

Opera Software

The best browsing experience on any device



Mobile Internet Trends

Cheah Zi Bin



hi!



A light gray world map is centered on the page, overlaid with a white grid of latitude and longitude lines. The map shows the continents of North America, South America, Europe, Africa, Asia, and Australia. The text 'Mobile Browser Trends' is centered over the map.

Mobile Browser Trends

One Web





Server



Compression/Proxy



Mobile phone market is
1.1 billion devices



Web Standards



Media

SMIL

Synchronisation

? [OGG?/VMS?/Dirac?]

Audio & Video

SVG

Vector Graphics

PNG/JPG/GIF...

Raster Graphics

<canvas>

Drawing API

Behaviour

DOM

Document API

JavaScript

Scripting

Presentation

CSS

Style sheets

Structure

XML

XHTML/HTML

Markup

RDFa

Semantics

ARIA

Accessibility

One Web

Compression/Proxy

Support many handsets

Web Standards

Indonesia

Mobile Web Trends

Photo courtesy of Julian Cohen of Flickr

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Top 10 sites Indonesian Visits

Top 100 sites generated
76% of Indonesia's *total*
page views.

The number one site alone generated over half of it.

Top 10 sites Indonesian Visits

 friendster®

The Friendster logo, which consists of a simple black smiley face icon followed by the word 'friendster' in a bold, sans-serif font, with a registered trademark symbol (®) at the end.

Google™

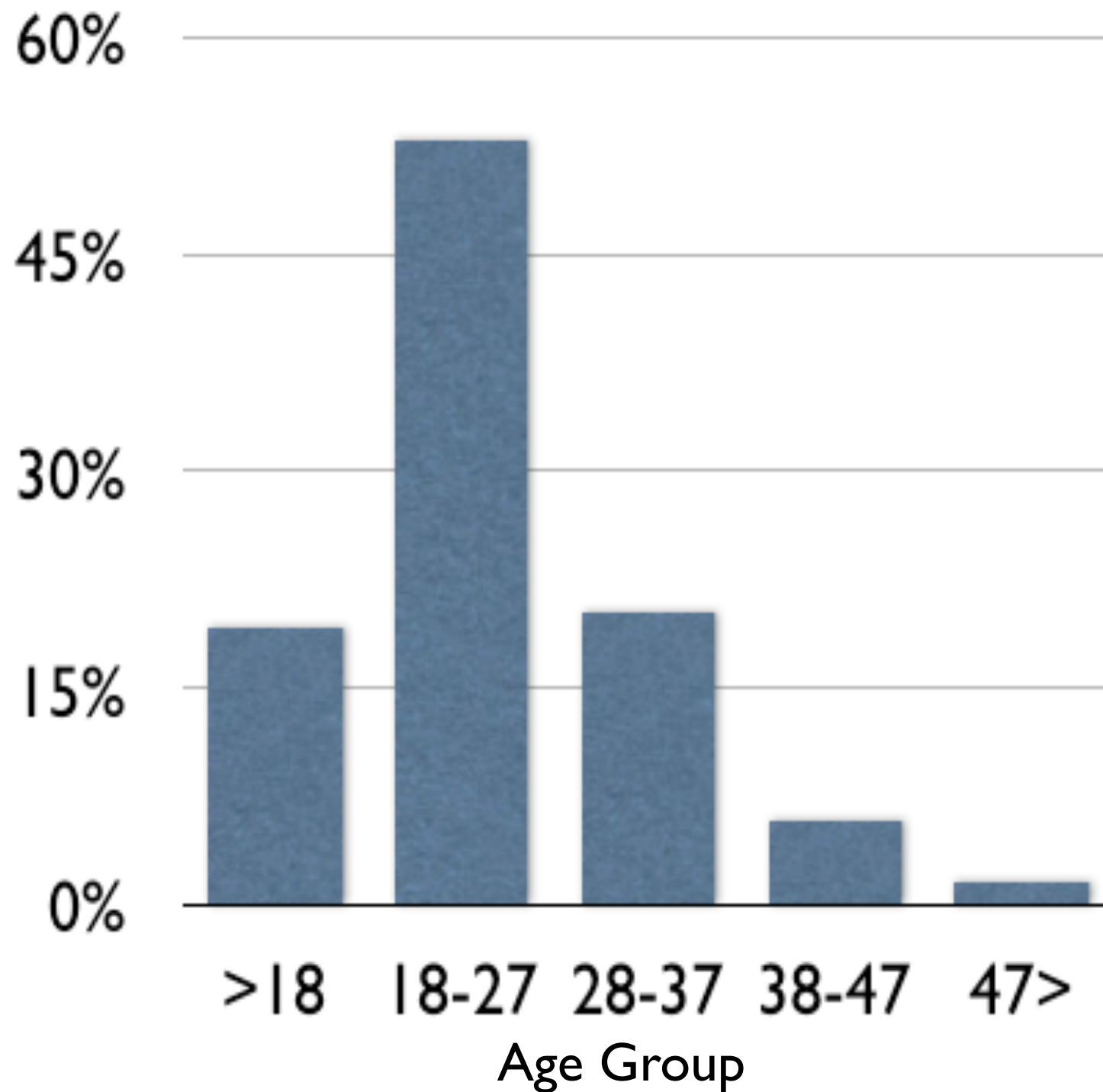
The Google logo, featuring the word 'Google' in its signature multi-colored font (blue, red, yellow, blue, green, red) with a trademark symbol (™) at the end.

