& RESILIENCE

GLOBAL
ADVOCACY

Wikidata

CONTENT **COMMUNITY**

Section translation

THE MOVEMENT

Department: Product

Worldwide Readership

MTP Outcomes

Make incremental but meaningful changes to our core products.

Substantially extend our core product experiences.

Key deliverables:

Growing Readership	
Desktop Refresh	
Wikidata	

MTP Metrics	Y1-Goal	Q1-Status
Content interactions increase YoY in established markets and emerging markets **Baseline:** 17.3B/month	1.25% YoY	**3.6% YoY** (17.1B/mo*)
Monthly edits increase YoY in established and emerging markets **Baseline:** 46.1M/month	5% YoY	**0% YoY** (38.8M/mo*)
Net new content increases YoY in both established markets and emerging markets. **Baseline:** 1.86M/month	18% YoY	**47.4% YoY** (2.58M/mo)

* Due to seasonal fluctuations, actuals per quarter may be lower than our Q4 2018-19 baseline.

AT RISK
AT STANDSTILL   ON TRACK

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Drill Down: Worldwide Readership ↗

The situation

The metrics in the MTP for Worldwide Readership should be tweaked to more accurately reflect the improvements we expect in engaging readers.

We have updated the metrics with more accurate measures and included targets for localized content.

The impact

Update the MTP metrics on Meta.

Recommendation

Amanda B updates the MTP metrics on Meta to match the metrics shared in this presentation.

Department: Product

Growing Readership

Objective:

Add new content structures, form factors, and localized content to substantially extend our product experiences in order to grow readership worldwide.

The Growing Readership deliverable saw significant progress in the last quarter.

Some of the high priority work delivered includes:
- Made improvements so that users can link any media file to any property on Wikidata.
- Worked with community members to create bots leading to a total of >2 million files with linked data.
- Moved Content Translation out of beta for 5 target wikis
- Built and deployed new test site CricketInfo.io, targeting mobile users in India. Discovered there's a use case for snackable content and easy language switching.

Full-time equivalent budget [*Finance will fill this out, please don't touch*]
Projected: X FTEs
Actual: X FTEs

Key Results	Y1-Goal	Q1-Status
Deliver on 19 program milestones. **Baseline:** 0 milestones completed	19 (5 as of Q1)	**4**
Monthly content interactions increase, in both emerging markets and established markets. **Baseline:** 17.3B/month	1.25% YoY	**3.6% YoY** (17.1B/mo*)
Content growth increases: Monthly edits increase YoY in established and emerging markets **Baseline:** 46.1M/month	5% YoY	**0% YoY** (38.8M/mo*)
Net new content increases YoY in both established markets and emerging markets. **Baseline:** 1.86M/month	18% YoY	**47.7% YoY** (2.58M/mo)

* Due to seasonal fluctuations, actuals per quarter may be lower than our Q4 2018-19 baseline.

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Desktop Refresh

Objective:

Strengthen brand affinity by increasing site utility amongst readers and maintaining utility for our existing editors.

The Desktop Refresh deliverable has seen foundational movement in the last quarter.

- Created simple prototypes of potential features and tested at Wikimania. Results were overall positive
- Began technical research and prepared an ongoing technical Request for Comments (RfC) on architecture choices for the project
- Collaborating with the Frontend Architecture Working Group to pilot the new front-end framework

We've made an important architectural choice, narrowed in on improvements and so far, we're getting a lot of positive feedback

Full-time equivalent budget [*Finance will fill this out, please don't touch*]
Projected: X FTEs
Actual: X FTEs

Key Results	Y1-Goal	Q1-Status
Deliver on 12 program milestones **Baseline:** 0 milestones	12 (3 as of Q1)	**2**
Deploy the first stages of the new desktop experience as an opt-in preference to all wikis, with at least 5 wikis where the experience is default with an opt-out rate of 40% or lower. **Baseline:** 0 wikis, opt-out rate n/a	5 < 40%	**n/a** **n/a**

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Wikidata

Objective:

Wikidata is a source of high quality data and is more connected to Wikimedia projects and external Wikibase instances.

The Wikidata deliverable has seen some movement in the last quarter.

Some of the high priority work delivered includes:
- Project proposal for editing Wikidata directly shared on MediaWiki.
- Discussions with community and ORES team to identify a potential index and the dimensions of a data object quality score.

