



AdMob Mobile Metrics Report

AdMob serves ads for more than 6,000 mobile web sites and applications around the world. AdMob stores and analyzes the data from every ad request, impression, and click and uses this to optimize ad matching in the network. This monthly report offers a snapshot of this data to provide insight into trends in the mobile ecosystem.

September 2008

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

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



AdMob Mobile Metrics Report

September 2008



New and Noteworthy

* This month we celebrate the one year anniversary of AdMob's Monthly Mobile Metrics Report. This month's featured section looks at the growth of AdMob network from September 2007 to September 2008 and compares the Top 20 Handsets in the US and UK over the same time period.

* The number of monthly ad requests in the AdMob network tripled over the past 12 months from 1.6 billion in September 2007 to 5.1 billion in September 2008. This growth is widely distributed with 34 countries sending more than 10 million requests in September 2008, compared to only 16 countries in September 2007.

* More than 6,000 mobile sites and applications are now in the AdMob network. 4,308 publishers requested ads in September 2008, more than twice as many as a year ago.

* In the US, 16 of the current Top 20 devices are new from September 2007. These new devices, such as the Samsung Instinct and Apple iPhone, deliver an improved mobile web browsing experience including larger screen sizes, faster network connections, and other enhanced capabilities. However, the Motorola RAZR and KRZR are still the top two handsets in the United States today.

* In the UK, the Nokia N95 gained share steadily throughout the year and is now the leading handset with 9.7% share of requests. The SonyEricsson K800i and W810i, the number 1 and number 5 handsets respectively in September 2007, both remain in the Top 5 a year later.

* Worldwide, the Apple iPhone is now the number 4 handset after the Motorola RAZR, Nokia N70, and Motorola KRZR. There were 103 million requests from iPhones worldwide in September 2008.

* Worldwide requests fell 0.8% month over month to 5.1 billion,¹⁾ while ads served increased 26% to 4.5 billion. US requests grew 8.8% to 2.0 billion in September 2008.

1) As part of AdMob's ongoing quality initiatives, the company implemented certain minimum thresholds and stopped serving ads in low performing inventory, leading to the decline in worldwide requests.

Contents

Feature - AdMob Network Growth from September 2007 to September 2008

Feature - US and UK Top Handsets from September 2007 to September 2008

Geographic Distribution of Traffic

Worldwide: Manufacturer and Device Share

United States: Manufacturer and Device Share / Operator Handset Mix

India: Manufacturer and Device Share / Operator Handset Mix

Indonesia: Manufacturer and Device Share / Operator Handset Mix

United Kingdom: Manufacturer and Device Share / Operator Handset Mix

Philippines: Manufacturer and Device Share / Operator Handset Mix

South Africa: Manufacturer and Device Share / Operator Handset Mix

Methodology

AdMob Mobile Metrics Report

September 2008



Featured Section: Looking back at the first year of AdMob Mobile Metrics

A lot has changed in the AdMob network since our first Mobile Metrics report in September 2007. Worldwide growth has come organically from our legacy publishers as well as from the addition of thousands of new mobile sites. On the following pages, we compare the Top US and UK handsets in our network from September 2007 to today.

Highlights

- * The number of monthly ad requests in the AdMob network tripled over the past 12 months from 1.6 billion in September 2007 to 5.1 billion in September 2008.
- * This growth is widely distributed with 34 countries sending more than 10 million requests in September 2008, compared to only 16 countries in September 2007.
- * More than 6,000 mobile sites and applications are now in the AdMob network. 4,308 publishers requested ads in September 2008, more than twice as many as a year ago.
- * On the strength of Indonesia and the Philippines, Asia was the fastest growing region and sends 5.3 times more requests now than in September 2007. North America requests grew 2.7 times followed by Western Europe and Africa at 2.0 times over the same time period.

Worldwide AdMob Traffic

Rank	Country	September 2008		September 2007		Request Increase
		Requests	% of Requests	Requests	% of Requests	'07 - '08
1	United States	1,992,732,034	39.3%	734,272,875	46.1%	2.7x
2	Indonesia	1,135,977,186	22.4%	84,390,452	5.3%	13.5x
3	India	391,278,541	7.7%	166,297,747	10.4%	2.4x
4	United Kingdom	197,404,623	3.9%	89,726,007	5.6%	2.2x
5	Philippines	144,663,278	2.9%	11,110,124	0.7%	13.0x
6	South Africa	107,451,198	2.1%	116,342,069	7.3%	0.9x
7	Nigeria	89,848,935	1.8%	2,884,122	0.2%	31.2x
8	Romania	62,286,761	1.2%	30,044,024	1.9%	2.1x
9	China	54,403,922	1.1%	7,471,365	0.5%	7.3x
10	Malaysia	47,201,472	0.9%	5,859,766	0.4%	8.1x
11	Brunei	39,272,572	0.8%	15,657,179	1.0%	2.5x
12	Saudi Arabia	35,622,323	0.7%	3,723,609	0.2%	9.6x
13	Israel	33,906,466	0.7%	21,748,162	1.4%	1.6x
14	Australia	32,267,923	0.6%	11,390,551	0.7%	2.8x
15	Canada	30,846,195	0.6%	26,110,308	1.6%	1.2x
16	Kenya	30,547,361	0.6%	10,343,288	0.6%	3.0x
17	Italy	29,488,307	0.6%	7,605,276	0.5%	3.9x
18	Pakistan	28,849,805	0.6%	8,127,478	0.5%	3.5x
19	Bangladesh	26,267,624	0.5%	24,051,999	1.5%	1.1x
20	France	22,797,962	0.5%	13,454,907	0.8%	1.7x
	Other Countries	538,586,636	10.6%	203,041,854	12.7%	2.7x
	Total	5,071,701,124	100.0%	1,593,653,162	100.0%	3.2x

AdMob Mobile Metrics Report

September 2008



Featured Section: Yearly Change in the US Top Handsets

As part of our review of the first year of AdMob Mobile Metrics, we compare the top handsets in the US from September 2007 to September 2008.

Over the last year, AdMob's network in the US has seen rapid growth from both existing and new publishers.

* US ad requests increased from 734 million in September 2007 to 2.0 billion in September 2008.

* 3,538 mobile sites and applications served ad requests in the US in September 2008, up from 1,341 in September 2007.

Highlights

* Motorola RAZR and KRZR continue to be incredibly popular phones and maintain the top two positions in the US.

* 16 of the current Top 20 devices are new from September 2007. These new devices deliver an improved mobile web browsing experience including larger screen sizes, faster network connections, and other enhanced capabilities.

* The Danger Sidekick II and Blackberry 8100 also remained in the Top 20 from September 2007.

* 6 phones in the Top 20 in September 2008 have XL screen sizes, double the number in September 2007.⁽¹⁾

* Mobile web traffic from WiFi devices such as the Sony PSP and Apple iPod Touch has also been increasing. The Sony PSP was the number 13 device in September 2008 with 1.6% share of requests.

