

State of the Mobile Web, November 2008

December 19, 2008

2008 is winding down and with it comes the inevitable review of what transpired during the year. Experts predicted this year as the year when the mobile Web would become mainstream. Our numbers from previous reports on Africa, Latin America and Southeast Asia have confirmed that indeed the mobile phone has come into its own as a platform for the Web. More people viewing more pages on mobile phones is the clear trend.



This year we've looked mainly at countries where the mobile Web is essential. PC penetration and broadband penetration are lower in those countries than in other areas. What about countries where broadband penetration is high, and where PCs are affordable and easy to obtain? Our final State of the Mobile Web for 2008 looks at both North America and Europe to see what happens when the mobile Web goes up against the wired Web.

Not surprisingly, the results show that mobile Web usage still exhibits strong growth. In some countries that have high broadband penetration, we believe the mobile Web is growing partly because consumers have grown accustomed to connectivity. They are never truly unplugged from the Web. They simply access it from a number of different devices.

Worldwide, the mobile Web has incredible room for growth. The next billion people will come online with a mobile device. I hope we look back on 2008 not as the year the mobile Web went mainstream, but as the year people realized that we have One Web that we access through a multitude of devices. The closer we come to realizing that critical point, the closer we come to tapping the vast potential of the mobile Web.

I wish you happy holidays and a festive New Year.

Kind Regards,
Jon S. von Tetzchner, CEO, Opera Software

Highlights

- In November, the United States shot up the rankings, moving from position seven to three in the top ten list of Opera Mini-using countries. India fell two places, from three to five, and Egypt fell two places from eight to ten in a reversal of its meteoric rise in the previous two months. In 2009, we will watch carefully to see if Egypt remains in the top ten ahead of Germany.
- This month's geographic focus is on two regions: North America and Europe.

Part 1: Growth

Number of Users

Due to a technical issue this month with the active user counter, the Opera Mini active user statistics will return in January 2009.

Pages Transcoded

Opera Mini users viewed more than 5.7 billion pages in November. Since October, page views have gone up 12.1%. Since November 2007, this number is up 303%.

Related resources

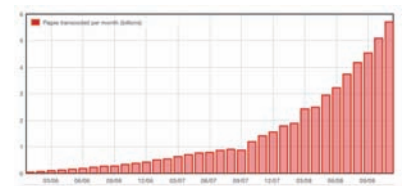
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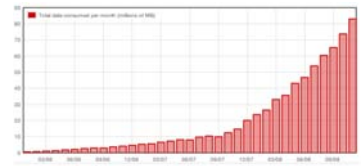


Pages transcoded by Opera Mini per month (billions)

Part 1: Growth continued

Data Consumed

In November, Opera Mini users generated more than 82.9 million MB of data for operators worldwide. Since October, the data consumed went up by 12.5%. Data in Opera Mini is compressed 90% on average. If this data were uncompressed, Opera Mini users would have viewed over 829 million MB of data in November. Since November 2007, data traffic is up 463%.



Part 2: Country snapshots for November 2008

Snapshot: Russia

- Yandex remains the search engine of choice for Russian users of Opera Mini. Google retains its number six position, and Yahoo is back on the list at number ten after a three month absence.
- Wikipedia and My Opera, popular sites among Opera Mini users in several other countries, are new to the top ten list in Russia.

Top 10 sites in Russia (# of unique users)

- 1) vkontakte.ru
- 2) mail.ru
- 3) yandex.ru
- 4) odnoklassniki.ru
- 5) rambler.ru
- 6) google.com
- 7) my.opera.com (new)
- 8) wapos.ru (down from 7)
- 9) wikipedia.org (new)
- 10) yahoo.com (back on the list)

Total data consumed per month
(millions of MB)



Snapshot: Indonesia

Entering the list at position four last month, Facebook is now at position three. Facebook appears to be the alternative social network of choice among Indonesian users of Opera Mini.

