

# State of the Mobile Web, January 2012

February 17, 2012

## Weekday versus weekend browsing

In this installment of the State of the Mobile Webreport, we examine weekday versus weekend browsing trends in the top 50 countries where the Opera Mini browser is used. We used data from November 2011 instead of December 2011 in order to avoid the seasonal effect of people taking extended holidays in December.

We compared the weekday average versus the weekend average number of unique users, page views and amount of data transferred in each of the top 50 countries, and this is what we found:

### Unique users

- 33 countries had fewer unique users on weekend days.
- 17 countries had more unique users on weekend days.
- Two thirds of the top 50 countries saw fewer unique users on weekend days.
- One third of the top 50 countries saw more unique users on weekend days.
- Romania, Belarus, Moldova, the United States and Poland had the biggest drops in users on weekend days.
- Egypt, Iran, Ghana, Ethiopia and Tanzania had the biggest gains in users on weekend days.

Country	Change over the weekend
Egypt	7.6 %
Iran	5.0 %
Ghana	4.5 %
Ethiopia	3.4 %
Tanzania	2.6 %
Brunei Darussalam	2.2 %
India	2.0 %
Sri Lanka	1.6 %
Turkey	1.5 %
Thailand	1.4 %
Indonesia	1.4 %
Malaysia	1.3 %
Nigeria	1.2 %
Pakistan	1.1 %
South Africa	0.4 %
Kenya	0.4 %
Zimbabwe	0.2 %
Vietnam	-0.05 %
Nepal	-0.3 %
Georgia	-0.4 %
Uzbekistan	-0.5 %
Spain	-0.5 %

Country	Change over the weekend
Serbia	-1.2 %
Italy	-1.5 %
Mexico	-1.5 %
Costa Rica	-1.5 %
United Kingdom	-1.6 %
Kazakhstan	-1.7 %
Philippines	-1.9 %
Armenia	-2.0 %
Bangladesh	-2.0 %
Kyrgyzstan	-2.0 %
Saudi Arabia	-2.1 %
China	-2.8 %
Sudan	-3.1 %
Germany	-3.7 %
Venezuela	-3.8 %
Czech Republic	-4.6 %
Hungary	-4.7 %
Russia	-5.8 %
Ukraine	-5.8 %
Brazil	-5.9 %
Argentina	-6.1 %
Sweden	-6.2 %
Poland	-6.3 %
United states	-6.8 %
Moldova	-6.9 %
Belarus	-7.1 %
Romania	-7.4 %

## Page views

- 20 countries had fewer page views on weekend days.
- 30 countries had more page views on weekend days.
- Two fifths of the top 50 countries saw a decrease in page views on weekend days.
- Three fifths of the top 50 countries saw an increase in page views on weekend days.
- Hong Kong, Argentina, Belarus, Brazil and the Philippines had the biggest drops in page views on weekend days.
- Georgia, Czech Republic, Egypt, Tanzania and Turkey had the biggest gains in page views on weekend days.

Country	Change over the weekend
Georgia	10.7 %
Czech Republic	8.5 %
Egypt	7.5 %

Country	Change over the weekend
Tanzania	7.2 %
Turkey	7.0 %
Thailand	7.0 %
Armenia	6.2 %
United Kingdom	6.0 %
India	5.6 %
Poland	5.6 %
Ghana	5.3 %
Azerbaijan	5.0 %
Serbia	4.9 %
Germany	4.6 %
Pakistan	4.3 %
Jordan	3.9 %
Kazakhstan	3.3 %
Sri Lanka	3.0 %
Romania	2.9 %
Uzbekistan	2.9 %
Hungary	2.8 %
Indonesia	2.7 %
Australia	2.0 %
Kyrgyzstan	1.9 %
Malaysia	1.8 %
Nepal	1.5 %
Zimbabwe	1.2 %
Vietnam	1.2 %
Brunei Darussalam	0.4 %
Bangladesh	0.4 %
Mexico	-0.1 %
Iran	-0.1 %
Nigeria	-0.6 %
Kenya	-0.8 %
Sweden	-1.1 %
Moldova	-1.2 %
China	-1.2 %
Russia	-1.3 %
Costa Rica	-1.4 %
Saudi Arabia	-2.0 %
United states	-2.1 %
South Africa	-2.1 %
Italy	-2.6 %

Country	Change over the weekend
Ukraine	-2.9 %
Sudan	-2.9 %
Philippines	-3.0 %
Brazil	-4.6 %
Belarus	-6.2 %
Argentina	-7.8 %
Hong Kong	-14.6 %

## Data transferred

- 14 countries saw less data transferred on weekend days.
- 36 countries saw more data transferred on weekend days.
- 28% of the top 50 countries saw a decrease in data transferred on weekend days.
- 72% of the top 50 countries saw an increase in data transferred on weekend days.
- Argentina, Belarus, Saudia Arabia, the United States and Ukraine had the biggest drops in data transferred on weekend days.
- Georgia, Ghana, Armenia, Poland and Thailand had the biggest gains in data transferred on weekend days.

