

Mobile trends

Wikimedia Analytics Team

Monthly Metrics Meeting
31 July 2014



Overview

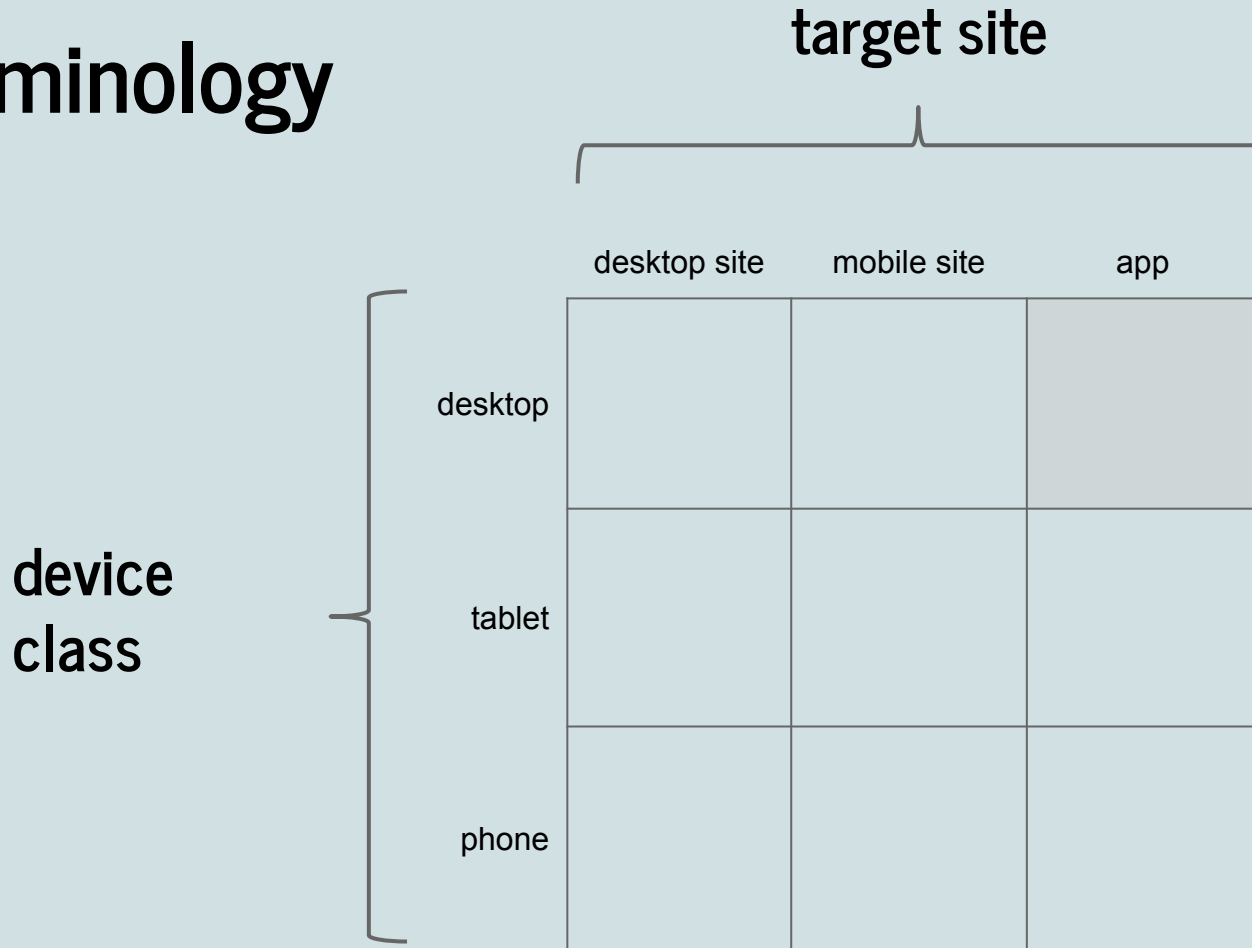
readership and contribution trends

editor acquisition

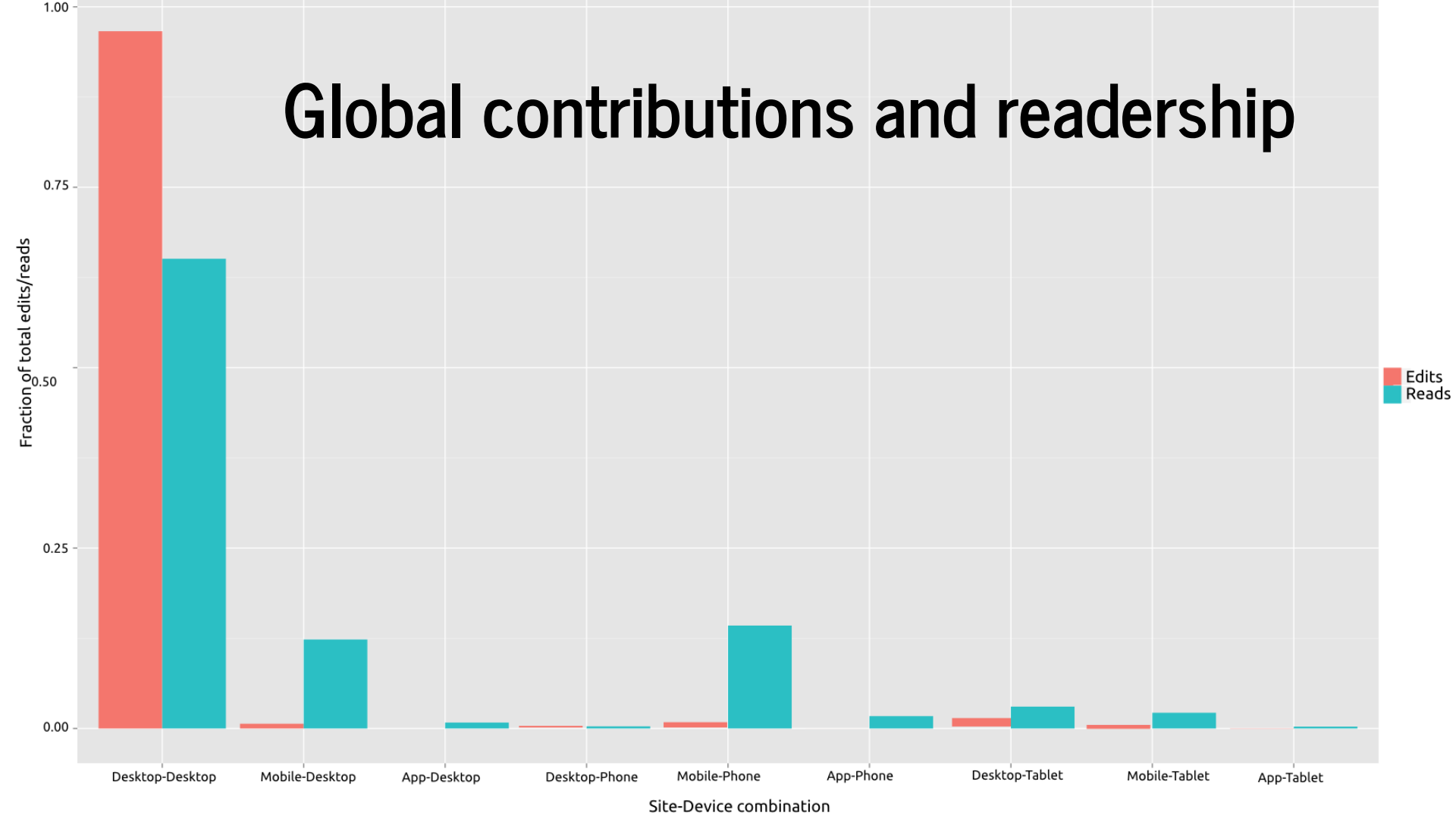
