



AdMob Mobile Metrics Report

AdMob serves ads for more than 5000 mobile web sites. This monthly report offers a snapshot of the data in our network to provide insight into trends in the mobile ecosystem.

June 2008

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AdMob Mobile Metrics Report

June 2008



New and Noteworthy

We have had several requests for estimates of the growth of mobile web. AdMob's growth as shown in the metrics report is a function of both adding new publishers and growth from existing publishers. In this month's feature, we take a look at organic growth from a fixed set of our initial publishers to estimate a 12 month growth rate for the mobile web. **We believe this is a good proxy for the growth of mobile web usage (see "Featured" on the next page).**

- * AdMob served 3,631,315,700 ads served in June, a 19.7% increase over May. This growth slightly outpaced May's increase of 16.9%.
- * Indonesian traffic more than doubled in June to 472 million requests and is now AdMob's second largest market. This was driven primarily by new publishers in the AdMob network with significant Indonesian inventory. Malaysia and the Philippines also saw strong growth.
- * Apple once again saw strong growth, with impressions from the iPhone and iPod growing 32% month over month worldwide to 52 million in June.
- * 24.3% of ad requests in the AdMob network worldwide were from Smartphones, up from 22.4% in May.
- * US ad requests grew 18.7% in June to 1.7 billion.
- * UK ad requests grew 16.3% in June to 228 million. The Nokia N95 posted another strong share gain and now only slightly trails the SonyEricsson K800i for the top spot in the UK.
- * Motorola lost share in each of the top 5 markets in June, leading to a 2.2% monthly decline in share worldwide.
- * Palm continued its strong growth and now represents 2.0% of requests worldwide. The Palm Centro is now the #6 device in the US, capturing 3.3% of impressions.

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AdMob Mobile Metrics Report

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Featured: Growth of the Mobile Web

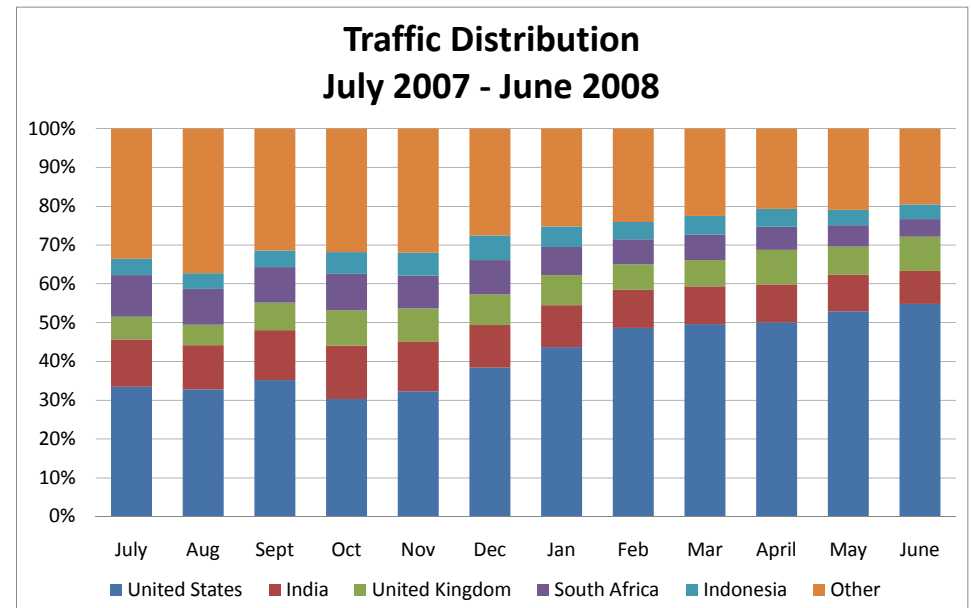
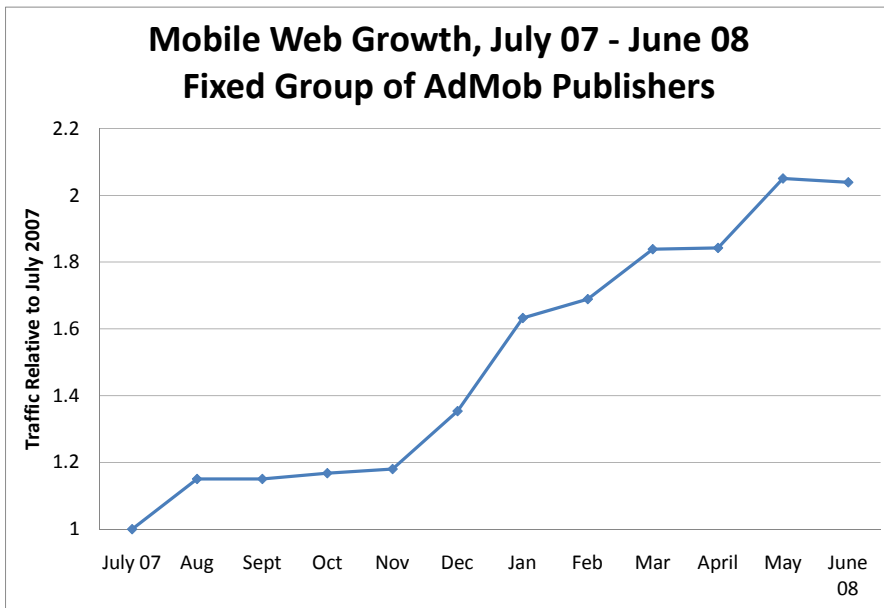
We are often asked how fast the mobile web is growing. Our monthly Mobile Metrics Report details the rapid growth of the AdMob network, which is a combination of adding new publishers and the organic growth of existing publishers. For this month's feature, we decided to measure the growth of a fixed set of our publishers, stripping out the effects of adding new sites when looking at growth rates. **We believe this analysis to be a reasonable proxy for the growth of the mobile web.**

Methodology

All AdMob publishers who were serving ads in July 2007 and were active in June 2008 became part of the fixed publisher group (437 total sites). We then measured the growth of this group over 12 months and indexed the traffic relative to July 2007 (see graph below).

