



AdMob Mobile Metrics Report

AdMob serves ads for more than 5,000 mobile web sites around the world. We store and analyze the data from every ad request, impression, and click and use this to optimize ad matching in our network. This monthly report offers a snapshot of this data to provide insight into trends in the mobile ecosystem.

July 2008

Email metrics@admob.com to sign up for future reports.

Find previous reports and other resources at www.admob.com/metrics



AdMob Mobile Metrics Report

July 2008



New and Noteworthy

* After multiple requests for more detailed information on browsers, this month we break out worldwide browser share for the first time. Nokia and Openwave are the top browsers in our network with 34% and 29% share, respectively. On a worldwide basis, Windows Mobile, BlackBerry, Palm, and Safari (Apple) all had less than 5% market share. Nokia browser share is greater than 50% in Africa, reflecting its strong handset share.

* As part of our commitment to providing detailed insight into different regions, this month we provide traffic, manufacturer, and device data for Africa. From Q1'08 to Q2'08, AdMob's mobile web traffic across Africa increased 21%, with particularly strong growth in Nigeria and Egypt. Nokia dominates the market with a 50.6% share of traffic in Africa and is the leading handset manufacturer in each of the Top 5 countries (South Africa, Nigeria, Kenya, Egypt, and Tanzania).

* AdMob served 3,991,772,572 ads worldwide in July, a 10% increase over June. As part of our ongoing quality initiatives, AdMob implemented certain minimum thresholds to limit ads served in low performing inventory. These initiatives led to a slight decline in worldwide fill rate to 88%, while the US fill rate remained high at 98%.

* Worldwide traffic grew 18.0% and US requests grew 5.8% month over month, while UK traffic saw a -0.5% change from June.

* Traffic from Smartphones continued to increase; 25.6% of worldwide ad requests were from Smartphones in July, up from 24.3% in June.

* The Nokia N95 has overtaken the SonyEricsson k800i to be the top device in the UK with an 8.3% market share in July.

* This month we also added the Philippines country breakout to the Metrics report due to continuing strong growth in the country. Our traffic shows the 34% of traffic comes from Smartphones, and over 20% of traffic comes from devices with XL screen size, both metrics significantly higher than other countries. The Sony PlayStation Portable and iPod are both in the Top 20 devices.

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Africa - Traffic, Manufacturers and Devices

Africa - Nigeria, Kenya, Egypt and Tanzania

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

South Africa: Manufacturer and Device Share / Operator Handset Mix

Philippines: Manufacturer and Device Share / Operator Handset Mix

Methodology

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Featured: Mobile Browser Market Share

For this month's featured section, we break out mobile browser market share. Unlike the internet browser market, there are many competing solutions that have led to a fragmented market for mobile browsing. More proliferation is likely on the way, as Mozilla aims to launch its product in the second half of 2008 and startups like Skyfire also aim to optimize the mobile internet experience.

While Nokia phones typically use Nokia browsers, the next three largest handset manufactures by traffic (Motorola, Samsung, and LG) tend to ship their devices with third party browsers such as Openwave, Access Netfront, and Teleca Obigo. Smartphone manufactures like Palm, Apple, and RIM have their own proprietary browsers. Regional browser share, although not shown here, tracks closely with handset market share.

Comments

* Nokia leads with 34% mobile browser share, with particular strength in the Asia and Africa regions.

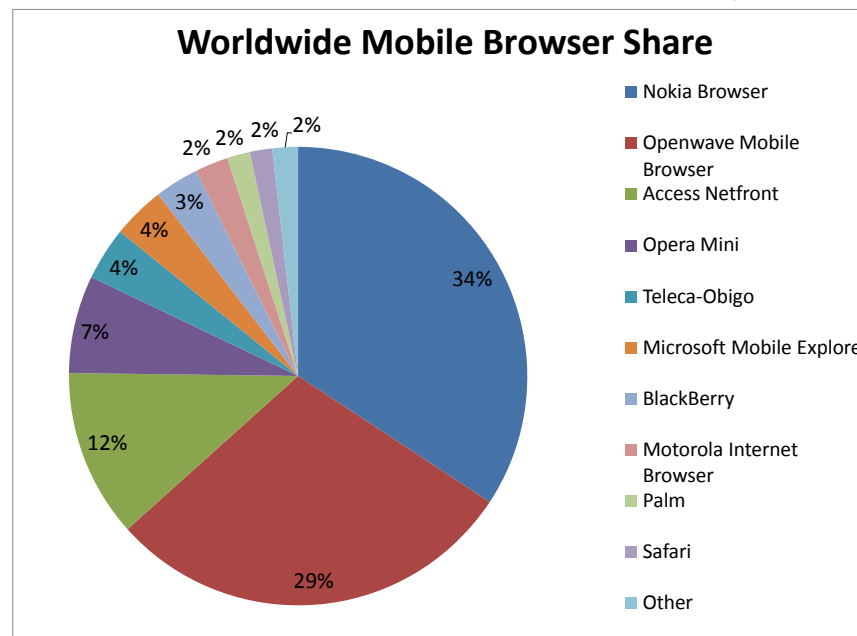
* Openwave has the second highest browser share at 29%. Traffic from Motorola devices account for more than half of Openwave's usage, including the popular RAZR and KRZR in the US.

* Access Netfront is 3rd in browser share with 12% worldwide. Access is strong in Europe due to its high percentage of SonyEricsson.

* Opera Mini is 4th with 7% share. A majority of Opera Mini traffic is from Smartphones; the top device is the Nokia N70.

* 79% of the Teleca Obigo traffic comes from LG and Samsung devices. The number one Teleca Obigo device is the new Samsung Instinct.

* Top devices using the Microsoft Mobile Browser include the Samsung BlackJack II, HTC Dash, & the HTC Touch.



Handset Manufacture Share by Mobile Browser

Openwave	% of Reqs
Motorola	50.6%
Samsung	22.4%
Kyocera	10.1%
Nokia	5.3%
LG	4.6%
UTStarcom	2.6%
Other	4.3%
Total	100.0%

Access Netfront	% of Reqs
SonyEricsson	63.2%
Samsung	13.9%
Sanyo	7.0%
Sony	4.3%
Danger	3.8%
Huawei	2.3%
Other	5.5%
Total	100.0%

Opera Mini	% of Reqs
Nokia	75.1%
SonyEricsson	11.6%
Motorola	10.8%
HTC	1.1%
Other	1.3%
Total	100.0%

Teleca Obigo	% of Reqs
LG	41.4%
Samsung	37.2%
Motorola	10.6%
SonyEricsson	4.2%
Huawei	2.9%
Panasonic	1.5%
Other	2.2%
Total	100.0%

Microsoft Mobile	% of Reqs
HTC	47.3%
Samsung	15.3%
HP	9.0%
Motorola	8.0%
MiTAC	5.9%
T-Mobile	5.0%
Other	9.5%
Total	100.0%

Note: Other includes manufactures with less than 1% share.

AdMob Mobile Metrics Report

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Featured: Africa Data - Traffic, Manufacturers and Devices

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

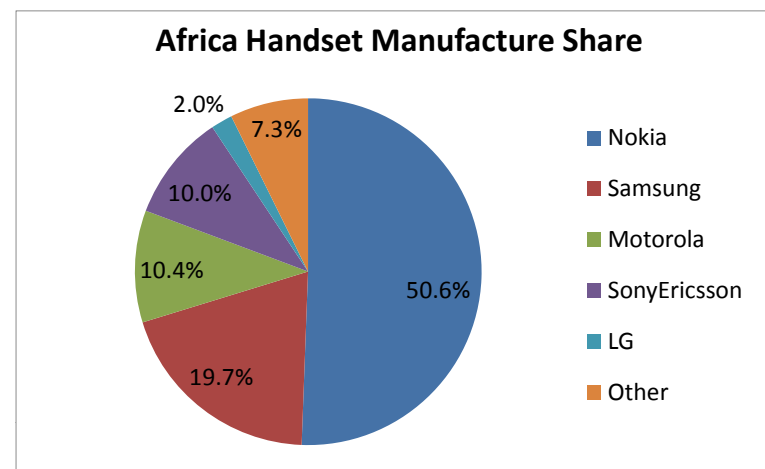
Noteworthy: Africa

* Africa traffic grew 21% from Q1'08 to Q2'08, with Nigeria, Egypt and Sudan all growing faster than 60%.

