



AdMob Mobile Metrics Report

AdMob serves ads for more than 15,000 mobile Web sites and applications around the world. AdMob stores and analyzes the data from every ad request, impression, and click and uses this to optimize ad matching in its network. This monthly report offers a snapshot of its data to provide insight into trends in the mobile ecosystem.

October 2009

Find archived reports and sign up for future report notifications at metrics.admob.com.



AdMob Mobile Metrics Report

October 2009

New and Noteworthy

This month we look at the major smartphone Operating Systems and the top devices that use them. The iPhone, Palm, and RIM Operating Systems all run exclusively on devices manufactured by those companies. The Android, Symbian, and Windows Mobile Operating Systems run on devices from a variety of manufacturers.

* Worldwide requests from RIM devices increased 44% over the last six months in the AdMob network. The 8300 Curve series maintained approximately 45% share over the last six months, while the older 8100 Pearl series has seen its share of RIM traffic steadily decrease from 28% in April to 16% in October. The recently launched RIM devices that are gaining traction are the Tour and new versions of the Curve (8900 and 8520).

* Worldwide requests from Android devices increased 5.8 times since April 2009 in the AdMob network. For the first several months, the HTC Dream (G1) was the only device running Android. The launch of new devices, primarily the HTC Magic and HTC Hero, in different countries throughout the summer has contributed to the increase in traffic.

* In the US, the Motorola Droid launched on November 6 with a big marketing push from Verizon and two weeks after launch it already represented 24% of all Android requests in AdMob's network worldwide. The Motorola CLIQ has also seen fast pickup since its launch at T-Mobile in the US and generated 6% of Android traffic worldwide on November 18th.

* The top 20 Symbian devices are all manufactured by Nokia. With the exception of the 5800 XpressMusic device, the top Symbian devices have not changed much in 2009.

* While the Windows Mobile OS runs on devices from a variety of manufacturers, 9 of the top 20 devices come from HTC. Although the current handset portfolio is dated, the recent launch of the Windows Mobile 6.5 and increased marketing could have an positive impact in the future.

* Visit our metrics blog at metrics.admob.com for more commentary on the Mobile Metrics Report or to sign up for future reports.

AdMob publishes the Mobile Metrics Report to provide a measure of mobile Web and application usage from our network of more than 15,000 mobile Web sites and applications. AdMob share is calculated by the percentage of requests received from a particular handset; it is a measure of relative mobile Web and application usage and does not represent handset sales. Please visit this blog post for more information on how to interpret the Metrics report: <http://metrics.admob.com/2009/10/placing-admob-metrics-in-context/>.

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Methodology

AdMob Mobile Metrics Report

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Feature Section: RIM Handset Distribution

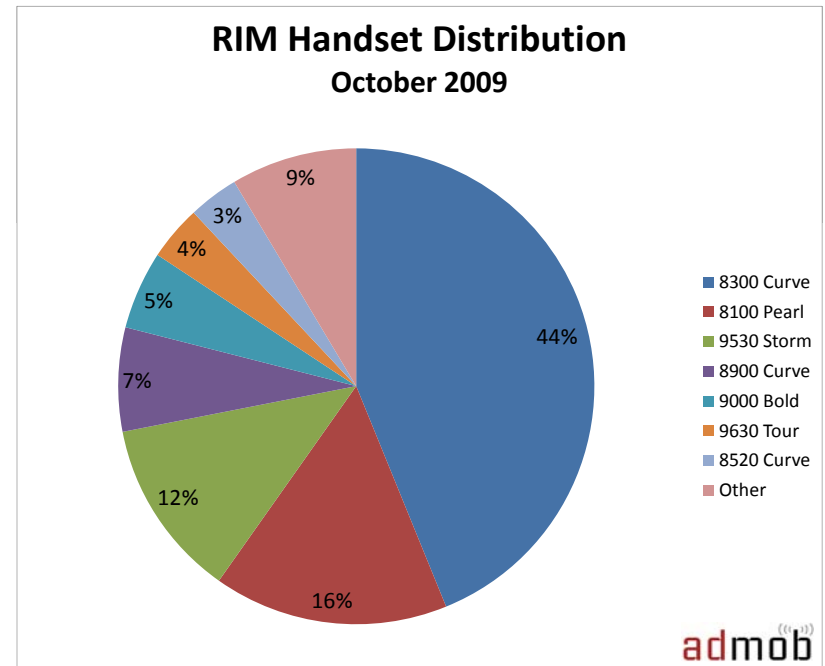
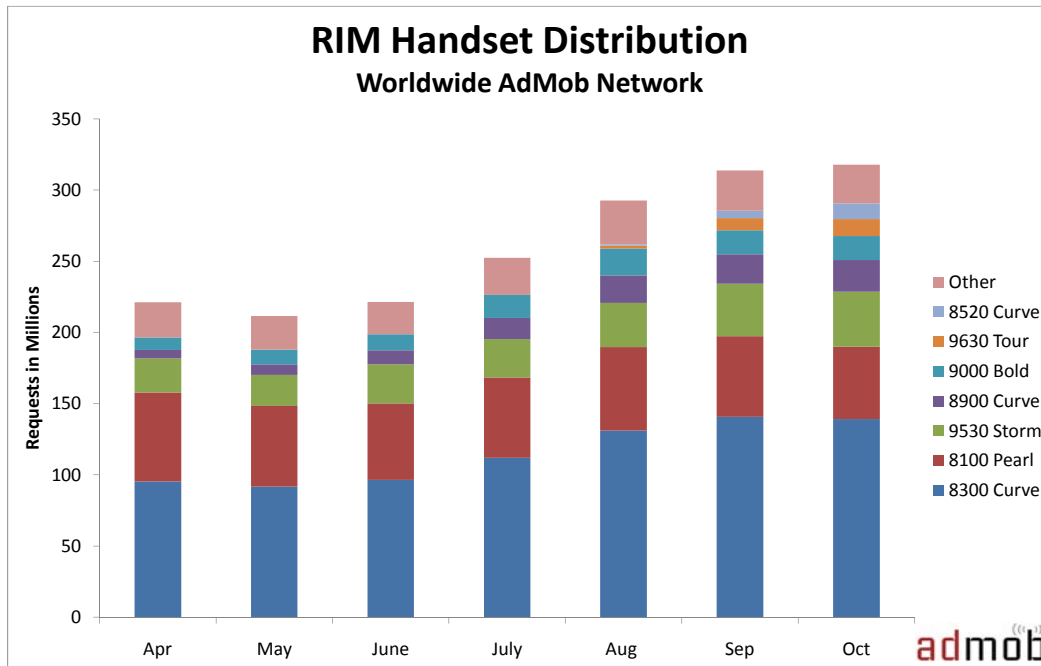
Unlike other device manufacturers, Research in Motion (RIM) has always focused on the smartphone market. RIM continues to launch new devices regularly as it builds its portfolio to expand its historical enterprise focus to include new devices targeted to consumers.

Highlights

* Worldwide requests from RIM devices increased 44% over the last six months in the AdMob network. The 8300 Curve series has maintained approximately 45% share over the last six months, while the older 8100 Pearl series has seen its share of RIM traffic steadily decrease from 28% in April to 16% in October. ⁽¹⁾

* Newer devices from RIM are generating an increasing percentage of their total requests. The recently launched RIM devices that are gaining traction are the Tour and new versions of the Curve (8900 and 8520). However, the Flip (8220 and 8230), launched in Q4 of 2008, has not much gained traction and generated less than 2% of total RIM traffic in October 2009.

* In the US, the 8300 Curve and 8100 Pearl series have consistently remained in the Top 20 devices in the AdMob network over the last two years. In the UK, the 9000 Bold and 8900 Curve and have seen strong growth and are now the number 10 and 11 devices, respectively.



(1) The devices in the 8100 Pearl series and 8300 Curve series have been grouped together for comparison purposes.

AdMob does not currently serve ads into RIM applications.

RIM Handset Distribution was also detailed in our February 2009 Mobile Metrics Report: <http://metrics.admob.com/2009/04/rim-results-demonstrate-continuing-strength-in-smartphone-sales/>.