Key findings

- * Traffic from the publishers grew **104%** from July 2007 to June 2008, **more than doubling in 12 months**
- * This growth increase implies a 6.1% month over month compound growth rate
- * The US and UK grew substantially faster than the worldwide rate



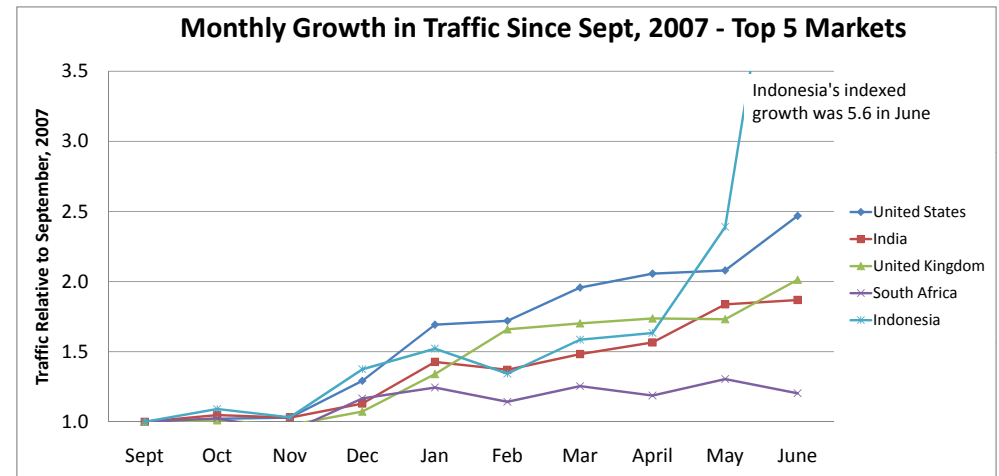
Note: This analysis was repeated for a different group of AdMob publishers with similar results.

Ad Requests by Geography - June 2008

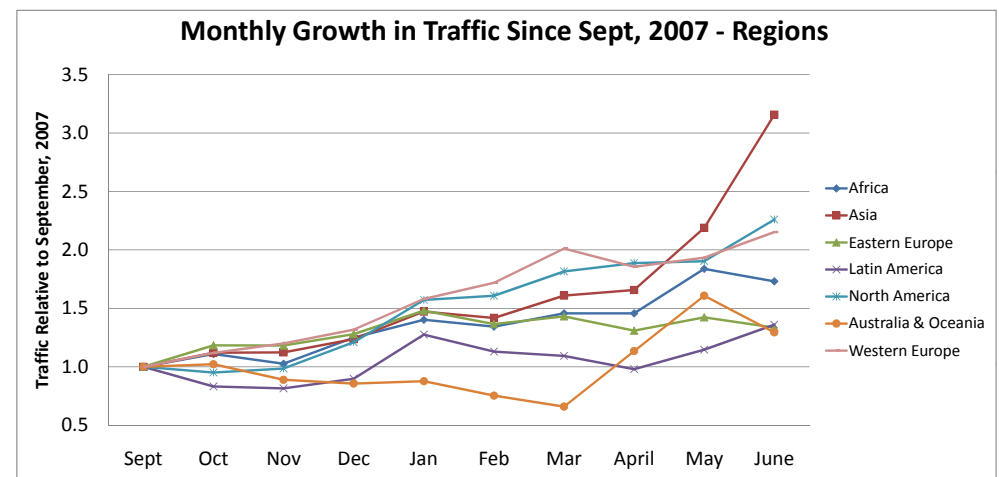
Ads Served: 3,631,315,700
 Requests: 3,843,103,304



Country	Requests	% of Requests	% Share Change
United States	1,698,881,018	44.2%	-0.8%
Indonesia ⁽¹⁾	471,927,605	12.3%	5.9%
India	352,322,986	9.2%	-1.7%
United Kingdom	228,278,233	5.9%	-0.2%
South Africa	146,797,889	3.8%	-1.2%
Philippines	95,172,423	2.5%	0.4%
Romania	45,290,261	1.2%	-0.5%
Israel	39,836,803	1.0%	0.0%
Nigeria	34,071,458	0.9%	-0.4%
Malaysia	33,918,474	0.9%	0.3%
Other Countries ^{(2) (3)}	696,606,154	18.1%	-1.8%
Total	3,843,103,304	100.0%	



Region	Requests	% of Requests	% Share Change
North America	1,733,308,062	45.1%	-0.8%
Asia	1,235,479,285	32.1%	5.2%
Western Europe	335,835,592	8.7%	-0.8%
Africa	272,637,543	7.1%	-2.0%
Eastern Europe	102,442,174	2.7%	-0.8%
Latin America	87,693,561	2.3%	0.0%
Oceania	21,154,985	0.6%	-0.3%
Other ⁽⁴⁾	54,552,102	1.4%	-0.5%
Total	3,843,103,304	100.0%	



Notes

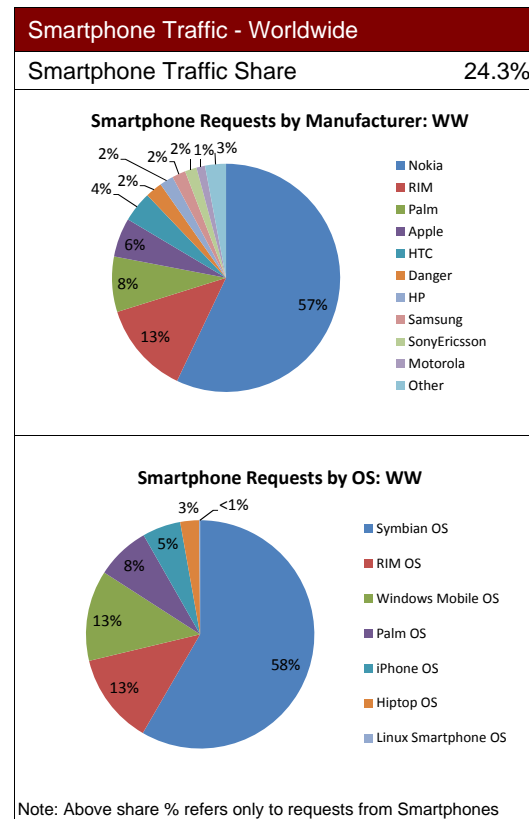
- Month-over-month share change calculated as % of current month requests less percent of prior month requests.
- (1) The strong Indonesian growth was primarily driven by several new publishers in the AdMob network with significant Indonesian inventory.
- (2) Includes 231 countries with 91 countries having greater than 1 million requests.
- (3) Other includes unclassified requests (0.4%) 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 - June 2008

