

State of the Mobile Web, December 2012

January 24, 2013

Opera on mobile phones experience record growth in December

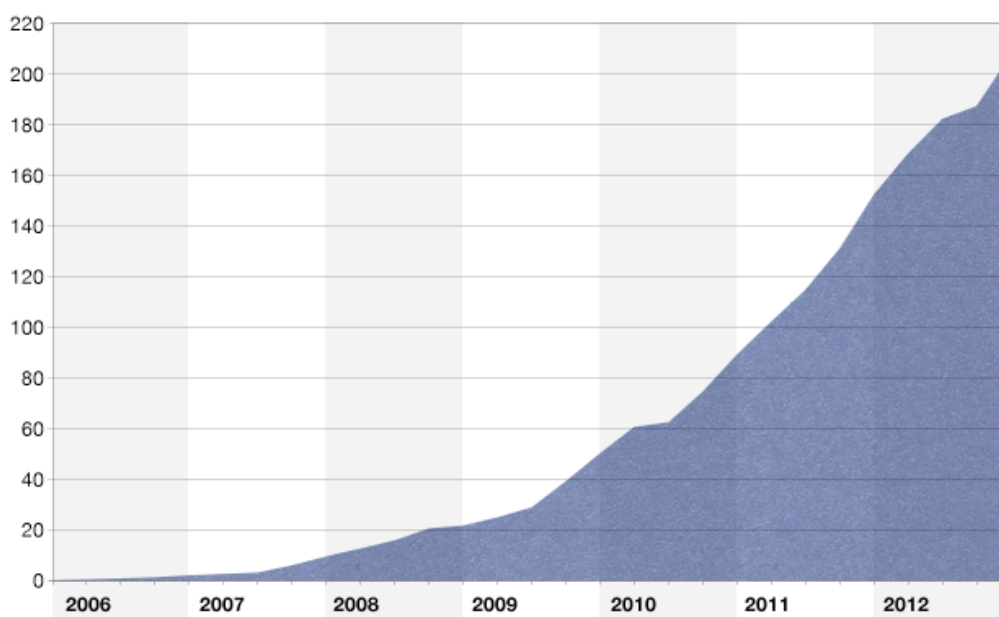
In the month of December, the Opera Mini browser increased its user base by more than 13 million unique users from November 2012 to December 2012, bringing the total number of Opera Mini users in December to 208 million users. Combined with the number of users on the Opera Mobile browser, the total number of Opera mobile users in December was over 229 million.

This number represents the largest month-over-month increase in the history of Opera Mini. Opera Software launched Opera Mini in 2006, a very different browser that compresses web traffic before sending it to users. This enables users to save money on data traffic and time on downloading large websites, while lowering the threshold for connecting to the internet on basic phones and smartphones.

More and more, we see Opera Mini users upgrading their handsets from basic phones to smartphones. The rise of smartphone users has been significant during the last couple of years, both on the Opera Mobile smartphone browser and the Opera Mini browser, which can be used on nearly all basic phones, as well as Android and other smartphones. Now, 32% of all Opera's mobile users are on smartphones, while the rest are on non-smartphones.

Looking at the usage trends for Opera Mini in the APAC, MEA, US and LatAm regions, there has been stable growth since the beginning of the product's life in 2006. Some regions, such as APAC, had a more rapid acceleration of users over the years, while others show increase a bit later after launch as summarized below.

- Right after the launch Opera Mini, Europe and US were the fast growing regions for the number of users.
- Asia has since experienced a tremendous Opera Mini growth.
- Latin America has accelerated the growth of Opera Mini users in 2011, after having a quiet start.
- 2012 year finished off with growth in all regions, particularly in Africa.
- Smartphones are taking off in the Opera mobile products portfolio.



Opera Mini users growth (millions)

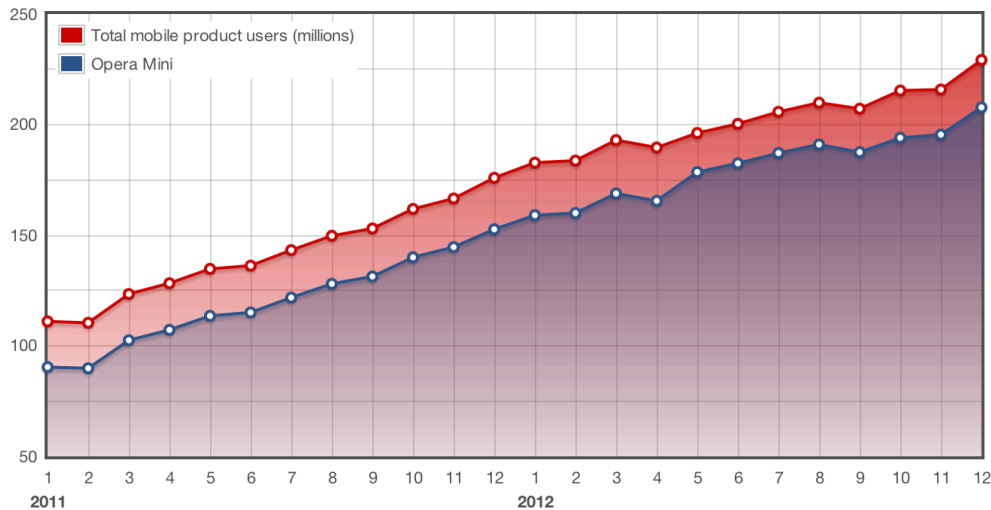
Growth

As of the April 2012 State of the Mobile Web, we now report both Opera Mini and Opera Mobile browsers. Read [more about this change](#).

