

State of the Mobile Web, July 2009

August 25, 2009

Just last month, I was excited to see Opera Mini users view more than 10 billion pages in one month. This month, their hunger for mobile Web content was even greater. Twelve billion pages in one month is an impressive raw number. This 15 percent jump over June is greater than the usage growth, which itself was significant at nearly 10 percent.



So we know each person views more pages, but I often wonder why. What drives growth? That to me is the most fascinating question. The more we learn about why people use the mobile Web, the better we can all serve consumers with the best products and most desired content.

What we can tell from the stats this month is that some countries are experiencing higher usage than their downloads would indicate. We are not sure if this might be a vacation effect, but it is interesting to see. Seeing Aruba and Australia on this list could certainly lead one to believe that these numbers represent vacationers.

We can also look at our geographic spotlight to see how, if not why, people use the mobile Web. This month we look into the Middle East. The numbers are quite interesting, particularly the statistics from Iran, where the election recently dominated the news.

Regardless of the whys or hows we can find in these reports, one thing endures: we love making browsers because they give people access. The fact is that not everyone in the world will access the Web from a computer. In fact, the most prevalent communications device by far is a regular, everyday mobile phone. So if we want the Web to be available to everyone, we need a solution that can work on almost every phone. That was why we originally made Opera Mini. And so far, the world has responded. We are humbled by that response.

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

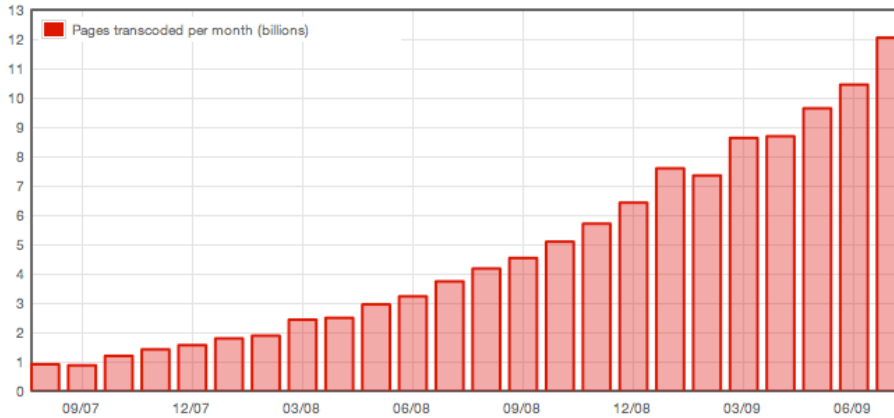
Highlights

- As usual, this month saw increases in all three categories of growth (users, pages viewed and data consumed).
- Nigeria jumped to eighth place in the top ten list of countries, placing it ahead of the United Kingdom and Poland.
- The top 10 countries using Opera Mini in the Middle East are Iran, Saudi Arabia, Israel, Syria, United Arab Emirates, Oman, Jordan, Kuwait, Lebanon and Yemen.
- Some numbers regarding the Middle East:
 - From July 2008 to July 2009, overall page views in the top 10 countries listed increased 67.5%.
 - From July 2008 to July 2009, overall unique users in the top 10 countries listed increased 16.5%.
 - From July 2008 to July 2009, overall data transferred in the top 10 countries listed increased 36.6%.
- Since our last spotlight on the Middle East, Saudi Arabia moved from #3 to #2, United Arab Emirates moved from #6 to #5, and Oman moved from #7 to #6.
- Growth rates in the Middle East: Syria leads the top 10 countries with 376.6% growth in users this year, followed by Yemen (180.7% growth) and Jordan (167.4% growth).
- Case study: In Iran, there were more Opera Mini downloads in July than there were unique users in June, but Iran showed only a 32% growth in unique users from June to July. Furthermore, between July 2008 and July 2009, the number of unique users in Iran actually decreased by 22.4%, whereas the only other decreases were seen in Saudi Arabia and Israel (under 10% each). Despite the decrease, Iran is still at the top of the list for the Middle East. Page-views per user in Iran went up from 119 to 188 between July 2008 and July 2009.
- In the Middle East, among mobile Web users, Google is the dominant player in the search engine space, followed by Yahoo! and Live.
- Facebook has continued its rise in the Middle East, except in Saudi Arabia, where Friendster remains the preferred site for social networking.
- Nokia handsets continue to be dominant in the Middle East, with one LG and a handful of Sony Ericsson handsets being popular in a few of the countries.
- Locations in July where Opera Mini users appear to be on vacation include Turkmenistan, Antarctica, Aruba, Andorra, Burundi and Australia. In those areas, unique users increased by higher numbers than the new downloads can account for.

