

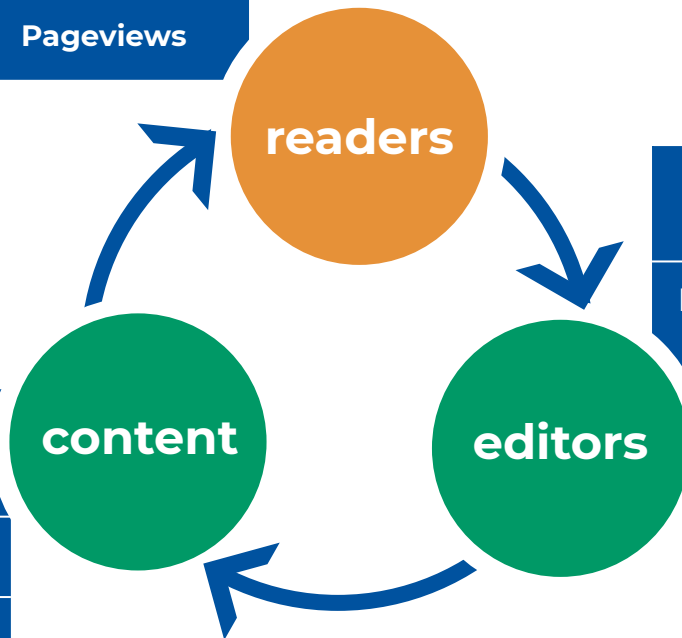
# July 2021 Wikimedia movement metrics



**WIKIMEDIA**  
FOUNDATION

# July 2021 Product Metrics

July Actuals	YoY (%)	
<b>18.1 B</b>	<b>0.0%</b>	<b>Interactions</b>
16.4 B	<b>1.2%</b>	<b>Pageviews</b>



	July Actuals	YoY (%)
<b>Active Editors</b>	<b>89,300</b>	<b>1.8%</b>
<b>New Editor Retention</b>	<b>5.9%</b>	<b>7.1%</b>

July Actuals	YoY (%)	
<b>285.0M</b>	<b>10.6%</b>	<b>Total Content</b>
58.4M	<b>6.5%</b>	<b>Wikipedia</b>
95.9M	<b>7.3%</b>	<b>Wikidata</b>

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

# June 2021 Platform Evolution/Structured Data Metrics

<b>Platform Evolution &amp; Structured Data</b>			
		<b>Change from Baseline</b>	<b>Year End Goal</b>
<b>Structured data used across wikis</b>	118.0 M	36.6%	80.0%
<b>Non-text content used across wikis</b>	33.9 M	8.51%	10.0%
<b>% of Wikidata items reused on other projects</b>	20.7%		25.0%

## Key trends

- Growth for structured data used across wikis slowed down in July, because of decrease in SD bot edits.
- Monthly edits on wikidata remained consistent with previous months at 18.9M
- The growth rates of wikidata items and reused wikidata items were very close. As a result, % of reused items was nearly constant

# July 2021 Product Metrics

Content		
		YoY
<b>Total content</b>	285.0 M	10.6%
<b>Net new content</b>	2.3 M	-1.3%
— Established Markets	1.9 M	29.9%
— Emerging Markets	0.2 M	-50.2%
<b>Non-Wikidata net new content</b>	1.9 M	39.5%
<b>Total edits</b>	44.8 M	-3.1%
— Established Markets	20.7 M	-16.7%
— Emerging Markets	3.2 M	1.7%
<b>Anonymous edits</b>	2.1 M	-1.9%

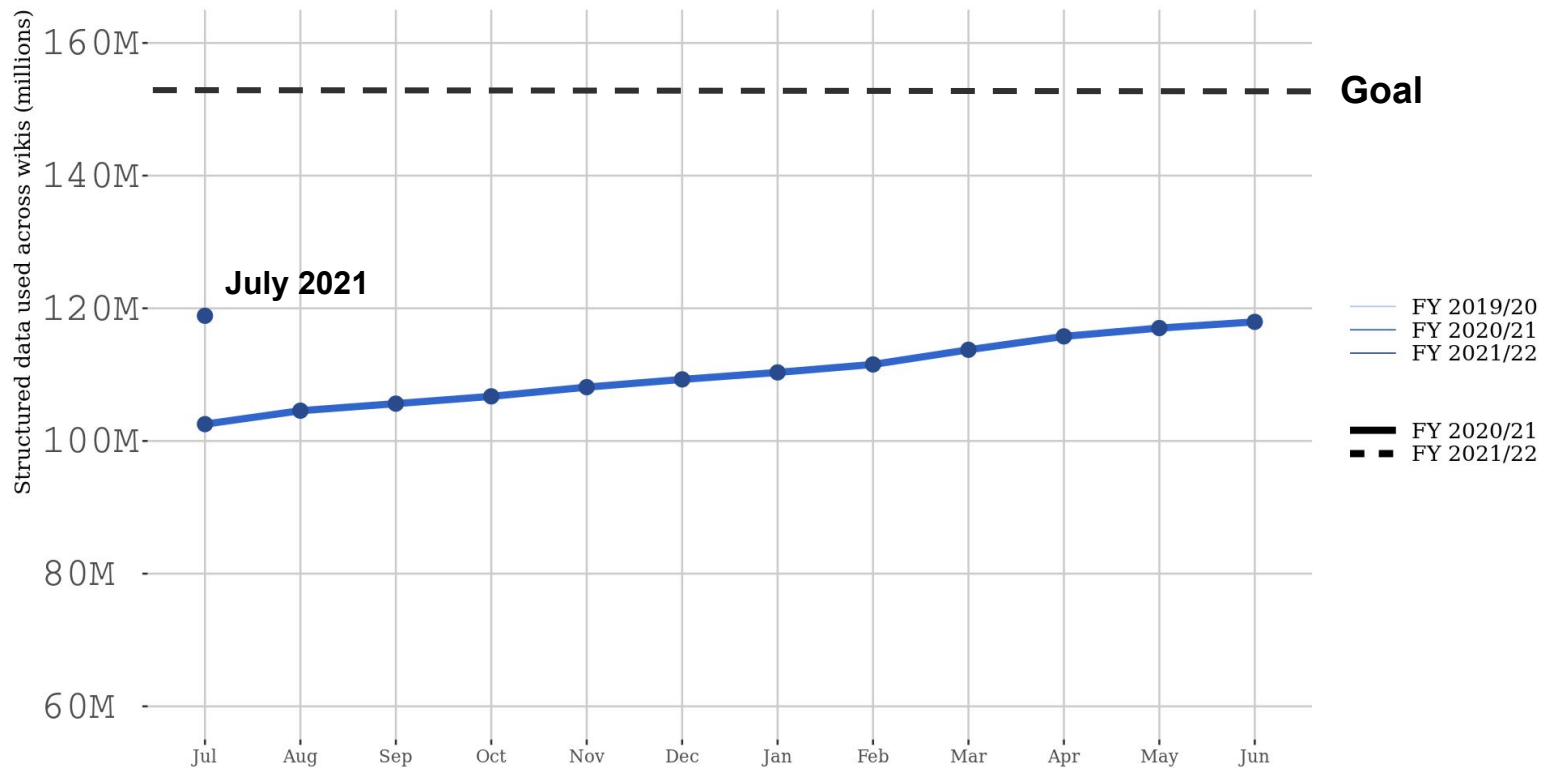
Readers		
		YoY
<b>Interactions</b>	18.1 B	0.0%
— Established Markets	13.6 B	-1.0%
— Emerging Markets	4.4 B	3.3%
<b>Unique devices (all Wikipedias)</b>	1.7 B	9.2%

