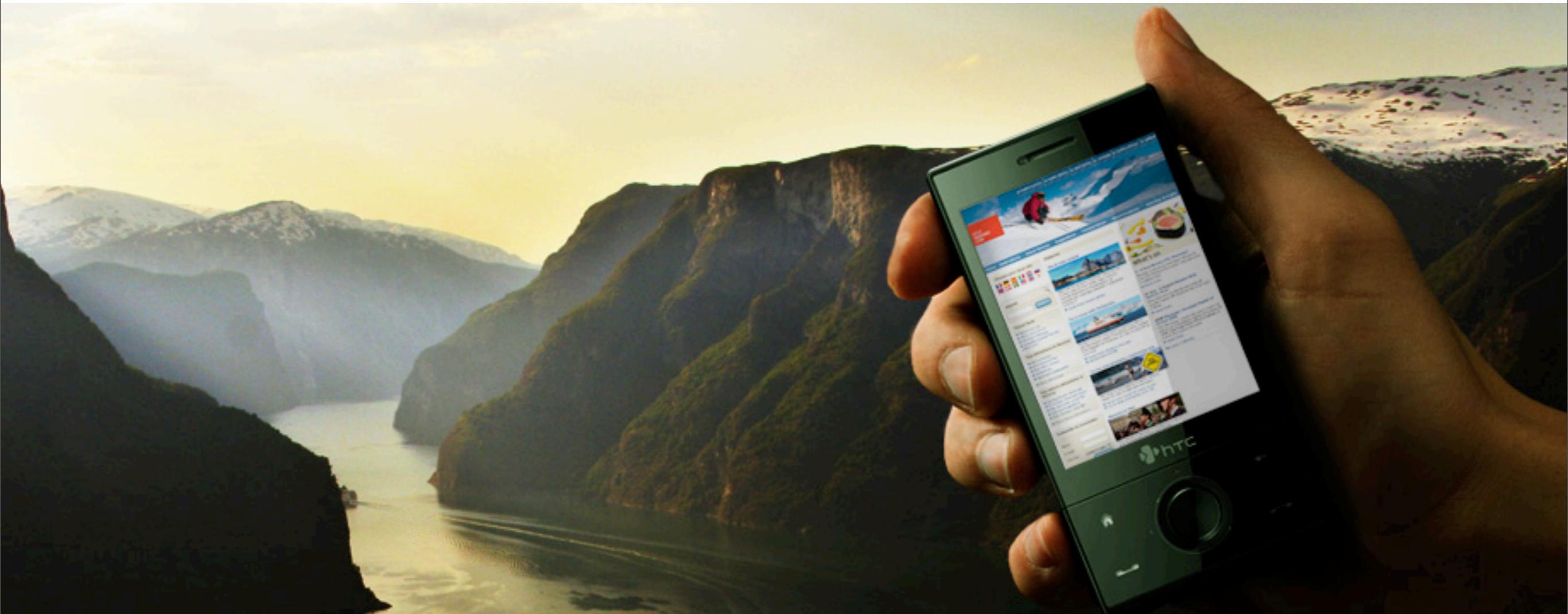




Opera Software

The best browsing experience on any device



Mobile Internet Trends

Cheah Zi Bin





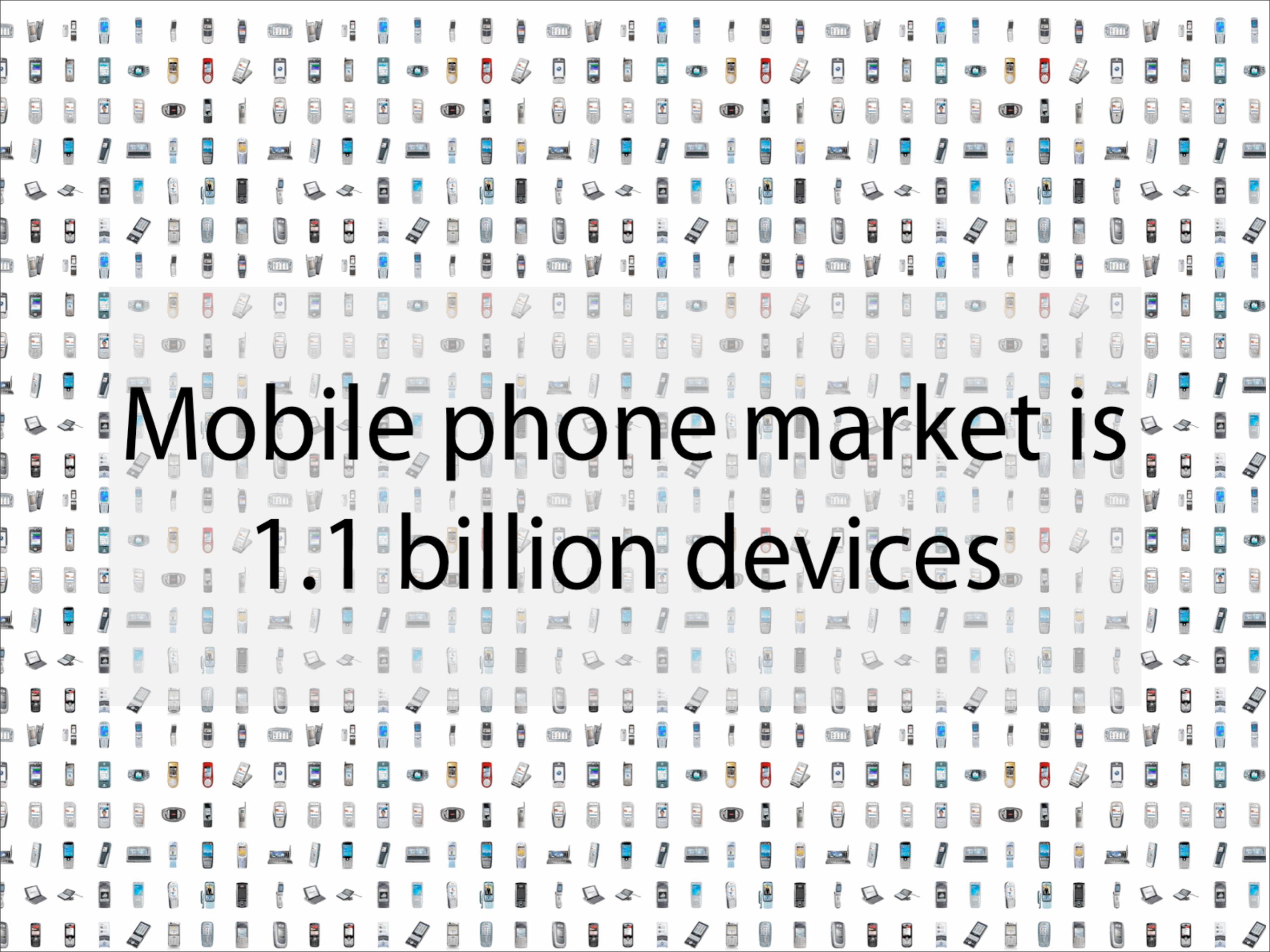
Mobile Browser Trends

One Web





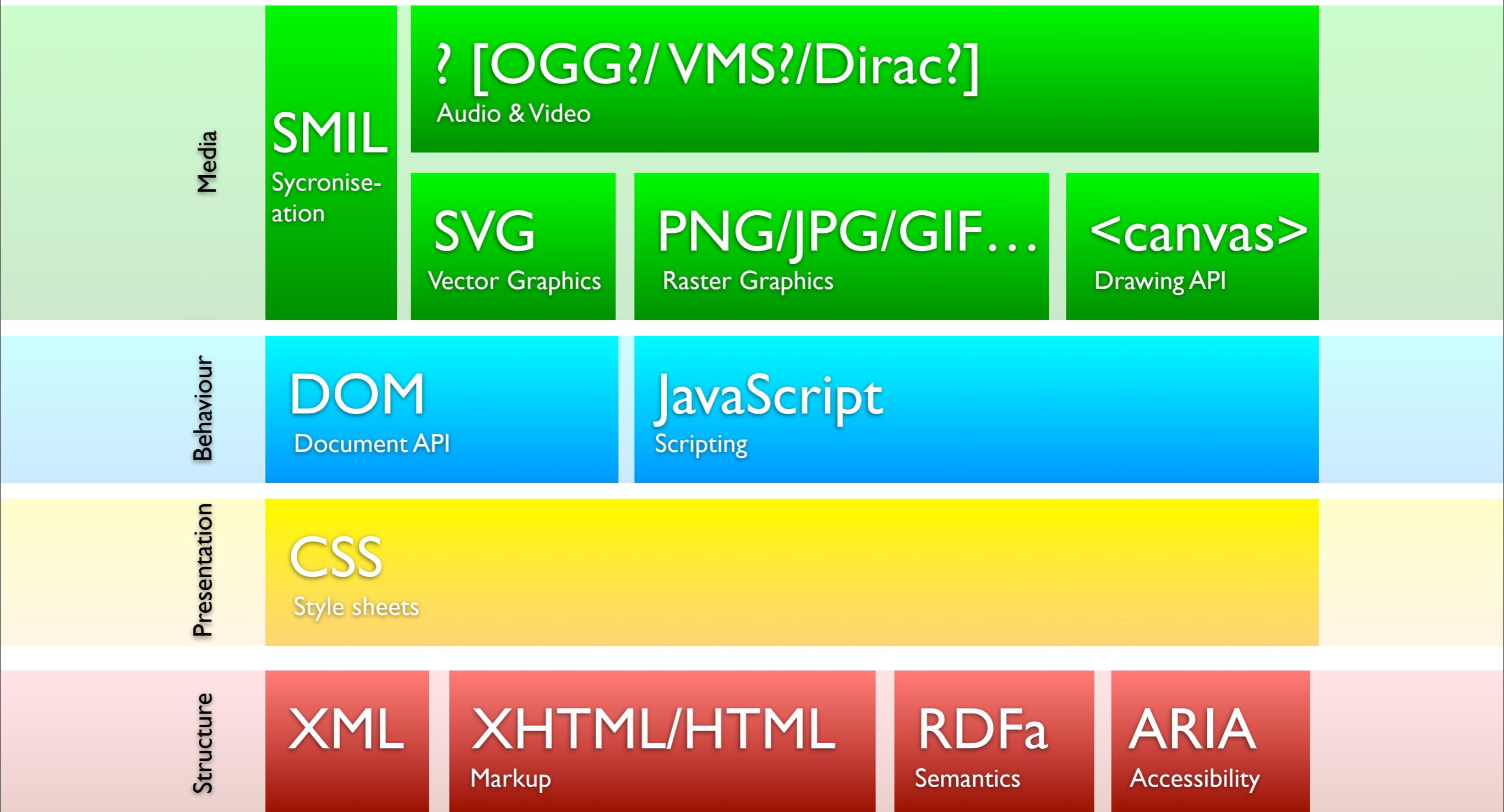
Compression/Proxy