* South Africa represented 56.9% of Africa's traffic in our network in Q2'08, followed by Nigeria at 12.0% and Kenya at 8.6%.

* Nokia has dominant share in each of the top 5 countries in Africa and has 7 of the 10 top handsets.

* 18% of traffic from Africa comes from smartphones; the most popular smartphone is the Nokia N70.



Africa Traffic Data by Country

Country	Q1'08		Q2'08		Q2 / Q1 Growth
	Traffic	% of Reqs	Traffic	% of Reqs	
South Africa	439,750,391	67.3%	450,738,575	56.9%	2%
Nigeria	49,544,282	7.6%	95,124,078	12.0%	92%
Kenya	49,666,503	7.6%	67,987,702	8.6%	37%
Egypt	21,579,910	3.3%	38,799,266	4.9%	80%
Tanzania	27,652,996	4.2%	34,212,427	4.3%	24%
Tunisia	12,025,865	1.8%	14,638,639	1.8%	22%
Libya ⁽¹⁾	--	--	14,031,440	1.8%	--
Namibia	10,019,279	1.5%	12,129,963	1.5%	21%
Sudan	6,753,766	1.0%	11,155,859	1.4%	65%
Ghana	6,758,633	1.0%	8,614,203	1.1%	27%
Other	30,065,126	4.6%	44,341,775	5.6%	47%
Total	653,816,751	100.0%	791,773,927	100.0%	21%

Top African Handsets

Top Handset Models	% of Africa Reqs	
Samsung	E250	5.9%
Nokia	N70	4.4%
Motorola	V360	4.2%
Nokia	6300	2.0%
Nokia	2626	1.9%
Nokia	3110c	1.9%
Nokia	6070	1.9%
Nokia	N73	1.9%
Nokia	6020	1.7%
Samsung	J750	1.7%
Nokia	5200	1.6%
Total		29.0%

(1) We started identifying traffic from Libya in Q2'08.

Featured: Africa Handset Data - July 2008

Nigeria		
July Requests	31,018,997	
Top Handset Models	% of Requests	
Nokia	2626	10.5%
Nokia	6070	5.8%
Nokia	3110c	5.0%
Nokia	6030	3.2%
SonyEricsson	K750i	2.8%
Nokia	6020	2.4%
Nokia	6030b	2.1%
Nokia	3510i	1.8%
Nokia	6080	1.6%
Nokia	5200	1.6%
Nokia	6230i	1.5%
Nokia	6230	1.4%
Nokia	2610	1.4%
Samsung	E250	1.3%
Fly	2080	1.3%
Nokia	6085	1.2%
Nokia	2630	1.2%
SonyEricsson	K700i	1.1%
SonyEricsson	W810i	1.1%
Nokia	6300	1.0%
Total	49.3%	

Kenya		
July Requests	25,325,034	
Top Handset Models	% of Requests	
Nokia	6070	4.7%
Motorola	C168	4.1%
Samsung	E250	4.0%
Nokia	6020	3.8%
Nokia	2626	3.5%
Nokia	6030	3.2%
Motorola	W220	3.2%
Nokia	2630	2.7%
Nokia	3110c	2.7%
Nokia	6300	2.5%
Nokia	6080	1.9%
Motorola	L6i	1.7%
Motorola	SLVR L7	1.7%
Nokia	2610	1.5%
Motorola	C261	1.5%
Nokia	3220	1.5%
Motorola	C168i	1.5%
Nokia	2600c	1.5%
Nokia	5200	1.4%
Nokia	2760	1.4%
Total	49.9%	

Egypt		
July Requests	14,819,934	
Top Handset Models	% of Requests	
Nokia	N70	10.7%
Nokia	7610	6.1%
Nokia	N73	6.0%
Nokia	6630	5.6%
Nokia	6600	4.8%
Nokia	N80	3.3%
Nokia	3110c	3.1%
Nokia	6070	2.6%
Nokia	6020	2.5%
Nokia	6680	2.5%
Nokia	6120c	2.3%
Nokia	N95	2.1%
Nokia	6300	1.7%
SonyEricsson	K610i	1.6%
Nokia	5200	1.6%
Samsung	E250	1.5%
Nokia	6233	1.5%
Nokia	6030	1.4%
Nokia	3220	1.3%
Nokia	N81	1.2%
Total	63.5%	

Tanzania		
July Requests	13,969,781	
Top Handset Models	% of Requests	
Nokia	6030	8.5%
Nokia	6070	3.4%
Nokia	6020	3.3%
Nokia	N70	2.6%
Motorola	V360	2.5%
Nokia	6230i	2.5%
Nokia	6230	2.3%
Nokia	6300	2.2%
Samsung	E250	2.1%
Nokia	3220	1.8%
Motorola	L6	1.8%
Motorola	SLVR L7	1.6%
Fly	2080	1.5%
Nokia	2610	1.5%
Motorola	RAZR V3	1.3%
Nokia	6610i	1.3%
Nokia	3100	1.2%
Nokia	2630	1.1%
Nokia	3110c	1.1%
Nokia	N80	1.1%
Total	44.9%	

Top Device Mfrs	% of Requests	
Nokia	62.6%	
SonyEricsson	14.1%	
Sagem	6.8%	
Samsung	3.9%	
Motorola	2.3%	
Total	89.7%	

Top Device Mfrs	% of Requests	
Nokia	57.0%	
Motorola	18.0%	
Samsung	12.8%	
SonyEricsson	5.1%	
LG	0.9%	
Total	93.8%	

Top Device Mfrs	% of Requests	
Nokia	80.6%	
SonyEricsson	7.6%	
Samsung	4.0%	
Motorola	2.3%	
LG	0.6%	
Total	95.1%	

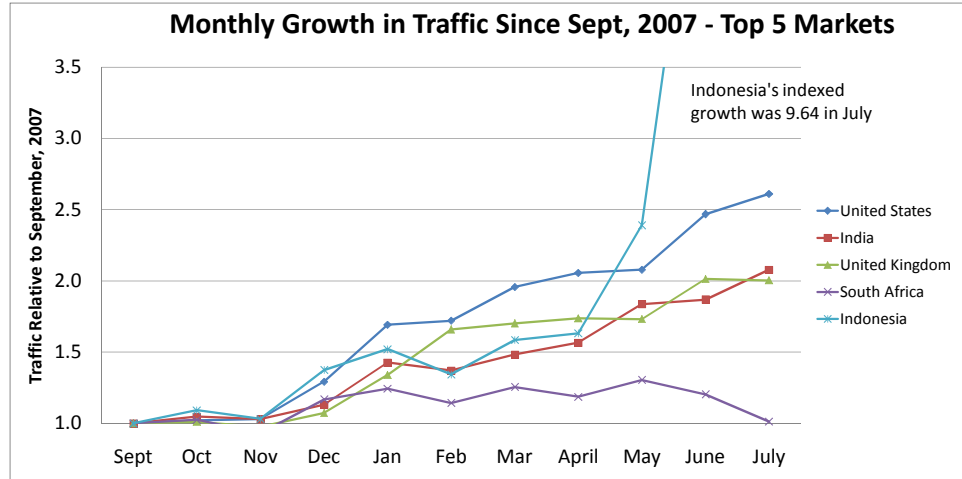
Top Device Mfrs	% of Requests	
Nokia	60.5%	
Motorola	12.6%	
Samsung	10.1%	
SonyEricsson	7.1%	
Fly	1.5%	
Total	91.9%	