Editors		
	Number	YoY
<b>Active editors</b>	89,300	1.8%
— Established Markets	69,700	-2.6%
— Emerging Markets	25,200	7.3%
<b>New editor retention</b>	5.9%	7.1%
— Established Markets	6.4%	-1.4%
— Emerging Markets	5.4%	27.9%

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

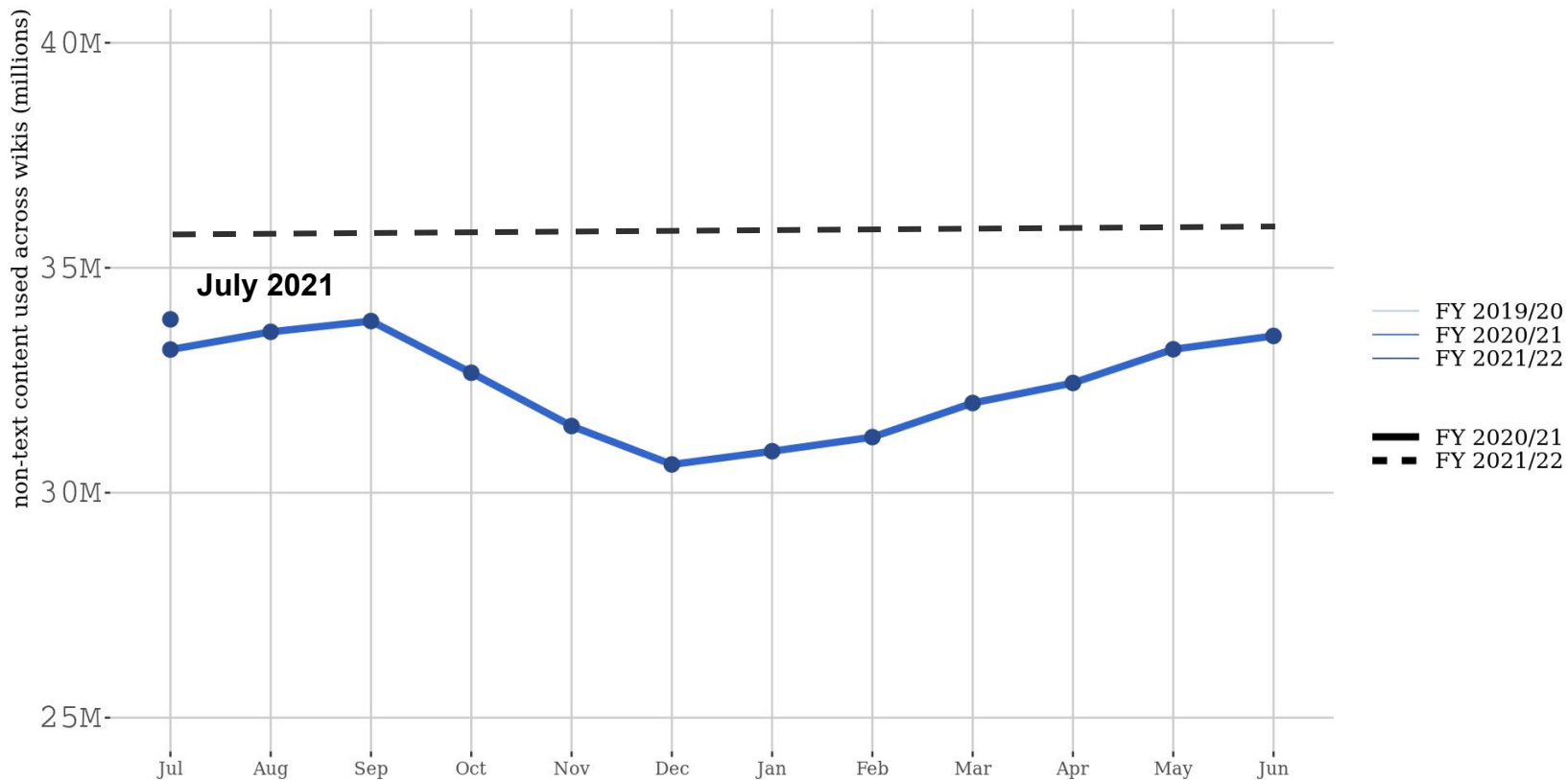
# Structured Data Used across Wikis

## July 2021 - June 2022



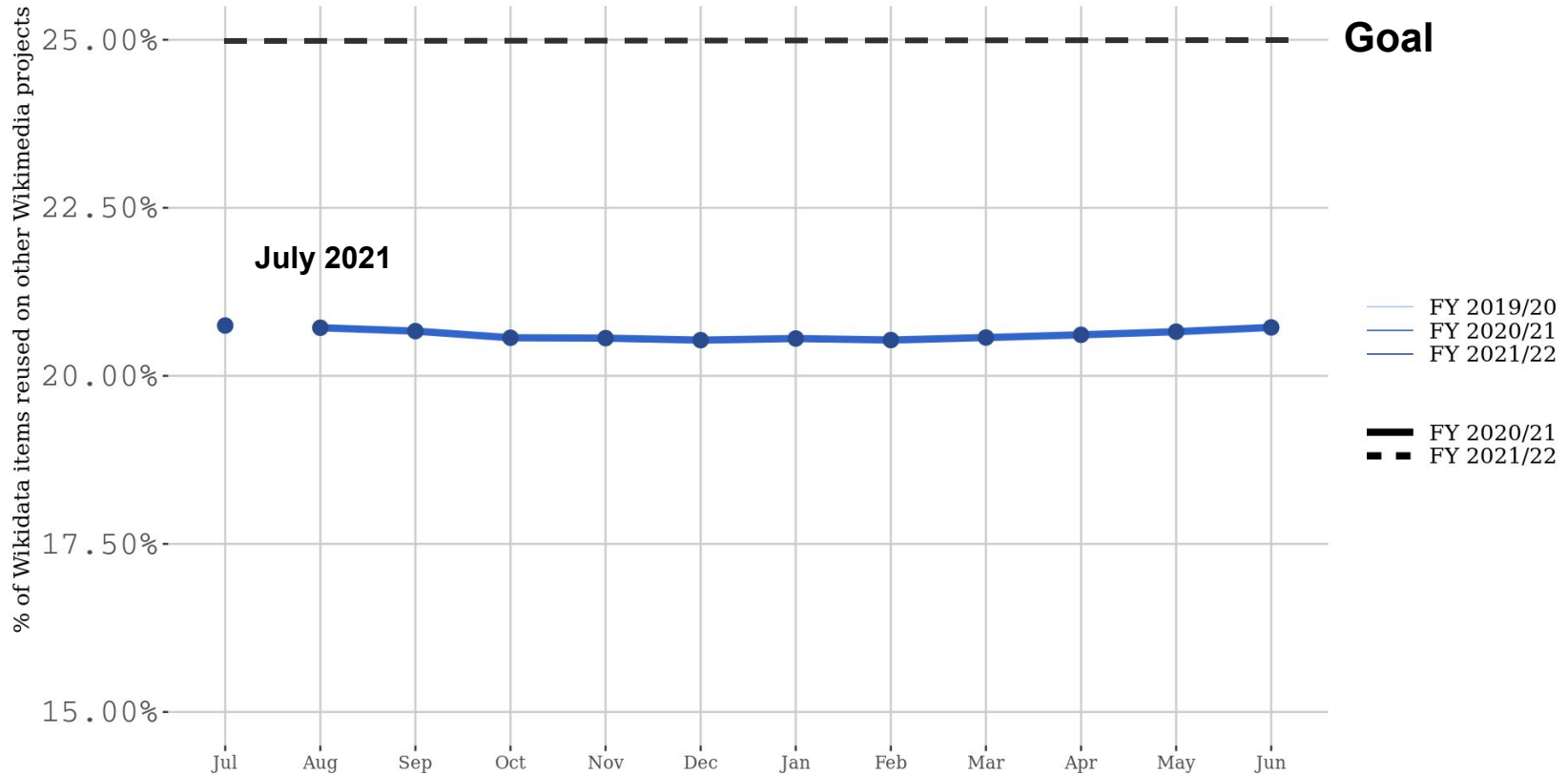
# Non-text Content Used across Wikis

## July 2021 - June 2022



# % of Wikidata Items Reused on Other Projects

## July 2021 - June 2022



# July 2021 Product Metrics: Readers

		YoY
<b>Interactions</b>	18.1 B	0.0%
—Pageviews <sup>1</sup>	16.4 B	1.2%
—Desktop	6.2 B	-0.1%
—Mobile web	9.9 B	1.9%
—Desktop previews	1.7 B	-10.3%
<b>Unique devices (all Wikipedias)</b>	1.7 B	9.2%

## Notes

<sup>1</sup> On 29 May 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 July, 2021, 5.2 % of pageviews were “automated”. There were --B “user”-only pageviews.

