

# Provisional Wikimedia hardware budget

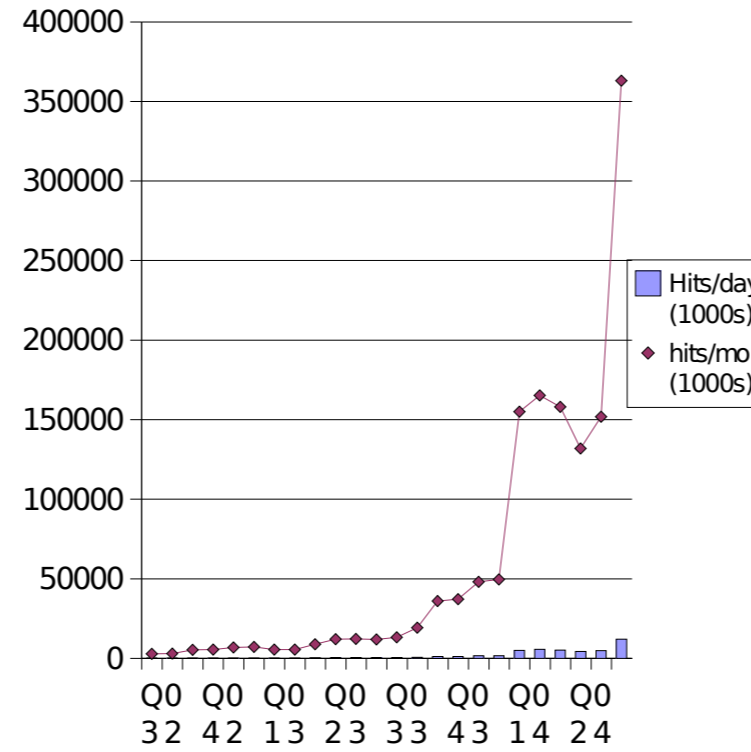
Prepared by Daniel Mayer

## Traffic history (all Wikipedias)

Month	Quarter	Hits/day (1000s)	hits/mo (1000s)
Jul 2002	<b>Q3</b>	90	2790
Aug 2002	<b>Q2</b>	99	3069
Sep 2002		180	5400
Oct 2002	<b>Q4</b>	180	5580
Nov 2002	<b>Q2</b>	229	6870
Dec 2002		233	7223
Jan 2003	<b>Q1</b>	179	5549
Feb 2003	<b>Q3</b>	200	5600
Mar 2003		284	8804
Apr 2003	<b>Q2</b>	401	12030
May 2003	<b>Q3</b>	391	12121
Jun 2003		399	11970
Jul 2003	<b>Q3</b>	426	13206
Aug 2003	<b>Q3</b>	623	19313
Sep 2003		1200	36000
Oct 2003	<b>Q4</b>	1200	37200
Nov 2003	<b>Q3</b>	1600	48000
Dec 2003		1600	49600
Jan 2004	<b>Q1</b>	5000	155000
Feb 2004	<b>Q4</b>	5700	165300
Mar 2004		5100	158100
Apr 2004	<b>Q2</b>	4400	132000
May 2004	<b>Q4</b>	4900	151900
Jun 2004		12100	363000

