

AdMob Network Metrics

September 2007



About AdMob

AdMob serves Banner and Text ads on mobile web pages for more than 2000 publishers. AdMob has served more than 8.8 billion ads since launching in January 2006, and currently serves more than 1.5 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 Web 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 - where appropriate - 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 Web 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 1.5 billion monthly ad impressions that flow through AdMob's network. For simplicity, in this initial report, we identify device models and device capabilities by country. In the future, we plan to add operator data and incremental data on devices. 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 traffic 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 skew 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

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



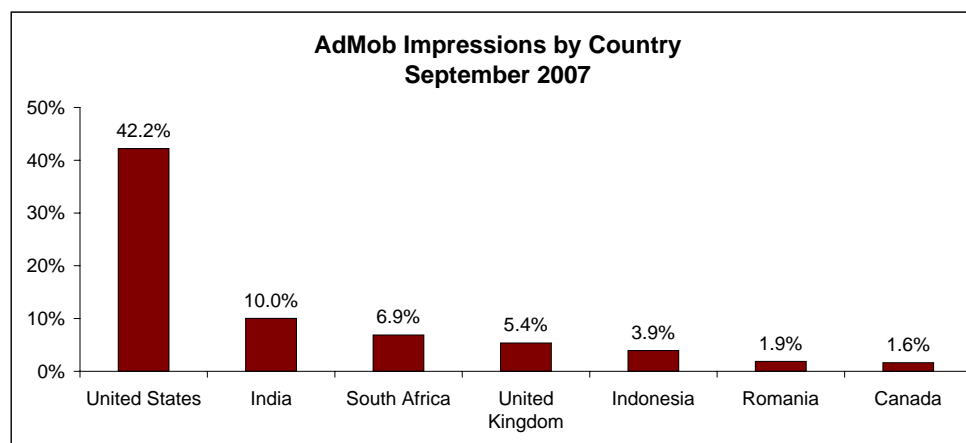
Email metrics@admob.com to sign up for future reports

Impressions by Geography - September 2007

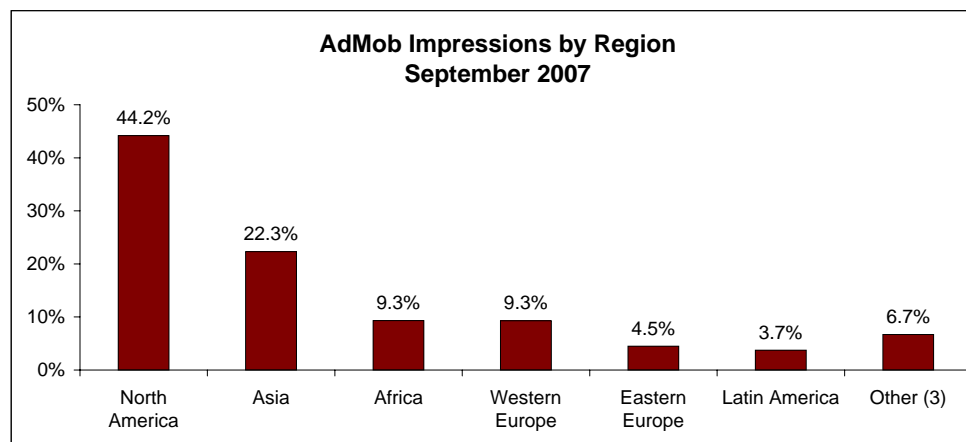
Ads Served: 1,593,653,162



Country	Sept Impressions	% of Impressions
United States	672,713,645	42.2%
India	160,065,279	10.0%
South Africa	109,831,825	6.9%
United Kingdom	85,509,632	5.4%
Indonesia	62,744,876	3.9%
Romania	30,044,024	1.9%
Canada	26,110,308	1.6%
Bangladesh	24,051,999	1.5%
Israel	21,748,162	1.4%
Serbia and Montenegro	20,822,770	1.3%
Other Countries ^{(1) (2)}	380,010,642	23.8%
Total	1,593,653,162	100.0%



