

AdMob Mobile Metrics Report

November 2007



What's New for the November Report

With the November report, we have added tracking of month-over-month changes. This shows the share gains and losses among countries, regions and handsets in the AdMob Marketplace. We hope this is useful in tracking handset trends and identifying rising star devices by market.

We have adjusted our methodology for calculating handset share percentage. Previously, we excluded unclassifiable devices from the market for the calculation of handset market share percentage. Going forward we will include the unclassified impressions in the total market impressions when calculating share percentage. For the calculation of month-over-month changes in this report, we use this methodology for October share percentages.

November Ecosystem Events

AdMob Network impressions were up 4.5% (1,722,213,245 for November vs 1,648,546,800 for October). Growth was led by Western Europe and North America.

The top devices in AdMob's top 4 markets remained the same: US (Motorola KRZR), India (Nokia 6030), South Africa (Motorola v360) and the UK (SonyEricsson K800i).

We continue to monitor the growth of the iPhone impressions. The iPhone dramatically overindexes on usage share compared with unit share. Below see a summary of US and UK iPhone usage.

iPhone Tracking	September	October	November
US iPhone Impressions	1,858,008	4,816,701	6,646,601
iPhone % Share of US Impressions	0.3%	0.7%	0.9%
UK iPhone Impressions	2,401	16,401	293,762
iPhone % Share of UK Impressions	0.0%	0.0%	0.3%

Resources

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

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

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

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About AdMob

AdMob serves Graphical Banner and Text Link ads on mobile web pages for more than 2,500 publishers. AdMob has served more than 12 billion ads since launching in January 2006, and currently serves more than 1.7 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 1.7 billion monthly ad 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 2,500 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 2% of requests are unclassified by geography and approximately 11% 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.

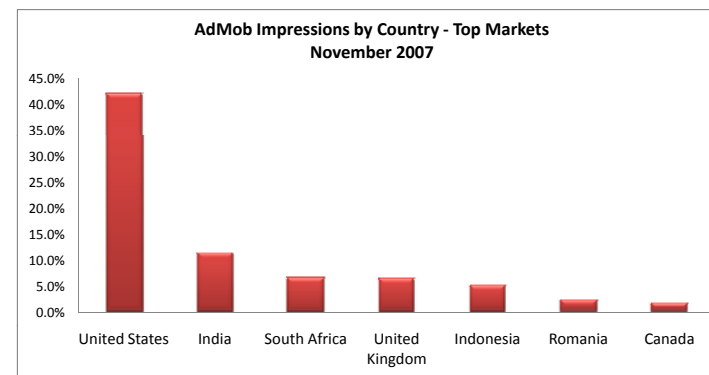


Impressions by Geography - November 2007

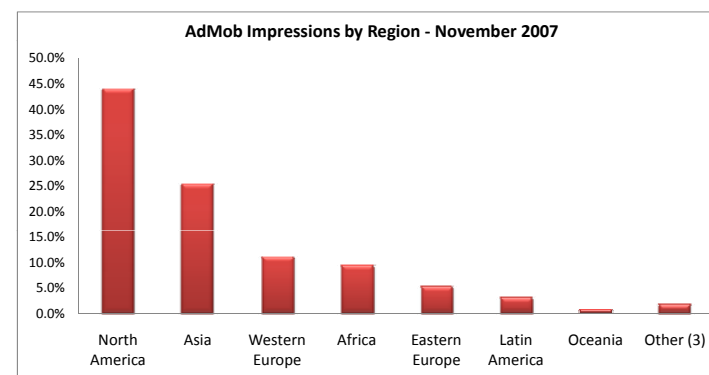
Ads Served: 1,722,213,245



Country	Nov Impressions	% of Impressions	% Change MoM
United States	725,709,438	42.1%	0.4%
India	193,489,195	11.2%	-0.2%
South Africa	113,285,650	6.6%	-0.8%
United Kingdom	110,693,361	6.4%	-0.4%
Indonesia	86,818,933	5.0%	-0.1%
Romania	40,209,245	2.3%	-0.1%
Canada	27,317,327	1.6%	0.1%
Bangladesh	23,314,107	1.4%	-0.2%
Serbia and Montenegro	24,150,313	1.4%	0.1%
Israel	21,335,556	1.2%	-0.2%
Other Countries ^{(1) (2)}	355,890,120	20.7%	1.5%
Total	1,722,213,245	100.0%	4.5%



