

State of the Mobile Web, December 2010

January 20, 2011

The holiday months are often associated with long lines and short supplies as shoppers descend on stores in search of the latest gifts and best offers. In 2010, consumers turned to the mobile Web to make the process of holiday shopping smarter and easier. In this State of the Mobile Web Report, we examined shopping trends in western countries by measuring mobile Internet usage of Amazon, arguably the largest shopping site on the Web.

Over the course of 2010, we observed a significant increase in the use of Amazon. The percentage of Opera Mini users who accessed Amazon (per month) went from 3.8% in January to 7.4% in December, with relatively steady growth during the year. In terms of daily browsing, two spikes in Amazon.com usage clearly show how the shopping frenzy of Black Friday and Cyber Monday carry over to the mobile Web.

It is not hard to imagine the benefits of the full Web right at your fingertips when shopping in a crowded store. “Is this TV on sale really a good offer, or can I get a better deal online? What are people saying on the Web about the advantages of this computer model compared to the more expensive one?” Full access to the Web via Opera Mini—even under difficult conditions such as crowded cellular networks—puts power back in the hands of the consumers.

In this month's regional focus, we take a closer look at mobile Internet usage in Africa. The mobile Web is growing rapidly in Africa, with countries such as Sudan and Zimbabwe experiencing tremendous growth in 2010. Just as we see in the overall global market, the need for information and social interaction drive Google and Facebook right to the top of these emerging African markets.

Have a happy 2011, and happy browsing.

Jon S. von Tetzchner
Co-founder, Opera Software



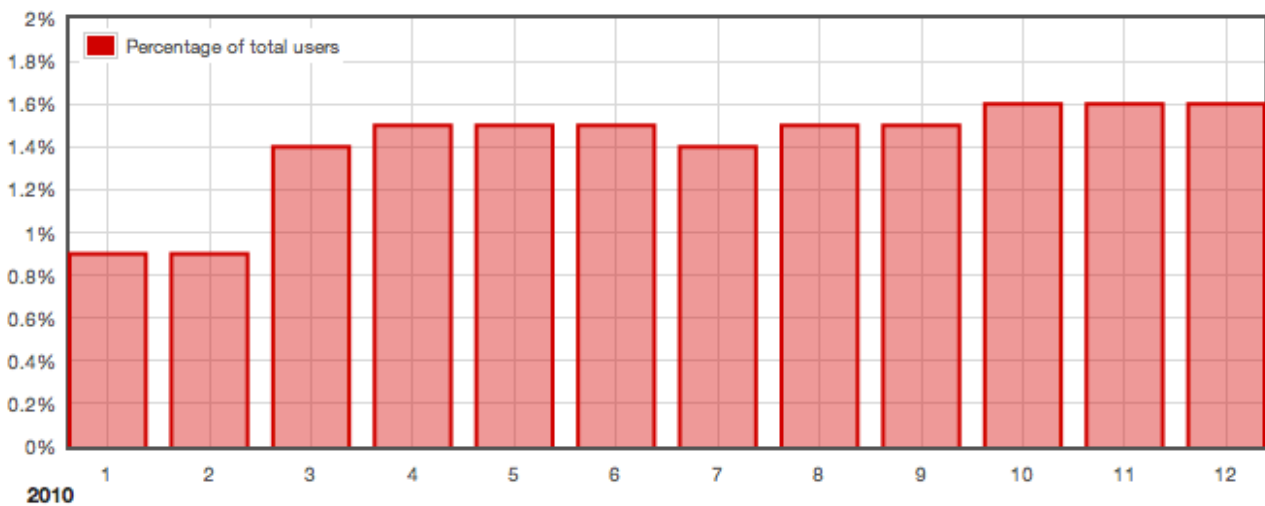
Part 1: Special feature – Holiday shopping

For this month’s report, we looked at online shopping trends among Opera Mini users during the holiday season. In particular, we focused on what is arguably the most well-known retail site on the Web – Amazon.com (and its country-specific variants). We were curious to see if more people accessed Amazon on their handsets up to and during the month of December.

