

# **Mobile Metrics Update**

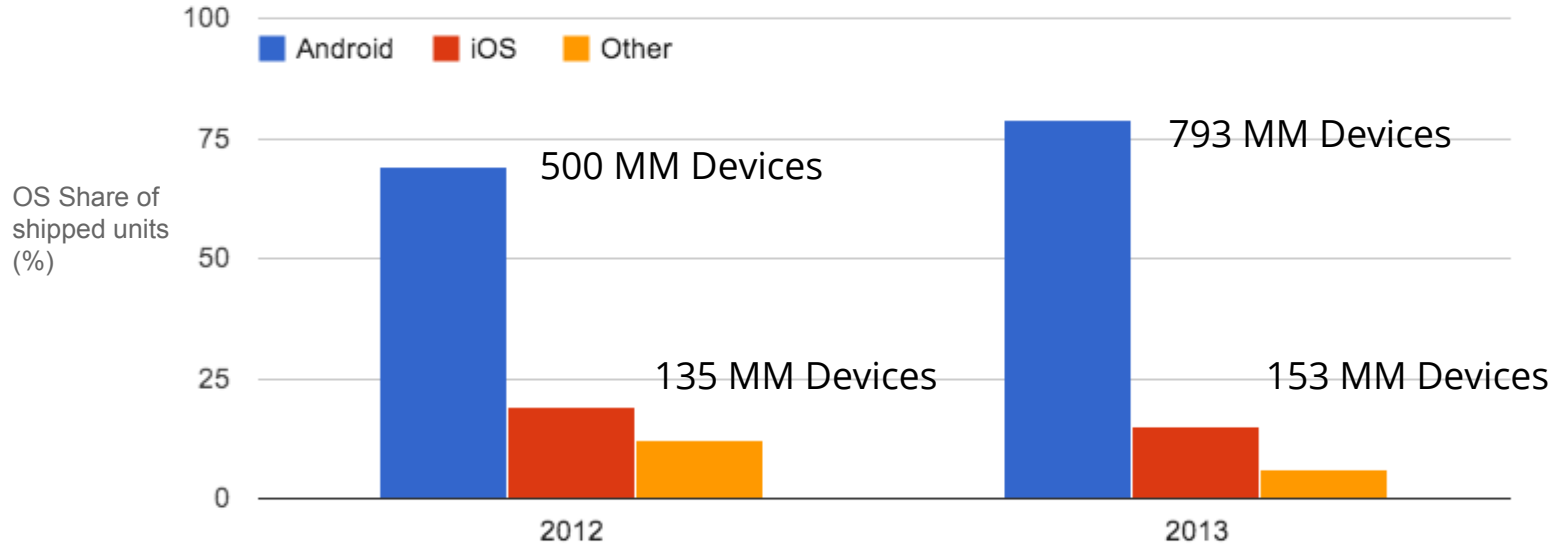
## **Wikimedia Foundation Metrics and Activities Meeting May 1, 2014**