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Feature Section: Android Handset Distribution

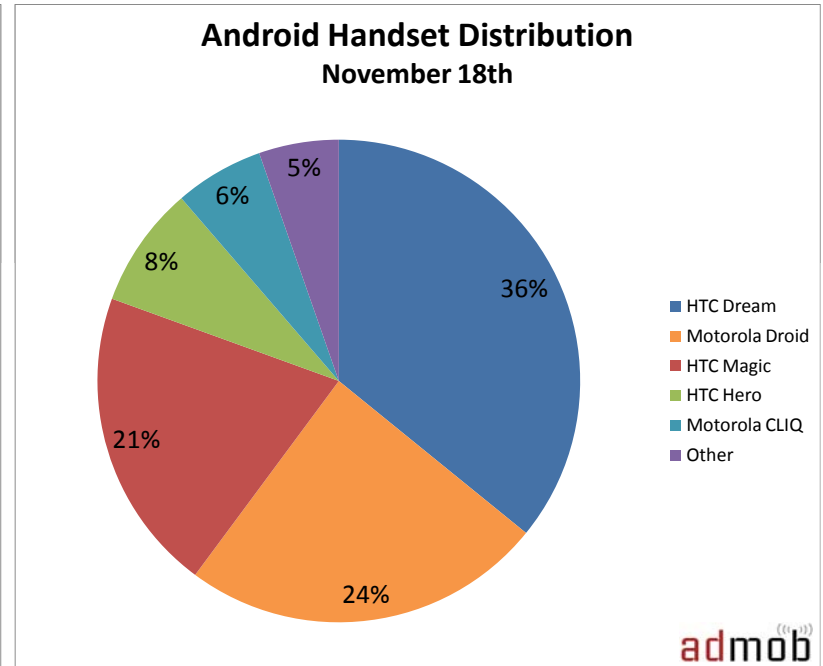
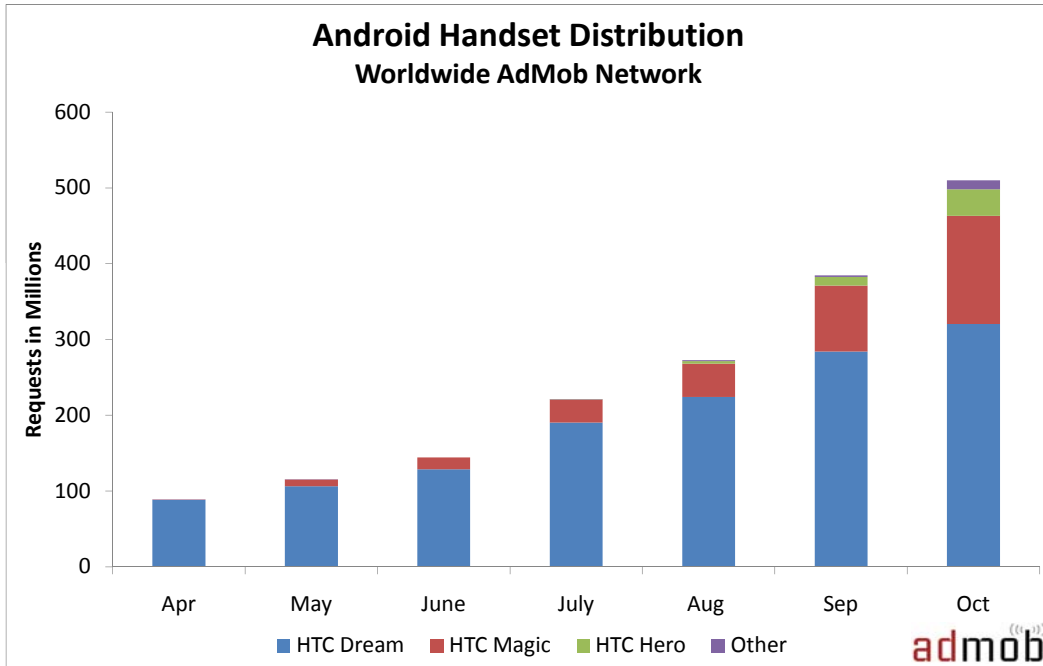
The Android Operating System turned one year old in October. Although the HTC Dream (G1) was the only Android device on the market for the first several months, recently a number of new devices have launched with great fanfare. More than 18 devices are expected to launch from 8 or 9 manufacturers by the end of 2009. ⁽¹⁾

Highlights

* Worldwide requests from Android devices increased 5.8 times since April 2009. In the US, Android has 20% share of smartphone traffic, up from 7% six months before, and the HTC Magic (myTouch 3G) and HTC Dream are both in the Top 10. In the UK, the HTC Dream, HTC Magic, and HTC Hero are all in the Top 10 devices in the AdMob network.

* For the first several months, the HTC Dream was the only device running Android. The launch of new devices, primarily the HTC Magic and HTC Hero, in different markets throughout the summer has contributed to the increase in traffic.

* Android continued to expand its device footprint with new handsets in November 2009. In the US, the Motorola Droid launched on November 6 with a big marketing push from Verizon and two weeks after launch it already represented 24% of all Android requests in AdMob's network worldwide. The Motorola CLIQ has also seen fast pickup since its launch on T-Mobile in the US and generated 6% of Android traffic worldwide on November 18th 2009.



(1) <http://bits.blogs.nytimes.com/2009/05/27/google-expect-18-android-phones-by-years-end/>

AdMob serves ads into Android applications and on mobile web sites.

Wikipedia is a good reference for information on Android devices: http://en.wikipedia.org/wiki/List_of_Android_devices.

AdMob Mobile Metrics Report

October 2009



Feature Section: Symbian and Windows Mobile Handset Distribution

This month's report focuses on major smartphone Operating Systems and the top devices that run on them. The iPhone OS from Apple has only two devices that run on it, the iPhone and iPod touch, and the webOS from Palm also has only two devices to date, the Pre and Pixie.

* The Symbian and Windows Mobile OS have both lost smartphone share in the AdMob network in the last year.⁽¹⁾ While new popular devices have spurred growth of other platforms, the top Symbian and Windows Mobile devices haven't changed much in 2009.⁽²⁾

* The top 20 Symbian devices are from Nokia. With the exception of the 5800 XpressMusic, the top Symbian devices have not changed much in 2009.

* While the Windows Mobile OS runs on devices from a variety of manufacturers, 9 of the top 20 devices come from HTC. Although the current handset portfolio is dated, the recent launch of the Windows Mobile 6.5 and increased marketing could have an positive impact in the future.

Symbian

Rank	Manufacturer	Model	% of Reqs
1	Nokia	N70	11.7%
2	Nokia	N95	9.2%
3	Nokia	6300	7.9%
4	Nokia	N80	6.7%
5	Nokia	N73	6.2%
6	Nokia	6120c	5.9%
7	Nokia	5800 XpressMusic	4.2%
8	Nokia	6600	3.2%
9	Nokia	6630	3.0%
10	Nokia	N81	3.0%
11	Nokia	E71	3.0%
12	Nokia	7610	2.5%
13	Nokia	N72	2.2%
14	Nokia	E51	2.2%
15	Nokia	E63	2.1%
16	Nokia	6680	1.9%
17	Nokia	N82	1.9%
18	Nokia	E65	1.7%
19	Nokia	3230	1.4%
20	Nokia	E66	1.3%

Windows Mobile

Rank	Manufacturer	Model	% of Reqs
1	HTC	Touch Pro	7.2%
2	HTC	Touch	6.7%
3	Samsung	SGH-I617	6.4%
4	HTC	Dash	4.4%
5	Motorola	Q9C	3.4%
6	Samsung	SGH i900	3.2%
7	Samsung	SCH i910	2.5%
8	HTC	Shadow	2.1%
9	Palm	Treo 850e	2.1%
10	HTC	Atlas	1.9%
11	Lenovo	i921	1.9%
12	Sprint	Titan	1.8%
13	HTC	P3450	1.5%
14	Samsung	SGH-i637	1.5%
15	LG	CT810	1.5%
16	HTC	P3702	1.1%
17	HTC	XV6900	1.0%
18	Palm	Treo 800	0.9%
19	SonyEricsson	X1i	0.9%
20	HTC	Snap	0.9%

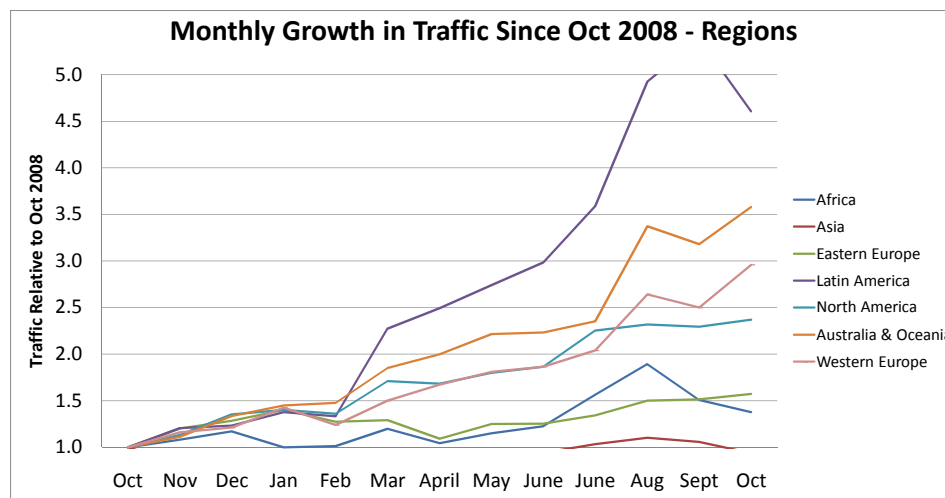
(1) Please see our August 2009 report for more details: <http://metrics.admob.com/2009/09/august-2009-mobile-metrics-report/>.