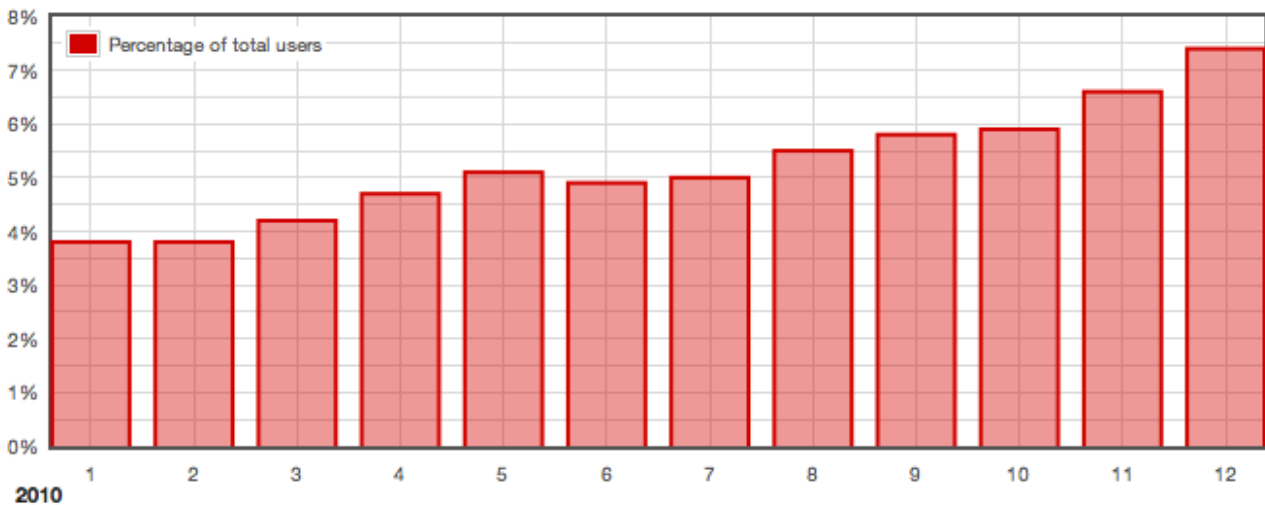
Methodology A: Our most reliable assessment of usage in this case was the number of users of Opera Mini who accessed Amazon at least once over the course of a month. For any given month, we divided the number of Opera Mini users who visited Amazon by the total number of unique users of Opera Mini to determine the percentage of users who visited Amazon that month. We calculated this monthly percentage over a 12-month period.

Amazon usage is illustrated in the charts below. In addition to worldwide stats, we looked at the United States and Germany, two countries where Amazon is accessed relatively heavily by Opera Mini users:

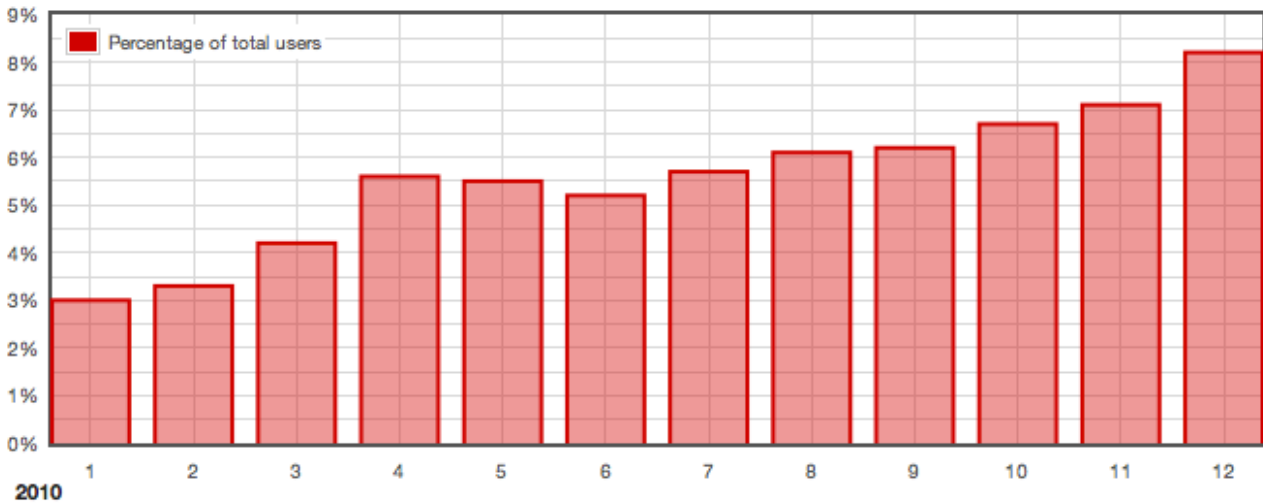
Worldwide Amazon usage statistics



US Amazon usage statistics



Germany Amazon usage statistics



Analysis

We hypothesized that Amazon usage would increase in the month of December and the months leading up to it. In 2010, usage of Amazon went up dramatically in March and continued to stay at that level.

We saw that Amazon usage grew coinciding with the launch of Opera Mini for the Android platform and the iPhone shortly after. Another possibility is that Amazon itself may have become more mobile-friendly. Improved mobile platforms and sites that more strongly consider multiple screen sizes have helped users to further embrace mobile shopping.

