

State of the Mobile Web, January 2009

February 25, 2009

Greetings! I have just returned from Barcelona and the yearly Mobile World Congress. What an incredible collection of industry talent! New products, new ideas and new optimism for the year ahead. We, too, had a busy and productive show - announcing Opera Turbo, our new Web-acceleration technology, and partnerships with Yahoo! and Vodafone.



Last month, I was also optimistic in predicting that usage of the mobile Web would continue to grow. Therefore, it brings me great pleasure to reveal that we witnessed one of our largest monthly increases ever in January. More than 20 million people now use Opera Mini every month, up 12% from the month before. Perhaps more significantly, page views and data transfers were both up 18%. Not only are more people using the mobile Web, but they are using the mobile Web even more.

We have a few highlights for you this month. First, we looked back on the top 35 countries for Opera Mini usage and looked at their growth rates from January 2008 to January 2009. To our surprise, Armenia, a country of three million, had the most growth - more than 2800%. To top it off, Armenians surf more with Opera Mini - 669 pages per user in January - than any other country in the top 35.

This month, we also spotlight the Middle East. Facebook is a big winner in the region, ranking highly in nine of the top 10 countries.

I hope 2009 will continue to bring surprising growth for the mobile Web. I know many of you share my hopes and optimism for the future of our industry. But, more importantly, I strongly believe in the potential to access the Web from the small screen of a mobile phone and the power it has to break the boundaries that divide us. That alone will always make me optimistic for the future.

Thank you for your continued reading.

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

Highlights

- 2009 started off on a very positive note for Opera Mini, with significant increases in unique users, page views and data transferred.
- The beginning of 2009 saw Ukraine, India and South Africa go up in the global ranking of countries using Opera Mini.
- Of the top 35 countries using Opera Mini, Armenia, Nigeria and Egypt showed the most growth (in terms of unique users) between January 2008 and January 2009.
- In January 2009, of those top 35 countries, Armenia had the most page views per users, followed by Ukraine, Indonesia, Kazakhstan and Russia.
- The top 10 countries using Opera Mini in the Middle East are: Iran, Israel, Saudi Arabia, Syria, Jordan, United Arab Emirates, Oman, Kuwait, Lebanon and Yemen.

Part 1: Growth

Number of Users

In January 2009, Opera Mini had over 20.0 million users, a 12.1% increase from December 2008.

Pages Transcoded

Opera Mini users viewed approximately 7.6 billion pages in January 2009. Since December, page views have gone up 18.3%.

Related resources

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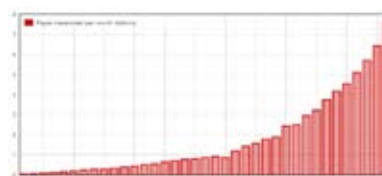
- March 25, 2009
- April 27, 2009
- May 26, 2009
- June 25, 2009
- July 24, 2009

Contact

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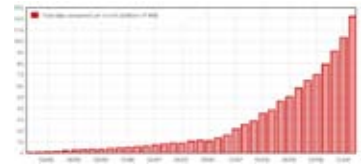


Pages transcoded by Opera Mini per month (billions)

Part 1: Growth continued

Data Consumed

In January 2009, Opera Mini users generated more than 122 million MB of data for operators worldwide. Since December, the data consumed went up by 18.0%. Data in Opera Mini is compressed 90% on average. If this data were uncompressed, Opera Mini users would have viewed more than 1.1 PB of data in January.



Total data consumed per month (millions of MB)

Note: We recently updated and improved the tracking of our data transfers. This increased our data transfers by approximately 10% each month.

Part 2: Country snapshots for January 2009

Snapshot: Russia

Yandex and mail.ru continue fighting for the number 2 position in Russia.

Top 10 sites in Russia (# of unique users)

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



Snapshot: Indonesia

No new sites made it onto Indonesia's top 10 list for January, but Yahoo! made a big jump from position 7 to 4.

Top 10 sites in Indonesia (# of unique users)

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



Snapshot: India

The top half of India's top 10 list showed no change in January.

Top 10 sites in India (# of unique users)

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



Snapshot: China

Opera China, home of Opera's Chinese community site, debuted on the list at position 9.

Top sites in China (# of unique users)

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



Snapshot: Ukraine

Google's Ukraine-specific site debuted on the list at position 4.

Top 10 sites in Ukraine (# of unique users)

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



Snapshot: United States

News and weather made a comeback in January, with The New York Times, CNN and AccuWeather.com either being back on the list or going up in the rankings.

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

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



Snapshot: South Africa

Offering mobile content, zamob.com debuted on the list at position 6.

Local community site Gumtree is back on the list after a 4-month absence.