United States, September 2007

Rank	Manufacturer	Model
1	Motorola	RAZR V3
2	Motorola	KRZR K1c
3	RIM	BlackBerry 8700
4	RIM	BlackBerry 8100
5	Samsung	I607 BlackJack
6	Samsung	A900
7	RIM	BlackBerry 8800
8	Sanyo	SCP6600
9	Danger	Sidekick II
10	LG	LX550
11	Nokia	2865i
12	Samsung	A707
13	Sanyo	8300
14	LG	VX8300
15	Samsung	M610
16	Sanyo	8400
17	LG	CU500
18	Nokia	6265i
19	Samsung	T609
20	Nokia	6133

United States, September 2008

Rank	Manufacturer	Model
1	Motorola	RAZR V3
2	Motorola	KRZR K1c
3	Motorola	W385
4	Motorola	Z6m
5	RIM	BlackBerry 8100
6	Palm	Centro
7	Apple	iPhone
8	RIM	BlackBerry 8300
9	Kyocera	K24
10	LG	LX260
11	Samsung	M800 (Instinct)
12	Samsung	R410
13	Sony	PlayStation Portable
14	Samsung	R430
15	Danger	Sidekick II
16	Huawei	M318
17	Samsung	I617 (BlackJack II)
18	Samsung	R450
19	SonyEricsson	W580i
20	Motorola	V323i

Notes

1) AdMob follows the Mobile Marketing Association guidelines to identify phones with an XL screen.

Apple iPhone data includes ad requests from both mobile websites and iPhone applications.

AdMob Mobile Metrics Report

September 2008



Featured Section: Yearly Change in the UK Top Handsets

As part of our review of the first year of AdMob Mobile Metrics, we compare the top handsets in the UK from September 2007 to September 2008.

Over the last year, AdMob's network in the UK has seen rapid growth from both existing and new publishers.

* UK ad requests more than doubled from 90 million in September 2007 to 197 million in September 2008.

* 2,526 mobile sites and applications served ad requests in the UK in September 2008, up from 1,069 in September 2007.

Highlights

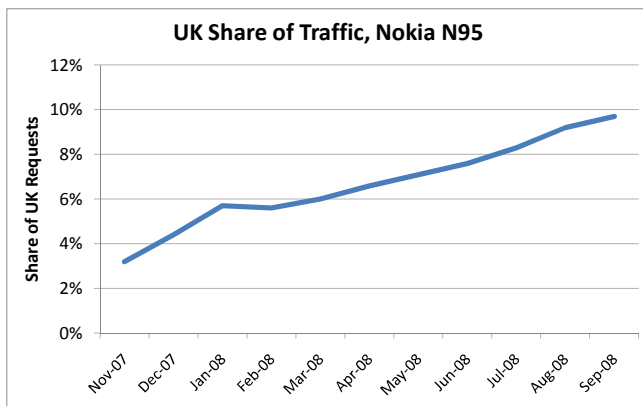
* Nokia N95 gained share steadily throughout the year and is now the leading handset with 9.7% share of requests.

* SonyEricsson currently has 10 devices in the Top 20; the K800i and W810i remained in the Top 5 from 2007.

* 14 of the handsets are new to the Top 20, only slightly less turnover than in the US.

* There are 4 smartphones in the Top 20: Nokia N95, Apple iPhone, SonyEricsson W910i, and Nokia N73.

* Apple iPhone share of requests was 2.2% in September 2008, up from 0.8% in August 2008.



United Kingdom, September 2007

Rank	Manufacturer	Model
1	SonyEricsson	K800i
2	ZTE	F866
3	SonyEricsson	K610i
4	SonyEricsson	W850i
5	SonyEricsson	W810i
6	Nokia	N73
7	Nokia	6280
8	NEC	e616
9	Nokia	6630
10	Nokia	6680
11	Nokia	6230i
12	Nokia	N70
13	SonyEricsson	K750i
14	Motorola	C975
15	Nokia	6288
16	SonyEricsson	K608i
17	Samsung	E900
18	Nokia	6230
19	LG	U880
20	Nokia	6300

United Kingdom, September 2008

Rank	Manufacturer	Model
1	Nokia	N95
2	SonyEricsson	K800i
3	SonyEricsson	W810i
4	SonyEricsson	W580i
5	Samsung	G600
6	Apple	iPhone
7	Amoi	Skypephone
8	SonyEricsson	W910i
9	SonyEricsson	W880i
10	Samsung	E250
11	Nokia	6300
12	Nokia	6500s
13	SonyEricsson	K850i
14	SonyEricsson	W850i
15	SonyEricsson	W200i
16	Nokia	N73
17	Samsung	J700
18	LG	KU990
19	SonyEricsson	K610i
20	SonyEricsson	C902

Notes

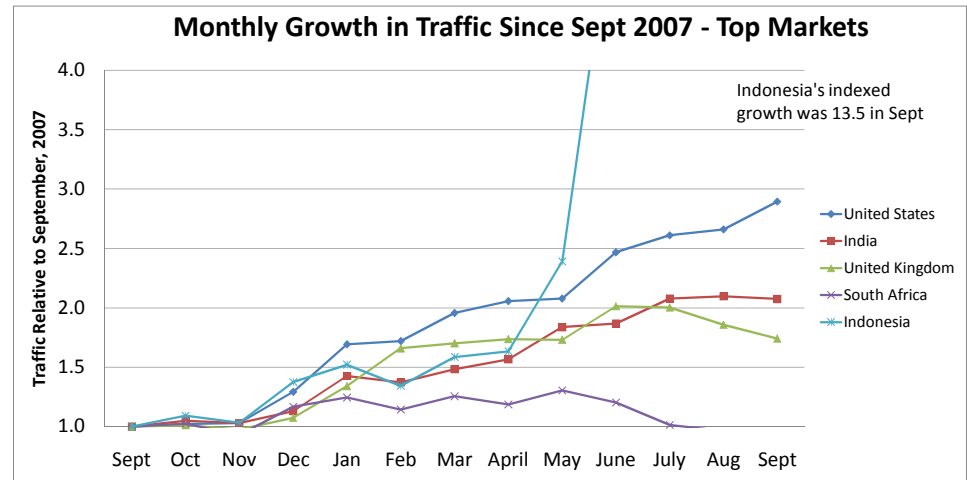
Apple iPhone data includes ad requests from both mobile websites and iPhone applications.

Ad Requests by Geography - September 2008

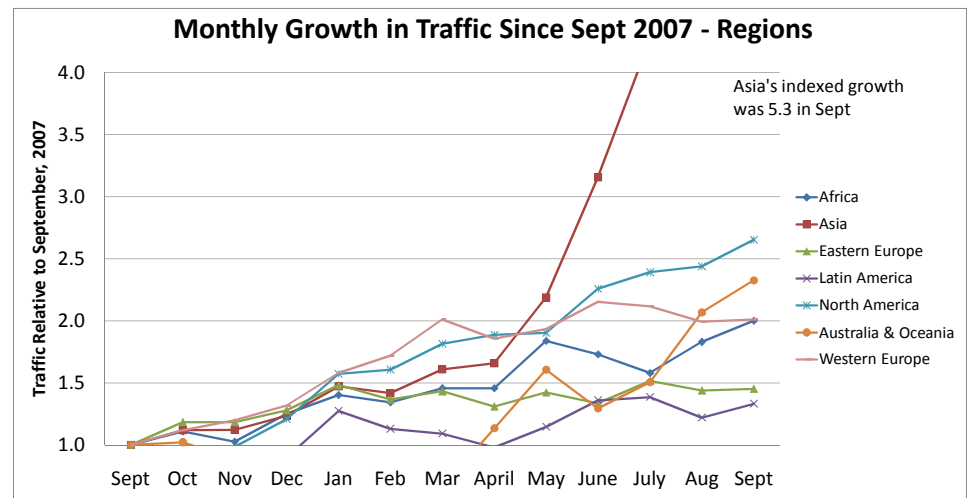
Ads Served: 4,532,616,676
 Requests: 5,071,701,124