(2) Please see our February 2009 report for top Symbian and Windows Mobile handset earlier this year: <http://metrics.admob.com/2009/03/mobile-operators-vs-operating-systems-as-distribution-channels/>.

Ad Requests by Geography - October 2009

Requests: 10,189,424,273

Country	Requests	% of Requests	% Share Change
United States	4,983,422,755	48.9%	1.6%
India	596,822,962	5.9%	-0.7%
United Kingdom	420,494,978	4.1%	0.8%
Indonesia	395,994,176	3.9%	-0.9%
Canada	245,680,222	2.4%	0.2%
Mexico	201,704,118	2.0%	-0.5%
France	193,872,412	1.9%	0.5%
Philippines	188,646,745	1.9%	-1.3%
Saudi Arabia	163,257,697	1.6%	-0.1%
South Africa	142,869,060	1.4%	0.1%
Other Countries ^{(1) (2)}	2,656,659,148	26.1%	
Total	10,189,424,273	100.0%	



Region	Requests	% of Requests	% Share Change
North America	5,229,372,140	51.3%	1.9%
Asia	2,294,718,205	22.5%	-2.8%
Western Europe	1,142,010,234	11.2%	1.8%
Africa	497,263,497	4.9%	-0.4%
Latin America	434,789,464	4.3%	-0.7%
Eastern Europe	205,449,558	2.0%	0.1%
Oceania	153,363,016	1.5%	0.2%
Other ⁽²⁾	232,458,159	2.3%	
Total	10,189,424,273	100.0%	

Notes

- Month-over-month share change calculated as % of current month requests less percent of prior month requests.

(1) Other includes 60 countries having more than 10 million requests.

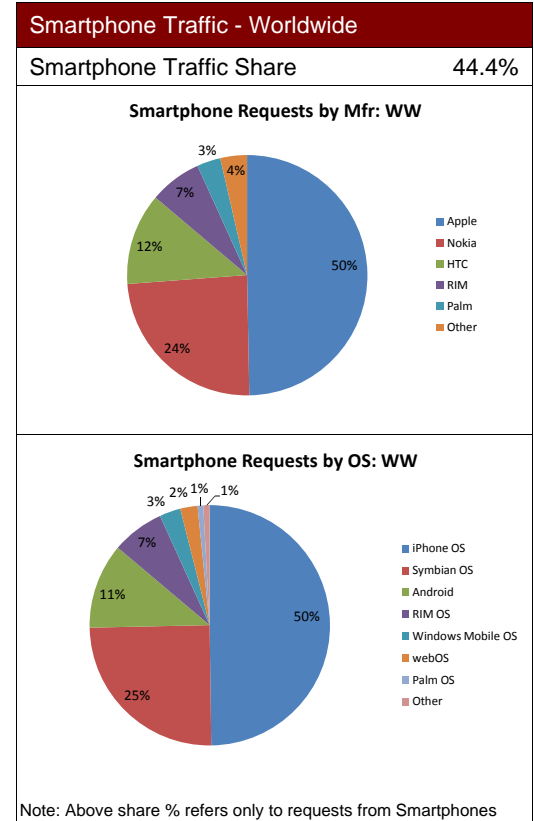
(2) Other includes unclassified requests where the country of origin could not be determined. Targeted ads were not shown to these requests.

Worldwide Handset Data - October 2009

Requests: 10,189,424,273

Top Device Mfrs	% of Requests	Share Chg %
Apple	32.1%	6.9%
Nokia	19.6%	-2.6%
Samsung	12.3%	-0.4%
HTC	5.6%	1.2%
Motorola	5.2%	-0.7%
SonyEricsson	4.7%	-0.8%
RIM	3.2%	0.1%
LG	3.2%	-0.1%
Kyocera	1.7%	-0.2%
Palm	1.4%	-1.0%
Sony	1.2%	-0.5%
Other ⁽¹⁾	9.9%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Apple iPhone	22.4%	5.5%
Apple iPod Touch	9.8%	1.4%
HTC Dream	3.2%	0.4%
Samsung R450	2.3%	-0.3%
HTC Magic	1.4%	0.5%
RIM BlackBerry 8300	1.4%	0.0%
Nokia N70	1.3%	-0.3%
Motorola RAZR V3	1.3%	-0.3%
Sony PSP	1.1%	-0.5%
Kyocera S1300	1.1%	-0.1%
Nokia 3110c	1.1%	-0.2%
Palm Pre	1.0%	-0.9%
Nokia N95	1.0%	-0.1%
Nokia 6300	0.9%	-0.1%
Samsung R430	0.8%	-0.1%
Nokia N80	0.7%	-0.1%
Nokia N73	0.7%	-0.1%
Nokia 6120c	0.7%	-0.1%
Nokia 5130	0.6%	0.2%
Motorola Z6M	0.5%	-0.1%
Total	53.2%	



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	67.0%
Supports Streaming Video	69.1%
Able to Download Video Clips	76.9%
Supports WAP Push Messages	54.4%

MMA Standard Screen Size	Share %
Small	15.3%
Medium	15.7%
Large	18.7%
X-Large	50.3%

Notes

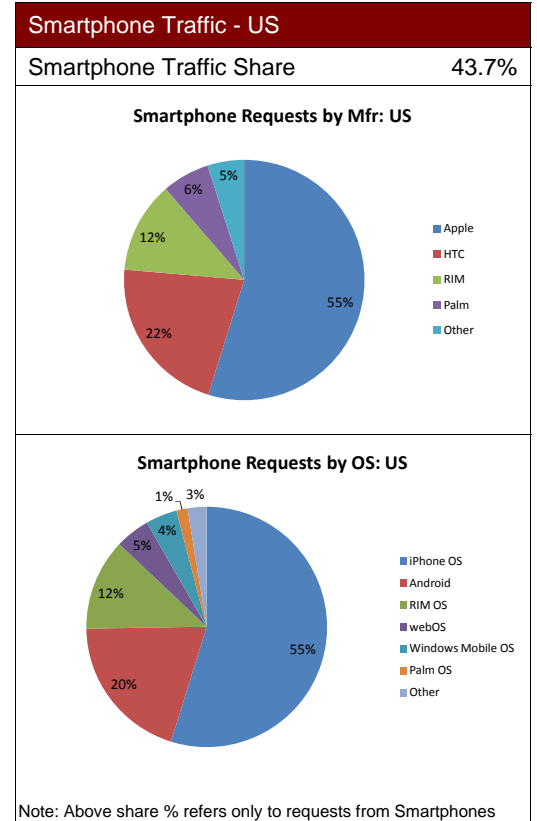
- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Nokia 5130.
- (1) Includes unclassified impressions and other manufacturers with < 2% share.