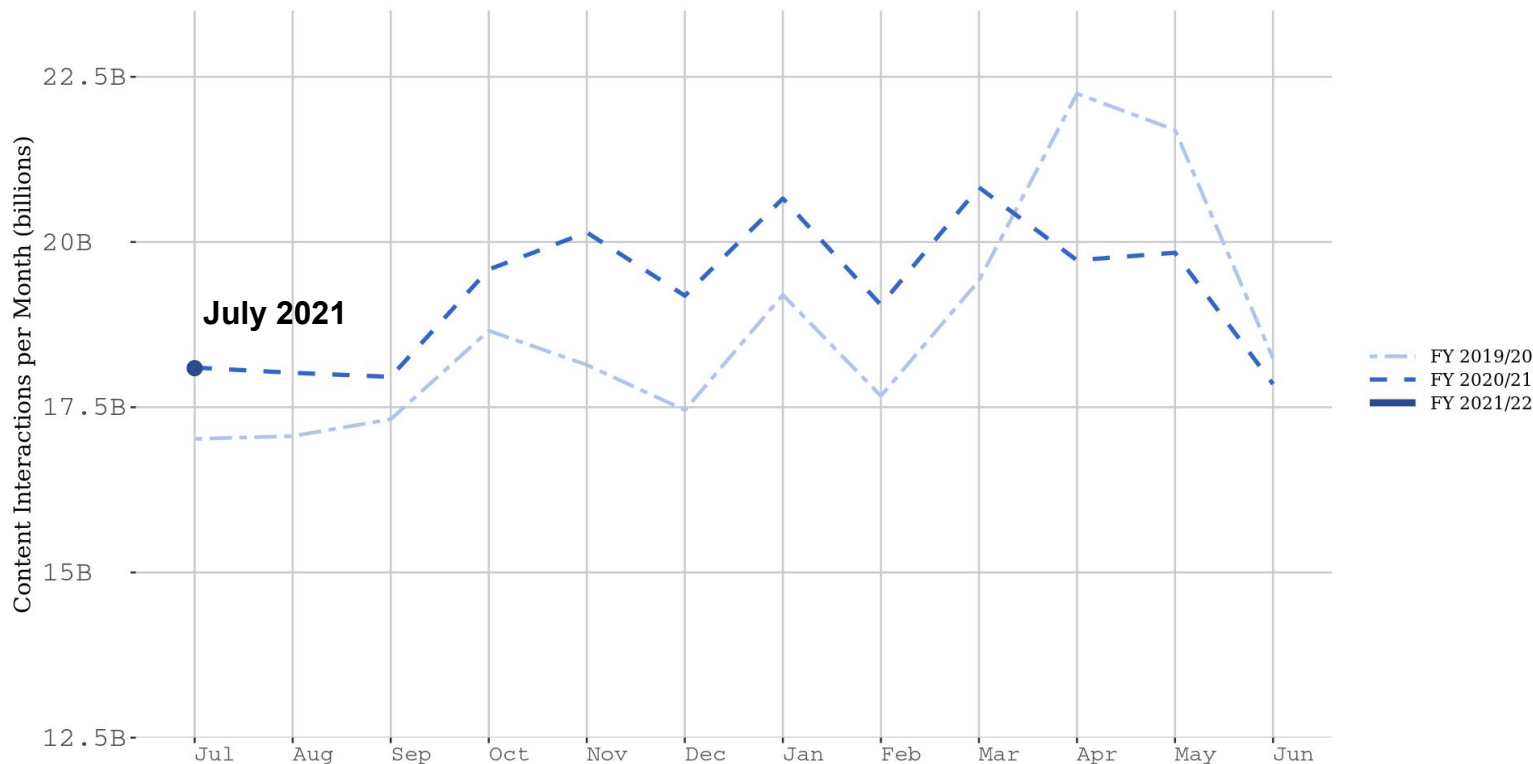
## Key trends

- Content interactions and total pageviews stabilized from last year’s spikes due to the pandemic and lockdown.
- The increase in pageviews was mainly driven by an increase in mobile pageviews from emerging market countries in Asia and Africa across multiple projects. YoY increase in internal referral traffic was greater than external search engine traffic this year.
- Content Interactions on desktop dropped 2.5% while mobile web were up by 2%.
- Pageview traffic for articles related to Sports surged in the days preceding to and during the Tokyo Olympics
- Unique devices increased YoY across countries, especially in US, Japan and India.

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



# Wikimedia Content Interaction year-over-year comparison July 2021 - June 2022



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

# July 2021 Product Metrics: Editors

## Key trends

		YoY
<b>Active editors</b>	89,300	1.8%
—New	16,400	-12.1%
—Returning	72,900	5.6%
<b>New editor retention</b>	5.9%	7.1%

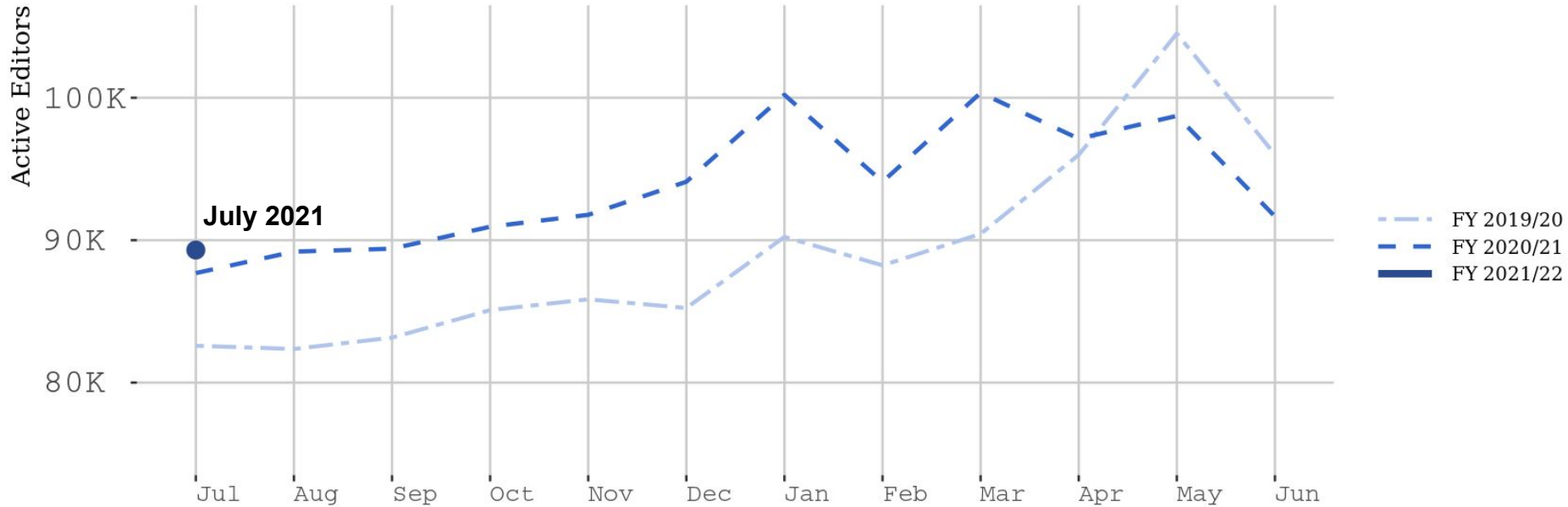
- Growth in active editors was led largely by wikis in emerging markets: bnwiki, idwiki, thwiki, hywiki and zhwiki
  - While new active editors continued to see a large drop, returning active editors increased in bnwiki, idwiki, hewiki, jawiki, and ruwiki
- The drop in new active editors was in commons, jawiki, frwiki, and wikidata. The growth in ptwiki persisted this month
- New editor retention continued its steady growth in July. The growth was mainly from ptwiki, eswiki, and enwiki
- New editors retention growth in emerging markets are from Indonesia, Vietnam, Saudi Arabia