facebook®

The Facebook logo, which is the word 'facebook' in white, lowercase, sans-serif font inside a dark blue rectangular box.

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Mobile Web Users by Age Group



Top Handsets used to surf the Web

Nokia N70

Nokia 6300

Nokia 6600

Nokia 5310

Nokia N73

Sony Ericsson W200i

Nokia 3230

Nokia 3500c

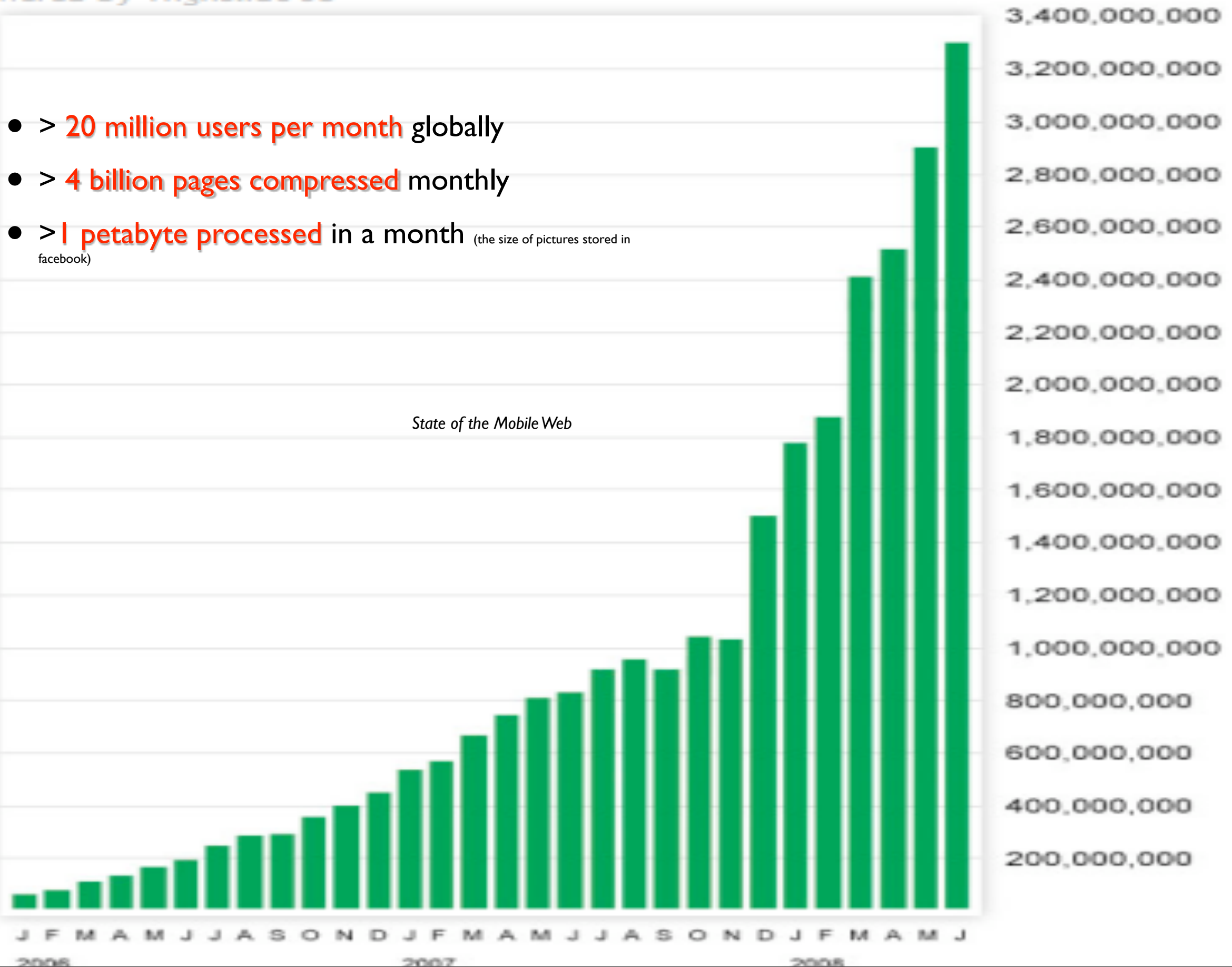
Nokia 3110c

Nokia 6120c

Global Mobile Web Trends

- > 20 million users per month globally