Oliver Keyes - Toby Negrin

# Agenda

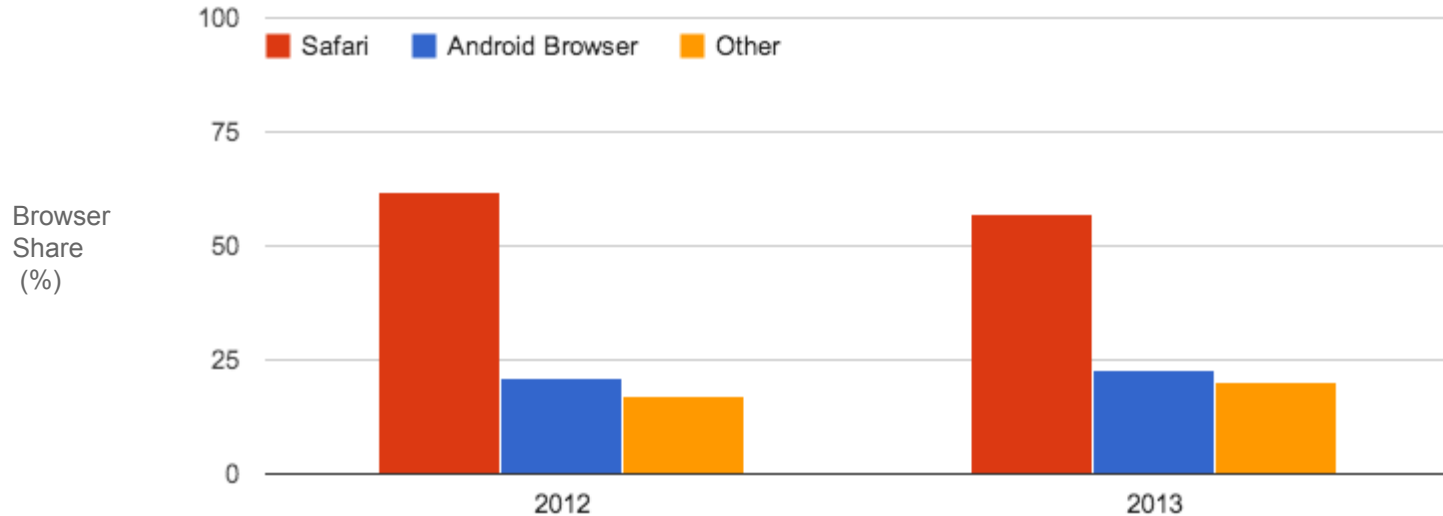
1. Framing
2. Methods and Caveats
3. “Pageviews”
4. Mobile Web
5. Mobile Apps
6. Next Steps

# It's an Android World



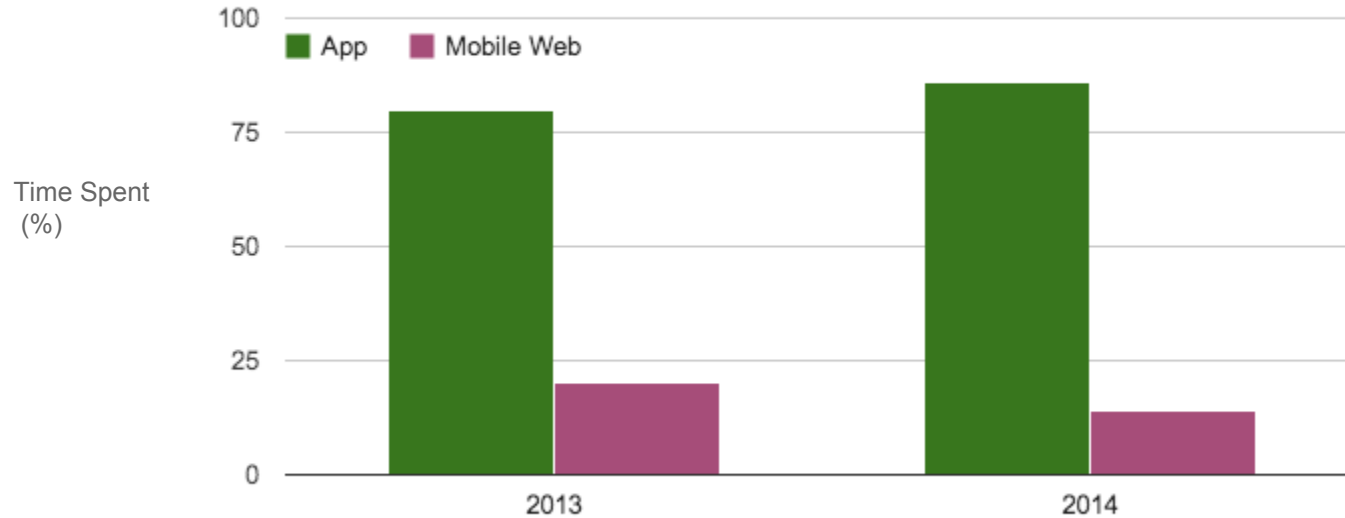
## Global Mobile Phone Shipments 2012-2013