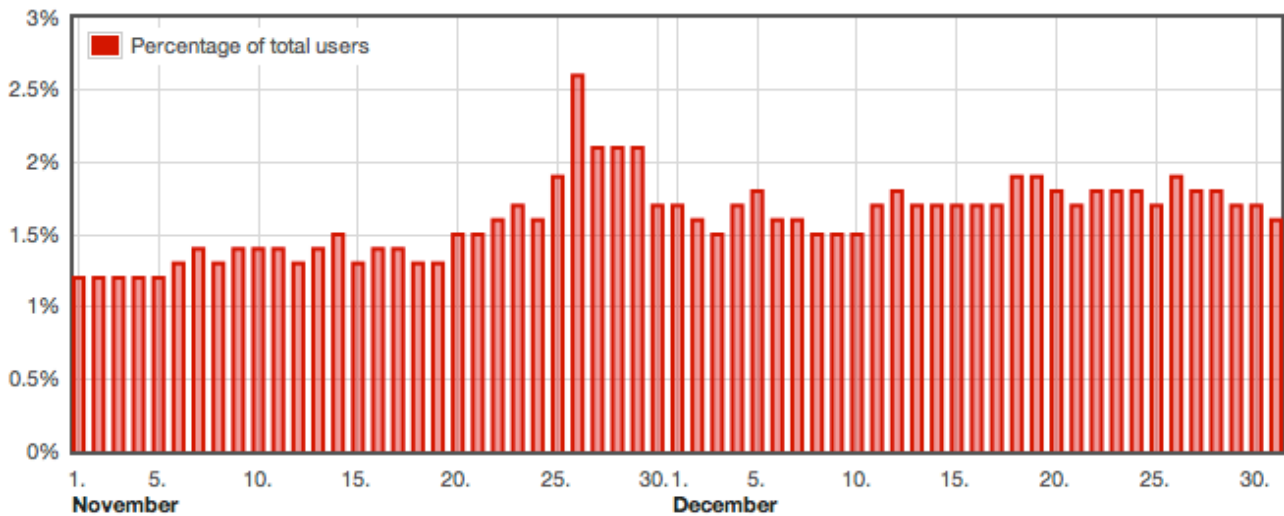
In 2010 overall, Amazon usage increased almost every month and was highest in the October to December period. Usage in the United States and Germany grew particularly quickly. For Germany, the number of unique users visiting Amazon.com more than doubled from January 2010 to December 2010, from 3 percent to over 8 percent.

Methodology B: We also looked at daily browsing in November and December, focusing on Amazon.com in the United States.

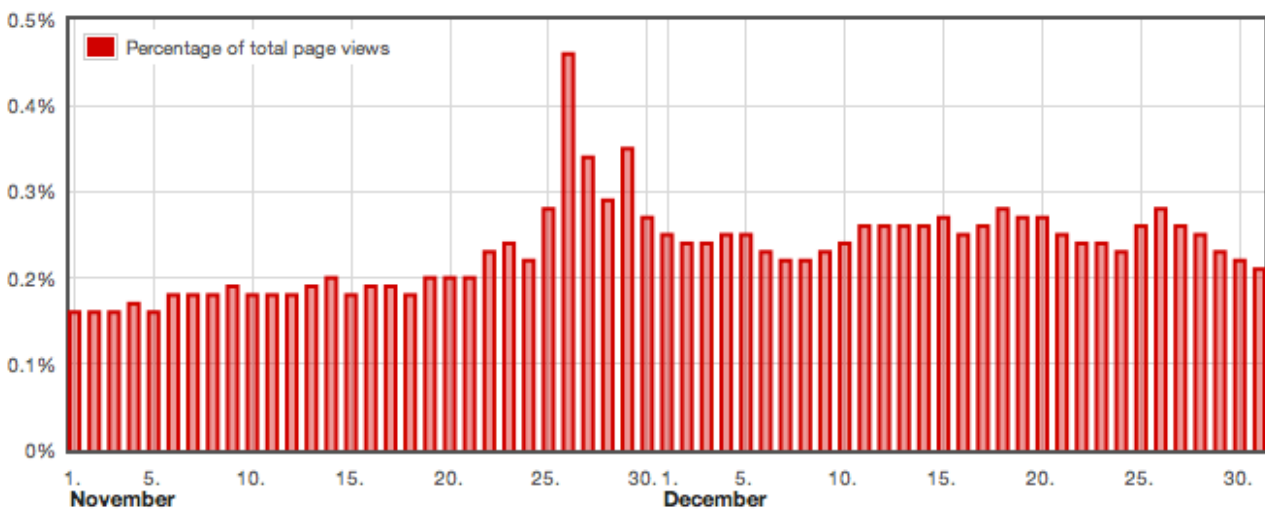
Here is a chart showing (over a two-month period) the daily percentage of users in the United States who visited www.amazon.com.

Amazon.com unique users (percentage of USA total)

Here is a chart showing (over a two-month period) the daily percentage of “www.amazon.com” page views in the United States.



Amazon.com page views (percentage of USA total)



Analysis

In terms of daily page views, a spike was observed on November 26th, the day after Thanksgiving in the United States — also known as “Black Friday”. Another peak was observed on November 29th, known as “Cyber Monday”.

In terms of daily users, we saw a similar spike on November 26th (“Black Friday”).

It may be too early to spot long-term trends, but spikes in the data due to holidays and other special events are clearly reflected in our logs of mobile web usage.

Part 2: Growth

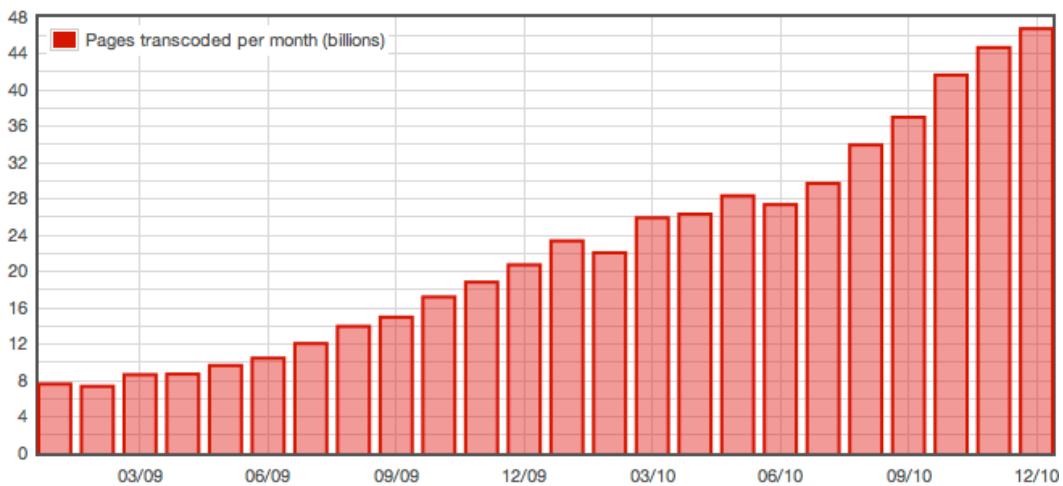
Opera Mini saw significant increases in all three categories of growth in December 2010: unique users, pages viewed and data consumed. In all, 85.5 million people used Opera Mini in December, 46.7 billion pages were served, and 6.5 petabytes of operator data were compressed for Opera Mini users.

