

# AdMob Mobile Metrics Report

March 2008



## New in the March Report

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The Mobile Marketing Association (MMA) defines four standard screen sizes. These definitions allow developers to optimize content in a consistent and reliable way. AdMob serves different banner sizes to each of the four standard screen sizes, resulting in an optimal user experience and proportional banner size. In March, we added MMA screen size to the report. On an worldwide and per country basis, we provide a breakdown of the traffic share of each of the MMA screen sizes. We hope this will help developers make important planning decisions.

AdMob continues to optimize the classification of our network traffic to help our advertisers target. In March, we made further progress identifying previously unidentified traffic, lowering our unidentified device percentage by 50% month-over-month to 7%. The result is that certain manufacturers and devices, Motorola most prominently, show a jump in traffic in March. Note: AdMob does not serve targeted ads to unidentifiable traffic.

There has been a great deal written about the use of Smartphones to consume data services. Between the iPhone, RIM, Nokia N Series, Palm and Windows devices there are more models of Smartphones in the market than ever before. For the February report, AdMob created a classification for Smartphones and began tracking the traffic share we can attribute to these devices. We also show the Smartphone manufacturer share of requests worldwide and for each of our top markets. We believe this provides a good way to track the share of Smartphones by market and gain insight into the leading Smartphone manufacturers. In future we plan to include Smartphone operating system data as well.

## Noteworthy for March

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- \* Network impressions increased 10.0% (2,553,018,899 for March vs. 2,321,477,067 for February).
- \* Requests increased 11.8% (2,865,167,969 for March vs. 2,562,527,510 for February).
- \* 24.5% of ad requests in our network worldwide were from Smartphones.
- \* US requests grew 13.8% March over February (short month) to outpace network growth.
- \* The RAZR V3 took the top device spot in the US and the Nokia N70 moved into the top spot in India. The top devices remained the same in South Africa (Motorola v360) UK (SonyEricsson K800i) and Indonesia (Nokia 6600).
- \* Worldwide fill rates were 89.0% in March. This was the result of increased use of geographic targeting from advertisers in March.

## March Ecosystem Events

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March was a 31 day month vs. a 29 day month in February.


The NCAA Basketball Championship Tournament took place in the the U.S. from March 18th to April 7 driving considerable traffic to sports sites.

## Resources

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Find previous reports and other resources at [www.admob.com/metrics](http://www.admob.com/metrics).

Email [metrics@admob.com](mailto:metrics@admob.com) to sign up for future reports.

A decorative horizontal bar at the bottom of the page, composed of several colored segments: a long red segment, a black segment, a blue segment, and another black segment.

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## About AdMob

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AdMob serves Graphical Banner and Text Link ads on mobile web pages for more than 4,000 publishers. AdMob has served more than 21 billion ads since launching in January 2006, and currently serves more than 2.5 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

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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

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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 2.5 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

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*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 4,000 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. Approximately 1% of requests are unclassified by geography and approximately 7% of requests are unclassified by handset.

## Questions

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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.



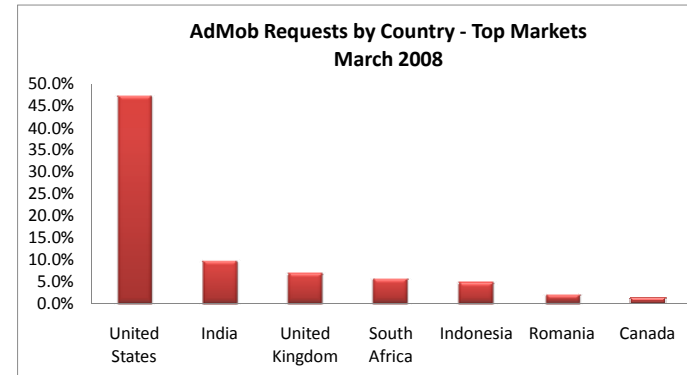
## Ad Requests by Geography - March 2008

Ads Served: 2,553,167,969

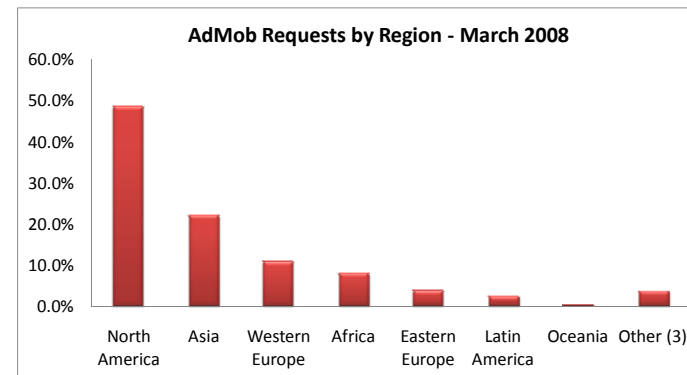
Requests: 2,865,018,899



Country	Requests	% of Requests	% Share Change
United States	1,347,189,080	47.0%	0.8%
India	279,590,974	9.8%	-0.3%
United Kingdom	192,952,541	6.7%	-0.6%
South Africa	153,110,540	5.3%	-0.1%
Indonesia	133,798,693	4.7%	0.2%
Romania	53,029,298	1.9%	-0.2%
Canada	37,252,527	1.3%	-0.6%
Phillipines	36,924,472	1.3%	0.4%
France	28,844,819	1.0%	0.1%
Israel	25,906,730	0.9%	0.1%
Other Countries <sup>(1) (2)</sup>	576,419,225	20.1%	-0.7%
<b>Total</b>	<b>2,865,018,899</b>	<b>100.0%</b>	



Region	Requests	% of Requests	% Share Change
North America	1,393,116,189	48.6%	0.5%
Asia	629,619,332	22.0%	0.3%
Western Europe	313,791,882	11.0%	0.5%
Africa	229,434,076	8.0%	-0.2%
Eastern Europe	109,881,004	3.8%	-0.3%
Latin America	70,397,906	2.5%	-0.4%
Oceania	10,764,699	0.4%	-0.1%
Other <sup>(3)</sup>	108,013,811	3.8%	-0.3%
<b>Total</b>	<b>2,865,018,899</b>	<b>100.0%</b>	



### Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- (1) Includes 225 countries with 81 countries having greater than 1 million requests.
- (2) Other includes unclassified requests (~1%) where the country of origin could not be determined. Targeted ads were not shown to these requests.
- (3) Includes other and unclassified requests.