# No wait - It's an iOS World!



Global Mobile Browsing Traffic 2012-2013

# It's an App!



## US Mobile Time Spent 2013-2014

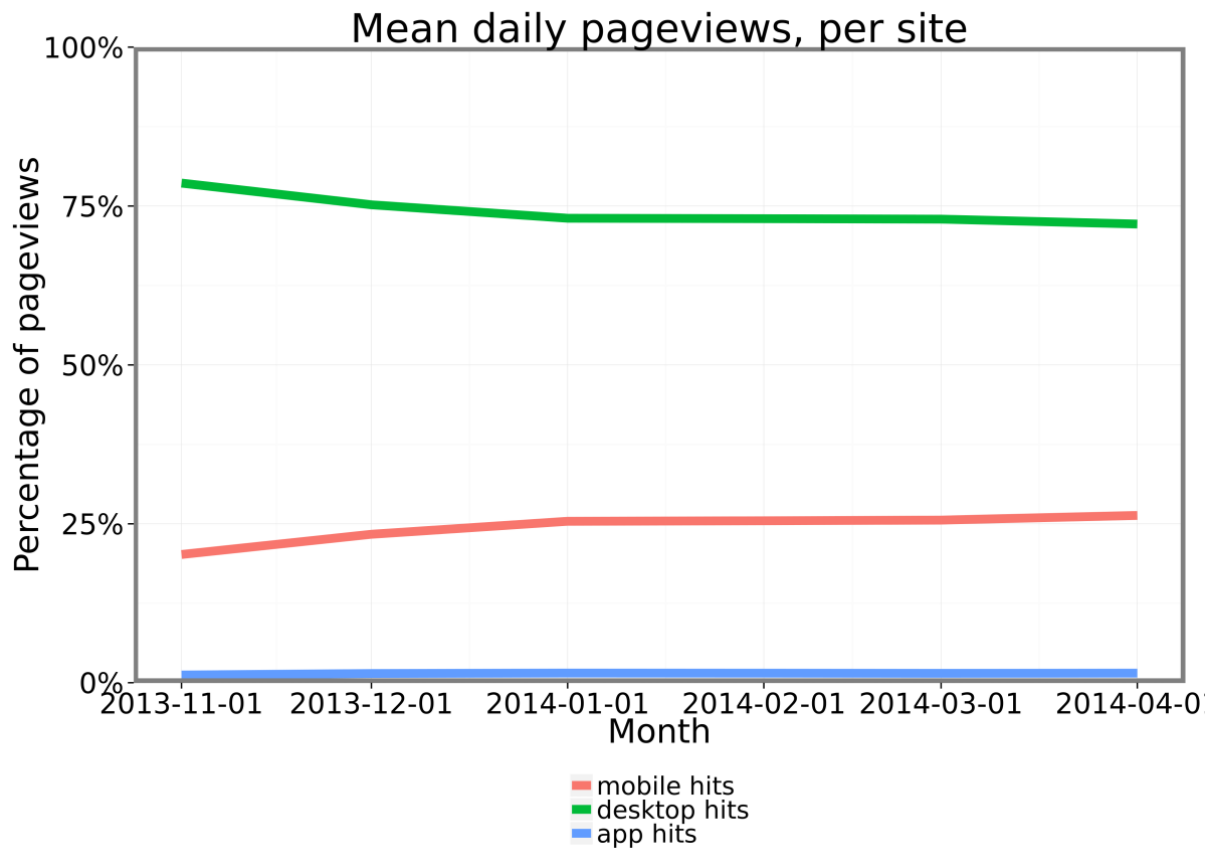