Top 10 sites in Indonesia (# of unique users)

- 1) friendster.com
- 2) google.com
- 3) facebook.com (up from 4)
- 4) gamejump.com (down from 3)
- 5) my.opera.com (back on the list)
- 6) yahoo.com (down from 5)
- 7) waptrick.com (down from 6)
- 8) peperonity.com (down from 7)
- 9) getjar.com
- 10) wikipedia.org (down from 8)



Snapshot: India

- The top ten list in India did not exhibit much change, with no new sites and only a handful of sites switching places with each other.
- With Yahoo out of the top three, Google is dominant this month.

Top 10 sites in India (# of unique users)

- 1) google.com
- 2) orkut.com
- 3) gmail.com (up from 4)
- 4) yahoo.com (down from 3)
- 5) gamejump.com
- 6) rediff.com
- 7) wikipedia.org
- 8) songs.pk (up from 10)
- 9) my.opera.com (down from 8)
- 10) indianrail.gov.in (down from 8)



Snapshot: China

- Portals continue to dominate in China.
- Taobao.com, an auction site, is new to the top ten list in China.

Top sites in China (unique users)

- 1) kong.net
- 2) baidu.com
- 3) google.cn
- 4) sina.com.cn
- 5) qq.com
- 6) hao123.com
- 7) xiaonei.com
- 8) taobao.com (new)
- 9) 3g.cn (back on the list)
- 10) sohu.com (back on the list)



Snapshot: Ukraine

- Similar to Russia, Wikipedia and My Opera are new to the top ten list in Ukraine, along with Rambler which has been popular in Russia for several months now.
- Yahoo is back on the list at position nine.

Top 10 sites in Ukraine (# of unique users)

- 1) vkontakte.ru
- 2) google.com
- 3) yandex.ru (up from 4)
- 4) mail.ru (down from 3)
- 5) rambler.ru (new)
- 6) wapos.ru (down from 5)
- 7) my.opera.com (new)
- 8) wikipedia.org (new)
- 9) yahoo.com (back on the list)
- 10) seclub.org (down from 6)



Snapshot: United States

- The mobile social networking wars are heating up. For the first time, Facebook has surpassed MySpace on the top ten list in the United States. Friendster, which became much more popular in other regions of the world, is a surprising newcomer to the list.
- After a five month absence, CNN is back on the list, possibly in conjunction with the US national election.

Top 10 sites in the United States (# of unique users)

- 1) google.com
- 2) facebook.com (up from 3)
- 3) myspace.com (down from 2)
- 4) wikipedia.org
- 5) yahoo.com
- 6) friendster.com (new)
- 7) nytimes.com (down from 6)
- 8) gamejump.com (down from 7)
- 9) cnn.com (back on the list)
- 10) my.opera.com (back on the list)



Snapshot: South Africa

Gmail, which debuted last month at position seven, fell off of South Africa's top ten list in November. South African Opera Mini users currently prefer webmail.co.za.

Top 10 sites in South Africa (# of unique users)

- 1) facebook.com
- 2) google.com



Snapshot: South Africa (continued)

Top 10 sites in South Africa (# of unique users) continued

- 3) wikipedia.org
- 4) gamejump.com
- 5) yahoo.com
- 6) my.opera.com
- 7) mxit.co.za (up from 9)
- 8) youtube.com
- 9) webmail.co.za (up from 10)
- 10) waptrick.com (back on the list)



Snapshot: United Kingdom

After five months at position three, Facebook has finally surpassed Yahoo to take the number two spot.

Top 10 sites in the United Kingdom (# of unique users)

- 1) google.com
- 2) facebook.com (up from 3)
- 3) yahoo.com (down from 2)
- 4) bbc.co.uk
- 5) bebo.com
- 6) wikipedia.org (up from 7)
- 7) live.com (down from 6)
- 8) youtube.com
- 9) gamejump.com (up from 10)
- 10) myspace.com (down from 9)



Snapshot: Poland

The only change this month is the debut of Sciaga.pl, an education-related site.