Number of users

In December 2010, Opera Mini had over 85.5 million users, a 6.8% increase from November 2010. Since December 2009, the number of unique users has increased 84.7%.

Pages transcoded

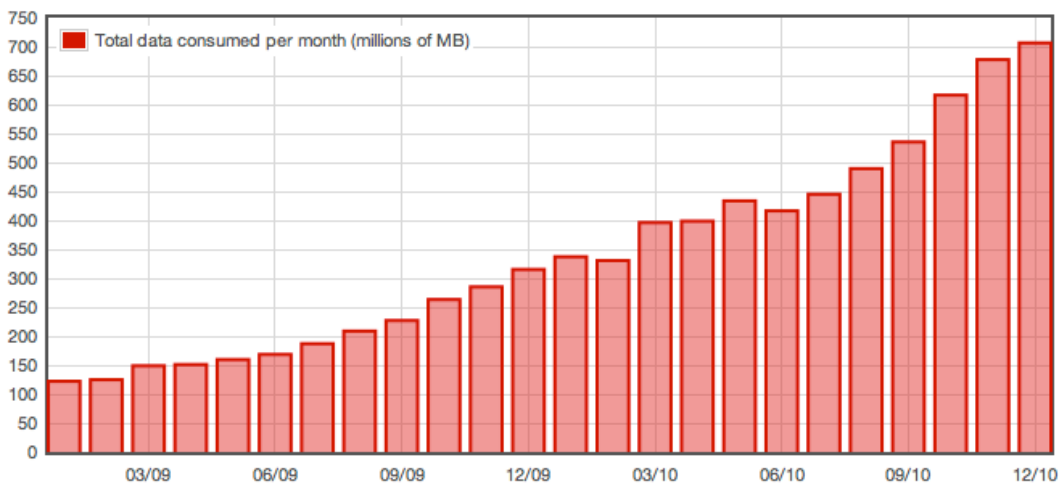
Opera Mini users viewed over 44.6 billion pages in December 2010. Since October, page views have gone up 7.3%. Since November 2009, page views have increased 137.3%.



Pages transcoded per month (billions)

Data consumed

In December 2010, Opera Mini users generated over 706 million MB of data for operators worldwide. Since November, the data consumed went up by 4.3%. Data in Opera Mini is compressed up to 90%. If this data were uncompressed, Opera Mini users would have viewed over 6.5 petabytes of data in December. Since December 2009, data traffic is up 124.1%.



Total data consumed per month (millions of megabytes)

Part 3: Country snapshots for December 2010

Russia regained the top spot (over Indonesia) in terms of total Opera Mini users in the month of December. In addition, Ukraine, Belarus, Egypt and Turkey all went up in the ranking of top 20 countries.

Snapshot: Russia

- Page-view growth since December 2009: 123.3 %
- Unique-user growth since December 2009: 30.4 %
- Data transfer growth since December 2009: 91.9 %
- Page views per user: 729
- Data transferred per user (MB): 13
- Data transferred per page view (KB): 18

Top 10 sites in Russia (unique users)

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

Top handsets for December 2010

1. Nokia 6300
2. Nokia 5130 XpressMusic
3. Nokia 2700c
4. Sony Ericsson w800
5. Samsung S5230
6. Nokia 5310 XpressMusic
7. Nokia 5800d
8. Nokia N73
9. LG KP500
10. Nokia 6303c

Snapshot: Indonesia

- Page-view growth since December 2009: 45.0 %
- Unique-user growth since December 2009: 59.2 %
- Data transfer growth since December 2009: 53.8 %
- Page-views per user: 587
- Data transferred per user (MB): 5
- Data transferred per page view (KB): 10

Top 10 sites in Indonesia (unique users)

1. facebook.com
2. google.com
3. detik.com
4. youtube.com
5. wapdam.com (6)
6. twitter.com (7)
7. yahoo.com (5)
8. wikipedia.org
9. vivanews.com (10)
10. blogspot.com (new)

Top handsets for December 2010

1. Nokia 5130 XpressMusic
2. Nokia C3
3. Nokia 2700c
4. Nokia E63
5. Nokia 2330c
6. Nokia 6300
7. Nokia N70
8. Nokia 2730c
9. Nokia 3120c
10. Nokia 5310 XpressMusic