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

# Wikimedia Active Editors year-over-year comparison

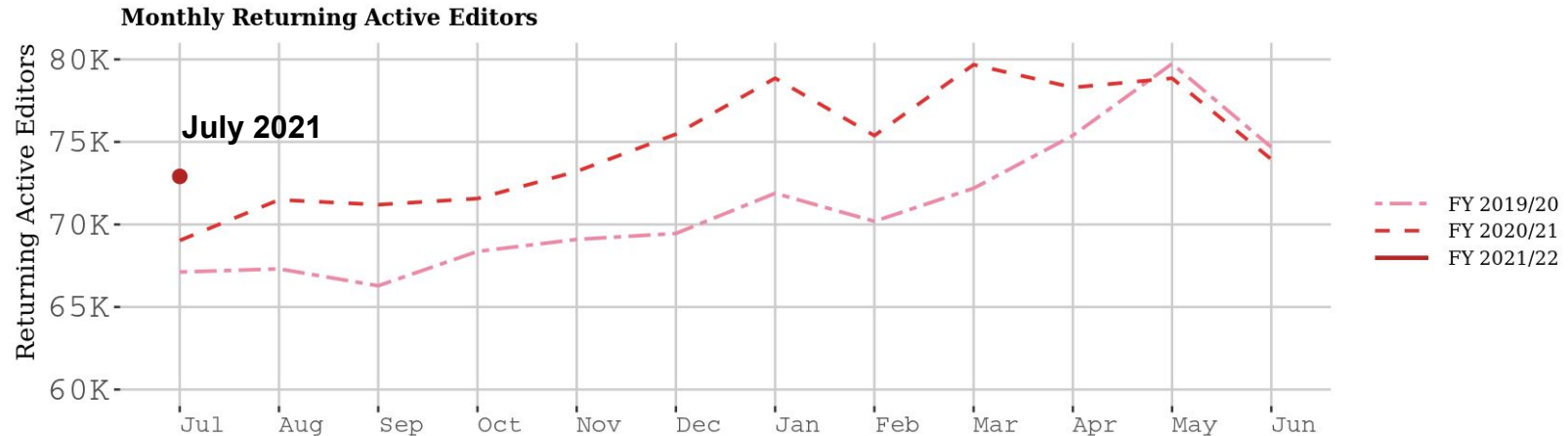
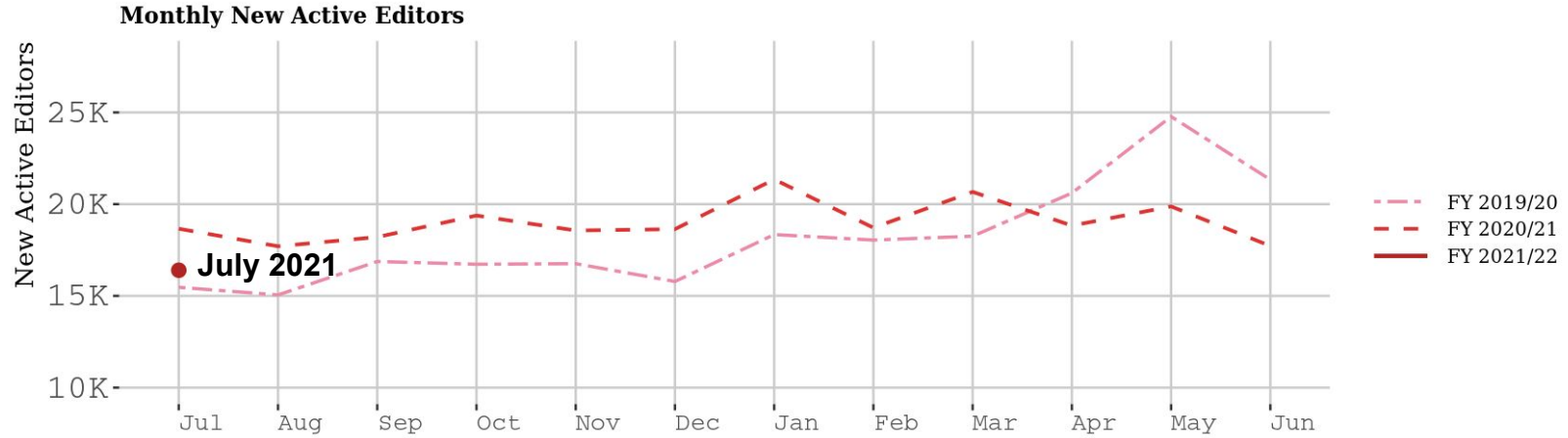
## July 2021 - June 2022