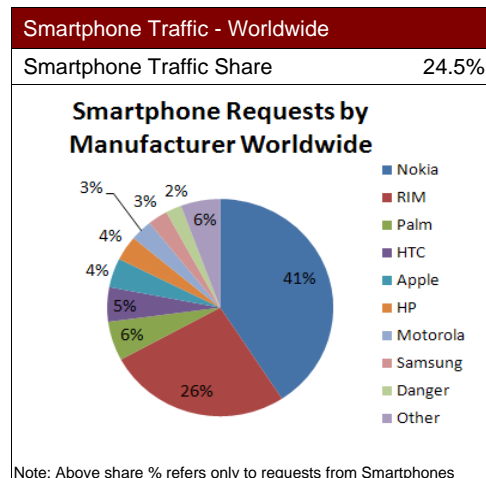
## Worldwide Handset Data - March 2008

Ads Served: 2,553,167,969

Requests: 2,865,018,899

Top Device Mfrs	% of Requests	Share Chg %
Nokia	26.9%	-2.5%
Motorola	20.6%	1.6%
SonyEricsson	10.8%	-0.9%
Samsung	9.9%	-0.4%
RIM	6.9%	0.1%
LG	4.7%	0.0%
Kyocera	2.2%	0.0%
Palm	1.5%	0.2%
Sanyo	1.5%	-0.3%
HTC	1.4%	0.2%
Apple	1.1%	-0.1%
Other (1)	12.5%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models	% of Requests	Share Chg %
Motorola RAZR V3	5.6%	0.5%
Motorola KRZR K1c	4.3%	-0.3%
Motorola W385m	3.7%	0.5%
RIM Blackberry 8100	3.4%	1.1%
Nokia N70	1.9%	-0.2%
RIM Blackberry 8300	1.7%	1.1%
RIM Blackberry 8830	1.5%	0.6%
Kyocera K24	1.3%	0.0%
Palm Treo 755p	1.1%	0.2%
Nokia N73	1.1%	-0.1%
RIM Blackberry 8700	1.0%	0.1%
Nokia 6600	0.9%	-0.1%
Samsung E250	0.9%	0.1%
Motorola v323i	0.9%	0.0%
SonyEricsson W810i	0.9%	-0.1%
Nokia 6030	0.9%	-0.2%
Nokia 6300	0.8%	0.0%
Nokia N95	0.8%	0.0%
SonyEricsson K800i	0.8%	-0.1%
Nokia 5200	0.8%	0.0%
<b>Total</b>	<b>34.4%</b>	



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	78.5%
Supports Streaming Video	50.7%
Able to Download Video Clips	73.3%
Supports WAP Push Messages	89.3%

MMA Standard Screen Size	Share %
Small	32.4%
Medium	30.1%
Large	22.3%
X-Large	15.3%

- Notes**
- Significant unclassified traffic was identified in March. Unclassified traffic is excluded from share calculation, so newly identified traffic will impact share calculation and share change percentages.
  - Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
  - New models in Top 20: RIM Blackberry 8300, Samsung e250 and Nokia 5200.
  - (1) Includes unclassified impressions, Windows-based devices and other manufacturers with < 1% share.