Snapshot: India

- Page-view growth since December 2009: 379.2 %
- Unique-user growth since December 2009: 280.6 %
- Data transfer growth since December 2009: 316.9 %
- Page-views per user: 427
- 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. youtube.com (4)
4. orkut.com (3)
5. getjar.com
6. zedge.net
7. yahoo.com
8. wikipedia.org (9)
9. songs.pk (8)
10. vuclip.com

Top handsets for December 2010

1. Nokia 5130 XpressMusic
2. Nokia 2690
3. Nokia 2700c
4. Nokia 2730c
5. Nokia 3110c
6. Nokia 5233
7. Nokia 7210c
8. Nokia N70
9. Nokia 6300
10. Nokia X2

Snapshot: Ukraine

- Page-view growth since December 2009: 118.4 %
- Unique-user growth since December 2009: 68.7 %
- Data transfer growth since December 2009: 139.0 %
- Page-views per user: 906
- 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. spaces.ru
5. mail.ru
6. wikipedia.org
7. odnoklassniki.ru
8. my.opera.com
9. sasisa.ru
10. youtube.com

Top handsets for December 2010

1. Nokia 5130 XpressMusic
2. Nokia 6300
3. Nokia 6233
4. Nokia 2700c
5. Nokia 6303i classic
6. Nokia N73
7. Nokia 5310 XpressMusic
8. Nokia X3
9. Nokia 6303c
10. Nokia X2

Snapshot: China

- Page-view growth since December 2009: 84.7 %
- Unique-user growth since December 2009: 67.6 %
- Data transfer growth since December 2009: 112.1 %
- Page-views per user: 273
- Data transferred per user (MB): 3
- Data transferred per page view (KB): 12

Top 10 sites in China (unique users)

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

Top handsets for December 2010

1. Nokia 5130
2. Nokia 5000
3. Nokia 2700c
4. Nokia 7100
5. Nokia 2730c
6. Nokia 3208c
7. Nokia 2690
8. Nokia 5130 XpressMusic
9. Nokia 2220s
10. Sony Ericsson w800

Snapshot: South Africa

- Page-view growth since December 2009: 98.7 %
- Unique-user growth since December 2009: 53.9 %
- Data transfer growth since December 2009: 76.9 %
- Page-views per user: 436
- Data transferred per user (MB): 4
- Data transferred per page view (KB): 10
- Twitter is back on the list after a 9-month absence.

Top 10 sites in South Africa (unique users)

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

Top handsets for December 2010

1. Nokia 5130 XpressMusic
2. Nokia 2700c
3. Nokia 2330c
4. Samsung GT-S5233a "Star"
5. Samsung SGH-E250
6. Nokia 5000d
7. Nokia 7100s
8. Nokia 2690
9. Samsung SGH-E250i
10. LG KS360

Snapshot: Vietnam

- Page-view growth since December 2009: 244.3 %
- Unique-user growth since December 2009: 168.9 %
- Data transfer growth since December 2009: 169.9 %
- Page-views per user: 284
- Data transferred per user (MB): 6
- Data transferred per page view (KB): 22

Top 10 sites in the Vietnam (unique users)

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

Top handsets for December 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 X2
10. Nokia N70

Snapshot: Nigeria

- Page-view growth since December 2009: 205.2 %
- Unique-user growth since December 2009: 184.6 %
- Data transfer growth since December 2009: 167.7 %
- Page-views per user: 437
- Data transferred per user (MB): 5
- 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. wapdam.com (new)
9. youtube.com (8)
10. cnmobile.com

Top handsets for December 2010

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

Snapshot: United States

- Page-view growth since December 2009: 80.5 %
- Unique-user growth since December 2009: 17.3 %
- Data transfer growth since December 2009: 73.5 %
- Page-views per user: 424
- Data transferred per user (MB): 9
- Data transferred per page view (KB): 23
- Amazon is back on the list after a 12-month absence.
- Twitter is back on the list after a 4-month absence.

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. amazon.com (back on the list)
9. twitter.com (back on the list)
10. nytimes.com (9)

Top handsets for December 2010

1. Apple iPhone
2. LG VM265 "Rumor2"
3. BlackBerry 8520 "Curve"
4. BlackBerry 9700 "Bold"
5. LG VM510 "Rumor Touch"
6. BlackBerry 8330 "Curve"
7. Samsung SPH-M810 "Instinct S30"
8. BlackBerry 9630 "Tour"
9. BlackBerry 8530 "Curve"
10. BlackBerry 8900 "Curve"

Snapshot: Brazil

- Page-view growth since December 2009: 1492.3 %
- Unique-user growth since December 2009: 542.2 %
- Data transfer growth since December 2009: 1192.1 %
- Page-views per user: 344
- Data transferred per user (MB): 6
- Data transferred per page view (KB): 19

Top 10 sites in the Brazil (unique users)

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

Top handsets for December 2010

1. Sony Ericsson w800
2. Nokia 5130 XpressMusic
3. Nokia 2220s
4. Nokia C3
5. Nokia 7020
6. LG GT360
7. Nokia 2690
8. Nokia 5310 XpressMusic
9. Apple iPhone
10. Nokia X3

Snapshot: Belarus

- Page-view growth since December 2009: 310.1 %
- Unique-user growth since December 2009: 125.5 %
- Data transfer growth since December 2009: 392.6 %
- Page-views per user: 936
- Data transferred per user (MB): 21
- Data transferred per page view (KB): 22