- > 4 billion pages compressed monthly
- > 1 petabyte processed in a month (the size of pictures stored in facebook)

State of the Mobile Web



Growth Factors



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1.

Malaysia 30 RP/Kb



2.



3.



facebook.



friendster.

4.

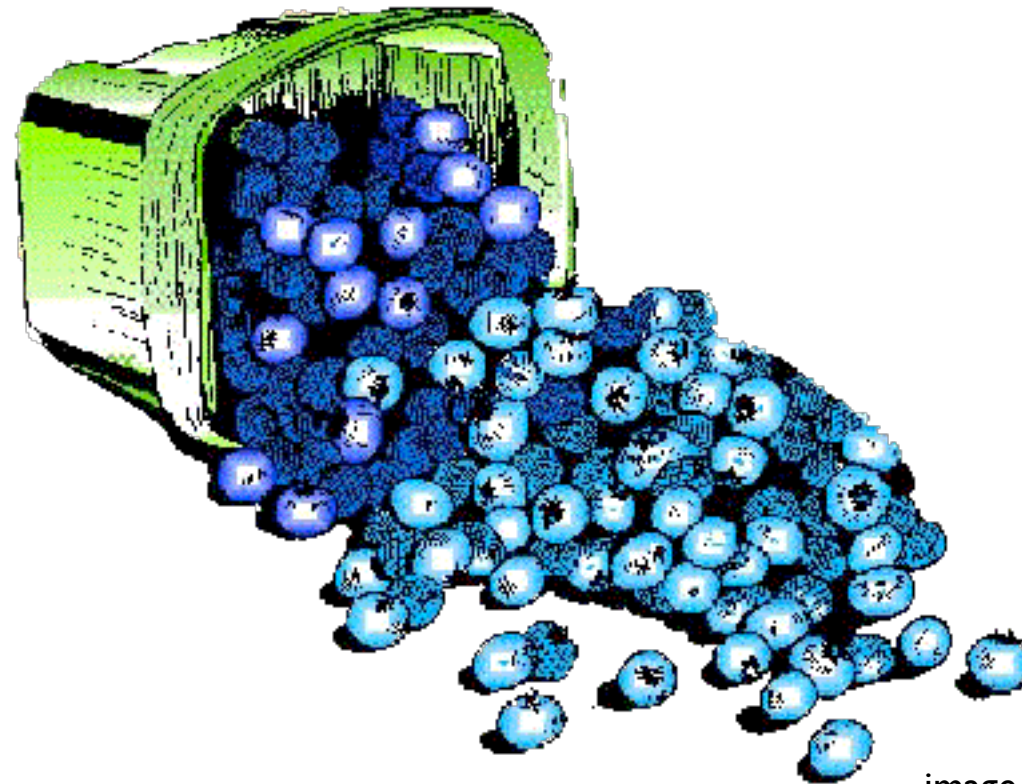


image taken from kidepatch.com/blueberries-toddlers.htm

5. & 6.



image taken from www.topnews.in/files/indonesia-map1.gif



Thanks!

zibin@opera.com

twitter: zibin

www.opera.com/developer