

State of the Mobile Web report: First quarter, 2008

May 20, 2008

Welcome to the One Web

Opera has made Web browsers since 1995. When we decided in 1998 that we should squeeze our browser to fit onto mobile phones, we set out to preserve the same Web experience people expected on their computer. However, in those days the Mobile Web was limited and tangled in a mess of differing, competing technologies.

We have spent the last ten years fighting to change this. We believe that there is One Web. We believe there should be no difference in the information that is available to you whether you use the fastest computer or a refurbished mobile phone. Now in 2008, it seems we are getting closer to the goal of One Web.



I invite you to see some of this transition for yourself in our first "State of the Mobile Web" report. We looked at the aggregate, anonymous traffic of more than 44 million cumulative Opera Mini users worldwide to see where they chose to spend their time when using the Web on their mobile devices. I hope you find this report useful, actionable and interesting.

I welcome your feedback and thank you for reading.

Regards/Vennlig hilsen/Kær kvedja...
Jon S. von Tetzchner
CEO, Opera Software

Top Trends

Social networking stands supreme

Almost 40% of traffic worldwide is to social networks. In some countries, such as the United States, South Africa and Indonesia, the social Web accounts for more than 60% of the traffic.

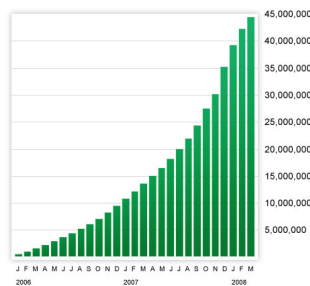
One Web will triumph over WAP content

Full Web surfing comprises more than 77% of all traffic. Content on WAP and .mobi sites accounted for 23% of mobile Web traffic. This share continues to decline as more consumers both use Opera Mini to access rich Web content and become more comfortable browsing the Web on their phones.

Part 1: Growth

Cumulative Users

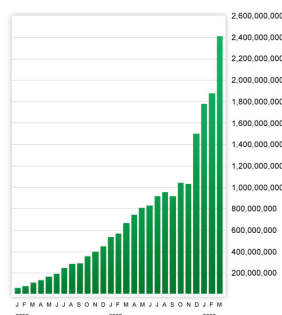
Opera Mini has become the world's most popular mobile browser. Since its worldwide launch in 2006, more than 44 million people have downloaded and used Opera Mini. More than 11.9 million people used Opera Mini in March 2008. In the last quarter, the number of people who downloaded and used Opera Mini grew 26% over the prior quarter in 2007.



Opera Mini cumulative users per month

Pages Transcoded

Opera Mini users viewed more than 2.4 billion pages in March. In the first three months of 2008, the number of pages viewed through Opera Mini grew almost 57% over the last quarter of 2007. In March, each person using Opera Mini viewed 202 pages on average.



Pages transcoded by Opera Mini per month

About the report & methodology

When Opera Mini users connect to the Web, their page requests are processed through a secured server. These servers are located in several countries across the globe in order to improve throughput and ensure that Web surfers get their pages lightning fast and without forcing the phone to process the page. Information contained in this report is based on aggregated information obtained from Opera Mini servers. The security and privacy of people who use Opera Mini is of paramount importance and we safeguard the trust they give us. Our privacy policy is available here.

Countries selected for this report are the top 10 Opera Mini countries by usage. Subsequent reports will include updates for these countries as well as different regions around the world.

All content analysis is based on a review of the Top 100 sites ranked according to page views in each country. The designation of sites to specific categories has been done with local content experts who followed Opera's guidelines to characterize each site.

Opera and the mobile world

Opera first developed a mobile browser in 1998. Since then, we've been at the forefront of enabling a full Web experience on mobile phones. In 2005, we released Opera Mini, the first browser that could work on any phone with Java. Regardless of the hardware on the phone, Opera Mini is able to bring the full Web to many millions of people, some who otherwise would not be able to access it.

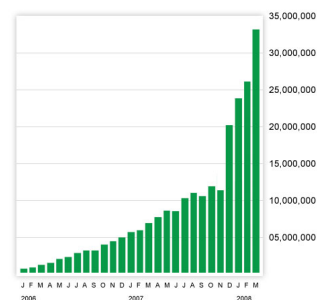
Related resources

- [Download Opera Mini](#)
- [Opera Mini features](#)
- [Designing Web sites for the mobile world](#)
- [Opera Mini screenshots](#)
- [Share Opera Mini with your friends](#)

Part 1: Growth continued

Data Consumed

As the content available to mobile phones improves, data consumption increases. Last month, those 11.9 million Opera Mini users generated more than 33 million MB of data for operators worldwide. This represents an almost 88% growth over the previous quarter. Each person using Opera Mini viewed 202 pages on average.



Total data consumed per month (in MB)

Part 2: Content Preferences

By examining aggregate numbers, we are able to paint a picture of the types of sites and services that win on the mobile Web. Tracking the type of content across the top 100 sites visited by all Opera Mini users, we find:

- Social networking is popular worldwide and is the leading source of Web traffic for mobile devices.
- Successful sites on the Web find users on mobile phones, further underscoring the emergence of One Web.
- Consumers desire a rich Web experience regardless of the device they use to access the Web. WAP continues to diminish as more-capable Web browsers are able to display full Web content on mobile phones.
- Nearly a quarter of all traffic is headed to content portals or search engines.