Country	Requests	% of Requests	% Share Change
United States	1,992,732,034	39.3%	3.5%
Indonesia	1,135,977,186	22.4%	1.7%
India	391,278,541	7.7%	0.0%
United Kingdom	197,404,623	3.9%	-0.2%
Philippines	144,663,278	2.9%	-0.1%
South Africa	107,451,198	2.1%	-0.2%
Nigeria	89,848,935	1.8%	0.5%
Romania	62,286,761	1.2%	0.0%
China	54,403,922	1.1%	0.0%
Malaysia	47,201,472	0.9%	0.2%
Other Countries ^{(1) (2)}	848,453,174	16.7%	-5.4%
Total	5,071,701,124	100.0%	



Region	Requests	% of Requests	% Share Change
Asia	2,081,462,275	41.0%	2.2%
North America	2,035,689,882	40.1%	3.5%
Africa	315,233,158	6.2%	0.6%
Western Europe	313,641,707	6.2%	0.1%
Eastern Europe	111,366,468	2.2%	0.0%
Latin America	85,830,977	1.7%	0.2%
Oceania	36,663,643	0.7%	0.1%
Other ⁽²⁾	91,813,014	1.8%	-6.6%
Total	5,071,701,124	100.0%	



Notes

• Month-over-month share change calculated as % of current month requests less percent of prior month requests.

(1) Other includes 34 countries having more than 10 million requests.

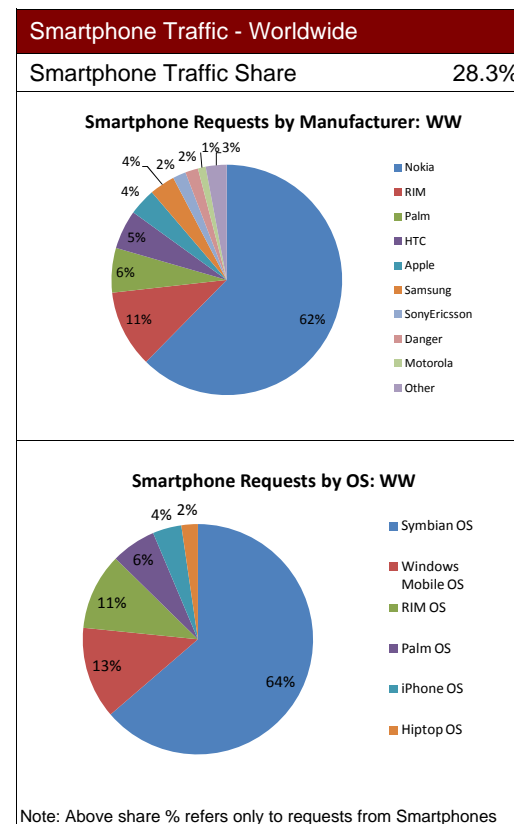
(2) Other includes unclassified requests where the country of origin could not be determined. Targeted ads were not shown to these requests.

Worldwide Handset Data - September 2008

Ads Served: 4,532,616,676
 Requests: 5,071,701,124

Top Device Mfrs	% of Requests	Share Chg %
Nokia	35.2%	1.5%
Motorola	13.7%	0.0%
SonyEricsson	12.3%	0.7%
Samsung	10.1%	1.1%
LG	4.2%	0.5%
RIM	3.5%	0.7%
Apple	2.5%	1.3%
Kyocera	2.1%	-0.1%
Palm	1.8%	0.2%
HTC	1.6%	0.3%
Other ⁽¹⁾	12.9%	
Total	100.0%	

Top Handset Models		% of Requests	Share Chg %
Motorola	RAZR V3	4.0%	0.3%
Nokia	N70	3.2%	0.1%
Motorola	KRZR K1c	2.2%	-0.1%
Apple	iPhone	2.1%	1.1%
Motorola	W385	1.9%	-0.1%
RIM	BlackBerry 8100	1.6%	0.3%
Nokia	6300	1.5%	0.1%
Motorola	Z6m	1.5%	0.1%
Nokia	6600	1.5%	0.2%
Nokia	N73	1.5%	0.2%
RIM	BlackBerry 8300	1.4%	0.4%
Nokia	N95	1.4%	-0.1%
Palm	Centro	1.4%	0.1%
Nokia	3110c	1.4%	0.2%
Nokia	5300	1.4%	0.1%
Nokia	N80	1.1%	-0.2%
Nokia	7610	1.1%	0.1%
Kyocera	K24	1.0%	-0.1%
Nokia	5200	1.0%	0.1%
SonyEricsson	W200i	0.9%	0.1%
Total		33.2%	



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	79.5%
Supports Streaming Video	58.0%
Able to Download Video Clips	73.5%
Supports WAP Push Messages	82.4%

MMA Standard Screen Size	Share %
Small	31.9%
Medium	28.8%
Large	25.7%
X-Large	13.6%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: None.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

United States Handset Data - September 2008



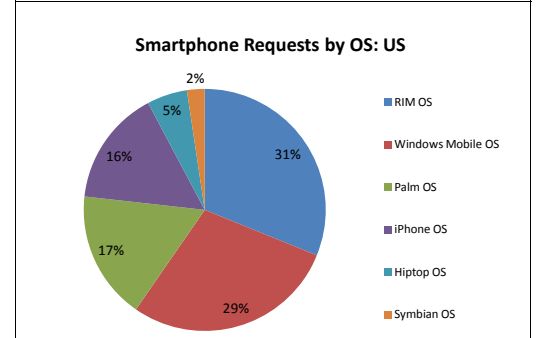
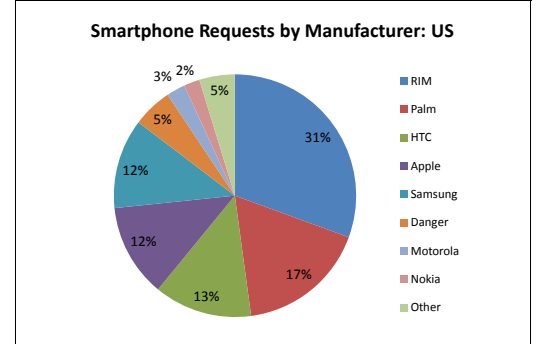
Ads Served: 1,791,510,405
 Requests: 1,992,732,034

