

# State of the Mobile Web, June 2009

July 27, 2009

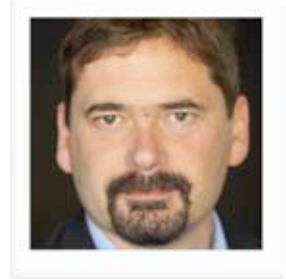
This month, we have 10 billion reasons to be excited. For the first time, people using Opera Mini viewed more than 10 billion pages in one month, 8% over the previous month. The number may be significant for Opera Mini, but is far more important for the mobile Web itself.

You see, these numbers prove the mobile Web is not confined to smart phones alone. In general, feature phones from Nokia and Sony Ericsson dominate our reports. For companies planning their mobile Web strategy, it is not enough to cater to one phone or one type of phone; rather it is important to code for the Web itself and let the browser on the phone handle the rest.

We refer to this concept--using Web standards to create sites that work across devices--as One Web. One Web is more critical now than ever before to ensure millions of users are able to access sites and services. Open Web standards enable One Web, and products like our Dragonfly developer tools [<http://www.opera.com/dragonfly/>] make it easier to create sites that work flawlessly on devices from mobile phones in San Francisco to TVs in Taiwan.

We are fortunate that millions of Web developers are already hard at work making their sites available in all browsers. Thanks to their efforts, we believe we are closer now more than ever before to bringing the richness of One Web to everyone.

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



## Highlights

- This month saw gains in all three categories of growth (users, pages viewed and data consumed).
- In the top 10 list of countries, India continued to move up the rankings, overtaking China for third place.
- Worldwide, Nokia phones continue to be the handsets of preference for Opera Mini users, with Sony Ericsson claiming second place. BlackBerry and Samsung phones are preferred in the United States.
- The top 10 countries using Opera Mini in North America and the Caribbean are the United States, Mexico, Canada, Costa Rica, Jamaica, Dominican Republic, Honduras, Martinique, Guadeloupe and Guatemala.
- In North America and the Caribbean, Martinique led the top 10 countries in unique user growth (2746.1%), while Guadeloupe led in page-view growth (a staggering 9804.8%).
- In North America and the Caribbean, Jamaica leads the top 10 countries in page views per user (357). Costa Rica (322) and Guadeloupe (308) are the other two countries with more than 300 page views per user per month.
- In North America, BlackBerry handsets are the most popular, while Sony Ericsson handsets are the most popular in the Caribbean by a wide margin.
- Google is the number one most visited site in all North American and Caribbean countries, with the exception of Costa Rica, where Hi5 has taken the number 1 spot.
- Facebook remains the most popular social network in North America, while Hi5 is the most popular social network for mobile phones the Caribbean.

## Part 1: Growth

### Number of users

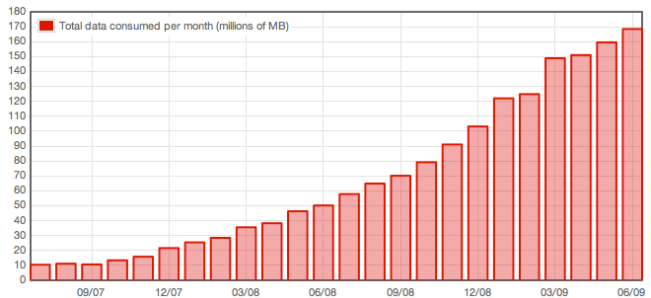
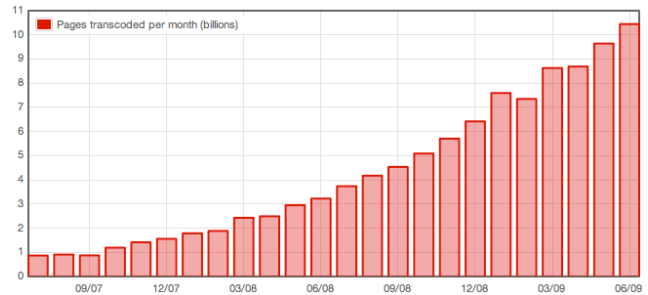
In June 2009, Opera Mini had nearly 26.5 million users, a 4.2% increase from May 2009 and more than 143% compared to June 2008.

### Pages transcoded

Opera Mini users viewed more than 10.4 billion pages in June 2009. Since May, page views have gone up 8.4%. Since June 2008, page views have increased 224%.

### Data consumed

In June 2009, Opera Mini users generated more than 168.4 million MB of data for operators worldwide. Since May, the data consumed went up by 5.6%. Data in Opera Mini is compressed up to 90%. If this data were uncompressed, Opera Mini users would have viewed almost 1.6 PB of data in June. Since June 2008, data traffic is up 236%.