Ad Requests by Geography - July 2008

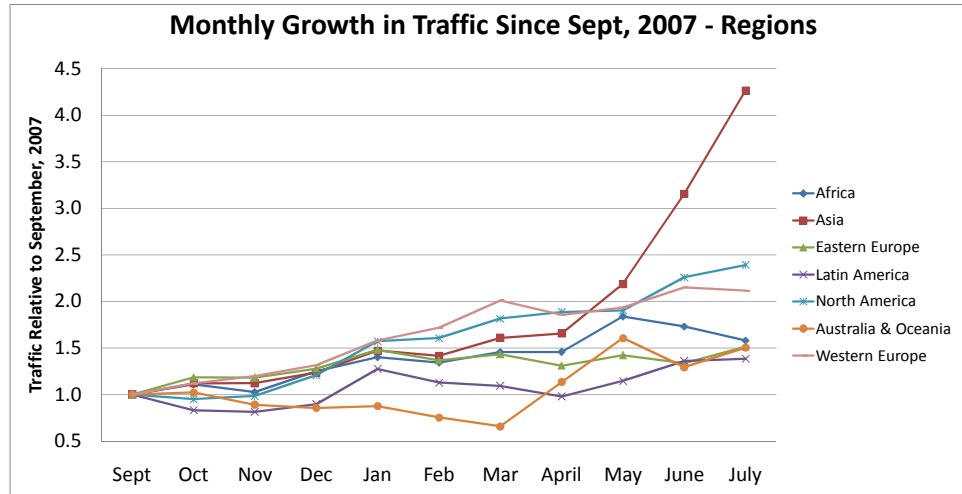
Ads Served: 3,991,772,572
 Requests: 4,533,452,208



Country	Requests	% of Requests	% Share Change
United States	1,797,297,022	39.6%	-4.6%
Indonesia ⁽¹⁾	793,806,089	17.5%	5.2%
India	391,974,953	8.6%	-0.5%
United Kingdom	227,185,214	5.0%	-0.9%
Philippines	126,389,235	2.8%	0.3%
South Africa	123,564,273	2.7%	-1.1%
Romania	53,354,568	1.2%	0.0%
Malaysia	46,387,389	1.0%	0.1%
Israel	44,341,046	1.0%	-0.1%
Brunei Darussalam	35,406,287	0.8%	-0.1%
Other Countries ^{(2) (3)}	893,746,132	19.7%	1.6%
Total	4,533,452,208	100.0%	



Region	Requests	% of Requests	% Share Change
North America	1,835,244,716	40.5%	-4.6%
Asia	1,670,504,254	36.8%	4.7%
Western Europe	330,089,582	7.3%	-1.5%
Africa	248,850,033	5.5%	-1.6%
Eastern Europe	116,301,217	2.6%	-0.1%
Latin America	89,322,889	2.0%	-0.3%
Oceania	24,622,253	0.5%	0.0%
Other ⁽⁴⁾	218,517,264	4.8%	3.4%
Total	4,533,452,208	100.0%	



Notes

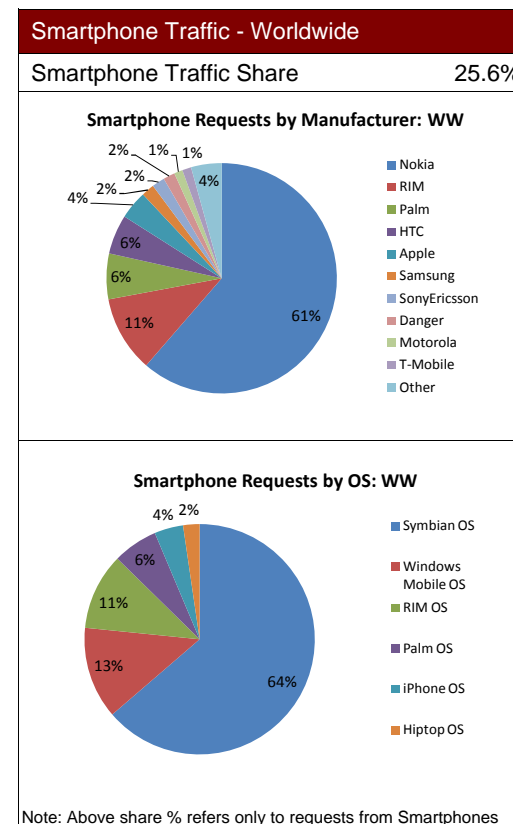
- Month-over-month share change calculated as % of current month requests less percent of prior month requests.
- (1) The strong Indonesian growth was primarily driven by several new publishers in the AdMob network with significant Indonesian inventory.
- (2) Includes 232 countries with 95 countries having greater than 1 million requests.
- (3) Other includes unclassified requests where the country of origin could not be determined. Targeted ads were not shown to these requests.
- (4) Includes other and unclassified requests.

Worldwide Handset Data - July 2008

Ads Served: 3,991,772,572
 Requests: 4,533,452,208

Top Device Mfrs	% of Requests	Share Chg %
Nokia	32.8%	1.6%
Motorola	16.2%	-2.8%
SonyEricsson	11.6%	0.1%
Samsung	9.7%	-0.6%
LG	3.8%	-0.5%
RIM	2.8%	-0.5%
Kyocera	2.6%	0.0%
Palm	1.7%	-0.3%
HTC	1.4%	0.3%
Apple	1.0%	-0.4%
Other ⁽¹⁾	16.5%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Motorola RAZR V3	3.7%	-0.6%
Nokia N70	3.0%	0.3%
Motorola KRZR K1c	2.9%	-0.6%
Motorola W385m	1.9%	-0.4%
Motorola Z6m	1.6%	0.1%
Nokia N95	1.5%	0.1%
Nokia N73	1.4%	0.0%
Nokia 6600	1.4%	0.1%
RIM BlackBerry 8100	1.4%	-0.2%
Nokia 6300	1.3%	0.2%
Kyocera K24	1.3%	-0.1%
Palm Centro	1.3%	-0.2%
Nokia N80	1.2%	0.2%
Nokia 5300	1.2%	0.2%
Nokia 3110c	1.0%	0.2%
SonyEricsson K800i	0.9%	-0.1%
Nokia 5200	0.9%	0.1%
Nokia 7610	0.9%	0.1%
Nokia 3230	0.8%	0.1%
Nokia 6030	0.8%	0.1%
Total	30.2%	



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	76.4%
Supports Streaming Video	51.0%
Able to Download Video Clips	69.4%
Supports WAP Push Messages	83.3%

MMA Standard Screen Size	Share %
Small	33.3%
Medium	31.4%
Large	23.7%
X-Large	11.6%

- 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 3110c.
 - (1) Includes unclassified impressions and other manufacturers with < 1% share.

United States Handset Data - July 2008

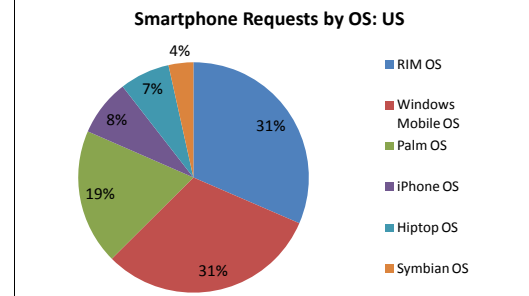
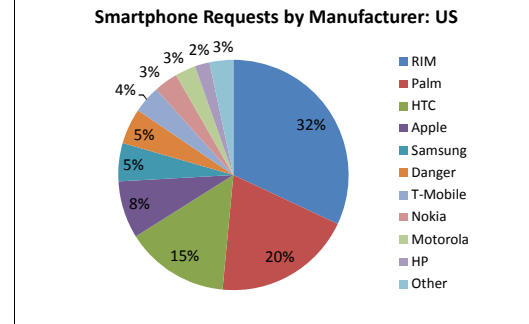
Ads Served: 1,756,556,973
 Requests: 1,797,297,022

