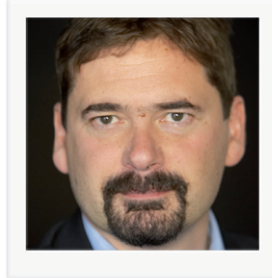


# State of the Mobile Web, October 2008

November 20, 2008

The mobile Web as a global phenomenon. The ubiquity of the mobile phone makes it the ideal platform for many people to access the Web. The demand is there. As we saw in our previous report on Africa, many countries experienced triple-digit or even quadruple-digit usage growth in 2008.

So we continue our mobile Web world tour this month with a focus on Southeast Asia. Southeast Asia also exhibits impressive growth figures during 2008. Indonesia has always ranked number two worldwide in our reports, but what about the other countries? Malaysia led the region in usage growth, by jumping more 460% this year to take the second spot in the region.



The mobile Web is in demand, but in some countries demand for the mobile Web exists not because it complements existing means of access, but rather because it replaces them. Page view growth and pages per user are an interesting metric to see how much people use Opera Mini to browse the Web. It is interesting to note that page views per user in Indonesia and the Philippines are significantly higher than the worldwide numbers. In fact page views grew more than 1120% in the Philippines this year.

Of course, that's just one part of the report. We give our usual updates to users, page views and data. We announced 20 million active consumer Opera Mini users (those who download Opera Mini to their phone outside of any operator deal) barely two weeks ago. We are already at 21 million and just passed 5 billion pages transcoded per month. With a new server park in the United States making Opera Mini significantly faster for almost every user, we're excited to see that number rise. Surf away, friends.

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

## Highlights

- Usage, page views and data transfers rose again this month; 21 million users viewed 5 billion pages in October 2008.
- Egypt, which debuted last month by knocking Germany off the list, continues to take the top 10 by storm, surging ahead of both the United Kingdom and Poland in terms of unique users of Opera Mini.
- This month's geographic focus is on Southeast Asia, where we see Google as the dominant player in the search engine space and Friendster as the premier social-networking site, with hi5 coming in second. Nokia is dominant in the region, with brands like Sony Ericsson and Huawei competing for a distant second plac.

## Part 1: Growth

### Number of Users

In October, Opera Mini was used by approximately 21 million users, a 10.6% month-on-month increase from September 2008 and more than 311% compared to October 2007.

### Pages Transcoded

Opera Mini users viewed more than 5 billion pages in October. Each person using Opera Mini viewed approximately 242 pages on average. Since September, page views have gone up 12.2%. Since October 2007, this number is up 326%.

### 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.

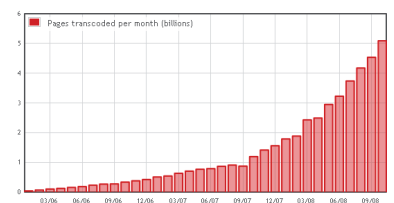
Countries selected for this report are the Top 10 Opera Mini countries by usage. Subsequent reports will include updates for these countries as well as different regions around the world.

### 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](#)

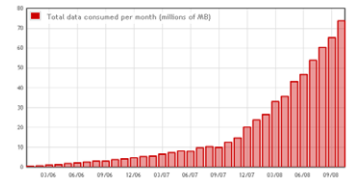


Pages transcoded by Opera Mini per month (billions)

## Part 1: Growth continued

### Data Consumed

In October, 21 million Opera Mini users generated more than 73.7 million MB of data for operators worldwide. Since September, the data consumed went up by 12.9%. Data in Opera Mini is compressed 90% on average. If this data were uncompressed, Opera Mini users would have viewed over 737 million MB of data in October. Since October 2007, data traffic is up almost 490%.



Total data consumed per month (millions of MB)

## Part 2: Country snapshots for October 2008

### Snapshot: Russia

Yandex remains the search engine of choice for Russian users of Opera Mini, but Google refuses to go away, returning to the list at number 6.

GameJump and bash.org.ru are new to this month's top 10 list..

#### Top 10 sites in Russia (# of unique users)

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



### Snapshot: Indonesia

The top 10 list for Indonesia continues to be volatile, with several sites back on the list, and other sites moving down the list as a result.

This month, Facebook made a big splash, debuting at number 4 on Indonesia's top 10 list. It will be interesting to see if Facebook will affect the dominance of Friendster in Indonesia.

#### Top 10 sites in Indonesia (# of unique users)

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



### Snapshot: India

The top 10 list in India did not exhibit a lot of change, but more and more mobile users are getting official railway information on their handsets.