editor activation

anonymous editing

Terminology

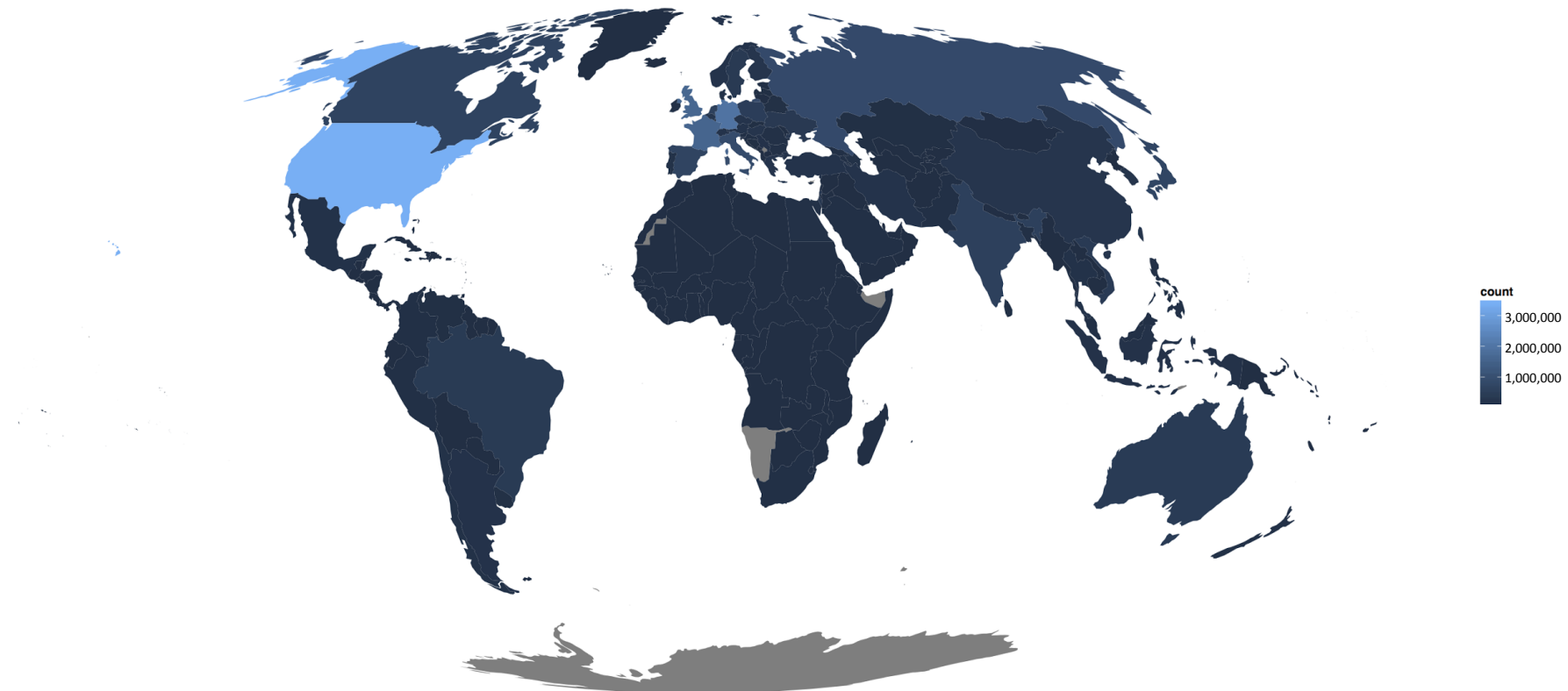


Global contributions and readership



Contributions

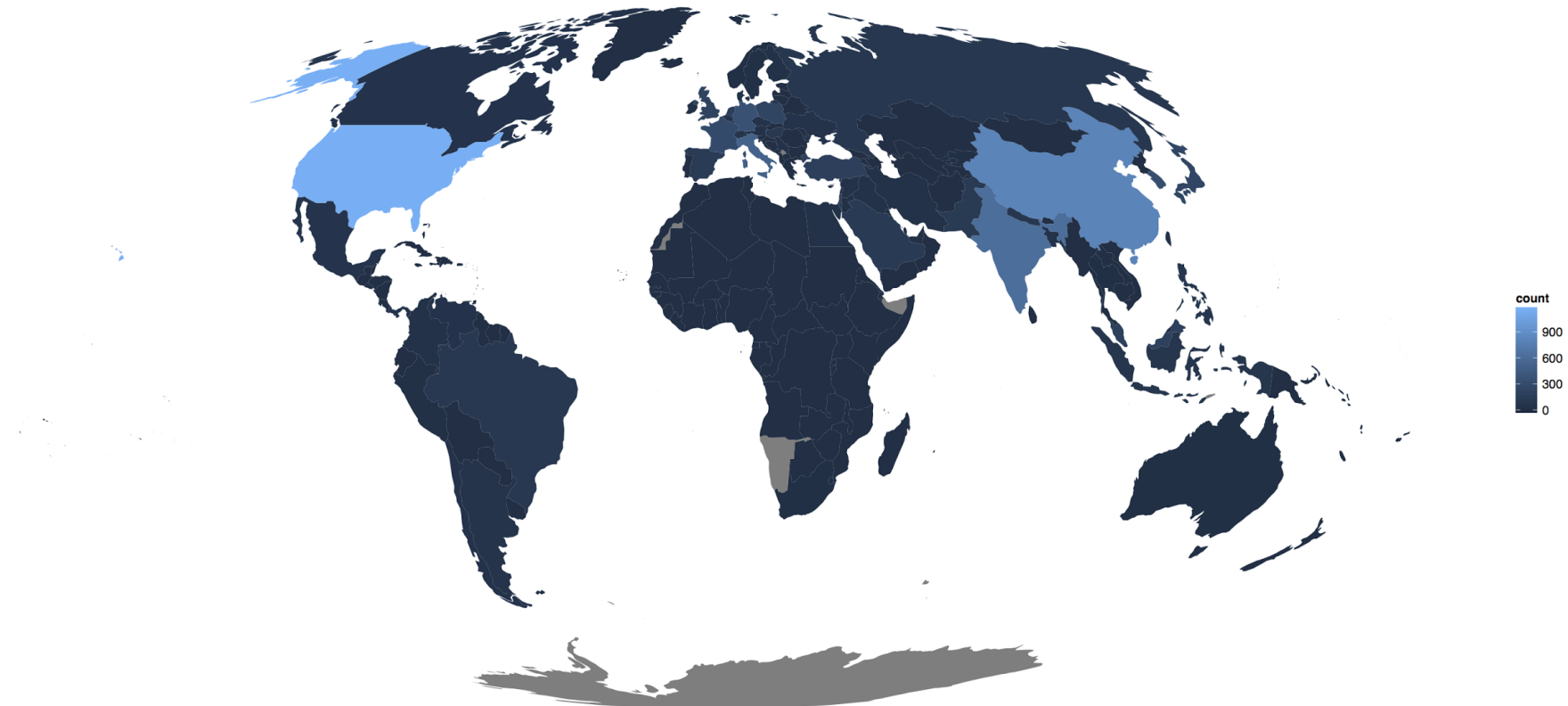
desktop → desktop site



90-day edit counts by desktop users accessing desktop

Contributions

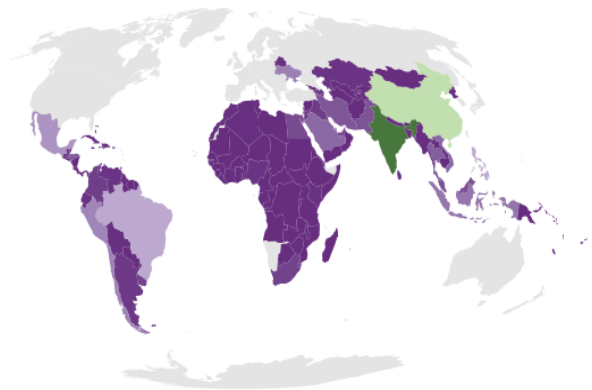
phone → app



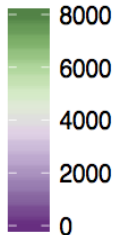
90-day edit counts by phone users accessing app