Top Device Mfrs	% of Requests	Share Chg %
Motorola	34.0%	-1.8%
Samsung	15.8%	1.6%
LG	7.0%	-0.3%
RIM	6.7%	-0.5%
Kyocera	6.5%	0.6%
Nokia	5.8%	-0.6%
Palm	4.1%	-0.3%
HTC	3.0%	1.0%
SonyEricsson	1.8%	-0.1%
Sanyo	1.7%	-0.3%
Apple	1.7%	-0.4%
Other ⁽¹⁾	11.9%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Motorola RAZR V3	8.2%	-0.4%
Motorola KRZR K1c	7.3%	-0.5%
Motorola W385m	5.9%	0.6%
Motorola Z6m	3.9%	0.6%
RIM BlackBerry 8100	3.3%	-0.2%
Kyocera K24	3.2%	0.2%
Palm Centro	3.2%	-0.1%
RIM BlackBerry 8300	1.9%	-0.2%
LG LX260	1.8%	0.1%
Samsung R410	1.8%	0.3%
Motorola V323i	1.2%	-0.1%
Samsung A870	1.2%	-0.2%
Apple iPhone	1.1%	-0.2%
Samsung R430	1.1%	0.8%
Motorola R38	1.0%	0.0%
UTStarcom 1450M	1.0%	-0.2%
Danger Sidekick II	1.0%	-0.3%
Samsung R400	1.0%	0.1%
Kyocera Lingo M1000	1.0%	0.6%
SonyEricsson W580i	0.9%	0.0%
Total	50.9%	

Smartphone Traffic - US

Smartphone Traffic Share 21.3%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities % Capable

Supports Polyphonic Ringtones	54.4%
Supports Streaming Video	23.9%
Able to Download Video Clips	55.4%
Supports WAP Push Messages	85.5%

MMA Standard Screen Size Share %

Small	28.8%
Medium	35.4%
Large	20.0%
X-Large	15.7%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Samsung R430, UT Starcom 1450M, and Kyocera Lingo M1000.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

United States Handset Data

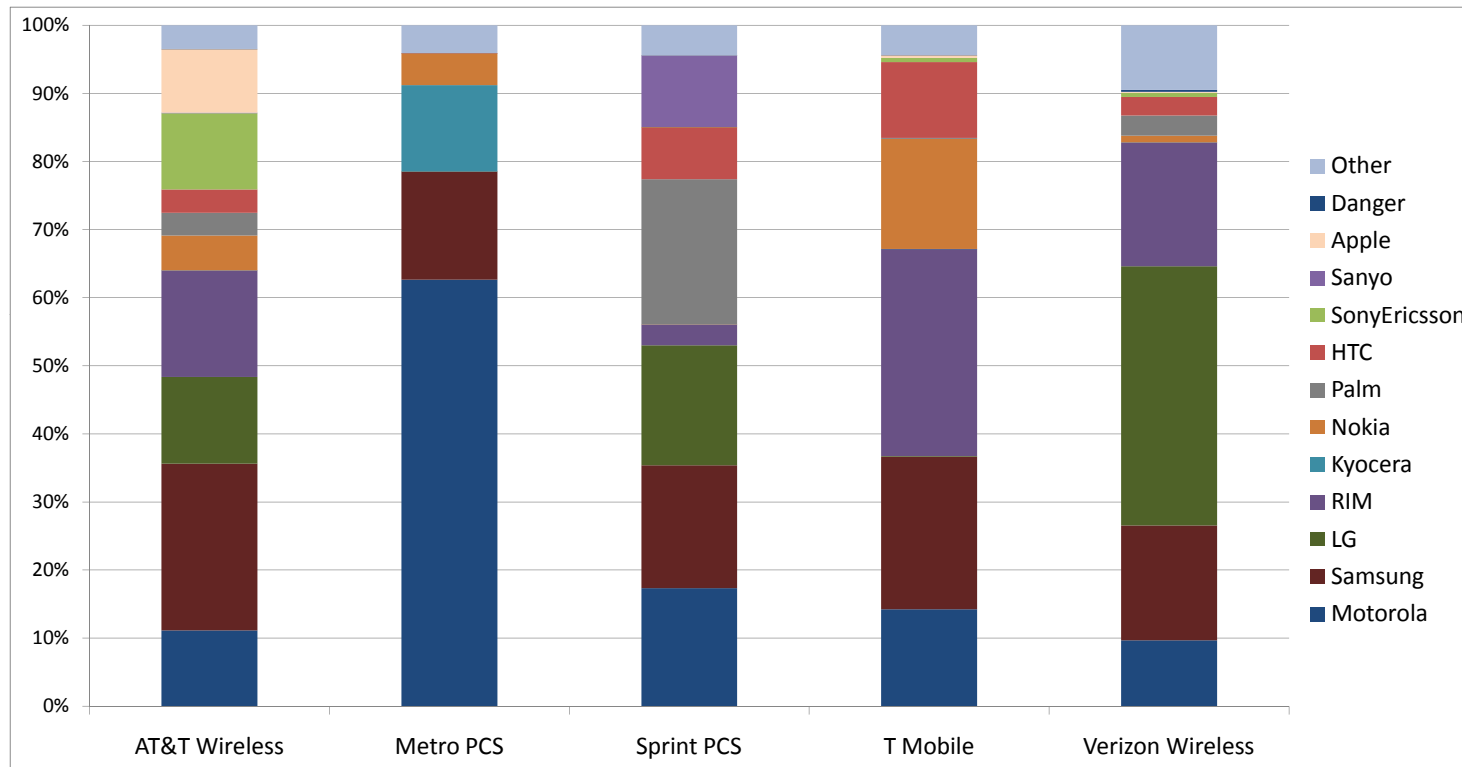
July 2008



Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - US



Notes

- Includes all manufacturers with greater than 1% share.
- The small amount of Apple traffic on Sprint PCS & Verizon can be attributed to WiFi traffic on EVDO-to-WiFi bridging routers or traffic on these operators' ISPs.

India Handset Data - July 2008

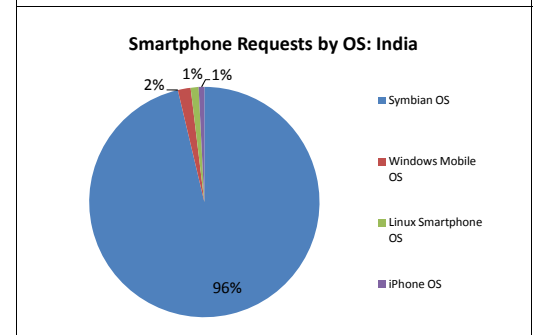
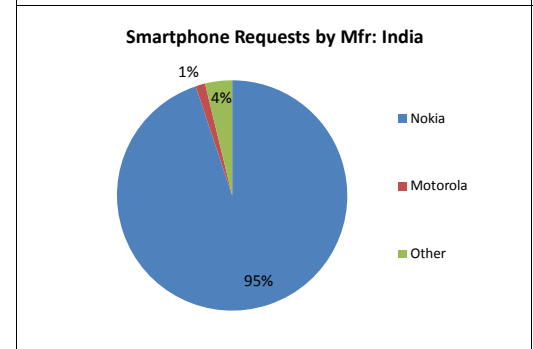
Ads Served: 380,999,654
 Requests: 391,974,953

Top Device Mfrs	% of Requests	Share Chg %
Nokia	66.2%	0.0%
SonyEricsson	14.5%	-0.3%
Motorola	3.8%	-0.6%
Samsung	3.3%	0.0%
Fly	1.4%	-0.3%
LG	1.2%	-0.2%
Other ⁽¹⁾	9.6%	
Total	100.0%	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	7.8%	-0.3%
Nokia	3110c	3.9%	0.5%
Nokia	6233	3.8%	-0.1%
Nokia	6600	3.7%	-0.4%
Nokia	6030	3.5%	0.5%
Nokia	N73	3.1%	0.0%
Nokia	2626	3.0%	0.4%
Nokia	N80	2.7%	0.0%
SonyEricsson	W200i	2.3%	0.1%
Nokia	5200	2.2%	0.1%
Nokia	7610	2.1%	-0.2%
Nokia	6300	2.1%	0.0%
Nokia	5300	2.1%	0.1%
Nokia	N72	2.1%	0.0%
Nokia	6630	1.9%	-0.2%
Nokia	3230	1.9%	-0.3%
Nokia	3500c	1.6%	0.1%
Nokia	6070	1.5%	0.2%
SonyEricsson	K750i	1.4%	0.0%
Fly	2080	1.3%	-0.3%
Total		53.8%	

Smartphone Traffic - India

Smartphone Traffic Share 33.1%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities % Capable

Supports Polyphonic Ringtones	89.5%
Supports Streaming Video	79.4%
Able to Download Video Clips	83.1%
Supports WAP Push Messages	90.2%

MMA Standard Screen Size Share %

Small	36.6%
Medium	33.7%
Large	19.9%
X-Large	9.8%

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.