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

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



Snapshot: United Kingdom

Opera's community site, My Opera, debuted on the list at position 10.

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

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



Snapshot: Poland

Rail information site rozklad-pkp.pl is back on the list after a 3-month absence.

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) rozklad-pkp.pl (back on the list)



Snapshot: Germany

In January, Yahoo dropped precipitously from position 2 to 8.

Top 10 sites in Germany (# of unique users)

- 1) google.com
- 2) wikipedia.org (up from 3)
- 3) studivz.net (up from 4)
- 4) web.de (up from 6)
- 5) spiegel.de (up from 7)
- 6) gmx.de (up from 8)
- 7) youtube.com (down from 5)
- 8) yahoo.com (down from 2)
- 9) sport1.de (back on the list)
- 10) ebay.de (down from 9)



Part 3: Top countries (January 2008 - January 2009)

Of the top 35 countries using Opera Mini, Armenia, Nigeria and Egypt showed the most growth (in terms of unique users) between January 2008 and January 2009.

In January 2009, Armenia had the most page views per users, followed by Ukraine, Indonesia, Kazakhstan and Russia.

Top 35 countries (unique users)

Rank	Country	User growth: Jan 2008-Jan 2009	Page views/user (Jan 2009)
1	Russia	156.9%	416
2	Indonesia	312.1%	507
3	Ukraine	124.2%	530
4	China	11.2%	216
5	India	166.7%	354
6	South Africa	93.5%	264
7	United States	73.0%	222
8	United Kingdom	63.4%	245
9	Poland	147.2%	178
10	Germany	51.8%	113
11	Egypt	1391.3%	239
12	Nigeria	1854.2%	229
13	Czech Republic	138.6%	284
14	Sweden	43.7%	207
15	Belarus	148.7%	390
16	Kenya	184.3%	360
17	Kazakhstan	419.5%	482
18	Malaysia	351.8%	236
19	Vietnam	394.4%	150
20	France	232.4%	165
21	Bangladesh	72.8%	243
22	Thailand	85.1%	276
23	Spain	7.2%	94
24	Armenia	2809.0%	669
25	Philippines	570.5%	380
26	Iran	204.8%	135
27	Brazil	117.6%	154
28	Slovakia	35.6%	240
29	Pakistan	85.4%	223
30	Brunei Darussalam	28.2%	404
31	Netherlands	88.1%	152
32	Italy	77.2%	308
33	Lithuania	450.7%	241
34	Israel	51.8%	113
35	Romania	129.4%	388

Part 4: Spotlight on the Middle East

The top 10 countries using Opera Mini in the Middle East are: Iran, Israel, Saudi Arabia, Syria, Jordan, United Arab Emirates, Oman, Kuwait, Lebanon and Yemen.

Nokia and Sony Ericsson are by far the most popular handset brands used by Opera Mini users in the Middle East.

Facebook is a major player in the Middle East, ranking highly in 9 of the top 10 countries.

Google is the region's dominant search engine, ahead of competitors such as Yahoo! and Live Search in each of the top 10 countries..

Top 10 countries snapshot

Snapshot: Iran

Page-view growth since January 2008: 279.7%

Top 10 sites in Iran (# of unique users):

- 1) google.com
- 2) yahoo.com
- 3) gamejump.com
- 4) my.opera.com
- 5) tagomatic.com
- 6) bbc.co.uk
- 7) youtube.com
- 8) facebook.com
- 9) wikipedia.org
- 10) gmail.com

Top handsets for January 2009:

- 1) Sony Ericsson K750i
- 2) Nokia N73
- 3) Sony Ericsson K800i
- 4) Sony Ericsson K810i
- 5) Nokia N70
- 6) Sony Ericsson P990i
- 7) Sony Ericsson W700
- 8) Nokia 6300
- 9) Nokia N95
- 10) Sony Ericsson K510i

Snapshot: Israel

Page-view growth since January 2008: 521.8%

Top 10 sites in Israel (# of unique users):

- 1) facebook.com
- 2) google.com
- 3) ynet.co.il
- 4) walla.co.il
- 5) youtube.com
- 6) wikipedia.org
- 7) gamejump.com
- 8) odnoklassniki.ru
- 9) my.opera.com
- 10) tapuz.co.il

Top handsets for January 2009:

- 1) Sony Ericsson K610i
- 2) Sony Ericsson K800i
- 3) LG KU990
- 4) Sony Ericsson W910i
- 5) Nokia 6288
- 6) Nokia 6120c
- 7) Sony Ericsson K530i
- 8) Nokia N95
- 9) Nokia 6500s
- 10) Nokia N73

Snapshot: Saudi Arabia

Page-view growth since January 2008: 372.7%

Top 10 sites in Saudi Arabia (# of unique users):