Top 10 sites in Poland (# of unique users)

- 1) nasza-klasa.pl
- 2) google.com
- 3) lajt.onet.pl
- 4) allegro.pl
- 5) wikipedia.org
- 6) wp.pl
- 7) fotka.pl
- 8) youtube.com
- 9) gamejump.com
- 10) sciaga.pl (new)



Snapshot: Egypt

The top ten list in Egypt is apparently starting to stabilize. The only new sites are Metacafe (videos) and Yallakora (sports).

Top 10 sites in Egypt (# of unique users)

- 1) google.com
- 2) facebook.com
- 3) gamejump.com
- 4) youtube.com
- 5) my.opera.com
- 6) bbc.co.uk (up from 7)
- 7) yahoo.com (down from 6)
- 8) friendster.com
- 9) metacafe.com (new)
- 10) yallakora.com (new)



Part 3: Spotlight on Europe

- With the major exception of Yandex in Russia, Google is the dominant search service in the region.
- Despite the success of a few local social networking sites, Facebook has made significant inroads into Europe.
- Nokia and Sony Ericsson dominate in Europe. The Nokia 6300 is extremely popular among Opera Mini users in that region.

Top fourteen countries snapshot

Snapshot: Russia

- Page-view growth since January 2008: 182.6%
- Yandex remains the search engine of choice for Russian users of Opera Mini. Google retains its number 6 position, and Yahoo is back on the list at number ten after a three month absence.
- Wikipedia and My Opera, popular sites among Opera Mini users in several other countries, are new to the top ten list in Russia.

Top sites ranked by unique users:

- 1) vkontakte.ru
- 2) mail.ru
- 3) yandex.ru
- 4) odnoklassniki.ru
- 5) rambler.ru
- 6) google.com
- 7) my.opera.com (new)
- 8) wapos.ru (down from 7)
- 9) wikipedia.org (new)
- 10) yahoo.com (back on the list)

Top handsets for November 2008:

- 1) Nokia 6600
- 2) Nokia N73
- 3) Nokia 6233
- 4) Sony Ericsson K750i
- 5) Nokia N70
- 6) Sony Ericsson K790i
- 7) Nokia 6120c
- 8) Sony Ericsson W810i
- 9) Nokia 3250
- 10) Nokia 5300

Snapshot: Ukraine

- Page-view growth since January 2008: 234.1%
- Similar to Russia, Wikipedia and My Opera are new to the top ten list in Ukraine, along with Rambler which has been popular in Russia for several months now.
- Yahoo is back on the list at position nine.

Top sites ranked by unique users:

- 1) vkontakte.ru
- 2) google.com
- 3) yandex.ru (up from 4)
- 4) mail.ru (down from 3)
- 5) rambler.ru (new)
- 6) wapos.ru (down from 5)
- 7) my.opera.com (new)
- 8) wikipedia.org (new)
- 9) yahoo.com (back on the list)
- 10) seclub.org (down from 6)

Top handsets for November 2008:

- 1) Nokia 6300
- 2) Nokia 6233
- 3) Nokia N73
- 4) Sony Ericsson K750i
- 5) Nokia N70
- 6) Nokia 3250
- 7) Nokia 5310
- 8) Sony Ericsson W810i
- 9) Sony Ericsson K800i
- 10) Nokia 6120c

Part 3: Spotlight on Europe, continued

Snapshot: United Kingdom

- Page-view growth since January 2008: 94.1%
- After five months at position three, Facebook has finally surpassed Yahoo to take the number two spot.

Top sites ranked by unique users:

- 1) google.com
- 2) facebook.com (up from 3)
- 3) yahoo.com (down from 2)
- 4) bbc.co.uk
- 5) bebo.com
- 6) wikipedia.org (up from 7)
- 7) live.com (down from 6)
- 8) youtube.com
- 9) gamejump.com (up from 10)
- 10) myspace.com (down from 9)

Top handsets for November 2008:

- 1) Nokia 6300
- 2) Nokia 6500s
- 3) Samsung SGH-G600
- 4) Nokia N95
- 5) Samsung U600
- 6) Sony Ericsson W810i
- 7) Sony Ericsson K800i
- 8) Nokia 6500
- 9) Sony Ericsson W580i
- 10) LG KE970

Snapshot: Poland

- Page-view growth since January 2008: 199.6%
- The only change this month is the debut of Sciaga.pl, an education-related site.