# How we did it

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

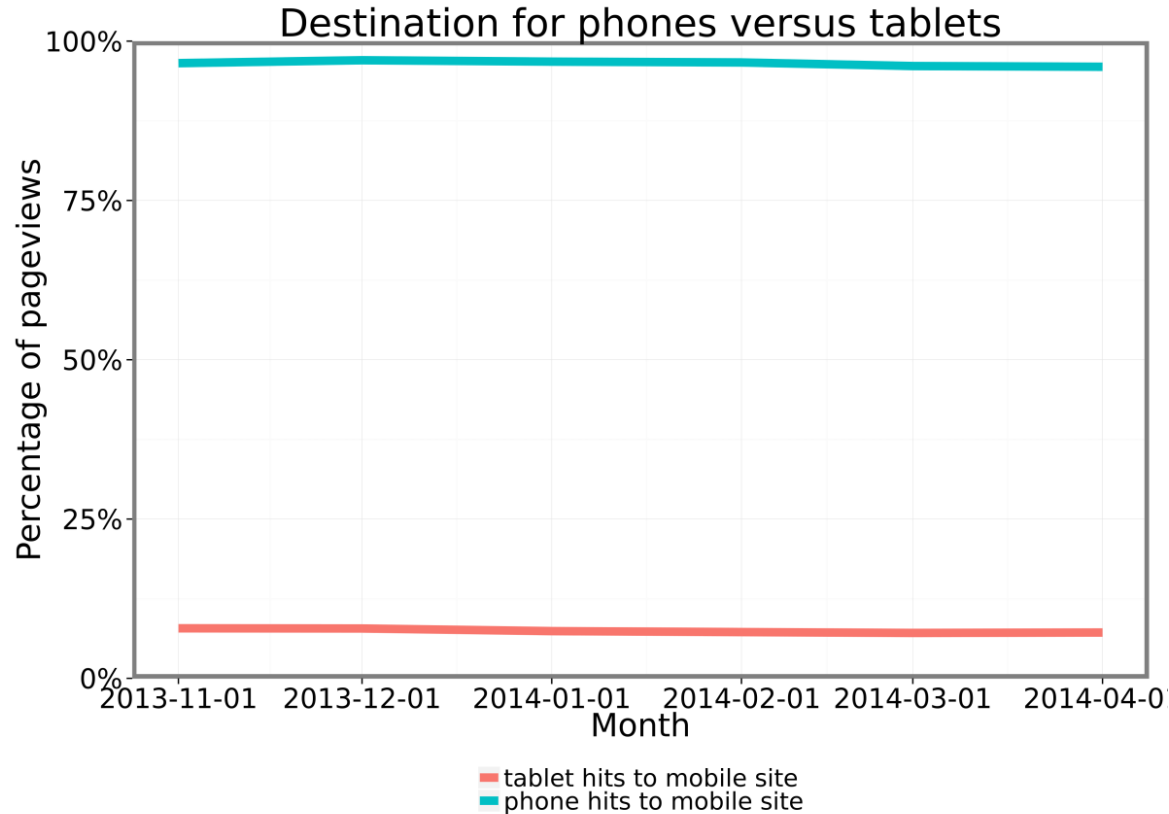
1. The filtering might be wrong
2. The user agent parser might be wrong
3. Wu-Tang might be right