Contributions

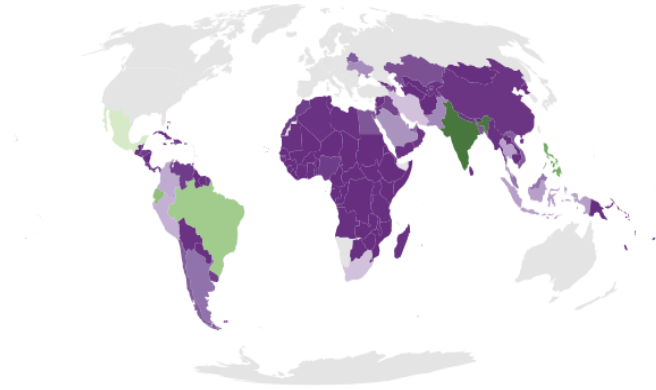
tablet → desktop site



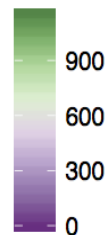
Edit counts



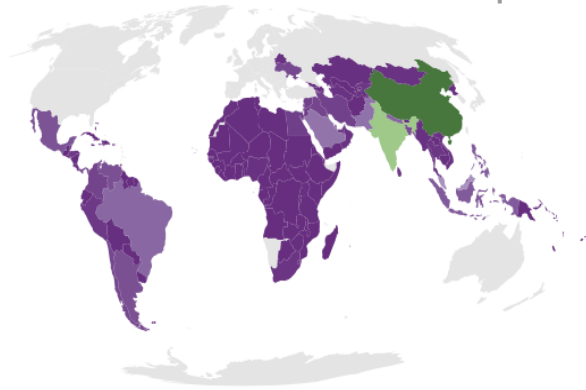
tablet → mobile site



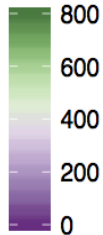
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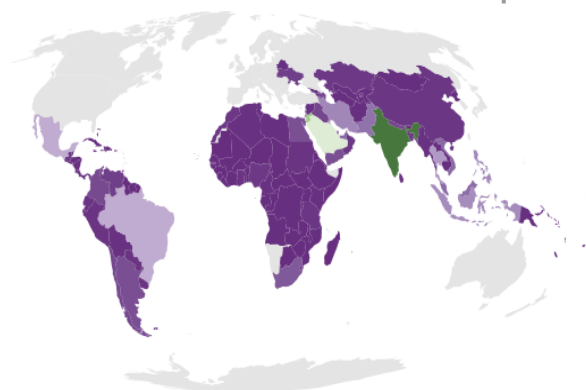
phone → app



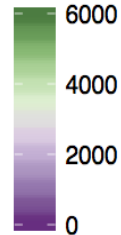
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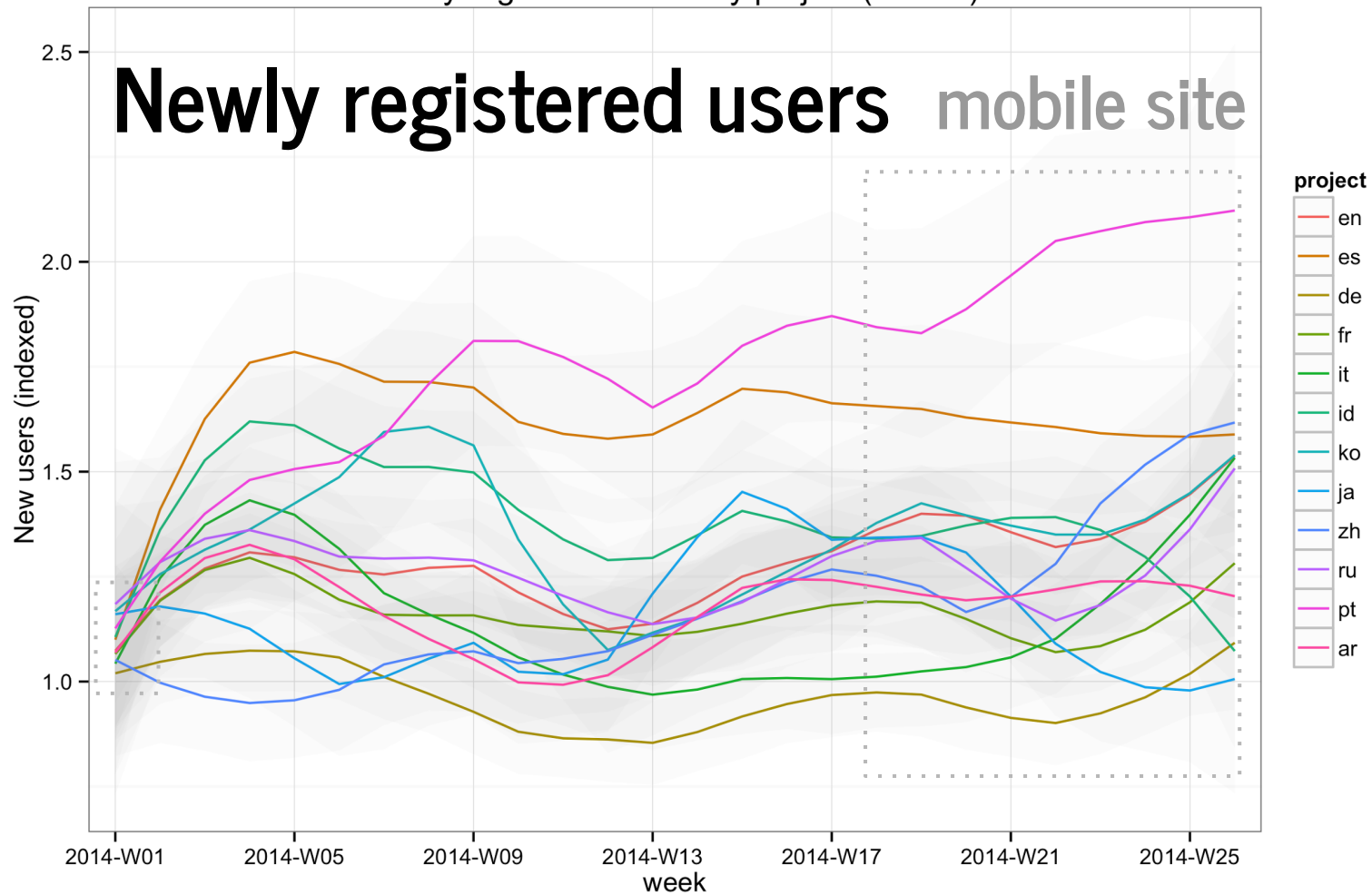
phone → mobile site