Top Device Mfrs	% of Requests	Share Chg %
Motorola	28.9%	-3.0%
Samsung	17.5%	1.2%
LG	8.2%	0.5%
RIM	7.9%	0.4%
Kyocera	5.1%	-0.7%
Nokia	4.6%	-0.7%
Palm	4.5%	0.0%
Apple	3.9%	1.6%
HTC	3.6%	0.2%
SonyEricsson	1.8%	0.0%
Sony	1.7%	0.6%
Sanyo	1.6%	-0.1%
UTStarcom	1.4%	-0.1%
Danger	1.4%	0.1%
Huawei	1.2%	0.1%
Other ⁽¹⁾	6.9%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Motorola RAZR V3	8.7%	-0.7%
Motorola KRZR K1c	5.4%	-0.9%
Motorola W385	4.7%	-0.8%
Motorola Z6m	3.9%	-0.2%
RIM BlackBerry 8100	3.7%	0.2%
Palm Centro	3.4%	-0.1%
Apple iPhone	3.2%	1.3%
RIM BlackBerry 8300	3.1%	0.4%
Kyocera K24	2.6%	-0.5%
LG LX260	2.1%	0.0%
Samsung M800 (Instinct)	1.7%	0.4%
Samsung R410	1.7%	-0.1%
Sony PSP	1.6%	0.6%
Samsung R430	1.5%	0.2%
Danger Sidekick II	1.4%	0.1%
Huawei M318	1.2%	0.1%
Samsung I617 (BlackJack II)	1.0%	0.1%
Samsung R450	0.9%	0.7%
SonyEricsson W580i	0.9%	0.0%
Motorola V323i	0.9%	-0.2%
Total	53.5%	

Smartphone Traffic - US

Smartphone Traffic Share 25.6%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities % Capable

Supports Polyphonic Ringtones	54.0%
Supports Streaming Video	27.2%
Able to Download Video Clips	58.7%
Supports WAP Push Messages	81.6%

MMA Standard Screen Size Share %

Small	24.9%
Medium	30.3%
Large	22.4%
X-Large	22.4%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Sony PSP, Huawei M318, Samsung I617, and Samsung R450.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

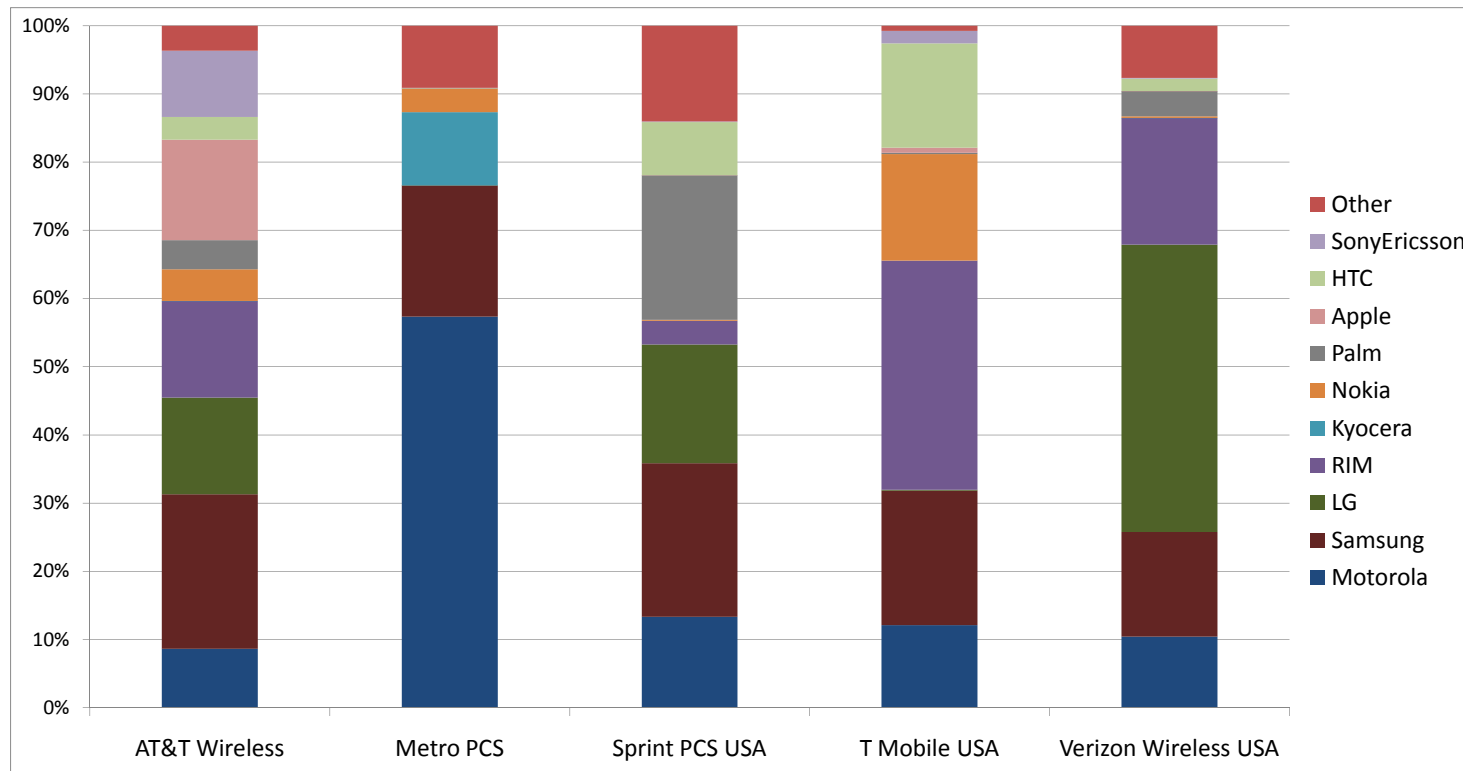
United States Handset Data

September 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - US



Notes

- 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.
- Other includes all manufacturers with greater than 1.5% share.

India Handset Data - September 2008

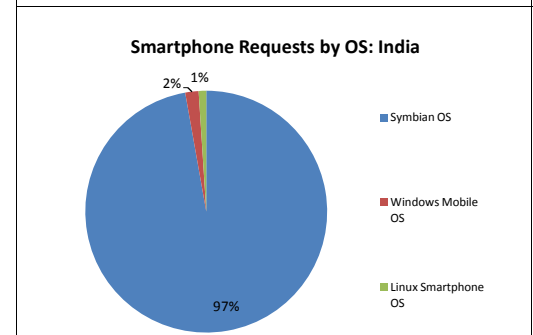
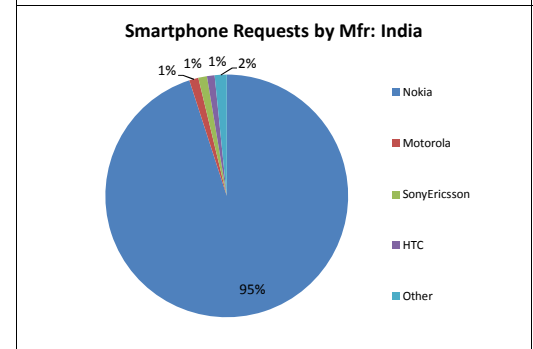
Ads Served: 378,366,349
 Requests: 391,278,541

