The increasing prevalence of mobile devices has resulted in a significant escalation of mobile data traffic amounts.

The increased Internet connectivity of mobile devices has, in turn, led to a point where web access is mainly performed with the help of personal mobile devices, rather than desktop or fixed computers, see, e.g.

[1].

Web page complexity can be measured in terms of the number of objects contained, their type, or object lifetimes.

For desktop web pages,

…

While an evaluation of interactions and web pages that are presented after interaction takes place provides additional insigths, evaluations noted that typically, landing pages exhibit the highest levels of complexity {}.

Recent evaluations indicate that the type of object retrieved to display a mobile web page has significant impacts on the energy required for rendering and resulting battery taxation, see, e.g., {}.

While most web pages in the past were

Recent trends not only indicate that the complexity of web pages is steadily increasing, but that there is a strong correlation between desktop versions and mobile versions of landing pages.

[1] Cisco, Inc., “Cisco Visual Networking Index: Global Mobile

Data Traffic Forecast Update, 2013–2018,” Cisco, Inc., Feb. 2014.