**Mobile phone market is
1.1 billion devices**



Web Standards





**One Web
Compression/Proxy
Support many handsets
Web Standards**

Indonesia

Mobile Web Trends

Top 10 sites Indonesian Visits

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

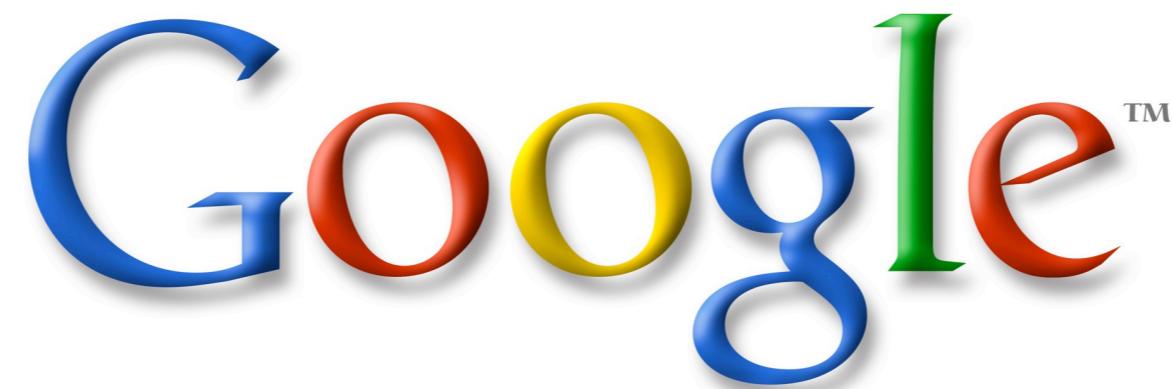
The number one site alone generated over half of it.



Top 10 sites Indonesian Visits

 friendster[®]

The Friendster logo consists of a black smiley face icon followed by the word "friendster" in a large, bold, black sans-serif font. A registered trademark symbol (®) is positioned at the top right of the "ster".

