

State of the Mobile Web, June 2008

Because we are in the business of making browsers, we often describe the virtues of software as part of the mobile browsing experience. There's no doubt that the capability of the browser goes a long way to determine the quality of the experience. We are able to track the results of this each month by examining how page views, usage and data transfers have grown.

But no less important is the device on which the browser runs. The quality of the screen, the form factor, the usability of the device all factor in to making a great Internet experience. So this month we decided to look at the most popular handsets around the world. Some discoveries really surprised us.

Opera Mini is popular on older models in some countries. This is a great showcase of Opera Mini's versatility, but I'm more interested in what it means on a social level. We see that accessing the Web on mobile phones is a way for people who have never been able to access the Web, or have a difficult time finding convenient or affordable access, to get the Web on their terms. Mobile Web access allows many people to explore beyond the boundaries of their world, uncover new cultures and ideas, and let them add their voices to the conversation. I think this is greatly aligned with our mission and with the founding spirit of the Web.

We also find Opera Mini has strong uptake on advanced handsets in some countries. This is also a good sign of savvy consumers and their desire for a better Web experience. I think it's also a testament to our community for their support in helping to spread the word. Thank you!

As always, please enjoy this State of the Mobile Web report. We've made some changes and continue trying to include more useful and actionable information. Please let us know how we can continue to improve this report.

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

New features

- This month, we are featuring data on the most popular handsets in each country and globally that have been used to download Opera Mini in the month of June 2008.
- Continuing from our previous report where we tracked the top 10 sites in each country (according to the number of unique users), this report will note changes to the site rankings.

Highlights

- Usage of Opera Mini to browse the Web continues to grow in terms of unique users, page views, and data transferred.
- Usage of Opera Mini increased by 1.8% over May, but the total number of monthly unique users declined slightly to 14.5 million users because June has one less day than the month of May.
- People use a variety of handsets to browse the Web using Opera Mini. Globally, Nokia phones are the most popular, but there are significant differences between regions.



About the report & methodology

When Opera Mini users connect to the Web, their page requests are processed through a secured server. These servers are located in several countries across the globe in order to improve throughput and ensure that Web surfers get their pages lightning fast and without forcing the phone to process the page. Information contained in this report is based on aggregated information obtained from Opera Mini servers. The security and privacy of people who use Opera Mini is of paramount importance and we safeguard the trust they give us. Our privacy policy is available here.

Countries selected for this report are the Top 10 Opera Mini countries by usage. Subsequent reports will include updates for these countries as well as different regions around the world.

All content analysis is based on a review of the Top 100 sites ranked according to page views in each country. The designation of sites to specific categories has been done with local content experts who followed Opera's guidelines to characterize each site.

Demographic data was collected from voluntary user surveys that were made available to a random subset of Opera Mini users, via their handsets, in English, Russian, Chinese, German and Polish. Surveys responses were collected between February 2008 and June 2008.

Opera and the mobile world

Opera first developed a mobile browser in 1998. Since then, we've been at the forefront of enabling a full Web experience on mobile phones. In 2005, we released Opera Mini, the first browser that could work on any phone with Java. Regardless of the hardware on the phone, Opera Mini is able to bring the full Web to many millions of people, some who otherwise would not be able to access it.

Related resources

- [Download historical data charts for Opera Mini](#)
- [Download Opera Mini](#)
- [Opera Mini features](#)
- [Designing Web sites for the mobile world](#)
- [Opera Mini screenshots](#)
- [Share Opera Mini with your friends](#)



Part 1: Most popular handsets - Worldwide

Within the top 10 countries using Opera Mini, Nokia phones are used the most to download Opera Mini. 6 out of the top 10 phones are from Nokia, 2 are from Sony Ericsson, 1 is from BlackBerry, and 1 is from Samsung.

1. Nokia N70
2. Nokia N73
3. Nokia 6300
4. Sony Ericsson K750i
5. BlackBerry 8310
6. Nokia 6233
7. Nokia 6600
8. Samsung E250
9. Sony Ericsson W810i
10. Nokia 5300

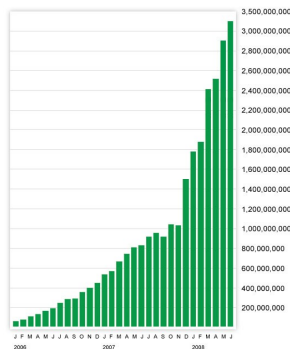
Part 2: Growth

Number of Users

In the month of June, Opera Mini was used by approximately 14.5 million users, a slight (1.5%) decrease from May.

Pages transcoded

Opera Mini users viewed more than 3.2 billion pages in June. In June, each person using Opera Mini viewed 223 pages on average. Since May, page views have gone up 9.4%.

