

# State of the Mobile Web, August 2009

September 24, 2009

We spend a lot of time talking about milestones because Opera Mini gives us so many reasons to celebrate. Last month, we crossed 12 billion page-views and earlier in the year, we were excited to discover our servers processed more than a petabyte of data every month.

In August, however, we hit two milestones worthy of sharing. Usage of Opera Mini jumped almost 10% over July, as we reached and quickly surpassed 30 million monthly users. In fact, we added more than one new user every second. At the same time, appetite for Web content surpassed even the user growth. In August, our servers sent 200 million MB of compressed data to phones all over the world. This is up almost 12% month-over-month. Our servers were close to processing two petabytes of raw data, but that is a milestone I expect next month.



But this report also looks at what will happen next. We want to gauge where the mobile Web is heading, so we, as an industry, can make smarter, more informed decisions. This month, we looked not only at our usual top 10, and our geographic spotlight on Europe, but also the countries that might soon unseat some of our top 10 countries.

For instance, Vietnam seems as if it might break into the top 10. Vietnam is currently ranked number 11 and usage there increased 20% in just one month. The Philippines, Kenya and France also look to press their claims for the top 10. Will Poland and the United Kingdom be able to fend them off? That is a question we will answer in the coming months. Perhaps next month we might have a very different top 10.

Next month, we can also look forward to seeing the first results from our recent beta launch of the completely redesigned Opera Mini 5. I am curious how the new Speed Dial and tabs affect our user, page-view and data-consumption numbers. If you have not tried the new beta, we welcome you to see our new take on the world's most popular mobile Web browser.

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

## Highlights

- Opera Mini achieved 2 major milestones in August 2009: surpassing the 30 million mark for unique users (and quickly closing in on 32 million), and over 200 million MB of data (compressed) served. As usual, this month saw increases in all three categories of growth (users, pages viewed and data consumed).
- The top 10 countries using Opera Mini in Europe (not including the global top 10 countries) are Germany, France, Czech Republic, Italy, Spain, Turkey, Netherlands, Slovakia, Lithuania and Romania.
- Growth rates in Europe: Turkey leads the top 10 countries with 218.8% growth in users this year, followed by France (100.7% growth) and Czech Republic (72.2% growth).
- As in several other regions around the world, Google and Facebook are popular among mobile Web users in Europe, surpassed only occasionally by country-specific search engines and social networking sites.
- Nokia and Sony Ericsson handsets are ubiquitous in Europe, followed by a few popular Samsung and LG devices.
- Outside of the top 10 but within the top 30 countries, the fastest growing countries (for Opera Mini usage) with double-digit growth percentages between last month and this month are Australia, Georgia, Vietnam, Kenya, France, Philippines, Brazil, Kazakhstan, Pakistan and Malaysia.