Part 1: Growth

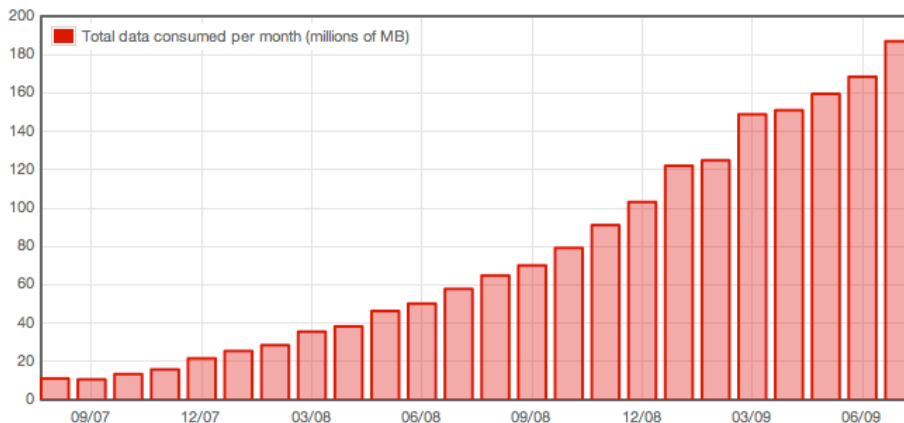
Number of users

In July 2009, Opera Mini had nearly 29.1 million users, a 9.9% increase from June 2009 and more than 145% compared to July 2008.



Pages transcoded

Opera Mini users viewed more than 12 billion pages in July 2009. Since June, page views have gone up 15.4%. Since July 2008, page views have increased 223%.



Data consumed

In July 2009, Opera Mini users generated nearly 187 million MB of data for operators worldwide. Since June, the data consumed went up by 11.0%. Data in Opera Mini is compressed up to 90%. If this data were uncompressed, Opera Mini users would have viewed over 1.7 PB of data in July. Since July 2008, data traffic is up 223%.

Part 2: Country snapshots for July 2009

Snapshot: Russia

Page-view growth since July 2008: 135.1% ■ Unique-user growth since July 2008: 63.5% ■ Page-views per user: 415

Top 10 sites in Russia (# of unique users)

1. vkontakte.ru
2. odnoklassniki.ru
3. yandex.ru
4. mail.ru
5. google.com (6)
6. wikipedia.org (5)
7. wapos.ru
8. spaces.ru
9. seclub.org
10. rambler.ru

Top handsets for July 2009

1. Nokia 6300
2. Nokia N73
3. Sony Ericsson K790i
4. Nokia 5310
5. Sony Ericsson K750i
6. Nokia 6233
7. Sony Ericsson K550i
8. Nokia N70
9. Nokia 6120c
10. Sony Ericsson W910i

Snapshot: Indonesia

Page-view growth since July 2008: 464.6% ■ Unique-user growth since July 2008: 162.5% ■ Page-views per user: 591
■ After a one-year absence, YouTube returns in a big way. ■ Google is back on the list, but significantly lower than before.