 Google™

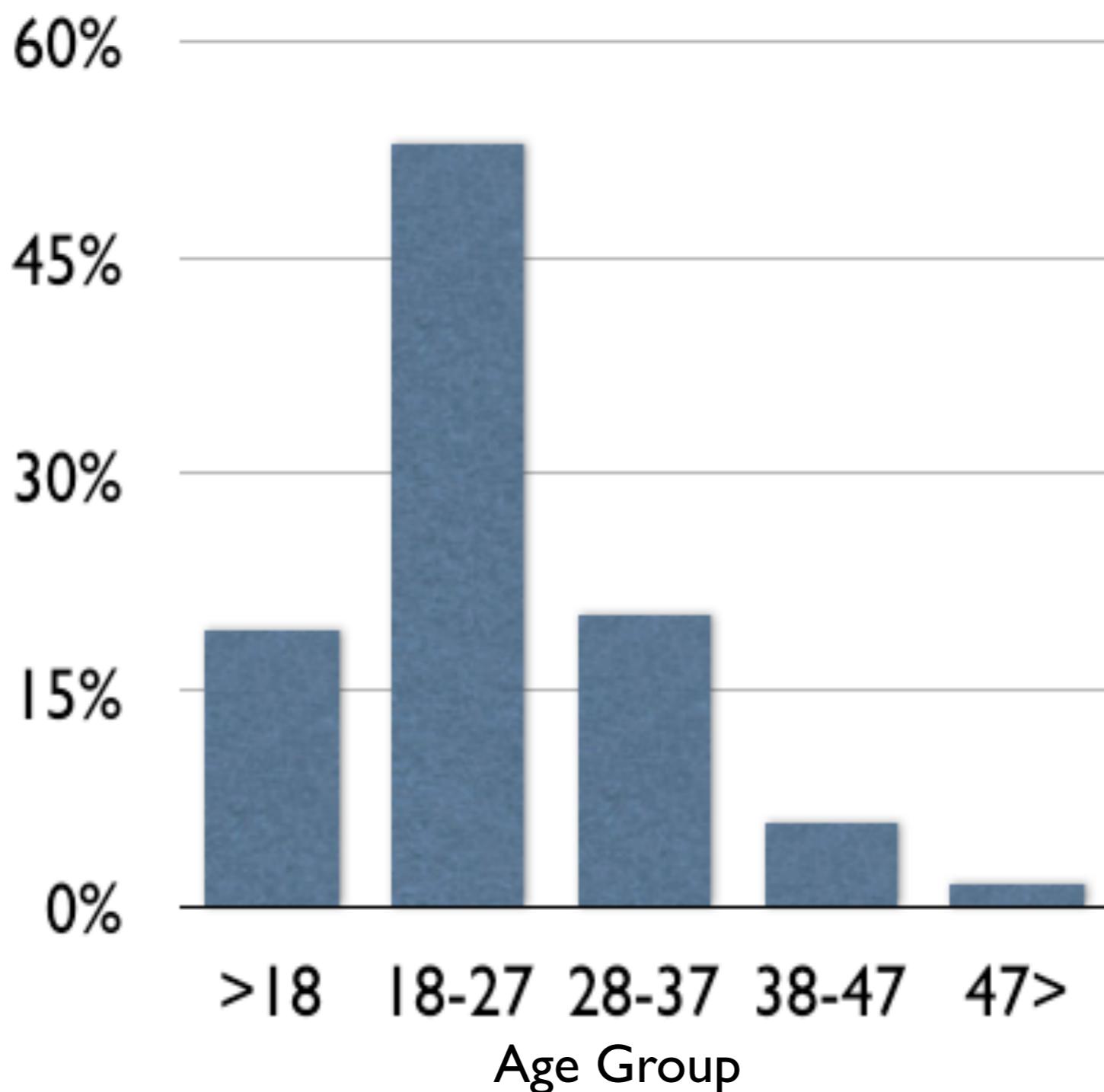
The Google logo features the word "Google" in its signature multi-colored, rounded, and slightly shadowed font. The letters are colored blue, red, yellow, and green. A small "TM" symbol is located at the top right of the "e".

 facebook[®]

The Facebook logo is a blue rectangular button with the word "facebook" in white lowercase letters. A registered trademark symbol (®) is located at the bottom right of the "book".

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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