This month, Yahoo broke into the top 3, breaking up the triumvirate of Google, Orkut and Gmail.

#### Top 10 sites in India (# of unique users)

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



## Snapshot: China

There are no new sites in the top 10 list for China, but there is movement in the bottom half of that list.

Portals continue to dominate the top half of the list.

### Top sites in China (unique users)

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



## Snapshot: Ukraine

Mobile-specific sites Spaces and PROWAP.ru debuted at positions 7 and 8, respectively, on the top 10 list.

Once again, Yahoo has fallen off the top 10 list in Ukraine.

### Top 10 sites in Ukraine (# of unique users)

- 1) vkontakte.ru
- 2) google.com
- 3) mail.ru
- 4) yandex.ru
- 5) wapos.ru
- 6) seclub.org (up from 8)
- 7) spaces.ru (new)
- 8) prowap.ru (new)
- 9) jambo.ru (up from 10)
- 10) football.ua (down from 9)



## Snapshot: United States

The US top 10 list is very stable, with no new sites, and only 2 sites at the bottom of the list switching places.

Showing up at number 8 last month, ESPN continues to hold its position.

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

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



## Snapshot: South Africa

Half of South Africa's top 10 list consists of sites that were previously in the top 10, but were absent last month.

Gmail makes its debut in South Africa at number 7, displacing webmail.co.za as the most popular Web mail service accessed by mobile users in South Africa.

### 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 (back on the list)
- 4) gamejump.com (down from 3)
- 5) yahoo.com (down from 4)
- 6) my.opera.com (back on the list)
- 7) gmail.com (new)
- 8) youtube.com (back on the list)
- 9) mxit.co.za (back on the list)
- 10) webmail.co.za (back on the list)



## Snapshot: United Kingdom

Live Search and Bebo have switched places yet again.

This month, MSN was knocked off the list by GameJump.

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

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



## Snapshot: Poland

The top 10 list in Poland displayed little change this month. Gadu-Gadu is back on the list after a two month absence, displacing Rozklad Jazdy PKP.

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) gadu-gadu.pl (back on the list)



## Snapshot: Egypt

Egyptian users are still discovering their favorite mobile Web destinations. The top 10 list for Egypt has seen many changes since last month, with a lot of sites moving up and down the rankings and two very famous sites (Wikipedia and Amazon) entering the list at positions 9 and 10, respectively.

Top 10 sites in Egypt (# of unique users)

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



## Part 3: Spotlight on Southeast Asia

This region is a “rojak” (malay for mixture) with different levels of Internet development. Singapore has one of the world’s highest broadband penetration rate while countries like Laos, Cambodia and Myanmar lag behind.

With more than 500 million people, Southeast Asia is an exciting scene for mobile developers. Countries in Southeast Asia are generally experiencing fast growth with heavy users opting for the latest model that comes with 3G. The lack of broadband Internet infrastructure in parts of SEA contributed to the burst of mobile browsing. It has become increasingly popular for mobile operators to offer fixed-rate 3G packages which consumers use to replace their broadband access.

Popular sites in Southeast Asia are a mix of international sites and local ones. Singapore has mostly international sites, while Vietnam has mostly Vietnamese in the Top 10. We also see a huge social network following in Southeast Asia. Friendster, Hi5 and Facebook all ranked strongly. In our August report, we showed that Friendster alone contributed to more than 60% of the monthly data usage in Indonesia..

### Highlights

- Indonesia and Malaysia lead the way for mobile Web adoption, followed by Thailand and Brunei.
- Indonesia leads the top 9 countries in page views, with each user browsing 358 pages on average in October 2008, well above the global average.
- Growth rates are soaring: Malaysia leads the top 9 with 462.6% growth in users this year, followed by the Philippines (396.4% growth) and Indonesia (329.5% growth).
- In Southeast Asia, among mobile Web users, Google is the dominant player in the search engine space, with Yahoo and Live Search vying for second place.
- Friendster is the premier social-networking site in the region, with hi5 coming in second.
- Nokia is dominant in the region, with brands like Sony Ericsson and Huawei competing for a distant second place.

### Top 9 countries snapshot

#### Indonesia

User growth since January 2008: 329.5%

Page-view growth since January 2008: 827.8%

Page views per user: 358

The top 10 list for Indonesia continues to be volatile, with several sites back on the list, and other sites moving down the list as a result.

