



## AdMob Mobile Metrics Report

AdMob serves ads for more than 6,000 mobile web sites and 400 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 the network. This monthly report offers a snapshot of the data to provide insight into trends in the mobile ecosystem.

January 2009

Find archived reports and sign up for future report notifications at [www.admob.com/metrics](http://www.admob.com/metrics).



# AdMob Mobile Metrics Report

January 2009



## New and Noteworthy

---

\* For this month's feature, we revisit mobile Internet usage over WiFi in the United States by examining the geographic distribution of WiFi usage throughout the country. The West and Northeast experienced heavier WiFi usage by population than the South and Midwest. California led the way with 18% of usage, followed by New York with 14%, and Texas with 8%.

\* This month we also feature Western Europe. Traffic from Western Europe increased 132% in the last 12 months to 550 million requests in January 2009. Growth was strong across France, Germany, Italy, and Spain. Over the last year, Apple devices have shown strong growth throughout Western Europe with the iPhone becoming the number one device by usage. However, Nokia still dominates the smartphone category with 11 of the top 15 devices.

\* Worldwide requests from Apple devices grew 28% month over month to 1.2 billion in January. Building on its strong December, iPod touch growth outpaced iPhone growth in top markets. The iPod touch now represents 40% of Apple requests, up from 20% in September 2008.

\* The Windows Mobile OS has 8% worldwide share of Smartphone requests, with 14% share in the US. The Samsung Blackjack II is the top Windows Mobile device worldwide and the Motorola Q9 is number three. Seven of the top ten Windows mobile devices are HTC devices including the Dash, Herald, and Titan.

\* The G1 (HTC Dream) was the number 18 device in the US with 0.9% share in December. Android has 3% Operating System Share in the US.

\* Worldwide requests increased 8% month over month to 6.8 billion, led by double digit growth in Western Europe and Asia.

AdMob publishes the Mobile Metrics report to provide a measure of mobile web and application usage from our network of more than 6,000 publishers and 400 applications worldwide. Market 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.

## Contents

---

Feature - US WiFi Mobile Internet Usage by Geography

Feature - Western Europe Traffic, Manufacturers and Devices

Geographic Distribution of Traffic

Worldwide: Manufacturer and Device Share

United States: Manufacturer and Device Share / Operator Handset Mix

India: Manufacturer and Device Share / Operator Handset Mix

Indonesia: Manufacturer and Device Share / Operator Handset Mix

United Kingdom: Manufacturer and Device Share / Operator Handset Mix

Philippines: Manufacturer and Device Share / Operator Handset Mix

South Africa: Manufacturer and Device Share / Operator Handset Mix

Methodology

# AdMob Mobile Metrics Report

January 2009



## Featured Section: US WiFi Mobile Internet Usage by Geography

In the November 2008 Mobile Metrics report we highlighted the growing WiFi usage from Mobile Internet devices in the United States. This month we examine WiFi usage in the US by Market Area and Region.

\* Consumer usage of WiFi to access the mobile Internet is widespread across the US. The West and Northeast experienced heavier WiFi usage by population than the South and Midwest.

\* The states that generated the most WiFi traffic are California with 18 percent, New York with 14 percent, and Texas with eight percent.

\* 8% of total US requests are generated over WiFi, with the iPhone and iPod touch responsible for a majority of the traffic (see the November 2008 Report for more details).

### WiFi Usage by Top Market Area

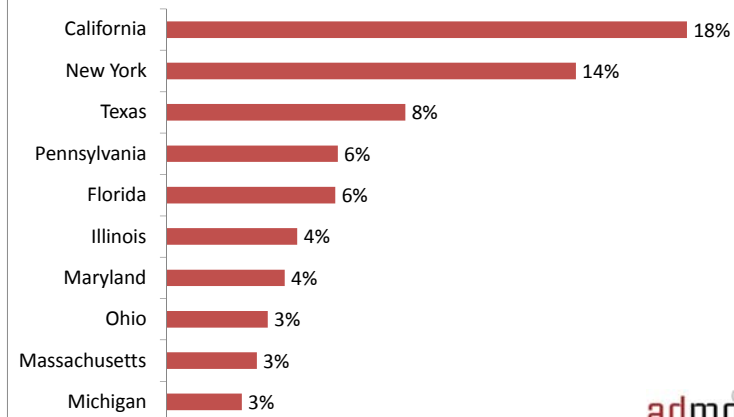
Rank	Market Area <sup>(1)</sup>	State	Region	Share
1	New York	NY	Northeast	12.3%
2	Los Angeles	CA	West	9.6%
3	Washington-Baltimore	MD	South	4.0%
4	San Francisco	CA	West	3.9%
5	Chicago	IL	Midwest	3.6%
6	Philadelphia	PA	Northeast	3.1%
7	Dallas-Fort Worth	TX	South	3.0%
8	Boston	MA	Northeast	2.9%
9	Seattle	WA	West	1.7%
10	Houston	TX	South	1.7%
11	Detroit	MI	Midwest	1.6%
12	San Diego	CA	West	1.5%
13	Miami-Fort Lauderdale	FL	South	1.5%
14	Atlanta	GA	South	1.4%
15	Denver	CO	West	1.4%
16	Phoenix	AZ	West	1.2%
17	Pittsburgh	PA	Northeast	1.1%
18	Sacramento	CA	West	1.0%
19	Minneapolis-St. Paul	MN	Midwest	1.0%
20	Las Vegas	NV	West	1.0%

### WiFi Usage by Region

Region	Mobile WiFi	Region Population <sup>(2)</sup>	Indexed Difference
West	28%	23%	+ 5
South	30%	37%	- 7
Northeast	24%	18%	+ 6
Midwest	18%	22%	- 4
	100%	100%	

### WiFi Usage by State

January 2009



#### Notes

Market Area location is determined by the IP address of the request over the WiFi network and is only accurate to the Market Area level.

(1) Market Areas include some surrounding cities. Regions defined at the state level according to US Census ([http://en.wikipedia.org/wiki/Regions\\_of\\_the\\_United\\_States#Official\\_U.S.\\_regions](http://en.wikipedia.org/wiki/Regions_of_the_United_States#Official_U.S._regions)).

(2) US Census data as of July 1, 2008 (<http://www.census.gov/popest/states/NST-ann-est.html>).

# AdMob Mobile Metrics Report

January 2009



## Featured: Western Europe - Traffic, Manufacturers, and Devices

We regularly field requests for deeper data on specific regions. This month, we provide traffic, manufacturer, and device data for Western Europe.

### Highlights

\* Traffic from Western Europe increased 132% in the last 12 months to 550 million requests in January 2009. Growth was strong across France, Germany, Italy, and Spain.

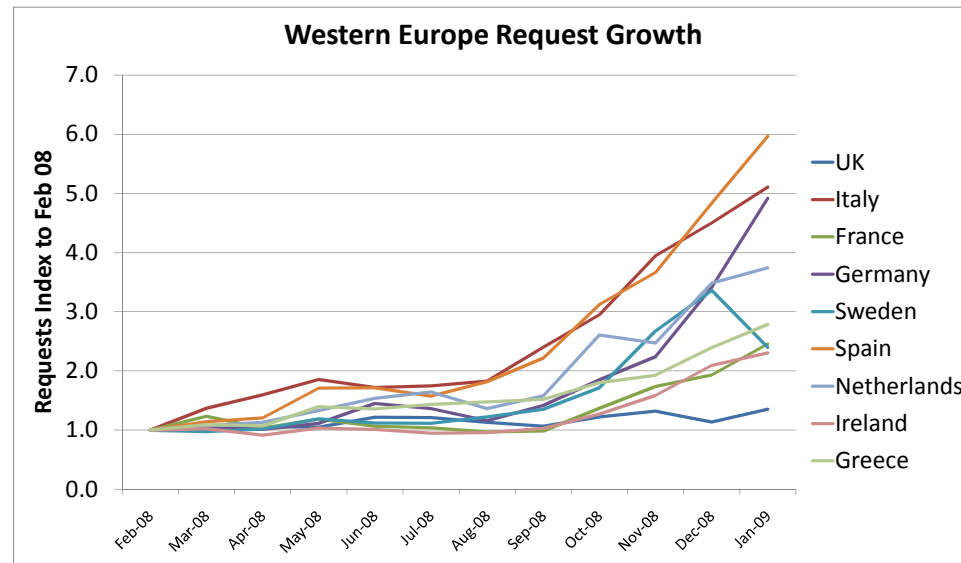
\* As new publishers have entered the AdMob network, requests have become more evenly distributed throughout Western Europe. The UK is now responsible for 46% of requests, down from 64% a year ago.