## Part 2: Country snapshots for June 2009

### Snapshot: Russia

Odnoklassniki.ru moves ahead of Yandex for second place ■ Rambler.ru rejoins the top 10 list, as My.Opera.com falls off the top 10 list ■ Page-view growth since June 2008: 140,3% ■ Unique-user growth since June 2008: 68,5% ■ Page-views per user: 401

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

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

#### Top handsets for June 2009

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

### Snapshot: Indonesia

Page-view growth since June 2008: 515.7% ■ Unique-user growth since June 2008: 153.3% ■ Page-views per user: 528 ■ Google.com surprisingly fell off the top 10 list. ■ Wikipedia returned after a one-month absence.

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

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

**Top handsets for June 2009**

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

**Snapshot: China**

Page-view growth since June 2008: 252.4% ■ Unique-user growth since June 2008: 48.5% ■ Page-views per user: 296 ■ The top five sites continue to assert their strength. Except for the order, the list remains unchanged for a third-consecutive month.

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

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

**Top handsets for June 2009**

1. Nokia 5000
2. Nokia 7100s
3. Nokia 5220
4. Nokia 6300
5. Nokia 5130
6. Nokia 7310c
7. nokia 5300
8. Nokia 7610s
9. Nokia 6120c
10. Nokia 3110c

**Snapshot: India**

Page-view growth since June 2008: 357.8% ■ Unique-user growth since June 2008: 32.5% ■ Page-views per user: 375 ■ India continues to move up the top 10 list of countries, overtaking China for 3rd place. ■ One month after joining the top 10 sites for the first time, Facebook moves up one spot to number 7. ■ Peperonity and My.Opera.com are back on the list after a one-month absence.

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

1. google.com
2. orkut.com
3. gmail.com
4. yahoo.com
5. songs.pk (7)
6. wikipedia.org
7. facebook.com (8)
8. youtube.com (9)
9. my.opera.com (back on the list)
10. peperonity.com (back on the list)

**Top handsets for June 2009**

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

## Snapshot: Ukraine

Page-view growth since June 2008: 769.2% ■ Unique-user growth since June 2008: 71.5% ■ Page-views per user: 589 ■ After rocketing back onto the list last month, Google.com fell from the top 10.

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

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

### Top handsets for June 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 N70
9. Nokia 5610
10. Nokia 6120c

## Snapshot: South Africa

Page-view growth since June 2008: 347.2% ■ Unique-user growth since June 2008: 62.3% ■ Page-views per user: 335 ■ Peperonity returns to the list after a one-month absence.

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

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

### Top handsets for June 2009

1. Samsung E250
2. Sony Ericsson W910i
3. Samsung D900i
4. Nokia N70
5. Nokia 6300
6. LG KS360
7. Nokia 5000D
8. Nokia 6500s
9. Sony Ericsson W890i
10. Samsung SGHM620

## Snapshot: United States

Page-view growth since June 2008: 154.5% ■ Unique-user growth since June 2008: 38.4% ■ Page-views per user: 223 ■ Just one month after returning to the top 10 list, CNN.com jumped four spots to number 5. ■ BlackBerry continues to rule the top handset list, with the main competition coming from Samsung's popular Instinct phones.

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

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

### Top handsets for June 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 9530 ("Storm")
8. BlackBerry 8130 ("Pearl")
9. BlackBerry 8320 ("Curve")
10. BlackBerry 8900 ("Curve 2")

## Snapshot: United Kingdom

Page-view growth since June 2008: 116.7% ■ Unique-user growth since June 2008: 58.6% ■ Page-views per user: 221 ■ The top 10 list for this month is the same as last month's.

### 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. bebo.com
8. youtube.com
9. my.opera.com
10. hotmail.com

### Top handsets for June 2009

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

## Snapshot: Poland

Page-view growth since June 2008: 152.3% ■ Unique-user growth since June 2008: 81.2% ■ Page-views per user: 168 ■ interia.pl returns to the list after a two-month absence.

### 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. fotka.pl
8. youtube.com
9. rozklad-pkp.pl (10)
10. interia.pl (back on the list)

### Top handsets for June 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. sony ericsson K750i
10. Sony Ericsson W910i

## Snapshot: Nigeria

Page-view growth since June 2008: 4378.9% ■ Unique-user growth since June 2008: 1694.1% ■ Page-views per user: 262 ■ For the first time since Nigeria has been in the global top 10, Facebook has moved ahead of Yahoo.