# Worldwide Handset Data - March 2008

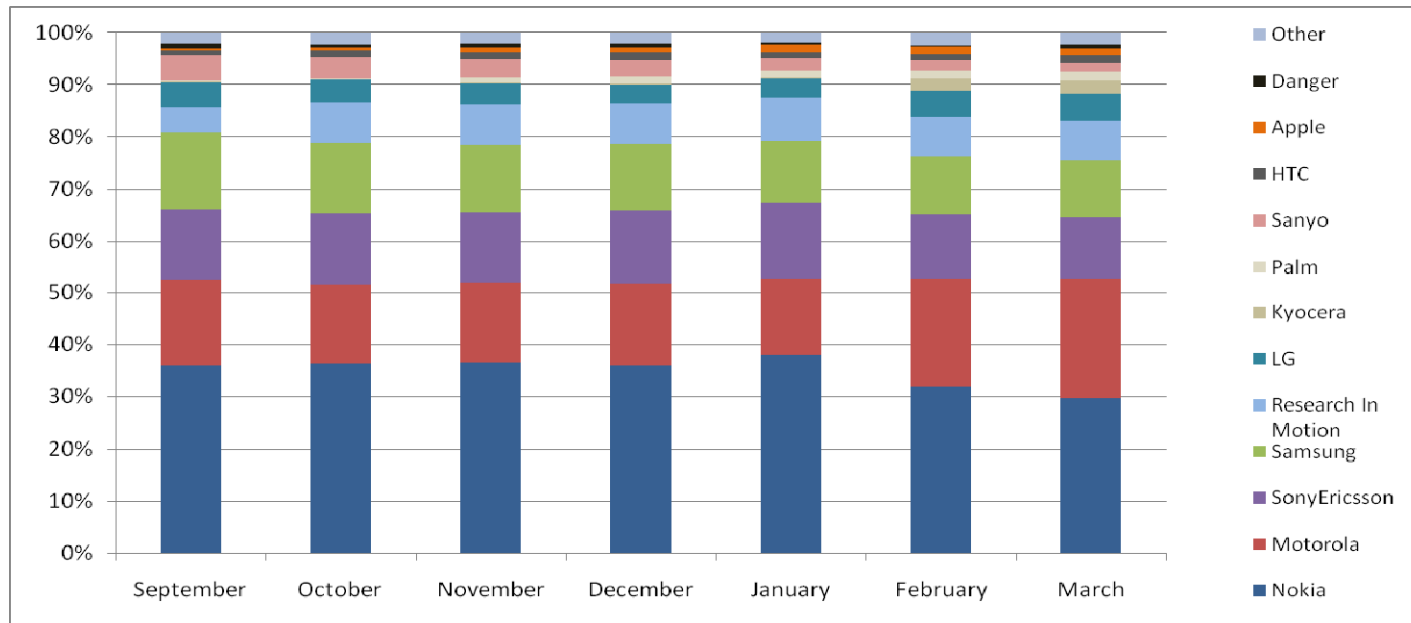
March 2008



## Worldwide Trends Tracking - Mobile Ecosystem Trends

Since the creation of this report in September, we've been looking forward to using our data to track trends in the mobile ecosystem through time. This graph shows trends in manufacturer market share worldwide as defined by the percentage of ad requests in our network coming from a device produced by each manufacturer.

### Share of Requests in the AdMob Network by Manufacturer - Worldwide



### Notes

- Traffic for which the handset manufacturer was unidentifiable (7.1% worldwide) is not included. AdMob does not serve targeted ads to these impressions.

### Resources

Find previous reports and other resources at [www.admob.com/metrics](http://www.admob.com/metrics).

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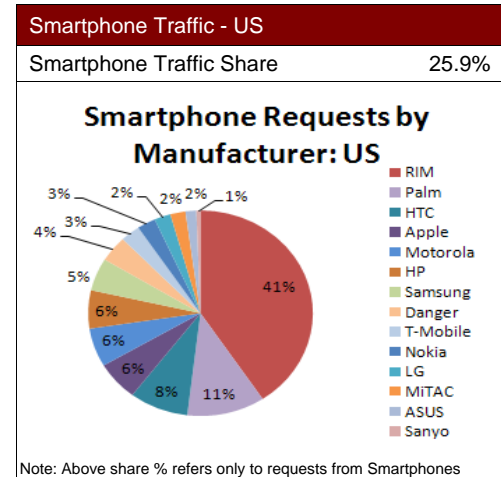
# United States Handset Data - March 2008

Ads Served: 1,192,236,530  
 Requests: 1,347,189,080



Top Device Mfrs	% of Requests	Share Chg %
Motorola (1)	36.2%	1.1%
RIM	11.5%	2.0%
Samsung	9.9%	-0.8%
Nokia	7.4%	-2.2%
LG	7.0%	-0.4%
Kyocera	4.7%	-0.3%
Palm	3.2%	0.2%
Sanyo	2.7%	-1.0%
SonyEricsson	1.8%	-0.1%
Apple	1.7%	-0.4%
Other (2)	14.1%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models	% of Requests	Share Chg %
Motorola RAZR V3	10.3%	0.5%
Motorola KRZR K1c	8.9%	-1.6%
Motorola W385m	7.9%	0.7%
RIM Blackberry 8100	4.4%	0.9%
Kyocera K24	2.7%	-0.1%
RIM Blackberry 8830	2.5%	0.8%
Palm Treo 755p	2.4%	0.4%
Motorola V323i	2.0%	-0.1%
Nokia 2865i	1.7%	-0.7%
RIM Blackberry 8300	1.7%	0.2%
Kyocera K612B Strobe	1.6%	-0.1%
RIM Blackberry 8700	1.6%	0.1%
Motorola U9	1.3%	1.3%
Apple (3) iPhone	1.2%	-0.1%
Motorola C155	1.2%	0.2%
Danger Sidekick II	1.2%	-0.2%
LG LX260	1.0%	0.1%
Samsung I607 BlackJack	0.9%	-0.2%
T-Mobile Dash	0.8%	0.0%
Samsung A707	0.7%	-0.2%
<b>Total</b>	<b>55.8%</b>	



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	64.3%
Supports Streaming Video	35.2%
Able to Download Video Clips	66.0%
Supports WAP Push Messages	91.4%

MMA Standard Screen Size	Share %
Small	26.1%
Medium	30.2%
Large	22.2%
X-Large	21.6%

- Notes**
- Significant unclassified traffic was identified in March. Unclassified traffic is excluded from share calculation, so newly identified traffic will impact share calculation and share change percentages.
  - Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
  - New models in Top 20: Motorola U9 and T-Mobile Dash.
  - (1) Significant Motorola Razr v3 traffic was identified in March that had not previously been classified.
  - (2) Includes Windows based devices and other manufacturers with < 0.6% share.
  - (3) In February we separated our calculations for the Apple iPhone and iTouch. The percent share appears to have decreased as a result.

