

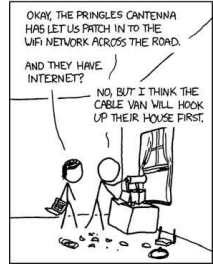
Web browser industry

Desktop, mobile and devices

Roberto Mateu
Product Manager

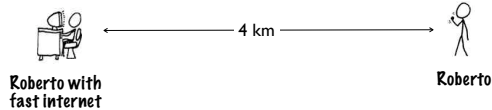
Nov 2008

THERE ARE FEW FORCES MORE POWERFUL THAN GEEKS DESPERATELY TRYING TO GET INTERNET IN A NEW APARTMENT.



<http://xkcd.com/466/>

Die längsten 4 km der Welt



How many pages do mobile users visit in a day?

- a. 3
- b. 5
- c. 8**
- d. 12

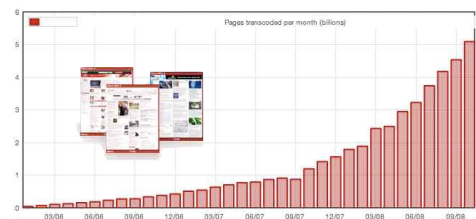


What country visits the most pages with their mobile phones?

- a. Brazil
- b. Germany
- c. Indonesia**
- d. USA

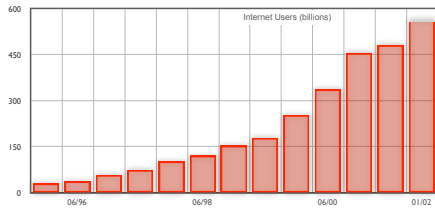


Mobile browsing growth is explosive



source: State of the Mobile Web, October 2008
<http://www.opera.com/sme/2008/10/>

We've seen this before ...

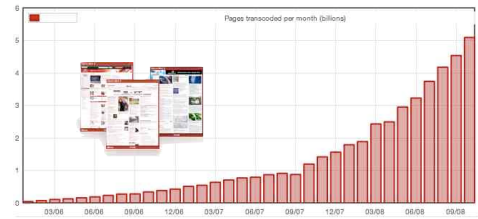


source: Global Policy Forum
<http://www.globalpolicy.org/globalinfo/charts/internet.htm>



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Mobile browsing growth is explosive



source: State of the Mobile Web, October 2008
<http://www.opera.com/3me/2008/10/>



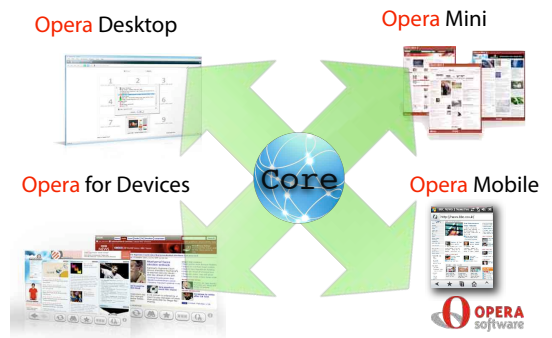
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The real World Wide Web



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How do we do it?



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Who are we?



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PC	Smartphone	Mass-Market	Embedded
Opera			
Access			
Microsoft	Microsoft		Microsoft
Mozilla	Mozilla		Mozilla
	Nokia		Nokia
Apple	Apple		Apple
Google	Google		

Source: John Jackson, Yankee Group



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Danke schön!



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Looking ahead

3 big trends:



Mobile Hub



Rich Internet
Applications



Cloud
Computing



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