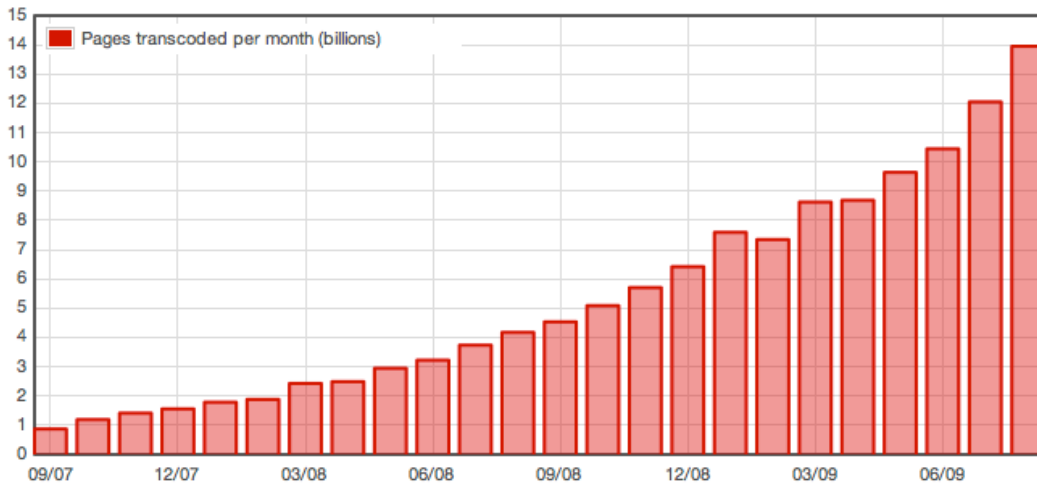
## Part 1: Growth

### Number of users

In August 2009, Opera Mini had over 31.9 million users, a 9.9% increase from July 2009 and more than 147% compared to August 2008.

### Pages transcoded

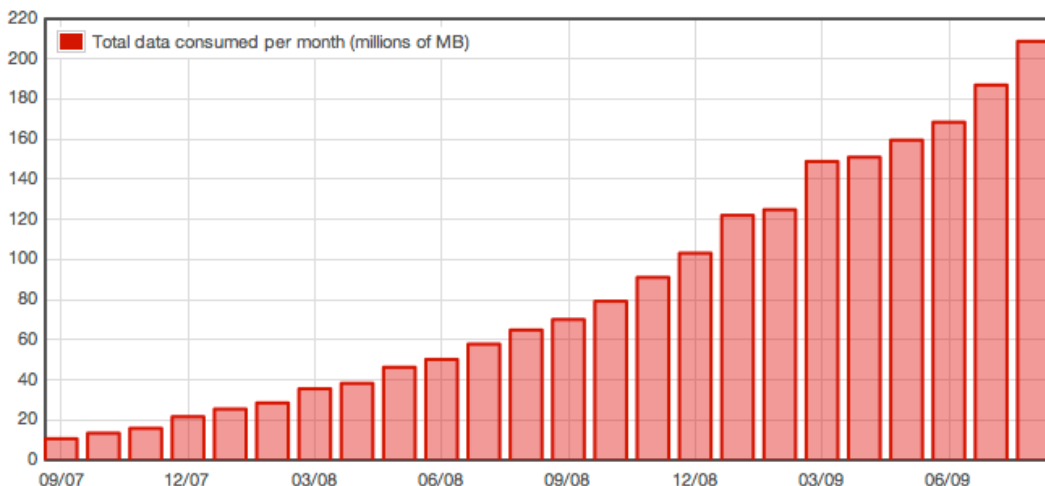
Opera Mini users viewed over 13.9 billion pages in August 2009. Since July, page-views have gone up 15.7%. Since August 2008, page-views have increased 234%.



Pages transcoded per month (billions)

### Data consumed

In August 2009, Opera Mini users generated nearly 209 million MB of data for operators worldwide. Since July, the data consumed went up by 11.7%. Data in Opera Mini is compressed up to 90%. If this data were uncompressed, Opera Mini users would have viewed over 1.9 PB of data in August. Since August 2008, data traffic is up 222%.



Total data consumed per month (millions of megabytes)

## Part 2: Country snapshots for July 2009

### Snapshot: Russia

Page-view growth since August 2008: 125.3% ■ Unique-user growth since August 2008: 57.3% ■ Page-views per user: 411

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

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

#### Top handsets for August 2009

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

### Snapshot: Indonesia

Page-view growth since August 2008: 481.2% ■ Unique-user growth since August 2008: 186.1% ■ Page-views per user: 676 ■ This month, YouTube fell off the list, and Twitter made its debut.