\* The iPhone is now the number one device by usage in Western Europe with 21% share of total requests. This strong share reflects dramatically higher mobile Web and application usage by consumers and AdMob's strength on this device.

\* In the UK, Sony Ericsson is the top manufacturer with 26% share of requests and five handsets in the Top 10. Detailed handset data for the UK can be found each month in the Top Countries section of the Metrics Report (see page 14).

### Western Europe Traffic Data by Country

Country	January 2008	
	Requests	% of Reqs
United Kingdom	253,737,396	46.1%
Italy	66,685,627	12.1%
France	57,559,930	10.5%
Germany	34,229,173	6.2%
Spain	22,213,662	4.0%
Netherlands	15,979,149	2.9%
Ireland	14,541,190	2.6%
Sweden	14,229,206	2.6%
Switzerland	12,393,569	2.3%
Austria	11,805,419	2.1%
Other <sup>(1)</sup>	46,618,320	8.5%
Total	549,992,641	100.0%



(1) Other includes Greece, Portugal, Belgium, Norway, and Denmark with greater than 5 million requests each.

# AdMob Mobile Metrics Report

January 2009



## Featured: Western Europe - Traffic, Manufacturers and Devices

We regularly field requests for deeper data on specific regions. This month, we provide traffic, manufacturer, and device data for Western Europe.

### Highlights

\* Apple leads with 31% share of overall requests in Western Europe in the AdMob Network. The iPhone and iPod touch are the top 2 devices with 21% and 10% share, respectively.

\* Nokia and Sony Ericsson are the number two and three manufacturers with 22% and 17% share, respectively. Sony Ericsson has five devices in the Top 15.

\* Nokia dominates the list of smartphones in the region with 11 of the top 15 models. Symbian has 39% OS share, dramatically higher than any other manufacturer sans Apple.

\* Windows Mobile has a 5% share of Western Europe with only one device, the Samsung i900, in the Top 15.

\* The Nokia N95 is popular throughout Western Europe and is a top 5 handset in the UK, Germany, Spain, Italy, and France.

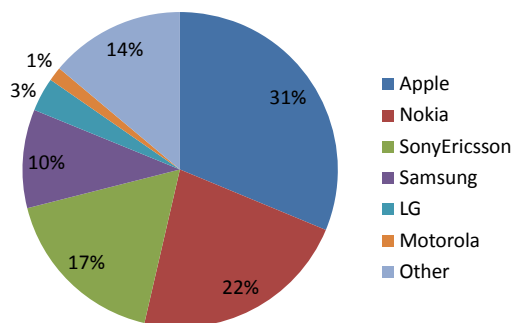
### Western Europe Top Handsets

Rank	Brand	Model
1	Apple	iPhone
2	Apple	iPod Touch
3	Nokia	N95
4	SonyEricsson	K800i
5	Nokia	N70
6	SonyEricsson	W910i
7	SonyEricsson	W580i
8	Nokia	N73
9	SonyEricsson	W810i
10	Samsung	F480
11	Nokia	6300
12	LG	KU990
13	Samsung	G600
14	SonyEricsson	C902
15	Samsung	E250

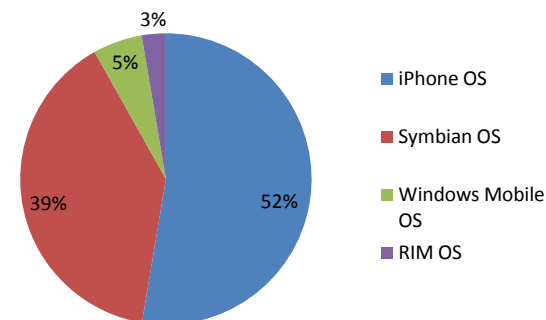
### Western Europe Top Smartphones

Rank	Brand	Model
1	Apple	iPhone
2	Nokia	N95
3	Nokia	N70
4	Nokia	N73
5	Nokia	N80
6	Nokia	6630
7	Nokia	6120c
8	Nokia	N96
9	SonyEricsson	W910i
10	Nokia	N81
11	Nokia	E65
12	Nokia	N82
13	Nokia	6680
14	Samsung	i900
15	RIM	Blackberry 8100

Western Europe Handset Mfr Share  
January 2009



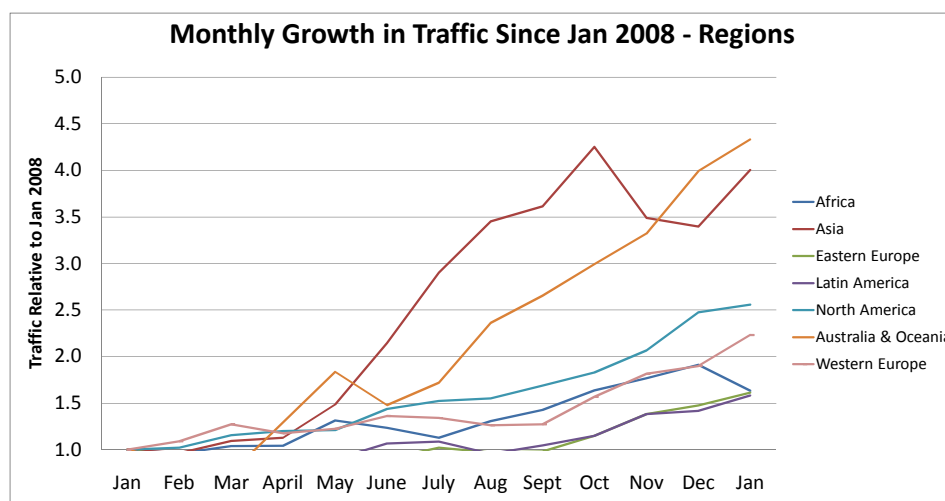
Western Europe OS Share  
January 2009



## Ad Requests by Geography - January 2009

Requests: 6,792,162,447

Country	Requests	% of Requests	% Share Change
United States	2,947,907,701	43.4%	-2.4%
Indonesia	1,103,254,870	16.2%	3.1%
India	451,102,391	6.6%	-0.4%
United Kingdom	253,737,396	3.7%	0.4%
Philippines	192,903,228	2.8%	0.2%
South Africa	123,198,113	1.8%	-0.1%
Canada	96,129,695	1.4%	0.3%
Romania	93,849,327	1.4%	0.1%
Nigeria	83,948,854	1.2%	-1.2%
Saudi Arabia	76,394,648	1.1%	0.2%
Other Countries <sup>(1) (2)</sup>	1,369,736,224	20.2%	
<b>Total</b>	<b>6,792,162,447</b>	<b>100.0%</b>	



Region	Requests	% of Requests	% Share Change
North America	3,085,954,505	45.4%	-2.0%
Asia	2,306,803,879	34.0%	2.9%
Western Europe	549,992,641	8.1%	0.7%
Africa	360,872,339	5.3%	-1.4%
Eastern Europe	183,126,216	2.7%	0.0%
Latin America	129,946,649	1.9%	0.1%
Oceania	62,075,457	0.9%	0.0%
Other <sup>(2)</sup>	113,390,761	1.7%	
<b>Total</b>	<b>6,792,162,447</b>	<b>100.0%</b>	

### Notes

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

(1) Other includes 38 countries having more than 10 million requests.