Figures in gray are estimated

## Traffic history

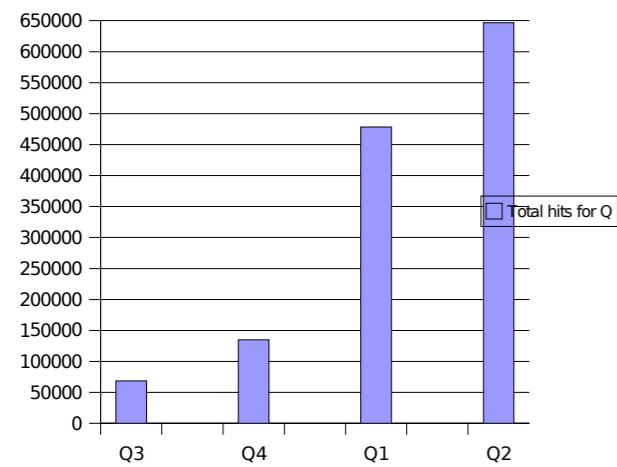


Traffic vs spending

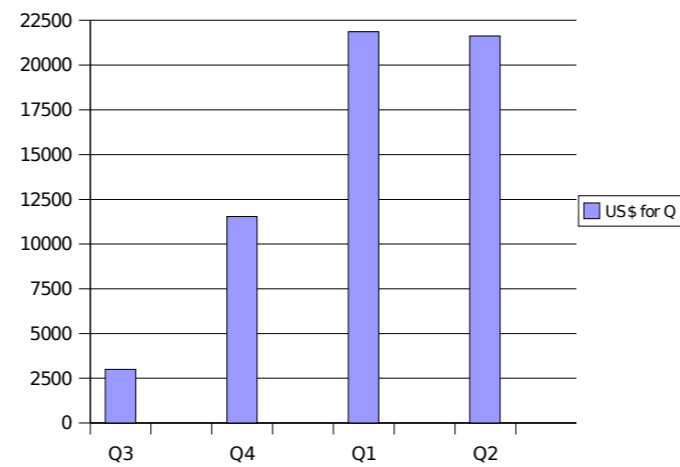
**Traffic vs spending**

	Hits/mo (1000sUS\$/month)	Quarter	Total hits for Q	Increase	US\$ for Q	US\$/1000 hits
Apr 2003	12030	<b>Q2</b>	36121			n/a
May 2003	12121	<b>Q3</b>				
Jun 2003	11970					
Jul 2003	13206	<b>Q3</b>	68519	32398	\$3,000.00	\$0.092598
Aug 2003	19313	<b>Q3</b>			\$3,000.00	
Sep 2003	36000				\$0.00	
Oct 2003	37200	<b>Q4</b>	134800	66281	\$11,544.30	\$0.174172
Nov 2003	48000	<b>Q3</b>			\$986.64	
Dec 2003	49600				\$3,064.87	
Jan 2004	155000	<b>Q1</b>	478400	343600	\$21,862.77	\$0.063629
Feb 2004	165300	<b>Q4</b>			\$682.33	
Mar 2004	158100				\$16.20	
Apr 2004	132000	<b>Q2</b>	646900	168500	\$21,622.40	\$0.128323
May 2004	151900	<b>Q4</b>			\$20,100.00	
Jun 2004	363000				\$0.00	
<b>TOTAL</b>	<b>1328619</b>			<b>610779</b>	<b>\$58,029.47</b>	
					<b>\$/1000 hits incre</b>	<b>\$0.095009</b>
					<b>Average</b>	<b>\$0.114680</b>

Traffic per quarter



Spending per quarter



Projected spending

**Rate of traffic growth and projected spending**

Month	hits (1000s)	% + over last Q	Actual spending	Modeled budget figures	Moore's Law adjustments
<b>2002</b>					\$/1000 hits Average
Jul 2002	90		2790		
Aug 2002	99		3069		
Sep 2002	180		5400		
<b>Q3 2002</b>			<b>11259</b>		
Oct 2002	180		5580		
Nov 2002	229		6870		
Dec 2002	233		7223		
<b>Q4 2002</b>		<b>74.73%</b>	<b>\$0.00</b>	<b>\$799.41</b>	<b>\$964.92</b>
<b>2003</b>					
					\$/1000 hits Average
					\$0.095009 \$0.114680
Jan 2003	179		5549		
Feb 2003	200		5600		
Mar 2003	284		8804		
<b>Q1 2003</b>		<b>1.42%</b>	<b>\$0.00</b>	<b>\$26.60</b>	<b>\$32.11</b>
Apr 2003	401		12030		
May 2003	391		12121		
Jun 2003	399		11970		
<b>Q2 2003</b>		<b>81.03%</b>	<b>\$0.00</b>	<b>\$1,536.10</b>	<b>\$1,854.15</b>
Jul 2003	426		13206	\$0.00	
Aug 2003	623		19313	\$3,000.00	
Sep 2003	1200		36000	\$0.00	
<b>Q3 2003</b>		<b>89.69%</b>	<b>\$3,000.00</b>	<b>\$3,078.10</b>	<b>\$3,715.42</b>
Oct 2003	1200		37200	\$7,492.79	
Nov 2003	1600		48000	\$986.64	
Dec 2003	1600		49600	\$3,064.87	
<b>Q4 2003</b>		<b>96.73%</b>	<b>\$11,544.30</b>	<b>\$6,297.29</b>	<b>\$7,601.13</b>
<b>Year end</b>			<b>259393</b>	<b>\$14,544.30</b>	<b>\$10,938.10</b>
					<b>\$13,202.82</b>

Month	hits (1000s)	% + over last Q	Actual spending			Modeled budget figures		Projected spending		Moore's Law adjustments	
<b>2004</b>											
Jan 2004	5000		155000								
Feb 2004	5700		165300								
Mar 2004	5100		158100								
<b>Q1 2004</b>			<b>478400</b>	<b>254.90%</b>	<b>\$21,862.77</b>	<b>\$24,483.81</b>	<b>\$29,553.15</b>			\$0.071257	\$0.086010
Apr 2004	4400		132000								
May 2004	4900		151900								
Jun 2004	12100		363000								
<b>Q2 2004</b>			<b>646900</b>	<b>35.22%</b>	<b>\$21,622.40</b>	<b>\$10,005.63</b>	<b>\$12,077.28</b>			\$0.059381	\$0.071675
Jul 2004	13253		410852								
Aug 2004	13253		410852								
Sep 2004	13695		410852								
<b>Q3 2004</b>			<b>1232557</b>	<b>90.53%</b>	<b>\$0.00</b>	<b>\$28,980.53</b>	<b>\$34,980.91</b>			\$0.049484	\$0.059729
Oct 2004	25252		782808								
Nov 2004	26094		782808								
Dec 2004	25252		782808								
<b>Q4 2004</b>			<b>2348424</b>	<b>90.53%</b>	<b>\$0.00</b>	<b>\$46,014.50</b>	<b>\$55,541.76</b>			\$0.041237	\$0.049775
<b>Year end</b>			<b>4706281</b>		<b>\$43,485.17</b>	<b>\$109,484.47</b>	<b>\$132,153.11</b>				