United States Handset Data - October 2009

Requests: 4,983,422,755

Top Device Mfrs	% of Requests	Share Chg %
Apple	35.5%	7.5%
Samsung	19.9%	-1.3%
HTC	9.5%	1.8%
Motorola	9.0%	-1.5%
RIM	5.4%	0.0%
LG	4.4%	-0.3%
Kyocera	3.4%	-0.4%
Palm	2.8%	-2.2%
Nokia	2.1%	-0.3%
Other ⁽¹⁾	8.0%	
Total	100.0%	

Top Handset Models		% of Requests	Share Chg %
Apple	iPhone	24.1%	5.2%
Apple	iPod Touch	11.4%	2.3%
HTC	Dream	6.0%	0.6%
Samsung	R450	4.6%	-0.7%
RIM	BlackBerry 8300	2.6%	0.0%
Motorola	RAZR V3	2.3%	-0.5%
HTC	Magic	2.2%	0.9%
Kyocera	S1300	2.2%	-0.2%
Palm	Pre	2.0%	-2.1%
Samsung	R430	1.6%	-0.3%
Motorola	Z6M	1.0%	-0.2%
Samsung	R560	1.0%	0.5%
Samsung	M800	1.0%	-0.1%
Samsung	R420	0.9%	0.1%
LG	CU920	0.9%	-0.1%
Samsung	R810	0.9%	-0.1%
RIM	BlackBerry 8100	0.9%	-0.1%
Motorola	QA30	0.9%	0.0%
Motorola	KRZR K1c	0.9%	-0.2%
Motorola	VE 240	0.8%	-0.1%
Total		68.1%	



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	49.8%
Supports Streaming Video	61.8%
Able to Download Video Clips	66.3%
Supports WAP Push Messages	50.2%

MMA Standard Screen Size	Share %
Small	15.7%
Medium	14.2%
Large	12.2%
X-Large	57.9%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Samsung R560.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

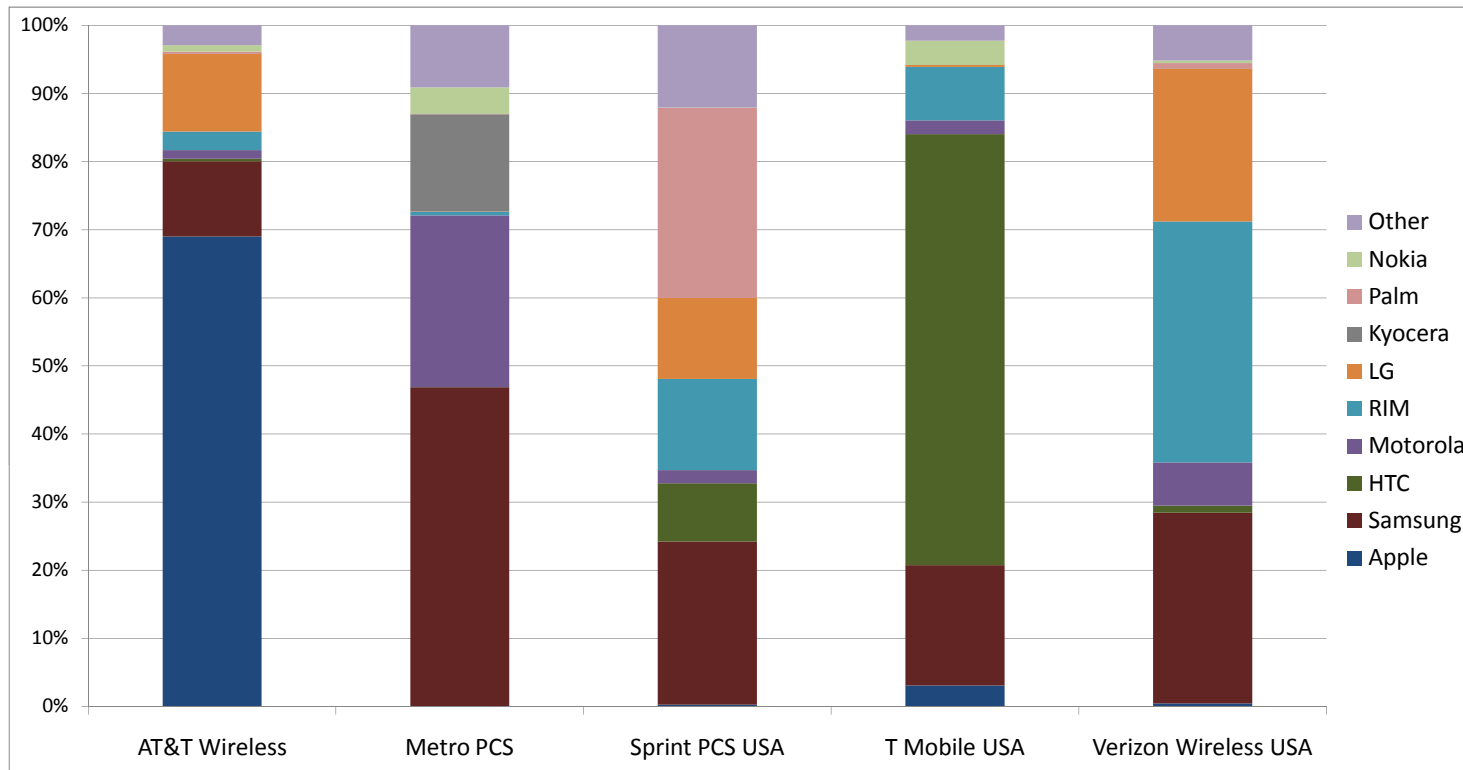
United States Handset Data

October 2009

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - US



Notes

- Other includes all manufacturers with less than 2.0% share.

India Handset Data - October 2009

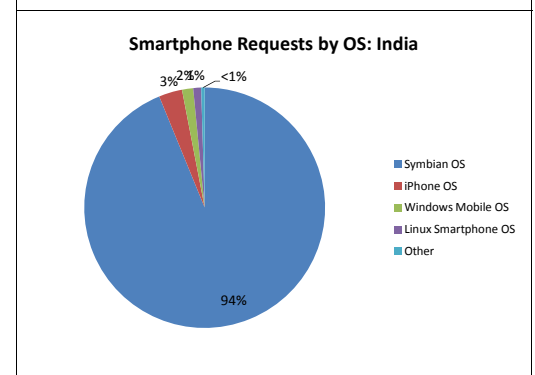
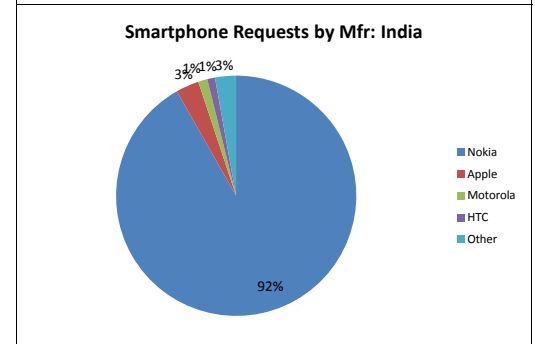
Requests: 596,822,962

Top Device Mfrs	% of Requests	Share Chg %
Nokia	63.0%	2.2%
SonyEricsson	10.1%	-0.1%
Samsung	5.6%	0.7%
Motorola	1.4%	-0.2%
Apple	1.1%	0.3%
LG	1.0%	0.0%
Other ⁽¹⁾	17.8%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Nokia 3110c	7.8%	-0.2%
Nokia N70	4.8%	0.1%
Nokia 5130	4.2%	1.3%
Nokia 7210	3.4%	0.4%
Nokia 6300	3.0%	0.1%
Nokia 6233	2.9%	0.2%
Nokia N73	2.9%	0.3%
Nokia N80	2.6%	-0.4%
Nokia 2626	2.2%	-0.3%
Nokia N72	1.9%	-0.1%
Nokia 6600	1.7%	-0.1%
SonyEricsson W200i	1.4%	-0.1%
Nokia 5300	1.3%	0.0%
Nokia 3500 Classic	1.1%	0.0%
Nokia 5310	1.1%	0.1%
Nokia 5200	1.1%	-0.1%
Nokia 7610	1.0%	0.0%
Nokia 2600c	1.0%	-0.1%
Nokia 6030	1.0%	-0.2%
Apple iPhone	1.0%	0.2%
Total	47.3%	

Smartphone Traffic - India

Smartphone Traffic Share 29.9%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	79.2%
Supports Streaming Video	70.4%
Able to Download Video Clips	85.2%
Supports WAP Push Messages	85.7%

MMA Standard Screen Size	Share %
Small	27.3%
Medium	24.8%
Large	32.0%
X-Large	15.9%