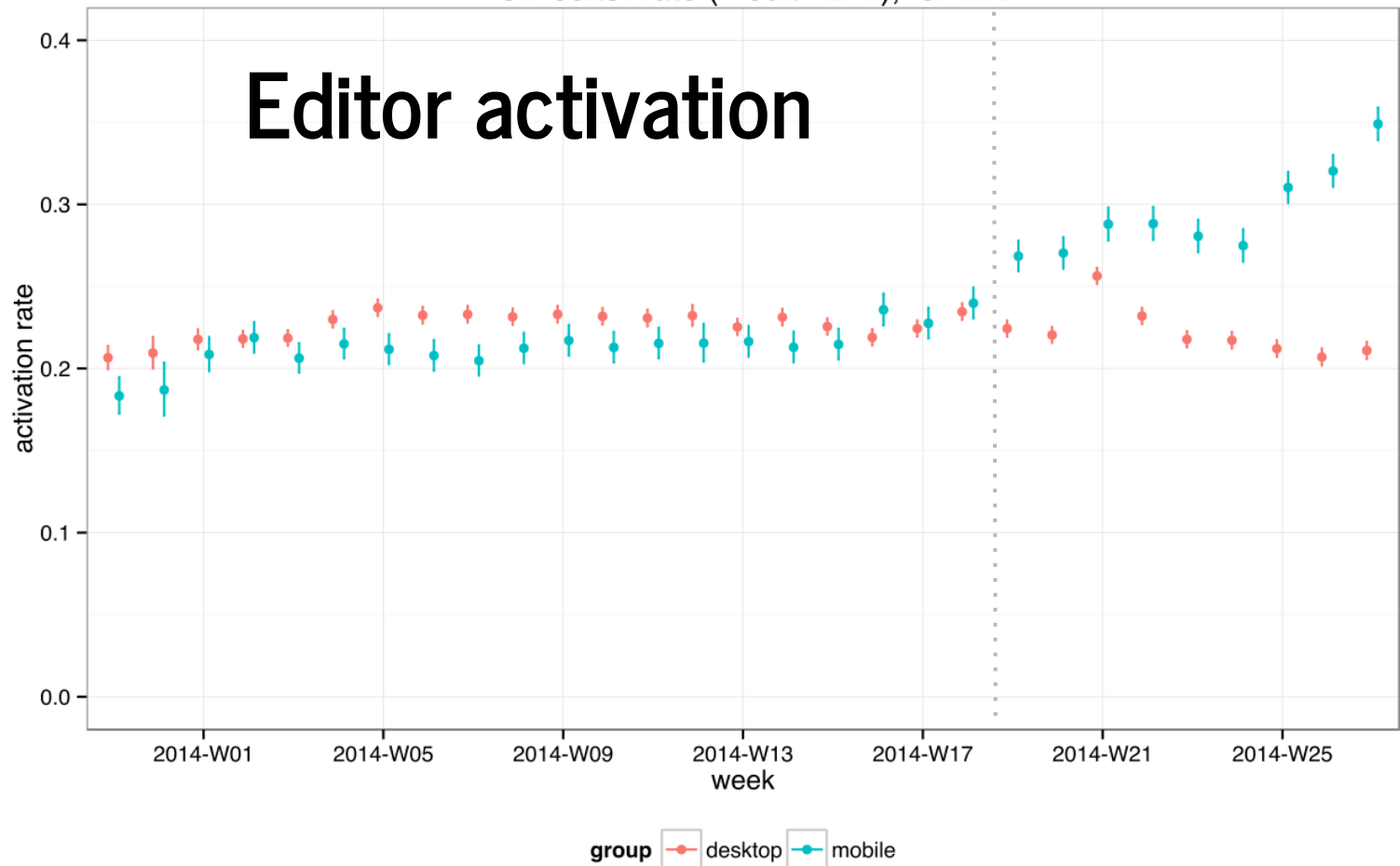
Edit counts



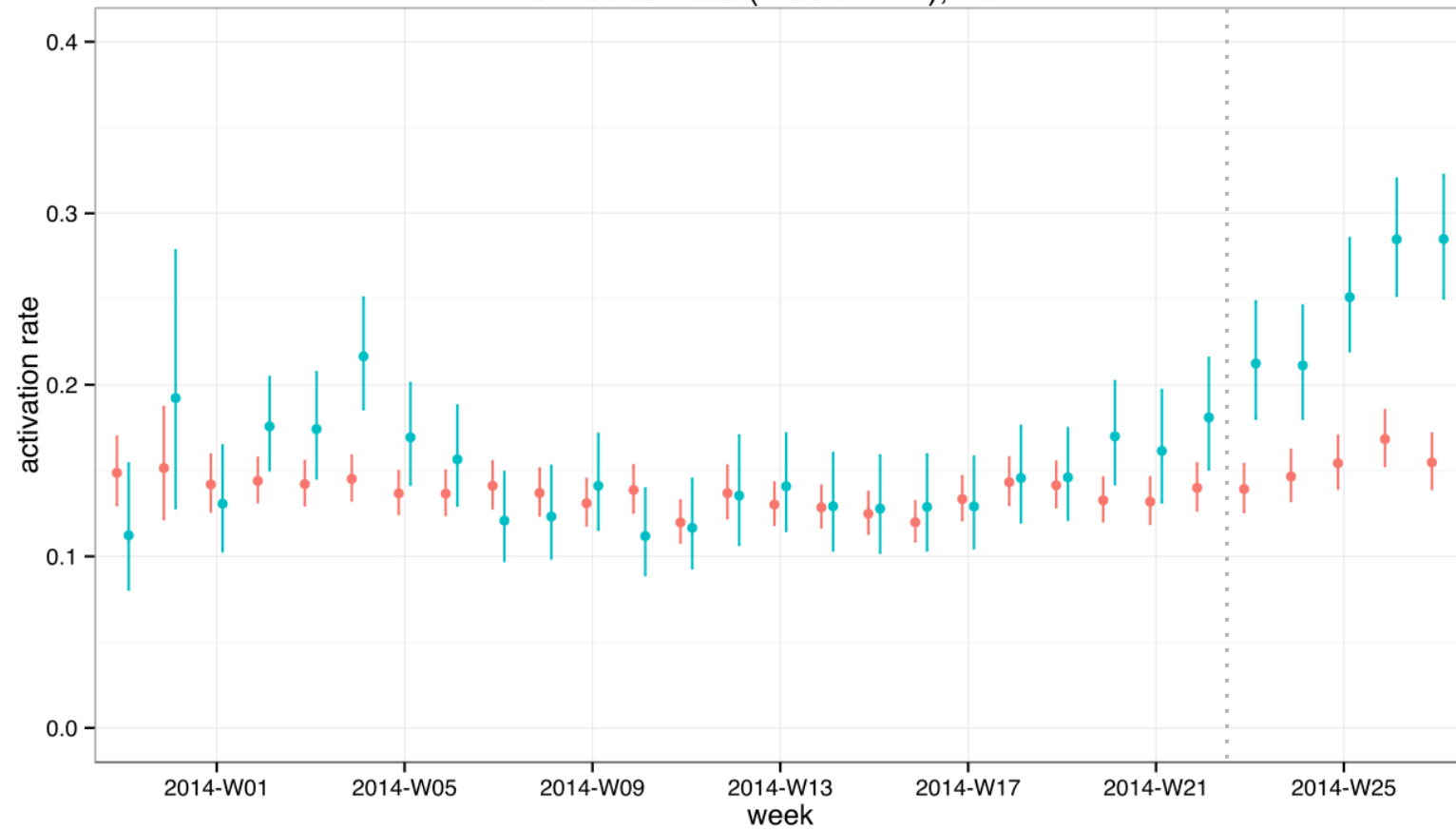
Newly registered users by project (mobile)



