

# State of the Mobile Web, December 2008 and 2008 Year-in-Review

January 22, 2009

Hello and welcome to the first State of the Mobile Web for 2009. Despite the gloomy economic news, I hope you all enjoyed warm and relaxing holidays.

Each State of the Mobile Web report presents the previous month's data, so this month we have a special report that not only looks back on what was, but presents some thoughts of ours about where the mobile Web will go in 2009.



Our first report in May looked at social networking. It was clear then that sites like Facebook, MySpace, Orkut, vKontakte and others drove a substantial amount of traffic over our Opera Mini servers. In subsequent reports, in different countries around the world, we saw similar results.

We return to the social Web for part of our 2008 Year-in-Review. We present some astonishing growth figures of the top social networks in each of our top countries. Did you know Facebook use through Opera Mini grew 4380% in Indonesia alone in 2008? Of course, owing to our strong following in Russia and Russian-speaking countries, vKontakte just edged out Facebook as the most used social network through Opera Mini. Next year it will be interesting to see where 2009 has taken us.

We also include a few predictions, but I'd like to take a risk-free prediction of my own. The mobile Web will continue strong growth in 2009, despite (or perhaps even because of) the world economic conditions. Between substantial room for growth in both developed and developing nations and more unrestricted access to the mobile Web, I expect 2009 will be a strong year.

Thank you for reading. I hope 2009 will be another watershed year for all of us in this industry.

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

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## Highlights

- At the expense of Egypt, Germany is back on the list of top ten countries.
- In 2008, we saw strong growth in Opera Mini usage all over the world, in both developed and developing countries. Social networks and search engines were competitive, as Opera Mini users determined their preferences.

For 2009, we are optimistic about the following:

- Facebook will continue to expand its reach around the world, including non-English-speaking countries. In some countries, however, local social networking sites will continue to be popular.
- The mobile Web usage gap between developed and developing nations will continue to get smaller, and more developing nations will be represented in the top twenty list of countries as mobile internet connectivity becomes more important there.
- In light of the global economic downturn, we might expect mobile Web use to slow down in 2009. On the other hand, consumers might use older handsets for a longer time instead of purchasing expensive smart phones, in which case we would expect Opera Mini usage to increase--given Opera Mini's ability to access the full Web on low-powered devices. As such, we are optimistic that growth will be as vigorous in 2009 as it was in 2008.

## Part 1: Growth

### Number of Users

Note: In November, during a regular verification of our Opera Mini statistics, we discovered a technical issue concerning the counting of unique users. We have corrected this issue for our December numbers. Historic figures prior to October 2008 are estimates. We will update the charts as we correct the data set.

### Related resources

[Download historical data charts for Opera Mini](#)  
[About the report & methodology](#)  
[Download Opera Mini](#)  
[Opera Mini features](#)  
[Designing Web sites for the mobile world](#)

### Contact

For more information about the State of the Mobile Web report, please contact:

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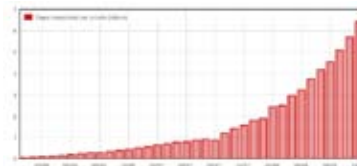
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## Part 1: Growth (continued)

In December, Opera Mini was used by approximately 17.8 million users, an 8.6% increase from November 2008.

### Pages Transcoded

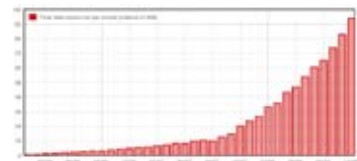
Opera Mini users viewed more than 6.4 billion pages in December. Each person using Opera Mini viewed approximately 360 pages on average. Since November, page views have gone up 13.0%. Since December 2007, this number is up 312%.



Pages transcoded by Opera Mini per month (billions)

### Data Consumed

In December, 17.8 million Opera Mini users generated more than 93.8 million MB of data for operators worldwide. Since November, the data consumed went up by 13.2%. Data in Opera Mini is compressed 90% on average. If this data were uncompressed, Opera Mini users would have viewed over 938 million MB of data in December. Since December 2007, data traffic is up 366%.



Total data consumed per month (millions of MB)

## Part 2: Country snapshots for for December 2008

### Snapshot: Russia

- The site ranking in Russia remained mostly stable this month.
- Yahoo continues its roller coaster ride in Russia, falling off the top ten list once again.

#### 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
- 8) wikipedia.org (up from 9)
- 9) wapos.ru (down from 8)
- 10) seclub.org (back on the list)



### Snapshot: Indonesia

- Digg is back on the list after a four month absence.
- Facebook maintains its ranking at position three. The popularity of Facebook will be something to watch in 2009.



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

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

### Snapshot: India

- Yahoo pushes its way back into the top three, breaking up Google's dominance ever so slightly.
- Peperonity is back on the list after a four month absence.



#### 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

## Snapshot: India (continued)

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

- 6) rediff.com
- 7) songs.pk (up from 8)
- 8) wikipedia.org (down from 7)
- 9) my.opera.com
- 10) peperonity.com (back on the list)



## Snapshot: China

- The Chinese portals remain dominant.
- Taobao.com, which debuted on the list last month, dropped to the bottom of the list in December.

### Top sites in China (unique users)

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



## Snapshot: Ukraine

- In Ukraine, Yandex moved down slightly in the rankings, and WAPOS.RU dropped two places to position 8.

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

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



## Snapshot: United States

- Various sites moved around in the rankings, especially Friendster which jumped from position 6 to position 3.