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. zaycev.net

Top handsets for December 2010

1. Nokia 6300
2. Sony Ericsson w800
3. Nokia 5130 XpressMusic
4. Nokia 2700c
5. Sony Ericsson K750i
6. Nokia 6233
7. Sony Ericsson K800i
8. Nokia 5310 XpressMusic
9. Nokia 6303c
10. LG KP500

Snapshot: United Kingdom

- Page-view growth since December 2009: 94.9 %
- Unique-user growth since December 2009: 34.4 %
- Data transfer growth since December 2009: 85.6 %
- Page-views per user: 380
- Data transferred per user (MB): 7
- Data transferred per page view (KB): 20
- Bing makes its debut on the top 10 list of sites in the United Kingdom.

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
8. mobile2day.com (new)
9. amazon.co.uk (8)
10. bing.com (new)

Top handsets for December 2010

1. Apple iPhone
2. Nokia C3
3. BlackBerry 8520 "Curve"
4. Nokia 2330c
5. BlackBerry 9700 "Bold"
6. Nokia 6700c
7. Nokia 2730c
8. Sony Ericsson W395
9. LG KE970
10. Nokia 6300

Snapshot: Egypt

- Page-view growth since December 2009: 231.1 %
- Unique-user growth since December 2009: 201.7 %
- Data transfer growth since December 2009: 269.0 %
- Page-views per user: 356
- 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. yahoo.com (5)
5. ketomob.com (back on the list)
6. getjar.com (4)
7. my.opera.com (6)
8. wikipedia.org (7)
9. yallakora.com (8)
10. bbc.co.uk (9)

Top handsets for December 2010

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

Snapshot: Kazakhstan

- Page-view growth since December 2009: 82.1 %
- Unique-user growth since December 2009: 144.0 %
- Data transfer growth since December 2009: 78.9 %
- Page-views per user: 325
- Data transferred per user (MB): 4
- Data transferred per page view (KB): 13

Top 10 sites in Kazakhstan (unique users)

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

Top handsets for December 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 2330c

Snapshot: Philippines

- Page-view growth since December 2009: 455.3 %
- Unique-user growth since December 2009: 369.8 %
- Data transfer growth since December 2009: 354.0 %
- Page-views per user: 517
- Data transferred per user (MB): 7
- Data transferred per page view (KB): 14

Top 10 sites in Philippines (unique users)

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

Top handsets for December 2010

1. Nokia 5130 XpressMusic
2. Nokia N70
3. Nokia C3
4. Nokia 2700c
5. Nokia 2330c
6. Nokia 2730c
7. Nokia 6630
8. Nokia N73
9. Nokia 2690
10. Nokia 6120c

Snapshot: Kenya

- Page-view growth since December 2009: 95.4 %
- Unique-user growth since December 2009: 89.3 %
- Data transfer growth since December 2009: 111.4 %
- Page-views per user: 661
- 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. wapdam.com (4)
4. yahoo.com (6)
5. wikipedia.org (3)
6. youtube.com (5)
7. bbc.co.uk
8. my.opera.com (9)
9. reference.com (10)
10. nation.co.ke (back on the list)

Top handsets for December 2010

1. Nokia 2330c
2. Nokia 5130 XpressMusic
3. Nokia 1680c
4. Nokia 2700c
5. Nokia 2680s
6. Nokia 2600c
7. Nokia 2730c
8. Nokia 2690
9. Nokia 2220s
10. Nokia 3110c

Snapshot: Poland

- Page-view growth since December 2009: 95.9 %
- Unique-user growth since December 2009: 17.8 %
- Data transfer growth since December 2009: 70.9 %
- Page-views per user: 285
- Data transferred per user (MB): 9
- Data transferred per page view (KB): 31

Top 10 sites in the Poland (unique users)

1. google.com
2. nk.pl
3. onet.pl
4. wp.pl (5)
5. wikipedia.org (4)
6. youtube.com
7. allegro.pl
8. facebook.com
9. chomikuj.pl (back on the list)
10. my.opera.com

Top handsets for December 2010

1. Nokia 5130 XpressMusic
2. Nokia 6300
3. Nokia 2700c
4. Nokia C3
5. Sony Ericsson K800i
6. Nokia X3
7. Apple iPhone
8. Samsung GT-S5620
9. Sony Ericsson K550i
10. Nokia 5310 XpressMusic

Snapshot: Bangladesh

- Page-view growth since December 2009: 248.3 %
- Unique-user growth since December 2009: 163.8 %
- Data transfer growth since December 2009: 207.9 %
- Page-views per user: 551
- 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. wapdam.com (4)
4. getjar.com (3)
5. youtube.com
6. yahoo.com
7. wikipedia.org
8. espncricinfo.com (back on the list)
9. my.opera.com
10. dsebd.org (8)

Top handsets for December 2010

1. Nokia 2700c
2. Nokia 5130 XpressMusic
3. Nokia 2690
4. Nokia 3110c
5. Nokia N70
6. Nokia 6300
7. Nokia 2730c
8. Nokia X2
9. Nokia 6120c
10. Nokia 2330c