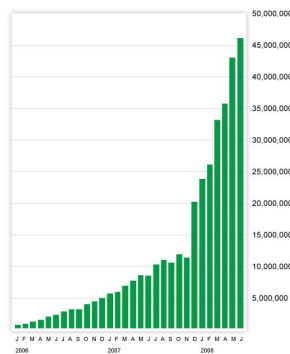


Pages transcoded by Opera Mini per month

Data Consumed

In June, 14.5 million Opera Mini users generated more than 46.7 million MB of data for operators worldwide. Since

May, the data consumed went up by 8.4%. Data in Opera Mini is compressed 85% on average. If this data were uncompressed, Opera Mini users would have viewed over 311 million MB of data in the month of June.



Total data consumed per month (in MB)

Part 3: Country snapshots for the month of June, 2008

Snapshot: Russia

- Mobile entertainment sites seclub.org, jimm.im, and dimonvideo.ru are newcomers to the list of top 10 sites in Russia.
- Sony Ericsson and Nokia phones are used the most in Russia for browsing with Opera Mini.



Top 10 sites in Russia (# of unique users)

1. vkontakte.ru
2. mail.ru
3. odnoklassniki.ru (up from 5)
4. google.com
5. yandex.ru (down from 3)
6. wapos.ru (up from 8)
7. rambler.ru (up from 10)
8. seclub.org (new)
9. jimm.im (new)
10. dimonvideo.ru (new)

Top 10 handsets (# of Opera Mini downloads)

1. Sony Ericsson K750i
2. Nokia 6300
3. Nokia N73
4. Sony Ericsson K790i
5. Nokia 6233
6. Nokia N70
7. Sony Ericsson W810i
8. Nokia 3250
9. Sony Ericsson K550i
10. Nokia 5300

Snapshot: Indonesia

- Mobile entertainment site mywaves.com is new to the top 10 list.
- Nokia phones are popular amongst Indonesian Opera Mini users.



Top 10 sites in Indonesia (# of unique users)

1. friendster.com
2. google.com
3. gamejump.com (up from 5)
4. my.opera.com
5. yahoo.com (down from 3)
6. youtube.com
7. getjar.com
8. peperonity.com (up from 10)
9. wikipedia.org (down from 8)
10. mywaves.com (new)

Top 10 handsets (# of Opera Mini downloads)

1. Nokia 6600
2. Nokia N70
3. Nokia 3230
4. Nokia 5300
5. Nokia 7610
6. Nokia N73
7. Nokia 6300
8. Sony Ericsson K510i
9. Sony Ericsson K750i
10. Sony Ericsson W200i

Snapshot: India

- indiatimes.com (news), myspace.com (social networking), and mobile9.com (mobile entertainment) are new to the top 10 list.
- Indian Opera Mini users also prefer Nokia phones.



Top 10 sites in India (# of unique users)

1. google.com
2. orkut.com
3. yahoo.com
4. gamejump.com (up from 7)
5. rediff.com
6. wikipedia.org (up from 8)
7. youtube.com (down from 6)
8. indiatimes.com (new)
9. myspace.com (new)
10. mobile9.com (new)

Top 10 handsets (# of Opera Mini downloads)

1. Nokia N70
2. Nokia N73
3. Nokia 6233
4. Nokia 6600
5. Nokia 3110c
6. Nokia N72
7. Nokia 6300
8. Sony Ericsson K750i
9. Sony Ericsson W700i
10. Nokia 2626

Snapshot: China

- Half of the sites on the top 10 list this month are new, with portal sites leading the way.
- Nokia phones are used heavily by Chinese Opera Mini users, but the top spot goes to the Fly 2080.



Top 10 sites in China (# of unique users)

1. kong.net
2. baidu.com
3. google.cn
4. sina.com.cn
5. qq.com
6. hao123.com (up from 7)
7. sohu.com (up from 8)
8. xiaonei.com (down from 6)
9. 3g.cn
10. taobao.com

Top 10 handsets (# of Opera Mini downloads)

1. Fly 2080
2. Nokia N70
3. Nokia 3230
4. Nokia N73
5. Nokia 6300
6. Nokia 2610
7. Nokia 5300
8. Nokia N72
9. Nokia 7610
10. Sony Ericsson K750c

Snapshot: Ukraine

- vkontakte.ru takes the number 1 spot away from Google, and yandex.ru moves up dramatically in the rankings, while mobile entertainment sites zoji.ru and dimonvideo.ru make their presence known on this month's top 10 list.
- Once again, Nokia and Sony Ericsson fight it out to be the phone of choice for Ukrainian Opera Mini users.