Editor activation



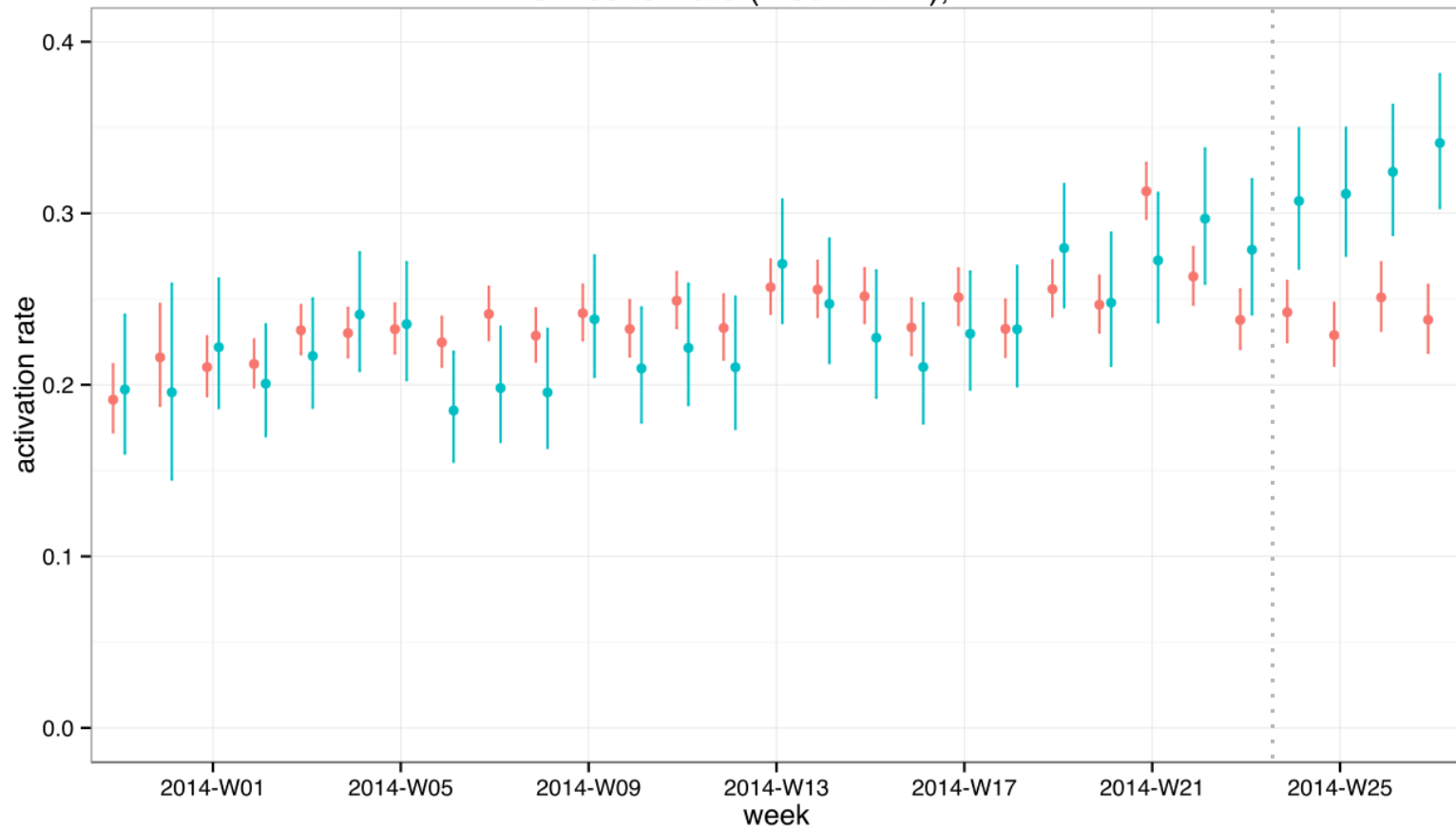
New editor rate (1 edit / 24h), ruwiki



RU

group desktop mobile

New editor rate (1 edit / 24h), frwiki

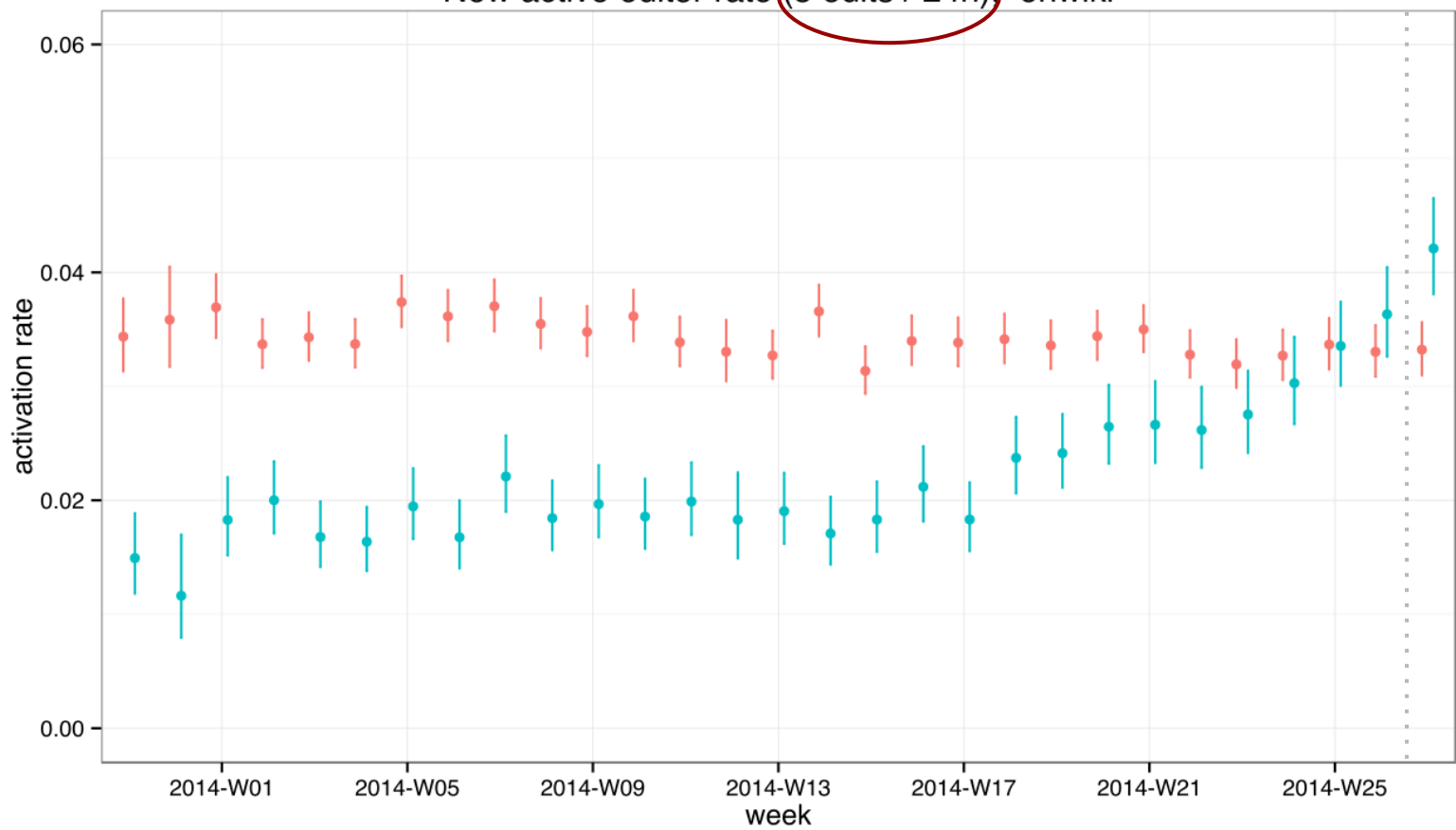


FR

group desktop mobile

New active editor rate (5 edits / 24h) enwiki

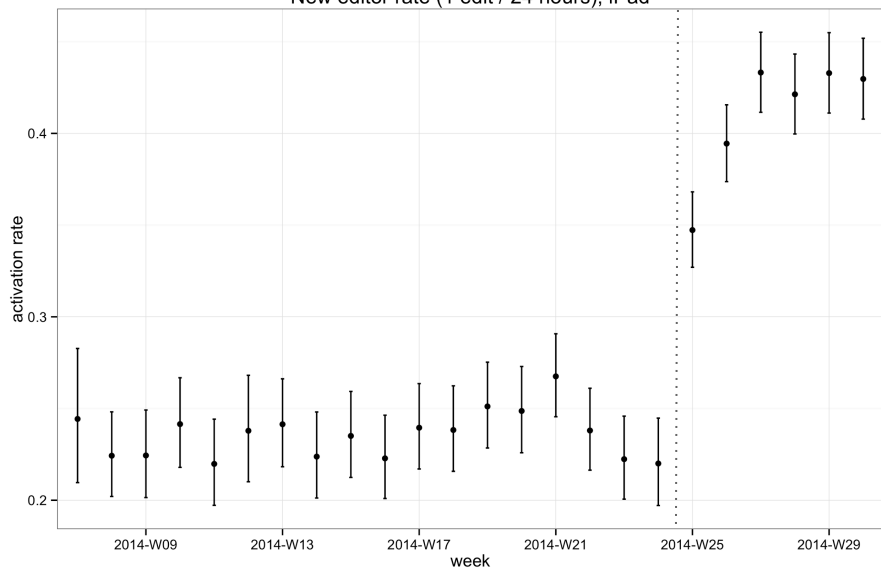
EN



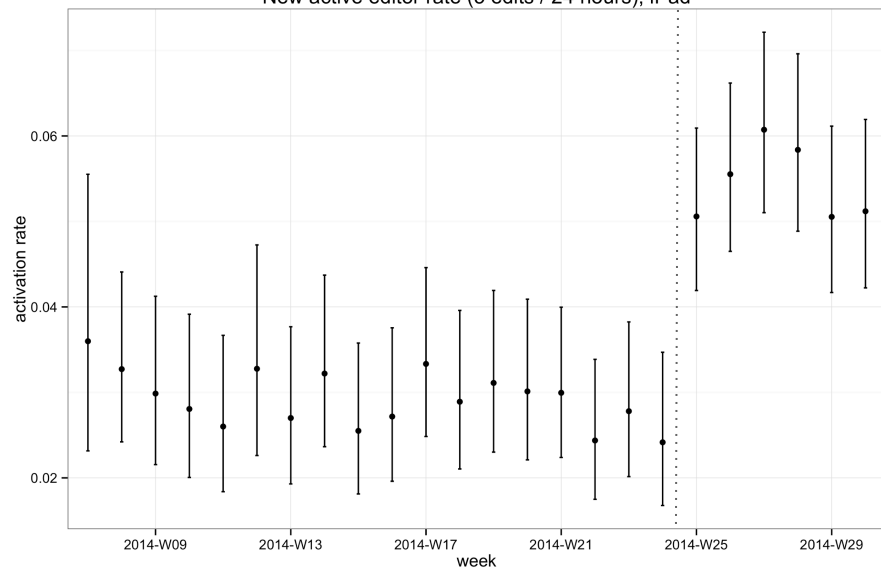