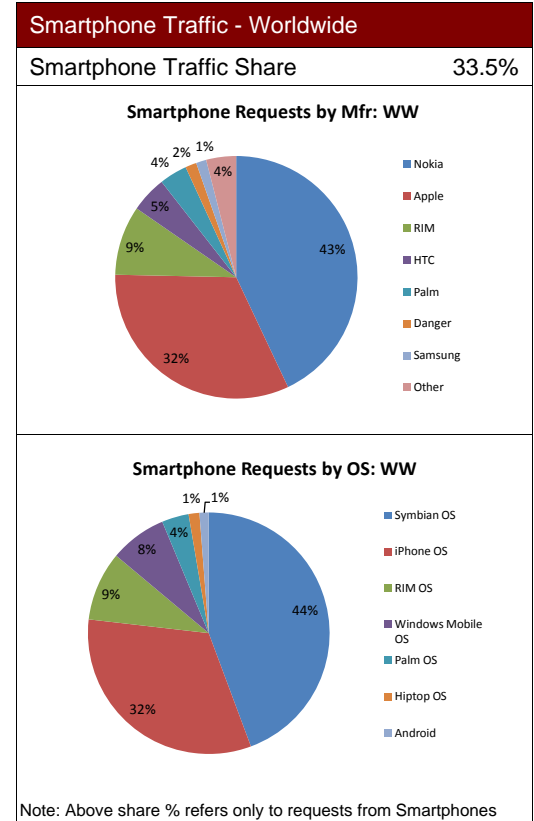
(2) Other includes unclassified requests where the country of origin could not be determined. Targeted ads were not shown to these requests.

# Worldwide Handset Data - January 2009

Requests: 6,792,162,447

Top Device Mfrs	% of Requests	Share Chg %
Nokia	30.1%	1.1%
Apple	18.3%	2.9%
Motorola	9.9%	-1.8%
SonyEricsson	9.8%	0.3%
Samsung	9.6%	-0.9%
LG	3.8%	-0.3%
RIM	3.1%	-0.4%
HTC	1.6%	-0.2%
Palm	1.3%	-0.2%
Kyocera	1.1%	-0.3%
Other <sup>(1)</sup>	11.3%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models	% of Requests	Share Chg %
Apple iPhone	11.0%	0.2%
Apple iPod Touch	7.4%	2.7%
Motorola RAZR V3	3.0%	-0.4%
Nokia N70	2.5%	0.1%
Motorola Z6m	1.5%	-0.1%
Nokia 3110c	1.4%	0.0%
Nokia 6300	1.4%	0.2%
RIM BlackBerry 8300	1.4%	-0.2%
Motorola KRZR K1c	1.3%	-0.4%
Nokia N73	1.2%	0.1%
Nokia N95	1.2%	0.1%
Motorola W385	1.2%	-0.2%
RIM BlackBerry 8100	1.1%	-0.2%
Nokia N80	1.1%	0.1%
Nokia 6600	1.0%	0.1%
Palm Centro	1.0%	-0.2%
Nokia 5300	0.9%	0.1%
Samsung R450	0.9%	0.0%
Nokia 6120c	0.8%	0.1%
Samsung M800	0.8%	0.0%
<b>Total</b>	<b>42.0%</b>	



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	75.5%
Supports Streaming Video	64.1%
Able to Download Video Clips	78.0%
Supports WAP Push Messages	70.8%

MMA Standard Screen Size	Share %
Small	22.3%
Medium	22.6%
Large	24.5%
X-Large	30.7%

## Notes

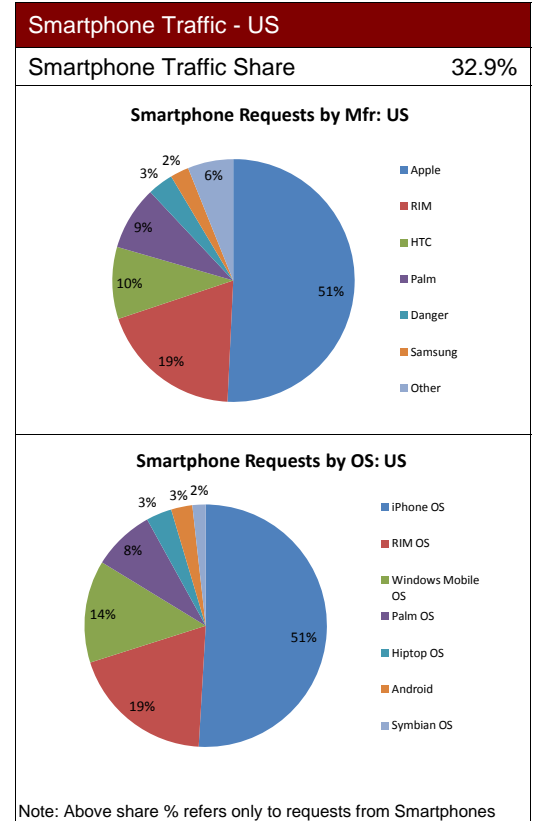
- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Nokia 6120c.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

# United States Handset Data - January 2009

Requests: 2,947,907,701

Top Device Mfrs	% of Requests	Share Chg %
Apple	29.1%	5.9%
Motorola	19.3%	-2.3%
Samsung	15.2%	-1.3%
LG	6.4%	-0.5%
RIM	6.3%	-0.1%
Nokia	3.4%	-0.5%
HTC	3.2%	-0.2%
Palm	2.8%	-0.3%
Kyocera	2.6%	-0.6%
SonyEricsson	1.4%	-0.4%
Huawei	1.2%	0.4%
Danger	1.1%	-0.1%
UTStarcom	1.1%	0.0%
Other <sup>(1)</sup>	6.9%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models	% of Requests	Share Chg %
Apple iPhone	16.8%	0.7%
Apple iPod Touch	12.3%	5.2%
Motorola RAZR V3	5.9%	-0.5%
Motorola Z6m	3.5%	0.1%
Motorola KRZR K1c	3.0%	-0.7%
RIM BlackBerry 8300	2.8%	0.0%
Motorola W385	2.6%	-0.4%
RIM BlackBerry 8100	2.3%	-0.3%
Palm Centro	2.3%	-0.3%
Samsung R450	2.0%	0.1%
Samsung M800	1.8%	0.0%
Samsung R210	1.6%	-0.3%
Kyocera K24	1.5%	-0.1%
LG LX260	1.4%	-0.2%
Samsung R430	1.2%	-0.1%
Danger Sidekick II	1.1%	-0.1%
Huawei M328	1.0%	0.4%
HTC Dream	0.9%	0.1%
Sony PSP	0.9%	0.0%
LG CU720	0.8%	-0.1%
<b>Total</b>	<b>65.7%</b>	



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	61.0%
Supports Streaming Video	46.1%
Able to Download Video Clips	67.6%
Supports WAP Push Messages	60.4%

MMA Standard Screen Size	Share %
Small	16.7%
Medium	21.1%
Large	17.8%
X-Large	44.4%

## Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Huawei M328.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