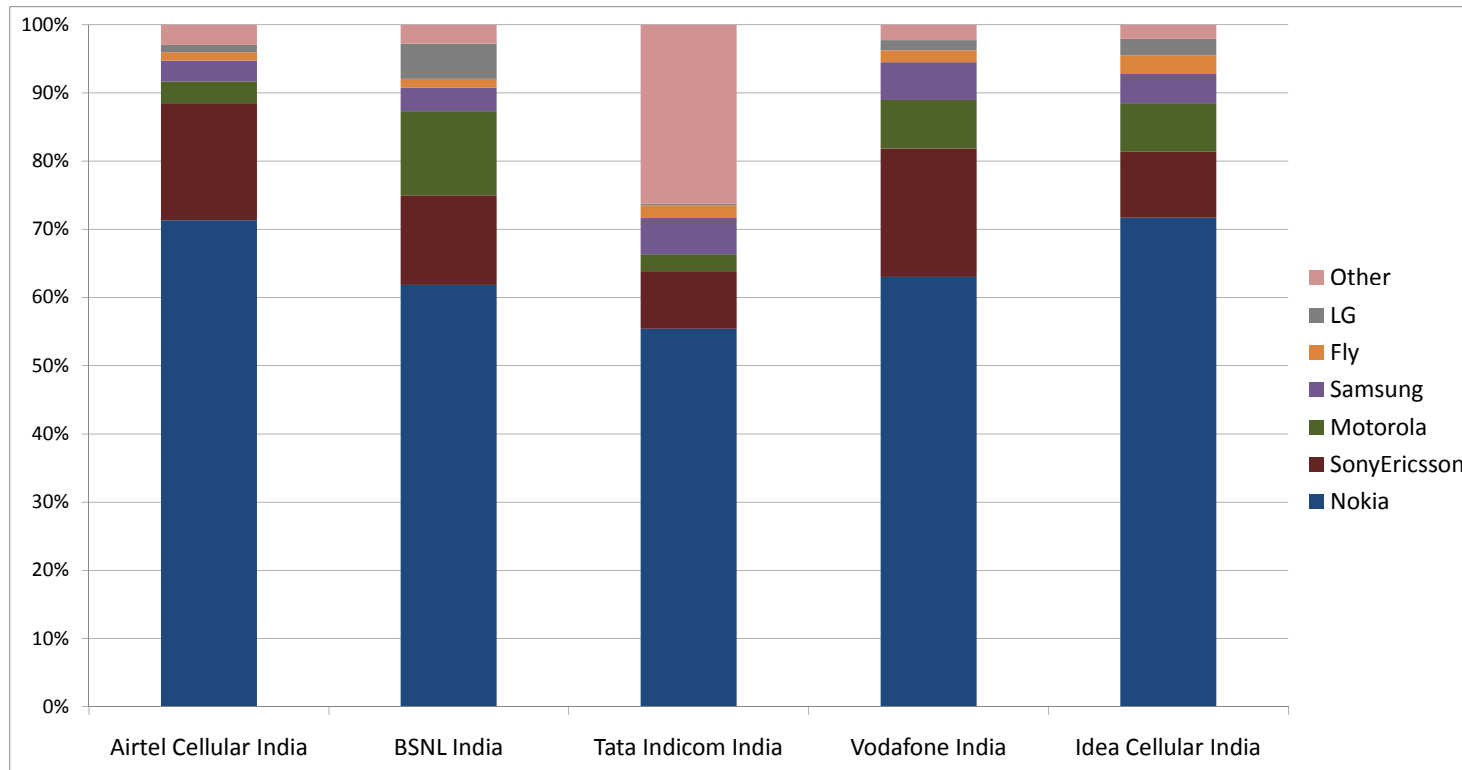
India Handset Data

June 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - India



Notes

- Includes all manufacturers with greater than 1% share.

Indonesia Handset Data - July 2008

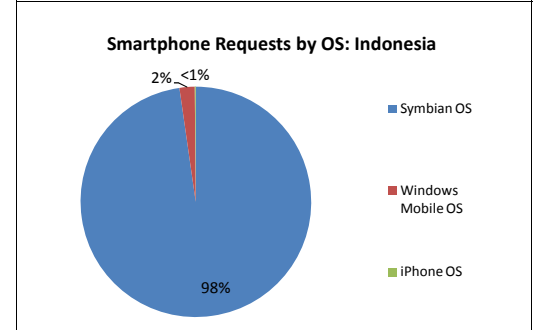
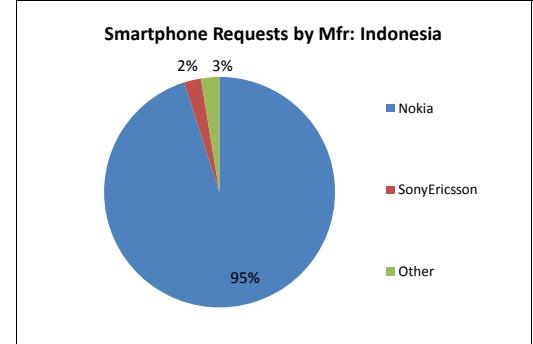
Ads Served: 635,332,467
 Requests: 793,806,089

Top Device Mfrs	% of Requests	Share Chg %
Nokia	64.5%	6.0%
SonyEricsson	25.9%	-1.6%
Motorola	2.3%	-0.5%
Samsung	1.1%	-0.1%
Other ⁽¹⁾	6.3%	
Total	100.0%	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	6.6%	0.7%
Nokia	6600	4.4%	0.0%
Nokia	5300	3.4%	0.8%
Nokia	3230	3.2%	-0.1%
Nokia	6300	3.0%	0.5%
Nokia	7610	3.0%	0.0%
Nokia	N73	2.8%	-0.1%
Nokia	N80	2.4%	1.0%
Nokia	5200	2.0%	0.4%
SonyEricsson	K510i	1.9%	-0.1%
Nokia	3110c	1.8%	0.4%
Nokia	3500c	1.7%	0.3%
Nokia	6120c	1.7%	0.4%
SonyEricsson	W200i	1.7%	0.0%
Nokia	6030	1.7%	0.1%
Nokia	6630	1.4%	0.1%
Nokia	6070	1.4%	0.2%
Nokia	5310	1.4%	0.3%
SonyEricsson	K310i	1.3%	-0.1%
SonyEricsson	K550i	1.3%	0.0%
Total		47.9%	

Smartphone Traffic - Indonesia

Smartphone Traffic Share 37.3%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	97.3%
Supports Streaming Video	83.3%
Able to Download Video Clips	88.6%
Supports WAP Push Messages	94.3%

MMA Standard Screen Size	Share %
Small	31.6%
Medium	37.6%
Large	26.1%
X-Large	4.8%