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

1. google.com
2. facebook.com (3)
3. yahoo.com (2)
4. bbc.co.uk (6)
5. goal.com
6. cnn.com (new)
7. wikipedia.org (4)
8. my.opera.com (back on the list)
9. waptrick.com (7)
10. gamejump.com (9)

### Top handsets for June 2009

1. Nokia 3110c
2. Nokia N70
3. Sony Ericsson K750i
4. Nokia N72
5. Nokia 3230
6. Nokia 6600
7. Nokia 2600c
8. Nokia 5130c
9. Sony Ericsson K800i
10. Nokia 6300

## Part 3: Spotlight on North America and the Caribbean

### Highlights

- The top 10 countries using Opera Mini in North America and the Caribbean are the United States, Mexico, Canada, Costa Rica, Jamaica, Dominican Republic, Honduras, Martinique, Guadeloupe and Guatemala.
- In North America and the Caribbean, Martinique led the top 10 countries in unique user growth (2746.1%), while Guadeloupe led in page-view growth (a staggering 9804.8%).
- In North America and the Caribbean, Jamaica leads the top 10 countries in page views per user (357). Costa Rica (322) and Guadeloupe (308) are the other two countries with more than 300 page views per user per month.
- In North America, BlackBerry handsets are the most popular, while Sony Ericsson handsets are the most popular in the Caribbean by a wide margin.
- Google is the number one most visited site in all North American and Caribbean countries, with the exception of Costa Rica, where Hi5 has taken the number 1 spot.
- Facebook remains the most popular social network in North America, while Hi5 is the most popular social network for mobile phones the Caribbean.

### Top 10 countries snapshot: United States

Page-view growth since June 2008: 154.5% ■ Unique-user growth since June 2008: 38.4% ■ Page-views per user: 223

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

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

#### Top handsets for June 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 9530 ("Storm")
8. BlackBerry 8130 ("Pearl")
9. BlackBerry 8320 ("Curve")
10. BlackBerry 8900 ("Curve 2")

### Snapshot: Mexico

Page-view growth since June 2008: 333.2% ■ Unique-user growth since June 2008: 100.0% ■ Page-views per user: 187

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

1. google.com
2. live.com
3. youtube.com
4. metroflog.com
5. hi5.com
6. yahoo.com
7. hotmail.com
8. wikipedia.org
9. facebook.com
10. friendster.com

#### Top handsets for June 2009

1. Nokia 5610
2. Nokia 5310
3. Nokia 5130c
4. Nokia 6300
5. Nokia 5220
6. Nokia 3500c
7. Sony Ericsson W580i
8. Nokia N95
9. Sony Ericsson W200a
10. Sony Ericsson P1i

## Snapshot: Canada

Page-view growth since June 2008: 163.74% ■ Unique-user growth since June 2008: -24.4% ■ Page-views per user: 176

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

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

### Top handsets for June 2009

1. BlackBerry 8330 ("Curve")
2. BlackBerry 8130 ("Pearl")
3. BlackBerry 9000 ("Bold")
4. Samsung SPH-M800 ("Instinct")
5. BlackBerry 9530 ("Storm")
6. Nokia E712
7. Nokia N95
8. Nokia E71
9. Nokia N70
10. Nokia 3110c

## Snapshot: Costa Rica

Page-view growth since June 2008: 123.5% ■ Unique-user growth since June 2008: 28.1% ■ Page-views per user: 322

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

1. hi5.com
2. google.com
3. live.com
4. hotmail.com
5. facebook.com
6. youtube.com
7. wikipedia.org
8. msn.com
9. gmail.com
10. my.opera.com

### Top handsets for June 2009

1. Sony Ericsson W810i
2. Sony Ericsson W610i
3. Sony Ericsson K550i
4. Sony Ericsson W200a
5. Sony Ericsson W580i
6. Sony Ericsson K850i
7. Sony Ericsson W880i
8. Sony Ericsson W300i
9. Sony Ericsson K800i
10. Sony Ericsson W580i

## Snapshot: Jamaica

Page-view growth since June 2008: 90.7% ■ Unique-user growth since June 2008: 35.1% ■ Page-views per user: 357

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

1. google.com
2. hi5.com
3. yahoo.com
4. facebook.com
5. live.com
6. mobile.msn.com
7. my.opera.com
8. tagged.com
9. wikipedia.org
10. mocospace.com

### Top handsets for June 2009

1. Nokia3120b
2. Sony Ericsson W810i
3. Sony Ericsson K800i
4. Samsung E250
5. Nokia 6230
6. Nokia 6300
7. Sony Ericsson W200i
8. Nokia 1680c
9. Nokia 5310
10. Sony Ericsson T303

## Snapshot: Dominican Republic

Page-view growth since June 2008: 1211.6% ■ Unique-user growth since June 2008: 213.6% ■ Page-views per user: 298

