

AdMob Mobile Metrics Report

October 2007



What's New for the October Report

We were overwhelmed by the interest in the initial release of this report in September, which included many requests for additional data. In response to this demand we have added the **top 20 handsets per country market**. We have also broken out Oceania and reclassified a few countries previously in "other". Please keep sending us ideas for how to make this report more valuable.

October Ecosystem Events

AdMob Network impressions were up 3%. This was driven by growth in Europe and especially the UK. US impressions grew more slowly than the network and October was our slowest growth in months.

Motorola KRZR gained share in the US to claim the top handset position. The top devices in India (Nokia 6030), South Africa (Motorola v360) and the UK (SonyEricsson K800i) remained the same.

Apple iPhone doubled share in the US from 0.4% to 0.9%. Apple has reduced the price and the iPhone continues to show heavy mobile internet usage. Next month, we should have data on the European launches of the iPhone.

The top 20 devices represent 50% (+/-) of impressions in individual markets. The outlier was the UK where the top 20 registered 44.4%.

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.

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About AdMob

AdMob serves graphical Banner and Text link ads on mobile web pages for more than 2000 publishers. AdMob has served more than 11 billion ads since launching in January 2006, and currently serves more than 1.6 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 matching. 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 1.6 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 2000 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

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Impressions by Geography - October 2007

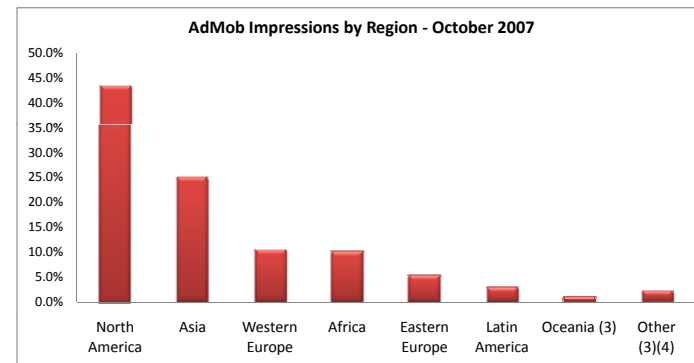
Ads Served: 1,648,546,800



Country	October Impressions	% of Impressions
United States	688,299,299	41.8%
India	188,587,985	11.4%
South Africa	122,032,699	7.4%
United Kingdom	113,386,132	6.9%
Indonesia	84,390,452	5.1%
Romania	39,768,643	2.4%
Bangladesh	25,759,190	1.6%
Canada	24,603,094	1.5%
Israel	23,014,419	1.4%
Serbia and Montenegro	22,262,565	1.4%
Other Countries ^{(1) (2)}	316,442,322	19.2%
Total	1,648,546,800	100.0%



Region	October Impressions	% of Impressions
North America	712,982,293	43.2%
Asia	410,524,141	24.9%
Western Europe	170,896,207	10.4%
Africa	167,088,268	10.1%
Eastern Europe	87,498,805	5.3%
Latin America	49,115,112	3.0%
Oceania ⁽³⁾	16,212,000	1.0%
Other ⁽³⁾⁽⁴⁾	34,229,974	2.1%
Total	1,648,546,800	100.0%



Notes

(1) Includes 213 countries with 68 countries having greater than 1 million requests.

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

(3) For October we broke out Oceania and reclassified certain countries previously in "Other".

(4) Includes other and unclassified impressions.

Worldwide Handset Data - October 2007

Ads Served: 1,648,546,800



Top Device Mfrs	% of Imps
Nokia	32.1%
Motorola	13.3%
Sony Ericsson	12.2%
Samsung	12.0%
RIM	7.1%
LG	3.9%
Sanyo	3.7%
Other (1)	15.7%
Total	100.0%

Top Handset Models	% of Imps
Motorola RAZR V3	3.7%
Motorola KRZR K1c	3.0%
Nokia N70	2.3%
RIM BlackBerry 8100	2.1%
RIM BlackBerry 8700	1.8%
Nokia 6600	1.6%
Nokia 6030	1.5%
Nokia 6680	1.2%
Sony Ericsson W810i	1.2%
Nokia N73	1.1%
Sony Ericsson K750i	1.1%
Nokia 6630	1.1%
Samsung A900	1.0%
RIM BlackBerry 8830	1.0%
Samsung I607 BlackJack	1.0%
Nokia 3220	1.0%
Samsung E250	0.9%
Nokia 6020	0.9%
Sanyo SCP6600	0.9%
Nokia 6230i	0.8%
Total	29.2%

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	82.8%
Supports Streaming Video	42.2%
Able to Download Video Clips	65.3%
Supports WAP Push Messages	84.0%

Notes

Handset data excludes unclassified ad requests.

(1) Includes Windows based devices and other mfrs with < 1% share.