Top sites ranked by unique users:

- 1) nasza-klasa.pl
- 2) google.com
- 3) lajt.onet.pl
- 4) allegro.pl
- 5) wikipedia.org
- 6) wp.pl
- 7) fotka.pl
- 8) youtube.com
- 9) gamejump.com
- 10) sciaga.pl (new)

Top handsets for November 2008:

- 1) Nokia 6300
- 2) Sony Ericsson K550i
- 3) Sony Ericsson K800i
- 4) Sony Ericsson K750i
- 5) Nokia N73
- 6) Nokia E51
- 7) Nokia 6500s
- 8) Nokia 5310
- 9) Nokia 3110c
- 10) Sony Ericsson W200i

Snapshot: Germany

- Page-view growth since January 2008: 162.4%
- We have not reported on Germany in the last few months, but the popular sites in that country remain relatively unchanged.

Top sites ranked by unique users:

- 1) google.com
- 2) yahoo.com
- 3) wikipedia.org
- 4) studivz.net
- 5) spiegel.de
- 6) youtube.com
- 7) sport1.de
- 8) ebay.de
- 9) web.de
- 10) my.opera.com

Top handsets for November 2008:

- 1) Nokia 6300
- 2) Sony Ericsson K800i
- 3) Nokia N95
- 4) Nokia 6500s
- 5) Nokia 6233
- 6) Sony Ericsson W810i
- 7) Nokia N73
- 8) Nokia 6500
- 9) Nokia E71
- 10) Nokia E51

Part 3: Spotlight on Europe, continued

Snapshot: Belarus

- Page-view growth since January 2008: 194.3%
- TUT.BY and onliner are two Belarus-specific sites visited by Opera Mini users in that country.
- Russian sites (or Russian-localized sites) make up the rest of the list.

Top sites ranked by unique users:

- 1) vkontakte.ru
- 2) mail.ru
- 3) tut.by
- 4) yandex.ru
- 5) google.com
- 6) odnoklassniki.ru
- 7) onliner.by
- 8) wapos.ru
- 9) wikipedia.org
- 10) bash.org.ru

Top handsets for November 2008:

- 1) Nokia 6300
- 2) Sony Ericsson K750i
- 3) Sony Ericsson K800i
- 4) Nokia 6233
- 5) Nokia N73
- 6) Sony Ericsson W810i
- 7) Sony Ericsson K550i
- 8) Nokia 5310
- 9) Nokia E50
- 10) Sony Ericsson K600i

Snapshot: Czech Republic

- Page-view growth since January 2008: 100.7%
- A large proportion of sites on the list are Czech.

Top sites ranked by unique users:

- 1) seznam.cz
- 2) google.com
- 3) novinky.cz
- 4) chaps.cz
- 5) idnes.cz
- 6) lide.cz
- 7) yahoo.com
- 8) libimseti.cz
- 9) youtube.com
- 10) centrum.cz

Top handsets for November 2008:

- 1) Nokia 6300
- 2) Sony Ericsson K750i
- 3) Nokia N73
- 4) Sony Ericsson K550i
- 5) Sony Ericsson K790i
- 6) Sony Ericsson W810i
- 7) Sony Ericsson K800i
- 8) Nokia E51
- 9) Nokia N70
- 10) Nokia 3110c

Snapshot: France

- Page-view growth since January 2008: 358.5%
- Skyrock.com, a French social networking site, is popular among Opera Mini users in France, but not as popular as Facebook.

