

State of the Mobile Web, May 2009

June 25, 2009

Summer is upon us and I am looking forward to a few, well-earned weeks of vacation. I will certainly be able to relax after seeing Opera Mini resume its usual impressive month-over-month growth.

Looking back on May, we added 8% more users since April and more than 136% from the year before. That is solid growth in my book, but I always believe we can do more.



The mobile Web is growing at a rapid pace. For every smartphone, where you expect a fully-functioning Web browser, approximately eight feature phones are sold. That is why Opera Mini is performing a vital service to consumers everywhere, and we take that responsibility seriously.

As the mobile Web matures, search will be a very interesting industry to watch. That is why we decided to examine it this month. We want to watch it evolve as new technologies and new players expand what is currently possible on a mobile device.

Perhaps the report in 2010 will look different, but you will not be surprised to know that Google and Yahoo! are quite prevalent in our search engine analysis. Baidu and Yandex also perform strongly in their strongholds of China, and Russia/Ukraine, respectively. I hope that as search evolves, we can see the trends in our numbers and perhaps be able to document how different regions respond to different technical innovations.

We also return to Southeast Asia this month to see how things have changed since our previous report on the region. Indonesia is no surprise as the leader, but Vietnam's growth has been nothing short of startling, up approximately 418%. I would love to chance to visit the country and see firsthand how they use the mobile Web.

Those numbers certainly justify a visit, as would any country with such explosive growth in mobile Web usage. Unfortunately, my trip takes me elsewhere. Have a wonderful summer. We will be back next month with another report--and we might just have a few summer surprises in store for you in the meantime.

Kind Regards,

Jon S. von Tetzchner, CEO, Opera Software

Highlights

- This month saw significant gains in all three categories of growth (users, pages viewed and data consumed)
- In the top 10 list of countries, India moved up, switching spots with Ukraine. Poland also went up, pushing Nigeria down to the tenth spot.
- The top 9 countries using Opera Mini in Southeast Asia are Indonesia, Vietnam, Philippines, Malaysia, Thailand, Brunei, Singapore, Cambodia and Laos.
- Some numbers regarding Southeast Asia: From May 2008 to May 2009, overall page views in the top 9 countries listed increased 459%.
- From May 2008 to May 2009, overall unique users in the top 9 countries listed increased 119%. From May 2008 to May 2009, overall data transferred in the top 9 countries listed increased 271%.
- Since our last spotlight on Southeast Asia, Vietnam jumped from #5 to #2 and Philippines jumped from #6 to #3.
- Growth rates in Southeast Asia remain high: Vietnam leads the top 9 countries with 412.9% growth in users this year, followed by the Philippines (353.6% growth) and Malaysia (249.6% growth).
- In our previous Southeast Asia spotlight (October 2008), Indonesia led the way with each user viewing 358 pages on average. In May 2009, that figure was surpassed in 3 countries--Indonesia (420 page views per user), Philippines (705 page views per user) and Brunei (461 page views per user).
- In Southeast Asia, among mobile Web users, Google is the dominant player in the search engine space, with Yahoo in second place.
- Friendster continues to be popular in Southeast Asia, but Facebook has made significant strides, especially in Indonesia--where it finally broke through Friendster's previous dominance of the number 1 spot.
- Nokia handsets continue to be dominant in Southeast Asia, followed by Sony Ericsson.
- Google continues to assert itself as a global leader in search, but Yandex and Baidu continue to be the top players in Russia and China, respectively, and Yahoo is particularly strong in Indonesia and Nigeria.

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[Opera Mini data sheet \(Excel, 26kb\)](#)

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Highlights (continued)

- Opera Mini users in India and Nigeria do the most searching. In India, 16.3% of page views are search related, and users view an average of 63.7 search-related pages per month. In Nigeria, 26.6% of page views are search related, and users view an average of 49.6 search-related pages per month.

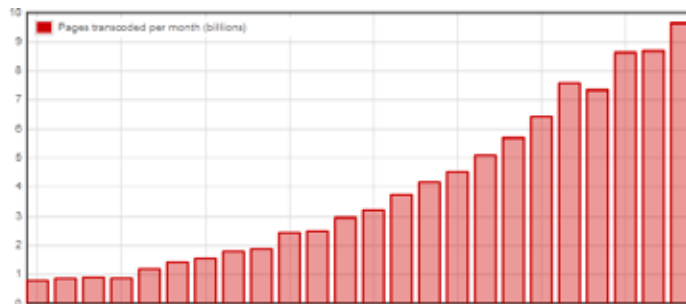
Part 1: Growth

Number of Users

In May 2009, Opera Mini had nearly 25.4 million users, an 8.4% increase from April 2009 and more than 136% compared to May 2008.