Top 10 sites in Indonesia (# of unique users)

1. facebook.com
2. friendster.com
3. yahoo.com
4. waptrick.com
5. youtube.com (back on the list)
6. google.com (back on the list)
7. detik.com
8. peperonity.com (5)
9. digg.com (6)
10. wikipedia.org (8)

Top handsets for July 2009

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

Snapshot: China

Page-view growth since July 2008: 260.8% ■ Unique-user growth since July 2008: 68.0% ■ Page-views per user: 287

Top 10 sites in China (# of unique users)

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

Top handsets for July 2009

1. Nokia 5000
2. Nokia 7100s
3. Nokia 5130
4. Nokia 5220
5. Nokia 6300
6. Nokia 7310c
7. Nokia 7610s
8. Nokia 6120c
9. Nokia 5300
10. Nokia N70

Snapshot: India

Page-view growth since July 2008: 402.8% ■ Unique-user growth since July 2008: 40.8% ■ Page-views per user: 379

Top 10 sites in India (# of unique users)

1. google.com
2. orkut.com
3. songs.pk (5)
4. yahoo.com
5. facebook.com (7)
6. wikipedia.org
7. youtube.com (8)
8. my.opera.com (9)
9. peperonity.com (10)
10. zedge.net (new)

Top handsets for July 2009

1. Nokia N70
2. Nokia N73
3. Nokia 3110c
4. Nokia 6300
5. Nokia N72
6. Nokia 3500c
7. Nokia 6233
8. Sony Ericsson W200i
9. Nokia 5310
10. Sony Ericsson K750i

Snapshot: Ukraine

Page-view growth since July 2008: 655.9% ■ Unique-user growth since July 2008: 51.2% ■ Page-views per user: 597

■ Google is back on the list after a four-month absence. ■ SEclub.org is back on the list after two-month absence.

Top 10 sites in Ukraine (# of unique users)

1. vkontakte.ru
2. yandex.ru
3. mail.ru
4. wikipedia.org (5)
5. spaces.ru (6)
6. my.opera.com (7)
7. google.com.ua (back on the list)
8. waplog.net
9. depositfiles.com (10)
10. seclub.org (back on the list)

Top handsets for July 2009

1. Nokia 6300
2. Nokia 6233
3. Nokia N73
4. Sony Ericsson K750i
5. Sony Ericsson K800i
6. Nokia 5310
7. Sony Ericsson K550i
8. Nokia N70
9. Nokia 5610
10. Sony Ericsson K790i

Snapshot: South Africa

Page-view growth since July 2008: 386.3% ■ Unique-user growth since July 2008: 84.4% ■ Page-views per user: 350

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

1. facebook.com
2. google.com
3. wikipedia.org
4. my.opera.com (5)
5. mxit.com (back on the list)
6. yahoo.com (4)
7. zamob.com (6)
8. gmail.com (7)
9. peperonity.com (9)
10. twitter.com (new)

Top handsets for July 2009

1. Samsung E250
2. Samsung D900i
3. Sony Ericsson W910i
4. Nokia 5000d
5. LG KS360
6. Nokia N70
7. Nokia 6300
8. Samsung SGH-M620
9. Nokia 6500s
10. Samsung SGH-J700

Snapshot: United States

Page-view growth since July 2008: 189.5% ■ Unique-user growth since July 2008: 60.8% ■ Page-views per user: 239

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

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

Top handsets for July 2009

1. BlackBerry 8330 ("Curve")
2. Samsung SPH-M800 ("Instinct")
3. BlackBerry 9000 ("Bold")
4. LG CU920 ("Vu")
5. BlackBerry 8310 ("Curve")
6. Samsung SPH-M810 ("Instinct S30")
7. BlackBerry 8320 ("Curve")
8. BlackBerry 8130 ("Pearl")
9. BlackBerry 8900 ("Curve 2")
10. BlackBerry 9530 ("Storm")

Snapshot: Nigeria

Page-view growth since July 2008: 4,905.3% ■ Unique-user growth since July 2008: 1,733.7% ■ Page-views per user: 358 ■ Last month, Facebook passed Yahoo!. This month, Facebook moved ahead of Google to take the number one spot.