# United States Handset Data - March 2008

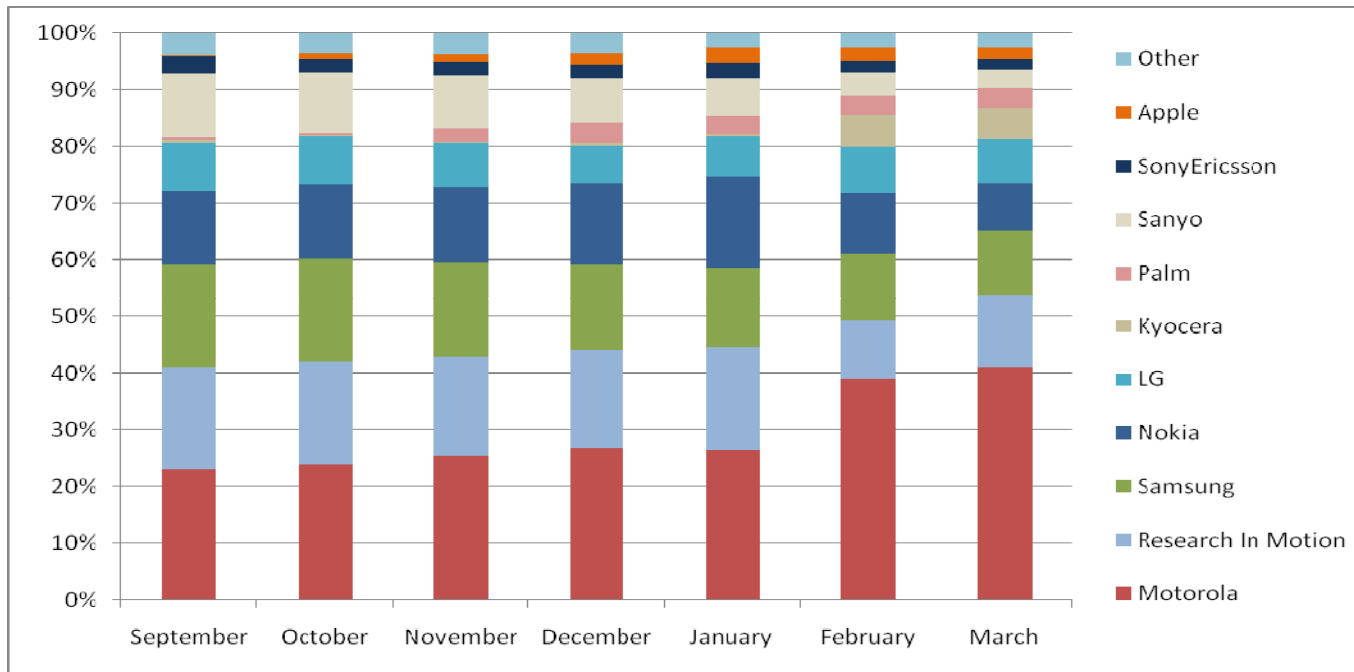
March 2008



## US Trends Tracking - Mobile Ecosystem Trends

Since the creation of this report in September, we've been looking forward to using our data to track trends in the mobile ecosystem through time. This graph shows trends in manufacturer market share in the US as defined by the percentage of ad requests in our network coming from a device produced by each manufacturer.

### Share of Requests in the AdMob Network by Manufacturer - US



### Notes

- Traffic for which the handset manufacturer was unidentifiable (8.3% of US traffic) is not included. AdMob does not serve targeted ads to these impressions.

### Resources

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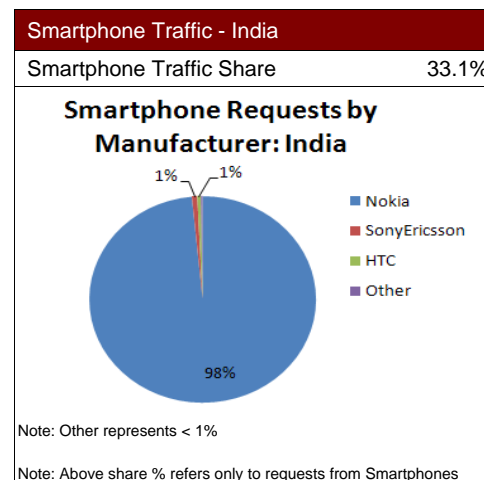
## India Handset Data - March 2008

Ads Served: 277,332,105  
Requests: 279,590,974

admob<sup>(("))</sup>

Top Device Mfrs	% of Requests	Share Chg %
Nokia	66.0%	-0.7%
SonyEricsson	15.3%	-1.0%
Motorola	5.2%	-0.7%
Samsung	3.4%	-0.2%
LG	1.9%	-0.2%
Haier	1.3%	1.3%
Fly	1.2%	0.3%
Other (1)	5.6%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models	% of Requests	Share Chg %
Nokia N70	4.9%	0.2%
Nokia 6030	4.1%	-1.1%
Nokia 6600	4.1%	-0.5%
Nokia 6233	3.2%	0.0%
Nokia N73	3.1%	0.1%
Nokia 7610	2.5%	-0.1%
Nokia N72	2.4%	-0.1%
Nokia 2626	2.4%	0.1%
Nokia N80	2.3%	0.4%
Nokia 3230	2.1%	-0.3%
Nokia 6630	2.1%	-0.2%
Nokia 5200	2.1%	-0.1%
Nokia 3110c	2.0%	0.1%
Nokia 6300	1.9%	0.0%
Nokia 5300	1.8%	0.1%
SonyEricsson W200i	1.7%	0.0%
SonyEricsson K750i	1.6%	-0.1%
Nokia 6070	1.4%	-0.1%
Nokia 6681	1.4%	-0.1%
Haier T10C	1.3%	1.3%
<b>Total</b>	<b>48.6%</b>	



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	92.1%
Supports Streaming Video	78.0%
Able to Download Video Clips	81.2%
Supports WAP Push Messages	92.2%

MMA Standard Screen Size	Share %
Small	36.8%
Medium	37.5%
Large	17.2%
X-Large	8.6%

- Notes**
- Significant unclassified traffic was identified in March. Unclassified traffic is excluded from share calculation, so newly identified traffic will impact share calculation and share change percentages.
  - Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
  - New models in Top 20: Haier T10C
  - (1) Includes unclassified, Windows-based devices and other manufacturers with < 0.1% share.