Top Device Mfrs	% of Requests	Share Chg %
Nokia	65.8%	-0.2%
SonyEricsson	13.6%	-0.7%
Samsung	2.8%	-0.3%
Motorola	2.7%	-0.5%
Other ⁽¹⁾	15.2%	1.7%
Total	100.0%	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	7.4%	-0.3%
Nokia	3110c	5.1%	0.5%
Nokia	6233	4.2%	0.0%
Nokia	N73	3.4%	0.2%
Nokia	6600	3.3%	-0.2%
Nokia	2626	3.0%	0.1%
Nokia	6030	3.0%	-0.3%
Nokia	N80	2.9%	0.1%
SonyEricsson	W200i	2.3%	-0.1%
Nokia	6300	2.2%	0.0%
Nokia	5300	2.1%	0.0%
Nokia	5200	2.1%	0.0%
Nokia	N72	2.1%	0.0%
Nokia	3500c	1.9%	0.1%
Nokia	7610	1.8%	-0.1%
Nokia	6630	1.7%	-0.1%
Nokia	3230	1.6%	-0.1%
SonyEricsson	K750i	1.3%	-0.1%
Nokia	6070	1.2%	-0.1%
Nokia	2600c	1.1%	0.1%
Total		53.6%	

Smartphone Traffic - India

Smartphone Traffic Share 31.2%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	85.7%
Supports Streaming Video	78.4%
Able to Download Video Clips	85.3%
Supports WAP Push Messages	87.2%

MMA Standard Screen Size	Share %
Small	33.7%
Medium	31.1%
Large	21.2%
X-Large	14.0%

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 2600c.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

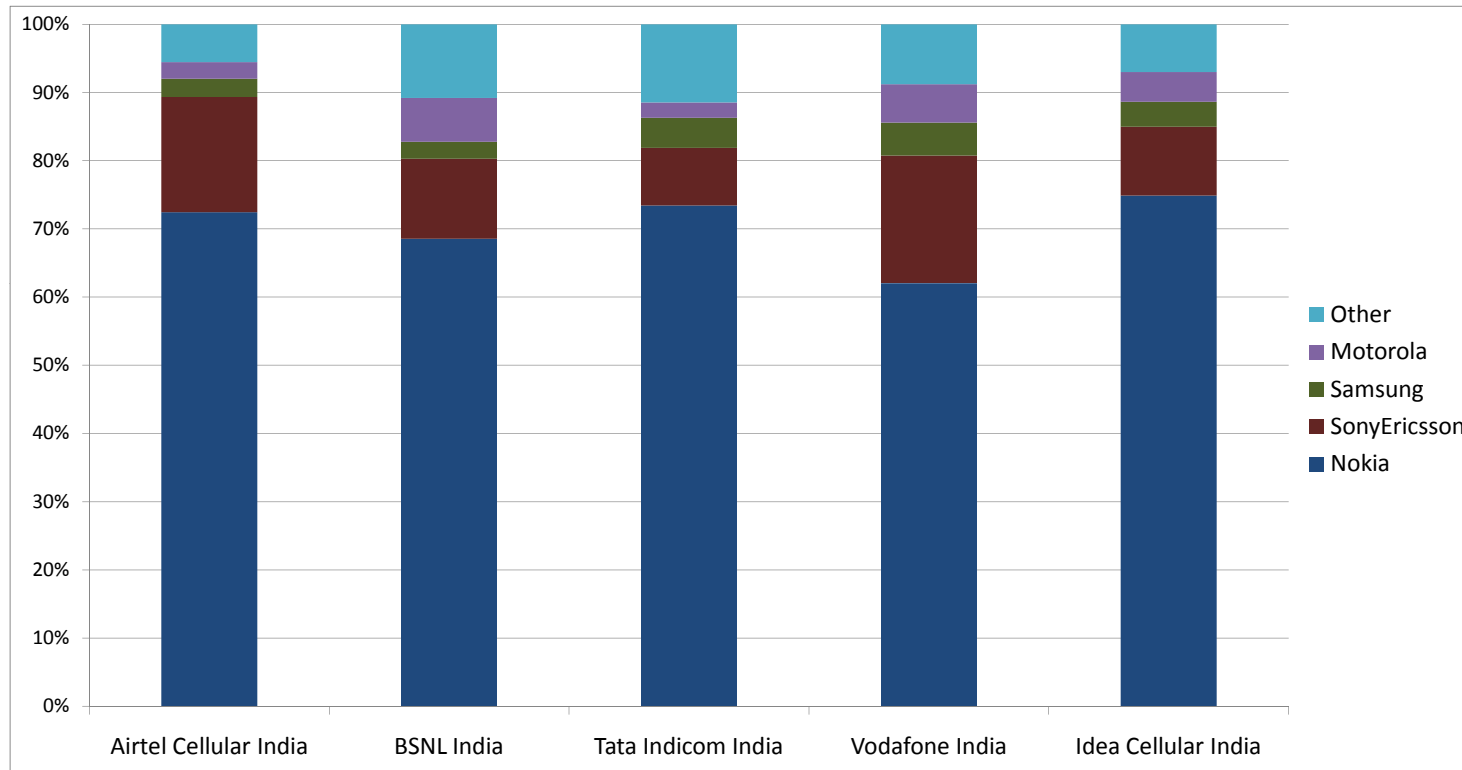
India Handset Data

September 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - India



Notes

- Other includes all manufacturers with greater than 1% share.

Indonesia Handset Data - September 2008

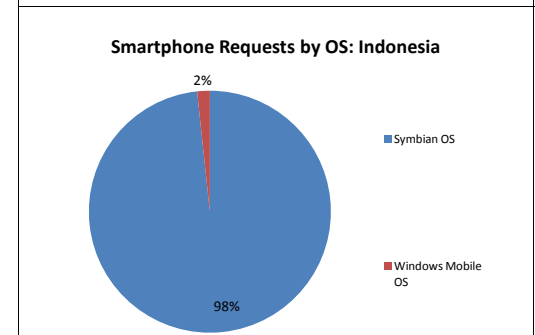
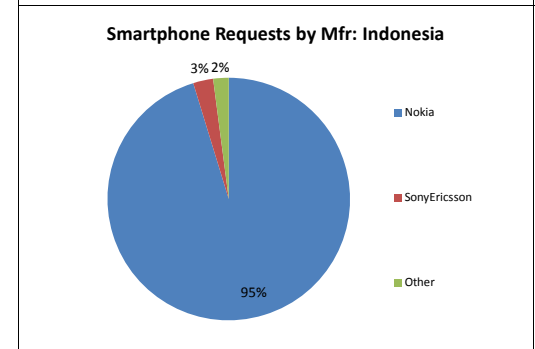
Ads Served: 1,089,351,355
 Requests: 1,135,977,186

Top Device Mfrs	% of Requests	Share Chg %
Nokia	66.8%	0.7%
SonyEricsson	25.3%	-0.2%
Motorola	1.6%	-0.2%
Other ⁽¹⁾	6.3%	
Total	100.0%	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	6.5%	0.0%
Nokia	6600	4.2%	0.3%
Nokia	5300	4.0%	0.1%
Nokia	6300	3.5%	0.2%
Nokia	7610	3.1%	0.0%
Nokia	3230	2.9%	-0.1%
Nokia	N73	2.7%	0.1%
Nokia	N80	2.5%	-0.4%
Nokia	3110c	2.4%	0.3%
Nokia	5200	2.4%	0.1%
Nokia	3500c	2.2%	0.3%
SonyEricsson	K510i	1.9%	0.0%
SonyEricsson	W200i	1.9%	0.1%
Nokia	5310	1.8%	0.2%
Nokia	6120c	1.8%	-0.1%
Nokia	6030	1.6%	-0.1%
Nokia	6070	1.4%	-0.1%
SonyEricsson	K550i	1.4%	0.1%
Nokia	6630	1.3%	0.0%
SonyEricsson	K310i	1.3%	-0.1%
Total		50.7%	