Top 10 sites in Nigeria (# of unique users)

1. facebook.com (2)
2. google.com (1)
3. yahoo.com
4. bbc.co.uk
5. cnmobile.com (new)
6. goal.com (5)
7. wikipedia.org
8. sharemobile.ro (back on the list)
9. myspace.com (back on the list)
10. getjar.com (new)

Top handsets for July 2009

1. Nokia N70
2. Nokia 2600c
3. Sony Ericsson K750i
4. Nokia 5130c
5. Nokia N72
6. Nokia 3230
7. Nokia 6600
8. Nokia 6300
9. Nokia 2630
10. Nokia E71

Snapshot: United Kingdom

Page-view growth since July 2008: 97.2% ■ Unique-user growth since July 2008: 50.0% ■ Page-views per user: 227 ■ After a thirteen-month absence, eBay is back on the list.

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

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

Top handsets for July 2009

1. LG KC910 ("Renoir")
2. Nokia 6300
3. LG KE970 ("Shine")
4. Sony Ericsson W910i
5. Samsung SGH-G600
6. Nokia 6600s
7. Nokia 6500s
8. Sony Ericsson K800i
9. Samsung U600
10. Sony Ericsson C902

Snapshot: Poland

Page-view growth since July 2008: 125.5% ■ Unique-user growth since July 2008: 68.3% ■ Page-views per user: 170
■ After an eight-month absence, Gadu-Gadu.pl is back on the list.

Top 10 sites in Poland (# of unique users)

1. nasza-klasa.pl
2. google.com
3. onet.pl
4. allegro.pl
5. wikipedia.org
6. wp.pl
7. youtube.com (8)
8. fotka.pl (7)
9. rozklad-pkp.pl
10. gadu-gadu.pl (back on the list)

Top handsets for July 2009

1. Sony Ericsson K800i
2. Nokia 6300
3. Sony Ericsson K550i
4. Sony Ericsson W890i
5. Nokia 6500s
6. Nokia 5310
7. Nokia E51
8. Samsung D900i
9. Nokia 3110c
10. Nokia 5130c

Part 3: Spotlight on the Middle East

Highlights

- The top 10 countries using Opera Mini in the Middle East are Iran, Saudi Arabia, Israel, Syria, United Arab Emirates, Oman, Jordan, Kuwait, Lebanon and Yemen.
- Some numbers regarding the Middle East: From July 2008 to July 2009, overall page views in the top 10 countries listed increased 67.5%. From July 2008 to July 2009, overall unique users in the top 10 countries listed increased 16.5%. From July 2008 to July 2009, overall data transferred in the top 10 countries listed increased 36.6%.
- Since our last spotlight on the Middle East, Saudi Arabia moved from #3 to #2, United Arab Emirates moved from #6 to #5 and Oman moved from #7 to #6.
- Growth rates in the Middle East: Syria leads the top 10 countries with 376.6% growth in users this year, followed by Yemen (180.7% growth) and Jordan (167.4% growth).
- Case study: In Iran, there were more Opera Mini downloads in July than there were unique users in June, but Iran showed only a 32% growth in unique users from June to July. Furthermore, between July 2008 and July 2009, the number of unique users in Iran actually decreased by 22.4%, whereas the only other decreases were seen in Saudi Arabia and Israel (under 10% each). Despite the decrease, Iran is still at the top of the list for the Middle East. Page-views per user in Iran went up from 119 to 188 between July 2008 and July 2009.
- In the Middle East, among mobile Web users, Google is the dominant player in the search engine space, followed by Yahoo! and Live.
- Facebook has continued its rise in the Middle East, except in Saudi Arabia, where Friendster remains the preferred site for social networking.
- Nokia handsets continue to be dominant in the Middle East, with one LG and a handful of Sony Ericsson handsets being popular in a few of the countries.

