

State of the Mobile Web, October 2010

November 24, 2010

In August, we unveiled the first results from a landmark study we undertook over the summer. We polled Opera Mini users globally to find out how they used the mobile Web and how they might be adapting to technological change. Were some experiences common to people of my generation — hearing busy signals, checking out books at libraries, reading newspapers — simply relics of an age before the Web transformed our everyday lives so profoundly?



Over the course of three weeks, more than 300,000 Opera Mini users responded in what we believe is the largest global survey of mobile web users ever conducted. We also conducted focus groups with members of the My Opera community to gain insight into some of these trends. We present the results for you in this month's report. There is so much data it almost seems like two reports in one.

I hope the results of this landmark survey are interesting to read, but, more importantly, I hope it can be useful to researchers, academics and curious minds wherever they may be. We have consciously avoided speculation and provide this information openly, so anyone can use it in their own investigations.

Happy browsing,

Jon S. von Tetzchner
Co-founder, Opera Software

Highlights

- As shown in Part 1 of the report, Opera Mini saw increases in all three categories of growth in October 2010: unique users, pages viewed and data consumed. In all, 76.3 million people used Opera Mini in October, 41.6 billion pages were served, and 5.7 petabytes of operator data were compressed for Opera Mini users.
- As seen in Part 2 of the report, Kazakhstan, Belarus, Egypt, the Philippines and Bangladesh all went up in the top 20 countries ranking, while Kenya, Poland and Germany went down in the rankings.
- In Part 3 of this month's report, we look at countries in the Commonwealth of Independent States (CIS). The top 11 countries using Opera Mini in that region are Russia, Ukraine, Kazakhstan, Belarus, Uzbekistan, Armenia, Kyrgyzstan, Moldova, Azerbaijan, Turkmenistan and Tajikistan.
- Some numbers: From October 2009 to October 2010, page views in the top 11 countries of the CIS increased by 128%, unique users increased by 44% and data transferred increased by 119%.
- Growth rates in the CIS: Turkmenistan and Uzbekistan lead the top 11 countries of the region in terms of page-view growth (2124.9% and 600.1%, respectively). Turkmenistan and Kyrgyzstan lead the top 11 countries of the region in growth of unique users (517.2% and 211.0%, respectively). Turkmenistan and Uzbekistan lead the top 11 countries of the region in growth of data transferred (1764.8% and 315.2%, respectively). Armenia leads the top 11 countries of the region in page views per user, with each user browsing 1,380 pages on average each month.
- Among the countries of the CIS, the most popular sites include Vkontakte, Yandex, Odnoklassniki.ru, Google, and Mail.ru.
- We looked at the top 10 handsets used in each of the top 11 CIS countries. Out of the 110 total handsets listed, 100 of them were Nokia, 5 of them were Sony Ericsson, 2 of them were Samsung, 2 of them were LG and 1 was Apple.
- In Part 4 of this month's report, we take a closer look at the Internet and mobile lifestyles of Opera Mini users around the world who belong to Generation Y.

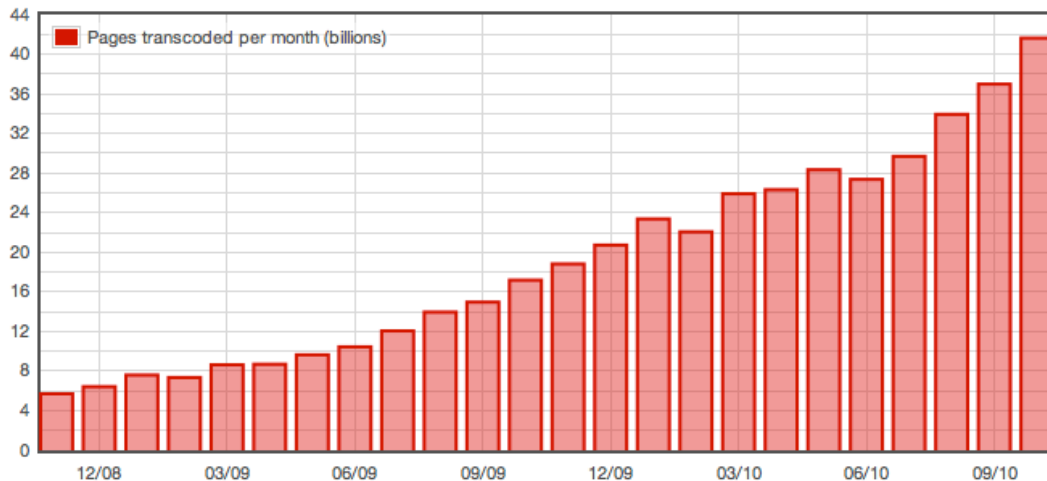
Part 1: Growth

Number of users

In October 2010, Opera Mini had over 76.3 million users, a 7.1% increase from September 2010 and more than 92% compared to October 2009.

Pages transcoded

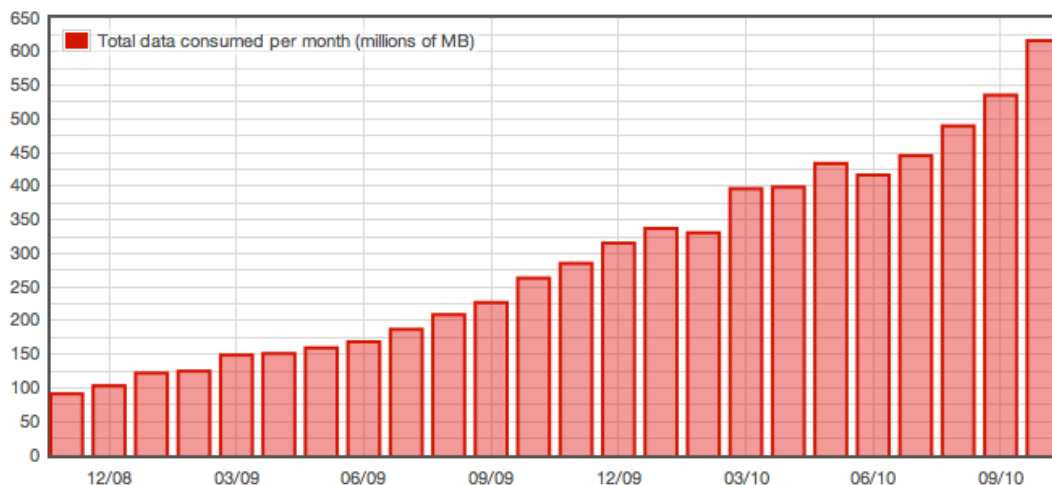
Opera Mini users viewed over 41.6 billion pages in October 2010. Since September, page views have gone up 12.6%. Since October 2009, page views have increased 142%.



Pages transcoded per month (billions)

Data consumed

In October 2010, Opera Mini users generated over 616 million MB of data for operators worldwide. Since September, the data consumed went up by 15.1%. Data in Opera Mini is compressed by up to 90%. If this data were uncompressed, Opera Mini users would have viewed over 5.7 petabytes of data in October. Since October 2009, data traffic is up 134%.



Total data consumed per month (millions of megabytes)

Part 2: Country snapshots for October 2010

Snapshot: Indonesia

- Page-view growth since October 2009: 92.6 %
- Unique-user growth since October 2009: 90.1 %
- Data transfer growth since October 2009: 80.7 %
- Page views per user: 656
- Data transferred per user (MB): 6
- Data transferred per page view (KB): 9

Top 10 sites in Indonesia (unique users)

1. facebook.com
2. google.com
3. detik.com (4)
4. youtube.com (3)
5. yahoo.com
6. twitter.com
7. waptrick.com
8. getjar.com
9. wikipedia.org (back on the list)
10. kaskus.us (9)

Top handsets for October 2010

1. Nokia 5130 XpressMusic
2. Nokia 2700c
3. Nokia E63
4. Nokia C3
5. Nokia 6300
6. Nokia 2330c
7. Nokia N70
8. Nokia 3120c
9. Nokia 5310 XpressMusic
10. Nokia E71

Snapshot: Russia

- Page-view growth since October 2009: 113.0 %
- Unique-user growth since October 2009: 33.2 %
- Data transfer growth since October 2009: 100.1 %
- Page views per user: 655
- Data transferred per user (MB): 12
- Data transferred per page view (KB): 18

Top 10 sites in Russia (unique users)

1. vkontakte.ru
2. yandex.ru
3. odnoklassniki.ru
4. google.com (5)
5. wikipedia.org (7)
6. tegos.ru
7. mail.ru (4)
8. spaces.ru
9. my.opera.com
10. sasisa.ru

Top handsets for October 2010

1. Nokia 6300
2. Nokia 5130 XpressMusic
3. Nokia 2700c
4. Samsung S5230
5. Sony Ericsson W800
6. Nokia 5310 XpressMusic
7. Nokia N73
8. Nokia 5800d
9. Nokia 6303c
10. LG KP500

Snapshot: India

- Page-view growth since October 2009: 354.2 %
- Unique-user growth since October 2009: 277.5 %
- Data transfer growth since October 2009: 293.7 %
- Page views per user: 414
- Data transferred per user (MB): 7
- Data transferred per page view (KB): 17

Top 10 sites in India (unique users)

1. google.com
2. facebook.com (3)
3. orkut.com (2)
4. youtube.com
5. getjar.com
6. yahoo.com
7. songs.pk (8)
8. wikipedia.org (7)
9. zedge.net
10. vuclip.com (new)

Top handsets for October 2010

1. Nokia 5130 XpressMusic
2. Nokia 2700c
3. Nokia 2690
4. Nokia 2730c
5. Nokia 3110c
6. Nokia 7210c
7. Nokia N70
8. Nokia 6300
9. Nokia 5233
10. Nokia N72

Snapshot: China

- Page-view growth since October 2009: 74.3 %
- Unique-user growth since October 2009: 93.9 %
- Data transfer growth since October 2009: 112.6 %
- Page views per user: 263
- Data transferred per user (MB): 3
- Data transferred per page view (KB): 12

Top 10 sites in China (unique users)

1. baidu.com
2. kaiqi.com
3. google.cn
4. sina.com.cn
5. taobao.com (9)
6. 163.com (5)
7. qq.com (8)
8. 3g3h.com (7)
9. kong.net (6)
10. soso.com

Top handsets for October 2010

1. Nokia 5130
2. Nokia 5000
3. Nokia 2700c
4. Nokia 7100
5. Nokia 2730c
6. Nokia 3208c
7. Nokia 5130 XpressMusic
8. Nokia 2220s
9. Nokia 2690
10. Sony Ericsson W800

Snapshot: Ukraine

- Page-view growth since October 2009: 137.1 %
- Unique-user growth since October 2009: 70.0 %
- Data transfer growth since October 2009: 169.2 %
- Page views per user: 874
- Data transferred per user (MB): 18
- Data transferred per page view (KB): 21

Top 10 sites in Ukraine (unique users)

1. vkontakte.ru
2. google.com
3. yandex.ua
4. mail.ru (5)
5. spaces.ru (4)
6. wikipedia.org
7. my.opera.com
8. odnoklassniki.ru
9. youtube.com (10)
10. wikipedia.org (6)

Top handsets for October 2010

1. Nokia 5130 XpressMusic
2. Nokia 6300
3. Nokia 6233
4. Nokia 2700c
5. Nokia N73
6. Nokia 5310 XpressMusic
7. Nokia 6303i classic
8. Nokia 6303c
9. Nokia X3
10. Sony Ericsson K750i