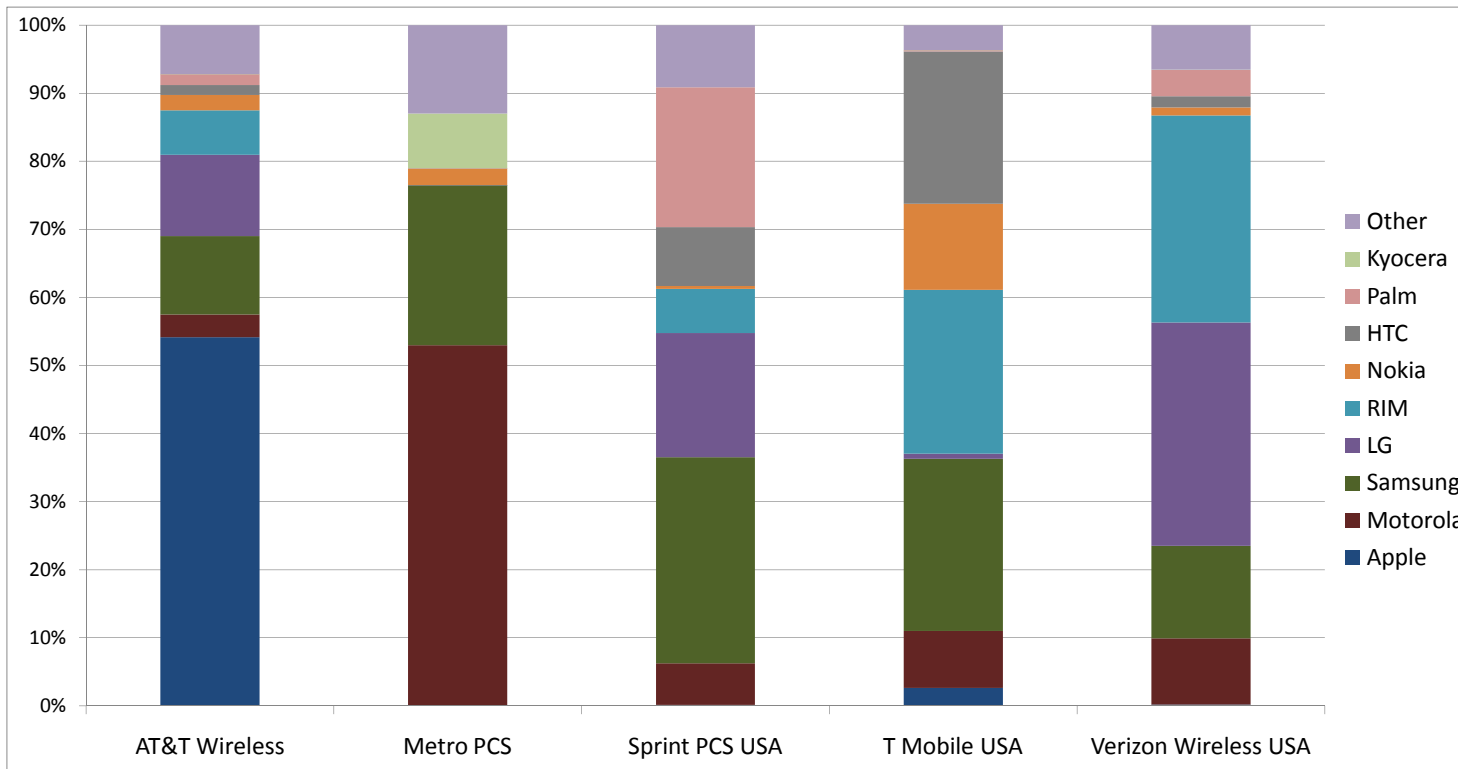
# United States Handset Data

January 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 greater than 2.0% share.

# India Handset Data - January 2009

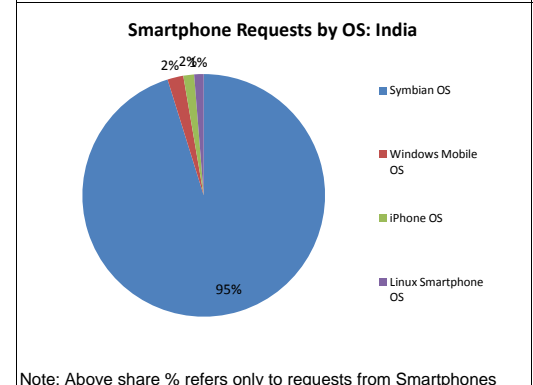
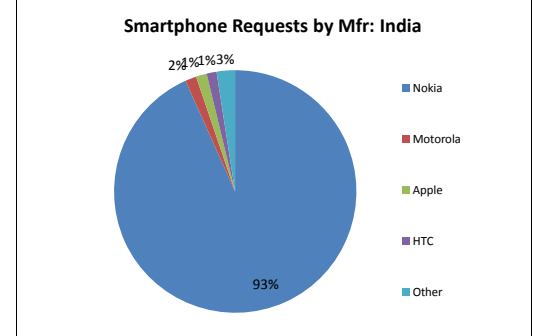
Requests: 451,102,391

Top Device Mfrs	% of Requests	Share Chg %
Nokia	61.3%	-1.0%
SonyEricsson	12.6%	-0.1%
Samsung	3.0%	0.2%
Motorola	2.3%	-0.1%
Other <sup>(1)</sup>	20.9%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	6.8%	-0.2%
Nokia	3110c	6.5%	0.2%
Nokia	6233	3.8%	-0.1%
Nokia	N80	3.2%	0.0%
Nokia	N73	3.0%	-0.1%
Nokia	6600	2.5%	-0.2%
Nokia	6300	2.5%	0.0%
Nokia	N72	2.2%	-0.1%
Nokia	2626	2.1%	-0.5%
SonyEricsson	W200i	2.1%	-0.1%
Nokia	3500c	2.0%	-0.1%
Nokia	6030	1.7%	-0.4%
Nokia	5300	1.7%	-0.1%
Nokia	5200	1.6%	-0.2%
Nokia	6630	1.4%	-0.1%
Nokia	7610	1.3%	-0.1%
Nokia	3230	1.2%	-0.2%
Nokia	6681	1.2%	0.3%
SonyEricsson	K750i	1.1%	0.0%
Nokia	2600c	1.0%	0.0%
<b>Total</b>		<b>48.6%</b>	

## Smartphone Traffic - India

Smartphone Traffic Share 31.9%



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	79.7%
Supports Streaming Video	74.0%
Able to Download Video Clips	85.7%
Supports WAP Push Messages	82.5%

MMA Standard Screen Size	Share %
Small	29.1%
Medium	28.5%
Large	23.2%
X-Large	19.2%