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

1. facebook.com
2. friendster.com
3. waptrick.com (4)
4. yahoo.com (3)
5. google.com (6)
6. detik.com (7)
7. peperonity.com (8)
8. digg.com (9)
9. wikipedia.org (10)
10. twitter.com (new)

#### Top handsets for August 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 3230Nokia 3230

### Snapshot: India

Page-view growth since August 2008: 380.2% ■ Unique-user growth since August 2008: 50.7% ■ Page-views per user: 358

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

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

#### Top handsets for August 2009

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

## Snapshot: China

Page-view growth since August 2008: 241.0% ■ Unique-user growth since August 2008: 65.5% ■ Page-views per user: 299

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

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

### Top handsets for August 2009

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

## Snapshot: Ukraine

Page-view growth since August 2008: 683.2% ■ Unique-user growth since August 2008: 55.6% ■ Page-views per user: 595

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

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

### Top handsets for August 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 5130c
9. Nokia N70
10. Nokia 5610

## Snapshot: South Africa

Page-view growth since August 2008: 436.3% ■ Unique-user growth since August 2008: 107.2% ■ Page-views per user: 359

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

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

### Top handsets for August 2009

1. Samsung E250
2. Nokia 5000d
3. Samsung D900i
4. Sony Ericsson W910i
5. LG KS360
6. Nokia N70
7. Nokia 6300
8. Samsung SGH-M620
9. Nokia 5130c
10. Samsung J700

## Snapshot: United States

Page-view growth since August 2008: 206.6% ■ Unique-user growth since August 2008: 73.5% ■ Page-views per user: 245 ■ ESPN is back on the list after a 3-month absence.

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

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

### Top handsets for August 2009

1. BlackBerry 8330 ("Curve")
2. Samsung SPH-M800 ("Instinct")
3. LG CU920 ("Vu")
4. Samsung SPH-M810 ("Instinct S30")
5. BlackBerry 8310 ("Curve")
6. BlackBerry 8130 ("Pearl")
7. BlackBerry 9000 ("Bold")
8. BlackBerry 8320 ("Curve")
9. LG LX260 ("Rumor")
10. BlackBerry 9530 ("Storm")

## Snapshot: Nigeria

Page-view growth since August 2008: 3331.2% ■ Unique-user growth since August 2008: 1328.3% ■ Page-views per user: 431

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

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

### Top handsets for August 2009

1. Nokia 3110c
2. Nokia 2600c
3. Nokia 5130c
4. Nokia N70
5. Sony Ericsson K750i
6. Nokia N72
7. Nokia 2630
8. Nokia 6300
9. Nokia 3230
10. Nokia 6600

## Snapshot: United Kingdom

Page-view growth since August 2008: 93.9% ■ Unique-user growth since August 2008: 45.0% ■ Page-views per user: 236

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

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

### Top handsets for August 2009

1. LG KC910 ("Renoir")
2. Nokia 6300
3. LG KE970 ("Shine")
4. Samsung SGH-G600
5. Sony Ericsson W910i
6. Nokia 6600s
7. Nokia 6500s
8. Sony Ericsson K800i
9. Sony Ericsson W395
10. Samsung U600

## Snapshot: Poland

Page-view growth since August 2008: 118.3% ■ Unique-user growth since August 2008: 58.0% ■ Page-views per user: 174

### 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. fotka.pl
9. rozklad-pkp.pl
10. odsiebie.com (new)

### Top handsets for August 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. Nokia 5130c
9. Sony Ericsson W910i
10. Samsung D900i

## Part 3: Spotlight on European countries outside of the top 10

### Highlights

- The top 10 countries using Opera Mini in Europe (not including the global top 10 countries) are Germany, France, Czech Republic, Italy, Spain, Turkey, Netherlands, Slovakia, Lithuania and Romania.
- Growth rates in Europe: Turkey leads the top 10 countries with 218.8% growth in users this year, followed by France (100.7% growth) and Czech Republic (72.2% growth).
- As in several other regions around the world, Google and Facebook are popular among mobile Web users in Europe, surpassed only occasionally by country-specific search engines and social-networking sites.
- Nokia and Sony Ericsson handsets are ubiquitous in Europe, followed by a few popular Samsung and LG devices.