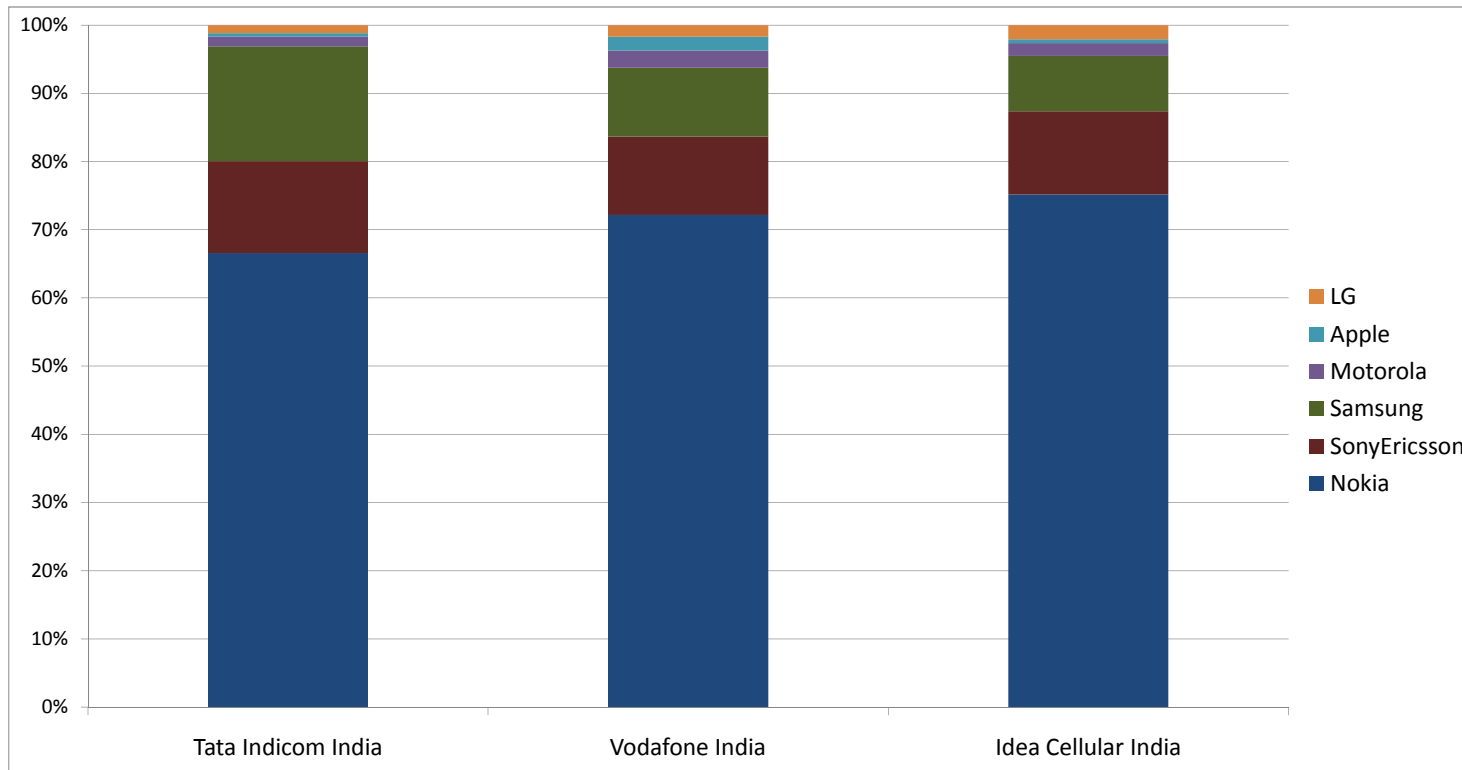
Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Apple iPhone.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - India



Notes

- Other includes all manufacturers with less than 1% share.

Indonesia Handset Data - October 2009

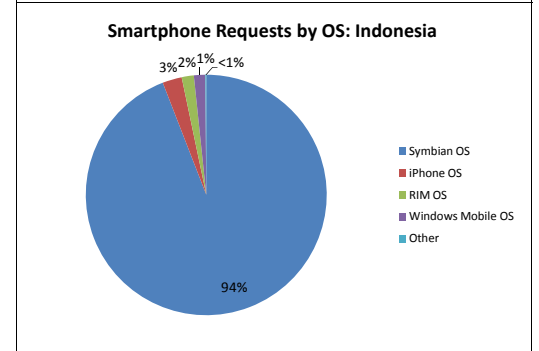
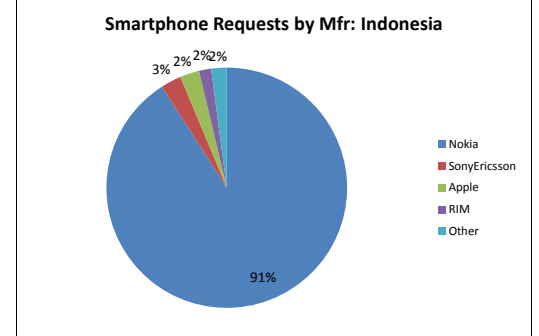
Requests: 395,994,176

Top Device Mfrs	% of Requests	Share Chg %
Nokia	57.5%	0.0%
SonyEricsson	26.6%	-0.2%
Samsung	1.5%	0.0%
Other ⁽¹⁾	14.4%	
Total	100.0%	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	4.3%	0.1%
Nokia	6600	3.0%	-0.1%
Nokia	6300	2.8%	-0.2%
SonyEricsson	W200i	2.7%	-0.1%
Nokia	5130	2.7%	1.6%
Nokia	7610	2.5%	0.0%
Nokia	3110c	2.4%	-0.3%
Nokia	N73	1.9%	0.0%
Nokia	2600c	1.9%	-0.1%
Nokia	5300	1.8%	-0.3%
Nokia	2630	1.7%	-0.1%
Nokia	3230	1.7%	0.0%
Nokia	E63	1.7%	0.2%
SonyEricsson	K310i	1.6%	-0.1%
Nokia	6120c	1.6%	-0.1%
SonyEricsson	K510	1.4%	0.0%
Nokia	5200	1.3%	-0.2%
SonyEricsson	K320i	1.2%	-0.1%
SonyEricsson	K530i	1.2%	-0.1%
SonyEricsson	K550i	1.1%	-0.1%
Total		40.5%	

Smartphone Traffic - Indonesia

Smartphone Traffic Share 32.0%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	88.6%
Supports Streaming Video	77.2%
Able to Download Video Clips	86.2%
Supports WAP Push Messages	90.0%

MMA Standard Screen Size	Share %
Small	29.9%
Medium	31.5%
Large	27.9%
X-Large	10.7%

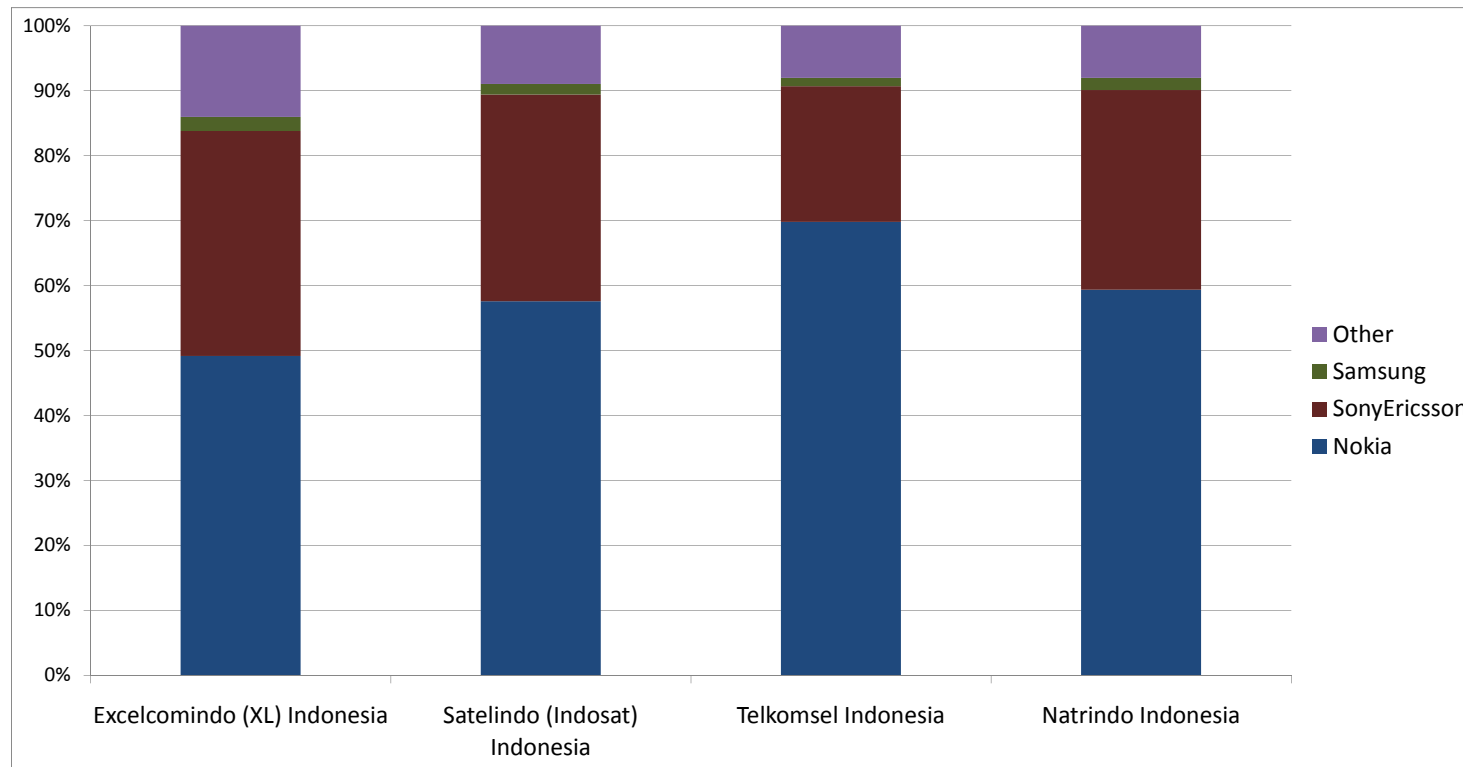
Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Nokia 5130.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - Indonesia