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

Top handsets for January 2009:

- 1) Nokia N73
- 2) Nokia N70
- 3) Nokia N95
- 4) Nokia 6120c
- 5) Nokia 6500s
- 6) Nokia 6300
- 7) Nokia 5610
- 8) Nokia 6630
- 9) Nokia N82
- 10) Nokia 5310

Part 4: Spotlight on the Middle East, continued

Snapshot: Syria

Page-view growth since January 2008: 1,744.8%

Top 10 sites in Syria (# of unique users):

- 1) google.com
- 2) live.com
- 3) facebook.com
- 4) yahoo.com
- 5) hotmail.com
- 6) msn.com
- 7) kooora.com
- 8) syria-news.com
- 9) my.opera.com
- 10) youtube.com

Top handsets for January 2009:

- 1) Nokia 6300
- 2) Nokia N73
- 3) Nokia N70
- 4) Nokia 6500s
- 5) Nokia 5610
- 6) Nokia 6630
- 7) Nokia 5310
- 8) Nokia 6120c
- 9) Nokia 6233
- 10) Nokia 3250

Snapshot: Jordan

Page-view growth since January 2008: 1,634.6%

Top 10 sites in Jordan (# of unique users):

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

Top handsets for January 2009:

- 1) Nokia 6300
- 2) Nokia N73
- 3) Nokia N70
- 4) Nokia 5310
- 5) Nokia 5610
- 6) Nokia 6500s
- 7) Nokia 6630
- 8) Nokia 6120c
- 9) Nokia 3250
- 10) Nokia N95

Snapshot: United Arab Emirates

Page-view growth since January 2008: 1,134.3%

Top 10 sites in United Arab Emirates (# of unique users):

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

Top handsets for January 2009:

- 1) Nokia 6500
- 2) Nokia E51
- 3) Nokia 5610
- 4) Nokia 5310
- 5) Nokia E71
- 6) Nokia 6300
- 7) Nokia N82
- 8) Nokia N95
- 9) Nokia 3120b
- 10) Nokia N73

Part 4: Spotlight on the Middle East, continued

Snapshot: Oman

Page-view growth since January 2008: 706.6%

Top 10 sites in Oman (# of unique users):

- 1) google.com
- 2) youtube.com
- 3) yahoo.com
- 4) koora.com
- 5) live.com
- 6) omania2.net
- 7) gamejump.com
- 8) hotmail.com
- 9) facebook.com
- 10) my.opera.com

Top handsets for January 2009:

- 1) Nokia 6300
- 2) Nokia N73
- 3) Nokia N70
- 4) Nokia 6110
- 5) Nokia 6120c
- 6) Nokia 5310
- 7) Nokia 6500s
- 8) Nokia 6630
- 9) Nokia N95
- 10) Sony Ericsson K800i

Snapshot: Kuwait

Page-view growth since January 2008: 144.0%

Top 10 sites in Kuwait (# of unique users):

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

Top handsets for January 2009:

- 1) Nokia 6300
- 2) Nokia 6500s
- 3) Nokia 5310
- 4) Nokia N95
- 5) Nokia 5610
- 6) Nokia 2680s
- 7) Nokia N73
- 8) Nokia 3120b
- 9) Nokia 7610
- 10) Nokia E71

Snapshot: Lebanon

Page-view growth since January 2008: 37.3%

Top 10 sites in Lebanon (# of unique users):

- 1) facebook.com
- 2) google.com
- 3) alfa.com.lb
- 4) live.com
- 5) hotmail.com
- 6) msn.com
- 7) gamejump.com
- 8) ebuddy.com
- 9) my.opera.com
- 10) wikipedia.org

Top handsets for January 2009:

- 1) Nokia N73
- 2) Nokia N70
- 3) Nokia E51
- 4) Nokia 6300
- 5) Nokia 6120c
- 6) Nokia E71
- 7) Nokia 6630
- 8) Nokia N95
- 9) Nokia N82
- 10) Sony Ericsson K850i

Part 4: Spotlight on the Middle East, continued

Snapshot: Yemen

Page-view growth since January 2008: 572.6%

Top 10 sites in Yemen (# of unique users):

- 1) google.com
- 2) yahoo.com
- 3) my.opera.com
- 4) friendster.com
- 5) youtube.com
- 6) aljazeera.net
- 7) bbc.co.uk
- 8) tagomatic.com
- 9) metacafe.com
- 10) digg.com

Top handsets for January 2009:

- 1) Nokia N70
- 2) Nokia N73
- 3) Nokia 6630
- 4) Nokia 6600
- 5) Nokia 7610
- 6) Nokia N95
- 7) Nokia 6120c
- 8) Nokia 6300
- 9) Nokia 6680
- 10) Nokia 3110c