Snapshot: South Africa

- Page-view growth since October 2009: 121.0 %
- Unique-user growth since October 2009: 67.6 %
- Data transfer growth since October 2009: 83.1 %
- Page views per user: 471
- Data transferred per user (MB): 5
- Data transferred per page view (KB): 10

Top 10 sites in South Africa (unique users)

1. facebook.com
2. google.com
3. mxit.com
4. wikipedia.org
5. youtube.com
6. mygamma.com
7. thumbtribe.mobi (8)
8. getjar.com (7)
9. my.opera.com
10. zamob.com (back on the list)

Top handsets for October 2010

1. Nokia 5130 XpressMusic
2. Nokia 2700c
3. Nokia 2330c
4. Samsung GT-S5233a "Star"
5. Samsung SGH-E250
6. Nokia 5000d
7. Sony Ericsson W205
8. Nokia 7100s
9. LG KS360
10. Samsung SGH-M620

Snapshot: Vietnam

- Page-view growth since October 2009: 364.2 %
- Unique-user growth since October 2009: 233.7 %
- Data transfer growth since October 2009: 296.2 %
- Page views per user: 266
- Data transferred per user (MB): 6
- Data transferred per page view (KB): 23

Top 10 sites in the Vietnam (unique users)

1. google.com
2. dantri.com.vn
3. my.opera.com
4. youtube.com
5. vietbao.vn
6. vatgia.com
7. zing.vn (8)
8. vnexpress.net (7)
9. 24h.com.vn (10)
10. yahoo.com (9)

Top handsets for October 2010

1. Nokia 2700c
2. Nokia 5130 XpressMusic
3. Nokia 6300
4. Nokia 2730c
5. Nokia 2690
6. Nokia 3110c
7. Nokia C3
8. Nokia 6500s
9. Nokia N70
10. Sony Ericsson W800

Snapshot: United States

- Page-view growth since October 2009: -8.1 %
- Unique-user growth since October 2009: 26.9 %
- Data transfer growth since October 2009: 87.8 %
- Page views per user: 175
- Data transferred per user (MB): 9
- Data transferred per page view (KB): 52

Top 10 sites in United States (unique users)

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

Top handsets for October 2010

1. Apple iPhone
2. LG VM265 "Rumor2"
3. BlackBerry 9700 "Bold"
4. BlackBerry 8330 "Curve"
5. BlackBerry 8520 "Curve"
6. LG VM510 "Rumor Touch"
7. Samsung SPH-M810 "Instinct S30"
8. BlackBerry 9630 "Tour"
9. BlackBerry 8530 "Curve"
10. BlackBerry 9000 "Bold"

Snapshot: Nigeria

- Page-view growth since October 2009: 240.4 %
- Unique-user growth since October 2009: 232.6 %
- Data transfer growth since October 2009: 208.6 %
- Page views per user: 487
- Data transferred per user (MB): 6
- Data transferred per page view (KB): 13

Top 10 sites in Nigeria (unique users)

1. facebook.com
2. google.com
3. yahoo.com
4. bbc.co.uk
5. goal.com
6. wikipedia.org
7. my.opera.com
8. cnmobile.com
9. youtube.com (10)
10. waptrick.com (9)

Top handsets for October 2010

1. Nokia 5130 XpressMusic
2. Nokia 2700c
3. Nokia 3110c
4. Nokia 2600c
5. Nokia 2330c
6. Nokia N70
7. Nokia N72
8. Nokia 6300
9. Nokia 2690
10. Nokia E63

Snapshot: Brazil

- Page-view growth since October 2009: 1142.3 %
- Unique-user growth since October 2009: 510.6 %
- Data transfer growth since October 2009: 918.8 %
- Page views per user: 324
- Data transferred per user (MB): 6
- Data transferred per page view (KB): 20

Top 10 sites in the Brazil (unique users)

1. google.com
2. orkut.com
3. youtube.com
4. live.com
5. globo.com
6. twitter.com
7. msn.com
8. uol.com.br
9. facebook.com (new)
10. 4shared.com (9)

Top handsets for October 2010

1. Sony Ericsson W800
2. Nokia 5130 XpressMusic
3. Nokia 2220s
4. LG GT360
5. Nokia 7020
6. Nokia 5310 XpressMusic
7. Apple iPhone
8. Sony Ericsson W800i
9. Nokia 5000d
10. Nokia X3

Snapshot: Malaysia

- Page-view growth since October 2009: 1411.2 %
- Unique-user growth since October 2009: 363.5 %
- Data transfer growth since October 2009: 669.7 %
- Page views per user: 954
- Data transferred per user (MB): 10
- Data transferred per page view (KB): 11

Top 10 sites in Malaysia (unique users)

1. facebook.com
2. google.com
3. youtube.com
4. yahoo.com
5. my.opera.com
6. myspace.com
7. getjar.com
8. wikipedia.org
9. 4shared.com
10. blogspot.com

Top handsets for October 2010

1. Nokia 5130 XpressMusic
2. Sony Ericsson K770i
3. Nokia 2700c
4. Nokia 2330c
5. Sony Ericsson W910i
6. Sony Ericsson S312
7. Nokia 2730c
8. Nokia 5800d
9. Nokia N70
10. Sony Ericsson W205

Snapshot: United Kingdom

- Page-view growth since October 2009: 87.8 %
- Unique-user growth since October 2009: 16.2 %
- Data transfer growth since October 2009: 82.3 %
- Page views per user: 363
- Data transferred per user (MB): 7
- Data transferred per page view (KB): 20

Top 10 sites in United Kingdom (unique users)

1. google.com
2. facebook.com
3. bbc.co.uk
4. youtube.com
5. wikipedia.org
6. live.com
7. my.opera.com (9)
8. yahoo.com
9. newsnow.net (10)
10. ebay.co.uk (back on the list)

Top handsets for October 2010

1. Apple iPhone
2. Nokia 2330c
3. BlackBerry 8520 "Curve"
4. BlackBerry 9700 "Bold"
5. Nokia 6700c
6. Sony Ericsson W395
7. Nokia 2730c
8. Nokia 6300
9. LG KE970 "Shine"
10. Nokia 6303c

Snapshot: Kazakhstan

- Page-view growth since October 2009: 83.4 %
- Unique-user growth since October 2009: 141.1 %
- Data transfer growth since October 2009: 73.5 %
- Page views per user: 333
- Data transferred per user (MB): 4
- Data transferred per page view (KB): 12

Top 10 sites in Kazakhstan (unique users)

1. mail.ru
2. google.com
3. yandex.kz (4)
4. vkontakte.ru (3)
5. odnoklassniki.ru
6. my.opera.com
7. wikipedia.org (8)
8. tegos.ru (7)
9. sasisa.ru
10. awap.ru (new)

Top handsets for October 2010

1. Nokia 2700c
2. Nokia 5130 XpressMusic
3. Nokia 6300
4. Nokia 6303c
5. Nokia 5310 XpressMusic
6. Nokia 6303i classic
7. Nokia 6700c
8. Nokia 6500c
9. Nokia 2730c
10. Nokia 6233

Snapshot: Belarus

- Page-view growth since October 2009: 261.0 %
- Unique-user growth since October 2009: 105.6 %
- Data transfer growth since October 2009: 305.0 %
- Page views per user: 769
- Data transferred per user (MB): 15
- Data transferred per page view (KB): 21

Top 10 sites in Belarus (unique users)

1. vkontakte.ru
2. yandex.by
3. mail.ru (4)
4. google.com (3)
5. odnoklassniki.ru
6. tut.by
7. wikipedia.org
8. my.opera.com
9. spaces.ru
10. onliner.by

Top handsets for October 2010

1. Nokia 6300
2. Sony Ericsson W800
3. Nokia 5130 XpressMusic
4. Nokia 2700c
5. Sony Ericsson K800i
6. Sony Ericsson K750i
7. Nokia 6233
8. Nokia 5310 XpressMusic
9. Nokia 6303c
10. LG KP500

Snapshot: Egypt

- Page-view growth since October 2009: 236.7 %
- Unique-user growth since October 2009: 195.1 %
- Data transfer growth since October 2009: 246.7 %
- Page views per user: 344
- Data transferred per user (MB): 7
- Data transferred per page view (KB): 19

Top 10 sites in Egypt (unique users)

1. google.com
2. facebook.com
3. youtube.com
4. ketomob.com (5)
5. getjar.com (4)
6. yahoo.com
7. wikipedia.org
8. my.opera.com (9)
9. yallakora.com (back on the list)
10. filestube.com (new)

Top handsets for October 2010

1. Nokia 5130 XpressMusic
2. Nokia 2700c
3. Nokia N70
4. Nokia 6300
5. Nokia 2730c
6. Nokia N73
7. Nokia 2330c
8. Nokia 2690
9. Nokia 6120c
10. Nokia X3

Snapshot: Kenya

- Page-view growth since October 2009: 175.4 %
- Unique-user growth since October 2009: 117.3 %
- Data transfer growth since October 2009: 159.7 %
- Page views per user: 651
- Data transferred per user (MB): 7
- Data transferred per page view (KB): 10

Top 10 sites in Kenya (unique users)

1. facebook.com
2. google.com
3. wikipedia.org (4)
4. yahoo.com (3)
5. youtube.com
6. waptrick.com
7. bbc.co.uk
8. getjar.com
9. my.opera.com
10. nation.co.ke

Top handsets for October 2010

1. Nokia 2330c
2. Nokia 5130 XpressMusic
3. Nokia 1680c
4. Nokia 2700c
5. Nokia 2680s
6. Nokia 2600c
7. Nokia 3110c
8. Nokia 2730c
9. Samsung SGH-E250
10. Nokia 2630

Snapshot: Philippines

- Page-view growth since October 2009: 397.3 %
- Unique-user growth since October 2009: 170.6 %
- Data transfer growth since October 2009: 333.1 %
- Page views per user: 637
- Data transferred per user (MB): 9
- Data transferred per page view (KB): 14

Top 10 sites in the Philippines (unique users)

1. facebook.com
2. google.com
3. yahoo.com
4. youtube.com
5. friendster.com
6. wikipedia.com
7. twitter.com (8)
8. symbianize.com (9)
9. getjar.com (10)
10. my.opera.com (back on the list)

Top handsets for October 2010

1. Nokia 2330c
2. Nokia 5130 XpressMusic
3. Nokia 1680c
4. Nokia 2700c
5. Nokia 2680s
6. Nokia 2600c
7. Nokia 3110c
8. Nokia 2730c
9. Samsung SGH-E250
10. Nokia 2630

Snapshot: Poland

- Page-view growth since October 2009: 77.3 %
- Unique-user growth since October 2009: 12.3 %
- Data transfer growth since October 2009: 57.4 %
- Page views per user: 262
- Data transferred per user (MB): 8
- Data transferred per page view (KB): 32

Top 10 sites in Poland (unique users)

1. google.com
2. nk.pl
3. onet.pl
4. wp.pl
5. wikipedia.org
6. youtube.com
7. allegro.pl
8. sciaga.pl (10)
9. my.opera.com
10. chomikuj.pl (new)