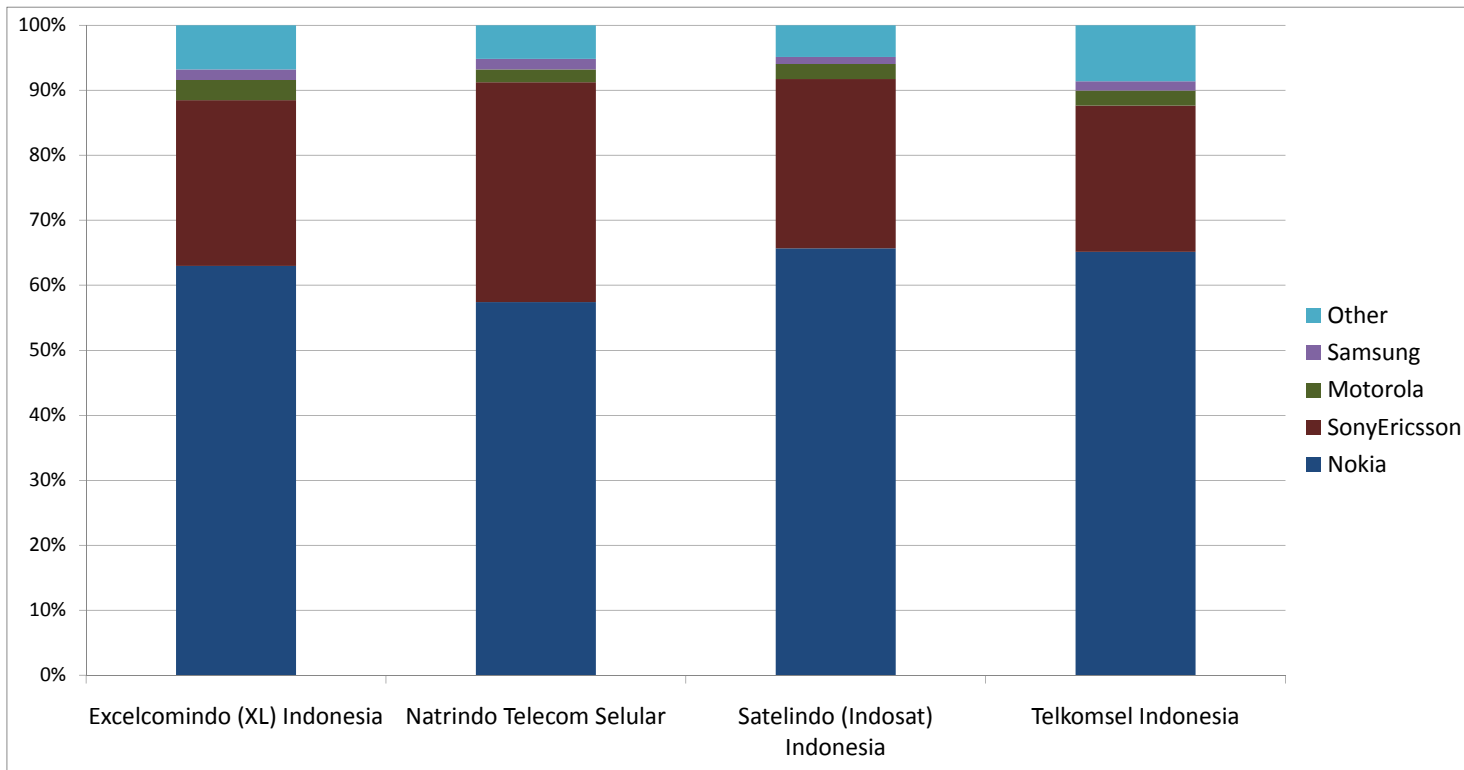
Notes

- 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 and Nokia 5310.
- (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

- Includes all manufacturers with greater than 1% share.

United Kingdom Handset Data - July 2008

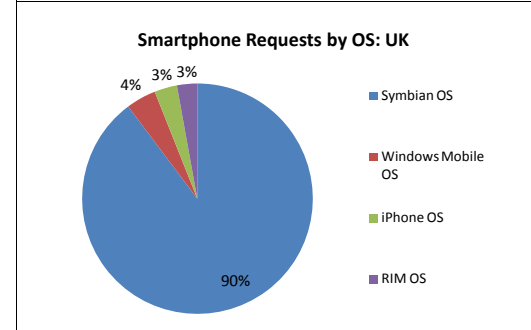
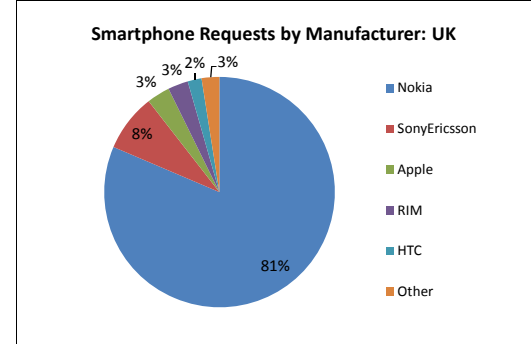
Ads Served: 222,073,158
 Requests: 227,185,214

Top Device Mfrs	% of Requests	Share Chg %
SonyEricsson	33.7%	-0.6%
Nokia	27.5%	-0.3%
Samsung	12.5%	1.2%
LG	5.6%	0.0%
3	3.3%	0.2%
Motorola	2.2%	-0.2%
NEC	1.7%	-0.4%
ZTE	1.3%	-0.2%
Apple	0.7%	-0.2%
Other ⁽¹⁾	11.6%	
Total	100.0%	

Top Handset Models		% of Requests	Share Chg %
Nokia	N95	8.3%	0.8%
SonyEricsson	K800i	7.5%	-0.6%
3 (Amoi)	Skypephone	3.3%	0.2%
SonyEricsson	W810i	2.6%	0.0%
SonyEricsson	W580i	2.1%	0.1%
SonyEricsson	W850i	1.9%	-0.3%
SonyEricsson	W910i	1.9%	0.1%
Samsung	G600	1.8%	0.2%
SonyEricsson	K610i	1.8%	-0.5%
SonyEricsson	W880i	1.8%	0.0%
Nokia	6300	1.7%	0.1%
Nokia	6500s	1.7%	0.1%
Nokia	N73	1.6%	-0.3%
SonyEricsson	K850i	1.5%	-0.1%
Nokia	6120c	1.4%	-0.1%
ZTE	F866	1.3%	-0.2%
SonyEricsson	W200i	1.2%	0.1%
Samsung	E900	1.1%	-0.1%
LG	U300	1.1%	-0.1%
Samsung	E250	1.0%	0.1%
Total		46.6%	

Smartphone Traffic - UK

Smartphone Traffic Share 19.8%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	86.9%
Supports Streaming Video	75.2%
Able to Download Video Clips	91.3%
Supports WAP Push Messages	87.5%

MMA Standard Screen Size	Share %
Small	12.3%
Medium	25.0%
Large	53.0%
X-Large	9.7%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: SonyEricsson w200i and Samsung E250.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