Month	hits (1000s)	% + over last Q	Projected spending					
			Actual spending	Modeled budget figures		Moore's Law adjustments		
<b>2005</b>				\$/1000 hits	Average		\$/1000 hits	Average
Jan 2005	48113		1491506					
Feb 2005	53268		1491506					
Mar 2005	48113		1491506					
<b>Q1 2005</b>		<b>90.53%</b>	<b>4474518</b>	<b>\$0.00</b>	<b>\$73,060.59</b>	<b>\$88,187.71</b>	\$0.034364	\$0.041479
Apr 2005	94727		2841808					
May 2005	91671		2841808					
Jun 2005	87852		2635565					
<b>Q2 2005</b>		<b>85.92%</b>	<b>8319181</b>	<b>\$0.00</b>	<b>\$110,097.59</b>	<b>\$132,893.18</b>	\$0.028636	\$0.034566
Jul 2005	170064		5271969					
Aug 2005	170064		5271969					
Sep 2005	175732		5271969					
<b>Q3 2005</b>		<b>90.11%</b>	<b>15815908</b>	<b>\$0.00</b>	<b>\$178,899.85</b>	<b>\$215,940.87</b>	\$0.023864	\$0.028805
Oct 2005	323314		10022739					
Nov 2005	334091		10022739					
Dec 2005	347458		10771207					
<b>Q4 2005</b>		<b>94.85%</b>	<b>30816685</b>	<b>\$0.00</b>	<b>\$298,312.05</b>	<b>\$360,077.24</b>	\$0.019886	\$0.024004
<b>Year end</b>		<b>###</b>		<b>\$0.00</b>	<b>\$660,370.09</b>	<b>\$797,099.00</b>		
<b>2006</b>				\$/1000 hits	Average			
Jan 2006	631171		19566313					
Feb 2006	698797		19566313					
Mar 2006	631171		19566313					
<b>Q1 2006</b>		<b>90.48%</b>	<b>58698938</b>	<b>\$0.00</b>	<b>\$462,065.64</b>	<b>\$557,735.83</b>	\$0.016572	\$0.020003
Apr 2006	1242316		37269479					
May 2006	1202241		37269479					
Jun 2006	1242316		37269479					
<b>Q2 2006</b>		<b>90.48%</b>	<b>111808437</b>	<b>\$0.00</b>	<b>\$733,443.66</b>	<b>\$885,302.39</b>	\$0.013810	\$0.016669
Jul 2006	2290003		70990078					
Aug 2006	2290003		70990078					
Sep 2006	2366336		70990078					
<b>Q3 2006</b>		<b>90.48%</b>	<b>212970234</b>	<b>\$0.00</b>	<b>\$1,164,206.03</b>	<b>\$1,405,253.64</b>	\$0.011508	\$0.013891
Oct 2006	4361946		135220328					
Nov 2006	4507344		135220328					
Dec 2006	4361946		135220328					
<b>Q4 2006</b>		<b>90.48%</b>	<b>405660984</b>	<b>\$0.00</b>	<b>\$1,847,961.55</b>	<b>\$2,230,580.01</b>	\$0.009590	\$0.011576
<b>Year end</b>		<b>###</b>		<b>\$0.00</b>	<b>\$4,207,676.89</b>	<b>\$5,078,871.87</b>		

**Q3 2004 possibilities**

<b>Growth</b>	<b>90.53%</b>	<b>35.22%</b>	<b>254.90%</b>	<b>20.00%</b>	<b>50.00%</b>	<b>100.00%</b>	<b>0.00%</b>
\$/1000 hits	\$28,980.53	\$11,274.81	\$81,595.03	\$6,402.22	\$16,005.54	\$32,011.09	\$0.00
Average	\$34,980.91	\$13,609.25	\$98,489.19	\$7,727.79	\$19,319.47	\$38,638.95	\$0.00

NOTE: The 35.22% figure is the actual growth from Q1 to Q2 and the 254.90% figure is the actual growth from Q4 2003 to Q1 2004. The average quarter to quarter growth over the last couple years, however, is about 90%. But who knows if this quarter will follow that or do something unpredictable like the last two quarters.