Notes

- Other includes all manufacturers with less than 1% share.

United Kingdom Handset Data - October 2009

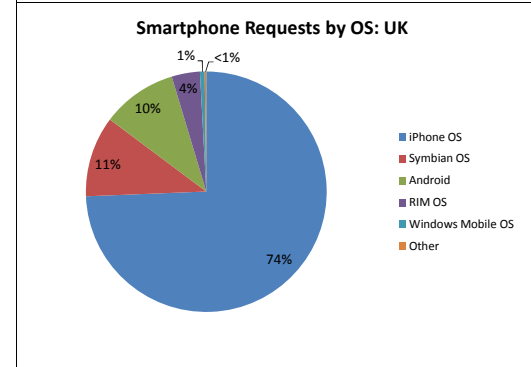
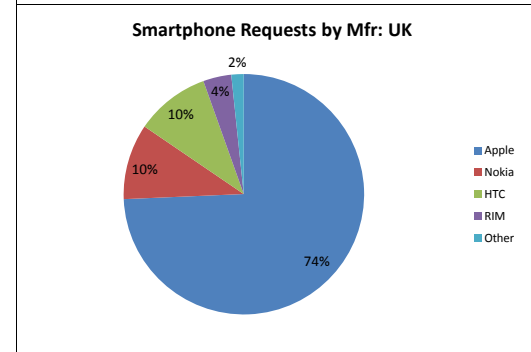
Requests: 420,494,978

Top Device Mfrs	% of Requests	Share Chg %
Apple	60.5%	3.1%
SonyEricsson	8.5%	-0.6%
Nokia	8.2%	-0.8%
HTC	6.0%	-0.1%
Samsung	5.4%	-0.1%
RIM	2.3%	-0.2%
LG	2.1%	-0.2%
Other ⁽¹⁾	7.1%	
Total	100.0%	

Top Handset Models		% of Requests	Share Chg %
Apple	iPhone	44.3%	6.2%
Apple	iPod Touch	16.1%	-3.1%
HTC	Dream	2.9%	-0.3%
Nokia	N95	1.7%	-0.4%
HTC	Magic	1.6%	0.1%
HTC	Hero	1.4%	0.2%
SonyEricsson	K800i	1.0%	-0.1%
Nokia	5800 XpressMusic	0.9%	0.0%
Sony	PSP	0.6%	-0.2%
RIM	BlackBerry 9000	0.6%	-0.1%
RIM	BlackBerry 8900	0.6%	0.0%
Samsung	G600	0.6%	-0.1%
SonyEricsson	W910i	0.6%	-0.1%
Samsung	J700	0.6%	-0.1%
LG	KP500	0.5%	-0.1%
Samsung	GT S5230	0.5%	0.1%
Nokia	N97	0.5%	0.0%
Nokia	E71	0.5%	0.0%
SonyEricsson	C902	0.5%	0.0%
SonyEricsson	W580i	0.5%	0.0%
Total		76.4%	

Smartphone Traffic - UK

Smartphone Traffic Share 59.2%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	78.2%
Supports Streaming Video	91.3%
Able to Download Video Clips	94.7%
Supports WAP Push Messages	30.6%

MMA Standard Screen Size	Share %
Small	2.6%
Medium	3.4%
Large	17.9%
X-Large	76.1%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Samsung GT S5239, Sony Ericsson C902 and Nokia N97.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

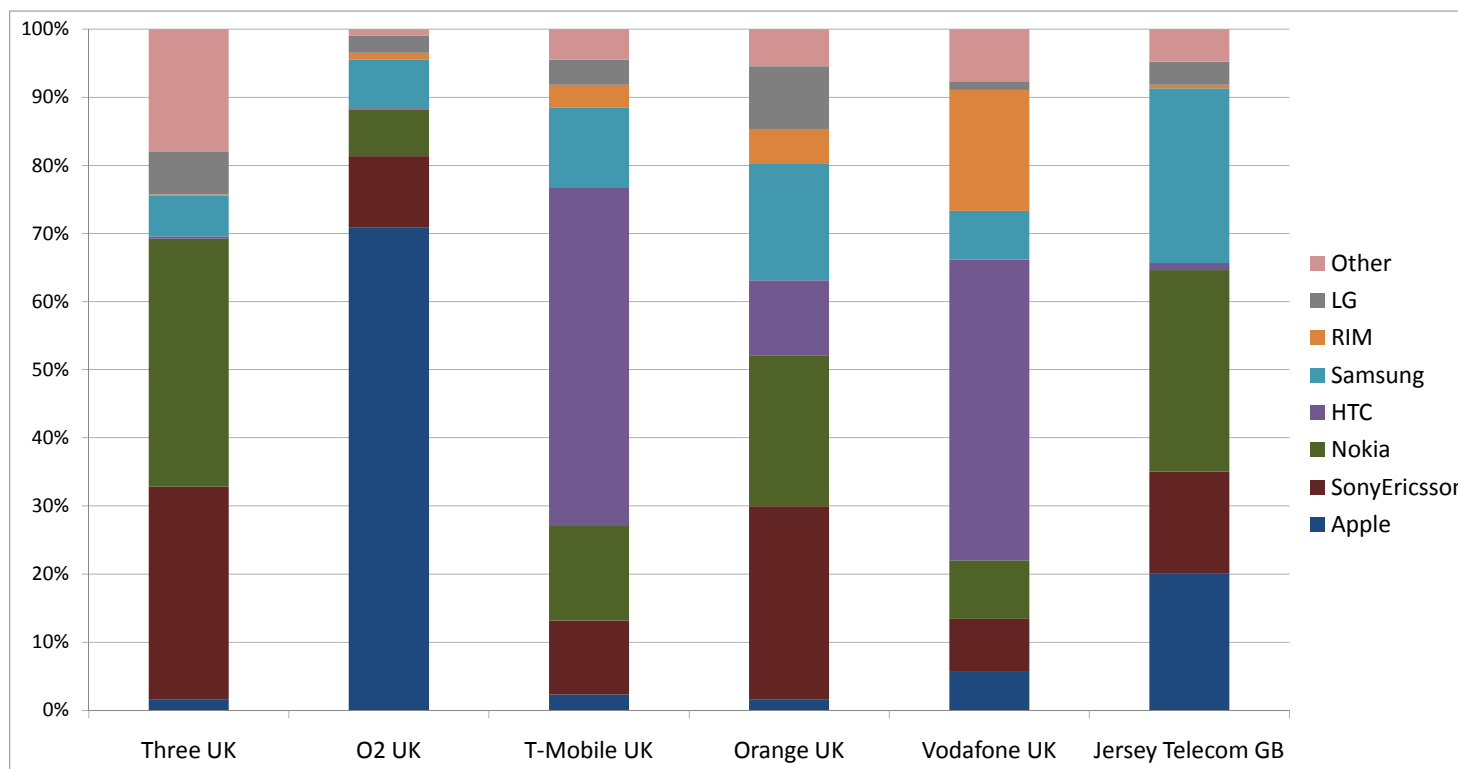
United Kingdom Handset Data

October 2009

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - United Kingdom



Notes

- Other includes all manufacturers with less than 1% share.