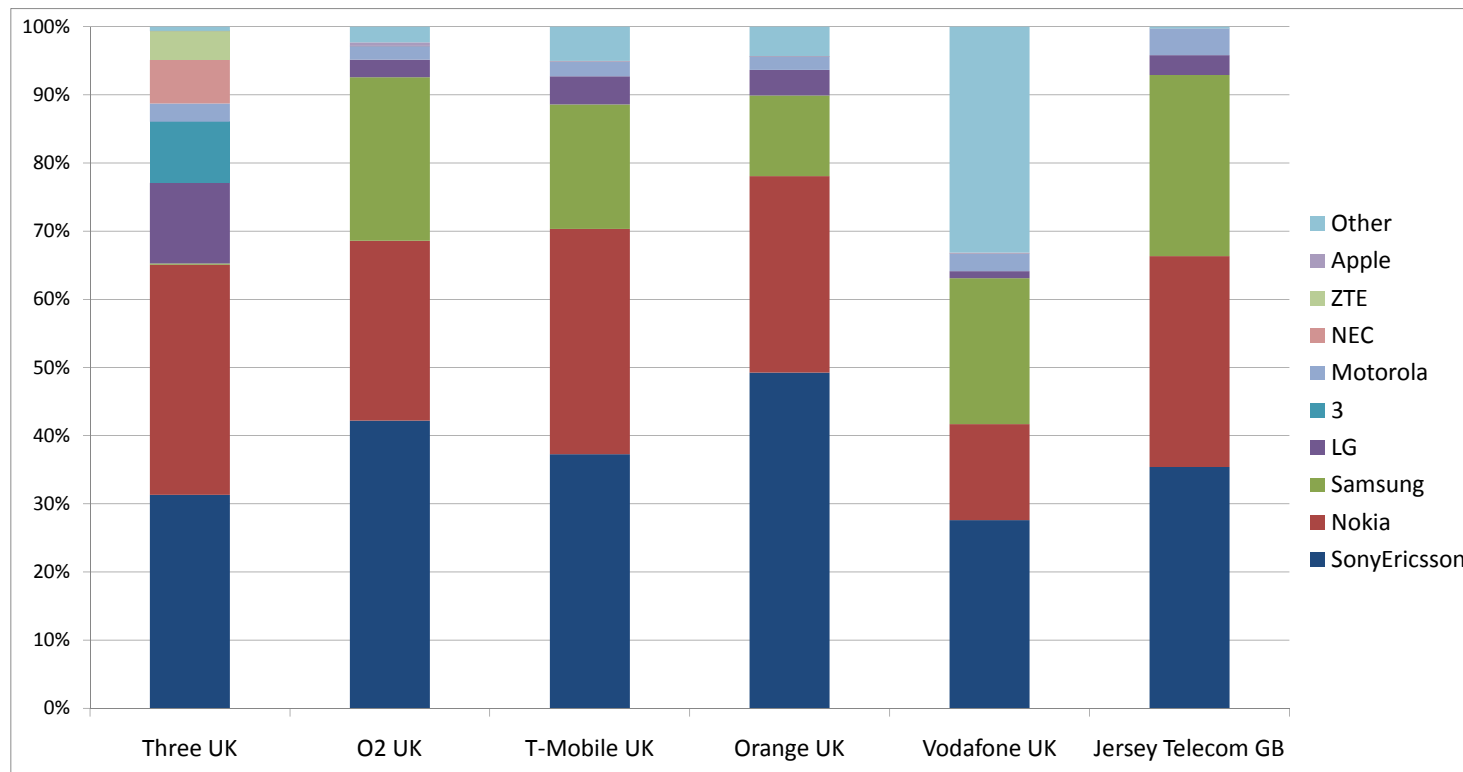
United Kingdom Handset Data

July 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - United Kingdom



Notes

- Includes all manufacturers with greater than 1% share.

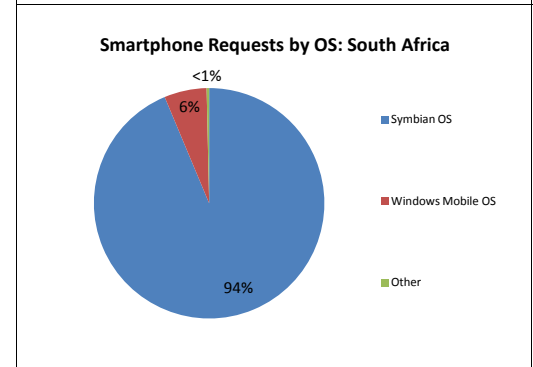
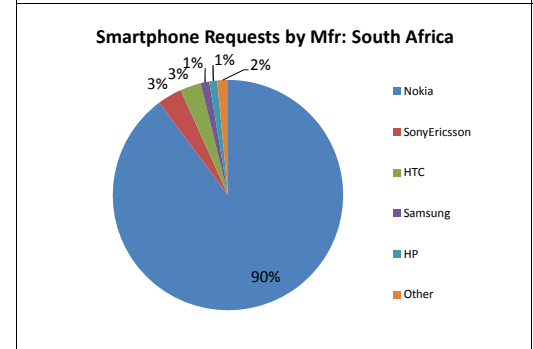
South Africa Handset Data - July 2008

Ads Served: 123,070,016
 Requests: 123,564,273

Top Device Mfrs	% of Requests	Share Chg %
Nokia	36.8%	0.3%
Samsung	31.2%	0.0%
Motorola	12.9%	-0.6%
SonyEricsson	10.8%	-0.7%
LG	2.9%	0.0%
Other ⁽¹⁾	5.5%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Samsung E250	9.5%	0.2%
Motorola V360	7.9%	-0.4%
Nokia N70	4.5%	0.1%
Samsung J750	3.3%	0.3%
Samsung E370	2.4%	-0.1%
Nokia 6234	2.2%	-0.2%
Samsung D900i	1.9%	-0.1%
Nokia N73	1.9%	0.0%
Nokia 5200	1.7%	0.0%
Samsung D500	1.4%	-0.2%
Samsung U700	1.4%	-0.1%
Nokia 6300	1.3%	0.0%
SonyEricsson K800i	1.2%	-0.1%
Nokia N80	1.2%	0.0%
Nokia 6085	1.2%	-0.1%
Nokia 6111	1.2%	-0.1%
Samsung D900	1.2%	-0.1%
Nokia 2760	1.1%	0.1%
Nokia Navigator	1.1%	0.1%
Nokia 6230i	1.1%	-0.2%
Total	48.6%	

Smartphone Traffic - South Africa	
Smartphone Traffic Share	16.6%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	95.0%
Supports Streaming Video	68.7%
Able to Download Video Clips	83.3%
Supports WAP Push Messages	94.3%

MMA Standard Screen Size	Share %
Small	38.6%
Medium	28.7%
Large	28.6%
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 6110.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

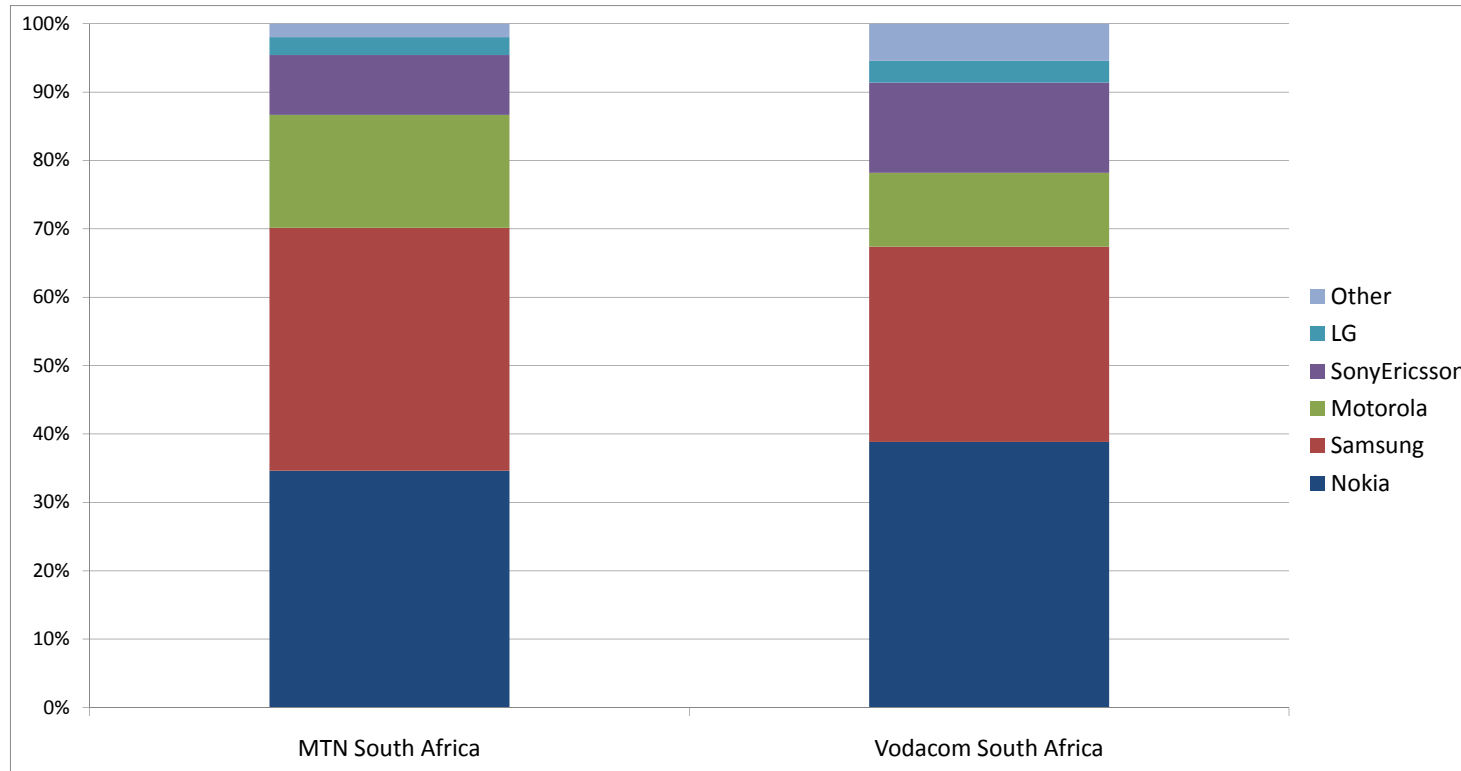
South Africa Handset Data

June 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - South Africa



Notes

- Includes all manufacturers with greater than 1% share.