Top handsets for October 2010

1. Nokia 5130 XpressMusic
2. Nokia 6300
3. Sony Ericsson K800i
4. Nokia 2700c
5. Apple iPhone
6. Sony Ericsson K550i
7. Nokia X3
8. Nokia 5310 XpressMusic
9. Nokia 6500s
10. Nokia E51

Snapshot: Bangladesh

- Page-view growth since October 2009: 256.1 %
- Unique-user growth since October 2009: 158.6 %
- Data transfer growth since October 2009: 186.3 %
- Page views per user: 564
- Data transferred per user (MB): 6
- Data transferred per page view (KB): 11

Top 10 sites in Bangladesh (unique users)

1. facebook.com
2. google.com
3. getjar.com (4)
4. yahoo.com (3)
5. youtube.com
6. waptrick.com
7. cricinfo.com (new)
8. wikipedia.org (7)
9. my.opera.com (8)
10. dsebd.org (9)

Top handsets for October 2010

1. Nokia 2700c
2. Nokia 5130 XpressMusic
3. Nokia 3110c
4. Nokia 6300
5. Nokia N70
6. Nokia 2690
7. Nokia 2730c
8. Nokia 2330c
9. Nokia 6120c
10. Nokia X3

Snapshot: Germany

- Page-view growth since October 2009: 125.3 %
- Unique-user growth since October 2009: 47.0 %
- Data transfer growth since October 2009: 125.7 %
- Page views per user: 228
- Data transferred per user (MB): 7
- Data transferred per page view (KB): 33

Top 10 sites in the Germany (unique users)

1. google.com
2. facebook.com (4)
3. youtube.com (2)
4. wikipedia.org (3)
5. web.de
6. gmx.de
7. my.opera.com
8. amazon.de
9. bild.de
10. ebay.de

Top handsets for October 2010

1. Apple iPhone
2. Nokia 6300
3. Nokia 5800d
4. Nokia 2700c
5. Nokia 6700c
6. Nokia 6303c
7. Nokia 2330c
8. Sony Ericsson W995
9. Nokia N97
10. Nokia E71

Part 3: Spotlight on the Commonwealth of Independent States

Highlights

- The top 11 countries using Opera Mini in the region are Russia, Ukraine, Kazakhstan, Belarus, Uzbekistan, Armenia, Kyrgyzstan, Moldova, Azerbaijan, Turkmenistan and Tajikistan.
- Some numbers: From October 2009 to October 2010, page views in the top 11 countries of the CIS increased by 128%, unique users increased by 44% and data transferred increased by 119%.
- Growth rates in the CIS: Turkmenistan and Uzbekistan lead the top 11 countries of the region in terms of page-view growth (2124.9% and 600.1%, respectively). Turkmenistan and Kyrgyzstan lead the top 11 countries of the region in growth of unique users (517.2% and 211.0%, respectively). Turkmenistan and Uzbekistan lead the top 11 countries of the region in growth of data transferred (1764.8% and 315.2%, respectively). Armenia leads the top 11 countries of the region in page views per user, with each user browsing 1,380 pages on average each month.
- Among the countries of the CIS, the most popular sites include Vkontakte, Yandex, Odnoklassniki.ru, Google, and Mail.ru.
- We looked at the top 10 handsets used in each of the top 11 CIS countries. Out of the 110 total handsets listed, 100 of them were Nokia, 5 of them were Sony Ericsson, 2 of them were Samsung, 2 of them were LG and 1 was Apple.

Snapshot: Russia

- Page-view growth since October 2009: 113.0 %
- Unique-user growth since October 2009: 33.2 %
- Data transfer growth since October 2009: 100.1 %
- Page views per user: 655
- Data transferred per user (MB): 12
- Data transferred per page view (KB): 18

Top 10 sites in Russia (unique users)

1. vkontakte.ru
2. yandex.ru
3. odnoklassniki.ru
4. google.com
5. wikipedia.org
6. tegos.ru
7. mail.ru
8. spaces.ru
9. my.opera.com
10. sasisa.ru

Top handsets for October 2010

1. Nokia 6300
2. Nokia 5130 XpressMusic
3. Nokia 2700c
4. Samsung S5230
5. Sony Ericsson W800
6. Nokia 5310 XpressMusic
7. Nokia N73
8. Nokia 5800d
9. Nokia 6303c
10. LG KP500

Snapshot: Ukraine

- Page-view growth since October 2009: 137.1 %
- Unique-user growth since October 2009: 70.0 %
- Data transfer growth since October 2009: 169.2 %
- Page views per user: 874
- Data transferred per user (MB): 18
- Data transferred per page view (KB): 21

Top 10 sites in Ukraine (unique users)

1. vkontakte.ru
2. google.com
3. yandex.ua
4. mail.ru
5. spaces.ru
6. wikipedia.org
7. my.opera.com
8. odnoklassniki.ru
9. youtube.com
10. wikipedia.org

Top handsets for October 2010

1. Nokia 5130 XpressMusic
2. Nokia 6300
3. Nokia 6233
4. Nokia 2700c
5. Nokia N73
6. Nokia 5310 XpressMusic
7. Nokia 6303i classic
8. Nokia 6303c
9. Nokia X3
10. Sony Ericsson K750i

Snapshot: Kazakhstan

- Page-view growth since October 2009: 83.4 %
- Unique-user growth since October 2009: 141.1 %
- Data transfer growth since October 2009: 73.5 %
- Page views per user: 333
- Data transferred per user (MB): 4
- Data transferred per page view (KB): 12

Top 10 sites in Kazakhstan (unique users)

1. mail.ru
2. google.com
3. yandex.kz
4. vkontakte.ru
5. odnoklassniki.ru
6. my.opera.com
7. wikipedia.org
8. tegos.ru
9. sasisa.ru
10. awap.ru

Top handsets for October 2010

1. Nokia 2700c
2. Nokia 5130 XpressMusic
3. Nokia 6300
4. Nokia 6303c
5. Nokia 5310 XpressMusic
6. Nokia 6303i classic
7. Nokia 6700c
8. Nokia 6500c
9. Nokia 2730c
10. Nokia 6233

Snapshot: Belarus

- Page-view growth since October 2009: 261.0 %
- Unique-user growth since October 2009: 105.6 %
- Data transfer growth since October 2009: 305.0 %
- Page views per user: 769
- Data transferred per user (MB): 15
- Data transferred per page view (KB): 21

Top 10 sites in Belarus (unique users)

1. vkontakte.ru
2. yandex.by
3. mail.ru
4. google.com
5. odnoklassniki.ru
6. tut.by
7. wikipedia.org
8. my.opera.com
9. spaces.ru
10. onliner.by

Top handsets for October 2010

1. Nokia 6300
2. Sony Ericsson W800
3. Nokia 5130 XpressMusic
4. Nokia 2700c
5. Sony Ericsson K800i
6. Sony Ericsson K750i
7. Nokia 6233
8. Nokia 5310 XpressMusic
9. Nokia 6303c
10. LG KP500

Snapshot: Uzbekistan

- Page-view growth since October 2009: 600.1 %
- Unique-user growth since October 2009: 152.6 %
- Data transfer growth since October 2009: 315.2 %
- Page views per user: 812
- Data transferred per user (MB): 8
- Data transferred per page view (KB): 10

Top 10 sites in Uzbekistan (unique users)

1. mail.ru
2. odnoklassniki.ru
3. google.com
4. yandex.ru
5. tegos.ru
6. my.opera.com
7. sever.ru
8. playfon.com
9. spaces.ru
10. sasisa.ru

Top handsets for October 2010

1. Nokia 6300
2. Nokia 6303c
3. Nokia 6700c
4. Nokia 2700c
5. Nokia 6233
6. Nokia 5130 XpressMusic
7. Nokia 5310 XpressMusic
8. Nokia 6500s
9. Nokia 3120c
10. Nokia 6500c

Snapshot: Armenia

- Page-view growth since October 2009: 176.9 %
- Unique-user growth since October 2009: 39.6 %
- Data transfer growth since October 2009: 190.7 %
- Page views per user: 1,380
- Data transferred per user (MB): 12
- Data transferred per page view (KB): 9

Top 10 sites in Armenia (unique users)

1. odnoklassniki.ru
2. google.com
3. mail.ru
4. yandex.ru
5. my.opera.com
6. tegos.ru
7. youtube.com
8. i-jet.ru
9. wapos.ru
10. facebook.com

Top handsets for October 2010

1. Nokia 6300
2. Nokia 2700c
3. Samsung SGH-E250
4. Nokia 6233
5. Nokia 5130 XpressMusic
6. Nokia 2600c
7. Nokia 6500s
8. Nokia 5310 XpressMusic
9. Nokia 6500c
10. Nokia N73

Snapshot: Kyrgyzstan

- Page-view growth since October 2009: 438.8 %
- Unique-user growth since October 2009: 211.0 %
- Data transfer growth since October 2009: 266.2 %
- Page views per user: 676
- Data transferred per user (MB): 9
- Data transferred per page view (KB): 13

Top 10 sites in Kyrgyzstan (unique users)

1. mail.ru
2. google.com
3. odnoklassniki.ru
4. yandex.ru
5. tegos.ru
6. sasisa.ru
7. wikipedia.org
8. sever.ru
9. my.opera.com
10. spaces.ru

Top handsets for October 2010

1. Nokia 6300
2. Nokia 2700c
3. Nokia 5130 XpressMusic
4. Nokia 6303c
5. Nokia 6233
6. Nokia 6303i classic
7. Nokia 6700c
8. Nokia 5310 XpressMusic
9. Nokia 3110c
10. Nokia N73

Snapshot: Moldova

- Page-view growth since October 2009: 369.4 %
- Unique-user growth since October 2009: 82.7 %
- Data transfer growth since October 2009: 118.3 %
- Page views per user: 1,093
- Data transferred per user (MB): 12
- Data transferred per page view (KB): 12

Top 10 sites in Moldova (unique users)

1. odnoklassniki.ru
2. google.com
3. mail.ru
4. tegos.ru
5. youtube.com
6. yandex.ru
7. my.opera.com
8. i-jet.ru
9. spaces.ru
10. 999.md

Top handsets for October 2010

1. Nokia 6300
2. Nokia 5130 XpressMusic
3. Nokia 2700c
4. Nokia 6233
5. Nokia N73
6. Nokia 5310 XpressMusic
7. Nokia 2730c
8. Nokia N70
9. Nokia 3120c
10. Nokia 3110c

Snapshot: Azerbaijan

- Page-view growth since October 2009: 314.6 %
- Unique-user growth since October 2009: 180.0 %
- Data transfer growth since October 2009: 289.5 %
- Page views per user: 940
- Data transferred per user (MB): 6
- Data transferred per page view (KB): 7

Top 10 sites in Azerbaijan (unique users)

1. google.com
2. facebook.com
3. odnoklassniki.ru
4. mail.ru
5. myleo.az
6. youtube.com
7. my.opera.com
8. jump.az
9. yandex.ru
10. livescore.com

Top handsets for October 2010

1. Nokia 2700c
2. Nokia 5130 XpressMusic
3. Nokia 6300
4. Nokia N73
5. Apple iPhone
6. Nokia 6700c
7. Nokia 2730c
8. Nokia 2330c
9. Nokia 6233
10. Nokia 2690

Snapshot: Turkmenistan

- Page-view growth since October 2009: 2124.9 %
- Unique-user growth since October 2009: 517.2 %
- Data transfer growth since October 2009: 1764.8 %
- Page views per user: 703
- Data transferred per user (MB): 8
- Data transferred per page view (KB): 11