Region	Nov Impressions	% of Impressions	% Change MoM
North America	753,100,328	43.7%	0.5%
Asia	433,996,637	25.2%	0.3%
Western Europe	187,791,119	10.9%	0.5%
Africa	160,465,847	9.3%	-0.8%
Eastern Europe	90,248,192	5.2%	-0.1%
Latin America	52,116,281	3.0%	0.0%
Oceania	14,477,053	0.8%	-0.1%
Other ⁽³⁾	30,017,788	1.7%	-0.3%
Total	1,722,213,245	100.0%	



Notes

- Month-over-month change calculated as: percent of current month impressions less percent of prior month impressions.
- (1) Includes 209 countries with 59 countries having greater than 1 million requests.
- (2) Other includes unclassified requests (~1.7%) where the country of origin could not be determined. Targeted ads were not shown to these requests.
- (3) Includes other and unclassified impressions.

Worldwide Handset Data - November 2007

Ads Served: 1,722,213,245



Top Device Mfrs	% of Imps	% Chg MoM
Nokia	28.5%	0.0%
Motorola	11.9%	0.1%
Sony Ericsson	10.7%	-0.1%
Samsung	10.0%	-0.7%
RIM	6.1%	-0.1%
LG	3.1%	-0.3%
Sanyo	2.8%	-0.5%
Other (1)	27.0%	
Total	100.0%	

Top Handset Models		% of Imps	% Chg MoM
Motorola	RAZR V3	3.3%	0.6%
Motorola	KRZR K1c	3.1%	-0.2%
Nokia	N70	2.0%	-0.1%
RIM	BlackBerry 8100	1.9%	0.1%
RIM	BlackBerry 8700	1.3%	-0.2%
Nokia	6030	1.3%	0.0%
Nokia	6600	1.2%	-0.2%
Nokia	N73	1.0%	0.0%
Sony Ericsson	W810i	1.0%	0.0%
Nokia	6680	1.0%	-0.1%
RIM	BlackBerry 8830	0.9%	0.0%
Sony Ericsson	K750i	0.9%	-0.1%
Nokia	6630	0.9%	-0.1%
Samsung	E250	0.9%	0.0%
Samsung	A900	0.8%	-0.1%
Samsung	I607 BlackJack	0.8%	-0.1%
RIM	BlackBerry 8300	0.8%	0.2%
Nokia	3220	0.8%	-0.1%
Nokia	2865i	0.8%	0.2%
Nokia	6020	0.8%	0.0%
Total		25.4%	

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	71.9%
Supports Streaming Video	37.3%
Able to Download Video Clips	58.7%
Supports WAP Push Messages	73.4%

Notes

- Methodology adjusted in November to include unclassified traffic in calculating mfr, handset and capability share percentage. MoM change reflects this change for October and November.
- Month-over-month change calculated as: percent of current month impressions less percent of prior month impressions.
- New models in Top 20 in November: Blackberry 8300, Nokia 2865i.
- (1) Includes unclassified impressions, Windows-based devices and other mfrs with < 1% share.