# India Handset Data - March 2008

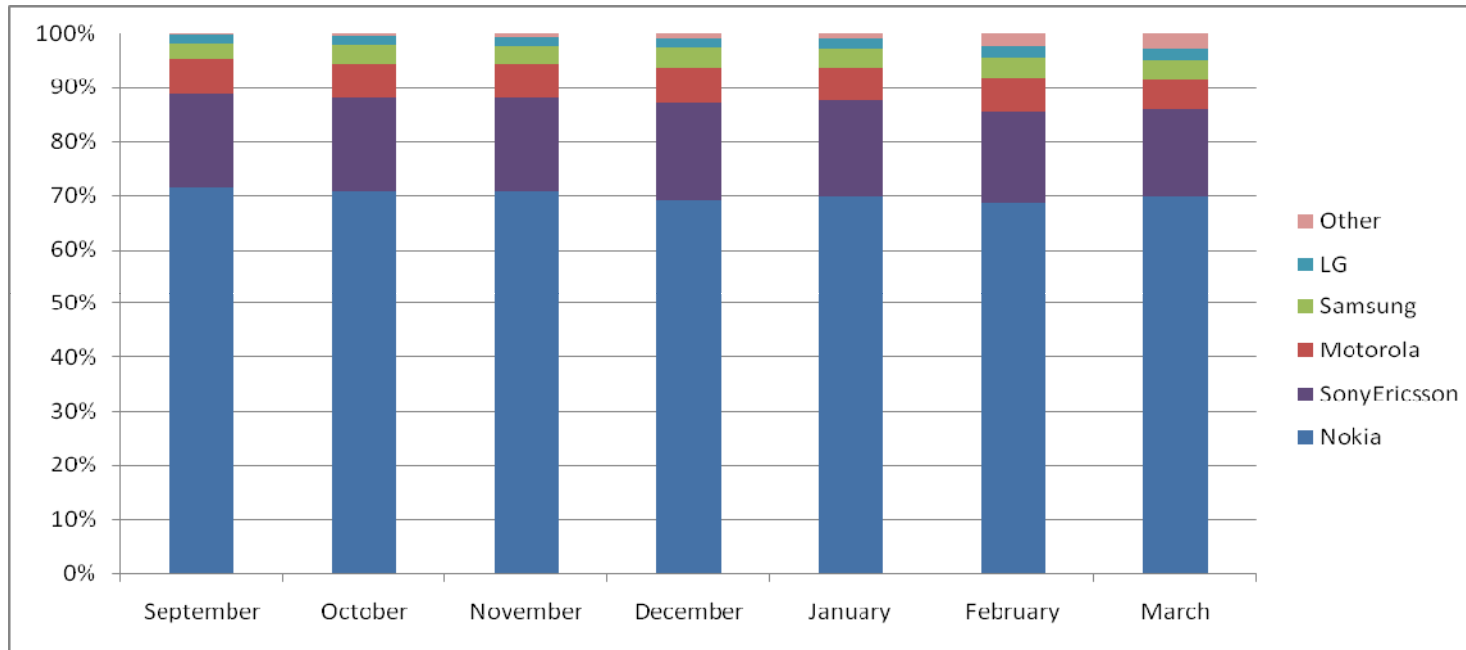
March 2008



## India Trends Tracking - Mobile Ecosystem Trends

Since the creation of this report in September, we've been looking forward to using our data to track trends in the mobile ecosystem through time. This graph shows trends in manufacturer market share in India as defined by the percentage of ad requests in our network coming from a device produced by each manufacturer.

Share of Requests in the AdMob Network by Manufacturer - India



### Notes

- Traffic for which the handset manufacturer was unidentifiable (5.7% of Indian traffic) is not included. AdMob does not serve targeted ads to these impressions.

### Resources

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# United Kingdom Handset Data - March 2008

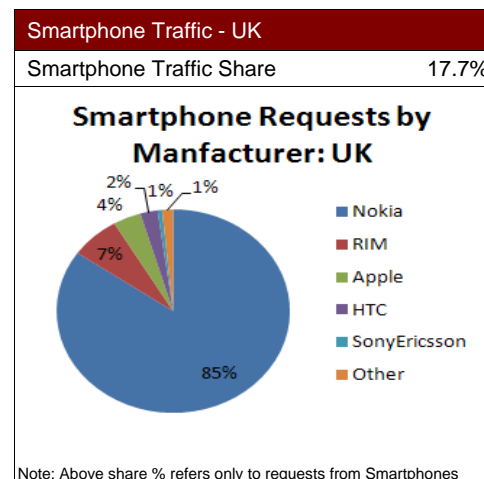
Ads Served: 186,417,848

Requests: 192,952,541



Top Device Mfrs	% of Requests	Share Chg %
SonyEricsson	36.1%	-0.8%
Nokia	28.7%	-1.0%
Samsung	9.5%	0.5%
LG	5.0%	0.7%
NEC	3.1%	-0.7%
Motorola	2.9%	-0.4%
ZTE	2.1%	-0.5%
RIM	1.3%	-1.0%
Apple	0.7%	0.0%
Other <sup>(1)</sup>	10.5%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models		% of Requests	Share Chg %
SonyEricsson	K800i	6.9%	-0.4%
Nokia	N95	6.0%	0.3%
SonyEricsson	W810i	3.6%	-0.1%
SonyEricsson	K610i	2.8%	-0.8%
SonyEricsson	W850i	2.8%	-0.4%
Nokia	N73	2.4%	-0.3%
ZTE	F866	2.1%	-0.5%
Nokia	6300	1.5%	0.0%
Nokia	6288	1.5%	-0.2%
NEC	e616	1.5%	-0.4%
Nokia	6120c	1.5%	0.2%
Nokia	6280	1.4%	-0.1%
SonyEricsson	W580i	1.4%	0.3%
SonyEricsson	W880i	1.3%	0.1%
SonyEricsson	K750i	1.3%	-0.2%
Samsung	G600	1.3%	0.4%
Nokia	6630	1.2%	-0.3%
SonyEricsson	K800iv	1.2%	0.1%
Nokia	6680	1.2%	-0.4%
SonyEricsson	Z610i	1.1%	-0.1%
<b>Total</b>		<b>44.2%</b>	



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	89.3%
Supports Streaming Video	75.6%
Able to Download Video Clips	94.7%
Supports WAP Push Messages	87.1%

MMA Standard Screen Size	Share %
Small	14.1%
Medium	28.0%
Large	47.2%
X-Large	10.7%

- Notes**
- Significant unclassified traffic was identified in March. Unclassified traffic is excluded from share calculation, so newly identified traffic will impact share calculation and share change percentages.
  - Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
  - New models in Top 20: SonyEricsson W580i, Samsung G600, SonyEricsson K800iv, and SonyEricsson Z610i.
  - (1) Includes unclassified, Windows-based devices and other manufacturers with < 0.6% share.