Region	Sept Impressions	% of Impressions
North America	703,838,833	44.2%
Asia	355,431,376	22.3%
Africa	148,543,298	9.3%
Western Europe	147,890,265	9.3%
Eastern Europe	71,796,894	4.5%
Latin America	59,519,486	3.7%
Other ⁽³⁾	106,633,010	6.7%
Total	1,593,653,162	100.0%



Notes

(1) Includes 206 countries with 62 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) Includes Australia, other islands, and unclassified impressions.

Worldwide Handset Data - September 2007

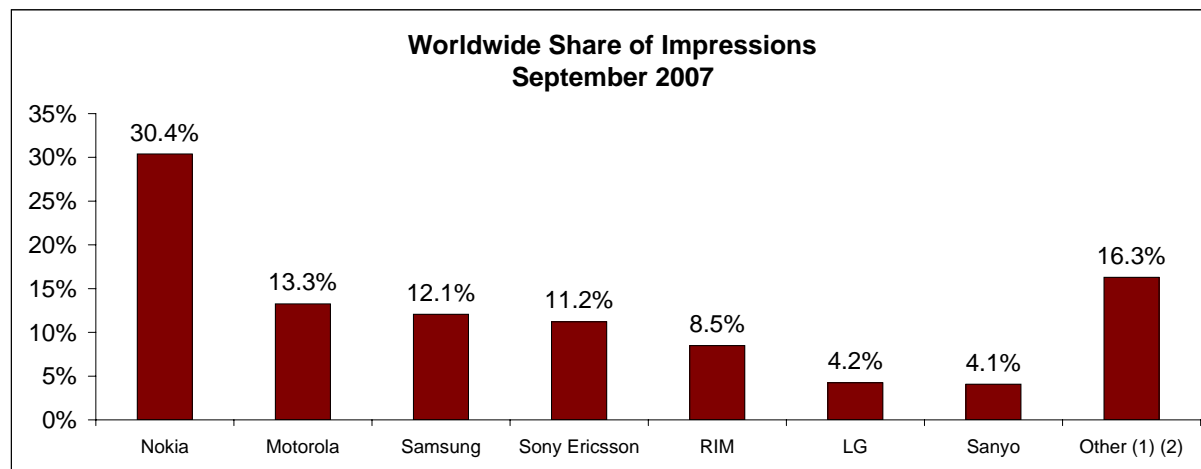
Ads Served: 1,593,653,162

admob^(1,2)

Top 10 Handset Mfr	% of Imps
Nokia	30.4%
Motorola	13.3%
Samsung	12.1%
Sony Ericsson	11.2%
RIM	8.5%
LG	4.2%
Sanyo	4.1%
Other ^{(1) (2)}	16.3%
Total	100.0%

Top 10 Handset Models		% of Imps
Motorola	RAZR V3	4.0%
Motorola	KRZR K1c	2.7%
RIM	BlackBerry 8700	2.4%
RIM	BlackBerry 8100	2.2%
Nokia	N70	2.2%
Nokia	6600	1.6%
Nokia	6030	1.3%
Samsung	A900	1.2%
RIM	BlackBerry 8830	1.2%
Samsung	I607 BlackJack	1.2%
Total		19.9%

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	74.4%
Supports Streaming Video	35.6%
Able to Download Video Clips	59.2%
Supports WAP Push Messages	81.0%



Notes

Handset data based on September 24-30.
Data excludes unclassified ad requests.
(1) No other manufacturer represents > 1%.
(2) Includes Windows based devices.