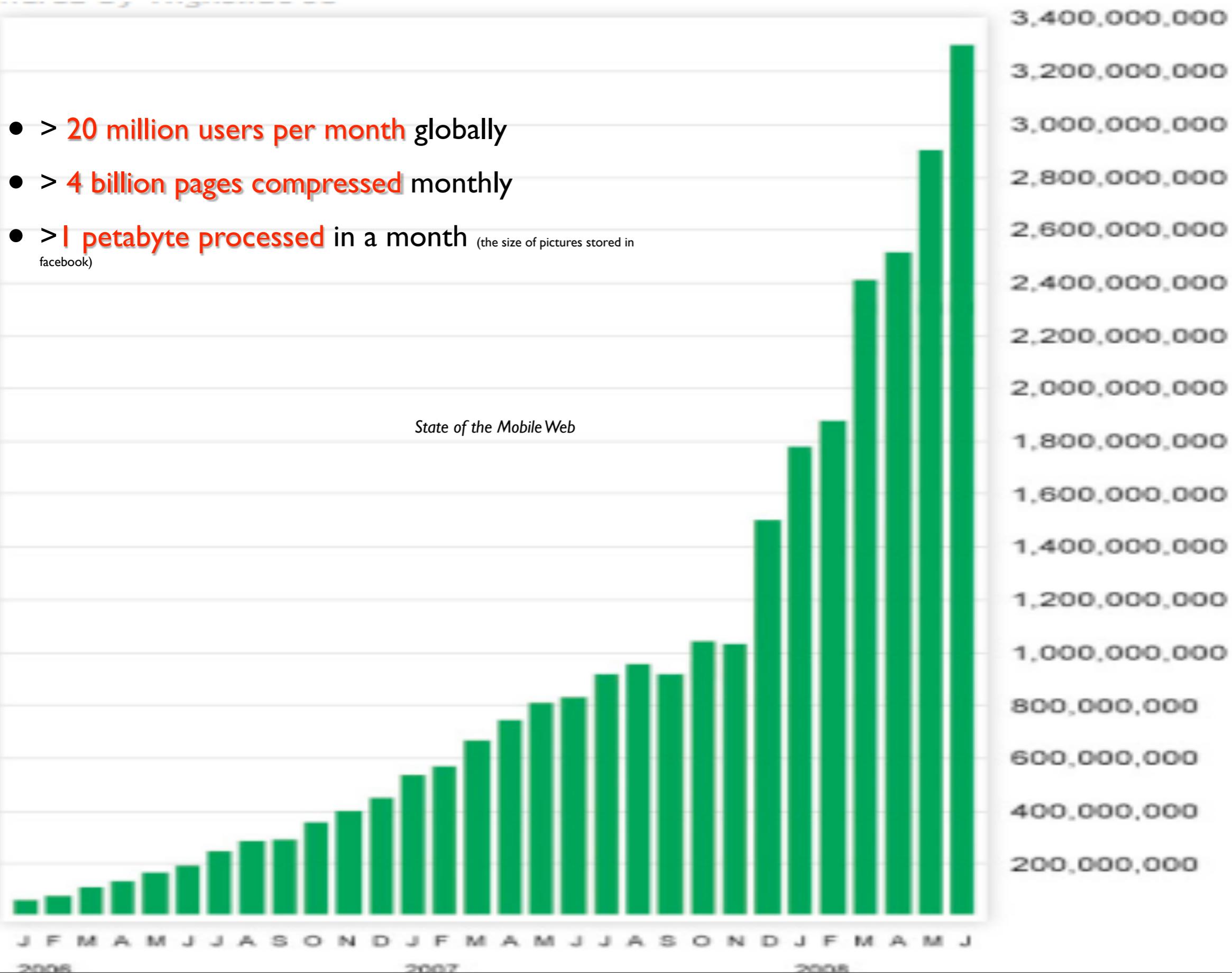
Nokia 3500c

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)

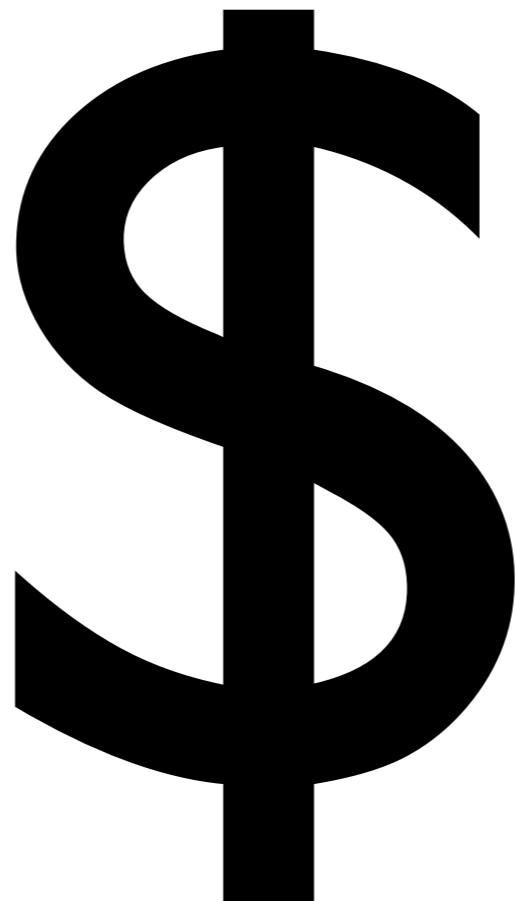


Growth Factors

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1.

Malaysia 30 RP/Kb



2.



3.



4.



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

5. & 6.



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





Thanks!

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