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

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



## Snapshot: South Africa

- Live is back on the list after a six month absence.
- In December, neither Gmail no webmail.co.za are on South Africa's top ten list.

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

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



## Snapshot: United Kingdom

- Facebook retained the number two position it won last month ahead of Yahoo.
- Bebo dropped quite a bit, from position five to position nine.
- On the other hand, Orkut debuted strongly at position five.

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

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



## Snapshot: Poland

- In Poland, most of the changes happen at the bottom of the list. This month, Gazeta.mobi debuted at position ten..

### 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) gazeta.mobi (new)



## Snapshot: Germany

- Germany, which fell out of the top ten countries in September, has a few new sites on the list, including GMX and Amazon.

- YouTube and WEB.DE made big gains since August, while eBay dropped four places.

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

- 1) google.com
- 2) yahoo.com
- 3) wikipedia.org



## Snapshot: Germany (continued)

Top 10 sites in Germany (# of unique users) continued

- 4) studivz.net
- 5) youtube.com (up from 8, since August 2008)
- 6) web.de (up from 9, since August 2008)
- 7) spiegel.de (down from 6, since August 2008)
- 8) gmx.de (new)
- 9) ebay.de (down from 5, since August 2008)
- 10) amazon.de (new)

## Part 3: Top social networks in 2008

### Global

- Given the popularity of Opera in Russian-speaking countries, it is no surprise that VKontakte is at position one.
- All ten listed social networking sites showed significant user growth (via Opera Mini) in 2008.

Web site	Growth rate in 2008 (users)
vkontakte.ru	909.17%
facebook.com	693.11%
friendster.com	670.13%
orkut.com	296.78%
odnoklassniki.ru	545.40%
peperonity.com	396.65%
hi5.com	372.60%
myspace.com	618.42%
mamba.ru	1055.51%
mocospace.com	834.89%

### Russia

- VKontakte is the preferred social networking site in Russia, and it also had the most growth in 2008.

Web site	Growth rate in 2008 (users)
vkontakte.ru	787.82%
odnoklassniki.ru	506.23%
mamba.ru	582.05%

### Indonesia

- Friendster is the dominant social networking site in Indonesia, but Facebook and Peperonity had incredible growth in 2008.

Web site	Growth rate in 2008 (users)
friendster.com	670.94%
facebook.com	4379.32%
peperonity.com	14636.84%
mocospace.com	1947.94%

## Part 3: Top social networks in 2008 (continued)

### United States

- Facebook surpassed MySpace in the United States, thanks to a very impressive growth rate (and a comparatively low growth rate for MySpace).

Web site	Growth rate in 2008 (users)
facebook.com	1636.22%
myspace.com	51.83%
mocospace.com	1048.69%
hi5.com	1892.27%

### Ukraine

- As in Russia, usage of VKontakte grew sharply in 2008.

Web site	Growth rate in 2008 (users)
vkontakte.ru	4160.33%
mamba.ru	275.74%

### India

- In 2008, Orkut was the preferred social networking site for Opera Mini users in India, but Peperonity and MocoSpace showed faster growth.

Web site	Growth rate in 2008 (users)
orkut.com	479.41%
peperonity.com	507.37%
mocospace.com	3352.76%

### United Kingdom

- Facebook had impressive growth in 2008, retaining its crown as the number one social networking site in the United Kingdom.
- MySpace, on the other hand, actually lost U.K. users in 2008.

Web site	Growth rate in 2008 (users)
facebook.com	536.49%
mocospace.com	274.14%
bebo.com	100.06%
peperonity.com	488.08%
myspace.com	-15.01%
hi5.com	314.71%

## Part 3: Top social networks in 2008 (continued)

### South Africa

- Facebook was also the preferred social networking site for South Africans in 2008.

Web site	Growth rate in 2008 (users)
facebook.com	187.48%
peperonity.com	66.44%
mocospace.com	189.98%
hi5.com	59.84%

### Poland

- Polish users prefer homegrown social networking sites, with nasza-klasa.pl being dominant and exhibiting very strong growth.

Web site	Growth rate in 2008 (users)
nasza-klasa.pl	917.36%
fotka.pl	169.92%
grono.net	55.18%

### Germany

- In Germany, studivZ is number one, but lost Opera Mini users in 2008. Non-German sites, such as My Opera and MySpace, are gaining in popularity.

Web site	Growth rate in 2008 (users)
studivz.net	-28.13%
my.opera.com	73.85%
wer-kennt-wen.de	379.51%
myspace.com	492.38%

### Egypt

- Usage of social networking sites (among Opera Mini users in Egypt) grew quickly in 2008, with Facebook showing both dominance and impressive gains.

Web site	Growth rate in 2008 (users)
facebook.com	3400.23%
my.opera.com	1721.89%
friendster.com	2715.81%
mocospace.com	3542.22%
hi5.com	1282.93%
peperonity.com	1032.07%

## Part 4: Top social networks in 2008 (continued)

### China

- In China, where portals are the most common destination for Opera Mini users, Xiaonei stands out as a popular social networking site.

Web site	Growth rate in 2008 (users)
xiaonei.com	112.71%

### Brazil

- Internet users in Brazil have gravitated towards Orkut for many years now, and that trend also holds true among Opera Mini users in that country.

Web site	Growth rate in 2008 (users)
orkut.com	284.86%
peperonity.com	111.14%