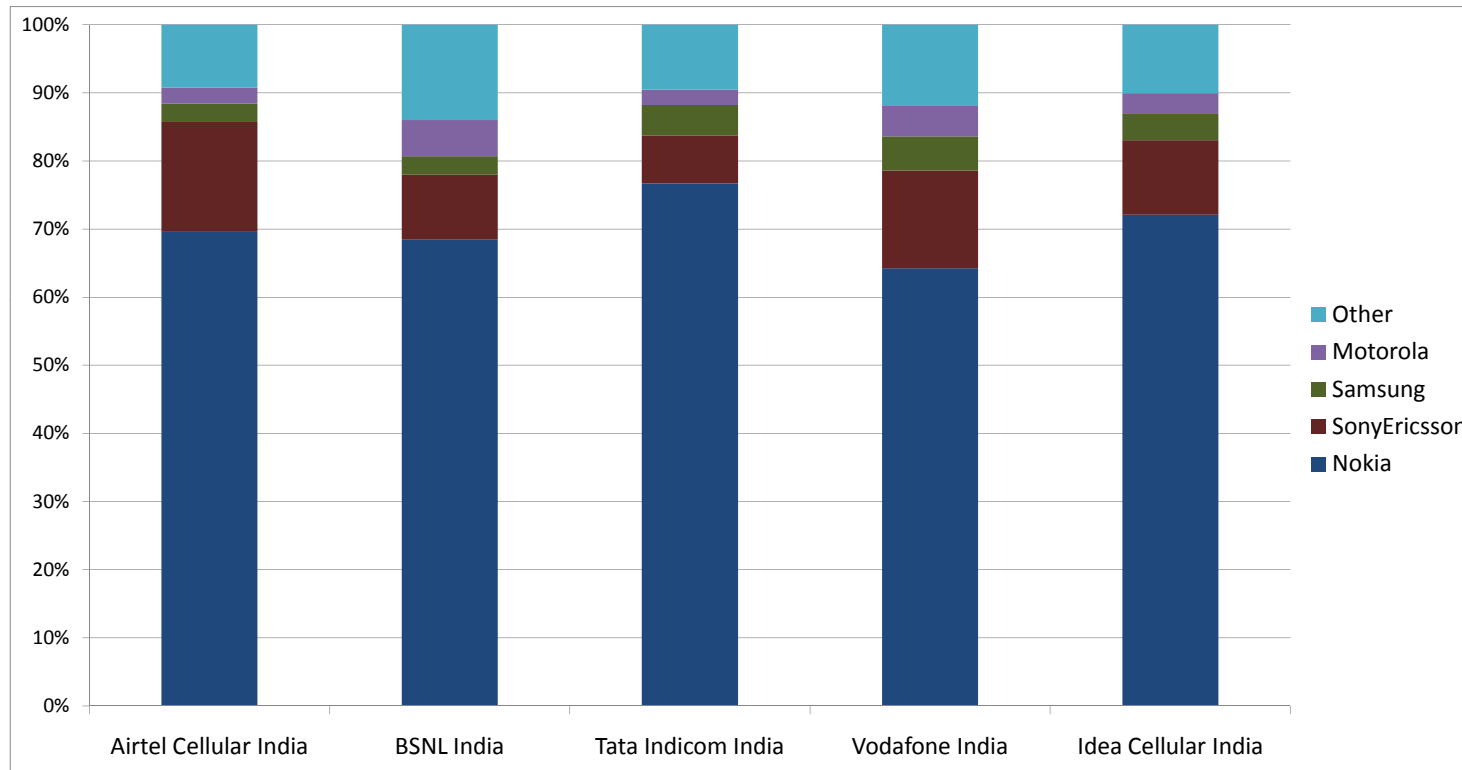
### Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Nokia 6681.
- (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 greater than 1% share.

# Indonesia Handset Data - January 2009

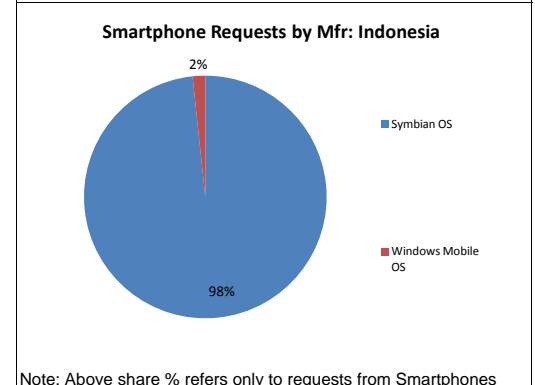
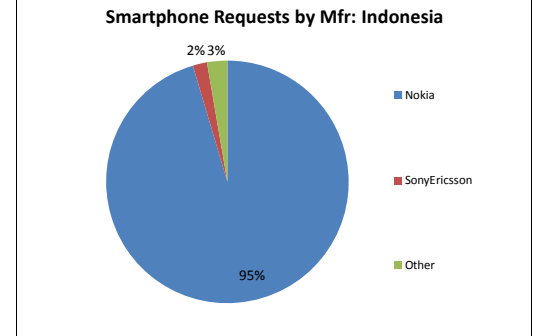
Requests: 1,103,254,870

Top Device Mfrs	% of Requests	Share Chg %
Nokia	64.7%	1.4%
SonyEricsson	26.4%	-0.9%
Motorola	1.3%	-0.2%
Samsung	1.1%	-0.1%
Other <sup>(1)</sup>	6.5%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	5.5%	-0.1%
Nokia	6300	3.6%	0.3%
Nokia	6600	3.6%	0.0%
Nokia	5300	3.4%	0.1%
Nokia	7610	2.9%	0.0%
Nokia	3110c	2.8%	0.2%
Nokia	3500c	2.5%	0.2%
Nokia	N73	2.4%	0.0%
SonyEricsson	W200i	2.4%	-0.1%
Nokia	3230	2.3%	-0.1%
Nokia	5200	2.2%	0.1%
Nokia	5310	2.0%	0.1%
Nokia	6120c	1.9%	0.1%
Nokia	N80	1.7%	0.0%
Nokia	2630	1.6%	0.1%
SonyEricsson	K550i	1.5%	-0.1%
Nokia	6030	1.5%	-0.1%
SonyEricsson	K530i	1.5%	0.0%
SonyEricsson	K310i	1.3%	-0.1%
Nokia	6070	1.3%	0.0%
<b>Total</b>		<b>47.7%</b>	

## Smartphone Traffic - Indonesia

Smartphone Traffic Share 31.6%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	93.8%
Supports Streaming Video	85.5%
Able to Download Video Clips	88.0%
Supports WAP Push Messages	94.1%

MMA Standard Screen Size	Share %
Small	33.1%
Medium	32.5%
Large	30.2%
X-Large	4.2%

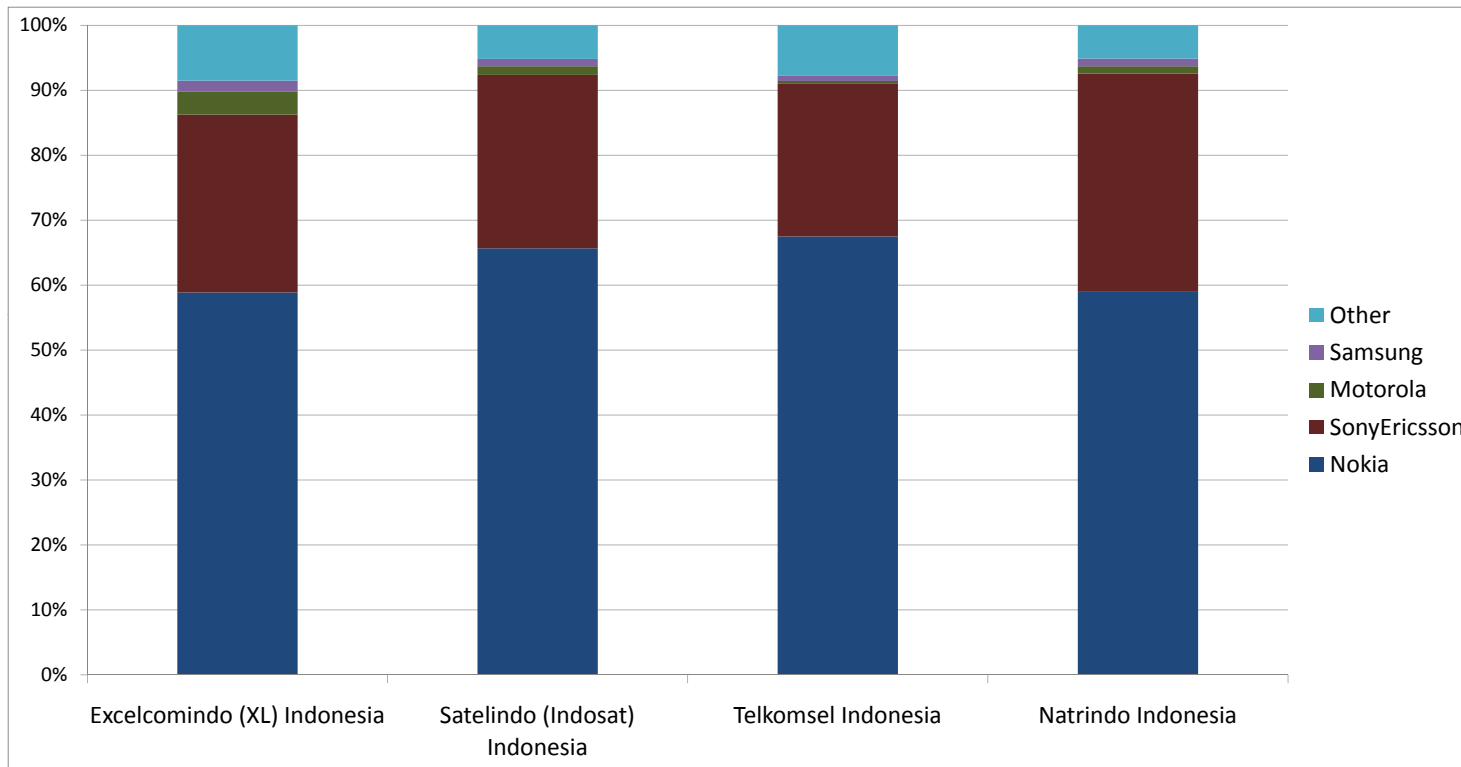
### Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Nokia 6070.
- (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 greater than 1% share.