# United Kingdom Handset Data - March 2008

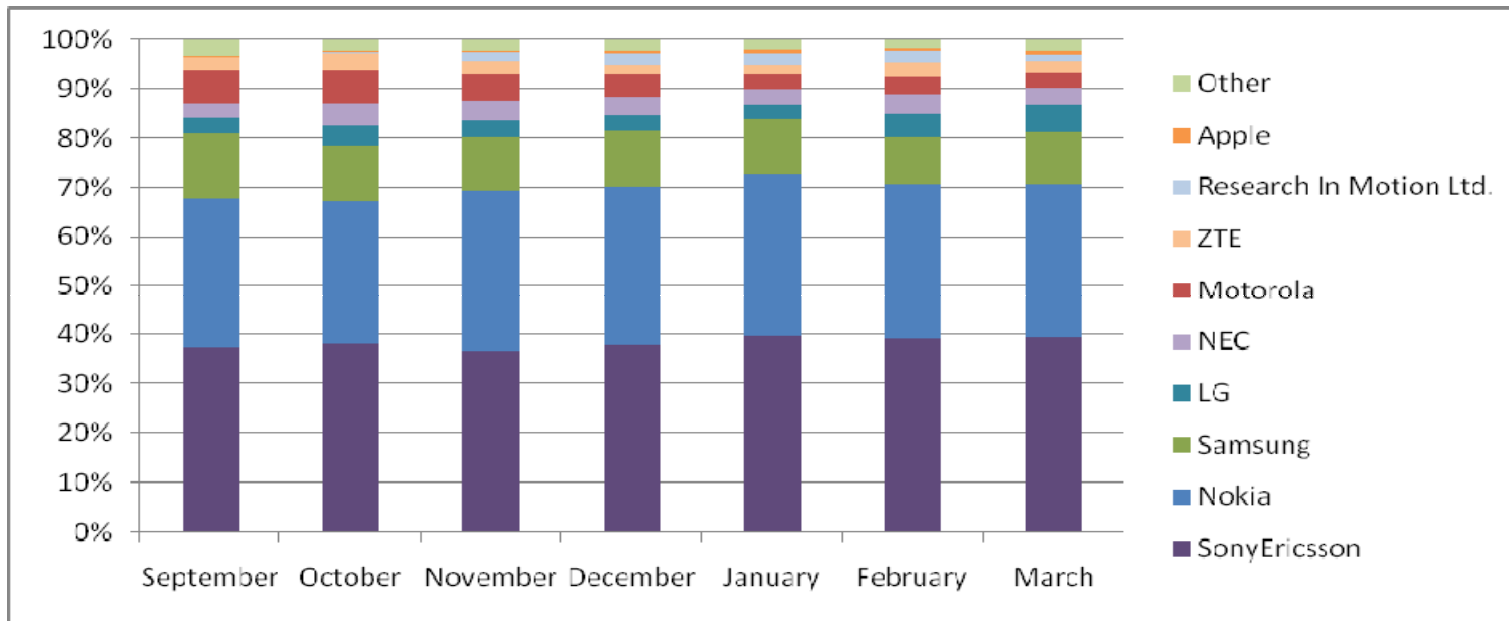
March 2008



## UK Trends Tracking - Mobile Ecosystem Trends

Since the creation of this report in September, we've been looking forward to using our data to track trends in the mobile ecosystem through time. This graph shows trends in manufacturer market share in the UK as defined by the percentage of ad requests in our network coming from a device produced by each manufacturer.

Share of Requests in the AdMob Network by Manufacturer - UK



### Notes

- Traffic for which the handset manufacturer was unidentifiable (6.4% of UK traffic) is not included. AdMob does not serve targeted ads to these impressions.

### Resources

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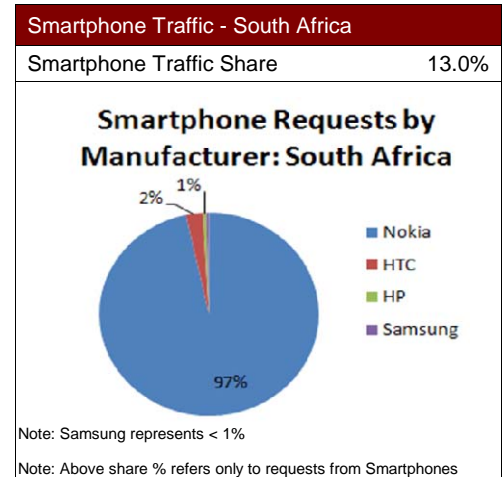
## South Africa Handset Data - March 2008

Ads Served: 151,579,435  
Requests: 153,110,540

admob<sup>(1)</sup>

Top Device Mfrs	% of Requests	Share Chg %
Nokia	35.5%	0.0%
Samsung	31.5%	-0.1%
Motorola	16.2%	-0.2%
Sony Ericsson	11.8%	0.2%
LG	2.3%	-0.1%
Other (1)	2.7%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models		% of Requests	Share Chg %
Motorola	V360	10.0%	-0.2%
Samsung	E250	9.2%	-0.1%
Nokia	N70	4.0%	-0.1%
Samsung	E370	2.8%	0.5%
Nokia	6234	2.6%	0.0%
Samsung	D900i	1.8%	0.1%
Samsung	D500	1.8%	0.3%
SonyEricsson	W850iv	1.7%	0.9%
Nokia	N73	1.7%	0.1%
Nokia	5200	1.6%	0.1%
Samsung	J750	1.6%	0.1%
Nokia	6111	1.6%	-0.1%
Nokia	6085	1.5%	0.0%
Samsung	U700	1.5%	0.3%
Nokia	6230i	1.4%	-0.1%
Samsung	D900	1.4%	0.3%
SonyEricsson	W810i	1.4%	-0.1%
Nokia	6101	1.2%	-0.1%
Nokia	6680	1.2%	0.0%
Nokia	6300	1.1%	0.1%
<b>Total</b>		<b>50.9%</b>	



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	97.4%
Supports Streaming Video	68.1%
Able to Download Video Clips	83.8%
Supports WAP Push Messages	96.6%

MMA Standard Screen Size	Share %
Small	39.6%
Medium	31.6%
Large	25.9%
X-Large	2.9%

### Notes

- Significant unclassified traffic was identified in March. Unclassified traffic is excluded from share calculation, so newly identified traffic will impact share calculation and share change percentages.
- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: SonyEricsson W850iv, Samsung D900 and Nokia 6300.
- (1) Includes unclassified, Windows-based devices and other manufacturers with < 0.5% share.