This month, Facebook made a big splash, debuting at number 4 on Indonesia’s top 10 list. It will be interesting to see if Facebook will affect the dominance of Friendster in Indonesia.

Nokia phones dominate in Indonesia when it comes to browsing with Opera Mini.

#### Top sites ranked by unique users:

- 1) friendster.com
- 2) google.com
- 3) gamejump.com
- 4) facebook.com
- 5) yahoo.com
- 6) waptrick.com
- 7) peperonity.com
- 8) wikipedia.org
- 9) getjar.com
- 10) gratisindo.com

#### Top handsets for October 2008:

- 1) Nokia 6600
- 2) Nokia N70
- 3) Nokia 3230
- 4) Nokia 7610
- 5) Nokia N73
- 6) Nokia 6300
- 7) Sony Ericsson W200i
- 8) Nokia 5310
- 9) Sony Ericsson K750i
- 10) Sony Ericsson K510i

#### Malaysia

User growth since January 2008: 462.6%

Page-view growth since January 2008: 474.5%

Page views per user: 111

Social-networking sites are popular among mobile users in Malaysia. Friendster tops the list, followed by Facebook, MySpace and My Opera. Malaysian Opera Mini users prefer Nokia and Sony Ericsson.

## Part 3: Spotlight on Southeast Asia, continued

### Malaysia, continued

#### Top sites ranked by unique users:

- 1) google.com
- 2) friendster.com
- 3) yahoo.com
- 4) gamejump.com
- 5) facebook.com
- 6) myspace.com
- 7) youtube.com
- 8) my.opera.com
- 9) wikipedia.org
- 10) utusan.com.my

#### Top handsets for October 2008:

- 1) Nokia N70
- 2) Sony Ericsson K800i
- 3) Nokia 5610d
- 4) Nokia N73
- 5) Sony Ericsson K810i
- 6) Sony Ericsson K530i
- 7) Nokia 6500s
- 8) Nokia N95
- 9) Sony Ericsson P1i
- 10) Sony Ericsson W910i

### Thailand

User growth since January 2008: 116.3%

Page-view growth since January 2008: 217.9%

Page views per user: 164

Social-networking site hi5 is also very popular in Thailand, beating out Google in the top 10 list of sites visited by Opera Mini users in that country.

Thai users also visit Manager Online, Pantip.com and BlogGang.com.

Like elsewhere in the region, Nokia handsets are extremely popular in Thailand.

#### Top sites ranked by unique users:

- 1) hi5.com
- 2) google.com
- 3) gamejump.com
- 4) live.com
- 5) manager.co.th
- 6) my.opera.com
- 7) pantip.com
- 8) livescore.com
- 9) youtube.com
- 10) bloggang.com

#### Top handsets for October 2008:

- 1) Nokia N70
- 2) Nokia 6300
- 3) Nokia N73
- 4) Nokia 5310
- 5) Nokia 3110c
- 6) Nokia 6500s
- 7) Nokia N72
- 8) Nokia 5300
- 9) Nokia 6681
- 10) Nokia 7610

### Brunei

User growth since January 2008: 58.4%

Page-view growth since January 2008: 110.2%

Page views per user: 237

among mobile Web users in Brunei, Friendster is the dominant social-networking site, followed by Facebook.

Blogger, not present on any other top 10 list in this report, is also popular among mobile users in Brunei.

Nokia and Huawei handsets are extremely popular among Opera Mini users in Brunei.

#### Top sites ranked by unique users:

- 1) friendster.com
- 2) google.com
- 3) live.com
- 4) facebook.com
- 5) bruneiclassified.com
- 6) yahoo.com
- 7) msn.com
- 8) wikipedia.org
- 9) youtube.com
- 10) blogger.com

#### Top handsets for October 2008:

- 1) Nokia N70
- 2) Huawei U526
- 3) Huawei U120
- 4) Nokia 6680
- 5) Nokia 6630
- 6) Huawei U535
- 7) Nokia 6600
- 8) Nokia 7610
- 9) Nokia N73
- 10) Nokia 6120c

## Part 3: Spotlight on Southeast Asia, continued

### Vietnam

User growth since January 2008: 303.2%

Page-view growth since January 2008: 405.2%

Page views per user: 104

Mobile Web users in Vietnam visit a lot of Vietnam-specific sites.

Friendster, hi5 and Facebook are absent from the top 10 list, but My Opera is strongly positioned at number 4.

Google and Nokia are both clearly successful in Vietnam.