We met with WMDE week of 2019-10-28 to review progress toward Memorandum of Understanding (MOU) deliverables and WMDE - WMF collaboration practices.

| Key Results	Y1-Goal	Q1-Status
By end of June 2020 at least 5 new instances outside of Wikimedia projects will have integrated Wikidata content. **Baseline:** 0	5	**n/a**
A quality score for data objects will have been defined and implemented and baselines will have been defined by end of June 2020. **Baseline:** No quality score	-	✔️
By end of June 2020 at least 2 different language Wikipedias are using a first prototype to edit Wikidata directly from their Wikipedia project. **Baseline:** 0 Wikipedias using	2	**0**

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Other updates

1. Updates from FY18-19 Annual plan
    a.   Mobile editing
2. Core work of note
    a.   Better use of data
    b.   Parser unification
    c.   Product infrastructure
    d.   Frontend Architecture Working Group

Mobile Editing

Activity and Results

The web team is now hard at work on Desktop Refresh. Earlier in the quarter, this team released Advanced mobile contributions and we wanted to give you an update:

1. Advanced mobile contributions (AMC) is now deployed everywhere(!)
2. We ran banners to invite editors to try it
3. We measured adoption and use:
   a. AMC has an ~80% retention rate (our target was 60%)
   b. Currently, AMC makes up ~25% of all logged-in edits made on the mobile site

Tool usage after deployment and promotion
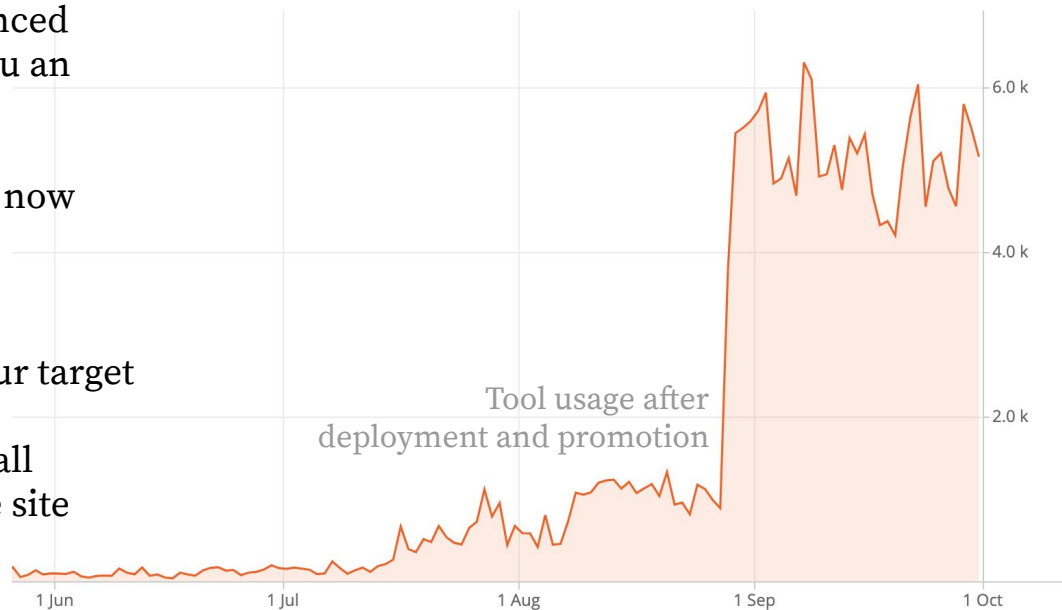
Better use of data

Activity and Results

The program is focused on making the use of quantitative data for decision making and communication a more effective and integral part of product development systems and processes.

1. Built client library prototypes to streamline event tracking and reduce development time and complexity
2. Dashboards for board metrics allow non-analysts to review and investigate trends and results.
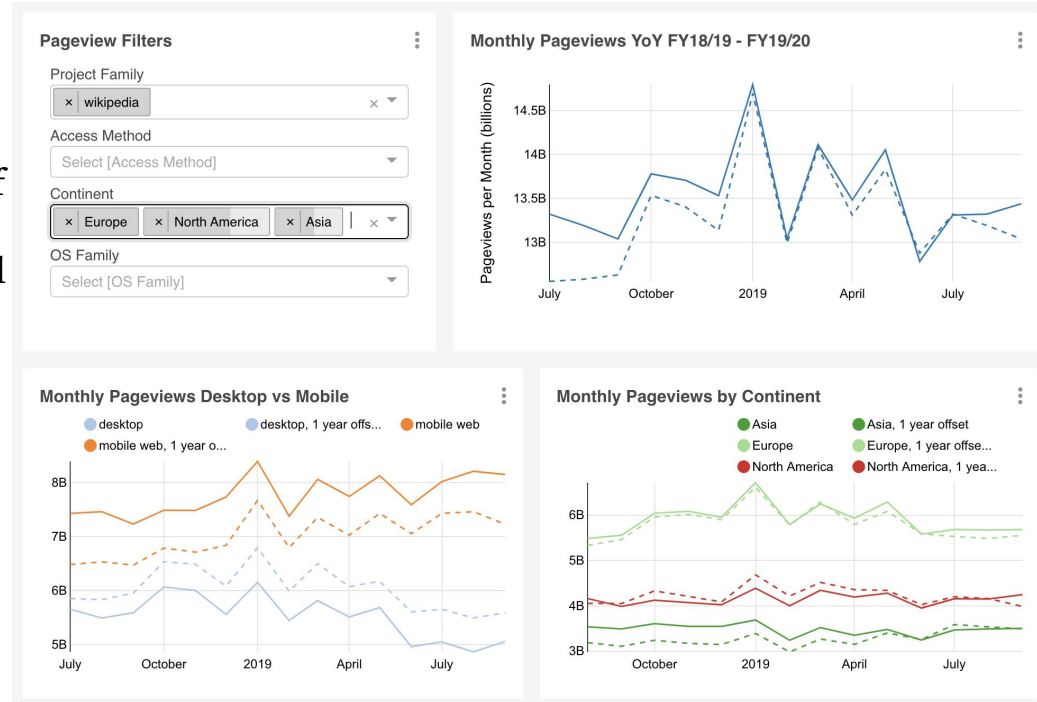
Parser unification