Snapshot: Turkey

- Page-view growth since December 2009: 546.6 %
- Unique-user growth since December 2009: 345.6 %
- Data transfer growth since December 2009: 443.3 %
- Page-views per user: 417
- Data transferred per user (MB): 7
- Data transferred per page view (KB): 17

Top 10 sites in Turkey (unique users)

1. google.com
2. facebook.com
3. youtube.com
4. e-okul.meb.gov.tr (9)
5. live.com (4)
6. maxicep.com
7. my.opera.com (8)
8. hurriyet.com.tr (7)
9. resimmelodi.com (new)
10. blogcu.com (new)

Top handsets for December 2010

1. Nokia 5130 XpressMusic
2. Nokia 2700c
3. Nokia 2730c
4. Nokia 6300
5. Nokia C3
6. Nokia 2330c
7. Nokia 2690
8. Nokia 5800d
9. Sony Ericsson w800
10. Nokia X2

Snapshot: Germany

- Page-view growth since December 2009: 115.7 %
- Unique-user growth since December 2009: 26.0 %
- Data transfer growth since December 2009: 108.0 %
- Page-views per user: 229
- Data transferred per user (MB): 7
- Data transferred per page view (KB): 32

Top 10 sites in the Germany (unique users)

1. google.com
2. youtube.com
3. facebook.com (4)
4. wikipedia.org (3)
5. web.de
6. gmx.de
7. amazon.de (8)
8. bild.de (back on the list)
9. wer-kennt-wen.de (7)
10. my.opera.com (9)

Top handsets for December 2010

1. Apple iPhone
2. Nokia 6300
3. Nokia 5800d
4. Nokia 2700c
5. Nokia 6700c
6. Nokia 6303c
7. Nokia 2330c
8. Nokia C3
9. Sony Ericsson W995
10. Samsung GT-S5230

Part 4: Regional spotlight — Africa

Highlights

- The top 10 countries using Opera Mini in Africa are South Africa, Nigeria, Egypt, Kenya, Ghana, Sudan, Libya, Tanzania, Zimbabwe and Namibia.
- Some numbers: From December 2009 to December 2010, page views in the top 10 countries of Africa increased by 365%, unique users increased by 176% and data transferred increased by 331%.
- Growth rates in Africa: Sudan and Zimbabwe lead the top 10 countries of the region in terms of page-view growth (4908.2 % and 2321.6 %, respectively). Zimbabwe and Sudan lead the top 10 countries of the region in growth of unique users (1719.3 % and 1219.4 %, respectively). Sudan and Zimbabwe lead the top 10 countries of the region in growth of data transferred (3672.6 % and 1449.5 %, respectively). Zimbabwe leads the top 10 countries of the region in page views per user, with each user browsing 830 pages on average each month.
- In the top 10 African countries, Facebook and Google vie for the number one ranking. In 6 out of the top 10 countries, Facebook was number one. In the remaining 4 countries, Google was number one. YouTube, Yahoo, and Wikipedia are also prominent on the top 10 lists of the top 10 African countries.
- We looked at the top 10 handsets used in each of the top 10 African countries. Out of the 100 total handsets listed, 87 of them were Nokia, 8 of them were Samsung, 3 of them were Sony Ericsson and 2 of them were LG. In 6 out of the 10 countries, the top 10 lists were comprised solely of Nokia handsets.

Snapshot: South Africa

- Page-view growth since December 2009: 98.7 %
- Unique-user growth since December 2009: 53.9 %
- Data transfer growth since December 2009: 76.9 %
- Page-views per user: 436
- Data transferred per user (MB): 4
- 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. youtube.com
5. wikipedia.org
6. zamob.com
7. thumbtribe.mobi
8. my.opera.com
9. yahoo.com
10. twitter.com

Top handsets for December 2010

1. Nokia 5130 XpressMusic
2. Nokia 2700c
3. Nokia 2330c
4. Samsung GT-S5233a "Star"
5. Samsung SGH-E250
6. Nokia 5000d
7. Nokia 7100s
8. Nokia 2690
9. Samsung SGH-E250i
10. LG KS360

Snapshot: Nigeria

- Page-view growth since December 2009: 205.2 %
- Unique-user growth since December 2009: 184.6 %
- Data transfer growth since December 2009: 167.7 %
- Page-views per user: 437
- Data transferred per user (MB): 5
- 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. wapdam.com
9. youtube.com
10. cnmobile.com

Top handsets for December 2010

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

Snapshot: Egypt

- Page-view growth since December 2009: 231.1 %
- Unique-user growth since December 2009: 201.7 %
- Data transfer growth since December 2009: 269.0 %
- Page-views per user: 356
- 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. yahoo.com
5. ketomob.com
6. getjar.com
7. my.opera.com
8. wikipedia.org
9. yallakora.com
10. bbc.co.uk

Top handsets for December 2010

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

Snapshot: Kenya

- Page-view growth since December 2009: 95.4 %
- Unique-user growth since December 2009: 89.3 %
- Data transfer growth since December 2009: 111.4 %
- Page-views per user: 661
- 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. wapdam.com
4. yahoo.com
5. wikipedia.org
6. youtube.com
7. bbc.co.uk
8. my.opera.com
9. reference.com
10. nation.co.ke