**Top 10 sites in Dominican Republic (# of unique users)**

1. google.com
2. live.com
3. hi5.com
4. facebook.com
5. msn.com
6. ebuddy.com
7. hotmail.com
8. youtube.com
9. my.opera.com
10. cnn.com

**Top handsets for June 2009**

1. Sony Ericsson W200i
2. Sony Ericsson W200a
3. Sony Ericsson W300i
4. Sony Ericsson W580i
5. BlackBerry 8330 ("Curve")
6. Nokia 5000d
7. Sony Ericsson W890i
8. Sony Ericsson W810i
9. Sony Ericsson K510a
10. Sony Ericsson W380

**Snapshot: Honduras**

Page-view growth since June 2008: -13.8% ■ Unique-user growth since June 2008: -19.6% ■ Page-views per user: 181

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

1. google.com
2. hi5.com
3. live.com
4. facebook.com
5. youtube.com
6. hotmail.com
7. my.opera.com
8. yahoo.com
9. wikipedia.org
10. ideasclaro.com.ni

**Top handsets for June 2009**

1. Sony Ericsson W810i
2. Sony Ericsson W300i
3. Nokia 5610
4. Sony Ericsson W200a
5. Sony Ericsson K850i
6. Sony Ericsson W580i
7. Sony Ericsson W610i
8. Nokia 5310
9. Nokia 6300
10. Sony Ericsson K550i

**Snapshot: Martinique**

Page-view growth since June 2008: 6205.3% ■ Unique-user growth since June 2008: 2746.1% ■ Page-views per user: 118

**Top 10 sites in Martinique (# of unique users)**

1. google.com
2. netlog.com
3. skyrock.com
4. live.com
5. lequipe.fr
6. wikipedia.org
7. msn.com
8. facebook.com
9. ebuddy.com
10. youtube.com

**Top handsets for June 2009**

1. Sony Ericsson W810i
2. Sony Ericsson W910i
3. Sony Ericsson W595s
4. Sony Ericsson W580i
5. Sony Ericsson W300i
6. Sony Ericsson C702
7. Samsung F250
8. Samsung SGH-F400
9. Sagem my750x ("Roxy")
10. Samsung F480

**Snapshot: Guadeloupe**

Page-view growth since June 2008: 9804.8% ■ Unique-user growth since June 2008: 2177.2% ■ Page-views per user: 308

**Top 10 sites in Guadeloupe (# of unique users)**

1. google.com
2. live.com
3. facebook.com
4. msn.com
5. hi5.com
6. ebuddy.com
7. youtube.com
8. waptrick.com
9. netlog.com
10. hotmail.com

**Top handsets for June 2009**

1. Sony Ericsson W810i
2. Sony Ericsson W300i
3. Sony Ericsson W910i
4. Sony Ericsson W595s
5. Sony Ericsson C702
6. Sony Ericsson W880i
7. Samsung SGH-F400
8. Sony Ericsson W580i
9. Sagem my750x ("Roxy")
10. Sagem my700x

**Snapshot: Guatemala**

Page-view growth since June 2008: 4914.6% ■ Unique-user growth since June 2008: 1023.3% ■ Page-views per user: 199

**Top 10 sites in Guatemala (# of unique users)**

1. google.com
2. hi5.com
3. live.com
4. youtube.com
5. facebook.com
6. hotmail.com
7. wikipedia.org
8. yahoo.com
9. cnn.com
10. msn.com

**Top handsets for June 2009**

1. Nokia 5610
2. Nokia 5310
3. Nokia 2680S2B
4. Sony Ericsson K850i
5. Nokia E71
6. Nokia 6300
7. Sony Ericsson K550i
8. Sony Ericsson W380
9. Sony Ericsson W880i
10. Sony Ericsson W200i

**Part 4: Summer fun: visualizing the number of Opera Mini users worldwide**

In June, almost 26.5 million people used Opera Mini to browse the Web from their mobile phones. But how do you visualize 26.5 million people?

**Highlights**

- The most popular phone for Opera Mini users is the Nokia 6300. If all consumer Opera Mini users took a Nokia 6300 and stacked them vertically, top to bottom, the resulting tower would stretch to the International Space Station and back again... 4 times.
- Those same 26.5 million Nokia 6300s would stretch almost halfway around the Earth (.44 the equatorial radius). Opera Mini users could almost circle Mars (.83 times the Martian equatorial radius). Opera Mini users would more than encircle Mercury (1.2 times its equatorial radius).
- Those 26.5 million phones outweigh the total launch weight of a space shuttle together with a Boeing 747.

\* Dimensions used: <http://www.europe.nokia.com/find-products/devices/nokia-6300/technical-specifications/>