Pages Transcoded

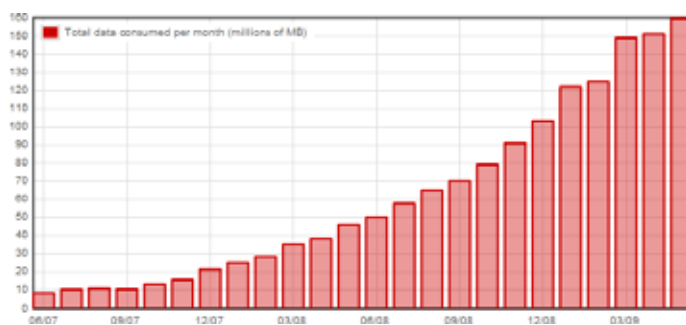
Opera Mini users viewed over 9.6 billion pages in May 2009. Since April, page views have gone up 11.0%. Since May 2008, page views have increased 227%.



Pages transcoded by Opera Mini per month (billions)

Data Consumed

In May 2009, Opera Mini users generated nearly 160 million MB of data for operators worldwide. Since April, the data consumed went up by 5.6%. Data in Opera Mini is compressed up to 90%. If this data were uncompressed, Opera Mini users would have viewed up to 1.5 PB of data in May. Since May 2008, data traffic is up 245%.



Total data consumed per month (millions of MB)

Part 2: Country snapshots for May 2009

Snapshot: Russia

Page-view growth since May 2008: 157.1% - Unique-user growth since May 2008: 62.9% - Page-views per user: 398

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

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

Top handsets for May 2009:

- 1) Nokia 6300
- 2) Nokia N73
- 3) Sony Ericsson K790i
- 4) Sony Ericsson K750i
- 5) Nokia 6233
- 6) Nokia 5310
- 7) Sony Ericsson K550i
- 8) Nokia N70
- 9) Sony Ericsson W760i
- 10) Nokia 6120c

Snapshot: Indonesia

Page-view growth since May 2008: 436.8% - Unique-user growth since May 2008: 111.0% - Page-views per user: 420

Facebook surges ahead of Friendster in Indonesia.

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

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

Top handsets for May 2009:

- 1) Nokia N70
- 2) Nokia 6300
- 3) Nokia 6600
- 4) Nokia 5310
- 5) Nokia N73
- 6) Sony Ericsson W200i
- 7) Nokia 5130c
- 8) Nokia 3500c
- 9) Nokia 3230
- 10) Nokia 3110c

Snapshot: China

Page-view growth since May 2008: 299.1% - Unique-user growth since May 2008: 56.0% - Page-views per user: 288

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

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

Top handsets for May 2009:

- 1) Nokia 5000
- 2) Nokia 7100s
- 3) Nokia 5220
- 4) Nokia 6300
- 5) Nokia 7310c
- 6) Nokia 5130
- 7) Nokia 5300
- 8) Nokia 6120c
- 9) Nokia 7610s
- 10) Nokia 3110c

Snapshot: India

Page-view growth since May 2008: 531.0% - Unique-user growth since May 2008: 128.9% - Page-views per user: 392

MySpace is back on the list after a ten-month absence. - Facebook makes its debut on the top 10 list for India.

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) rediff.com (back on the list)
- 6) wikipedia.org (down from 5)
- 7) songs.pk (down from 6)
- 8) facebook.com (new)
- 9) youtube.com (up from 10)
- 10) indianrail.gov.in (down from 9)

Top handsets for May 2009:

- 1) Nokia 5130c
- 2) Nokia N70
- 3) Nokia N73
- 4) Nokia 3110c
- 5) Nokia 6300
- 6) Nokia N72
- 7) Nokia 3500c
- 8) Nokia 6233
- 9) Sony Ericsson W200i
- 10) Nokia 5310

Snapshot: Ukraine

Page-view growth since May 2008: 268.2% - Unique-user growth since May 2008: 23.4% - Page-views per user: 584

After a two-month absence, Google is back on the list in a big way.

