

# State of the Mobile Web, September 2008

October 21, 2008

Another month has come and gone, and we welcome another State of the Mobile Web report. This month, we take a look at Africa, where mobile penetration and the mobile Web are exploding. And, although we planned this snapshot several months ago, serendipity struck: usage in Egypt has skyrocketed over the intervening months and nudged the country ahead of Germany for the 10th spot in our top countries list.

However, Egypt is not the only country in Africa where we have seen incredible growth rates. All across the continent, usage of Opera Mini and the mobile Web is up 180% from January 2008.

Beyond the numbers and the gaudy percentages, we see how quickly the landscape of mobile communication is changing. High mobile-penetration rates compared to low PC-penetration rates indicate mobile will be the platform for the Web in the future, and with the Web comes the opportunity for easy and equitable access to information.

From our perspective, we feel a deep responsibility to make the Web a reality for anyone. This central value dates back to our founding. In fact, our original tag line was "Internet for all." We hope that Opera Mini will continue to make the Web and, with it, the boundless opportunities to discover, share and communicate, available and affordable to millions more.

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, page views and data transfers rose again this month; 19 million users viewed 4.5 billion pages in September 2008.
- Egypt became the second African country behind South Africa to join the top 10 countries. It displaced Germany this month.
- Top 10 sites saw a great deal of churn in Indonesia, China and South Africa, as three new sites made the top 10 in each country. Of course, this moves directly against the prevailing trend just last month when we noted the top 10 sites were beginning to stabilize.

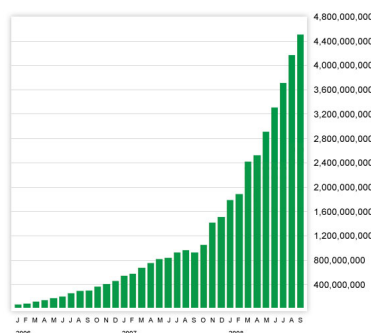
## Part 1: Growth

### Number of Users

In September, Opera Mini was used by approximately 19 million users, a 10.1% month-on-month increase from August 2008 and more than 341% compared to September 2007.

### Pages Transcoded

Opera Mini users viewed more than 4.5 billion pages in September. Each person using Opera Mini viewed approximately 238 pages on average. Since August, page views have gone up 8.6%. Since September 2007, this number is up 420%.

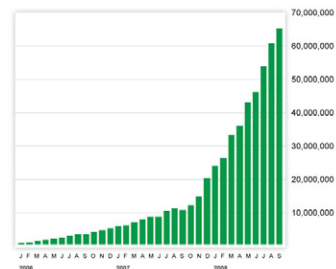


Pages transcoded by Opera Mini per month

## Part 1: Growth continued

### Data Consumed

In September, 19 million Opera Mini users generated more than 65.2 million MB of data for operators worldwide. Since August, the data consumed went up by 8%. Data in Opera Mini is compressed by 90% on average. If this data were uncompressed, Opera Mini users would have viewed more than 652 million MB of data in September. Since September 2007, data traffic is up almost 558%.



Total data consumed per month (in MB)

## Part 2: Country snapshots for September 2008

### Snapshot: Russia

Yandex remains the preferred search engine among mobile Web users in Russia as Google falls off the top 10 list.

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

- 1) vkontakte.ru
- 2) www.mail.ru
- 3) yandex.ru
- 4) www.odnoklassniki.ru
- 5) wapos.ru (up from 6)
- 6) www.seclub.ru (up from 7)
- 7) jambo.ru (new)
- 8) rambler.ru
- 9) mamba.ru (up from 10)
- 10) s-c.ru (down from 9)



### Snapshot: Indonesia

Indonesia exhibits the most churn in top pages, with three new sites in the Top 10 and four others moving up in the rankings.

Gratisindo.com has made a strong debut, placing seventh in the top 10. Gratisindo is joined by upoc.com and ketawa.com, which have also made their debuts in the top 10.

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

- 1) friendster.com
- 2) google.com
- 3) yahoo.com (up from 4)
- 4) peperonity.com
- 5) wikipedia.org (up from 6)
- 6) gratisindo.com (new)
- 7) ebuddy.com (up from 8)
- 8) mobile9.com (up from 9)
- 9) upoc.com (new)
- 10) ketawa.com (new)



### Snapshot: India

Google services consolidated their position in the top three, as gmail.com overtook yahoo.com for the 3rd position.

#### 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) gamejump.com
- 6) rediff.com
- 7) wikipedia.org
- 8) my.opera.com (up from 9)
- 9) youtube.com (down from 8)
- 10) songs.pk



## Snapshot: China

Portals continue to lead the way in China, while three new sites enter the top 10.

### Top sites in China (unique users)

- 1) kong.net
- 2) baidu.com
- 3) google.cn
- 4) sina.com.cn
- 5) 3gwawa.com (new)
- 6) qq.com (down from 5)
- 7) moloto.cn (new)
- 8) hao123.com (down from 7)
- 9) yaha.cn
- 10) ruanj.com (new)



## Snapshot: Ukraine

Yahoo.com returns to the list as two sites move down to make way for its return.