United States Handset Data - September 2007

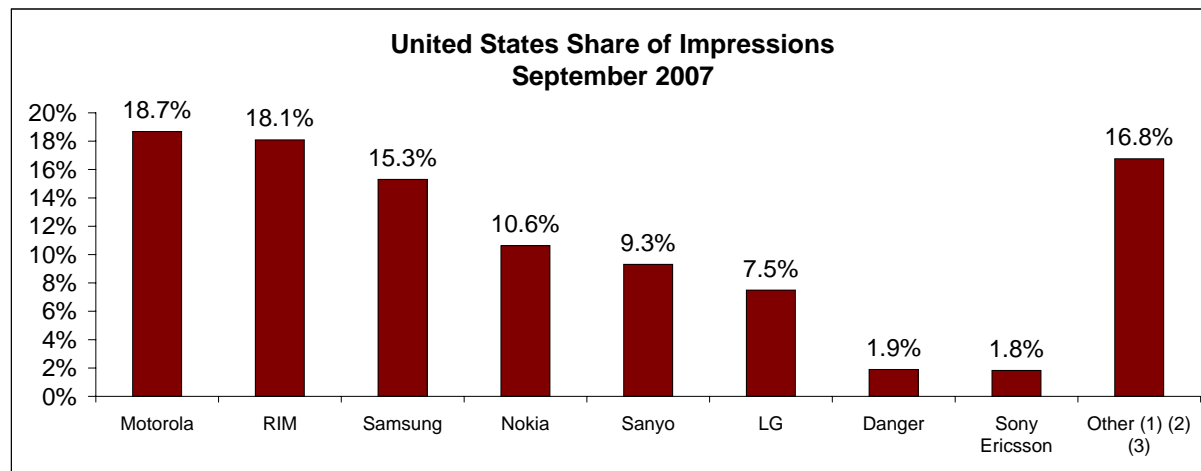
Ads Served: 672,713,645



Top 10 Handset Mfr	% of Imps
Motorola	18.7%
RIM	18.1%
Samsung	15.3%
Nokia	10.6%
Sanyo	9.3%
LG	7.5%
Danger	1.9%
Sony Ericsson	1.8%
Other ⁽¹⁾ ⁽²⁾ ⁽³⁾	16.8%
Total	100.0%

Top 10 Handset Models		% of Imps
Motorola	RAZR V3	7.1%
Motorola	KRZR K1c	6.3%
RIM	BlackBerry 8700	5.5%
RIM	BlackBerry 8100	4.3%
Samsung	I607 BlackJack	2.7%
Samsung	A900	2.7%
RIM	BlackBerry 8830	2.6%
Sanyo	SCP6600 (Katana)	2.4%
Danger	Sidekick II	1.8%
LG	LX550	1.7%
Total		37.2%

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	61.6%
Supports Streaming Video	15.8%
Able to Download Video Clips	52.7%
Supports WAP Push Messages	80.6%



Notes

Handset data based on September 24-30.
 Data excludes unclassified ad requests.
 (1) No other manufacturer represents > 1%.
 (2) Includes Windows based devices.
 (3) Apple iPhone represents 0.4% of Imps.