Top 10 sites in Turkmenistan (unique users)

1. mail.ru
2. odnoklassniki.ru
3. google.com
4. yandex.ru
5. my.opera.com
6. tegos.ru
7. mobimeet.ru
8. spaces.ru
9. playfon.com
10. youtube.com

Top handsets for October 2010

1. Nokia 6300
2. Nokia 2700c
3. Nokia 5130 XpressMusic
4. Nokia 6303c
5. Nokia 6700c
6. Nokia 3110c
7. Nokia 5800d
8. Nokia 6303i classic
9. Nokia 5310 XpressMusic
10. Nokia 6500c

Snapshot: Tajikistan

- Page-view growth since October 2009: 131.0 %
- Unique-user growth since October 2009: 105.2 %
- Data transfer growth since October 2009: 167.5 %
- Page views per user: 315
- Data transferred per user (MB): 4
- Data transferred per page view (KB): 14

Top 10 sites in Tajikistan (unique users)

1. mail.ru
2. google.com
3. yandex.ru
4. odnoklassniki.ru
5. tegos.ru
6. sasisa.ru
7. my.opera.com
8. playfon.com
9. wikipedia.org
10. wapos.ru

Top handsets for October 2010

1. Nokia 6300
2. Nokia 2700c
3. Nokia 5130 XpressMusic
4. Nokia 6233
5. Nokia N73
6. Nokia 6700c
7. Nokia N70
8. Nokia 6500s
9. Nokia 6500c
10. Nokia 3120c

Internet and mobile lifestyles of Generation Y

Mobile/Internet Lifestyle Report, with a focus on Generation Y users of Opera Mini

Background and methodology

This summer, we conducted a survey of Opera Mini users around the world. Users of Opera Mini were shown a notification asking them to take the survey, and, if they agreed to do so, they could answer the questions directly on their mobile phones.

In addition to collecting demographic data and information regarding their use and opinions of Opera Mini, the survey focused on questions regarding users' mobile/Internet lifestyle. The survey was deployed in 9 different languages and was made accessible to users all around the world.

All told, between July and August 2010, over 300,000 responses were collected and analyzed. Some of the demographic data was shared in the State of the Mobile Web Report published in July 2010. A quick preview of the mobile/Internet lifestyle data was shared in that report, as well. In addition to the online survey, a handful of Opera Mini users were assembled in an online focus group to discuss the questions and to provide deeper context regarding the answers they provided. Portions of those focus group discussions are quoted below. (Some responses have been edited for grammar, spelling and clarity.)

Summary

This report highlights the previously unpublished data surrounding mobile/Internet lifestyle choices and attitudes among Opera Mini users in various countries around the world. Specifically, we focused on results from users in the United States, China, India, Indonesia, Nigeria, Russia, South Africa, Ukraine, the United Kingdom, Vietnam, Brazil, Germany and Poland. These countries represent major and/or emerging markets in terms of Opera Mini usage.

We were particularly fascinated by the mobile/Internet lifestyle choices and attitudes shared by users between the ages of 18-27, which happens to be the largest group of Opera Mini users (sorted by age). That group also falls within the age range of what is commonly known as Generation Y, also known as the Millennial Generation. Much has been written about the general and specific characteristics of Generation Y. With this report, we hope to contribute data to inform such discussions and to highlight 2 major points:

- Members of Generation Y are not all the same, and they cannot be described by easy generalizations.
- The diversity within Generation Y is especially evident when we look at members of that generation across multiple countries. There is significant variation even when we are looking specifically at members of Generation Y who are all active users of the mobile Web.

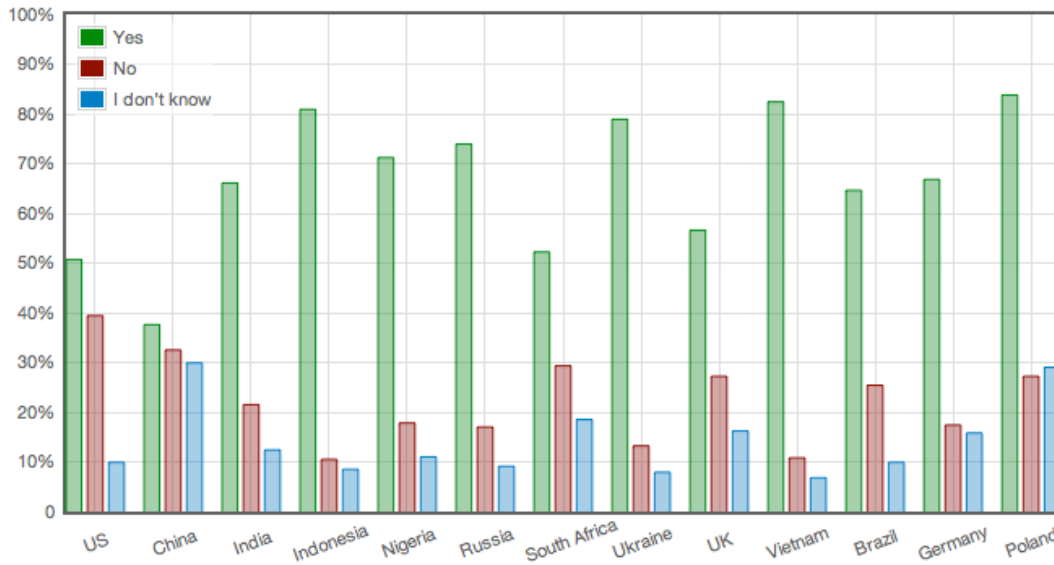
Furthermore, there were no obvious indicators to explain why certain actions/attitudes were common in some countries, but uncommon in others. We make no claim to understanding why online shopping is so unpopular in South Africa (relative to the popularity in other countries), or why German users are so likely to use SMS to ask people on dates (compared to users in other countries). At best, we can simply acknowledge that each country has its own social, economic, political and cultural context that differentially influences the members of its own Generation Y. Some may even argue that "Generation Y" is overly U.S.-specific. Indeed, the results of our survey might indicate that cultural specifics make "Generation Y" an overly broad categorization. Hopefully, academics studying this topic will eventually resolve this issue.

In the meantime, we hope the results below will stimulate your thinking and curiosity regarding the differences and similarities between mobile web users — of the same age group — in various countries, why those differences and similarities exist, and how understanding them may lead to better business decisions and policy-making in our profoundly multicultural world.

Thank you for reading,

Lawrence Eng, PhD, Research Consultant, Marketing — Opera Software

1. Have you ever heard a busy-signal on your phone?



Users in the United States, aged 18-27, were the least likely to have heard a busy-signal on their phone. Users in Poland, on the other hand, were the most likely to have heard a busy signal on their phone.

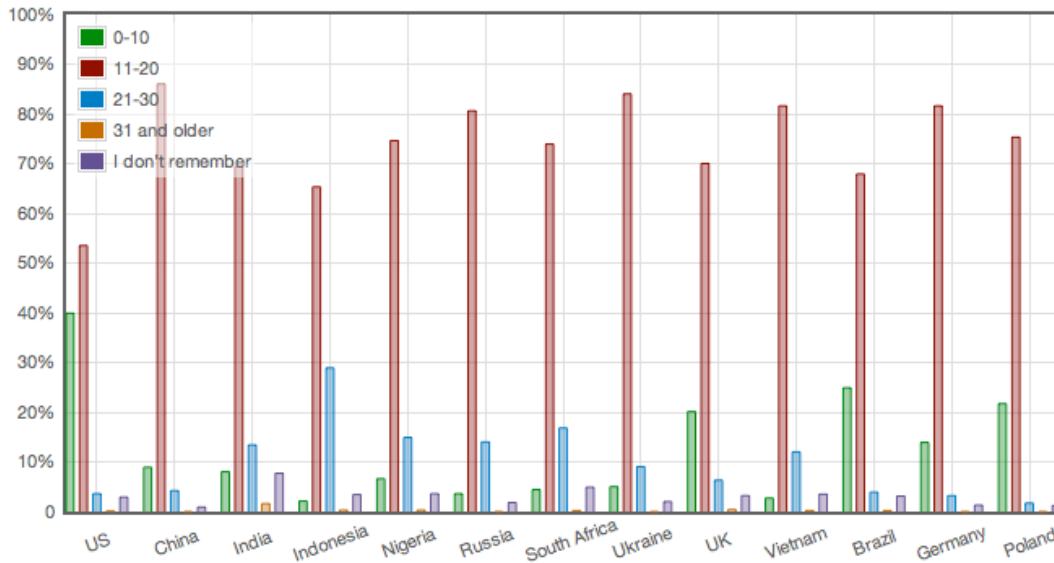
In decreasing order, countries with the most “yes” responses:

1. Poland
2. Vietnam
3. Indonesia
4. Ukraine
5. Russia
6. Nigeria
7. Germany
8. India
9. Brazil
10. United Kingdom
11. South Africa
12. United States
13. China

“Yes, but not often... My cell phone is used 50% for browsing via Opera Mini and 45% for SMS, so I do not often call other people ... if they need something, they will call me.”

— Maria (female, 24, Indonesia)

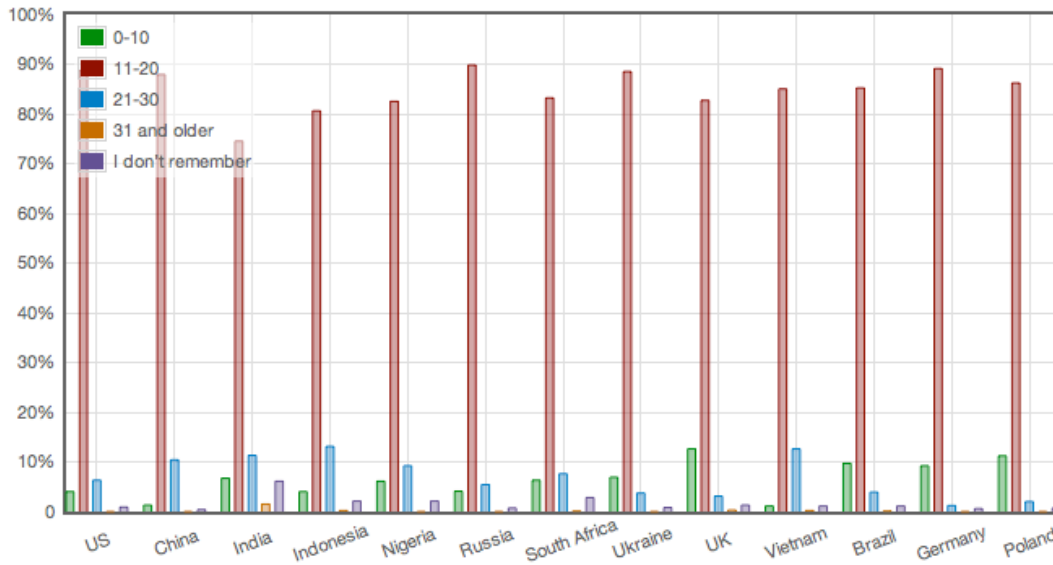
2. How old were you when you first browsed the Web?