Football.ua and jambo.ru have consolidated their positions as the final two in the top 10 for the second month running.

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

- 1) vkontakte.ru
- 2) google.com
- 3) mail.ru
- 4) yandex.ru
- 5) wapos.ru
- 6) yahoo.com (new)
- 7) odnoklassniki.ru (down from 6)
- 8) seclub.org (down from 7)
- 9) football.ua
- 10) jambo.ru



## Snapshot: United States

Just in time for American football season, espn.com makes its top 10 debut.

With the exception of espn.com, the U.S. list has remained relatively unchanged. Only two sites, Accuweather.com and youtube.com, have moved down to accommodate newcomer espn.com.

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

- 1) google.com
- 2) myspace.com
- 3) facebook.com
- 4) wikipedia.org
- 5) yahoo.com
- 6) nytimes.com
- 7) gamejump.com
- 8) espn.com (new)
- 9) accuweather.com (down from 8)
- 10) youtube.com (down from 9)



## Snapshot: South Africa

Wikipedia again falls off the list as three new sites make their way to the list for the first time: news.bbc.co.uk, gsmarena.com and pocketflirt.com.

South Africa experienced great churn this month, with four sites (gamejump.com, yahoo.com, peperonity.com, and twilightwap.com) moving up from their previous rankings.

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

- 1) facebook.com
- 2) google.com
- 3) gamejump.com (up from 4)
- 4) yahoo.com (up from 5)



## Snapshot: South Africa (continued)

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

- 5) peperonity.com (up from 7)
- 6) news.bbc.co.uk (new)
- 7) mocospace.com (back on the list)
- 8) twilightwap.com (up from 10)
- 9) gsmarena.com (new)
- 10) pocketflirt.com (new)



## Snapshot: United Kingdom

It seems live.com and bebo.com are jostling for position. In a reversal of August's list, live.com and bebo.com exchanged places just as they had done in August.

No new sites debuted in the top 10 list, with only myspace.com and msn.com trading positions. Microsoft's position is strongest in the United Kingdom.

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

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



## Snapshot: Poland

Poland experienced very little change this month, with only two sites exchanging places.

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

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



## Snapshot: Egypt

Egypt is the first country to displace another in the top 10. This month, Egypt has moved ahead of Germany in Opera Mini usage.

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

- 1) google.com
- 2) facebook.com
- 3) gamejump.com
- 4) my.opera.com
- 5) youtube.com
- 6) bbc.co.uk
- 7) friendster.com
- 8) yahoo.com
- 9) bbc.co.uk
- 10) masrawy.com



## Part 3: Spotlight on Africa

In Africa, a mobile phone is a critical communications tool. According to the International Telecommunication Union (ITU), Africa's mobile phone industry is growing at nearly double the global rate. At the same time, PC-penetration rates remain low and the initial costs high. These factors make the mobile phone Africa's optimum tool to access the Web, so we decided to take a deeper look at Africa's mobile Web industry. We examine the top countries, top sites, top handsets and some other interesting highlights.

### Highlights

- South Africa and Egypt lead the way for mobile Web adoption, followed by Kenya and Nigeria.
- Total mobile Web usage through Opera Mini accounts for almost 5 GB of traffic through Opera Mini servers. Because this data is compressed by almost 90%, Africa would generate nearly 50 GB of data traffic per month uncompressed.
- Swaziland leads the top 10 countries in page views, with each user browsing 293 pages on average each month. Interestingly, the Seychelles lead all of Africa with more than 355 pages per month browsed by each user.
- Growth rates are soaring: Libya leads the top 10 with 3780% growth this year. The largest percent increase since January was Burkina Faso, with 59,000% growth.

### Top 10 countries snapshot

#### South Africa

User growth since January 2008: 92.6%

Page-view growth since January 2008: 105.8%

#### Top sites ranked by unique users:

google.com  
facebook.com  
gamejump.com  
my.opera.com  
youtube.com  
bbc.co.uk  
friendster.com  
yahoo.com  
bbc.co.uk  
masrawy.com

#### Top handsets for September 2008:

Samsung E250  
Motorola V360  
Samsung D900i  
Nokia N70  
Samsung E370  
Nokia N73  
Samsung SGH J750  
Nokia 6300  
Samsung D900  
Nokia 6234

#### Egypt

User growth since January 2008: 1859.7%

Page-view growth since January 2008: 2301.0%

#### Top sites ranked by unique users:

google.com  
facebook.com  
gamejump.com  
my.opera.com  
youtube.com  
news.bbc.co.uk  
friendster.com  
yahoo.com  
bbc.co.uk  
masrawy.com

#### Top handsets for September 2008:

Nokia N70  
Nokia 6630  
Nokia N73  
Nokia 6600  
Nokia 3110c  
Nokia 7610  
Nokia 6020  
Samsung E250  
Nokia 6680  
Nokia 6070