Ads Served: 3,631,315,700
 Requests: 3,843,103,304

Top Device Mfrs	% of Requests	Share Chg %
Nokia	31.2%	1.3%
Motorola	18.9%	-2.2%
SonyEricsson	11.5%	0.5%
Samsung	10.3%	-0.4%
LG	4.3%	0.2%
RIM	3.3%	0.2%
Kyocera	2.7%	0.3%
Palm	2.0%	0.2%
Apple	1.4%	0.1%
HTC	1.1%	-0.1%
Other ⁽¹⁾	13.4%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Motorola RAZR V3	4.4%	-0.8%
Motorola KRZR K1c	3.5%	-0.6%
Nokia N70	2.8%	0.2%
Motorola W385m	2.4%	-0.5%
RIM Blackberry 8100	1.6%	0.0%
Motorola Z6m	1.5%	0.0%
Palm Centro	1.5%	0.1%
Nokia N73	1.4%	0.1%
Kyocera K24	1.4%	0.0%
Nokia N95	1.3%	0.3%
Nokia 6600	1.3%	0.1%
Nokia 6300	1.1%	0.2%
Nokia 5300	1.0%	0.1%
SonyEricsson K800i	1.0%	0.0%
Nokia N80	1.0%	0.1%
RIM Blackberry 8300	1.0%	0.1%
Apple iPhone	0.9%	0.0%
Nokia 5200	0.8%	0.0%
Nokia 6630	0.8%	0.0%
Nokia 3110c	0.8%	0.1%
Total	31.4%	



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	76.4%
Supports Streaming Video	49.6%
Able to Download Video Clips	70.9%
Supports WAP Push Messages	86.0%

MMA Standard Screen Size	Share %
Small	31.9%
Medium	33.2%
Large	23.3%
X-Large	11.7%

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

United States Handset Data - June 2008

Ads Served: 1,673,914,273
 Requests: 1,698,881,018

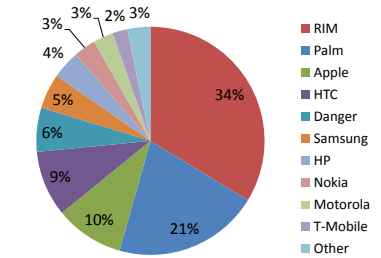
Top Device Mfrs	% of Requests	Share Chg %
Motorola	35.8%	-2.8%
Samsung	14.1%	1.4%
LG	7.4%	0.8%
RIM	7.2%	0.5%
Nokia	6.3%	-0.4%
Kyocera	5.9%	0.9%
Palm	4.4%	0.4%
Apple	2.1%	0.2%
HTC	2.1%	-0.1%
Sanyo	2.0%	0.0%
SonyEricsson	1.9%	0.0%
Other ⁽¹⁾	10.8%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Motorola RAZR V3	8.9%	-1.4%
Motorola KRZR K1c	8.0%	-1.0%
Motorola W385m	5.3%	-1.0%
RIM Blackberry 8100	3.6%	0.1%
Motorola Z6m	3.4%	0.1%
Palm Centro	3.3%	0.4%
Kyocera K24	3.1%	0.1%
RIM Blackberry 8300	2.1%	0.3%
Motorola C155	1.8%	0.1%
LG LX260	1.7%	0.3%
Samsung SCH R410	1.5%	0.2%
Apple iPhone	1.4%	0.1%
Motorola V323i	1.4%	-0.3%
Samsung A870	1.4%	0.1%
Danger Sidekick II	1.3%	0.1%
Nokia 2865i	1.0%	-0.2%
Kyocera K612B Strobe	1.0%	-0.2%
Motorola R38	1.0%	0.4%
Samsung R400	1.0%	0.1%
SonyEricsson W580i	0.9%	0.1%
Total	53.0%	

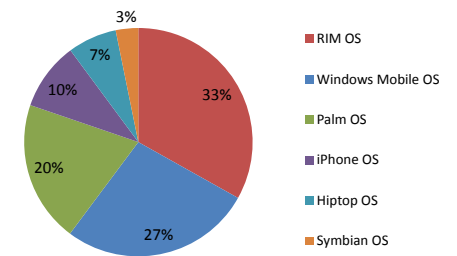
Smartphone Traffic - US

Smartphone Traffic Share 20.5%

Smartphone Requests by Manufacturer: US



Smartphone Requests by OS: US



Note: Above share % refers only to requests from Smartphones

Handset Capabilities % Capable

Supports Polyphonic Ringtones	57.5%
Supports Streaming Video	23.5%
Able to Download Video Clips	57.4%
Supports WAP Push Messages	85.8%

MMA Standard Screen Size Share %

Small	28.6%
Medium	36.5%
Large	19.8%
X-Large	15.1%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Motorola R38.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

