

State of the Mobile Web, December 2011

January 31, 2011

A look at Superbowl 2012

In this State of the Mobile Web report, in addition to presenting the Opera Mini usage numbers for December 2011, we take a look at the mobile-surfing habits during the NFL playoffs to see if the popularity of a team can affect the outcome of the matches.

Will the most popular team win? Using aggregated and anonymous data from the Opera Mini servers, we had go at the statistics.

This small study started by our hypothesizing that we could predict the winner of the NFL playoff games based upon Opera Mini traffic to the involved team's websites.

There were eight teams that went to the Divisional playoff rounds played on the 14th and 15th of January. We counted unique users to the eight sites (actually 16 including the "m" or mobile version sites) from 9th through 13th of January. Based on these counts, we predicted the winners of the games to be:

- **New England Patriots** over the **Denver Broncos**
- **San Francisco 49ers** over the **New Orleans Saints**
- **Green Bay Packers** over the **New York Giants**
- **The Baltimore Ravens** over the **The Houston Texans**

In the initial rounds of analysis, we successfully picked three of the four winners, missing that the NY Giants would beat the Green Bay Packers.

To keep testing, we kept our hypothesis and moved to the Conference round. We again took the week prior to that of the 16th January to 21st January and counted active users in the time period for each of the team websites. Based on this analysis, we predicted the game winners to be:

- **New England Patriots** over the **Baltimore Ravens**
- **New York Giants** over the **San Francisco 49ers**

We were correct on both games, causing celebration, awkward office high fives for all and a general feeling of redemption.

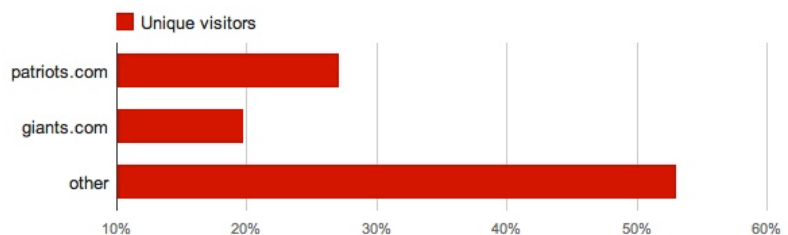
This brings us to the Superbowl prediction for next Sunday, the 5th of February. Without the ability to run this through two weeks, we looked at usage from the 22nd Jan through Friday the 27th of January.

From this, we are predicting a win for the New England Patriots over the NY Giants.

This is, of course, based just on popularity of the teams on the Web as measured by our servers, but we like to think that some «home field» advantage comes into play with the most support.

After American-Football-crazy USA, we saw the most usage from Mexico, the United Kingdom, India, Canada, Brazil, Germany, Hungary, South African and Nigeria.

(Using the same methodology described above, India, Canada and Germany are picking the Giants to win.)



Part 2: Growth

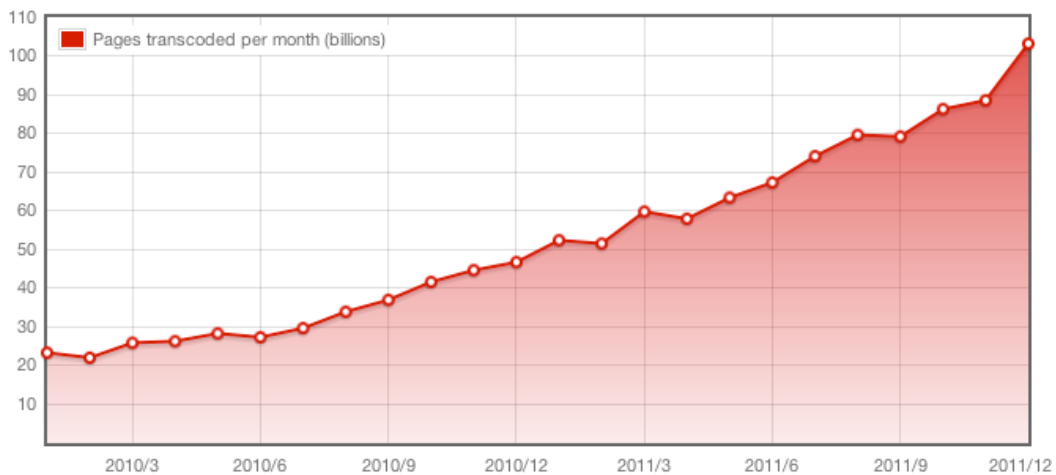
In December 2011, the Opera Mini browser saw increases in unique users, page views and data consumed. In all, 152.6 million people used the Opera Mini browser in December, 103.15 billion pages were served and 14.9 petabytes of operator data were compressed for Opera Mini users.

Number of users

In December 2011, there were over 152.6 million Opera Mini users, a 5.57% increase from November 2011. Since December 2010, the number of unique users has increased 78.45%.

Pages transcoded

Opera Mini users viewed over 103.1 billion pages in December 2011. Since November, page views have gone up 16.5%. Since December 2010, page views have increased 120.7%.



Data consumed

In December 2011, Opera Mini users generated over 1,663 million MB of data for operators worldwide. Since November, the data consumed went up by 17%. Data in the Opera Mini browser is compressed by up to 90%. If this data were uncompressed, Opera Mini users would have viewed over 14.9 petabytes of data in December. Since December 2010, data traffic is up 135.5%.