### Monthly Active Editors



# Wikimedia Active Editors year-over-year comparison

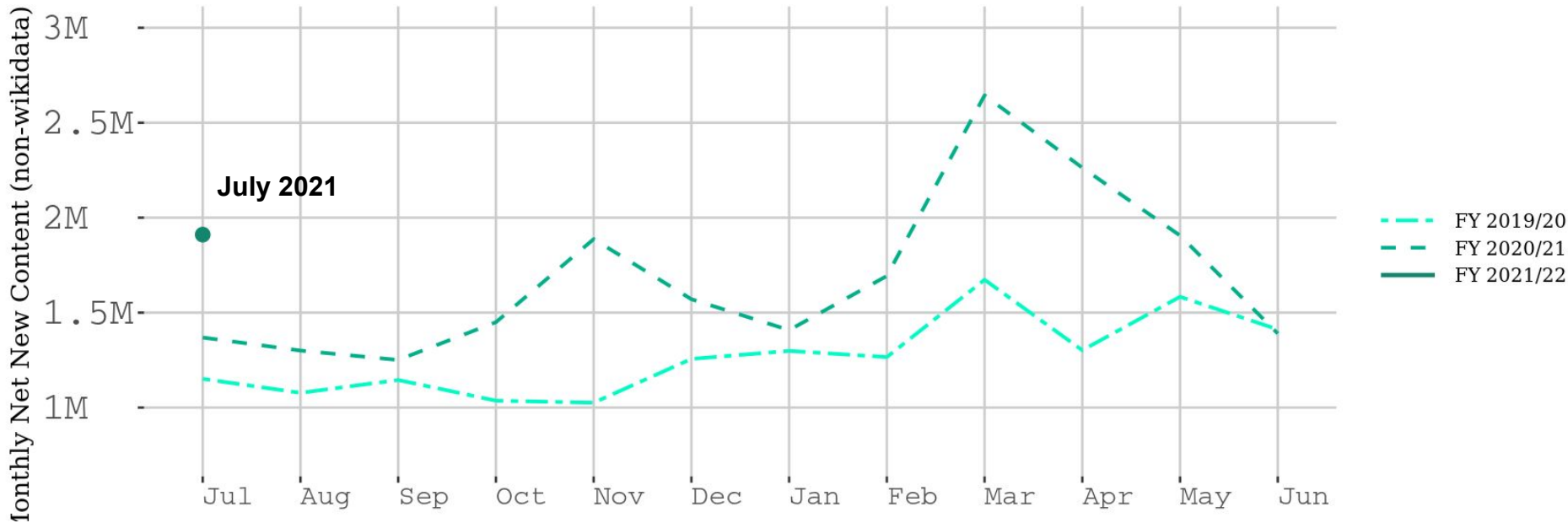
## July 2021 - June 2022



# Wikimedia New Editor Retention year-over-year comparison

## July 2021 - June 2022

### Monthly Net New Content (non-wikidata)



# July 2021 Product Metrics: Content

YoY

<b>Total content</b>	285.0 M	10.6%
—Wikipedia articles	58.4 M	6.5%
—Commons files	76.0 M	19.4%
—Wikidata entities	95.9 M	7.3%
<b>Net new content</b>	2,250,000	-1.3%
—Wikipedia articles	261,000	-32.7%
—Commons files	695,000	-6.6%
—Wikidata entities	341,000	-62.6%
<b>Revert rate</b>	5.4%	-19.5%
<b>Total edits</b>	44.8 M	-3.1%
—Mobile edits	2.0 M	15.3%
—Data edits	18.7 M	-14.3%
—File uploads	0.7 M	-7.8%
—Other non-bot edits	5.3 M	-56.2%

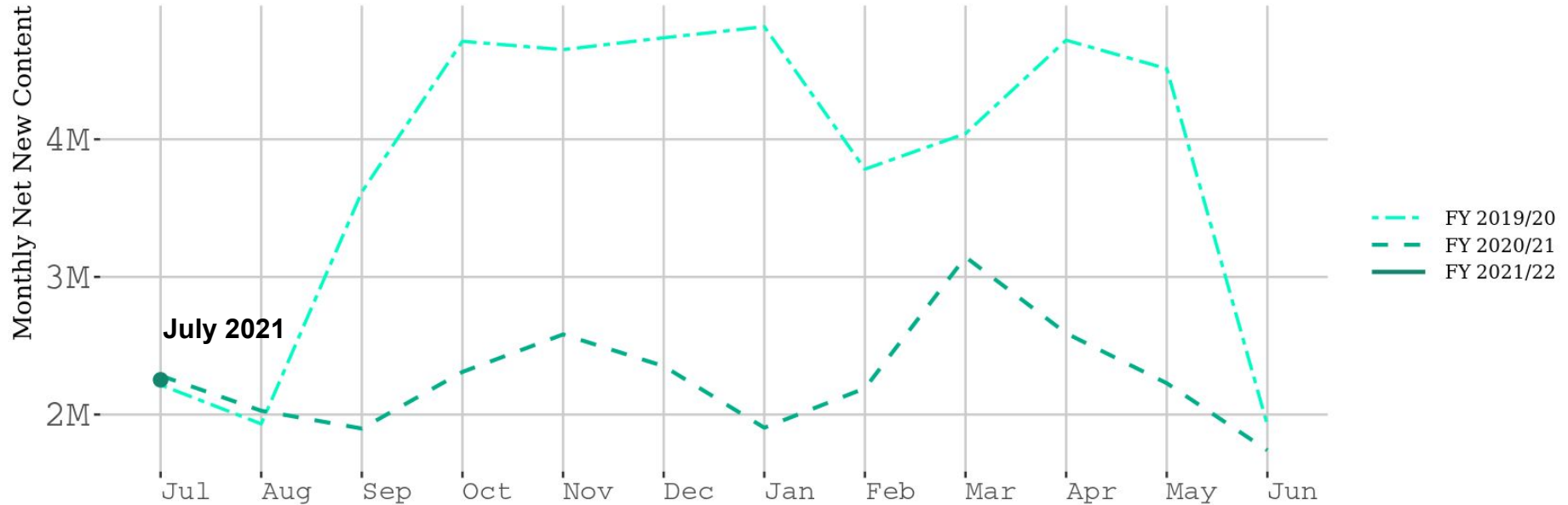
## Key trends

- Net new content (excluding wikidata) experienced a sharp rise by 38.5%
- 1.3% decrease in net new content, with a steep drop in non-bot, net new content buoyed by:
  - Increase in bot created net new content on wiktionary, wikinews, meta, mediawiki, wikipedia
- While total edits were down, we saw a 15.3% increase in mobile edits, led by enwiki and eswiki, jawiki, itwiki and zhwiki; and growth in mobile bot edits on bnwiki