## Part 3: Spotlight on Africa, continued

### Kenya

User growth since January 2008: 157.0%

Page-view growth since January 2008: 209.4%

#### Top sites ranked by unique users:

google.com  
facebook.com  
yahoo.com  
en.wikipedia.org  
yahoomail.com  
gamejump.com  
my.opera.com  
live.com  
hotmail.com  
news.bbc.co.uk

#### Top handsets for September 2008:

Samsung SGH X640  
Sony Ericsson K800i  
Samsung E250  
Nokia 6070  
Nokia 3110c  
Nokia 6300  
Nokia 2626  
Nokia 6020  
Nokia 5300  
Nokia 2630

### Nigeria

User growth since January 2008: 704.9%

Page-view growth since January 2008: 1690.2%

#### Top sites ranked by unique users:

google.com  
yahoo.com  
news.bbc.co.uk  
en.wikipedia.org  
facebook.com  
my.opera.com  
goal.com  
edition.cnn.com  
yahoomail.com  
gamejump.com

#### Top handsets for September 2008:

Nokia 3110c  
Sony Ericsson K750i  
Nokia 2626  
Nokia 6070  
Nokia N70  
Nokia 3230  
Nokia 6300  
Nokia 5200  
Nokia 2600c  
Nokia 2630

### Libya

User growth since January 2008: 3779.9%

Page-view growth since January 2008: 8537.2%

#### Top sites ranked by unique users:

google.com  
gamejump.com  
my.opera.com  
yahoo.com  
facebook.com  
youtube.com  
bbcarabic.com  
kooora.com  
news.bbc.co.uk  
friendster.com

#### Top handsets for September 2008:

Nokia 6300  
Nokia N70  
Nokia 6233  
Nokia N73  
Nokia 3110c  
Nokia 6630  
Nokia 6500s  
Nokia 5200  
Samsung E250  
Sony Ericsson K750i

## Part 3: Spotlight on Africa, continued

### Cote d'Ivoire

User growth since January 2008: 572.3%

Page-view growth since January 2008: 466.3%

#### Top sites ranked by unique users:

google.com  
yahoo.com  
my.opera.com  
gamejump.com  
youtube.com  
lequipe.fr  
live.com  
lemonde.fr  
skyrock.com  
abidjan.net

#### Top handsets for September 2008:

Motorola L7  
Motorola L6  
Motorola V3i  
Motorola K1  
Samsung E250  
Motorola V3  
Motorola L9  
Motorola V3r  
Motorola L6i  
Samsung SGH X640

### Tanzania

User growth since January 2008: 202.4%

Page-view growth since January 2008: 175.5%

#### Top sites ranked by unique users:

google.com  
yahoo.com  
facebook.com  
live.com  
en.wikipedia.org  
hotmail.com  
hi5.com  
gamejump.com  
my.opera.com  
news.bbc.co.uk

#### Top handsets for September 2008:

Nokia 6030b  
Nokia 6300  
Nokia N70  
Nokia 6230i  
Nokia N73  
Nokia 2630  
Nokia 6030  
Nokia 3110c  
Nokia 6070  
Nokia 6020

### Sudan

User growth since January 2008: 47.5%

Page-view growth since January 2008: 48.1%

#### Top sites ranked by unique users:

google.com  
facebook.com  
live.com  
gamejump.com  
my.opera.com  
news.bbc.co.uk  
youtube.com  
bbcarabic.com  
yahoo.com  
hotmail.com

#### Top handsets for September 2008:

Nokia N70  
Nokia 6630  
Nokia 6300  
Nokia 6600  
Nokia 6030  
Nokia N73  
Nokia 6233  
Nokia 6230i  
Sony Ericsson W580i  
Sony Ericsson K800i

## Part 3: Spotlight on Africa, continued

### Zambia

User growth since January 2008: 415.1%

Page-view growth since January 2008: 1200.9%

#### Top sites ranked by unique users:

google.com  
yahoo.com  
facebook.com  
en.wikipedia.org  
news.bbc.co.uk  
gamejump.com  
my.opera.com  
waptrick.com  
myspace.com  
hi5.com

#### Top handsets for September 2008:

Sony Ericsson M600i  
Samsung E250  
Desktop (Users accessing Opera Mini through their computers)  
LG KE970  
Nokia 5200  
Samsung D900i  
LG KG800  
Nokia 6230i  
Nokia 5610  
Nokia 3110c

### Swaziland

User growth since January 2008: 793.1%

Page-view growth since January 2008: 1733.7%

#### Top sites ranked by unique users:

google.com  
facebook.com  
gamejump.com  
yahoo.com  
my.opera.com  
en.wikipedia.org  
waptrick.com  
mywaves.com  
mocospace.com  
nytimes.com

#### Top handsets for September 2008:

Samsung E250  
Motorola V360  
Nokia N70  
Desktop (Users accessing Opera Mini through their computers)  
Samsung E370  
Nokia 6111  
Samsung D900  
Nokia 6300  
Samsung D900i  
Nokia 6600