United States Handset Data

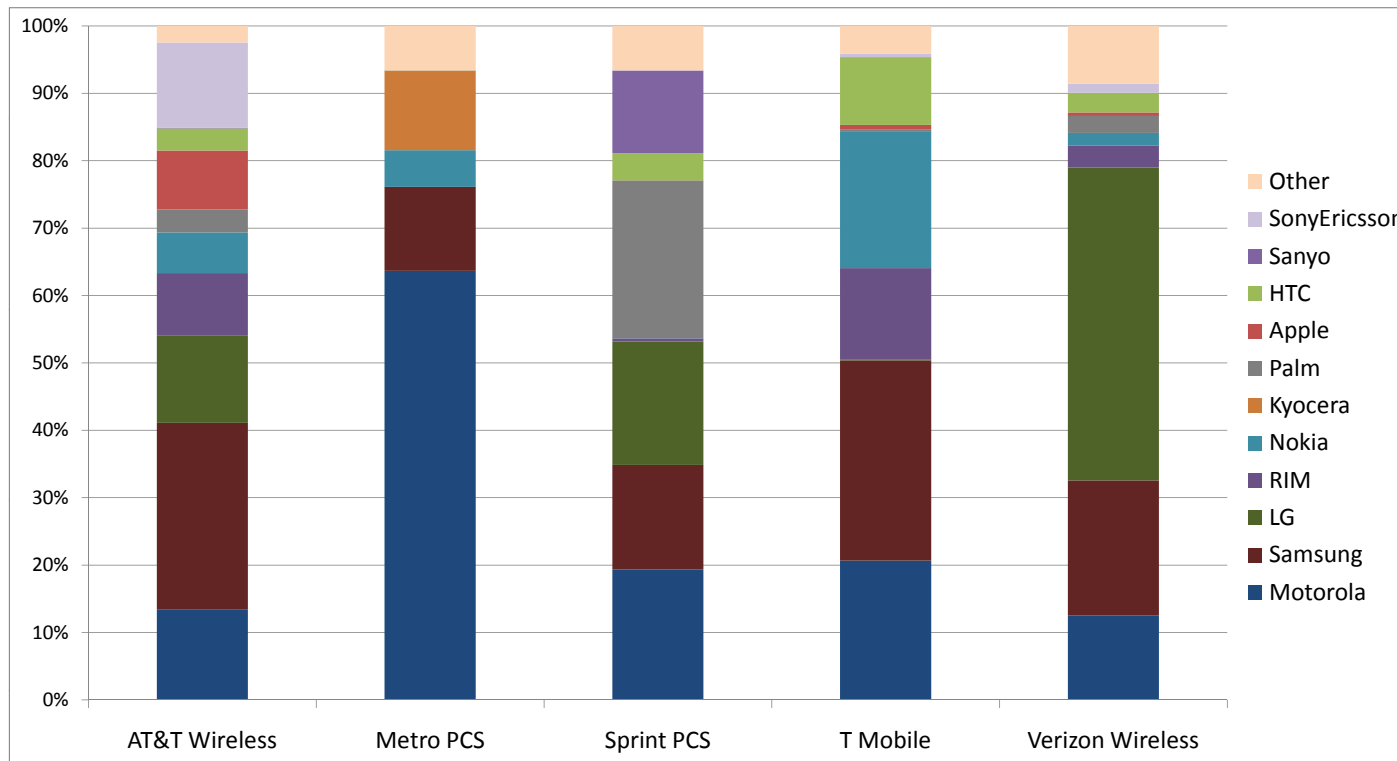
June 2008



Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator. The listed Operators represent 72% of ad requests in the United States.

Share of Requests by Operator and Manufacturer - US



Notes

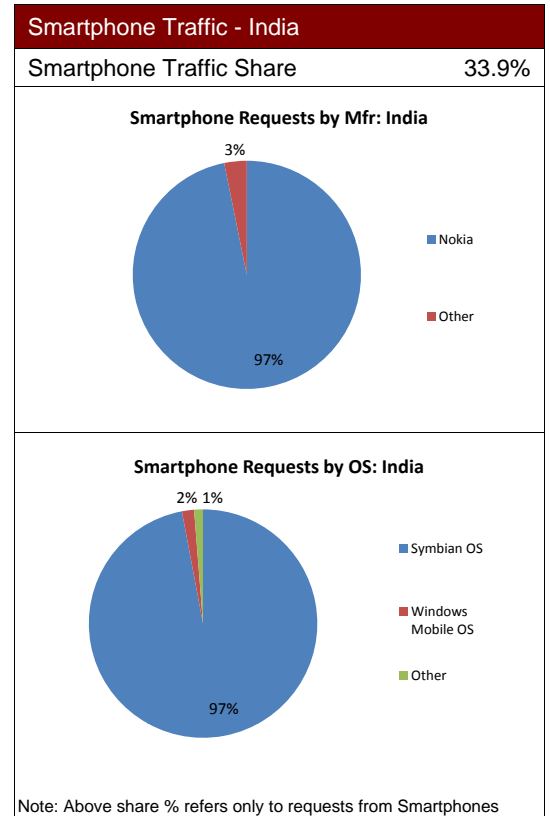
- Includes operators with greater than 5% share.
- Includes all manufacturers with greater than 1% share.
- The small amount of Apple traffic on Sprint PCS & Verizon can be attributed to WiFi traffic on EVDO-to-WiFi bridging routers or traffic on these operators' ISPs.

India Handset Data - June 2008

Ads Served: 344,896,073
 Requests: 352,322,986

Top Device Mfrs	% of Requests	Share Chg %
Nokia	66.2%	-0.5%
SonyEricsson	14.9%	0.1%
Motorola	4.4%	-0.3%
Samsung	3.3%	-0.2%
Fly	1.7%	0.3%
LG	1.4%	0.0%
Other ⁽¹⁾	8.2%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Nokia N70	8.1%	-0.1%
Nokia 6600	4.1%	-0.4%
Nokia 6233	3.9%	0.3%
Nokia 3110c	3.3%	0.6%
Nokia N73	3.1%	0.1%
Nokia 6030	3.0%	-0.2%
Nokia N80	2.7%	0.1%
Nokia 2626	2.6%	0.1%
Nokia 7610	2.3%	-0.1%
SonyEricsson W200i	2.2%	0.2%
Nokia 5200	2.1%	-0.1%
Nokia 3230	2.1%	-0.2%
Nokia N72	2.1%	-0.1%
Nokia 6300	2.1%	0.1%
Nokia 6630	2.1%	-0.1%
Nokia 5300	2.0%	0.0%
Fly 2080	1.6%	0.3%
Nokia 3500c	1.5%	0.1%
SonyEricsson K750i	1.4%	0.0%
Nokia 6681	1.4%	-0.1%
Total	53.7%	



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	90.9%
Supports Streaming Video	79.3%
Able to Download Video Clips	82.9%
Supports WAP Push Messages	91.2%