Activity and Results

We wrapped up the porting of Parsoid from Javascript to PHP. Performance for some API endpoints seems (surprisingly) much better than the Javascript version based on initial benchmarking. We are aiming for a shadow (i.e. no live client traffic) production deploy week of Oct 21, 2019.

After last year's completion of replacing Tidy4, this is the next step in the longer term goal of arriving at Parsoid as the default wikitext engine for MediaWiki.

Benchmark: Mean response time

40% faster
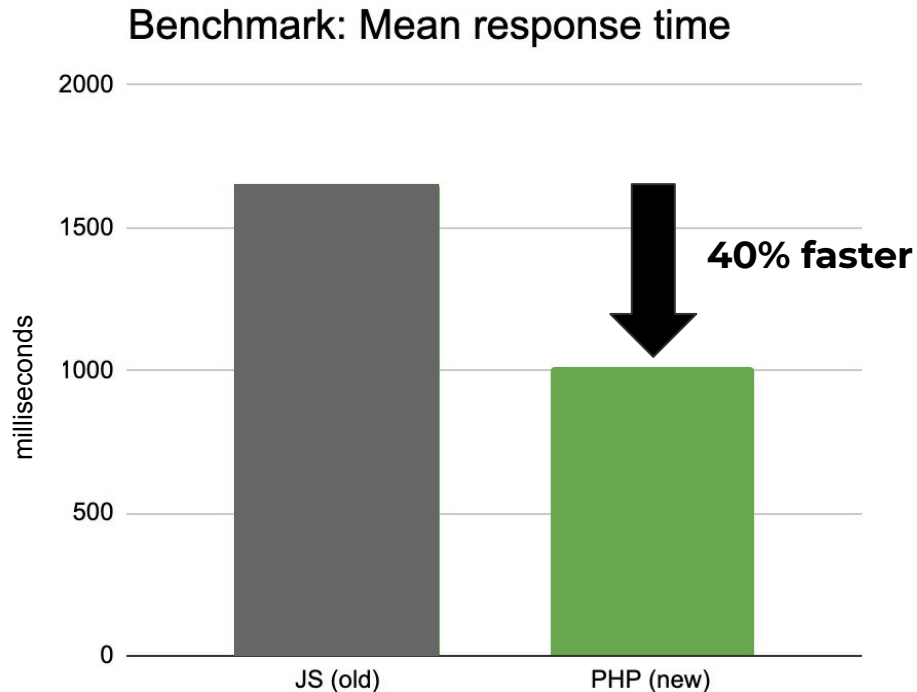
Note: for wikitext→ HTML conversion, measured over thousands of requests at 6 requests/second

Product Infrastructure

Activity and Results

1. Made significant progress on machine vision middleware in support of structured data on commons
2. Delivered client library prototypes to validate the analytics stack spec for better use of data
3. Made existing maps stack easier to maintain, continued to research alternatives

Frontend Architecture

Activity and Results

In coordination with Technology leadership:

1. Formed cross-department (+WMDE) Frontend Architecture Working Group
2. Researching modern JavaScript library to adopt for faster UI development
3. Modern JavaScript library to be used in early features of Desktop Refresh

Aimed at efficiency and joyful development experience and fostering strong collaboration by reducing the complexity of the platform for new and seasoned UI developers alike.

Our user interface components reuse code. This project makes that code more flexible and easier to use.

Thank you!

To the new people who joined the product team during Q1:

Connie Chen
Anne Tomasevich
Abijeet Patr

And a big thank you to everyone in product whose hard work I got to talk about today!