Top sites ranked by unique users:

- 1) google.com
- 2) lequipe.fr
- 3) lemonde.fr
- 4) facebook.com
- 5) wikipedia.org
- 6) skyrock.com
- 7) youtube.com
- 8) gamejump.com
- 9) live.com
- 10) yahoo.com

Top handsets for November 2008:

- 1) Nokia N95
- 2) Sony Ericsson W910i
- 3) LG U8290
- 4) Nokia 6500s
- 5) Samsung X660v
- 6) Sony Ericsson W910iv
- 7) LG KU990
- 8) Nokia E65
- 9) Nokia 5310
- 10) Nokia 6300

Part 3: Spotlight on Europe, continued

Snapshot: Spain

- Page-view growth since January 2008: 53.0%
- News sites appear to be quite popular in Spain.
- Tuenti, a Spanish social networking site, is popular among Opera Mini users in Spain.

Top sites ranked by unique users:

- 1) google.es
- 2) marca.com
- 3) youtube.com
- 4) elmundo.es
- 5) terra.com
- 6) telecinco.es
- 7) wikipedia.org
- 8) live.com
- 9) elpais.com
- 10) tuenti.com

Top handsets for November 2008:

- 1) Nokia 5310
- 2) Sony Ericsson K530i
- 3) Sony Ericsson Z610i
- 4) Samsung SGH-L760
- 5) Nokia 6151
- 6) Sony Ericsson W580i
- 7) Samsung SGH-Z240
- 8) Nokia 6300
- 9) Samsung Z170
- 10) Sony Ericsson k810i

Snapshot: Slovakia

- Page-view growth since January 2008: 48.1%
- Slovakia-specific sites are heavily visited by Opera Mini users in that country.

Top sites ranked by unique users:

- 1) azet.sk
- 2) google.com
- 3) yahoo.com
- 4) atlas.sk
- 5) pokec.sk
- 6) topky.sk
- 7) sme.sk
- 8) zoznam.sk
- 9) youtube.com
- 10) imhd.sk

Top handsets for November 2008:

- 1) Nokia 6300
- 2) Nokia 5310
- 3) Sony Ericsson K550i
- 4) Sony Ericsson K530i
- 5) Sony Ericsson K610i
- 6) Nokia 6120
- 7) Sony Ericsson K810i
- 8) Sony Ericsson K770i
- 9) Nokia 3110c
- 10) Sony Ericsson W580i

Snapshot: Italy

- Page-view growth since January 2008: 206.7%
- The three Italy-specific sites on the list are sports and news related.
- Facebook is the preferred social network of Opera Mini users in Italy.
- The top ten list of handsets used by Opera Mini users in Italy consists solely of Nokia phones

Top sites ranked by unique users:

- 1) google.com
- 2) gazetta.it
- 3) corriere.it
- 4) facebook.com
- 5) repubblica.it
- 6) youtube.com
- 7) wikipedia.org
- 8) yahoo.com
- 9) gamejump.com
- 10) my.opera.com

Top handsets for November 2008:

- 1) Nokia N70
- 2) Nokia N73
- 3) Nokia N95
- 4) Nokia 6630
- 5) Nokia E51
- 6) Nokia 6120c
- 7) Nokia E65
- 8) Nokia E61i
- 9) Nokia E71
- 10) Nokia N82

Part 3: Spotlight on Europe, continued

Snapshot: Romania

- Page-view growth since January 2008: 219.7%
- Romanian Opera Mini users prefer hi5 for social networking.

Top sites ranked by unique users:

- 1) google.com
- 2) yahoo.com
- 3) hi5.com
- 4) gamejump.com
- 5) peperonity.com
- 6) youtube.com
- 7) my.opera.com
- 8) prosperport.ro
- 9) cucurigu.mobi
- 10) softpedia.com

Top handsets for November 2008:

- 1) Nokia 6300
- 2) Sony Ericsson K800i
- 3) Nokia N73
- 4) Nokia N70
- 5) Sony Ericsson K810i
- 6) Sony Ericsson K750i
- 7) Nokia 5200
- 8) Sony Ericsson W660i
- 9) Nokia E51
- 10) Nokia E50

Snapshot: Netherlands

- Page-view growth since January 2008: 130.7%
- Hyves, a Dutch social networking site, is very popular among Opera Mini users in the Netherlands.