United States Handset Data - November 2007

Ads Served: 725,709,438



Top Device Mfrs	% of Imps	% Chg MoM
Motorola	17.5%	0.8%
RIM	11.8%	-0.9%
Samsung	11.6%	-1.1%
Nokia	9.2%	0.0%
Sanyo	6.4%	-1.2%
LG	5.3%	-0.5%
SonyEricsson	1.6%	0.0%
Danger	1.4%	0.1%
Apple	1.0%	0.3%
Other (1)	34.1%	
Total	100.0%	

Top Handset Models		% of Imps	% Chg MoM
Motorola	KRZR K1c	7.7%	1.4%
Motorola	RAZR V3	5.4%	-0.4%
RIM	BlackBerry 8100	3.6%	0.2%
RIM	BlackBerry 8700	2.6%	-0.7%
Samsung	I607 BlackJack	2.0%	-0.2%
Samsung	A900	1.9%	-0.2%
Nokia	2865i	1.8%	0.4%
SonyEricsson	S710	1.6%	0.1%
Sanyo	SCP6600	1.5%	-0.3%
LG	LX550	1.4%	-0.1%
RIM	BlackBerry 8300	1.6%	0.4%
Nokia	8830	1.3%	-0.6%
Danger	Sidekick II	1.3%	0.1%
Samsung	A707	1.2%	-0.1%
Nokia	6680	0.9%	-0.1%
Apple	iPhone	0.9%	0.2%
Nokia	6265i	0.9%	0.0%
LG	VX8300	0.8%	-0.1%
Sanyo	SCP8300	0.8%	-0.2%
Sanyo	SCP8400	0.8%	-0.1%
Total		40.2%	

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	56.0%
Supports Streaming Video	17.9%
Able to Download Video Clips	52.3%
Supports WAP Push Messages	64.1%

Notes

- Methodology adjusted in November to include unclassified traffic in calculating mfr, handset and capability share percentage. MoM change reflects this change for October and November.
- Month-over-month change calculated as: percent of current month impressions less percent of prior month impressions.
- New models in Top 20 in November: Nokia 2865i.
- (1) Includes Windows based devices and other mfrs with < 0.9% share.

India Handset Data - November 2007

Ads Served: 193,489,195



Top Device Mfrs	% of Imps	% Chg MoM
Nokia	63.2%	0.4%
Sony Ericsson	15.4%	0.2%
Motorola	5.5%	0.0%
Samsung	2.9%	-0.2%
LG	1.6%	0.2%
Fly	0.4%	0.1%
Other (1)	11.0%	
Total	100.0%	

Top Handset Models		% of Imps	% Chg MoM
Nokia	6030	5.6%	-0.2%
Nokia	6600	5.1%	-0.3%
Nokia	N70	4.5%	0.2%
Nokia	N72	2.7%	-0.2%
Nokia	7610	2.6%	0.0%
Nokia	3230	2.6%	-0.3%
Nokia	6233	2.6%	0.2%
Nokia	N73	2.6%	0.3%
Nokia	6630	2.5%	-0.2%
Nokia	5200	1.8%	0.0%
SonyEricsson	K750i	1.7%	0.0%
Nokia	6070	1.7%	0.0%
Nokia	3220	1.6%	-0.1%
Nokia	6681	1.6%	-0.1%
Nokia	2626	1.6%	0.2%
Motorola	C168	1.5%	-0.1%
SonyEricsson	W200i	1.5%	0.3%
Nokia	6300	1.5%	0.1%
Nokia	3110c	1.4%	0.0%
Nokia	6020	1.4%	-0.1%
Total		48.0%	

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	90.2%
Supports Streaming Video	74.3%
Able to Download Video Clips	70.2%
Supports WAP Push Messages	88.4%

Notes

- Methodology adjusted in November to include unclassified traffic in calculating mfr, handset and capability share percentage. MoM change reflects this change for October and November.
- Month-over-month change calculated as: percent of current month impressions less percent of prior month impressions.
- New models in Top 20 in November: SonyEricsson W200i and Nokia 6300.
- (1) Includes unclassified, Windows-based devices and other mfrs with < 0.4% share.
- Device of note: Nokia N80 (#25) grew from 0.1% October impressions to 1.1% of November impressions.

