

Nigeria overtakes US in Opera Mini usage

OSLO, NORWAY: According to Opera's State of the Mobile Web Report, Opera Mini generates almost US\$1.25 billion per year for mobile operators in the top 10 countries for Opera Mini usage alone. Nigeria is continuing up the top 10 list of countries for Opera Mini usage overtaking the US in February 2010. The US generates more than US\$146 per user per year, according to the report.



The top 10 countries for Opera Mini usage in February 2010 were: Russia, Indonesia, India, China, Ukraine, South Africa, Nigeria, the United States, Vietnam and the United Kingdom. China passed Ukraine to take the number four spot.

"We like to think of Opera Mini as a win-win solution," said Jon von Tetzchner, co-founder, Opera. "Consumers who would otherwise not pay for the mobile Web can do so without fear of 'sticker shock' when they see their bill. People paying for a flat-rate data plan can enjoy quick and hassle-free browsing over EDGE or 3G connections. Operators attract new customers for their data packages, and their strained networks can catch their breath while our servers do the heavy lifting."

Global trends

In February 2010, Opera Mini had over 50.5 million users, a 1.7% increase from January 2010 and more than 145% compared to February 2009. 22 billion pages were viewed in February 2010. Since January, page views went down 5.6%, partly because February only has 28 days compared to January's 31. Since February 2009, page views have increased 200%.

In February 2010, Opera Mini users generated over 330 million MB of data for operators worldwide. Since January, the data consumed went down by 1.9%, also due to the fewer number of days in February. Data in Opera Mini is compressed by up to 90%. If this data were uncompressed, Opera Mini users would have viewed over three petabytes of data in February. Since February 2009, data traffic is up over 164%.

Operator revenue trends

In February 2010, people browsing with Opera Mini (in the top 10 countries according to unique users) spent approximately US\$103.8 million. That figure translates to approximately US\$1.25 billion per year in the top 10 countries.

Using US\$1 per megabyte as a global average, Opera Mini users generate nearly US\$4 billion for operators worldwide each year.

From a per-user perspective, Opera Mini users spent approximately US\$4 on average in the month of February, which comes out to US\$48 per year. The heaviest spending occurs in the United States (US\$146.40 user/year) and the United Kingdom (US\$102/user/year), whereas the least spending occurs in

India (US\$8.76/user/year) and South Africa (US\$11.52/user/year).

Opera Turbo statistics

Opera Turbo is a feature in both Opera Desktop and Opera Mobile that uses its servers to optimise and compress web pages. In February 2010, Opera Turbo on Opera Mobile was used by 645,000 unique users to view over 73 million pages, resulting in 4.1 terabytes of data transferred (post-compression). View Opera desktop statistics at www.opera.com/otr.

Opera's State of the Mobile Web Report, published monthly, provides information on the top global trends affecting the mobile Web. The full report is available from www.opera.com/smw (English only). View the State of the Mobile Report archive at www.opera.com/smw/archive.

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