Top sites ranked by unique users:

- 1) google.com
- 2) nu.nl
- 3) hyves.nl
- 4) yahoo.com
- 5) live.com
- 6) youtube.com
- 7) msn.com
- 8) wikipedia.org
- 9) hotmail.com
- 10) ebuddy.com

Top handsets for November 2008:

- 1) Nokia 6300
- 2) Nokia 6500s
- 3) Nokia N95
- 4) Samsung U600
- 5) Samsung SGH-G600
- 6) LG KE970
- 7) Nokia N73
- 8) Nokia N82
- 9) LG KU990
- 10) Sony Ericsson W810i

Part 4: Spotlight on North America

In the United States, BlackBerry devices are extremely popular among Opera Mini users. Mexico is more like Europe, in that Opera Mini is used primarily on Nokia and Sony Ericsson handsets. Canada falls somewhere in between, with an emphasis on BlackBerry.

Top three countries snapshot

Snapshot: United States

- Page-view growth since January 2008: 200.9%
- The mobile social networking wars are heating up. For the first time, Facebook has surpassed MySpace on the top ten list in the United States. Friendster, which became much more popular in other regions of the world, is a surprising newcomer to the list.
- After a five month absence, CNN is back on the list, possibly in conjunction with the US national election.
- Released by AT&T in early November, the BlackBerry Bold made an immediate impact and is high on the list of top handsets preferred by Opera Mini users in the US.
- Opera Mini is also used on the Samsung Blackjack II (a Windows Mobile device) and the highly popular Samsung Instinct.

Top sites ranked by unique users:

- 1) google.com
- 2) facebook.com (up from 3)
- 3) myspace.com (down from 2)
- 4) wikipedia.org
- 5) yahoo.com
- 6) friendster.com (new)
- 7) nytimes.com (down from 6)
- 8) gamejump.com (down from 7)
- 9) cnn.com (back on the list)
- 10) my.opera.com (back on the list)

Top handsets for November 2008:

- 1) BlackBerry 8330
- 2) BlackBerry 8130
- 3) Sony Ericsson W580i
- 4) BlackBerry 9000
- 5) Nokia N70
- 6) BlackBerry 8320
- 7) Nokia N73
- 8) Samsung i617
- 9) Samsung SPH-M800
- 10) BlackBerry 8120

Snapshot: Mexico

- Page-view growth since January 2008: 129.4%
- After Google, Live is the second most popular search service among Opera Mini users in Mexico.
- Social sites metroFLOG and hi5 are popular in Mexico, with Facebook conspicuously absent from this list.

Top sites ranked by unique users:

- 1) google.com
- 2) youtube.com
- 3) live.com
- 4) metroflog.com
- 5) yahoo.com
- 6) wikipedia.org
- 7) hi5.com
- 8) hotmail.com
- 9) gamejump.com
- 10) msn.com

Top handsets for November 2008:

- 1) Nokia 5610
- 2) Nokia 5310
- 3) Nokia 6300
- 4) Nokia 3500
- 5) Sony Ericsson P1i
- 6) Nokia 6276
- 7) Sony Ericsson W580i
- 8) Nokia N95
- 9) Nokia 5300
- 10) Sony Ericsson W810i

Part 4: Spotlight on North America, continued

Snapshot: Canada

- Page-view growth since January 2008: 187.4%
- Facebook is popular among Opera Mini users in Canada.
- Opera Mini users in Canada prefer Google, with Live in a distant second place, and Yahoo completely absent from the top ten list.

Top sites ranked by unique users:

- 1) google.com
- 2) facebook.com
- 3) cnn.com
- 4) wikipedia.org
- 5) gamejump.com
- 6) youtube.com
- 7) my.opera.com
- 8) live.com
- 9) hotmail.com
- 10) nytimes.com

Top handsets for November 2008:

- 1) BlackBerry 8330
- 2) BlackBerry 8130
- 3) BlackBerry 9000
- 4) BlackBerry 8310
- 5) Nokia N95
- 6) BlackBerry 8320
- 7) Nokia E71
- 8) Sony Ericsson K850i
- 9) Nokia 6275i
- 10) Sony Ericsson W810i