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

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

Top handsets for May 2009:

- 1) Nokia 6300
- 2) Nokia 6233
- 3) Nokia N73
- 4) Sony Ericsson K750i
- 5) Sony Ericsson K800i
- 6) Sony Ericsson K550i
- 7) Nokia 5310
- 8) Nokia N70
- 9) Nokia 5610
- 10) Nokia 6120c

Snapshot: South Africa

Page-view growth since May 2008: 250.8% - Unique-user growth since May 2008: 19.5% - Page-views per user: 278

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

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

Top handsets for May 2009:

- 1) Samsung E250
- 2) Sony Ericsson W910i
- 3) Nokia N70
- 4) Samsung D900i
- 5) Nokia 6300
- 6) LG KS360
- 7) Nokia 5000d
- 8) Nokia 6500s
- 9) Nokia N73
- 10) Sony Ericsson W890i

Snapshot: United States

Page-view growth since May 2008: 151.8% - Unique-user growth since May 2008: 8.0% - Page-views per user: 221

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

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

Top handsets for May 2009:

- 1) BlackBerry 8330
- 2) Samsung SPH-M800
- 3) BlackBerry 9000
- 4) LG CU920
- 5) BlackBerry 8310
- 6) BlackBerry 9530
- 7) BlackBerry 8130
- 8) BlackBerry 8320
- 9) Samsung SPH-M810
- 10) BlackBerry 8900

Snapshot: United Kingdom

Page-view growth since May 2008: 124.3% - Unique-user growth since May 2008: 49.1% - Page-views per user: 222

MySpace is back on the list after a five-month absence. - Auction site eBay is back on the list after an eleven-month absence. - Facebook finally takes the top spot in May. Hotmail debuted this month at position 9

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

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

Top handsets for May 2009:

- 1) LG KC910
- 2) LG KE970
- 3) Nokia 6300
- 4) Samsung SGH-G600
- 5) Sony Ericsson W910i
- 6) Nokia 6500s
- 7) Sony Ericsson K800i
- 8) Nokia 6600s
- 9) Nokia 6500c
- 10) Nokia N95

Snapshot: Poland

Page-view growth since May 2008: 154.0% - Unique-user growth since May 2008: 65.5% - Page-views per user: 165

Poland's top 10 list did not change this month.

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

Top handsets for May 2009:

- 1) Sony Ericsson K800i
- 2) Nokia 6300
- 3) Sony Ericsson K550i
- 4) Nokia 6500s
- 5) Sony Ericsson W890i
- 6) Nokia E51
- 7) Nokia 5310
- 8) Sony Ericsson K750i
- 9) Samsung D900i
- 10) Nokia 3110c

Snapshot: Nigeria

Page-view growth since May 2008: 3,549.4% - Unique-user growth since May 2008: 1,600.3% - Page-views per user: 187

Being relatively new to the list of top 10 countries, Nigeria's top 10 sites list features several newcomers as well.

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

- 1) google.com
- 2) yahoo.com
- 3) facebook.com
- 4) wikipedia.org
- 5) goal.com (up from 7)
- 6) bbc.co.uk (down from 5)
- 7) waptrick.com (up from 8)
- 8) sharemobile.ro (new)
- 9) gamejump.com (new)
- 10) myspace.com (new)

Top handsets for May 2009:

- 1) Nokia 3110c
- 2) Nokia N70
- 3) Sony Ericsson K750i
- 4) Nokia N72
- 5) Nokia 3230
- 6) Nokia 6600
- 7) Sony Ericsson K800i
- 8) Nokia E71
- 9) Nokia 6630
- 10) Nokia N73

Part 3: Spotlight on Southeast Asia

- The top 9 countries using Opera Mini in Southeast Asia are Indonesia, Vietnam, Philippines, Malaysia, Thailand, Brunei, Singapore, Cambodia and Laos.
- Some numbers regarding Southeast Asia: From May 2008 to May 2009, overall page views in the top 9 countries listed increased 459%. From May 2008 to May 2009, overall unique users in the top 9 countries listed increased 119%. From May 2008 to May 2009, overall data transferred in the top 9 countries listed increased 271%.
- Since our last spotlight on Southeast Asia, Vietnam jumped from #5 to #2 and Philippines jumped from #6 to #3.
- Growth rates in Southeast Asia remain high: Vietnam leads the top 9 countries with 412.9% growth in users this year, followed by the Philippines (353.6% growth) and Malaysia (249.6% growth).
- In our previous Southeast Asia spotlight (October 2008), Indonesia led the way with each user viewing 358 pages on average. In May 2009, that figure was surpassed in 3 countries--Indonesia (420 page views per user), Philippines (705 page views per user) and Brunei (461 page views per user).
- In Southeast Asia, among mobile Web users, Google is the dominant player in the search engine space, with Yahoo in second place.
- Friendster continues to be popular in Southeast Asia, but Facebook has made significant strides, especially in Indonesia--where it finally broke through Friendster's previous dominance of the number 1 spot.
- Nokia handsets continue to be dominant in Southeast Asia, followed by Sony Ericsson.