Top 10 sites in Ukraine (# of unique users)

1. vkontakte.ru (up from 2)
2. google.com (down from 1)
3. mail.ru
4. yandex.ru (up from 10)
5. wapos.ru (up from 6)
6. yahoo.com (down from 5)
7. seclub.org (up from 8)
8. odnoklassniki.ru (new)
9. zoji.ru (new)
10. dimonvideo.ru (new)



Top 10 handsets (# of Opera Mini downloads)

1. Nokia 6233
2. Sony Ericsson K750i
3. Nokia 6300
4. Nokia N73
5. Nokia N70
6. Nokia 3250
7. Sony Ericsson W810i
8. Nokia 6230i
9. Sony Ericsson K800i
10. Sony Ericsson K550i

Snapshot: United States

- As seen in several other countries, yahoo.com has either been sliding lower in the rankings or stayed at the same position.
- In the United States, BlackBerry dominates the list of handsets used to download Opera Mini.



Top 10 sites in the U.S. (# of unique users)

1. google.com
2. myspace.com
3. facebook.com (up from 5)
4. wikipedia.org
5. yahoo.com (down from 3)
6. nytimes.com
7. gamejump.com (new)
8. accuweather.com (up from 10)
9. youtube.com (down from 7)
10. my.opera.com (new)

Top 10 handsets (# of Opera Mini downloads)

1. BlackBerry 8310
2. BlackBerry 8100
3. BlackBerry 8830
4. BlackBerry 8330
5. BlackBerry 8130
6. BlackBerry 8320
7. BlackBerry 8300
8. LG LX260
9. BlackBerry 8700
10. BlackBerry 8800

Snapshot: South Africa

- Since last month, the top 10 list for South Africa has remained fairly unchanged, except for the addition of mxit.co.za (entertainment) and webmail.co.za (mail).
- Samsung phones are popular amongst Opera Mini users in South Africa.



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

1. facebook.com
2. google.com
3. yahoo.com
4. wikipedia.org
5. gamejump.com
6. my.opera.com (up from 8)
7. youtube.com
8. mxit.co.za (new)
9. peperonity.com (up from 10)
10. webmail.co.za (new)

Top 10 handsets (# of Opera Mini downloads)

1. Samsung E250
2. Samsung E370
3. Samsung D900i
4. Nokia N70
5. Motorola V360
6. Nokia N73
7. Samsung D900
8. Nokia 6234
9. Nokia 6300
10. Samsung J750

Snapshot: United Kingdom

- Only msn.com is new to the top 10 list this month, and google.com pulled ahead of yahoo.com to take the number 1 spot.
- Sony Ericsson and Nokia phones are popular in the UK, but BlackBerry is at the top of the list.



Top 10 sites in the U.K. (# of unique users)

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

Top 10 handsets (# of Opera Mini downloads)

1. BlackBerry 8310
2. SonyEricsson K800i
3. BlackBerry 8100
4. BlackBerry 8800
5. Nokia 6300
6. Sony Ericsson W810i
7. Sony Ericsson K850i
8. Sony Ericsson W580i
9. BlackBerry 8300
10. Sony Ericsson W910i

Snapshot: Germany

- The top 10 list this month is relatively unchanged, with just 2 new sites: youtube.com and wetter.com.
- Sony Ericsson, Nokia, and BlackBerry are all well-represented amongst German Opera Mini users.

Top 10 sites in Germany (# of unique users)

1. google.com
2. yahoo.com
3. wikipedia.org
4. sport1.de
5. studivz.net (up from 6)
6. spiegel.de (up from 7)
7. ebay.de (down from 5)
8. youtube.com (new)
9. wetter.com (new)
10. web.de (down from 9)



Top 10 handsets (# of Opera Mini downloads)

1. Sony Ericsson K800i
2. Nokia N73
3. BlackBerry 8310
4. Sony Ericsson P1i
5. BlackBerry 8800
6. Nokia E65
7. Sony Ericsson K850i
8. Sony Ericsson W810i
9. Sony Ericsson K750i
10. Nokia 6300

Snapshot: Poland

- The top 10 list for Poland is the least changed of all, with only gadu-gadu.pl being new.
- Sony Ericsson is the choice of most Opera Mini users in Poland, followed by Nokia.





Top 10 sites in Poland (# of unique users)

1. google.pl
2. lajt.onet.pl
3. nasza-klasa.pl (up from 4)
4. allegro.pl (down from 3)
5. wikipedia.org
6. wp.pl
7. fotka.pl
8. youtube.com (up from 9)
9. gadu-gadu.pl (new)
10. rozklad-pkp.pl

Top 10 handsets (# of Opera Mini downloads)

1. Sony Ericsson K750i
2. Sony Ericsson K800i
3. Sony Ericsson K550i
4. Nokia 6300
5. Nokia N70
6. Samsung E250
7. Nokia N73
8. Sony Ericsson K510i
9. Sony Ericsson W200i
10. Nokia 5200