Country	Change over the weekend
Georgia	12.7 %
Ghana	9.0 %
Armenia	7.0 %
Poland	6.9 %
Thailand	6.6 %
Egypt	6.5 %
Turkey	6.3 %
Spain	6.1 %
Czech Republic	6.1 %
United Kingdom	6.0 %
India	5.7 %
Serbia	5.0 %
France	4.7 %
Hungary	4.2 %
Kazakhstan	4.1 %
Romania	4.0 %
Pakistan	3.7 %
Indonesia	3.7 %
Jordan	3.3 %
Uzbekistan	3.2 %
Sri Lanka	3.0 %
Malaysia	3.0 %
Kenya	2.8 %

Country	Change over the weekend
Japan	2.6 %
Nigeria	2.6 %
Germany	2.1 %
Zimbabwe	2.0 %
Kyrgyzstan	1.7 %
Nepal	1.6 %
Brunei Darussalam	1.3 %
South Africa	1.1 %
Vietnam	0.9 %
Mexico	0.8 %
China	0.3 %
Bangladesh	0.1 %
Iran	-0.04 %
Italy	-0.3 %
Moldova	-0.8 %
Sweden	-0.9 %
Costa Rica	-0.9 %
Philippines	-1.7 %
Russia	-2.1 %
Sudan	-2.8 %
Brazil	-3.6 %
Ukraine	-4.1 %
United states	-4.2 %
Saudi Arabia	-4.6 %
Belarus	-7.3 %
Argentina	-7.9 %

It's clear that even though the majority of countries have more unique users browsing during weekdays, it's not uncommon for page views and data transferred to be up on weekends (as people have more time to browse then, most likely).

## Part 2: Growth

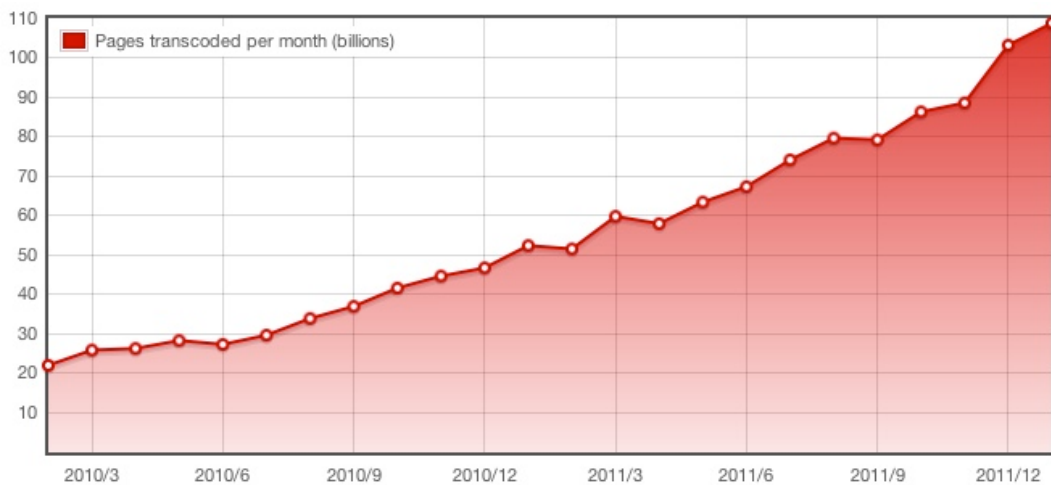
In January 2012, Opera Mini saw increases in unique users, page views and data consumed. In all, 159 million people used Opera Mini in January, 108.7 billion pages were served and 12.24 petabytes of operator data were compressed for Opera Mini users.

### Number of users

In January 2012, there were over 159 million Opera Mini users, a 4.18 % increase from December 2011. Since January 2011, the number of unique users has increased 75.98%.

### Pages transcoded

Opera Mini users viewed over 108.7 billion pages in January 2012. Since December 2011, page views have gone up 5.43%. Since January 2011, page views have increased 107.56%.



### Data consumed

In January 2012, Opera Mini users generated over 1,832 million MB of data for operators worldwide. Since December 2011, the data consumed went up by 10.07%. Data in the Opera Mini browser is compressed by up to 90%. If this data were uncompressed, Opera Mini users would have viewed over 12.24 petabytes of data in January. Since January 2011, data traffic is up 124.46%.