# United Kingdom Handset Data - January 2009

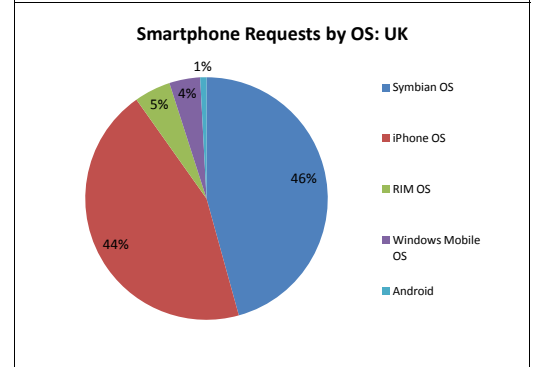
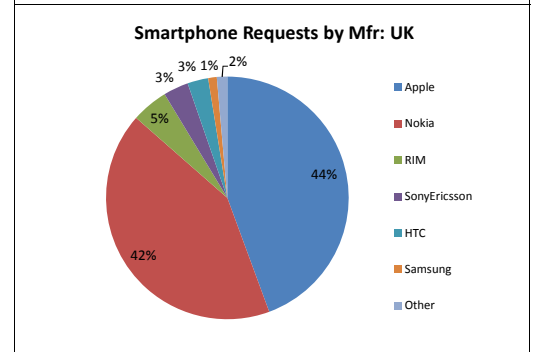
Requests: 253,737,396

Top Device Mfrs	% of Requests	Share Chg %
SonyEricsson	26.1%	-0.5%
Apple	23.7%	1.0%
Nokia	19.5%	-1.1%
Samsung	12.7%	1.1%
LG	4.0%	0.2%
Amoi	1.9%	0.2%
RIM	1.4%	0.0%
Motorola	1.2%	-0.3%
Other <sup>(1)</sup>	9.5%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models	% of Requests	Share Chg %
Apple iPhone	12.5%	-2.0%
Apple iPod Touch	11.2%	3.0%
Nokia N95	5.4%	-0.1%
SonyEricsson K800i	4.2%	-0.5%
SonyEricsson W910i	2.2%	0.2%
SonyEricsson W580i	2.1%	-0.1%
Samsung G600	1.8%	0.2%
SonyEricsson W810i	1.7%	-0.3%
SonyEricsson C902	1.5%	0.2%
Amoi 8512	1.4%	0.1%
Nokia 6300	1.4%	-0.1%
SonyEricsson W880i	1.3%	-0.1%
Nokia 6500s	1.3%	0.1%
LG KU990	1.2%	0.0%
Samsung E250	1.1%	0.0%
SonyEricsson W200i	1.1%	-0.2%
SonyEricsson W350i	1.0%	0.2%
Samsung U900	1.0%	0.0%
Samsung J700	0.9%	0.2%
Samsung F480	0.9%	0.1%
<b>Total</b>	<b>55.0%</b>	

## Smartphone Traffic - UK

Smartphone Traffic Share 27.9%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	78.0%
Supports Streaming Video	82.6%
Able to Download Video Clips	90.0%
Supports WAP Push Messages	67.6%

MMA Standard Screen Size	Share %
Small	9.3%
Medium	12.3%
Large	46.5%
X-Large	31.9%

### 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 J700 and Samsung F480.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

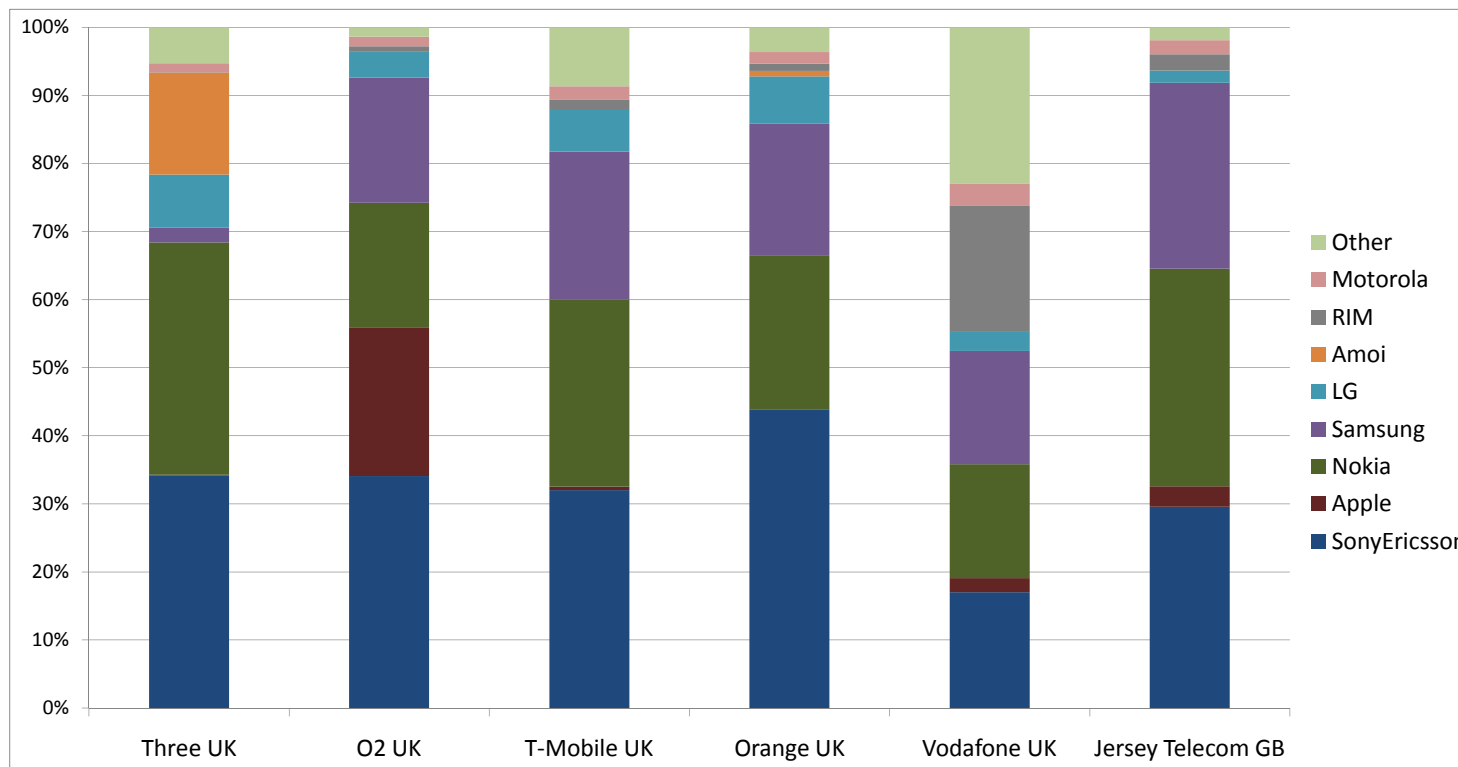
# United Kingdom Handset Data

January 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 greater than 1% share.