In this age group, “11-20” was by far the most common age users first browsed the Web. Compared to users in other countries, proportionally more users in the US started browsing between ages 0 and 10. Browsing at a young age was also not uncommon in the United Kingdom, Brazil, and Poland. Indonesia had the smallest percentage of users browsing at a very young age.

“0-10: My parents bought an IBM PS/2 to be a family computer back in the late 80s / early 90s. With that came a subscription to Prodigy Service, an ISP at the time. However, access to http protocol items at the time required an extra per-minute fee, so my use was fairly limited until the rise of unlimited-usage ISPs in the 90s.”
 — Christopher (male, 26, United States)

3. How old were you when you got your first mobile phone?



Similar to the previous question, “11-20” was the most common age that users in the various countries acquired their first mobile phone. Compared to users in other countries, proportionally more users in the United Kingdom, Poland, Brazil, and Germany got their phones when they were younger (“0-10”). Early usage of mobile phones was least common in Vietnam and China.

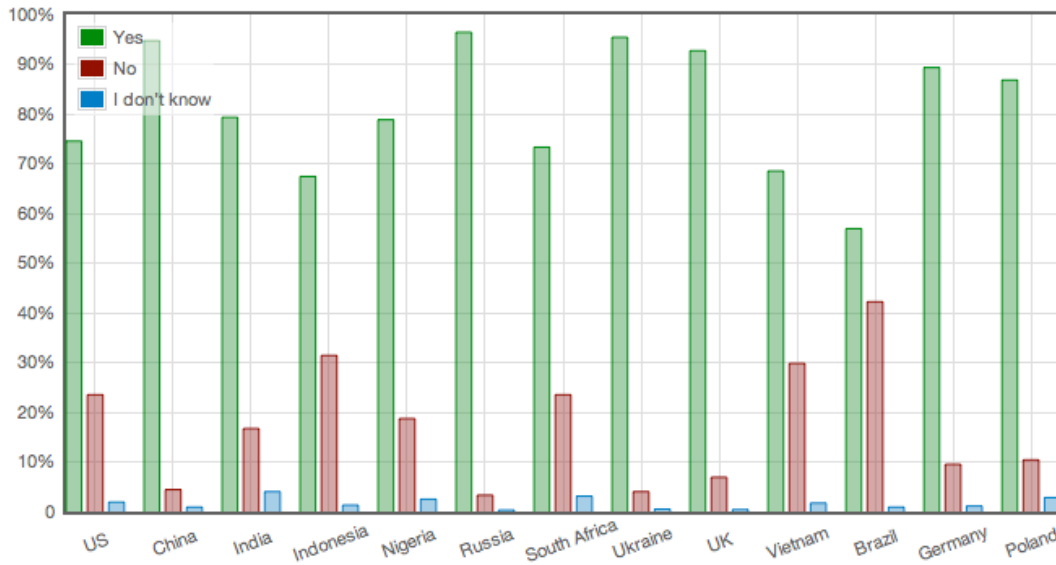
“11 - 20. I was 19 when I bought my first phone a Nokia 3210. I bought my daughter her first phone this year when she was eight. It’s for her safety and helps me a lot. My youngest will get hers in two months when she turns eight. By the way, the phones are not fancy. They do not even have a camera, browser or bluetooth. It is purely for their safety and for me to know where they are when I pick them up from school.”

— Marike (female, 30, South Africa)

“I was 18, and it was because I was going off to college. My parents wanted a way to reliably contact me, so a cell phone it was.”

— Russell (male, 22, United States)

4. Have you ever browsed on public transit (bus, train, etc.)?

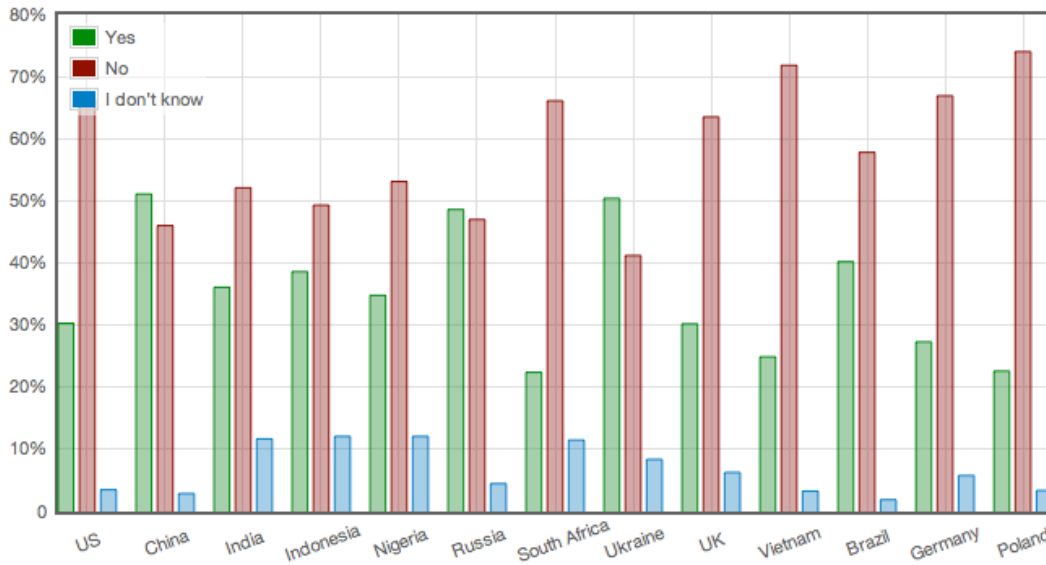


Browsing on public transit was most common among users in Russia, Ukraine, China, and the United Kingdom. Browsing on public transit was least common among users in Brazil, Indonesia, and Vietnam.

“All the time. Usually on my phone, but now have a netbook tethered to my mobile which comes out on longer journeys.”

— Joe (male, 25, United Kingdom)

5. Have you ever tried mobile blogging?



Mobile blogging was most popular among users in China, Ukraine, and Russia. Mobile blogging was least popular among users in Poland, Vietnam, Germany, and the United States.

“No, I do not blog often enough to warrant doing so via a phone, unless you count Facebook or Twitter, which I do use frequently from my phone.”

— Christopher (male, 26, United States)

6. Have you ever used your mobile phone to share photos?

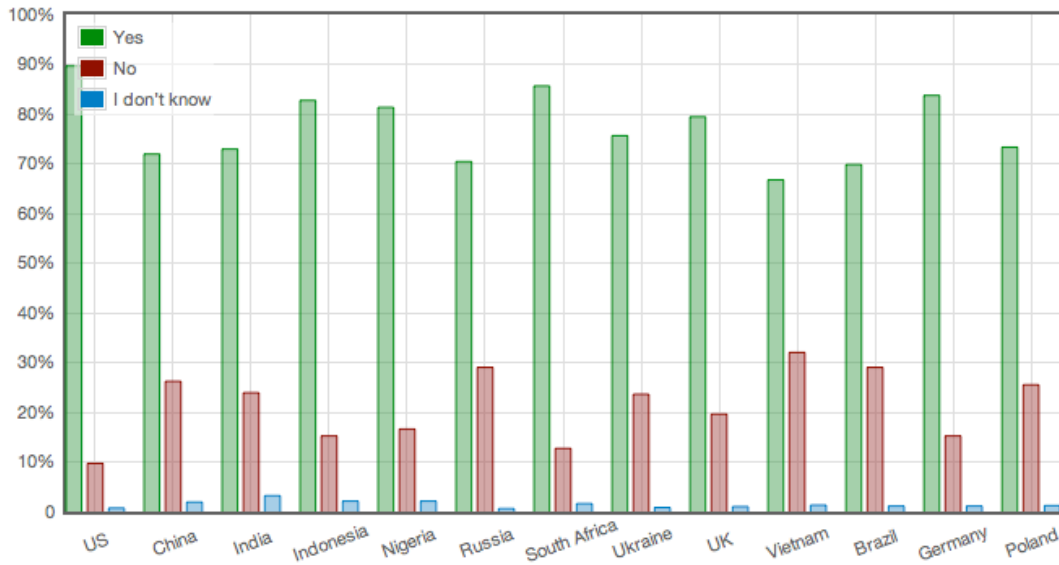
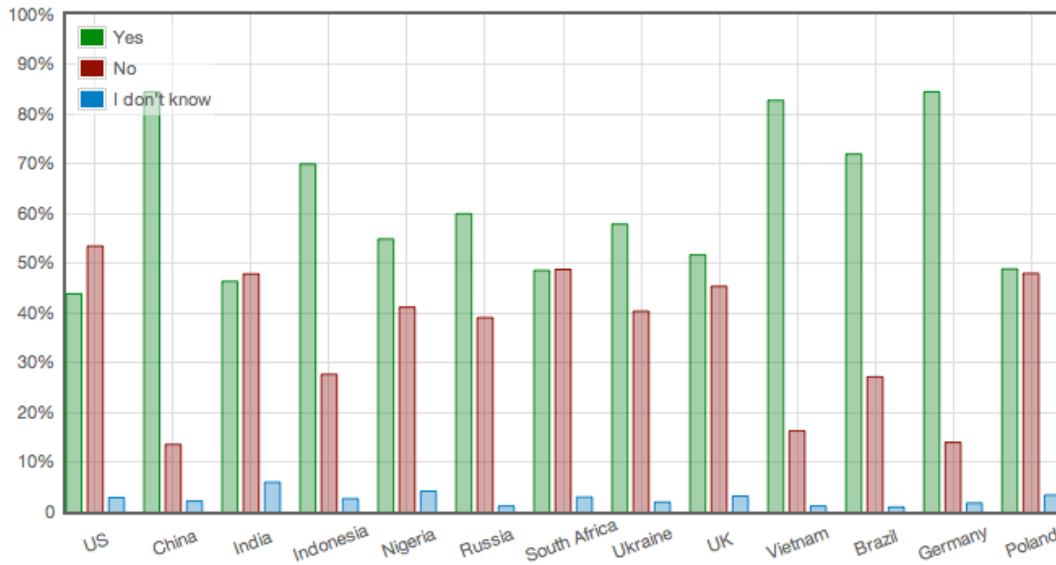


Photo-sharing via mobile was most common among users in the United States, South Africa, Germany, and Indonesia. Photo-sharing via mobile was least common among users in Vietnam, Russia, Brazil, and China.

"I tried once but it failed, so the answer is 'no'."