Top handsets for December 2010

1. Nokia 2330c
2. Nokia 5130 XpressMusic
3. Nokia 1680c
4. Nokia 2700c
5. Nokia 2680s
6. Nokia 2600c
7. Nokia 2730c
8. Nokia 2690
9. Nokia 2220s
10. Nokia 3110c

Snapshot: Ghana

- Page-view growth since December 2009: 354.5 %
- Unique-user growth since December 2009: 199.0 %
- Data transfer growth since December 2009: 322.5 %
- Page-views per user: 567
- Data transferred per user (MB): 6
- Data transferred per page view (KB): 11

Top 10 sites in Ghana (unique users)

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

Top handsets for December 2010

1. Nokia 2330c
2. Nokia 2700c
3. Nokia 5130 XpressMusic
4. Sony Ericsson K750i
5. Nokia 2680s
6. Nokia 6300
7. Nokia 2600c
8. Nokia 6230i
9. Sony Ericsson K800i
10. Sony Ericsson W810i

Snapshot: Sudan

- Page-view growth since December 2009: 4908.2 %
- Unique-user growth since December 2009: 1219.4 %
- Data transfer growth since December 2009: 3672.6 %
- Page-views per user: 580
- Data transferred per user (MB): 8
- Data transferred per page view (KB): 14

Top 10 sites in Sudan (unique users)

1. google.com
2. facebook.com
3. youtube.com
4. ketomob.com
5. tubidy.mobi
6. getjar.com
7. bbc.co.uk
8. live.com
9. my.opera.com
10. yahoo.com

Top handsets for December 2010

1. Nokia 2700c
2. Nokia 5130 XpressMusic
3. Nokia N70
4. Nokia 6300
5. Nokia 6630
6. Nokia 2330c
7. Nokia 6120c
8. Nokia N73
9. Nokia 2690
10. Nokia 6680

Snapshot: Libya

- Page-view growth since December 2009: 154.1 %
- Unique-user growth since December 2009: 121.0 %
- Data transfer growth since December 2009: 180.8 %
- Page-views per user: 452
- Data transferred per user (MB): 9
- Data transferred per page view (KB): 20

Top 10 sites in Libya (unique users)

1. google.com
2. facebook.com
3. youtube.com
4. ketomob.com
5. nimbuzz.com
6. getjar.com
7. libyanyouths.com
8. yahoo.com
9. getjar.com
10. bdr130.net

Top handsets for December 2010

1. Nokia 5130 XpressMusic
2. Nokia 2700c
3. Nokia 6120c
4. Nokia 6300
5. Nokia 2730c
6. Nokia N70
7. Nokia 2690
8. Nokia 7020
9. Nokia 3120c
10. Nokia 6303c

Snapshot: Tanzania

- Page-view growth since December 2009: 335.0 %
- Unique-user growth since December 2009: 154.0 %
- Data transfer growth since December 2009: 288.3 %
- Page-views per user: 507
- Data transferred per user (MB): 6
- Data transferred per page view (KB): 11

Top 10 sites in Tanzania (unique users)

1. google.com
2. facebook.com
3. yahoo.com
4. wapdam.com
5. wikipedia.org
6. youtube.com
7. bbc.co.uk
8. reference.com
9. getjar.com
10. my.opera.com

Top handsets for December 2010

1. Nokia 5130 XpressMusic
2. Nokia 2330c
3. Nokia 2700c
4. Nokia 6300
5. Nokia 2680s
6. Nokia 2730c
7. Nokia 3110c
8. Nokia 2690
9. Nokia 7100s
10. Nokia 2600c

Snapshot: Zimbabwe

- Page-view growth since December 2009: 2321.6 %
- Unique-user growth since December 2009: 1719.3 %
- Data transfer growth since December 2009: 1449.5 %
- Page-views per user: 830
- Data transferred per user (MB): 8
- Data transferred per page view (KB): 10

Top 10 sites in Zimbabwe (unique users)

1. facebook.com
2. google.com
3. yahoo.com
4. youtube.com
5. wikipedia.org
6. bbc.co.uk
7. my.opera.com
8. getjar.com
9. cnmobile.com
10. herald.co.zw

Top handsets for December 2010

1. Nokia 5130 XpressMusic
2. Nokia 2700c
3. Nokia 2330c
4. Samsung SGH-E250
5. Nokia 6300
6. Nokia 2730c
7. Nokia 2680s
8. LG KS360
9. Nokia 5000d
10. Nokia N70

Snapshot: Namibia

- Page-view growth since December 2009: 365.0 %
- Unique-user growth since December 2009: 175.9 %
- Data transfer growth since December 2009: 331.3 %
- Page-views per user: 619
- Data transferred per user (MB): 6
- Data transferred per page view (KB): 10

Top 10 sites in Namibia (unique users)

1. facebook.com
2. google.com
3. wapdam.com
4. yahoo.com
5. bbc.co.uk
6. youtube.com
7. wikipedia.org
8. bbc.co.uk
9. my.opera.com
10. reference.com

Top handsets for December 2010

1. Nokia 2330c
2. Nokia 5130 XpressMusic
3. Nokia 2700c
4. Samsung SGH-E250
5. Samsung SGH-E250i
6. Nokia 6300
7. Nokia 2220s
8. Nokia 2680s
9. Samsung J700
10. Samsung GT-S5233a "Star"