### Snapshot: Germany

Page-view growth since August 2008: 115.5% ■ Unique-user growth since August 2008: 36.5% ■ Page-views per user: 132

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

1. google.com
2. wikipedia.org
3. bild.de
4. youtube.com
5. web.de
6. gmx.de
7. sport1.de
8. facebook.com
9. spiegel.de
10. ebay.de

#### Top handsets for August 2009

1. Nokia 6300
2. Nokia 5800d
3. Nokia 6500s
4. Sony Ericsson K800i
5. Nokia E71
6. Nokia 6500c
7. Nokia N95
8. Sony Ericsson K850i
9. Samsung D900i
10. Nokia 6300i

### Snapshot: France

Page-view growth since August 2008: 190.6% ■ Unique-user growth since August 2008: 100.7% ■ Page-views per user: 186

#### Top 10 sites in France (unique users)

1. google.com
2. facebook.com
3. live.com
4. lequipe.fr
5. wikipedia.org
6. youtube.com
7. lemonde.fr
8. my.opera.com
9. skyrock.com
10. pagesjaunes.fr

#### Top handsets for August 2009

1. Nokia 5130c
2. Samsung SGH-E210
3. Sony Ericsson W910i
4. Nokia N95
5. LG KU990
6. Nokia 5800d
7. Sony Ericsson W910iv
8. Nokia N95
9. Sony Ericsson K750i
10. Samsung F480

## Snapshot: Czech Republic

Page-view growth since August 2008: 132.1% ■ Unique-user growth since August 2008: 72.2% ■ Page-views per user: 285

### Top 10 sites in Czech Republic (unique users)

1. seznam.cz
2. google.com
3. facebook.com
4. chaps.cz
5. novinky.cz
6. lide.cz
7. idnes.cz
8. sport.cz
9. super.cz
10. libimseti.cz

### Top handsets for August 2009

1. Nokia 6300
2. Sony Ericsson K750i
3. Sony Ericsson K550i
4. LG KE970
5. Sony Ericsson K800i
6. Sony Ericsson W910i
7. Nokia E51
8. Nokia 5310
9. Sony Ericsson K790i
10. Sony Ericsson C702

## Snapshot: Italy

Page-view growth since August 2008: 146.8% ■ Unique-user growth since August 2008: 51.2% ■ Page-views per user: 309

### Top 10 sites in Italy (unique users)

1. google.com
2. facebook.com
3. gazzetta.it
4. youtube.com
5. corriere.it
6. wikipedia.org
7. repubblica.it
8. yahoo.com
9. my.opera.com
10. ebuddy.com

### Top handsets for August 2009

1. Nokia 7100s
2. Nokia N70
3. Nokia 5130c
4. Nokia N73
5. Nokia 5800d
6. Nokia N95
7. Nokia N95
8. Nokia N96
9. Nokia E51
10. Nokia E71

## Snapshot: Spain

Page-view growth since August 2008: 20.8% ■ Unique-user growth since August 2008: -4.3% ■ Page-views per user: 106

### Top 10 sites in Spain (unique users)

1. google.es
2. marca.com
3. youtube.com
4. live.com
5. tuenti.com
6. facebook.com
7. elmundo.es
8. elpais.com
9. wikipedia.org
10. youtube.com

### Top handsets for August 2009

1. Nokia 5310
2. Nokia 5800d
3. Sony Ericsson K530i
4. Samsung SGH-L760
5. Nokia 6151
6. Sony Ericsson Z610i
7. Sony Ericsson W580i
8. Samsung Z240
9. Nokia 6500c
10. Nokia 6300

## Snapshot: Turkey

Page-view growth since August 2008: 570.9% ■ Unique-user growth since August 2008: 218.8% ■ Page-views per user: 328

### Top 10 sites in Turkey (unique users)

1. google.com
2. facebook.com
3. hurriyet.com.tr
4. youtube.com
5. milliyet.com.tr
6. my.opera.com
7. maxicep.com
8. zaman.com.tr
9. live.com
10. wikipedia.org

### Top handsets for August 2009

1. Nokia 6300
2. Nokia 5130c
3. Nokia 3120b
4. Nokia 6500s
5. Nokia N73
6. Nokia 3500c
7. Nokia N70
8. Samsung E250
9. Sony Ericsson W810i
10. Nokia 5800d