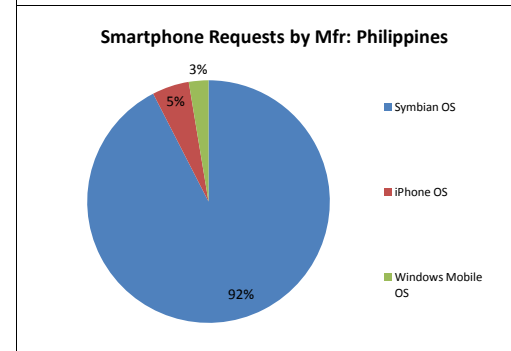
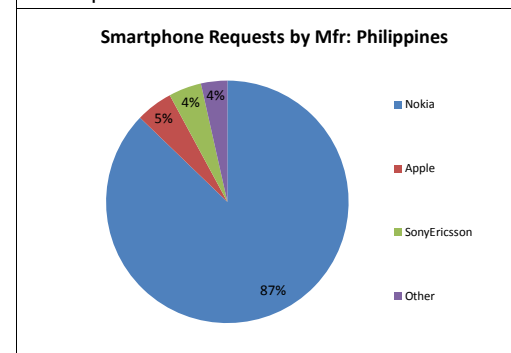
# Philippines Handset Data - January 2009

Requests: 192,903,228

Top Device Mfrs	% of Requests	Share Chg %
Nokia	64.6%	-3.4%
SonyEricsson	8.3%	-0.1%
Apple	2.1%	0.5%
Samsung	2.1%	0.4%
Sony	1.5%	0.6%
Motorola	1.1%	-0.4%
Other <sup>(1)</sup>	20.3%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	4.6%	-0.6%
Nokia	6070	3.1%	0.1%
Nokia	3110c	2.9%	-0.5%
Nokia	2630	2.6%	0.2%
Nokia	6630	2.6%	-0.4%
Nokia	6020	2.6%	0.0%
Nokia	2600c	2.5%	0.3%
Nokia	3510i	2.3%	-0.5%
Nokia	3220	2.3%	0.0%
Nokia	6300	2.1%	-0.2%
Nokia	6600	2.0%	-0.8%
Sony	PSP	1.5%	0.6%
Nokia	6680	1.5%	-0.2%
Nokia	N95	1.5%	0.3%
Nokia	7360	1.4%	0.0%
Nokia	6120c	1.3%	-0.2%
Nokia	5300	1.3%	-0.1%
Apple	iPhone	1.3%	0.2%
Nokia	3100	1.2%	-0.2%
Nokia	5200	1.1%	-0.1%
<b>Total</b>		<b>41.6%</b>	

Smartphone Traffic - Philippines	
Smartphone Traffic Share	25.9%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	84.0%
Supports Streaming Video	67.3%
Able to Download Video Clips	80.3%
Supports WAP Push Messages	79.1%

MMA Standard Screen Size	Share %
Small	40.9%
Medium	21.0%
Large	17.9%
X-Large	20.2%

## Notes

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

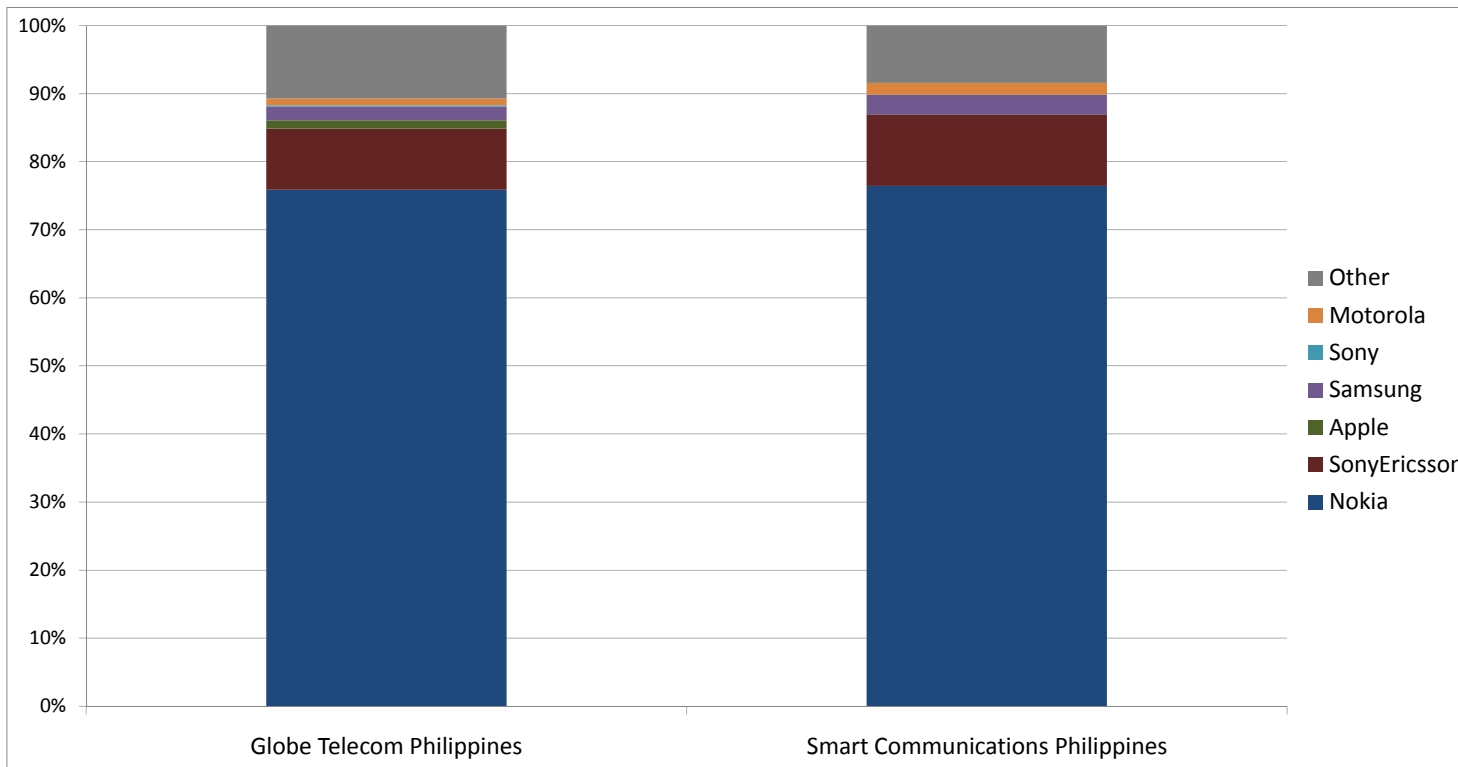
# Philippines Handset Data

January 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 greater than 1% share.