Philippines Handset Data - July 2008

Ads Served: 98,706,071

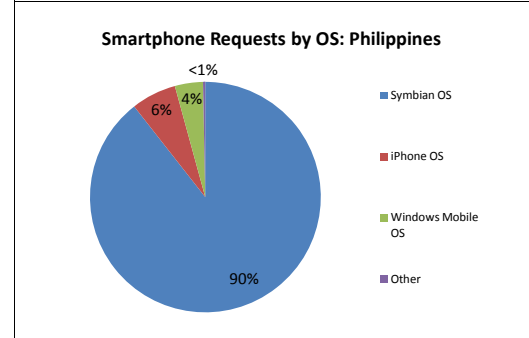
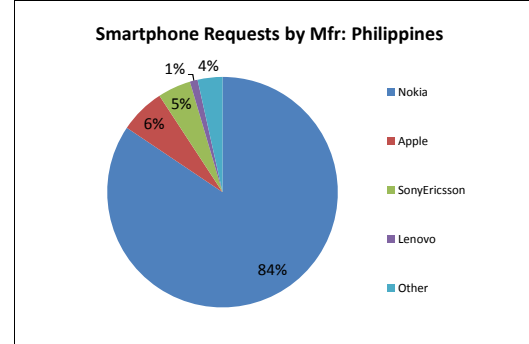
Requests: 126,389,235

Top Device Mfrs	% of Requests	Share Chg %
Nokia	63.8%	-3.5%
SonyEricsson	9.4%	0.1%
Sony	2.6%	0.2%
Apple	2.2%	0.0%
Motorola	1.5%	-0.4%
Samsung	1.3%	0.1%
Other ⁽¹⁾	19.3%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Nokia 3510i	5.6%	-2.2%
Nokia N70	4.4%	0.4%
Nokia N95	4.0%	0.4%
Sony PSP	2.6%	0.2%
Nokia N80	2.6%	-0.3%
Nokia 6630	2.5%	0.3%
Nokia 3100	2.4%	-0.7%
Nokia 6600	2.3%	0.0%
Nokia 6070	2.0%	0.0%
Nokia 6020	1.9%	-0.3%
Nokia 3220	1.8%	-0.1%
Nokia 6120c	1.7%	0.2%
Nokia 3650	1.7%	-0.2%
Nokia 6680	1.6%	0.1%
Nokia 3200	1.4%	-0.4%
Nokia 6300	1.4%	0.1%
Nokia 3110c	1.3%	0.3%
Apple iPod Touch	1.3%	0.0%
Nokia 7210	1.3%	-0.5%
Nokia 6610i	1.2%	-0.4%
Total	45.0%	

Smartphone Traffic - Philippines

Smartphone Traffic Share 34.4%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities % Capable

Supports Polyphonic Ringtones	85.2%
Supports Streaming Video	57.2%
Able to Download Video Clips	76.5%
Supports WAP Push Messages	77.9%

MMA Standard Screen Size Share %

Small	37.7%
Medium	22.1%
Large	18.8%
X-Large	21.5%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

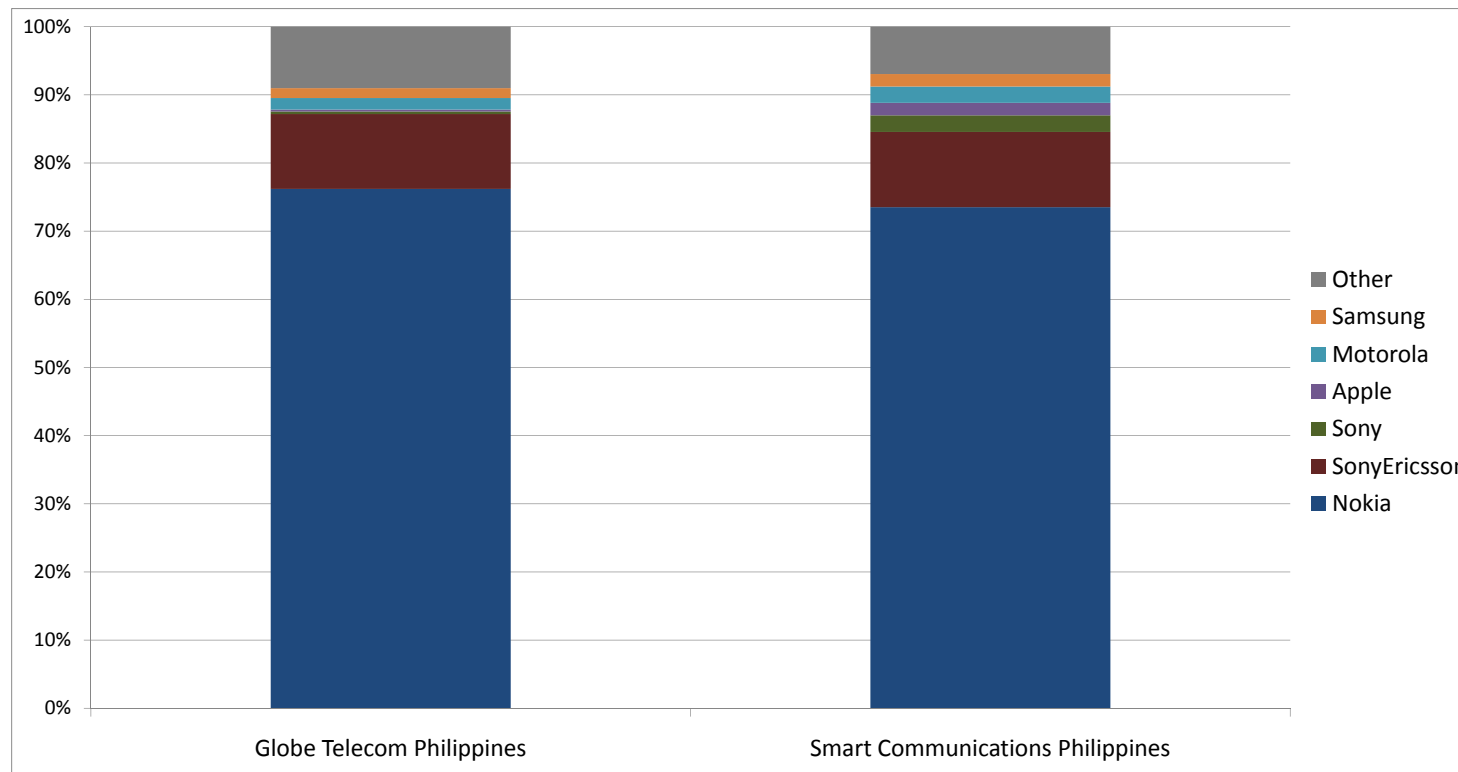
Philippines Handset Data

July 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - Philippines



Notes

- Includes all manufacturers with greater than 1% share.

AdMob Mobile Metrics Report

July 2008



About AdMob

AdMob serves Graphical Banner and Text Link ads on mobile web pages for more than 5,000 publishers. AdMob has served more than 35 billion ads since launching in January 2006, and currently serves more than 3.9 billion ads monthly. 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 200 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 3.5 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.

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 5,000 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. Unclassified data has been omitted from the handset data in this report. Less than 1% of requests are unclassified by geography and approximately 5% of requests are unclassified by handset.

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. The worldwide fill rate was 88% in July.

Questions

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