# Pageviews

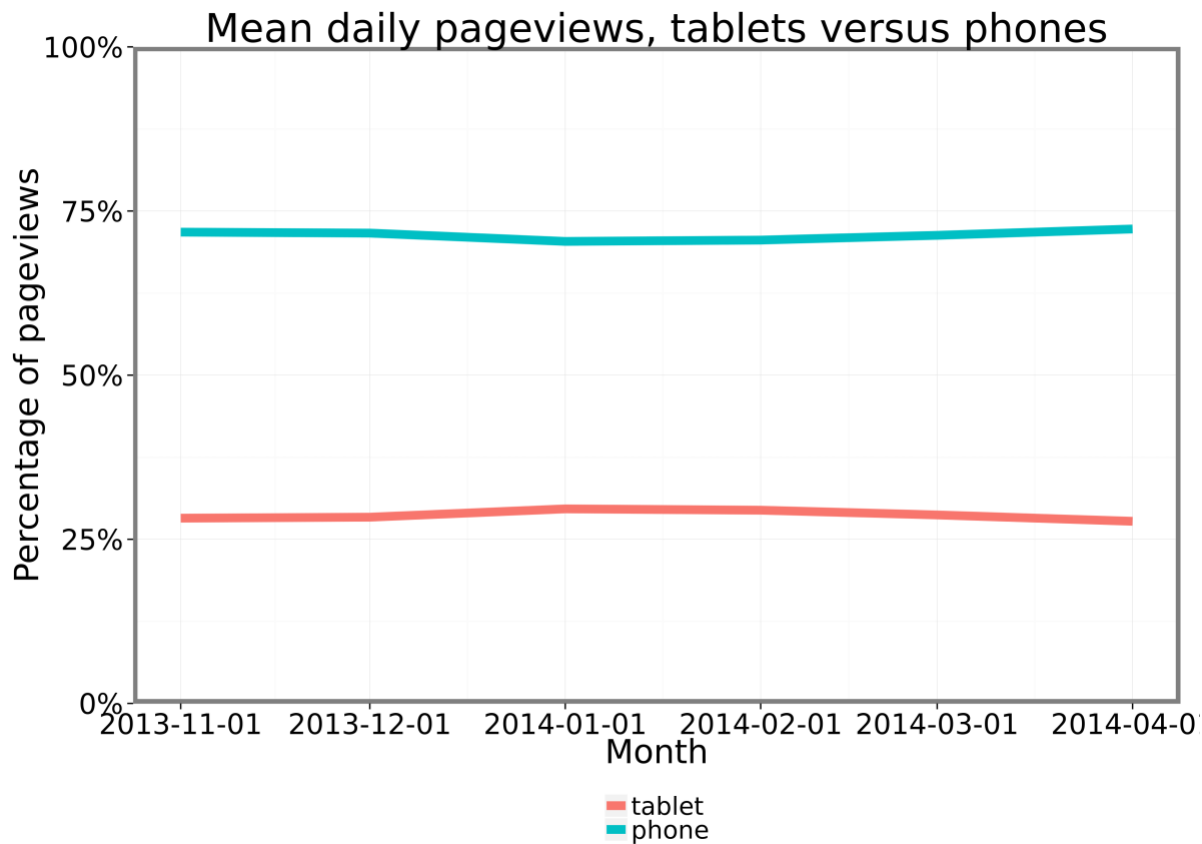




# Mobile Device Destination

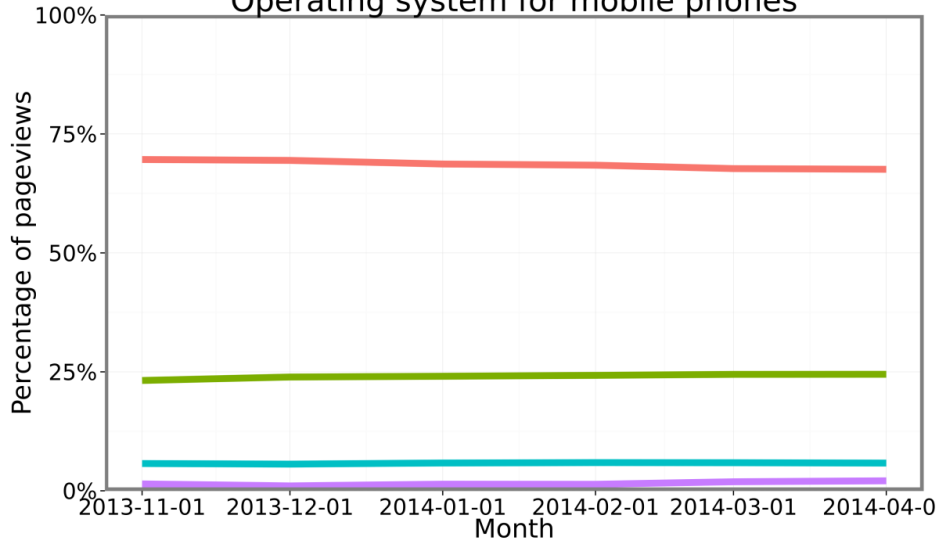


# Mobile Device Pageviews



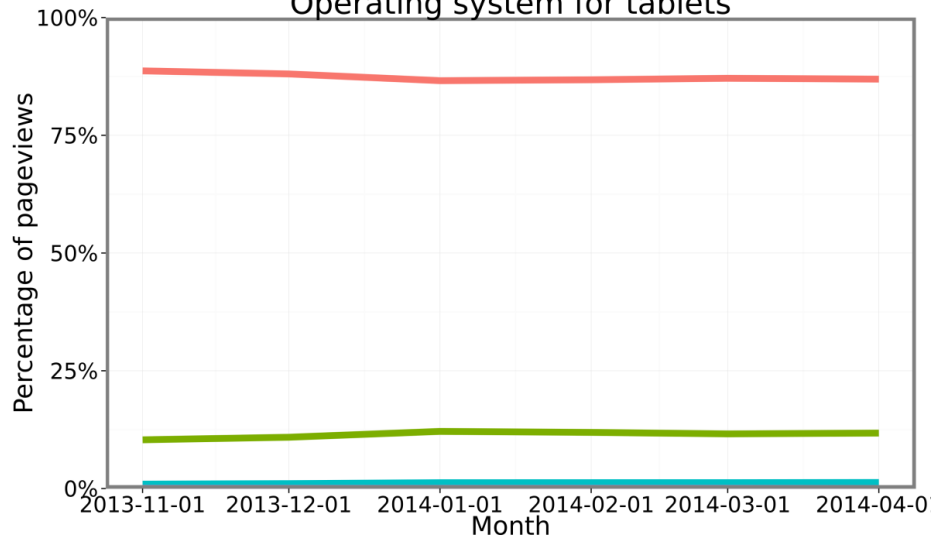