#### Top sites ranked by unique users:

- 1) google.com
- 2) dantri.com.vn
- 3) vnexpress.net
- 4) my.opera.com
- 5) yahoo.com
- 6) gamejump.com
- 7) vietnamnet.vn
- 8) truyenviet.com
- 9) thegioididong.com
- 10) tuoitre.com.vn

#### Top handsets for October 2008:

- 1) Nokia 6300
- 2) Nokia 6500s
- 3) Nokia N70
- 4) Nokia 5610d
- 5) Nokia 7610
- 6) Nokia 3110c
- 7) Nokia 5310
- 8) Nokia 3500
- 9) Nokia 5300
- 10) Nokia 6233

### Philippines

User growth since January 2008: 396.4%

Page-view growth since January 2008: 1122.8%

Page views per user: 278

Mobile Web users in the Philippines visit Friendster above all else.

They also visit the Symbianize forums, multiply.net for math information and pinoyWAP.net.

Mobile Web users in the Philippines also prefer Nokia phones.

#### Top sites ranked by unique users:

- 1) friendster.com
- 2) google.com
- 3) yahoo.com
- 4) youtube.com
- 5) wikipedia.org
- 6) my.opera.com
- 7) gamejump.com
- 8) symbianize.com
- 9) multiply.com
- 10) pinoywap.net

#### Top handsets for October 2008:

- 1) Nokia N70
- 2) Nokia 6630
- 3) Nokia 6300
- 4) Nokia 6680
- 5) Nokia N73
- 6) Sony Ericsson K800i
- 7) Nokia 6600
- 8) Nokia 3120b
- 9) Nokia 5310
- 10) Sony Ericsson P990i

### Singapore

User growth since January 2008: 58.6%

Page-view growth since January 2008: 143.6%

Page views per user: 111

Facebook is more popular than Friendster among mobile Web users in Singapore.

As is the case elsewhere in Southeast Asia, Google and Nokia are winners in Singapore.

## Part 3: Spotlight on Southeast Asia, continued

### Singapore, continued

#### Top sites ranked by unique users:

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

#### Top handsets for October 2008:

- 1) Nokia 6500s
- 2) Nokia E71
- 3) Nokia 5610d
- 4) Nokia E51
- 5) Nokia N95
- 6) Sony Ericsson K850i
- 7) Nokia 6300
- 8) Sony Ericsson P1i
- 9) Nokia N82
- 10) Nokia 3120

### Cambodia

User growth since January 2008: 91.1%

Page-view growth since January 2008: 180.7%

Page views per user: 131

The community site of choice among Opera Mini users in Cambodia is hi5, followed by My Opera and Facebook. Friendster is notably missing from this list.

Opera Mini users in Cambodia visit Everyday.com.kh.

Nokia handsets are popular in Cambodia, but the number-one phone among Opera Mini users in that country is made by LG.

#### Top sites ranked by unique users:

- 1) google.com
- 2) livescore.com
- 3) gamejump.com
- 4) yahoo.com
- 5) hi5.com
- 6) my.opera.com
- 7) cnn.com
- 8) everyday.com.kh
- 9) wikipedia.org
- 10) facebook.com

#### Top handsets for October 2008:

- 1) LG KU380
- 2) Nokia N70
- 3) Nokia N73
- 4) Nokia 6300
- 5) Nokia 6500s
- 6) Nokia N95
- 7) Sony Ericsson W610i
- 8) Nokia N81
- 9) Nokia E71
- 10) Sony Ericsson K810i

### Laos

User growth since January 2008: 115.9%

Page-view growth since January 2008: 81.7%

Page views per user: 133

Social-networking site hi5 is not only the most popular site of its kind among mobile users in Laos, it is also the most popular site overall.

Users in Laos like customizing their phones at OwnSkin, and they visit sanook.com, a portal site.

Nokia is completely dominant among mobile Web users in Laos as well, with no other phone brands in the top 10.

#### Top sites ranked by unique users:

- 1) hi5.com
- 2) google.com
- 3) live.com
- 4) gamejump.com
- 5) hotmail.com
- 6) yahoo.com
- 7) ownskin.com
- 8) sanook.com
- 9) wikipedia.org
- 10) my.opera.com

#### Top handsets for October 2008:

- 1) Nokia N70
- 2) Nokia N73
- 3) Nokia N72
- 4) Nokia 7610
- 5) Nokia 6630
- 6) Nokia N81
- 7) Nokia 3250
- 8) Nokia 6680
- 9) Nokia 6681
- 10) Nokia 5700