group desktop mobile

Editor activation: tablets

New editor rate (1 edit / 24 hours), iPad

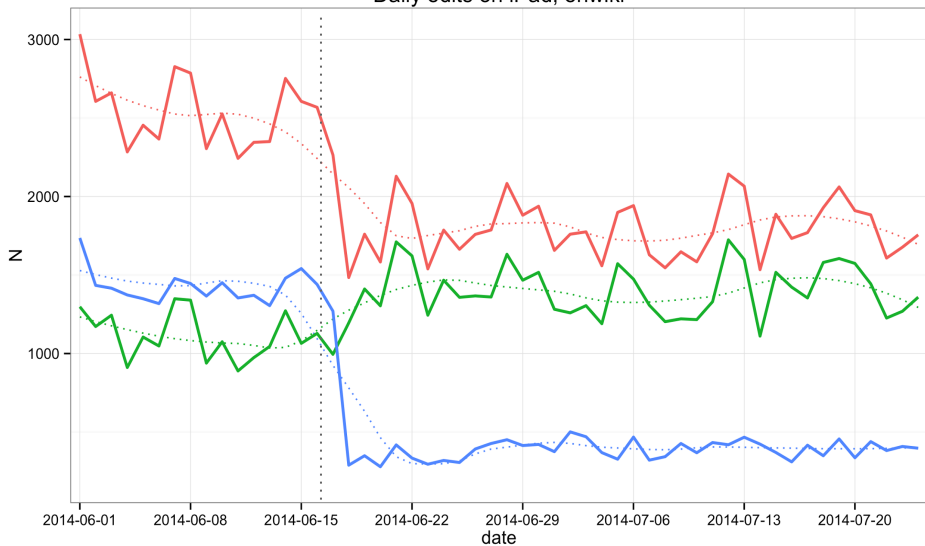


New active editor rate (5 edits / 24 hours), iPad



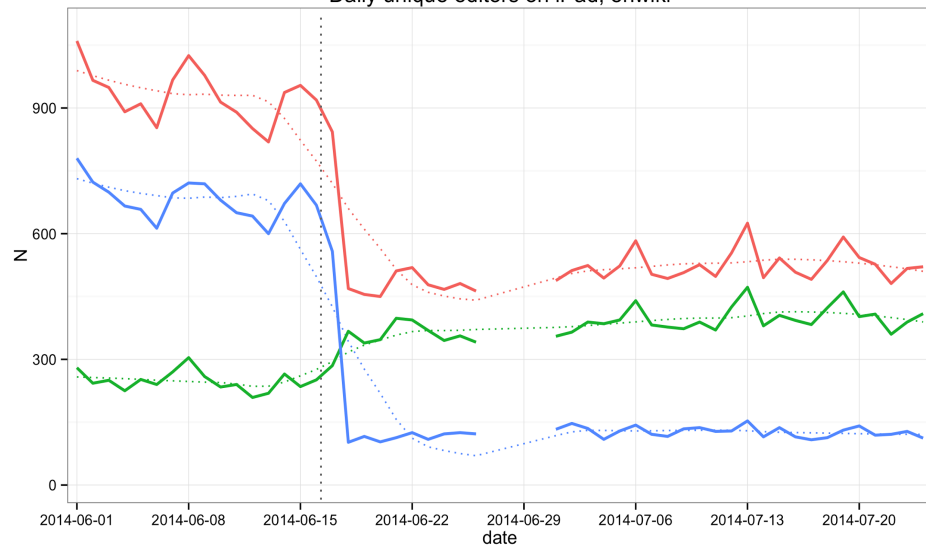
Anonymous editors: tablets

Daily edits on iPad, enwiki



series ■ ipad_revs ■ ipad_revs_reg ■ ipad_revs_anon

Daily unique editors on iPad, enwiki



series ■ ipad_editors ■ ipad_editors_reg ■ ipad_editors_anon

Summary

massive asymmetry between readership and contributions

mobile is helping reach new markets

editor acquisition and activation on upward trend

tradeoff between editor activation and anon editing

Questions?

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