MMA Standard Screen Size	Share %
Small	35.7%
Medium	36.3%
Large	19.7%
X-Large	8.4%

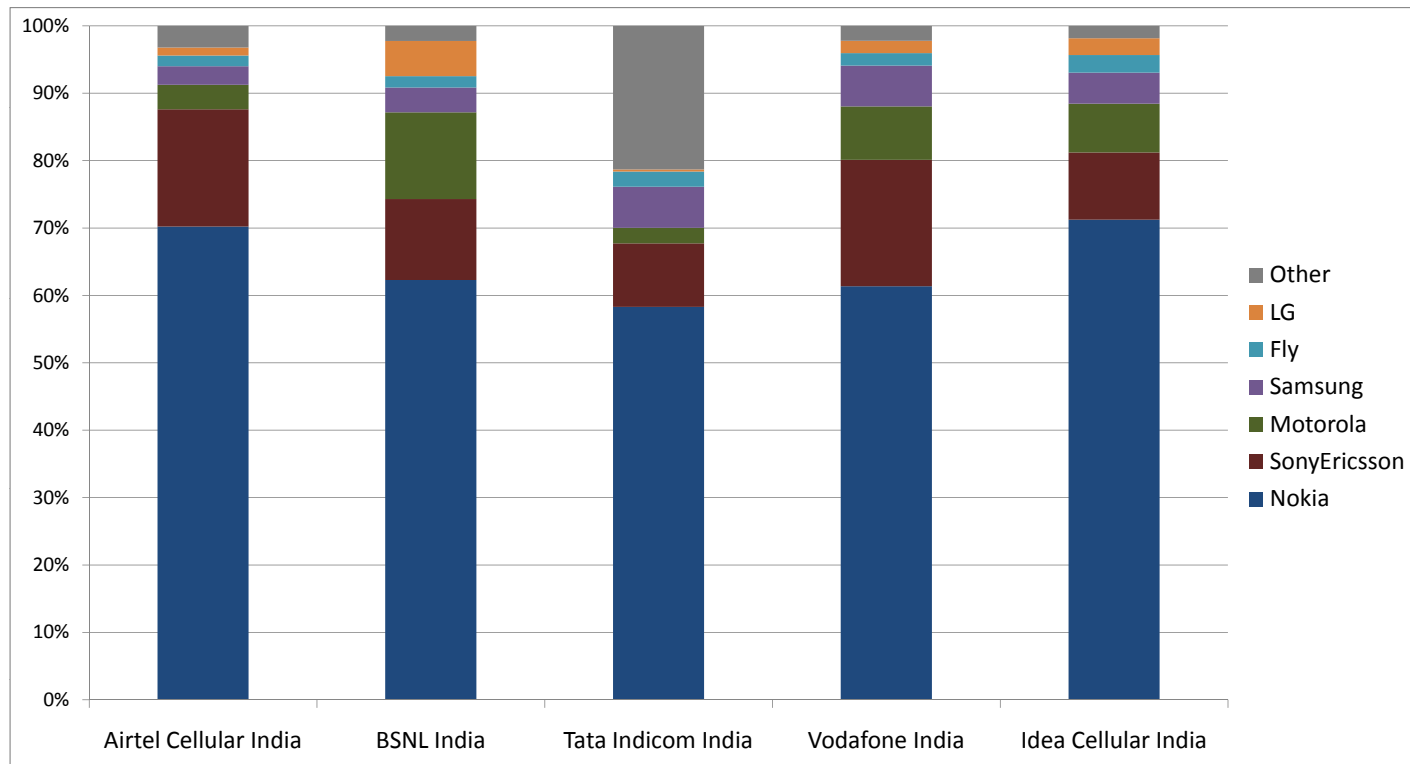
Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Fly 2080.
- (1) Includes unclassified impressions and other manufacturers with < 0.1% share.

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator. The listed Operators represent 91% of ad requests in India.

Share of Requests by Operator and Manufacturer - India



Notes

- Includes operators with greater than 3% share.
- Includes all manufacturers with greater than 1% share.

Indonesia Handset Data - June 2008

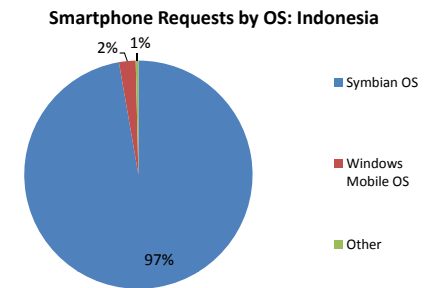
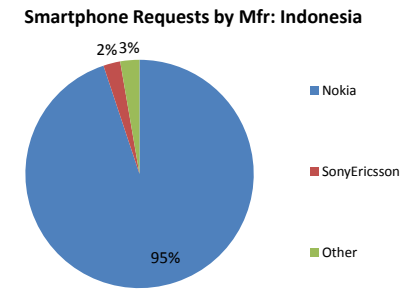
Ads Served: 448,460,831
 Requests: 471,927,605

Top Device Mfrs	% of Requests	Share Chg %
Nokia	58.6%	4.8%
SonyEricsson	27.6%	-5.8%
Motorola	2.7%	-0.7%
Samsung	1.2%	-0.7%
Opera	1.0%	1.0%
Other ⁽¹⁾	8.9%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Nokia N70	5.9%	1.1%
Nokia 6600	4.4%	-0.2%
Nokia 3230	3.3%	0.1%
Nokia 7610	2.9%	0.1%
Nokia N73	2.9%	0.7%
Nokia 5300	2.6%	0.8%
Nokia 6300	2.5%	0.9%
SonyEricsson K510i	2.0%	-0.7%
SonyEricsson W200i	1.7%	-0.4%
Nokia 5200	1.6%	0.4%
Nokia 6030	1.6%	-0.7%
Nokia 3110c	1.5%	0.2%
SonyEricsson K310i	1.5%	-0.9%
Nokia 3500c	1.4%	0.7%
SonyEricsson K750i	1.4%	-0.5%
Nokia N80	1.4%	0.5%
SonyEricsson W830i	1.4%	0.1%
Nokia 6120c	1.3%	0.7%
Nokia 6630	1.3%	0.1%
SonyEricsson K550i	1.3%	-0.1%
Total	43.8%	

