

# State of the Mobile Web, July 2008

August 19, 2008

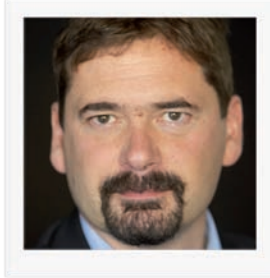
After receiving a number of requests for more data on specific geographies, we are pleased to present a snapshot of the top sites in Latin America. Research reports suggest up to 80% of the mobile phones in Latin America are capable of running a lightweight Web browser like Opera Mini.

While Latin America presents an incredible future growth opportunity, the mobile Web has already arrived. Just as with other countries we've surveyed, allowing people to access the full Web ultimately drives accelerated use of the Web on mobile devices. And just as in other countries, search and social networking comprise a large percentage of the traffic.

We're pleased to play our own role by providing some of the technology to help make this possible. In August, we signed our first deal in Latin America with Movistar Mexico. And we hope that Opera Mini's data compression, which can cut the data costs for consumers, also encourages people to spend more time surfing on their mobile phone without having to worry about their next bill.

Thanks again for reading and for your ongoing interest in the mobile Web revolution.

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



## 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.

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

## Highlights

Usage of the mobile Web continues to grow in terms of unique users, page views, and data transferred.

This month, usage of the mobile Web saw significant growth in Poland, which jumped to 9th place in the top 10 list of countries.

This month, we are spotlighting use of the mobile Web in Latin America. The countries in that region where people use Opera Mini the most include (in descending order) Brazil, Mexico, Venezuela, Argentina, Costa Rica, Uruguay, Honduras, Paraguay, Chile, Peru, Colombia, Bolivia and Ecuador. For all of these countries, Google was the top site visited by users, making it the king of mobile Web traffic in Latin America, closely trailed by Live Search. Microsoft has a strong presence in Latin America because of sites like Live, MSN and Hotmail.

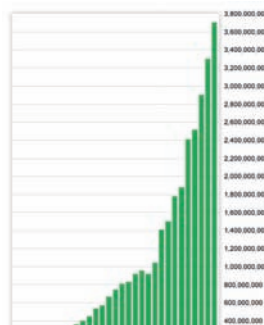
## Part 1: Growth

### Number of Users

In the month of July, Opera Mini was used by approximately 15.8 million users, a 9.4% increase from June.

### Pages Transcoded

Opera Mini users viewed more than 3.7 billion pages in July. In July, each person using Opera Mini viewed approximately 236 pages on average. Since June, page views have gone up 15.9%.

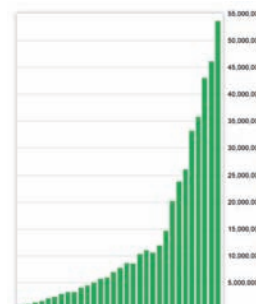


Pages transcoded by Opera Mini per month

## Part 1: Growth continued

### Data Consumed

In July, 15.8 million Opera Mini users generated more than 53.8 million MB of data for operators worldwide. Since June, the data consumed went up by 15.2%. Data in Opera Mini is compressed 90% on average. If this data were uncompressed, Opera Mini users would have viewed over 538 million MB of data in July.



Total data consumed per month (in MB)

## Part 2: Country snapshots for July 2008

### Snapshot: Russia

After a one month absence, Yahoo is back on the list, and Yandex is back at the number 3 spot (ahead of Google). The top 10 sites in Russia seem to fluctuate, with no sites on the list clearly showing an upward or downward trend over the last 3 months (May, June, and July).

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

vkontakte.ru  
mail.ru  
yandex.ru (up from 5)  
odnoklassniki.ru (down from 3)  
google.com (down from 4)  
wapos.ru  
yahoo.com (back on the list)  
seclub.org  
rambler.ru (down from 7)  
dimonvideo.ru



### Snapshot: Indonesia

Several social sites are new to Indonesia's top 10 list. Month to month, the biggest mover of note has been peperonity.com, which was at number 10 in May, number 8 in June, and currently occupies the number 5 spot.

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

friendster.com  
google.com  
gamejump.com  
yahoo.com (up from 5)  
peperonity.com (up from 8)  
wikipedia.org (up from 9)  
digg.com (new)  
mig33.com (new)  
wapamp.com (new)  
ebuddy.com (new)



### Snapshot: India

The My Opera community makes it back into the top 10 list for India, while songs.pk and peperonity.com make their first appearance.

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

google.com  
orkut.com  
yahoo.com  
gamejump.com  
rediff.com  
youtube.com (up from 7)  
wikipedia.org (down from 6)  
my.opera.com (back on the list)  
songs.pk (new)  
peperonity.com (new)



## Snapshot: China

Four new sites entered China's top 10 list this month: moloto.cn, adsofts.cn, paojiao.com, yaha.cn.