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

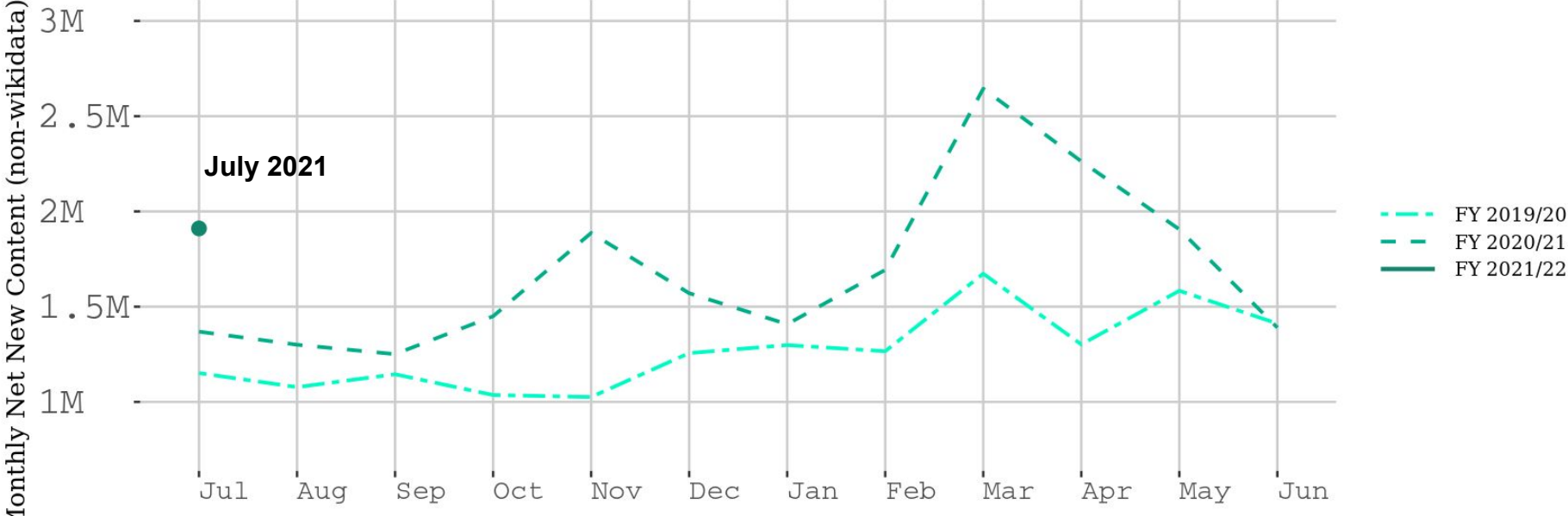
# Wikimedia Net New Content year-over-year comparison July 2021 - June 2022

## Monthly Net New Content



# Wikimedia Net New Content (non-Wikidata) year-over-year comparison July 2021 - June 2022

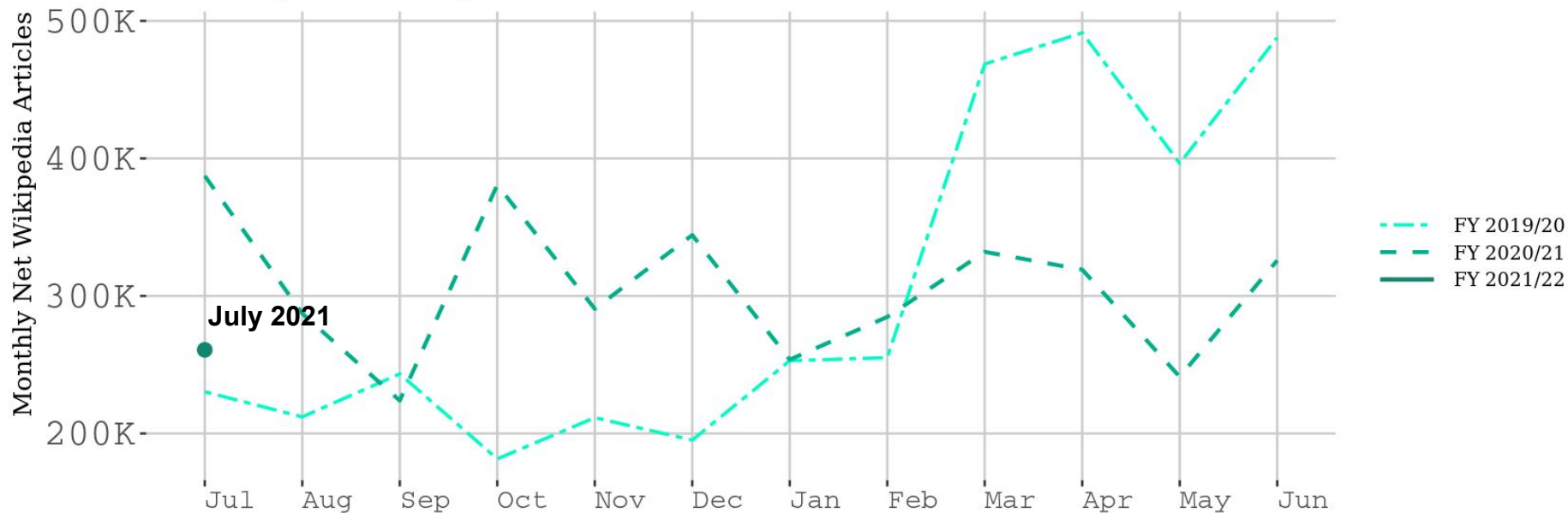
## Monthly Net New Content (non-wikidata)