— Lena (female, 22, Vietnam)

7. Have you ever asked someone on a date using SMS?

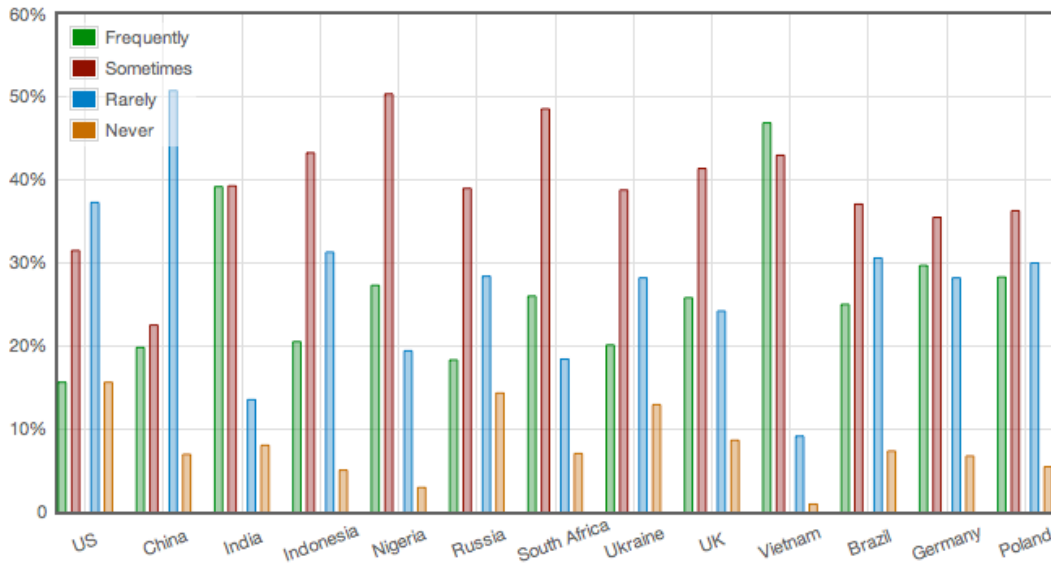


China, Germany, and Vietnam were the three countries where users were most likely to have asked someone on a date using SMS. Users in the United States were the least likely to have asked someone on a date via SMS.

“Dear God, no. If you want to ask someone out, you do it in person. It takes courage to do that... says the guy who has only asked out one girl and did so over email. I’m such a coward. :/”

— Russell (male, 22, United States)

8. How often do you read newspapers (not online)?

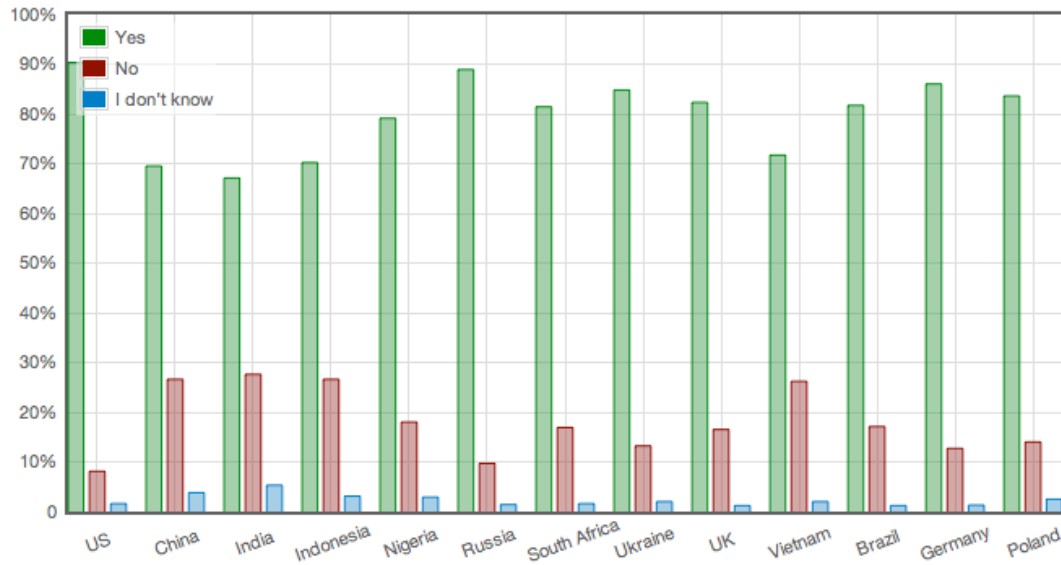


Physical newspapers are still read quite frequently by users in Vietnam and India. They are read least frequently by users in China and the United States.

“Frankly speaking, I am not a newspaper fan. But due to the course I study in the university being English and Literary Studies, I read those papers once in a while.”

— Belynda (female, 20, Nigeria)

9. Have you ever looked for a book in a library?

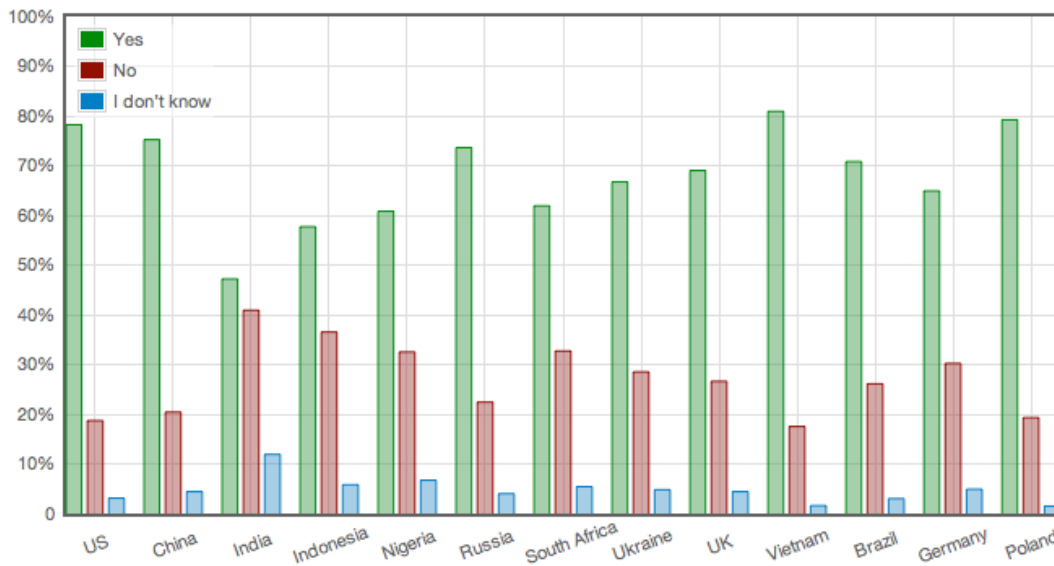


Looking for books in a library is still a common activity, especially for users in the United States and Russia. Looking for books in a library is least popular in countries like India, China, Indonesia, and Vietnam.

"Yes, I have. But it was a long time ago. I haven't been to the library in about two years."

— Vu (male, 22, Vietnam)

10. Have you ever read a non-fiction book from cover-to-cover (not for school or work)?

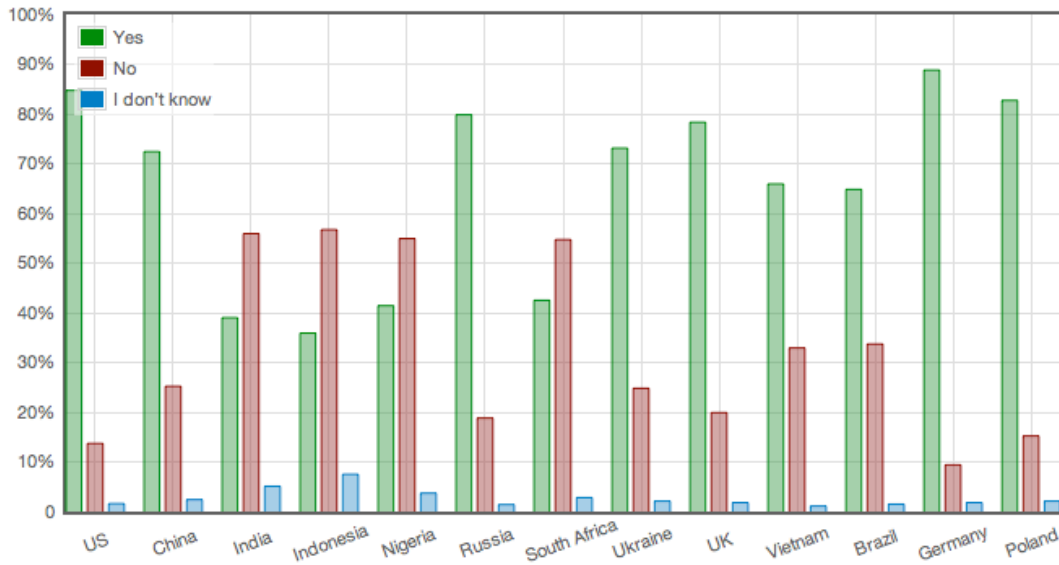


Reading whole non-fiction books was quite common among users in the various countries, with users in Vietnam, Poland, and the United States leading the pack. India and Indonesia had the most users, proportionally, who said they had not read a non-fiction book cover-to-cover (outside of school or work).

"I have never read a non-fiction book from cover to cover. Non-fiction books just don't interest me. Give me a Tom Clancy novel, however, and I am lost to the world."

— Russell (male, 22, United States)

11. Have you ever sent a handwritten letter in the mail?

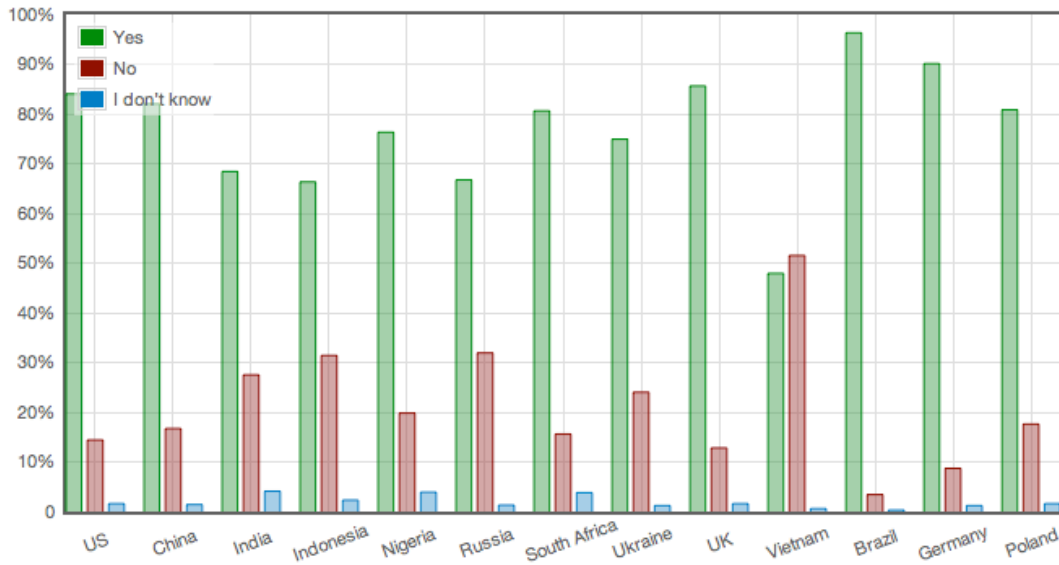


In this age of electronic communication, many users still send handwritten letters, especially in countries like Germany, the United States, and Poland. Handwritten letters are least commonly written by users in Indonesia, India, Nigeria, and South Africa.

"No. I've never found the need to send a message through the mail..."