## Snapshot: Netherlands

Page-view growth since August 2008: 78.0% ■ Unique-user growth since August 2008: 51.6% ■ Page-views per user: 140

### Top 10 sites in Netherlands (unique users)

1. google.com
2. hyves.nl
3. nu.nl
4. live.com
5. youtube.com
6. buienradar.nl
7. wikipedia.org
8. telegraaf.nl
9. hotmail.com
10. ebuddy.com

### Top handsets for August 2009

1. Nokia 6300
2. LG KE970
3. Nokia 6500s
4. LG KC910
5. Nokia E71
6. Nokia N96
7. LG KU990
8. Samsung SGH-G600
9. Samsung U600
10. Nokia 6500c

## Snapshot: Slovakia

Page-view growth since August 2008: 111.0% ■ Unique-user growth since August 2008: 22.8% ■ Page-views per user: 290

### Top 10 sites in Slovakia (unique users)

1. azet.sk
2. google.com
3. facebook.com
4. cp.atlas.sk
5. pokec.sk
6. topky.sk
7. sme.sk
8. yahoo.com
9. youtube.com
10. aktuality.sk

### Top handsets for August 2009

1. Nokia 5310
2. Nokia 3110c
3. Sony Ericsson K770i
4. Sony Ericsson K550i
5. Sony Ericsson W910i
6. Sony Ericsson K530i
7. Sony Ericsson C902
8. LG KC550
9. Nokia E51
10. Nokia N95

## Snapshot: Lithuania

Page-view growth since August 2008: 197.1% ■ Unique-user growth since August 2008: 54.5% ■ Page-views per user: 541

### Top 10 sites in Lithuania (unique users)

1. google.com
2. one.lt
3. delfi.lt
4. facebook.com
5. krepsinis.net
6. skelbiu.lt
7. biteplius.lt
8. autogidas.lt
9. wikipedia.org
10. auto.plius.lt

### Top handsets for August 2009

1. Nokia 6300
2. Nokia 5310
3. Sony Ericsson W200i
4. Nokia 5130c
5. Nokia 5220
6. Sony Ericsson K750i
7. Sony Ericsson K800i
8. Sony Ericsson W350i
9. Nokia 3110c
10. Sony Ericsson K550i

## Snapshot: Romania

Page-view growth since August 2008: 58.1% ■ Unique-user growth since August 2008: 6.8% ■ Page-views per user: 344

### Top 10 sites in Romania (unique users)

1. google.com
2. hi5.com
3. yahoo.com
4. peperonity.com
5. youtube.com
6. my.opera.com
7. prosport.ro
8. cucurigu.com
9. gsp.ro
10. livescore.com

### Top handsets for August 2009

1. Sony Ericsson K800i
2. Nokia 6300
3. Nokia E51
4. Nokia N73
5. Nokia N70
6. Sony Ericsson K810i
7. Nokia 5130c
8. Sony Ericsson W910iv
9. Sony Ericsson W660i
10. Nokia E71

## Part 4: Countries to watch

Although the top-10-country ranking did not change in August, a few big movers outside of the top 10 stand out and warrant further attention.

Outside of the top 10 but within the top 30 countries, the fastest growing countries (for Opera Mini usage) with double-digit growth percentages between last month and this month, are Australia, Georgia, Vietnam, Kenya, France, Philippines, Brazil, Kazakhstan, Pakistan and Malaysia.

Outside of the top 10 but within the top 30 countries, here are the fastest growing countries (for Opera Mini usage) with double-digit growth percentages between last month and this month:

Country	Current rank	User growth
Australia	29	52%
Georgia	30	34%
Vietnam	11	20%
Kenya	14	19%
France	16	16%
Philippines	13	15%
Brazil	24	14%
Kazakhstan	17	13%
Pakistan	26	11%
Malaysia	23	10%

*Fastest growing countries from July to August 2009 (in the top 30, outside the top 10)*