# South Africa Handset Data - March 2008

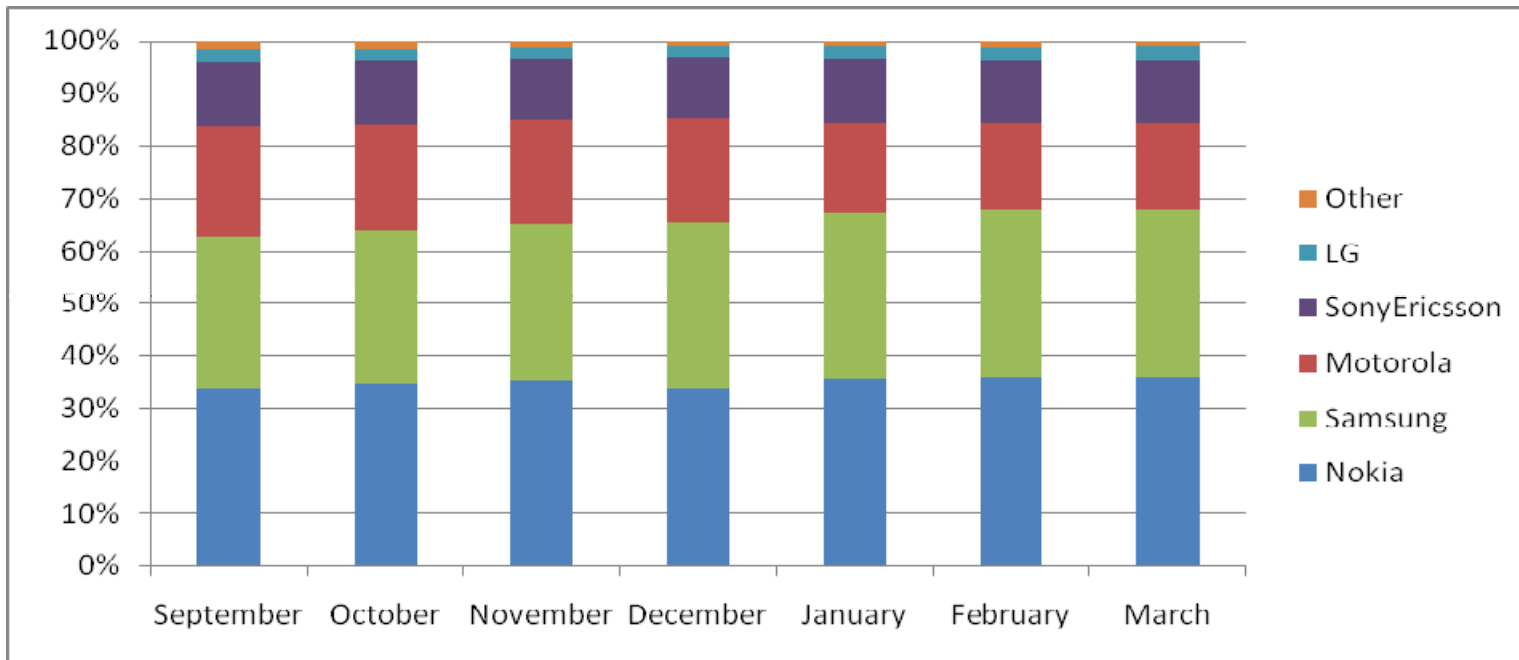
March 2008



## South Africa Trends Tracking - Mobile Ecosystem Trends

Since the creation of this report in September, we've been looking forward to using our data to track trends in the mobile ecosystem through time. This graph shows trends in manufacturer market share in South Africa as defined by the percentage of ad requests in our network coming from a device produced by each manufacturer.

Share of Requests in the AdMob Network by Manufacturer - South Africa



### Notes

- Traffic for which the handset manufacturer was unidentifiable (1.6% of South African traffic) is not included. AdMob does not serve targeted ads to these impressions.

### Resources

Find previous reports and other resources at [www.admob.com/metrics](http://www.admob.com/metrics).

Email [metrics@admob.com](mailto:metrics@admob.com) to sign up for future reports.