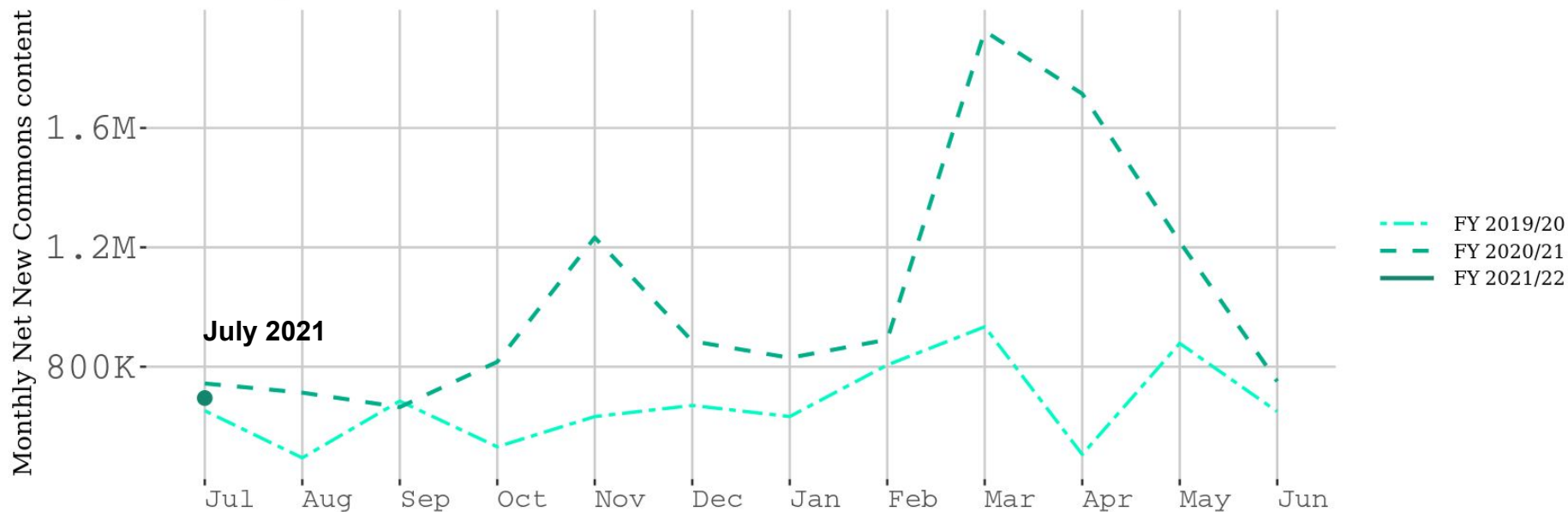
# Wikimedia Net New Wikipedia Articles year-over-year comparison July 2021 - June 2022

## Monthly Net Wikipedia Articles

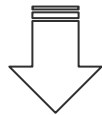
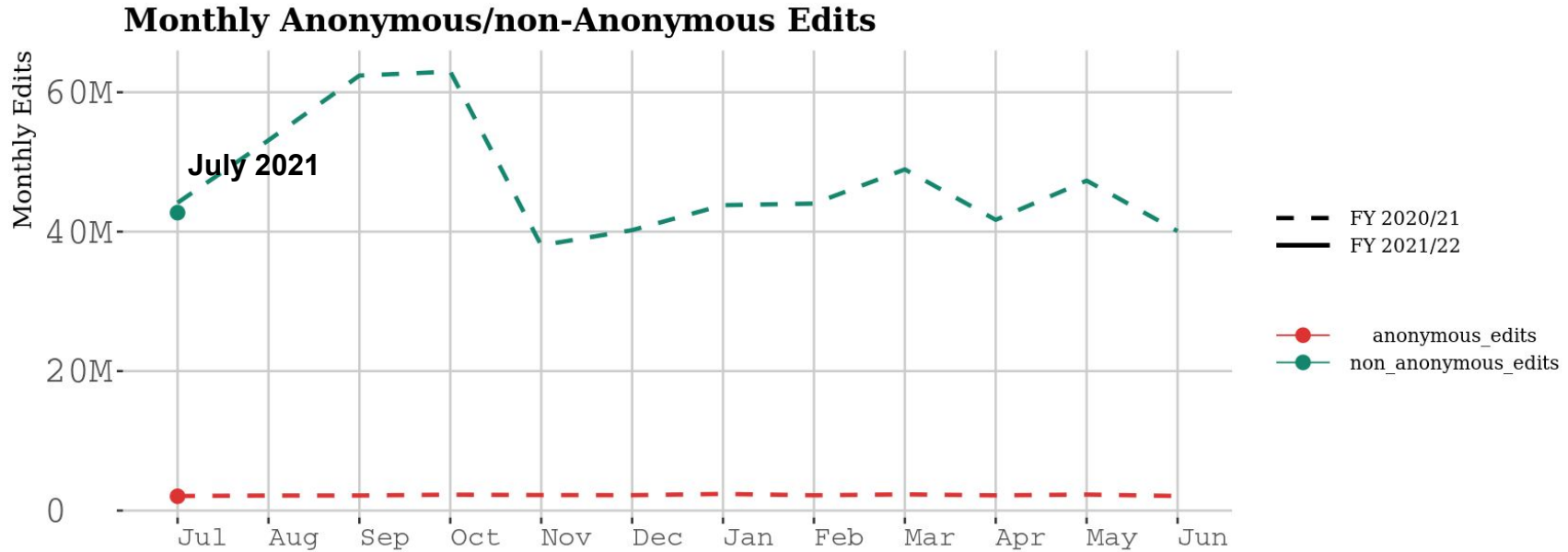


# Wikimedia Net New Commons Content year-over-year comparison July 2021 - June 2022

## Monthly Net New Commons content



# Wikimedia Anonymous/non-Anonymous Edits year-over-year comparison July 2021 - June 2022



# Wikimedia Anonymous/non-Anonymous Edits year-over-year comparison July 2021 - June 2022