### Top sites in China (unique users)

kong.net  
baidu.com  
google.cn  
moloto.cn (new)  
sina.com.cn (down from 4)  
qq.com (down from 5)  
hao123.com (down from 6)  
adsofts.cn (new)  
paojiao.com (new)  
yaha.cn (new)



## Snapshot: Ukraine

In the same month that Yahoo! made it back onto Russia's top 10 list, it fell off of Ukraine's top 10 list. SEclub has been moving up the rankings since May (when it was at number 8). Also, zozi.ru and DimonVideo, which were new to the top 10 list last month, both jumped two places in July.

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

vkontakte.ru  
google.com  
mail.ru  
yandex.ru  
wapos.ru  
seclub.org (up from 7)  
zozi.ru (up from 9)  
dimonvideo.ru (up from 10)  
jambo.ru (new)  
football.ua (new)



## Snapshot: United States

Between June and July, the top 10 list for the United States stayed very much the same, with no new sites, and only You Tube and AccuWeather switching places. AccuWeather was at number 8 in June and number 10 in May. You Tube was at number 9 in June and number 7 in May.

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

google.com  
myspace.com  
facebook.com  
wikipedia.org  
yahoo.com  
nytimes.com  
gamejump.com  
youtube.com (up from 9)  
accuweather.com (down from 8)  
my.opera.com



## Snapshot: South Africa

Community site Capetown Gumtree and mobile content site Waptrick are new to South Africa's top 10 list. GameJump, You Tube and MXit all jumped 2 places in the rankings since last month's report. The site webmail.co.za, which was new to the list last month, jumped 3 places to occupy position number 7.

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

facebook.com  
google.com  
gamejump.com (up from 5)



## Snapshot: South Africa (continued)

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

yahoo.com (down from 3)  
youtube.com (up from 7)  
mxit.co.za (up from 8)  
webmail.co.za (up from 10)  
peperonity.com (up from 9)  
waptrick.com (new)  
capetown.gumtree.co.za (new)



## Snapshot: United Kingdom

The UK top 10 list also showed little change overall since June. However, Bebo (which was number 8 in May and number 7 in June) continues to climb the rankings. MSN, which was new to the list in June at number 10, is now up to number 9, whereas MySpace has dropped into the number 10 position after two months of being at number 9.

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

google.com  
yahoo.com  
facebook.com  
bbc.co.uk  
live.com  
bebo.com (up from 7)  
wikipedia.org (down from 6)  
youtube.com  
msn.com (up from 10)  
myspace.com (down from 9)



## Snapshot: Poland

There were no new sites in Poland's top 10 list, but 6 sites saw their rankings change. The site to watch is nasza-klasa.pl which has moved up the list two months in a row, starting at number 4 in May, moving to number 3 in June and now occupying the number 2 position.

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

google.pl  
nasza-klasa.pl (up from 3)  
lajt.onet.pl (down from 2)  
allegro.pl  
wp.pl (up from 6)  
wikipedia.org (down from 5)  
fotka.pl  
youtube.com  
rozklad-pkp.pl (up from 10)  
gadu-gadu.pl (down from 9)



## Snapshot: Germany

Germany's top 10 list only had one new site, GameJump, but several sites saw their rankings improve. The site studiVZ has been showing steady growth, up from position 5 in June and position 6 in May. The biggest drop on the list was sport1.de, which was number 4 on the list in June, but fell all the way down to number 10 this month.

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

google.com  
yahoo.com  
wikipedia.org  
studivz.net (up from 5)  
ebay.de (up from 7)  
spiegel.de  
youtube.com (up from 8)  
web.de (up from 10)



## Snapshot: Germany (continued)

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

gamejump.com (new)  
sport1.de (down from 4)  
heise.de



## Part 3: Spotlight on Latin America in July 2008

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

Google is the number-one destination for mobile Web users in Brazil and the rest of Latin America.

Orkut, Google's social-networking site, comes in second, followed by the Brazilian sites globo.com and Terra.

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

google.com  
orkut.com  
globo.com  
terra.com.br  
gamejump.com  
live.com  
youtube.com  
uol.com.br  
my.opera.com  
hotmail.com

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

Social-networking sites metroFLOG and hi5 are popular amongst mobile Web users in Mexico.

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

google.com  
youtube.com  
live.com  
metroflog.com  
yahoo.com  
hi5.com  
wikipedia.org  
gamejump.com  
hotmail.com  
msn.com

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

Google tops the list again, but Live Search is also very popular in Venezuela and the other Latin American countries mentioned in this report.

Facebook seems to be the most popular social-networking site among mobile Web users in Venezuela.