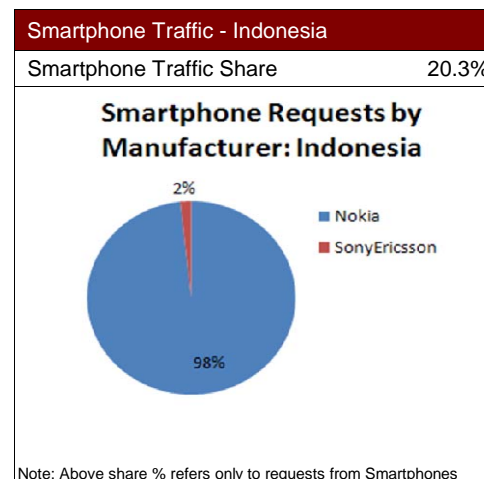
# Indonesia Handset Data - March 2008

Ads Served: 128,245,431  
 Requests: 133,798,693



Top Device Mfrs	% of Requests	Share Chg %
Nokia	49.9%	0.6%
SonyEricsson	35.7%	-1.1%
Motorola	5.4%	-0.3%
Samsung	3.1%	-0.1%
LG	1.1%	0.1%
Other <sup>(1)</sup>	4.9%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models	% of Requests	Share Chg %
Nokia 6600	3.7%	-0.3%
Nokia 6030	3.5%	-0.1%
Nokia N70	3.0%	0.2%
SonyEricsson K510i	3.0%	-0.1%
Nokia 3230	2.8%	0.0%
SonyEricsson K310	2.8%	0.0%
Nokia 7610	2.5%	0.0%
Nokia 3100	2.4%	0.1%
SonyEricsson J230i	1.9%	-1.1%
SonyEricsson K750i	1.9%	-0.2%
SonyEricsson K300i	1.7%	-0.1%
SonyEricsson K700i	1.7%	-0.1%
Nokia 6070	1.7%	0.1%
SonyEricsson W200i	1.6%	0.2%
Nokia 2626	1.5%	0.1%
Nokia 6020	1.5%	-0.2%
SonyEricsson J220i	1.5%	0.2%
Nokia 5300	1.5%	0.0%
Nokia N73	1.2%	0.0%
Nokia 3220	1.1%	-0.2%
<b>Total</b>	<b>42.4%</b>	



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	95.9%
Supports Streaming Video	63.2%
Able to Download Video Clips	70.2%
Supports WAP Push Messages	94.2%

MMA Standard Screen Size	Share %
Small	56.4%
Medium	30.3%
Large	9.6%
X-Large	3.7%

- Notes**
- Significant unclassified traffic was identified in March. Unclassified traffic is excluded from share calculation, so newly identified traffic will impact share calculation and share change percentages.
  - Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
  - New models in Top 20:
  - (1) Includes unclassified, Windows-based devices and other manufacturers with < 0.9% share.

# Indonesia Handset Data - March 2008

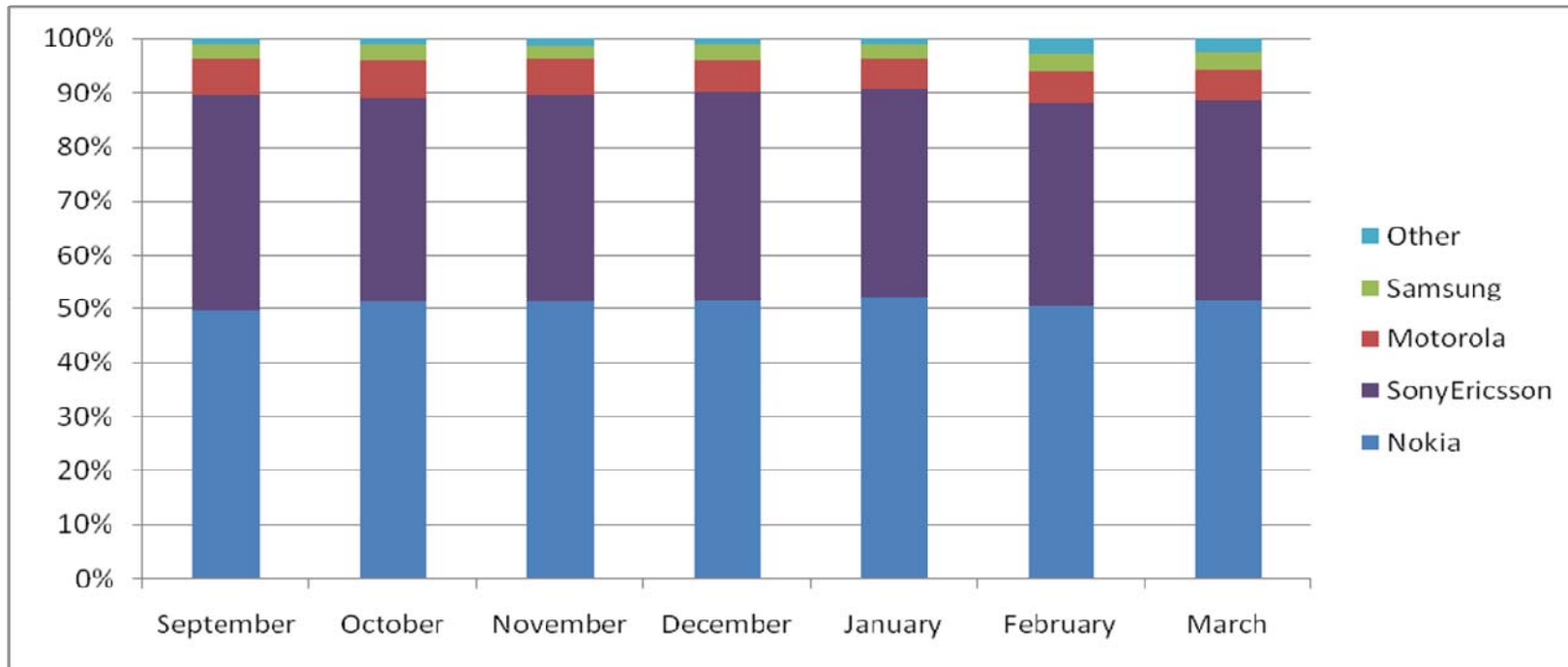
March 2008



## Indonesia Trends Tracking - Mobile Ecosystem Trends

Since the creation of this report in September, we've been looking forward to using our data to track trends in the mobile ecosystem through time. This graph shows trends in manufacturer market share in Indonesia as defined by the percentage of ad requests in our network coming from a device produced by each manufacturer.

Share of Requests in the AdMob Network by Manufacturer - Indonesia



### Notes

- Traffic for which the handset manufacturer was unidentifiable (3.2% of Indonesian traffic) is not included. AdMob does not serve targeted ads to these impressions.

### Resources

Find previous reports and other resources at [www.admob.com/metrics](http://www.admob.com/metrics).

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