India Handset Data - September 2007

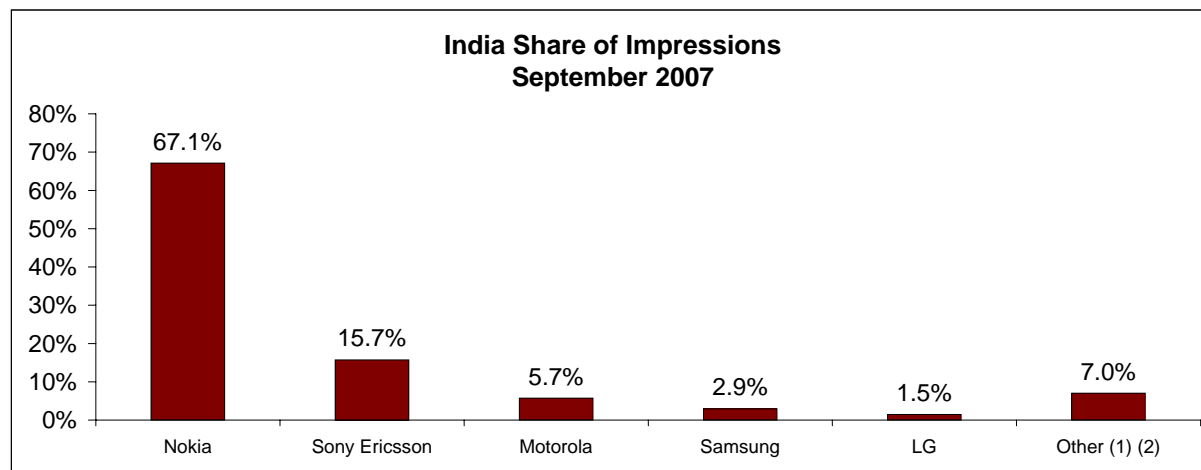
Ads Served: 160,065,279



Top 10 Handset Mfr	% of Imps
Nokia	67.1%
Sony Ericsson	15.7%
Motorola	5.7%
Samsung	2.9%
LG	1.5%
Other ^{(1) (2)}	7.0%
Total	100.0%

Top 10 Handset Models		% of Imps
Nokia	6030	5.9%
Nokia	6600	5.9%
Nokia	Opera for 6670	5.4%
Nokia	N70	4.6%
Nokia	N72	3.3%
Nokia	3230	3.0%
Nokia	6630	3.0%
Nokia	7610	2.9%
Nokia	6233	2.5%
Nokia	N73	2.4%
Total		38.9%

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	88.7%
Supports Streaming Video	73.2%
Able to Download Video Clips	69.4%
Supports WAP Push Messages	87.5%



Notes

Handset data based on September 24-30.

Data excludes unclassified ad requests.

(1) No other manufacturer represents > 1%.

(2) Includes Windows based devices.

South Africa Handset Data - September 2007

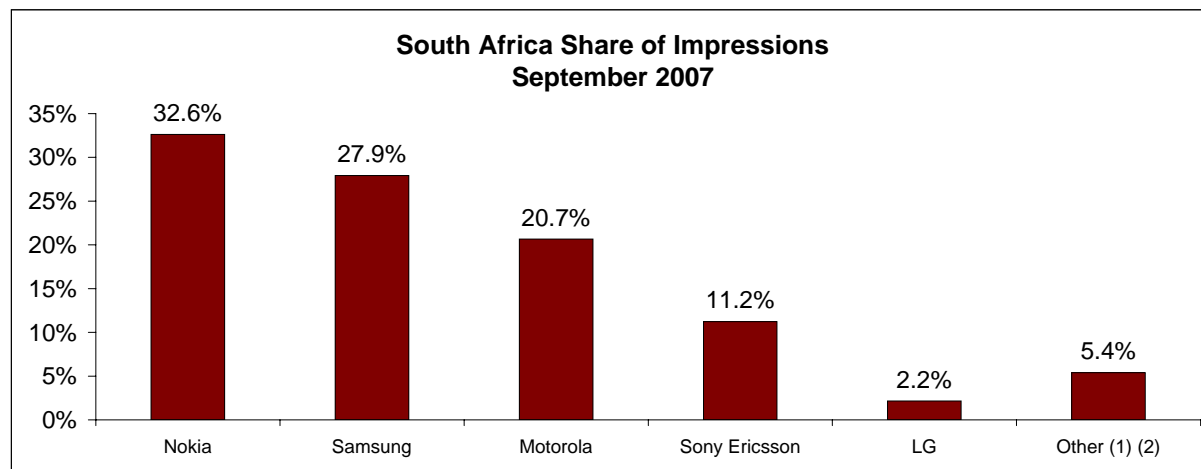
Ads Served: 109,831,825

admob⁽⁽⁾⁾

Top 10 Handset Mfr	% of Imps
Nokia	32.6%
Samsung	27.9%
Motorola	20.7%
Sony Ericsson	11.2%
LG	2.2%
Other ^{(1) (2)}	5.4%
Total	100.0%