United States Handset Data - October 2007

Ads Served: 688,299,299



Top Device Mfrs	% of Imps
Motorola	20.5%
Samsung	15.6%
Research In Motion	15.6%
Nokia	11.2%
Sanyo	9.3%
LG	7.2%
SonyEricsson	2.0%
Danger	1.6%
Apple	0.9%
Other (1)	16.2%
Total	100.0%

Top Handset Models	% of Imps
Motorola KRZR K1c	7.7%
Motorola RAZR V3	7.2%
RIM BlackBerry 8700	4.1%
RIM BlackBerry 8100	4.1%
Samsung A900	2.6%
Samsung I607 BlackJack	2.6%
RIM Blackberry 8830	2.4%
Sanyo SCP6600	2.3%
LG LX550	1.9%
Nokia 2865i	1.7%
Samsung A707	1.7%
Samsung M610	1.6%
RIM BlackBerry 8300	1.5%
Danger Sidekick II	1.5%
Sanyo SCP-8300	1.2%
Nokia 6680	1.2%
LG VX8300	1.2%
Sanyo SCP-8400	1.1%
RIM BlackBerry 7100	1.1%
Nokia 6265i	1.1%
Total	49.6%

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	71.2%
Supports Streaming Video	19.6%
Able to Download Video Clips	63.1%
Supports WAP Push Messages	79.8%

Notes

Data excludes unclassified ad requests.

(1) Includes Windows based devices and other mfrs with < 0.9% share.

India Handset Data - October 2007

Ads Served: 188,587,985



Top Device Mfrs	% of Imps
Nokia	65.8%
Sony Ericsson	15.9%
Motorola	5.7%
Samsung	3.2%
LG	1.5%
Other (1)	7.8%
Total	100.0%

Top Handset Models	% of Imps
Nokia 6030	6.0%
Nokia 6600	5.7%
Nokia N70	4.6%
Nokia N72	3.1%
Nokia 3230	3.0%
Nokia 6630	2.8%
Nokia 7610	2.7%
Nokia 6233	2.5%
Nokia N73	2.4%
Nokia 3220	1.9%
Nokia 5200	1.9%
SonyEricsson K750i	1.8%
Nokia 6070	1.8%
Nokia 6681	1.7%
Motorola C168	1.7%
Nokia 6020	1.6%
SonyEricsson W550i	1.5%
Nokia 3110c	1.5%
Nokia 2626	1.5%
SonyEricsson W700i	1.4%
Total	50.9%

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	91.6%
Supports Streaming Video	75.0%
Able to Download Video Clips	70.7%
Supports WAP Push Messages	90.0%

Notes

Data excludes unclassified ad requests.

Removed Opera browsers from country-classification.

(1) Includes Windows based devices and other mfrs with < 1% share.

South Africa Handset Data - October 2007

Ads Served: 122,032,699



Top Device Mfrs	% of Imps
Nokia	33.2%
Samsung	28.3%
Motorola	19.4%
Sony Ericsson	11.7%
LG	2.0%
Other (1)	5.5%
Total	100.0%

Top Handset Models	% of Imps
Motorola V360	11.6%
Samsung E250	7.0%
Nokia N70	4.3%
Samsung E370	3.4%
Samsung D500	2.3%
SonyEricsson W810i	2.0%
Nokia 6111	1.9%
Nokia 6234	1.8%
Nokia 6230i	1.8%
Samsung D900	1.7%
Nokia 6085	1.6%
Nokia 6101	1.5%
Nokia 6230	1.5%
Nokia 6020	1.4%
Nokia 6610i	1.4%
Nokia N73	1.4%
Motorola C261	1.4%
Samsung D600E	1.3%
Nokia 6680	1.3%
Samsung D820	1.2%
Total	51.6%

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	95.8%
Supports Streaming Video	43.2%
Able to Download Video Clips	70.0%
Supports WAP Push Messages	95.1%

Notes

Data excludes unclassified ad requests.

(1) Includes Windows based devices and other mfrs with < 2% share.

United Kingdom Handset Data - October 2007

Ads Served: 113,386,132



Top Device Mfrs	% of Imps
Sony Ericsson	31.7%
Nokia	24.3%
Samsung	9.1%
Motorola	5.4%
NEC	3.8%
LG	3.5%
ZTE	2.8%
Other ⁽¹⁾	19.5%
Total	100.0%

Top Handset Models	% of Imps
Sony Ericsson K800i	5.6%
Sony Ericsson W810i	4.1%
Sony Ericsson W850i	3.5%
Sony Ericsson K610i	3.2%
ZTE F866	2.8%
Nokia N73	2.5%
Sony Ericsson K750i	2.3%
Nokia 6230i	2.2%
Motorola RAZR V3	2.0%
NEC e616	1.9%
Nokia 6630	1.8%
Nokia 6280	1.7%
Nokia 6680	1.6%
Nokia N70	1.5%
Samsung E900	1.4%
Nokia 6230	1.3%
Nokia 6300	1.3%
Nokia 6288	1.2%
Sony Ericsson K810i	1.2%
Motorola C975	1.2%
Total	44.4%

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	80.3%
Supports Streaming Video	57.1%
Able to Download Video Clips	73.9%
Supports WAP Push Messages	78.3%

Notes

Data excludes unclassified ad requests.

(1) Includes Windows based devices and other mfrs with < 2% share.