# Mobile Device Operating Systems

Operating system for mobile phones



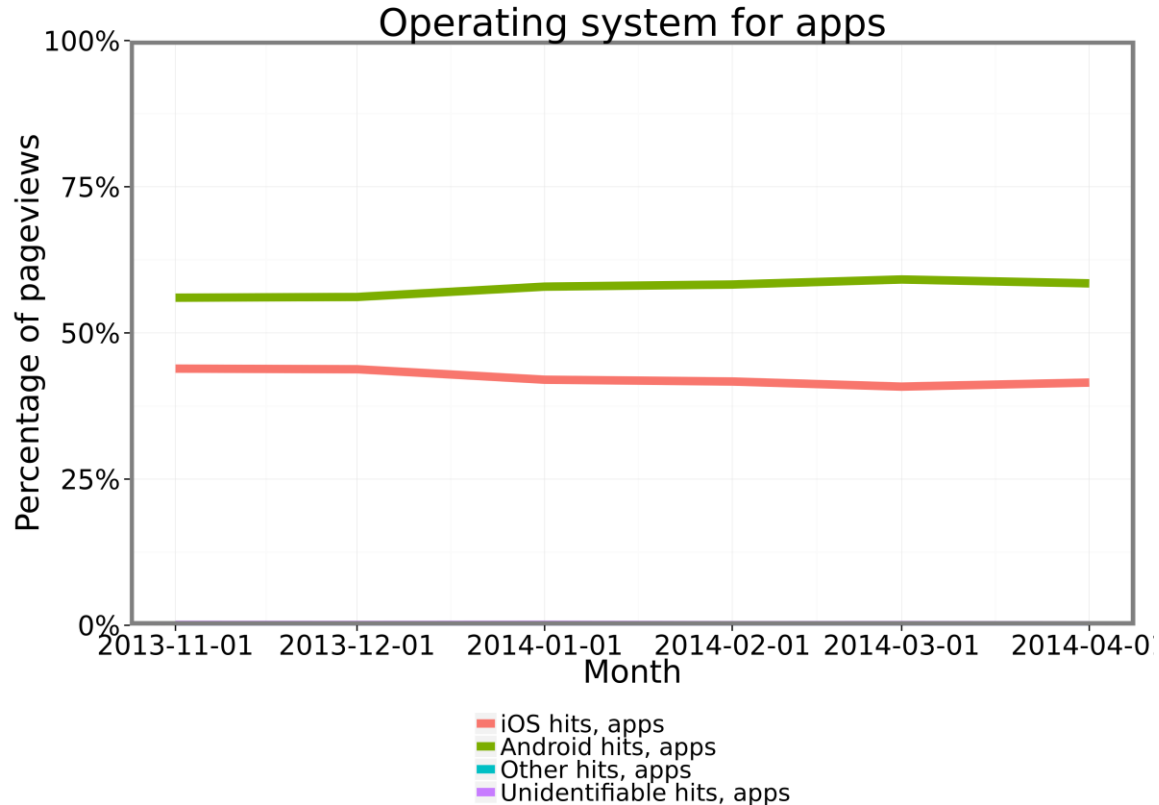
iOS hits, phones  
Android hits, phones  
Other hits, phones  
Unidentifiable hits, phones

Operating system for tablets



iOS hits, tablets  
Android hits, tablets  
Other hits, tablets  
Unidentifiable hits, tablets