# South Africa Handset Data - January 2009

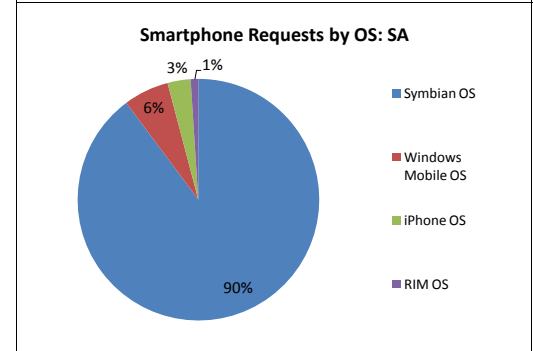
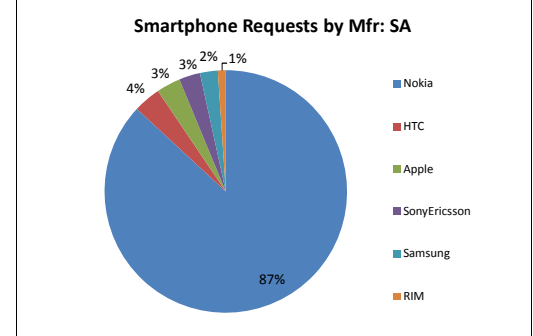
Requests: 123,198,113

Top Device Mfrs	% of Requests	Share Chg %
Nokia	37.4%	0.8%
Samsung	32.4%	1.4%
SonyEricsson	9.7%	0.2%
Motorola	9.1%	-0.4%
LG	3.7%	0.3%
Other <sup>(1)</sup>	7.7%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models		% of Requests	Share Chg %
Samsung	E250	10.4%	0.3%
Motorola	V360	5.7%	-0.2%
Nokia	N70	4.3%	0.1%
Samsung	J750	3.3%	0.1%
Samsung	D900i	2.1%	0.1%
Samsung	E370	1.9%	0.0%
Samsung	J700	1.8%	0.2%
Nokia	N73	1.7%	0.0%
Nokia	6234	1.6%	-0.1%
Nokia	6300	1.6%	0.1%
Samsung	M620	1.4%	0.4%
Nokia	5200	1.3%	0.0%
Nokia	6110	1.3%	0.1%
Nokia	2760	1.3%	0.0%
LG	KG290	1.2%	0.0%
Nokia	2630	1.0%	0.1%
Nokia	6111	1.0%	0.0%
Samsung	U700	1.0%	0.0%
Nokia	N81	1.0%	0.1%
Samsung	L760	1.0%	0.1%
<b>Total</b>		<b>45.9%</b>	

## Smartphone Traffic - South Africa

Smartphone Traffic Share 19.2%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	86.8%
Supports Streaming Video	68.7%
Able to Download Video Clips	83.9%
Supports WAP Push Messages	93.0%

MMA Standard Screen Size	Share %
Small	37.9%
Medium	23.3%
Large	32.5%
X-Large	6.3%

### Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Samsung L760, Nokia N81, and Nokia 2630.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

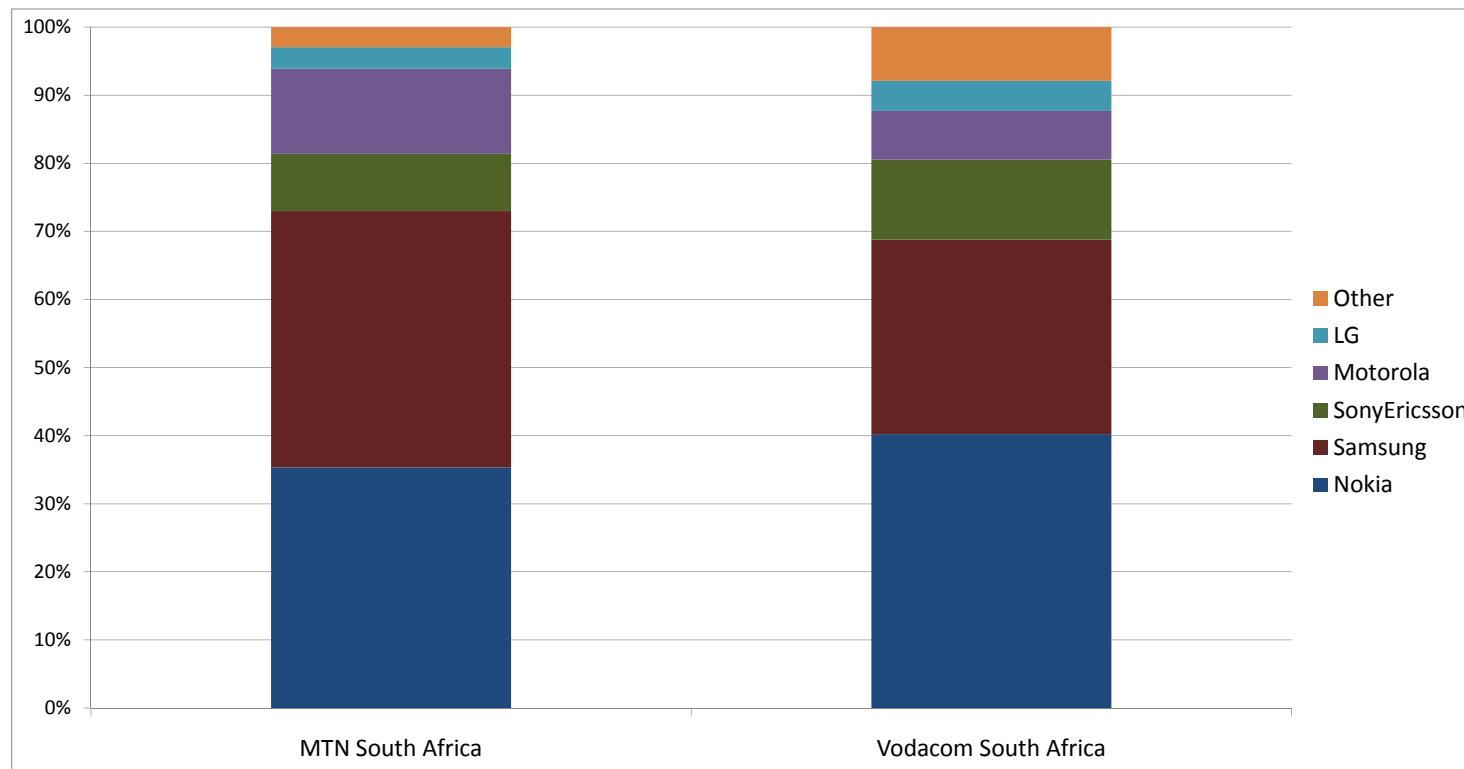
# South Africa Handset Data

January 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 greater than 1% share.

# AdMob Mobile Metrics Report

January 2009



## About AdMob

---

AdMob serves Graphical Banner and Text Link ads on mobile web pages for more than 6,000 publishers. AdMob has served more than 50 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 5 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 now also serves mobile ads into iPhone 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 internet 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 6,000 sites, we feel the data will be useful and may help inform your 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.

## Data Quality

---

As part of our ongoing quality initiatives, AdMob implemented certain minimum thresholds to limit ads served in low performing inventory. These initiatives cause a slight decline in fill rate, or the percentage of requests for which we serve an ad.

## Questions

---

Email [metrics@admob.com](mailto:metrics@admob.com) to receive future AdMob Mobile Metrics distributions or if you have any questions or feedback for future releases.