— Danny (male, 18, Indonesia)

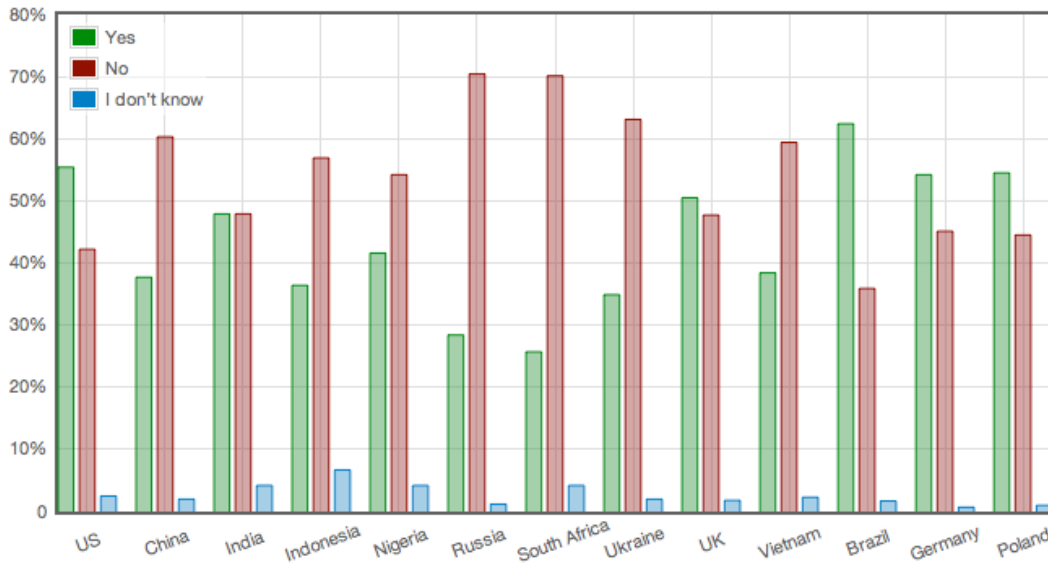
12. Have you ever used a phone booth or other public phone?



Public phone usage was most common among users in Brazil, Germany, the United Kingdom, and the United States. Public phone usage was least common among users in Vietnam, Russia, and Indonesia.

“Yes. But it was long ago: those days they were pricey, now they are demounted and do not exist.”
 – Anton (male, 26, Russian Federation)

13. Have you ever uploaded content to a video-sharing site?

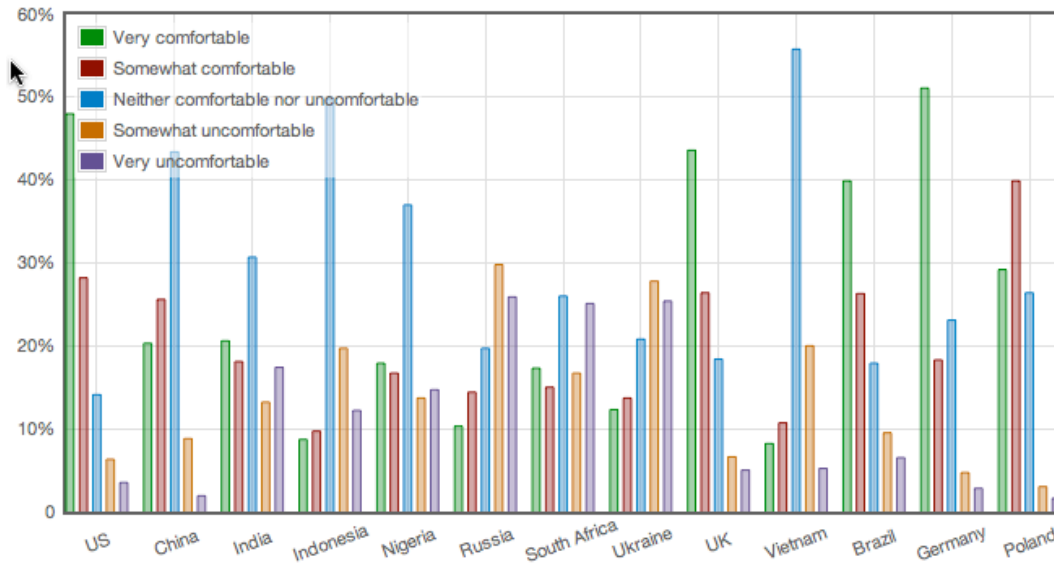


Users in Brazil, the United States, Poland, and Germany were most likely to contribute content to a video-sharing site. Users in Russia and South Africa were least likely to contribute content to a video-sharing site.

“No, I have not. I don’t own a digital camcorder, and cell phone video recordings are never of a quality that I would deem worth sharing with others.”

— Christopher (male, 26, United States)

14. How comfortable are you with purchasing goods online?

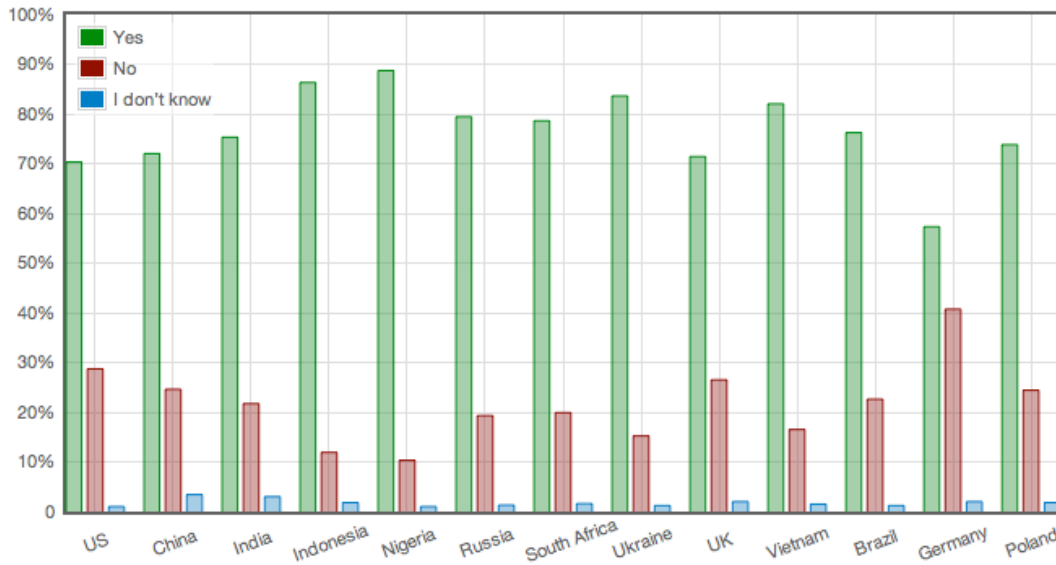


Users in Germany, the United States, and the United Kingdom are the most comfortable with online shopping. Users in Russia, Ukraine, and South Africa are the least comfortable with online shopping.

"I have never bought anything over the Internet because this type of purchasing is not popular in my country. But if I had a chance to do this, I would feel somewhat comfortable."

— Vu (male, 22, Vietnam)

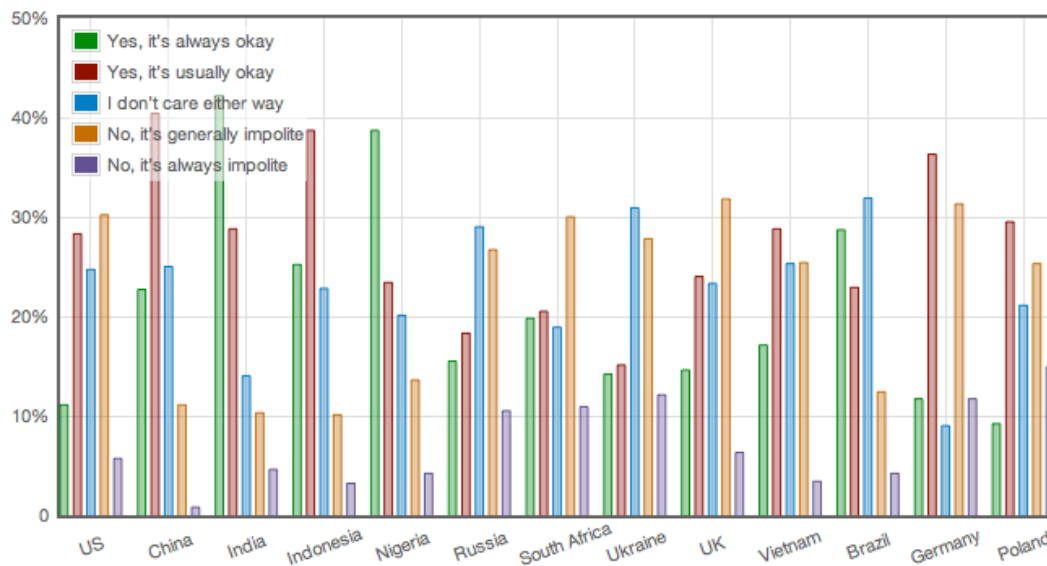
15. Do you have online friends you've never met in real life?



Nigeria, Indonesia, Ukraine, and Vietnam had the most users, proportionally, who had online friends they'd never met in real life. By far, German users were the least likely to have online friends they'd never met in real life, followed by users in the United States and the United Kingdom.

"Yes. I've made some friends from around the world when I was a part of a web forum sharing similar interests. I rarely go to that forum these days though, because most of my time online is spent reading RSS feeds."
 — Danny (male, 18, Indonesia)

16. Would you consider it acceptable for your friends to browse or send text messages on their phones during a restaurant meal?



Users in India and Nigeria are the most tolerant when it comes to text messaging during restaurant meals. Users in Poland, Ukraine, and Germany are least tolerant when it comes to text messaging during restaurant meals.

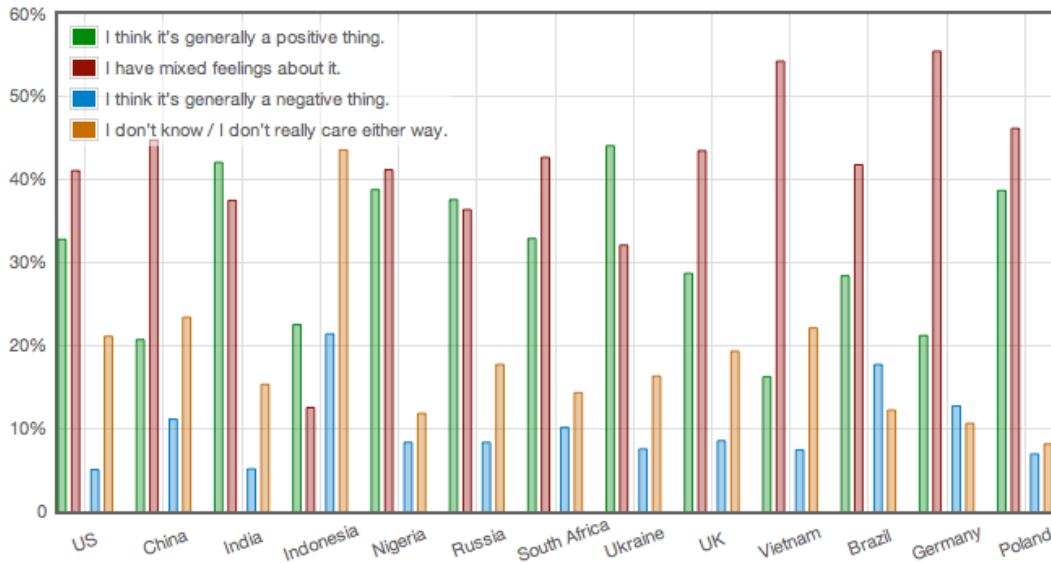
"Yes, it is always okay, because that is what I do myself."

— Sunday (male, 21, Nigeria)

"Between I don't care either way and generally impolite, depending on situation. It's rude to sit and text at dinner but I'll often look up on t'internet odd things that come up in conversation."