In December 2012, the consumer base of the Opera Mini and Opera Mobile browsers increased in unique users. In all, more than 229 million people used Opera Mini or Opera Mobile in December. The Opera Mini servers (which do not process pages from Opera Mobile browsers) served more than 143 billion pages and compressed over 12 petabytes of data for Opera Mini users. More than 31% of the total users of Opera Mini and Opera Mobile are using smartphones to browse the web. Compared to December 2011, the total number of Opera Mini and Opera Mobile users grew 30% year over year.

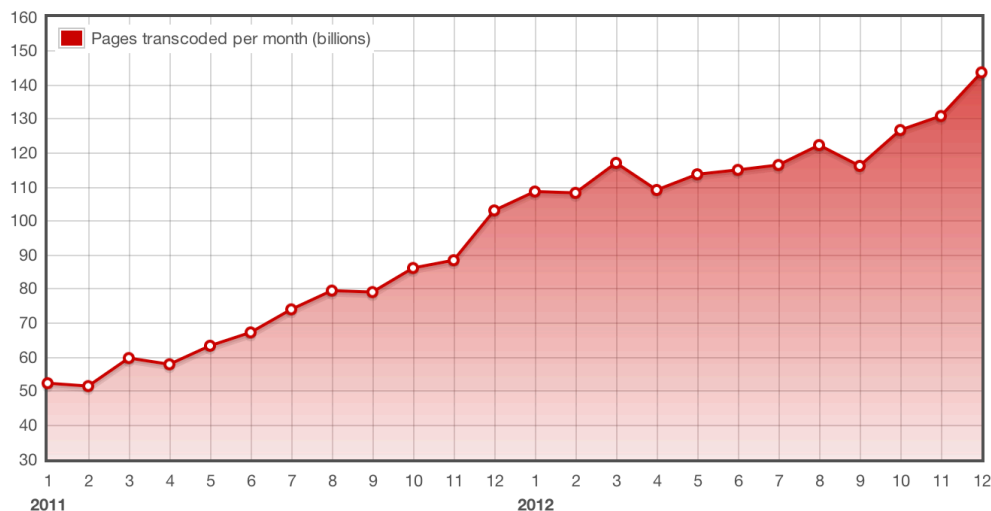
Number of mobile product users

In December 2012, there were over 229 million Opera Mini and Opera Mobile users. Out of this number, more than 21 million were Opera Mobile users, and the rest were Opera Mini users. Compared to December 2011, Opera Mini and Opera Mobile combined grew 30% year over year.



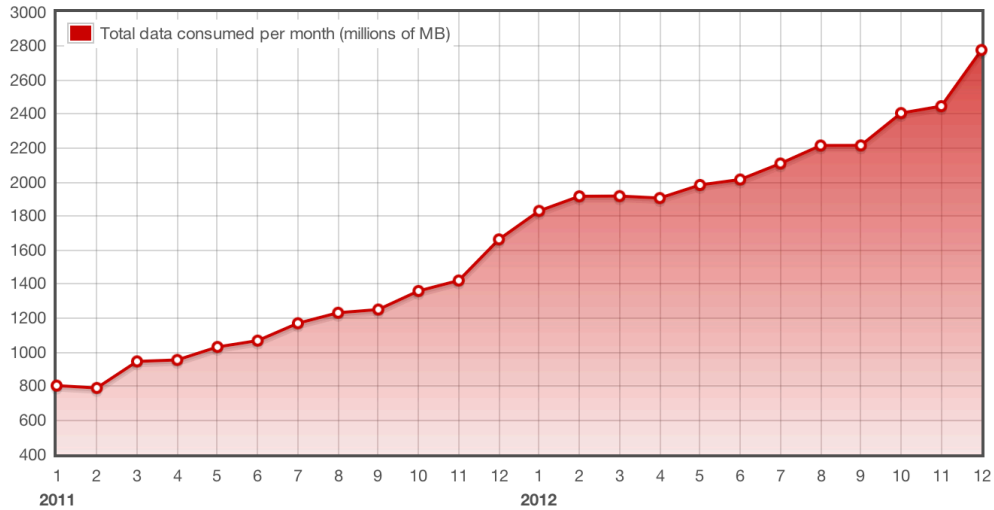
Opera Mini pages transcoded

Opera Mini users viewed over 143 billion pages in December 2012. Since December 2011, page views have increased by 39%.



Opera Mini data consumed

In December 2012, Opera Mini users generated over 2.4 billion MB of data for operators worldwide. Data in the Opera Mini browser is compressed by up to 90%. If this data were uncompressed, Opera Mini users would have viewed over 11 petabytes of data in November. Since November 2011, data traffic has risen by more than 72%.



Read the original report at www.opera.com/smw.