Snapshot: Iran

Page-view growth since July 2008: 22.2% ■ Unique-user growth since July 2008: -22.4% ■ Page-views per user: 188

Top 10 sites in Iran (# of unique users)

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

Top handsets for July 2009

11. Sony Ericsson K800i
12. Sony Ericsson K750i
13. Nokia N73
14. Sony Ericsson W810i
15. Nokia 6300
16. Nokia N70
17. Nokia 5800d
18. Nokia N82
19. Sony Ericsson W700
20. Sony Ericsson K810i

Snapshot: Saudi Arabia

Page-view growth since July 2008: 38.6% ■ Unique-user growth since July 2008: -7.3% ■ Page-views per user: 378

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

1. google.com
2. youtube.com
3. yahoo.com
4. friendster.com
5. my.opera.com
6. wikipedia.org
7. live.com
8. mobango.com
9. ganges.com
10. peperonity.com

Top handsets for July 2009

1. Nokia N73
2. Nokia N70
3. Nokia 5130c
4. Nokia 6120c
5. Nokia N95
6. Nokia 6500s
7. Nokia N95
8. Nokia 2680s
9. Nokia 6300
10. Nokia 7100s

Snapshot: Israel

Page-view growth since July 2008: 27.1% ■ Unique-user growth since July 2008: -4.4% ■ Page-views per user: 263

Top 10 sites in Israel (# of unique users)

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

Top handsets for July 2009

1. LG KU990
2. Sony Ericsson K610i
3. Sony Ericsson K800i
4. Sony Ericsson W910i
5. Nokia N95
6. Nokia 6120c
7. Nokia 6288
8. Nokia 5800d
9. Sony Ericsson K530i
10. Nokia 6500s

Snapshot: Syria

Page-view growth since July 2008: 775.9% ■ Unique-user growth since July 2008: 376.6% ■ Page-views per user: 172

Top 10 sites in Syria (# of unique users)

1. google.com
2. syrianeducation.org.sy
3. facebook.com
4. live.com
5. hotmail.com
6. youtube.com
7. yahoo.com
8. my.opera.com
9. syria-news.com
10. wikipedia.org

Top handsets for July 2009

1. Nokia 6300
2. Nokia 5130c
3. Nokia N73
4. Nokia 6500s
5. Nokia N70
6. Nokia 6120c
7. Nokia 5310
8. Nokia 5610
9. Nokia 6630
10. Sony Ericsson K750i

Snapshot: United Arab Emirates

Page-view growth since July 2008: 250.8% ■ Unique-user growth since July 2008: 158.4% ■ Page-views per user: 133

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

1. google.com
2. facebook.com
3. yahoo.com
4. youtube.com
5. orkut.com
6. my.opera.com
7. wikipedia.org
8. gmail.com
9. live.com
10. friendster.com

Top handsets for July 2009

1. Nokia 5130c
2. Nokia E71
3. Nokia E51
4. Nokia 6500s
5. Nokia 6300
6. Nokia 3120b
7. Nokia 5310
8. Nokia 5800d
9. Nokia N82
10. Nokia 5610

Snapshot: Oman

Page-view growth since July 2008: 198.8% ■ Unique-user growth since July 2008: 79.1% ■ Page-views per user: 201

Top 10 sites in Oman (# of unique users)

1. google.com
2. live.com
3. facebook.com
4. youtube.com
5. hotmail.com
6. yahoo.com
7. omania2.net
8. my.opera.com
9. wikipedia.org
10. kooora.com

Top handsets for July 2009

1. Nokia 5130c
2. Nokia 6300
3. Nokia N73
4. Nokia 6120c
5. Nokia N70
6. Nokia 6110
7. Nokia 5310
8. Nokia N95
9. Nokia 6500s
10. Nokia N95

Snapshot: Jordan

Page-view growth since July 2008: 165.7% ■ Unique-user growth since July 2008: 167.4% ■ Page-views per user: 197

Top 10 sites in Jordan (# of unique users)

1. google.com
2. facebook.com
3. yahoo.com
4. youtube.com
5. live.com
6. wikipedia.org
7. alrai.com
8. hotmail.com
9. my.opera.com
10. addustour.com