Snapshot of the top 10 countries for Opera Mini (ranked by usage):

Snapshot: Russia

Russian Opera Mini users consume more entertainment content than users in all countries except for Ukraine. Traffic to entertainment, leisure and sports sites comprise almost 40% of Web traffic to mobile phones.



Top 10 sites in Russia

1. www.vkontakte.ru
2. win.mail.ru
3. www.google.com
4. www.rambler.ru
5. www.yandex.ru
6. www.dreamwar.ru
7. www.mamba.ru
8. www.marathonbet.com
9. www.dimonvideo.ru
10. www.wmod.ru

Snapshot: Indonesia

With 63% of traffic going to social networks, Indonesia is tied with the United States as the number one country for social networking on the mobile Web.



Top 10 sites in Indonesia

1. www.friendster.com
2. id.yahoo.com
3. www.google.com
4. www.peperonity.com
5. wireless.getjar.com
6. www.mig33.com
7. www.mocospace.com
8. www.itsmy.com
9. gallery.mobile9.com
10. www.kaskus.us

Snapshot of the top 10 countries for Opera Mini (ranked by usage):

Snapshot: China

Web portal content and search engine access is extremely popular in China, accounting for nearly 55% of the traffic.

E-commerce and e-mail are not yet as popular in China as in other parts of the world. Together, these two categories combine to create less than 2% of overall Opera Mini traffic in China.

Top 10 sites in China

1. www.sina.com.cn
2. www.baidu.com
3. www.google.cn
4. www.ko.cn
5. news.sohu.com
6. www.xiaonei.com
7. www.3g.cn
8. www.paojiao.com
9. www.188bet.com
10. www.feiku.com



Snapshot: United States

More than 63% of U.S. Web traffic on mobile phones is to social networks, tying it with Indonesia for the number one spot.

Top 10 sites the U.S.

1. www.myspace.com
2. www.google.com
3. www.mocospace.com
4. www.yahoo.com
5. www.facebook.com
6. www.live.com
7. www.hi5.com
8. www.wikipedia.org
9. www.itsmy.com
10. www.ebay.com



Snapshot: India

India favors social networking, with nearly half (48.9%) of all traffic going to social networks.

Top 10 sites India

1. www.orkut.com
2. www.google.com
3. in.m.yahoo.com
4. www.peperonity.com
5. gallery.mobile9.com
6. www.mocospace.com
7. www.160by2.com
8. www.mobango.com
9. www.itsmy.com
10. www.indianrail.gov.in



Snapshot of the top 10 countries for Opera Mini (ranked by usage):

Snapshot: South Africa

A very high 61% of traffic in South Africa is to social networks.

South Africa has the second-highest penetration of e-mail access on mobile devices (more than 4% of the traffic).

Top 10 sites in South Africa

1. www.facebook.com
2. www.google.com
3. intl.yahoo.com
4. www.peperonity.com
5. www.mocospace.com
6. www.gumtree.co.za
7. en.wikipedia.org
8. www.itsmy.com
9. news.bbc.co.uk
10. www.webmail.co.za



Snapshot: Ukraine

Opera Mini users in the Ukraine enjoy their entertainment and sports. More than 61% of traffic is in this category.

Mobile-optimized content remains popular in the Ukraine--more than 43% of Opera Mini traffic in the Ukraine is directed towards WAP sites.

Top 10 sites in Ukraine

1. www.vkontakte.ru
2. www.google.com
3. www.darkworlds.ru
4. www.mail.ru
5. www.dreamwar.ru
6. www.wmod.ru
7. www.rambler.ru
8. www.dimonvideo.ru
9. www.mamba.ru
10. www.marathonbet.com



Snapshot: United Kingdom

The United Kingdom is the world leader in mobile e-mail, although that number remains small. More than 11% of traffic in Q1 was to Web-based e-mail services.

Top 10 sites the U.K.

1. www.facebook.com
2. www.google.co.uk
3. www.live.com
4. www.bebo.com
5. www.mocospace.com
6. news.bbc.co.uk
7. uk.yahoo.com
8. www.itsmy.com
9. www.faceparty.com
10. www.ebay.co.uk



Snapshot of the top 10 countries for Opera Mini (ranked by usage):

Snapshot: Germany

Compared to users in other countries, German users shop the most on Opera Mini. E-commerce accounts for more than 7% of German Opera Mini traffic.

German users of Opera Mini enjoy entertainment and sports content on their mobile phones. More than 28% of traffic heads to entertainment and other leisure sites.

Top 10 sites in Germany

1. www.google.de
2. www.studivz.net
3. www.wer-kennt-wen.de
4. www.jappy.de
5. www.schuelervz.net
6. m.web.de
7. mobil.spiegel.de
8. m.gmx.de
9. www.lokalisten.de
10. wap.sport1.de



Snapshot: Poland

In Poland, people using Opera Mini prefer to access the full Web from their mobile phones--only 4% of the traffic is to WAP or .mobi sites.

Top 10 sites in Poland

1. www.nasza-klasa.pl
2. lajt.onet.pl
3. www.google.pl
4. www.allegro.pl
5. www.fotka.pl
6. www.plemiona.pl
7. www.bwin.com
8. www.grono.net
9. www.livescore.com
10. pl.wikipedia.org