Philippines Handset Data - October 2009

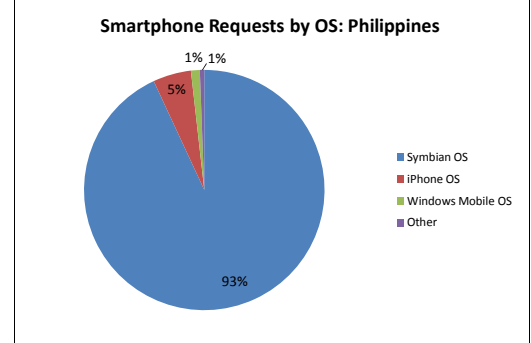
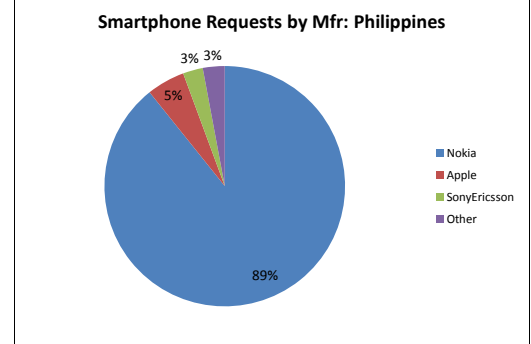
Requests: 188,646,745

Top Device Mfrs	% of Requests	Share Chg %
Nokia	66.7%	-0.1%
SonyEricsson	7.9%	-0.3%
Apple	4.5%	0.1%
Samsung	3.0%	0.6%
Sony	1.7%	0.3%
Other ⁽¹⁾	16.3%	
Total	100.0%	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	6.9%	0.1%
Nokia	6630	3.2%	0.2%
Nokia	6300	3.1%	-0.4%
Nokia	6120c	3.0%	0.6%
Nokia	3110c	2.9%	-0.5%
Apple	iPod Touch	2.4%	-0.3%
Nokia	N95	2.3%	0.4%
Apple	iPhone	2.1%	0.4%
Nokia	2600c	2.1%	-0.2%
Nokia	6680	2.0%	0.0%
Nokia	6600	1.9%	-0.5%
Nokia	N80	1.8%	0.3%
Nokia	N73	1.8%	-0.1%
Sony	PSP	1.7%	0.3%
Nokia	2630	1.7%	-0.3%
Nokia	7210	1.6%	0.0%
Nokia	6070	1.6%	-0.2%
Nokia	6020	1.3%	0.1%
Nokia	1680c	1.3%	0.0%
Nokia	3120c	1.3%	0.2%
Total		46.1%	

Smartphone Traffic - Philippines

Smartphone Traffic Share 41.0%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	86.3%
Supports Streaming Video	73.3%
Able to Download Video Clips	91.8%
Supports WAP Push Messages	81.5%

MMA Standard Screen Size	Share %
Small	22.9%
Medium	24.2%
Large	31.6%
X-Large	21.3%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Nokia 6020 and Nokia 3120c.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

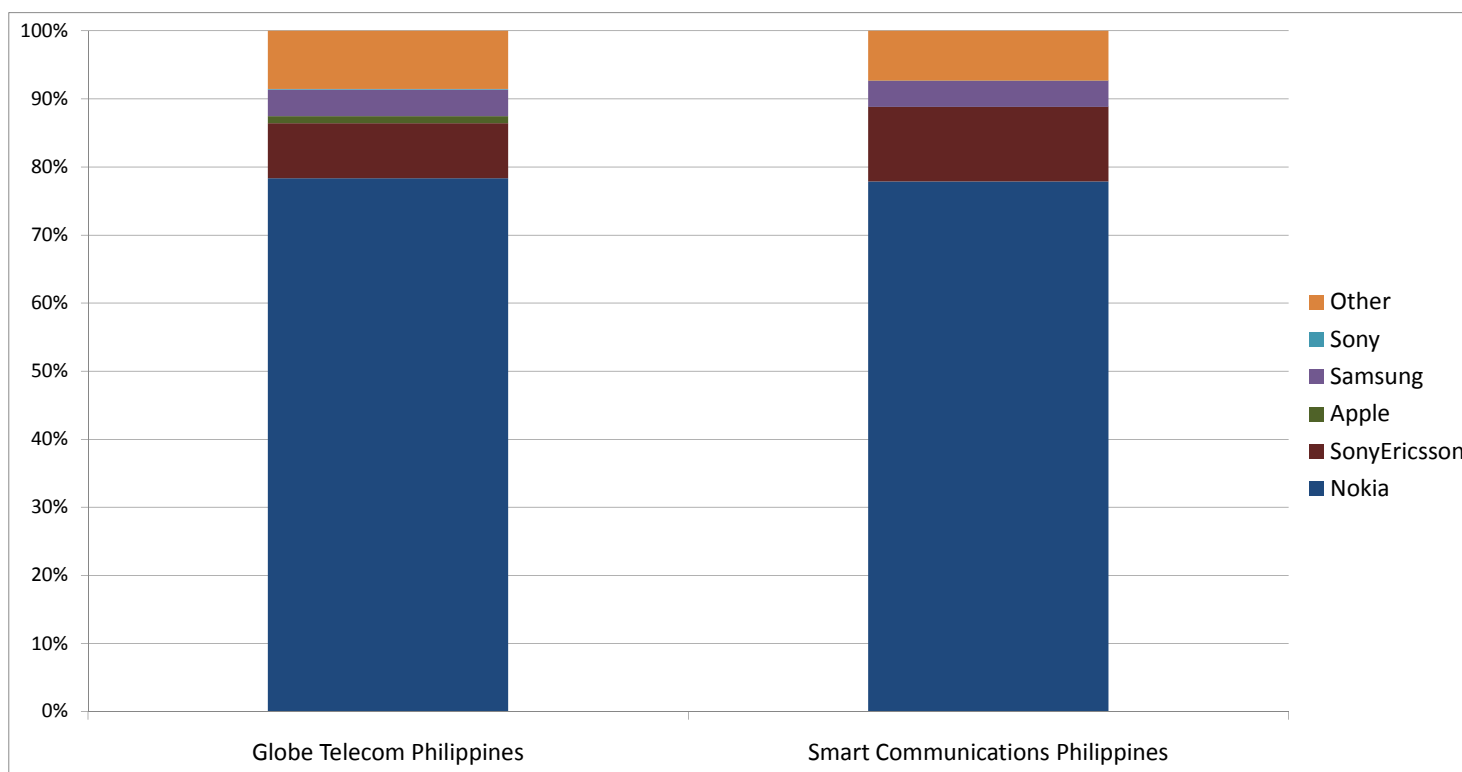
Philippines Handset Data

October 2009

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - Philippines



Notes

- Other includes all manufacturers with less than 1% share.