Top 9 countries snapshot

Snapshot: Indonesia

Page-view growth since May 2008: 436.8% - Unique-user growth since May 2008: 111.0% - Page-views per user: 420

Facebook surges ahead of Friendster in Indonesia.

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

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

Top handsets for May 2009:

- 1) Nokia N70
- 2) Nokia 6300
- 3) Nokia 6600
- 4) Nokia 5310
- 5) Nokia N73
- 6) Sony Ericsson W200i
- 7) Nokia 5130c
- 8) Nokia 3500c
- 9) Nokia 3230
- 10) Nokia 3110c

Snapshot: Vietnam

Page-view growth since April 2008: 7904.7% - Unique-user growth since April 2008: 2352.9% - Page-views per user: 313

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

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

Top handsets for May 2009:

- 1) Nokia 6300
- 2) Nokia 6500s
- 3) Nokia 5130c
- 4) Nokia 3110c
- 5) Nokia N70
- 6) Nokia 5610
- 7) Nokia 5310
- 8) Nokia 3500c
- 9) Nokia 7100s
- 10) Nokia 7610

Snapshot: Philippines

Page-view growth since May 2008: 1,572.5% - Unique-user growth since May 2008: 353.6% - Page-views per user: 705

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

- 1) friendster.com
- 2) google.com
- 3) yahoo.com
- 4) facebook.com
- 5) youtube.com
- 6) wikipedia.org
- 7) pinoywap.net
- 8) mbmgl.com
- 9) symbianize.com
- 10) sulit.com.ph

Top handsets for May 2009:

- 1) Nokia N70
- 2) Nokia 6630
- 3) Nokia N73
- 4) Nokia 6300
- 5) Nokia 6600
- 6) Nokia 6680
- 7) Nokia 3110c
- 8) Nokia 3120b
- 9) Sony Ericsson K800i
- 10) Nokia 5310

Snapshot: Malaysia

Page-view growth since May 2008: 728.9% - Unique-user growth since May 2008: 249.6% - Page-views per user: 301

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

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

Top handsets for May 2009:

- 1) Nokia N70
- 2) Sony Ericsson W910i
- 3) Sony Ericsson K800i
- 4) Sony Ericsson K530i
- 5) Nokia 5610
- 6) Nokia 5130c
- 7) Sony Ericsson K810i
- 8) Sony Ericsson W660i
- 9) Nokia 3120b
- 10) Nokia N73

Snapshot: Thailand

Page-view growth since May 2008: 237.5% - Unique-user growth since May 2008: 78.2% - Page-views per user: 305

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

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

Top handsets for May 2009:

- 1) Nokia N70
- 2) Nokia 6300
- 3) Nokia 5130c
- 4) Nokia 5310
- 5) Nokia N73
- 6) Nokia 3110c
- 7) Nokia 6500s
- 8) Nokia N72
- 9) Nokia 5800d
- 10) Nokia 5300

Snapshot: Brunei

Page-view growth since May 2008: 194.1% - Unique-user growth since May 2008: -4.8% - Page-views per user: 461

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

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

Top handsets for May 2009:

- 1) Nokia N70
- 2) Nokia 6680
- 3) Nokia 6630
- 4) Huawei U526
- 5) Huawei U120
- 6) Nokia 6120c
- 7) Nokia N73
- 8) Nokia 6600
- 9) Sony Ericsson W910i
- 10) Nokia 7610

Snapshot: Singapore

Page-view growth since May 2008: 299.4% - Unique-user growth since May 2008: 23.2% - Page-views per user: 237

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

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

Top handsets for May 2009:

- 1) Nokia E71
- 2) Nokia 6500s
- 3) Nokia 5610
- 4) Nokia 3120b
- 5) Nokia 5800d
- 6) Nokia 6300
- 7) Nokia E51
- 8) Nokia E63
- 9) Nokia 5130c
- 10) Nokia N95

Snapshot: Cambodia

Page-view growth since May 2008: 371.0% - Unique-user growth since May 2008: 100.2% - Page-views per user: 253

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

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

Top handsets for May 2009:

- 1) Nokia 6300
- 2) Nokia N70
- 3) Nokia 6500s
- 4) Nokia N73
- 5) Nokia N95
- 6) Sony Ericsson W910i
- 7) Nokia 6120c
- 8) Sony Ericsson K810i
- 9) Sony Ericsson W595
- 10) Nokia E71

