Mobile Metrics Update

Wikimedia Foundation Metrics and Activities Meeting
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Agenda

1. Framing
2. Methods and Caveats
3. “Pageviews”
4. Mobile Web
5. Mobile Apps
6. Next Steps
It’s an Android World

Global Mobile Phone Shipments 2012-2013

Source: IDC Worldwide Quarterly Mobile Phone Tracker report
No wait - It’s an iOS World!

Global Mobile Browsing Traffic 2012-2013

Source: Net Applications (http://www.netmarketshare.com/)
It’s an App!

US Mobile Time Spent 2013-2014

How we did it

1. 1:1,000 sampled request logs
2. Filtered to ‘pageviews’: text/html + API requests from known apps
3. Parsed the user agents
4. Prayed
5. Results!
How we *didn’t* do it

1. The filtering might be wrong
2. The user agent parser might be wrong
3. Wu-Tang might be right
Pageviews

Mean daily pageviews, per site

Percentage of pageviews

Month


desktop hits

mobile hits

app hits
Mobile Device Destination

Destination for phones versus tablets

Percentage of pageviews

Month


tablet hits to mobile site
phone hits to mobile site
Mobile Device Pageviews

Mean daily pageviews, tablets versus phones

Percentage of pageviews

Month


tablet  phone
Mobile Apps Operating Systems

Operating system for apps

Percentage of pageviews

Month

- iOS hits, apps
- Android hits, apps
- Other hits, apps
- Unidentifiable hits, apps
Next Steps

1. Hadoop!
2. Better PVs definition
3. Consistent reporting

Also Hadoop
Questions?

https://github.com/Ironholds/MobileMetrics