Smartphone Traffic - Indonesia

Smartphone Traffic Share 33.9%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	97.5%
Supports Streaming Video	76.8%
Able to Download Video Clips	83.2%
Supports WAP Push Messages	90.6%

MMA Standard Screen Size	Share %
Small	36.4%
Medium	37.3%
Large	22.4%
X-Large	3.9%

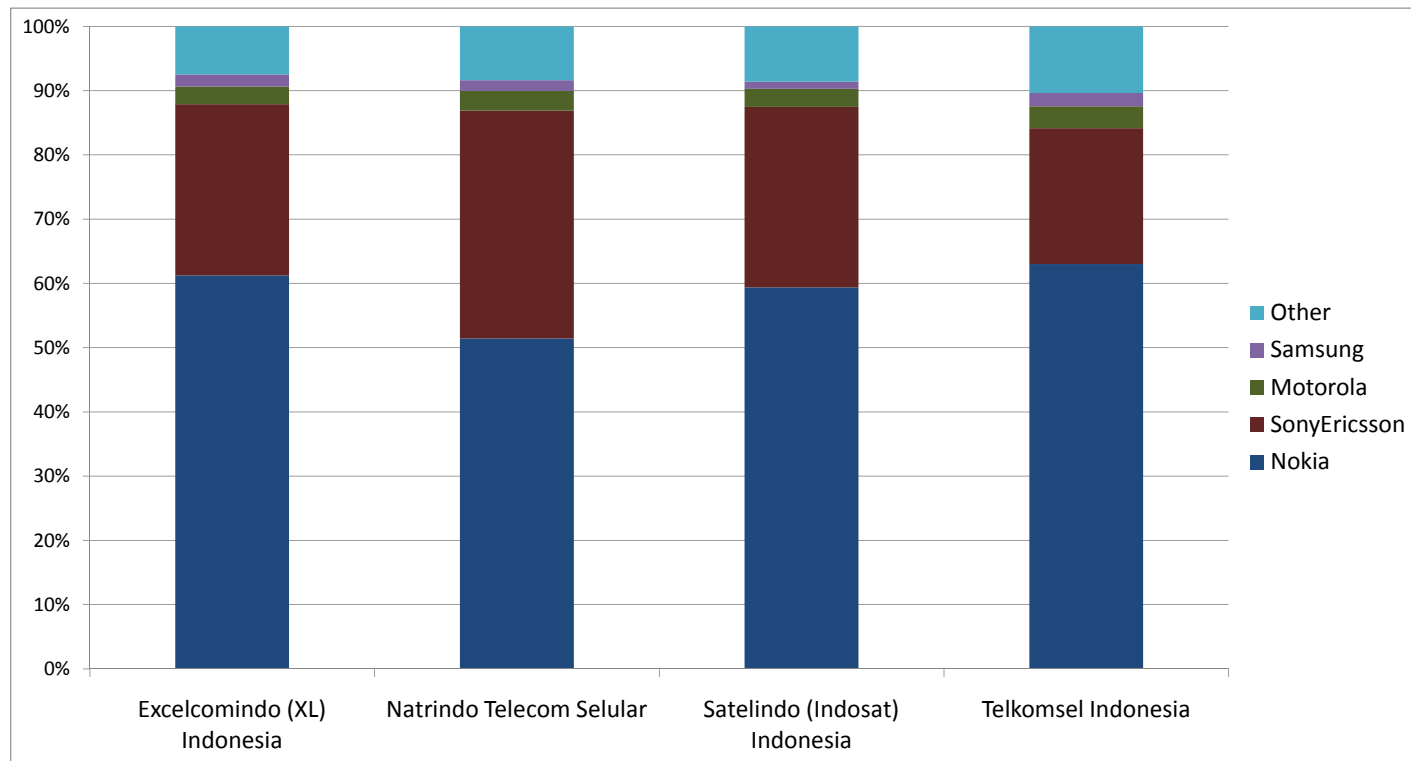
Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Nokia 6120c, Nokia 6630, Nokia N80, Nokia 3500c, and Nokia 5200.
- (1) Includes unclassified impressions and other manufacturers with < 0.9% share.

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator. The listed Operators represent 93% of ad requests in Indonesia.

Share of Requests by Operator and Manufacturer - Indonesia



Notes

- Includes operators with greater than 3% share.
- Includes all manufacturers with greater than 1% share.

United Kingdom Handset Data - June 2008

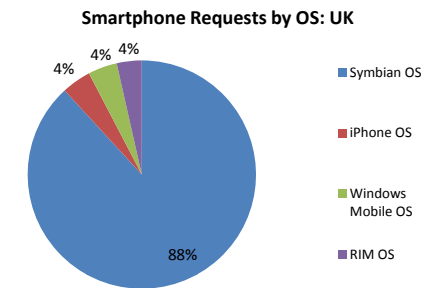
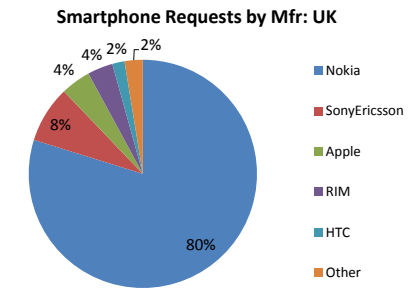
Ads Served: 227,831,126
 Requests: 228,278,233