South Africa Handset Data - November 2007

Ads Served: 113,285,650



Top Device Mfrs	% of Imps	% Chg MoM
Nokia	33.2%	0.7%
Samsung	28.5%	0.8%
Motorola	18.7%	-0.4%
Sony Ericsson	11.3%	-0.2%
LG	1.8%	-0.1%
Other (1)	6.6%	
Total	100.0%	

Top Handset Models		% of Imps	% Chg MoM
Motorola	V360	11.3%	-0.1%
Samsung	E250	7.6%	0.8%
Nokia	N70	4.1%	-0.1%
Samsung	E370	3.4%	0.0%
Samsung	D500	2.1%	-0.1%
Nokia	6234	2.0%	0.2%
Nokia	6111	1.9%	0.1%
SonyEricsson	W810i	1.8%	-0.1%
Nokia	6085	1.7%	0.1%
Nokia	6230i	1.6%	-0.1%
Samsung	D900	1.6%	-0.1%
Nokia	6101	1.4%	-0.1%
Nokia	6020	1.4%	0.0%
Nokia	N73	1.4%	0.0%
Motorola	C261	1.3%	0.0%
Nokia	6230	1.3%	-0.1%
Nokia	6680	1.2%	0.0%
Samsung	D600E	1.2%	-0.1%
Samsung	U700	1.2%	0.3%
Nokia	5200	1.2%	0.2%
Total		50.6%	

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	87.7%
Supports Streaming Video	41.0%
Able to Download Video Clips	70.9%
Supports WAP Push Messages	86.9%

Notes

- Methodology adjusted in November to include unclassified traffic in calculating mfr, handset and capability share percentage. MoM change reflects this change for October and November.
- Month-over-month change calculated as: percent of current month impressions less percent of prior month impressions.
- New models in Top 20 in November: Samsung U700.
- (1) Includes unclassified, Windows-based devices and other mfrs with < 0.7% share.

United Kingdom Handset Data - November 2007

Ads Served: 110,693,361



Top Device Mfrs	% of Imps	% Chg MoM
Sony Ericsson	29.3%	-0.1%
Nokia	26.0%	3.4%
Samsung	8.9%	0.4%
Motorola	4.5%	-0.6%
NEC	3.1%	-0.4%
LG	2.7%	-0.6%
ZTE	1.9%	-0.7%
RIM	1.5%	1.1%
Other ⁽¹⁾	22.2%	
Total	100.0%	

Top Handset Models		% of Imps	% Chg MoM
Sony Ericsson	K800i	5.0%	-0.2%
Sony Ericsson	W810i	3.7%	-0.1%
Nokia	N95	3.2%	3.2%
Sony Ericsson	W850i	2.8%	-0.4%
Sony Ericsson	K610i	2.5%	-0.4%
Nokia	N73	2.4%	0.1%
Sony Ericsson	K750i	2.2%	0.2%
Nokia	6230i	2.0%	0.0%
ZTE	F866	1.9%	-0.7%
NEC	e616	1.6%	-0.2%
Nokia	6300	1.5%	0.3%
Samsung	E900	1.4%	0.1%
Nokia	6280	1.4%	-0.2%
Nokia	6630	1.3%	-0.4%
Nokia	6680	1.2%	-0.3%
Nokia	N70	1.2%	-0.2%
Nokia	6230	1.2%	0.0%
Sony Ericsson	W880i	1.1%	0.1%
Sony Ericsson	K810i	1.1%	0.0%
Sony Ericsson	W300i	1.0%	0.0%
Total		39.9%	

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	76.3%
Supports Streaming Video	54.9%
Able to Download Video Clips	69.1%
Supports WAP Push Messages	74.0%

Notes

- Methodology adjusted in November to include unclassified traffic in calculating mfr, handset and capability share percentage. MoM change reflects this change for October and November.
- Month-over-month change calculated as: percent of current month impressions less percent of prior month impressions.
- New models in Top 20 in November: Nokia N95.
- (1) Includes unclassified, Windows-based devices and other mfrs with < 0.6% share.
- Device of note: iPhone represented 0.3% of impressions for November. This represented a month over month change of +0.3%.