Smartphone Traffic - Indonesia

Smartphone Traffic Share 36.9%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities % Capable

Supports Polyphonic Ringtones	97.2%
Supports Streaming Video	86.5%
Able to Download Video Clips	90.0%
Supports WAP Push Messages	95.0%

MMA Standard Screen Size Share %

Small	31.3%
Medium	35.7%
Large	28.7%
X-Large	4.3%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: None.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

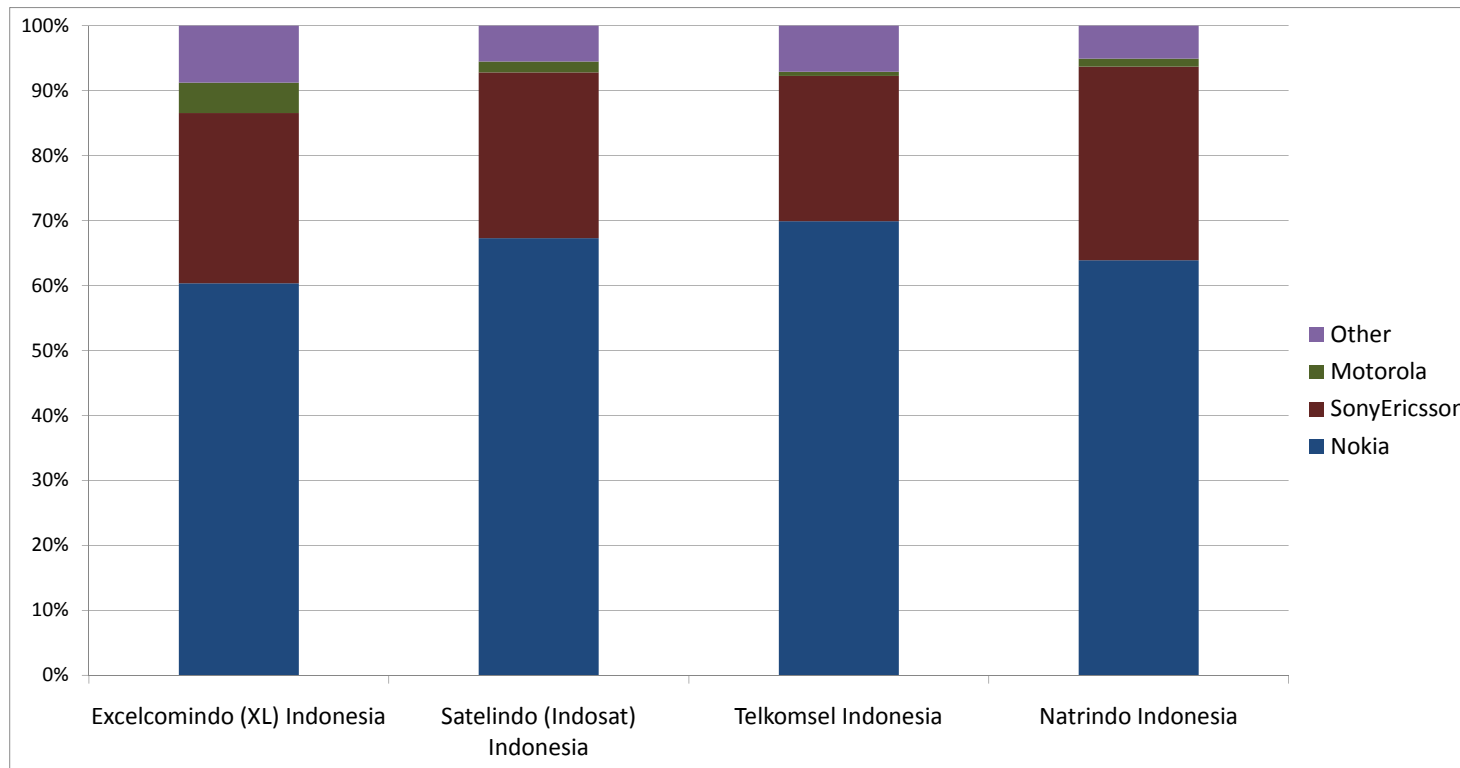
Indonesia Handset Data

September 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - Indonesia



Notes

- Other includes all manufacturers with greater than 1% share.

United Kingdom Handset Data - September 2008

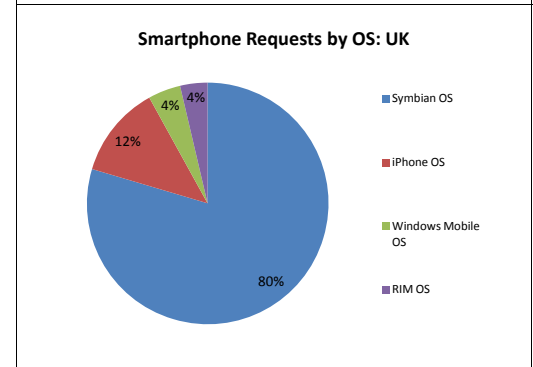
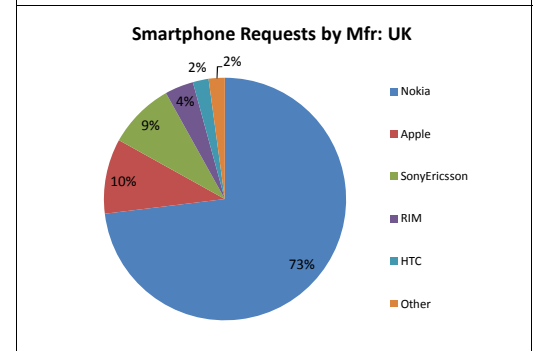
Ads Served: 194,763,143
 Requests: 197,404,623

Top Device Mfrs	% of Requests	Share Chg %
SonyEricsson	34.1%	-0.4%
Nokia	26.8%	0.0%
Samsung	14.9%	0.4%
LG	4.3%	-0.3%
Apple	2.8%	1.8%
Amoi	2.1%	-0.3%
Motorola	1.6%	-0.2%
Other ⁽¹⁾	13.4%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Nokia N95	9.7%	0.5%
SonyEricsson K800i	7.3%	-0.1%
SonyEricsson W810i	2.5%	-0.2%
SonyEricsson W580i	2.5%	0.1%
Samsung G600	2.2%	-0.1%
Apple iPhone	2.2%	1.4%
Amoi Skypephone	2.1%	-0.3%
SonyEricsson W910i	2.1%	0.1%
SonyEricsson W880i	2.1%	0.1%
Samsung E250	1.9%	0.2%
Nokia 6300	1.9%	0.0%
Nokia 6500s	1.6%	0.1%
SonyEricsson K850i	1.4%	-0.1%
SonyEricsson W850i	1.4%	-0.2%
SonyEricsson W200i	1.3%	-0.1%
Nokia N73	1.3%	-0.1%
Samsung J700	1.2%	0.2%
LG KU990	1.1%	0.0%
SonyEricsson K610i	1.1%	-0.1%
SonyEricsson C902	1.1%	0.3%
Total	47.9%	