South Africa Handset Data - October 2009

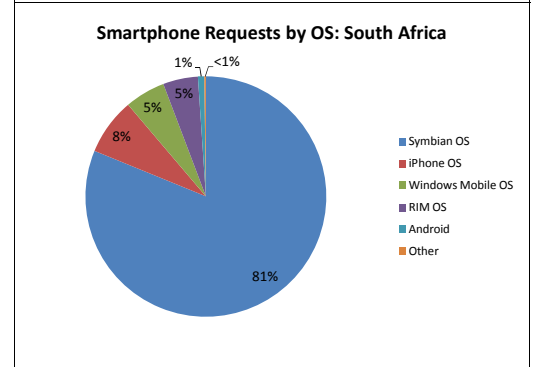
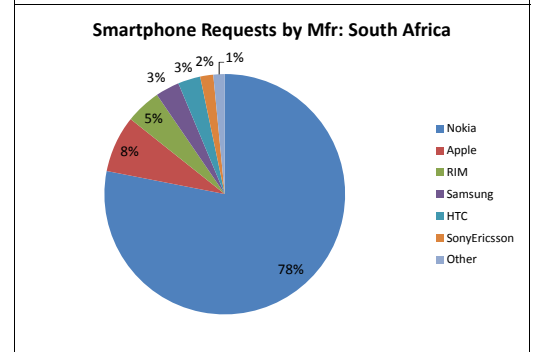
Requests: 142,869,060

Top Device Mfrs	% of Requests	Share Chg %
Nokia	37.3%	-0.1%
Samsung	31.6%	0.0%
SonyEricsson	9.8%	0.1%
LG	6.4%	0.1%
Motorola	6.2%	-0.3%
Apple	2.0%	0.6%
RIM	1.1%	0.3%
Other ⁽¹⁾	5.7%	
Total	100.0%	

Top Handset Models		% of Requests	Share Chg %
Samsung	E250	7.2%	-0.5%
Motorola	V360	4.1%	-0.2%
Nokia	N70	3.5%	0.0%
LG	KS360	3.0%	0.1%
Samsung	M620	3.0%	0.1%
Samsung	J700	2.3%	-0.1%
Samsung	J750	2.2%	-0.1%
Apple	iPhone	1.8%	0.5%
SonyEricsson	W350i	1.7%	0.2%
Samsung	D900i	1.7%	-0.1%
LG	KG290	1.6%	-0.1%
Nokia	6300	1.5%	0.0%
Samsung	E370	1.4%	-0.1%
Nokia	5000d	1.3%	0.0%
Nokia	N73	1.3%	-0.2%
Nokia	2630	1.3%	0.0%
Nokia	6234	1.2%	0.0%
Nokia	2760	1.1%	-0.1%
Nokia	1680c	1.1%	0.1%
Nokia	5800 XpressMus	1.0%	0.1%
Total		43.3%	

Smartphone Traffic - South Africa

Smartphone Traffic Share 23.3%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	76.2%
Supports Streaming Video	70.9%
Able to Download Video Clips	90.2%
Supports WAP Push Messages	93.5%

MMA Standard Screen Size	Share %
Small	36.7%
Medium	19.0%
Large	35.0%
X-Large	9.3%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Nokia 5800 XpressMusic.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

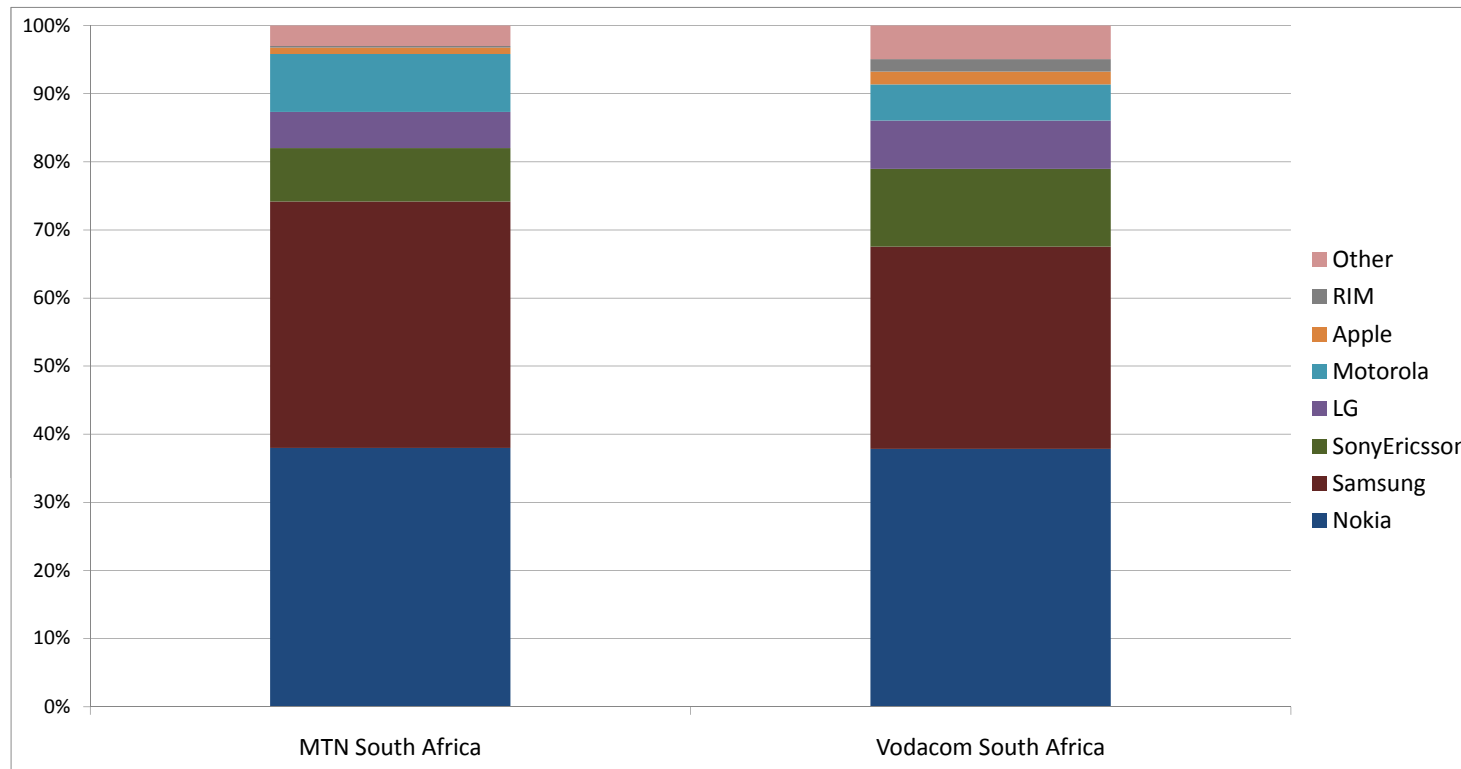
South Africa Handset Data

October 2009

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - South Africa



Notes

- Other includes all manufacturers with less than 1% share.

AdMob Mobile Metrics Report

October 2009



About AdMob

AdMob serves Graphical Banner and Text Link ads on mobile web pages for more than 15,000 mobile sites and applications. AdMob has served more than 100 billion ads since launching in January 2006. For each ad served, AdMob leverages handset and operator data, which enable demographic, device, and operator targeting for advertisers.

About AdMob Mobile Metrics

AdMob stores and analyzes the data from every ad request, impression, and click and uses this to optimize ad serving. Every day, we see ad requests from more than 160 countries. We share some of this data for use by the AdMob community. Publishers want to better understand mobile data use by operator and by device to target their content and optimize their site performance. Advertisers want to understand demographics and device capabilities as they plan their campaigns. AdMob's Mobile Metrics report represents our attempt to provide usage information for the use of the community.

Methodology

For every ad request AdMob analyzes information available in the user's mobile browser. From this, AdMob determines device capabilities and more using open source tools and a variety of proprietary techniques. The result is a snapshot of the devices viewing the more than 10 billion monthly ad requests and impressions that flow through AdMob's network. We believe this data will be valuable in identifying and tracking trends, evaluating market readiness and more. AdMob also serves mobile ads into iPhone and Android applications. The traffic from these applications is included in the Metrics report.

There is no standard industry definition of a smartphone. AdMob's definition is based on Wikipedia: "A smartphone is a phone that runs complete operating system software providing a standardized interface and platform for application developers" (<http://en.wikipedia.org/wiki/Smartphone>). AdMob classifies a phone as a smartphone when it has an identifiable operating system and we continually update our list as new phones enter the market. Despite running the iPhone OS, the iPod touch is not a phone, and thus not considered a smartphone based on this definition.

Limits of this Data

Representativeness - AdMob does not claim that this information will be necessarily representative of the mobile Web as a whole or of any particular country-market. AdMob's traffic is driven by publisher relationships and may be influenced accordingly. Because the data is pulled across ads served on more than 15,000 sites and applications, we feel the data will be useful and may help inform business decision making.

Ad Request Classification - For some handsets and operator networks, it is difficult to collect full handset data. AdMob categorizes these requests as "unclassified" and does not serve targeted ads to these requests.

Please visit this blog post for more details on interpreting this report: <http://metrics.admob.com/2009/10/placing-admob-metrics-in-context/>

Questions

Email metrics@admob.com to receive future AdMob Mobile Metrics distributions or if you have any questions or feedback for future reports.