— Joe (male, 25, United Kingdom)

17. How do you feel about the issue of anonymity on the Internet?



Compared to users in other countries, users in Ukraine and India are more likely to support anonymity on the Internet. Users in Germany and Vietnam are the ones most likely to have mixed feelings about the subject. Users in Indonesia and Brazil are the ones most likely to be opposed to the idea. Indonesia also has many users who do not know (or do not care either way) about the issue.

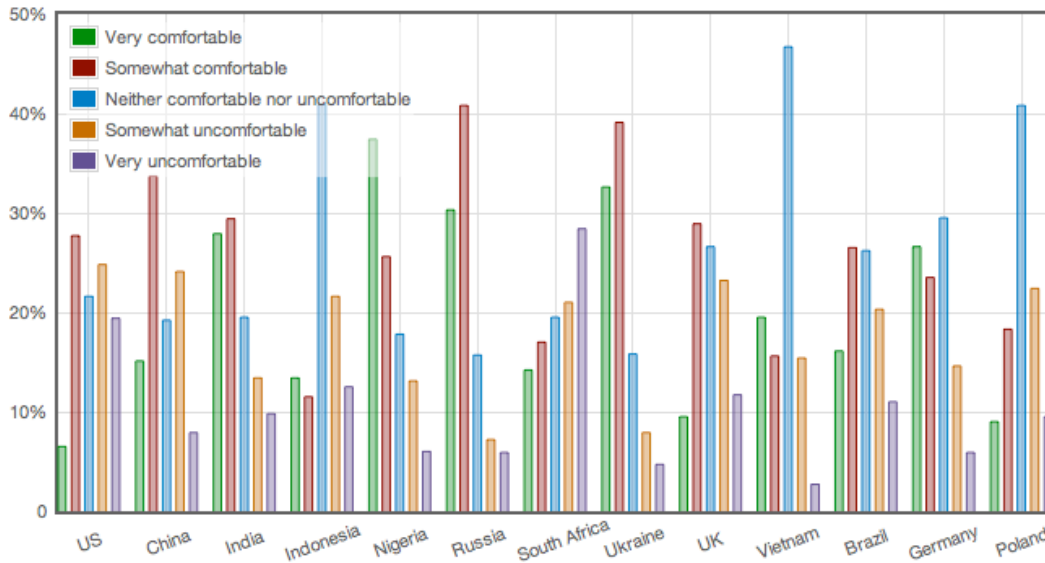
"I think it's generally a positive thing. Freedom of speech, anonymity, and net neutrality are the core strengths of the Internet."

— Christopher (male, 26, United States)

"I have mixed feelings about it. I have a (very) unique surname which means that any website that makes my full name (or just surname) searchable or public is 100% identifiable to me. Total anonymity often leads to very poor content though!"

— Joe (male, 25, United Kingdom)

18. How comfortable are you with sharing personal information online?

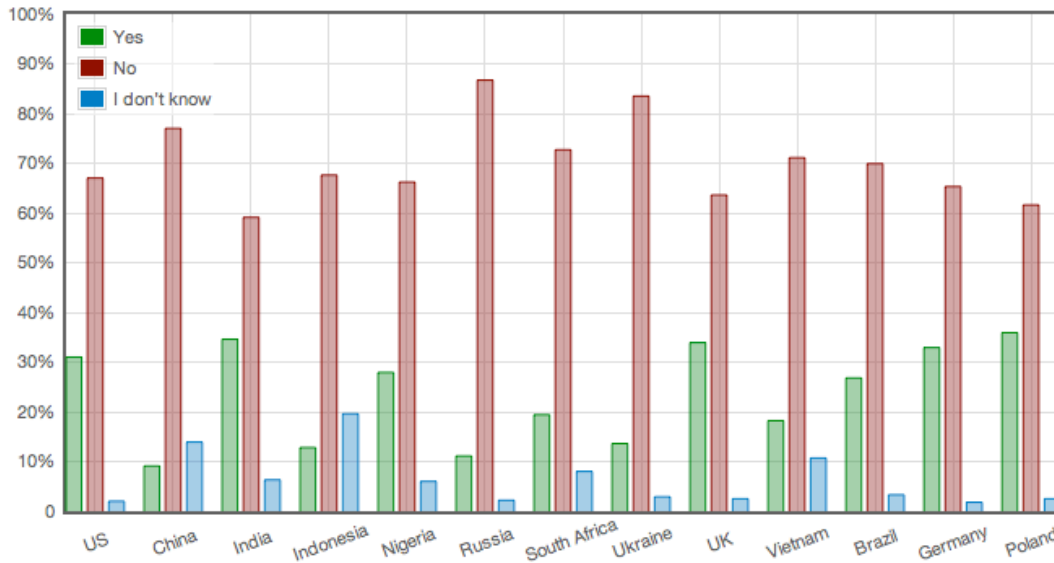


Compared to users in other countries, users in Nigeria, Ukraine, and Russia were quite comfortable with sharing personal information online. South Africa and the United States has the most users, proportionally, who were uncomfortable with sharing personal information online.

“Somewhat uncomfortable. I’m careful with sharing personal information over the net but not that paranoid to to hide it all away. Sharing some basic information like interest, occupation, relationship, education, age ... is totally okay but never to phone number, address, email, something like that.”

— Lena (female, 22, Vietnam)

19. Have you ever edited Wikipedia?



Not surprisingly, the majority of users had not edited Wikipedia. However, users in Poland, India, the United Kingdom, and Germany were the ones most likely to have done so.

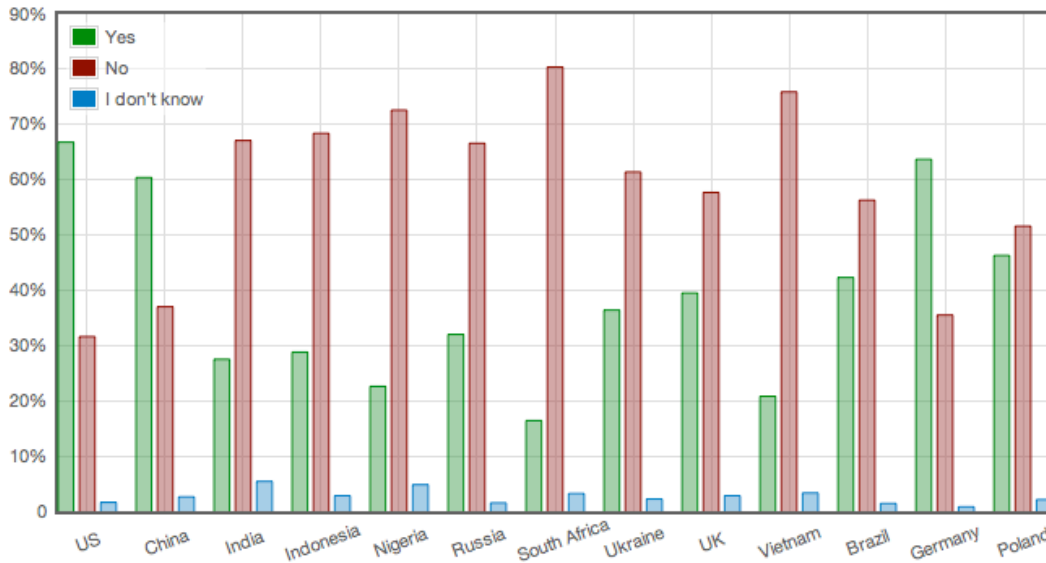
“Yes I have. Countless times. My course study is very wide and I need the opinion of other linguists to analyse a particular topic.”

— Belynda (female, 20, Nigeria)

“No, I have not. Editing Wikipedia is not worthwhile unless you have large amounts of free time to engage in online power struggles with other maintainers who will never admit they are wrong and must be bested with sheer time and will.”

— Christopher (male, 26, United States)

20. Have you ever subscribed to a print magazine?



The United States, Germany, and China are the three countries where the majority of users said they had subscribed to a print magazine. Users in South Africa, Vietnam, and Nigeria were the ones least likely to have subscribed to a print magazine.

"No I have not, I don't even read magazine."

— Sunday (male, 21, Nigeria)

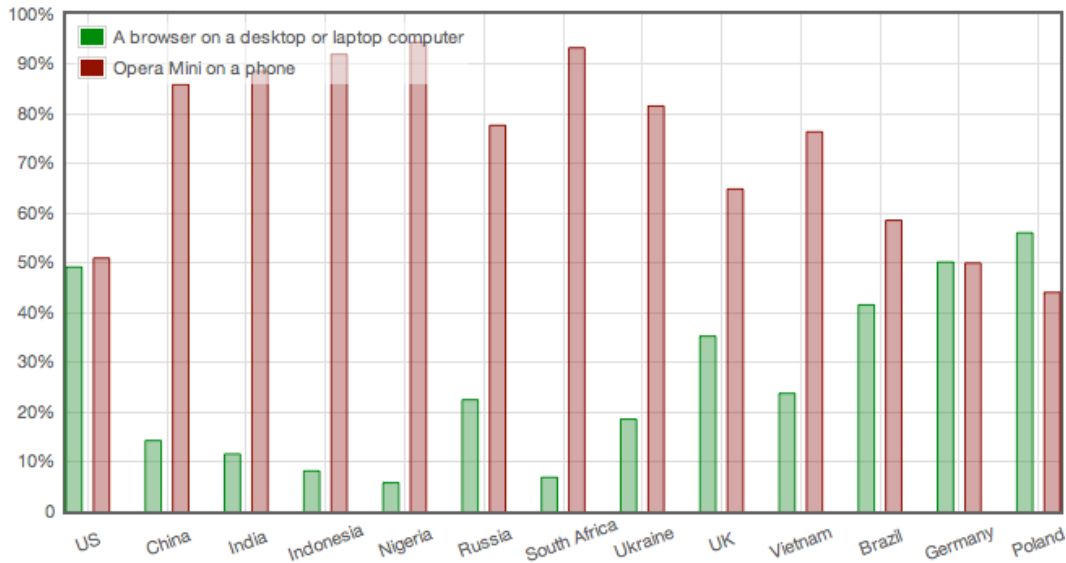
"No. I don't read print magazines anymore and I've never subscribed to one. The information on the Internet is already plentiful and much more specialized, not like those printed ones which often are too general and only have very little articles relevant to my interest."

— Danny (male, 18, Indonesia)

"Yes. I would gladly pay for a subscription to Discover magazine and have done so in the past."

— Russell (male, 22, United States)

21. Which do you use more to access the internet?



Since all respondents of this survey are Opera Mini users, it is not surprising that many of them use Opera Mini as the most common way they access the Internet.

The majority of Gen Y users in all of the listed countries, except for Germany and Poland, said that they use Opera Mini (on a phone) more often than a desktop or laptop computer to access the Internet.

Interestingly, the countries (namely Poland, Germany, United States, and Brazil) with the highest percentage of respondents using desktop or laptop computers as the primary means of Internet access were countries where smartphones are among the top handsets used.

In Nigeria, South Africa, and Indonesia, however, more than 9 out of 10 respondents said they browse the Web on their handsets more than they browse on a laptop or desktop computer. Looking at the top handsets used by Opera Mini users in those countries, we notice fewer smartphones (compared to Poland, Germany, United States, and Brazil).

This result presents a challenge to the long-standing belief that smartphone uptake will be the major driver of mobile web usage globally.