Top Device Mfrs	% of Requests	Share Chg %
SonyEricsson	34.3%	0.3%
Nokia	27.8%	-0.5%
Samsung	11.4%	0.3%
LG	5.6%	0.4%
Three	3.0%	0.4%
Motorola	2.3%	-0.2%
NEC	2.2%	0.0%
ZTE	1.5%	0.0%
Apple	0.8%	0.0%
Other ⁽¹⁾	11.1%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
SonyEricsson K800i	8.0%	0.1%
Nokia N95	7.6%	0.5%
3 (Amoi) Skypephone	3.0%	0.4%
SonyEricsson W810i	2.6%	-0.3%
SonyEricsson K610i	2.3%	0.0%
SonyEricsson W850i	2.2%	-0.3%
SonyEricsson W580i	2.0%	0.2%
Nokia N73	1.9%	-0.1%
SonyEricsson W910i	1.8%	0.2%
SonyEricsson W880i	1.8%	0.0%
SonyEricsson K850i	1.7%	0.3%
Nokia 6500s	1.6%	0.4%
Samsung G600	1.6%	0.1%
Nokia 6300	1.6%	-0.1%
Nokia 6120c	1.5%	-0.1%
ZTE F866	1.5%	0.0%
Nokia 6288	1.2%	0.0%
Samsung E900	1.2%	0.1%
LG U300	1.2%	0.0%
NEC e616	1.1%	0.0%
Total	47.4%	

Smartphone Traffic - UK

Smartphone Traffic Share 19.3%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	88.5%
Supports Streaming Video	75.0%
Able to Download Video Clips	91.9%
Supports WAP Push Messages	88.1%

MMA Standard Screen Size	Share %
Small	12.2%
Medium	26.8%
Large	51.7%
X-Large	9.4%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: NEC e616 and Samsung E900.
- (1) Includes unclassified impressions and other manufacturers with < 0.6% share.

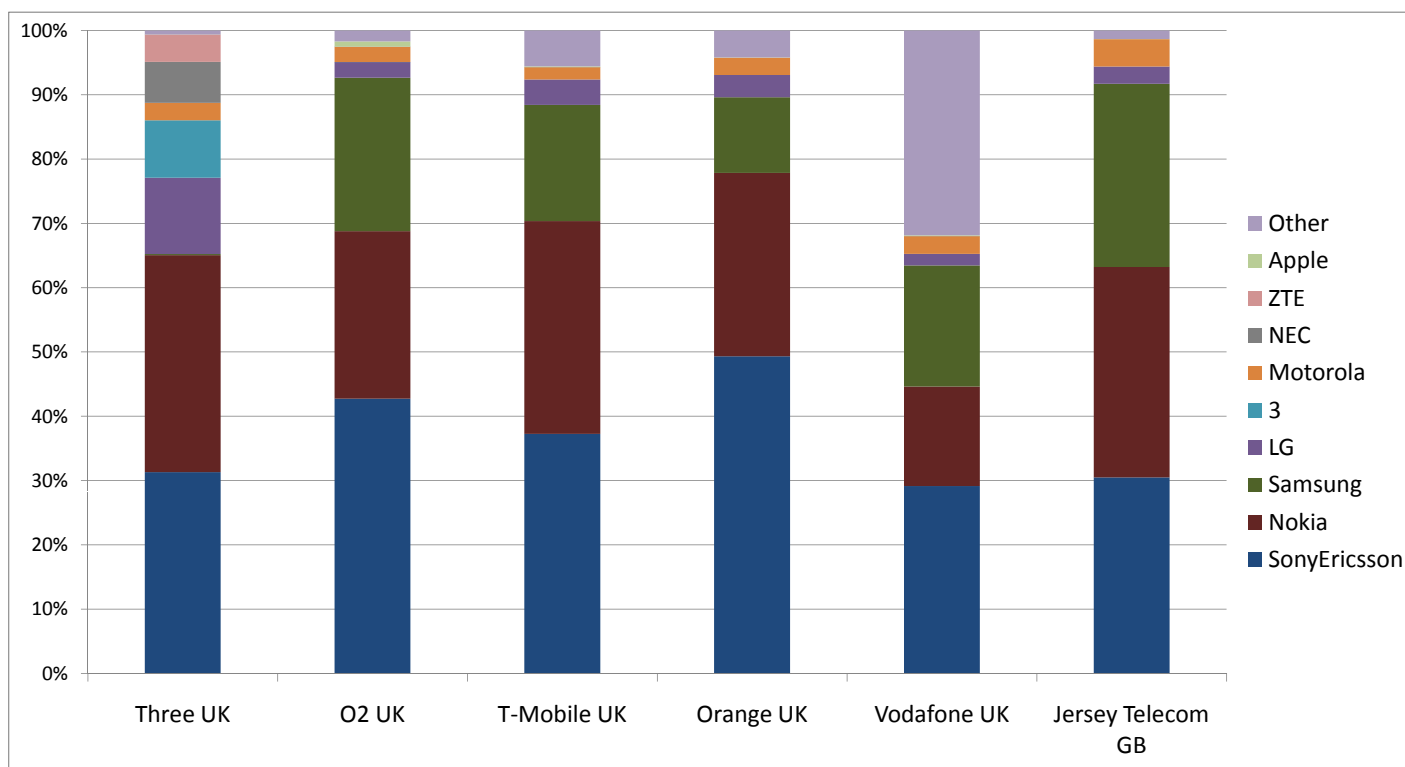
United Kingdom Handset Data

June 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator. The listed Operators represent 72% of ad requests in the United Kingdom.

Share of Requests by Operator and Manufacturer - United Kingdom



Notes

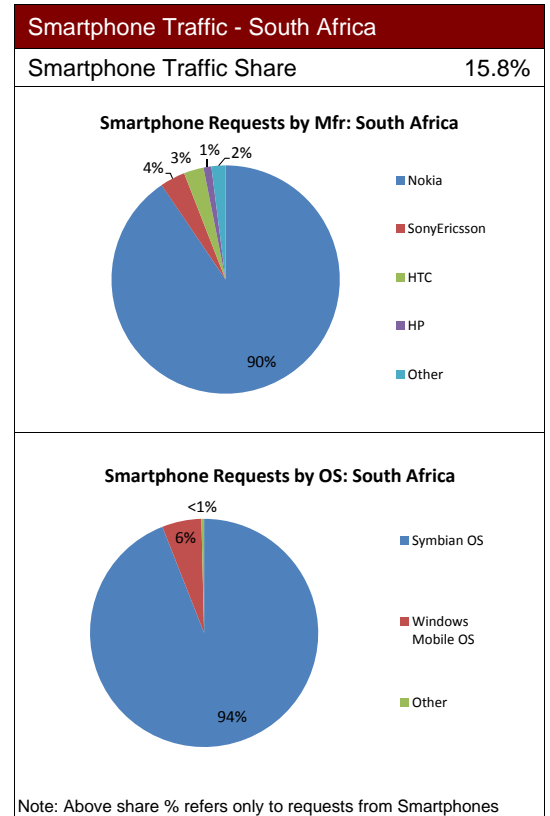
- Includes operators with greater than 1% share.
- Includes all manufacturers with greater than 1% share.