Smartphone Traffic - UK

Smartphone Traffic Share 21.6%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities % Capable

Supports Polyphonic Ringtones	83.5%
Supports Streaming Video	78.5%
Able to Download Video Clips	91.7%
Supports WAP Push Messages	85.7%

MMA Standard Screen Size Share %

Small	12.4%
Medium	18.2%
Large	57.2%
X-Large	12.2%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Samsung J700 and SonyEricsson C902.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

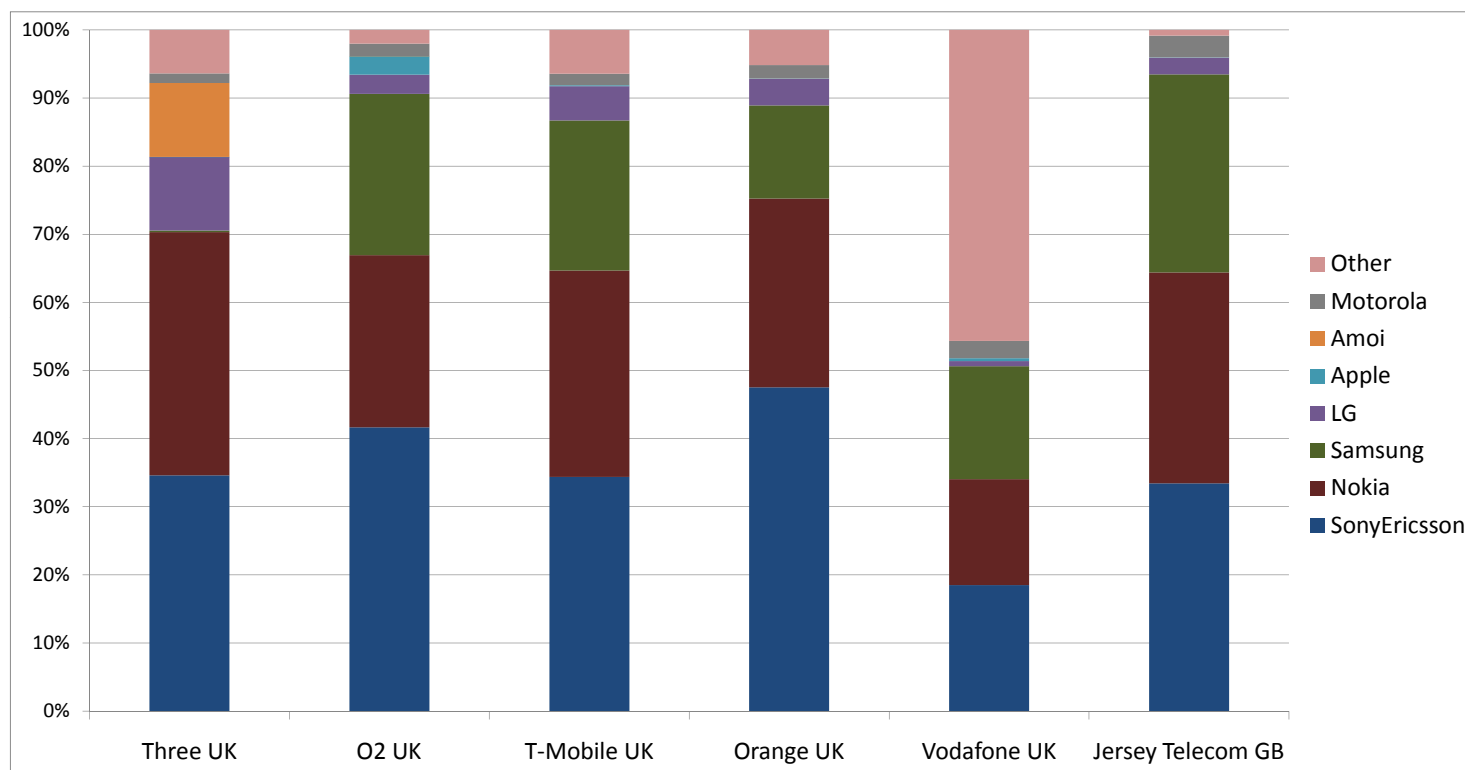
United Kingdom Handset Data

September 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - United Kingdom



Notes

- Other includes all manufacturers with greater than 1% share.

Philippines Handset Data - September 2008

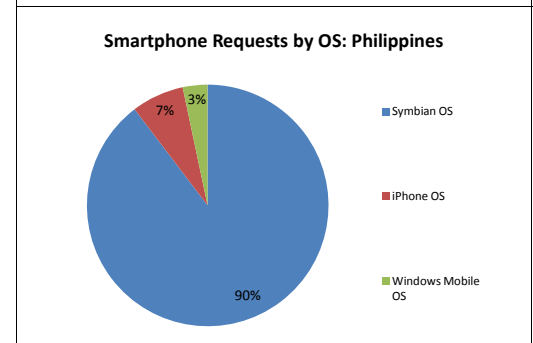
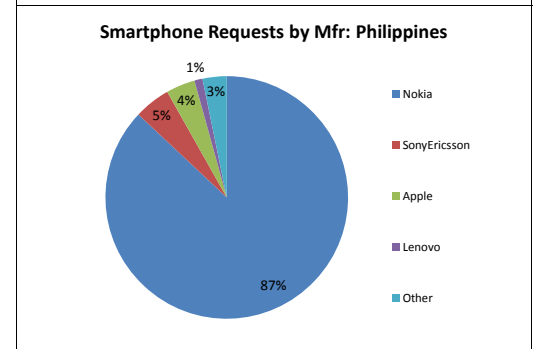
Ads Served: 123,800,186
 Requests: 144,663,278

Top Device Mfrs	% of Requests	Share Chg %
Nokia	61.6%	-2.5%
SonyEricsson	9.2%	0.5%
Motorola	3.5%	1.3%
Sony	2.5%	-0.2%
Apple	2.4%	0.3%
Samsung	1.7%	0.2%
Other ⁽¹⁾	19.1%	
Total	100.0%	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	4.8%	-0.4%
Nokia	N95	3.7%	-0.2%
Nokia	3510i	2.9%	0.4%
Sony	PSP	2.5%	-0.2%
Nokia	6630	2.2%	-0.5%
Nokia	3650	2.1%	0.6%
Nokia	6070	2.1%	-0.5%
Nokia	6300	2.0%	0.1%
Nokia	N80	1.9%	-0.4%
Nokia	6600	1.9%	-0.7%
Nokia	6120c	1.8%	-0.2%
Nokia	6020	1.8%	-0.6%
Nokia	3110c	1.7%	0.0%
Nokia	3200	1.7%	0.6%
Nokia	2630	1.6%	0.0%
Nokia	6680	1.5%	-0.4%
Nokia	3220	1.5%	-0.5%
Nokia	3100	1.5%	0.2%
Apple	iPhone	1.2%	0.3%
Nokia	2600c	1.2%	0.1%
Total		41.6%	