Top handsets for July 2009

1. Nokia 6300
2. Nokia 5130c
3. Nokia 6500s
4. Nokia 5310
5. Nokia 5610
6. Nokia N70
7. Nokia N73
8. Nokia 2680s
9. Nokia 3600
10. Nokia 5220

Snapshot: Kuwait

Page-view growth since July 2008: 322.6% ■ Unique-user growth since July 2008: 164.4% ■ Page-views per user: 283

Top 10 sites in Kuwait (# of unique users)

1. google.com
2. facebook.com
3. live.com
4. youtube.com
5. hotmail.com
6. mobile.msn.com
7. ebuddy.com
8. schoolnet.edu.lb
9. yahoo.com
10. wikipedia.org

Top handsets for July 2009

11. Nokia 5130c
12. Nokia 6300
13. Nokia N73
14. Nokia 7100s
15. Nokia 2680s
16. Nokia E51
17. Nokia N95
18. Nokia N70
19. Nokia 6500s
20. Nokia 5310

Snapshot: Lebanon

Page-view growth since July 2008: 232.1% ■ Unique-user growth since July 2008: 27.2% ■ Page-views per user: 560

Top 10 sites in Lebanon (# of unique users)

1. facebook.com
2. google.com
3. live.com
4. alfa.com.lb
5. hotmail.com
6. ebuddy.com
7. schoolnet.edu.lb
8. mobile.msn.com
9. mtctouch.com.lb
10. youtube.com

Top handsets for July 2009

1. Nokia 5130c
2. Nokia E71
3. Nokia E51
4. Nokia 5800d
5. Nokia E75
6. Nokia N73
7. Nokia E66
8. Nokia N78
9. Nokia 7100s
10. Nokia 6300

Snapshot: Yemen

Page-view growth since July 2008: 413.8% ■ Unique-user growth since July 2008: 180.7% ■ Page-views per user: 282

Top 10 sites in Yemen (# of unique users)

1. google.com
2. youtube.com
3. facebook.com
4. my.opera.com
5. yahoo.com
6. digg.com
7. taggeduniverse.com
8. friendster.com
9. nowtorrents.com
10. ganges.com

Top handsets for July 2009

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

Part 4: Summer fun part 2 — Vacation browsing

July is the height of summer, and it is not unusual for people to take vacation during that month. Here at Opera, we wondered how much Opera Mini is being used while on vacation. To determine that, we used a simple metric: specifically, we looked for locations where there were significant increases in unique users between June and July that could not be explained by new downloads alone. So, for example, if a location had many new users in July but not many new downloads, we hypothesized* that many of those Opera Mini users were visiting from other areas.

Whether or not they are truly popular summer destinations (for whatever reason), here are the locations that stand out:

Note: The following locations (limited to those with at least 15 unique users in July) showed a lot of growth between June and July that cannot be attributed to new downloads. In each of the listed locations below, new downloads make up less than 50% of the new unique user total.

Highlights

- Turkmenistan 8,440% growth between June and July 3.4% of the new users, at most, can be attributed to new downloads.
- Antarctica 800% growth between June and July 0% of the new users, at most, can be attributed to new downloads.
- Aruba 398% growth between June and July 8.9% of the new users, at most, can be attributed to new downloads.
- Andorra 89% growth between June and July 48.5% of the new users, at most, can be attributed to new downloads.
- Burundi 80% growth between June and July 12.5% of the new users, at most, can be attributed to new downloads.
- Australia 47% growth between June and July 41.9% of the new users, at most, can be attributed to new downloads.

Burundi and Antarctica only have a handful of Opera Mini users, especially compared to countries like Australia and Turkmenistan, but we appreciate those few intrepid travelers nonetheless and hope Opera Mini kept them well-connected during their time away from home!

Note: It is also possible that phone manufacturers/distributors in these countries preinstalled Opera Mini on a large scale, resulting in many new users who did not download the browser on their own.