South Africa Handset Data - June 2008

Ads Served: 144,683,999
 Requests: 146,797,889

Top Device Mfrs	% of Requests	Share Chg %
Nokia	36.6%	0.4%
Samsung	31.4%	0.0%
Motorola	13.5%	-1.1%
SonyEricsson	11.5%	0.0%
LG	3.0%	0.1%
Other ⁽¹⁾	4.1%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Samsung E250	9.4%	-0.2%
Motorola V360	8.3%	-0.7%
Nokia N70	4.4%	0.0%
Samsung J750	3.0%	0.2%
Samsung E370	2.5%	-0.1%
Nokia 6234	2.4%	-0.1%
Samsung D900i	2.0%	0.0%
Nokia N73	1.9%	0.1%
Nokia 5200	1.7%	0.0%
Samsung D500	1.6%	-0.1%
Samsung U700	1.5%	0.0%
SonyEricsson K800i	1.4%	-0.1%
Nokia 6085	1.3%	-0.1%
Nokia 6300	1.3%	0.1%
SonyEricsson W810i	1.3%	-0.1%
Nokia 6230i	1.3%	0.0%
Samsung D900	1.3%	0.0%
Nokia 6111	1.3%	-0.1%
Nokia N80	1.3%	0.0%
Nokia 2760	1.1%	0.1%
Total	49.9%	



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	96.8%
Supports Streaming Video	69.5%
Able to Download Video Clips	84.4%
Supports WAP Push Messages	95.3%

MMA Standard Screen Size	Share %
Small	37.9%
Medium	29.8%
Large	28.8%
X-Large	3.6%

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 2760.
- (1) Includes unclassified impressions and other manufacturers with < 0.5% share.

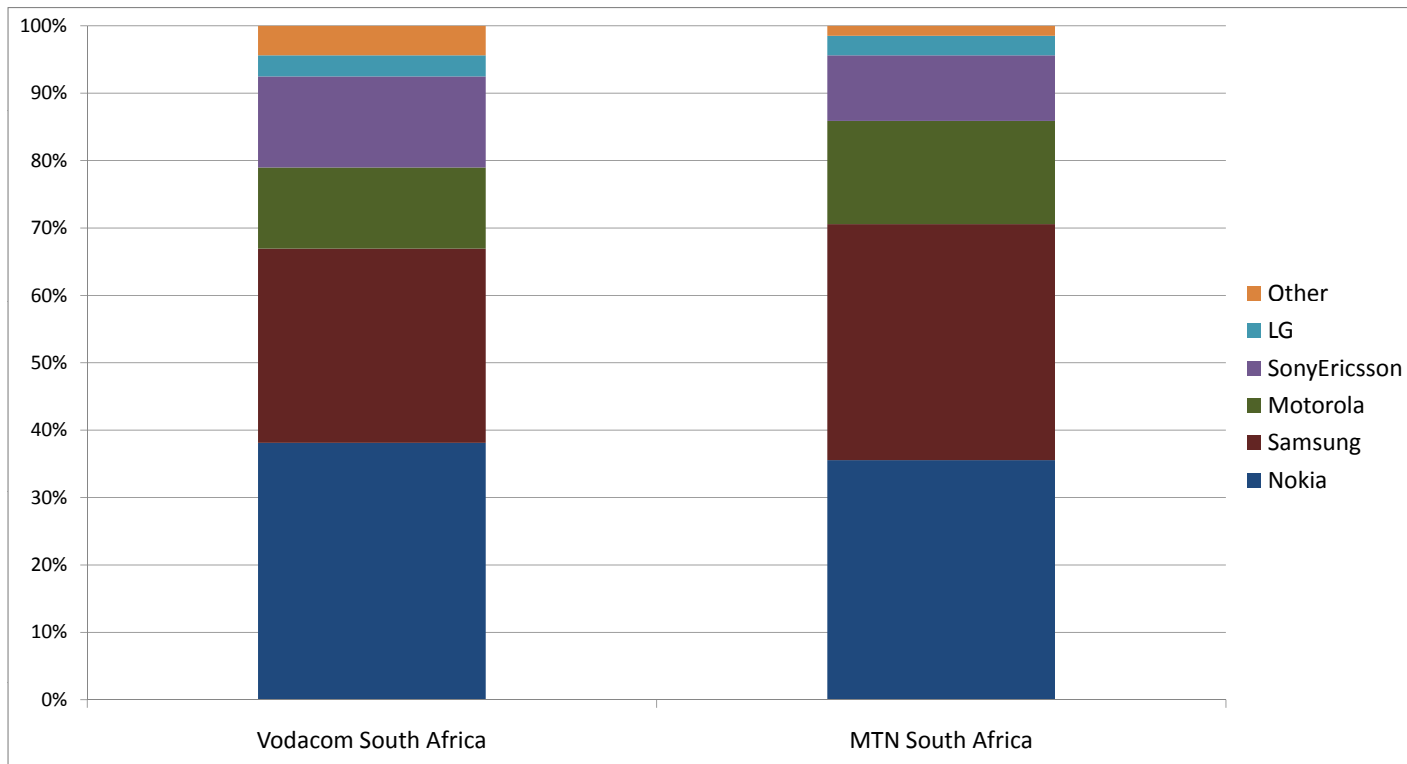
South Africa Handset Data

June 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator. The listed Operators represent 97% of ad requests in South Africa.

Share of Requests by Operator and Manufacturer - South Africa



Notes

- Includes operators with greater than 9% share.
- Includes all manufacturers with greater than 1% share.

AdMob Mobile Metrics Report

June 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 30 billion ads since launching in January 2006, and currently serves more than 3.5 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 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 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.



Questions

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