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

google.com  
live.com  
youtube.com  
facebook.com  
wikipedia.org  
yahoo.com  
hotmail.com  
gamejump.com  
msn.com  
mercadolibre.com.ve

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

The lone Argentina-specific site to make the top 10 list is clarin.com.  
Mobile Web users in Argentina like Fotolog, a photo-sharing site.

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

google.com  
live.com  
youtube.com  
gamejump.com  
hotmail.com  
my.opera.com  
yahoo.com  
clarin.com  
wikipedia.org  
fotolog.com

## Top 10 sites in Costa Rica (# of unique users)

The preferred social-networking site for mobile Web users in Costa Rica is hi5.  
The only Costa Rica-specific site to make the top 10 list is nacion.com.

### Top 10 sites in Costa Rica (# of unique users)

google.com  
hi5.com  
live.com  
hotmail.com  
gamejump.com  
youtube.com  
my.opera.com  
wikipedia.org  
nacion.com  
yahoo.com

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

Mobile Web users in Uruguay prefer metroFLOG for social networking.  
Mercadolibre seems to have a strong presence in both Uruguay and Venezuela.

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

google.com  
live.com  
hotmail.com  
metroflog.com  
gamejump.com  
wikipedia.org  
mercadolibre.com.uy  
my.opera.com  
msn.com  
youtube.com

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

The leading social-networking site used by mobile Web users in Honduras is hi5.  
Claro, a subsidiary of América Móvil, takes the number 10 spot on this list.

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

google.com  
hi5.com  
live.com  
yahoo.com  
wikipedia.org  
youtube.com  
my.opera.com  
gamejump.com

## Top 10 sites in Honduras (# of unique users) continued

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

hotmail.com  
claro.com.hnyoutube.com

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

As in Brazil, orkut.com leads the way amongst social networking sites used by mobile Web users in Paraguay.

Users in Paraguay also visit ABC Digital, a news site.

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

google.com  
orkut.com  
live.com  
hotmail.com  
gamejump.com  
wikipedia.org  
abc.com.py  
my.opera.com  
youtube.com  
msn.com

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

Mobile Web users in Chile prefer Facebook for social networking.

Users in Chile also visit Emol (El Mercurio Online) and Las Últimas Noticias for news.

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

google.com  
facebook.com  
live.com  
fotolog.com  
youtube.com  
gamejump.com  
hotmail.com  
wikipedia.org  
emol.com  
lun.com

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

Mobile Web users in Peru prefer hi5.com for social networking on their handsets.

They also use eBuddy, ranked number 10, to chat online.

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

google.com  
live.com  
hi5.com  
youtube.com  
hotmail.com  
gamejump.com  
msn.com  
wikipedia.org  
my.opera.com  
ebuddy.com

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

Facebook is popular among mobile Web users in Colombia. However, as with several other countries in Latin America, Microsoft has a strong presence via Live Search, Hotmail and MSN.

The preferred news site of mobile Web users in Colombia is eltiempo.com.

## Top 10 sites in Colombia (# of unique users) continued

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

google.com  
facebook.com  
live.com  
youtube.com  
hotmail.com  
eltiempo.com  
gamejump.com  
wikipedia.org  
msn.com  
my.opera.com

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

Facebook is the preferred social networking site on handsets in Bolivia.  
Eldeber.com.bo is a popular national news site.

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

google.com  
live.com  
hotmail.com  
gamejump.com  
facebook.com  
youtube.com  
wikipedia.org  
my.opera.com  
eldeber.com.bo  
entel.bo

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

In Ecuador, mobile Web users prefer hi5.com for social networking, but Facebook is also on the list at the number 10 spot.  
There are no Ecuador-specific sites on this list.

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

google.com  
hi5.com  
live.com  
youtube.com  
hotmail.com  
wikipedia.org  
gamejump.com  
my.opera.com  
yahoo.com  
facebook.com

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

Mobile Web users in Panama visit Facebook for social networking.  
The sports site MARCA.COM rounds out the list at number 10.

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

google.com  
live.com  
facebook.com  
hotmail.com  
gamejump.com  
yahoo.com  
msn.com  
youtube.com  
wikipedia.org  
marca.com



## Top 10 sites in El Salvador (# of unique users)

GameJump ranks very highly in El Salvador, surpassed only by Google. Spanish news site elmundo.es is ranked number 9 on the list.

Social-networking sites Facebook and hi5 are close competitors in El Salvador, ranked 3 and 4 respectively.

### Top 10 sites in El Salvador (# of unique users)

google.com  
gamejump.com  
facebook.com  
hi5.com  
live.com  
youtube.com  
hotmail.com  
my.opera.com  
elmundo.es  
wikipedia.org