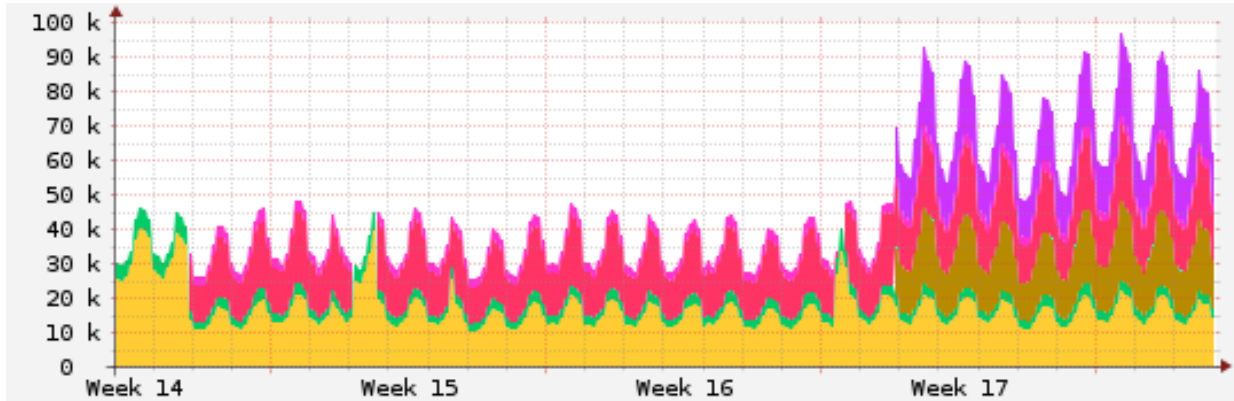
# Mobile Apps Operating Systems



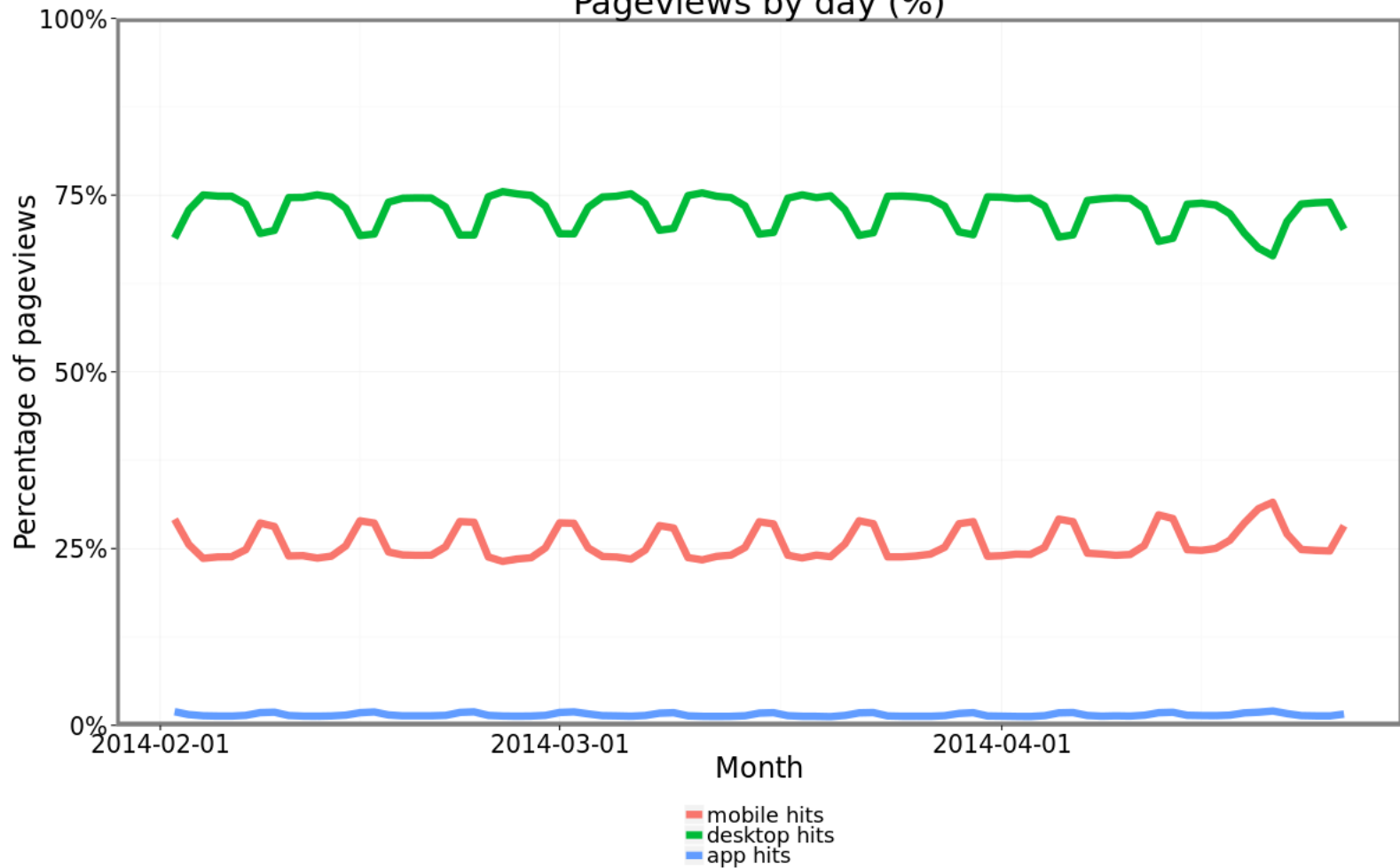
# Next Steps

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

Also Hadoop



Pageviews by day (%)



<https://github.com/Ironholds/MobileMetrics>

**Questions?**