Snapshot: Laos

Page-view growth since May 2008: 194.1% - Unique-user growth since May 2008: 40.6% - Page-views per user: 286

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

- 1) hi5.com
- 2) google.com
- 3) ownskin.com
- 4) live.com
- 5) waptrick.com
- 6) my.opera.com
- 7) hotmail.com
- 8) teenee.com
- 9) getjar.com
- 10) mobango.com

Top handsets for May 2009:

- 1) Nokia N70
- 2) Nokia N73
- 3) Nokia N72
- 4) Nokia N81
- 5) Nokia 7610
- 6) Nokia 6630
- 7) Nokia 3250
- 8) Nokia 6680
- 9) Nokia 6681
- 10) Nokia 5800d

Part 4: Country-by-country search data

This month, we take a closer look at traffic to the search portals in the top 10 countries.

- Google continues to assert itself as a global leader in search, but Yandex and Baidu continue to be the top players in Russia and China, respectively, and Yahoo is particularly strong in Indonesia and Nigeria.
- Opera Mini users in India and Nigeria are the biggest users of search portals. In India, 16.3% of page views are from search portals, and users viewed an average of 63.7 search-portal pages per month. In Nigeria, 26.6% of page views are from search portals, and users viewed an average of 49.6 search-portal pages per month.
- Opera Mini users in Ukraine use search portals the least: 0.7% of page views are from search portals, and users only view an average of 4.3 search portal pages per month.

Russia

- Page views that are from search portals: 3.3%
- Average number of search portal page-views per unique user in May: 13.1

Top search portals (by page views):

- 1) Yandex
- 2) Google
- 3) go.mail.ru

Indonesia

- Page views that are from search portals: 2.3%
- Average number of search portal page-views per unique user in May: 9.6

Top search portals (by page views):

- 1) Yahoo
- 2) Google
- 3) Ask

China

- Page views that are from search portals: 10.2%
- Average number of search portal page-views per unique user in May: 29.3

Top search portals (by page views):

- 1) Baidu
- 2) Google
- 3) Yicha
- 4) Wukong
- 5) Easou
- 6) Yahoo

India

- Page views that are from search portals: 16.3%
- Average number of search portal page-views per unique user in May: 63.7

Top search portals (by page views):

- 1) Google
- 2) Yahoo
- 3) Ask

Ukraine

- Page views that are from search portals: 0.7%
- Average number of search portal page-views per unique user in May: 4.3

Top search portals (by page views):

- 1) Yandex
- 2) Yahoo
- 3) Google
- 4) go.mail.ru

South Africa

- Page views that are from search portals: 8.8%
- Average number of search portal page-views per unique user in May: 24.4

Top search portals (by page views):

- 1) Google
- 2) Yahoo
- 3) Live

United States

- Page views that are from search portals: 16.2%
- Average number of search portal page-views per unique user in May: 35.7

Top search portals (by page views):

- 1) Google
- 2) Yahoo
- 3) Live

United Kingdom

- Page views that are from search portals: 9.6%
- Average number of search portal page-views per unique user in May: 21.4

Top search portals (by page views):

- 1) Google
- 2) Yahoo
- 3) Ask

Poland

- Page views that are from search portals: 10.2%
- Average number of search portal page-views per unique user in May: 16.9

Top search portals (by page views):

- 1) Google
- 2) Yahoo

Nigeria

- Page views that are from search portals: 26.6%
- Average number of search portal page-views per unique user in May: 49.6

Top search portals (by page views):

- 1) Yahoo
- 2) Google
- 3) go.mail.ru

Methodology

As far as possible we have tried to isolate search as an activity from other activities such as mail, messenger, and similar activities which search portals such as google, yandex, yahoo and baidu offer. However, due to the fact that we presently only aggregate subdomains our users visit, this means that we can only weed out subdomains such as mail.google.com, finance.yahoo.com and so on. The usage of subdomains vary among searchportals; Google and Yandex generally redirect most activities apart from search to separate subdomains (like mail.google.com), while Yahoo and Baidu generally don't. This means that large parts of the traffic to Yahoo in some places (like Nigeria and Indonesia) probably consist of messaging and/or mail.

We presently only aggregate data for the top 500 subdomains, so percentages of total pageviews are based on pageviews of searchportal-pages in the top 500 subdomains as a percentage of total pageviews for these top 500 subdomains. This percentage is again multiplied by total pageviews to calculate average number of searchportal page views per unique user.

We plan to improve our routines for tracking search precisely in different countries and hope to be able to present more precise numbers in the coming months, so stay tuned.