Top 10 Handset Models		% of Imps
Motorola	V360	12.1%
Samsung	E250	6.5%
Nokia	N70	4.0%
Samsung	E370	3.3%
Samsung	D500	2.4%
Nokia	6111	1.9%
Nokia	6230i	1.9%
Sony Ericsson	W810i	1.8%
Motorola	C261	1.7%
Samsung	D900	1.7%
Total		37.3%

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	94.6%
Supports Streaming Video	40.6%
Able to Download Video Clips	73.7%
Supports WAP Push Messages	93.7%



Notes

Handset data based on September 24-30.

Data excludes unclassified ad requests.

(1) No other manufacturer represents > 1%.

(2) Includes Windows based devices.

United Kingdom Handset Data - September 2007

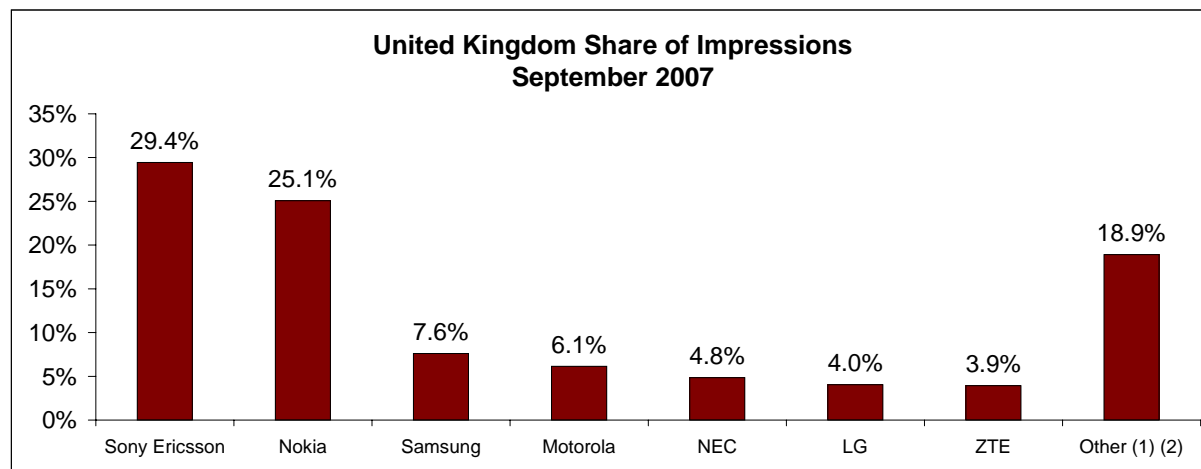
Ads Served: 85,509,632



Top 10 Handset Mfr	% of Imps
Sony Ericsson	29.4%
Nokia	25.1%
Samsung	7.6%
Motorola	6.1%
NEC	4.8%
LG	4.0%
ZTE	3.9%
Other ^{(1) (2)}	18.9%
Total	100.0%

Top 10 Handset Models		% of Imps
Sony Ericsson	K800i	5.7%
ZTE	F866	3.9%
Sony Ericsson	K610i	3.8%
Sony Ericsson	W850i	3.5%
Sony Ericsson	W810i	3.1%
Nokia	N73	2.6%
Nokia	6280	2.3%
NEC	e616	2.3%
Nokia	6630	2.1%
Nokia	6680	2.0%
Total		31.2%

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	78.8%
Supports Streaming Video	51.7%
Able to Download Video Clips	73.4%
Supports WAP Push Messages	72.8%



Notes

Handset data based on September 24-30.

Data excludes unclassified ad requests.

(1) No other manufacturer represents > 1%.

(2) Includes Windows based devices.