Smartphone Traffic - Philippines

Smartphone Traffic Share 36.0%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities % Capable

Supports Polyphonic Ringtones	85.2%
Supports Streaming Video	61.7%
Able to Download Video Clips	80.8%
Supports WAP Push Messages	78.2%

MMA Standard Screen Size Share %

Small	34.1%
Medium	23.3%
Large	21.1%
X-Large	21.5%

Notes

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

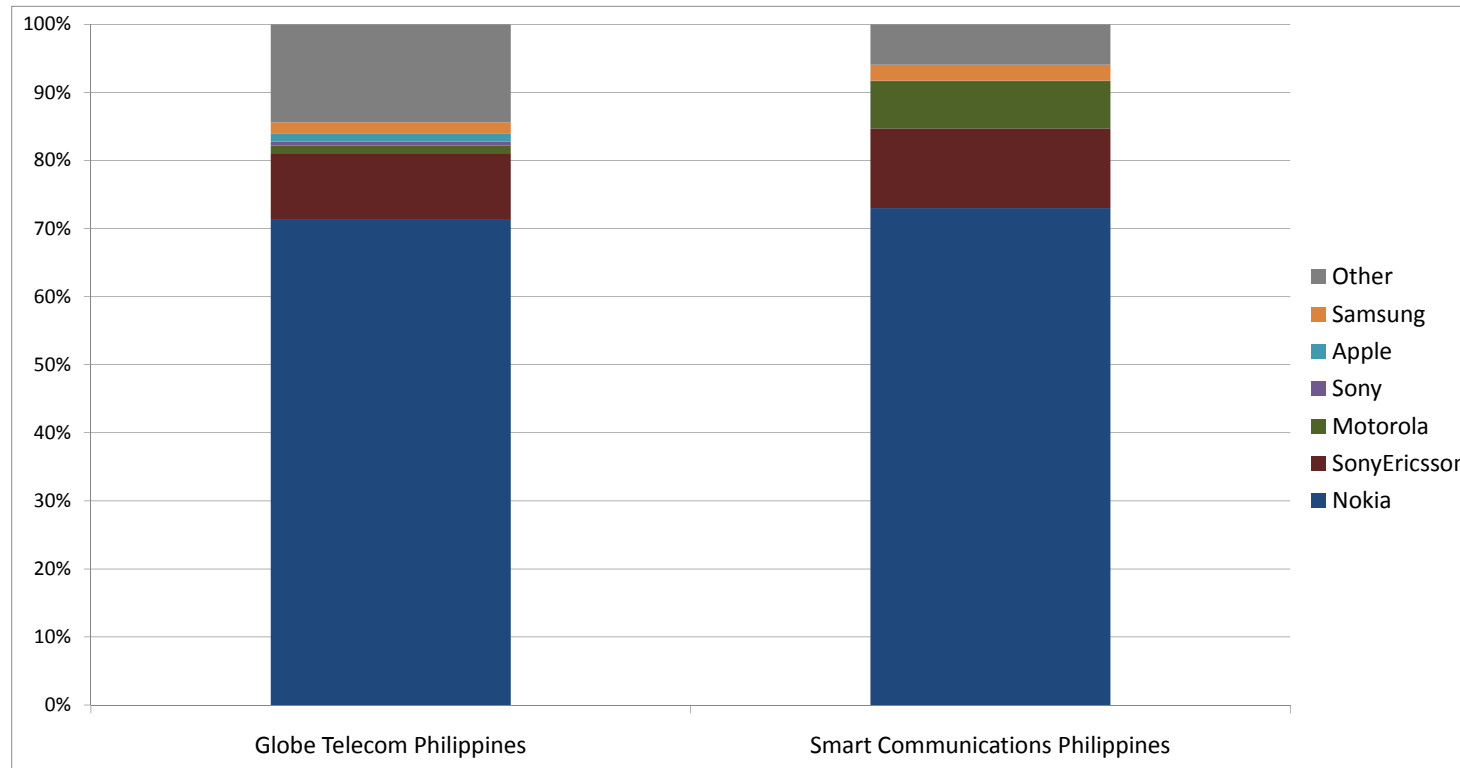
Philippines Handset Data

September 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - Philippines



Notes

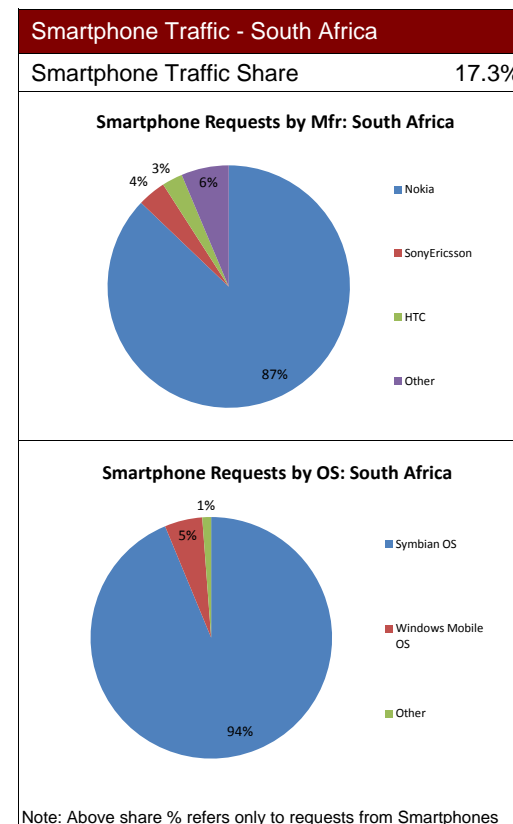
- Other includes all manufacturers with greater than 1% share.

South Africa Handset Data - September 2008

Ads Served: 105,409,625
 Requests: 107,451,198

Top Device Mfrs	% of Requests	Share Chg %
Nokia	37.8%	0.2%
Samsung	31.0%	0.3%
Motorola	11.7%	-0.4%
SonyEricsson	10.3%	-0.2%
LG	2.7%	-0.1%
Other ⁽¹⁾	6.5%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Samsung E250	9.8%	0.2%
Motorola V360	7.5%	-0.1%
Nokia N70	4.4%	-0.2%
Samsung J750	3.5%	0.1%
Samsung E370	2.2%	-0.2%
Nokia 6234	2.0%	-0.1%
Samsung D900i	1.9%	0.1%
Nokia N73	1.8%	0.0%
Nokia 5200	1.6%	0.0%
Nokia 6300	1.5%	0.1%
Nokia 2760	1.3%	0.0%
Samsung U700	1.3%	0.0%
Nokia 6111	1.2%	0.1%
Samsung D500	1.2%	0.0%
Nokia 6110	1.2%	0.0%
Nokia 6085	1.1%	0.0%
Motorola RAZR V3	1.1%	0.0%
SonyEricsson K800i	1.1%	-0.1%
Nokia N80	1.1%	-0.2%
LG KG290	1.1%	0.0%
Total	47.7%	



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	92.8%
Supports Streaming Video	69.4%
Able to Download Video Clips	83.4%
Supports WAP Push Messages	94.0%

MMA Standard Screen Size	Share %
Small	38.3%
Medium	27.2%
Large	29.7%
X-Large	4.8%

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 RAZR V3.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

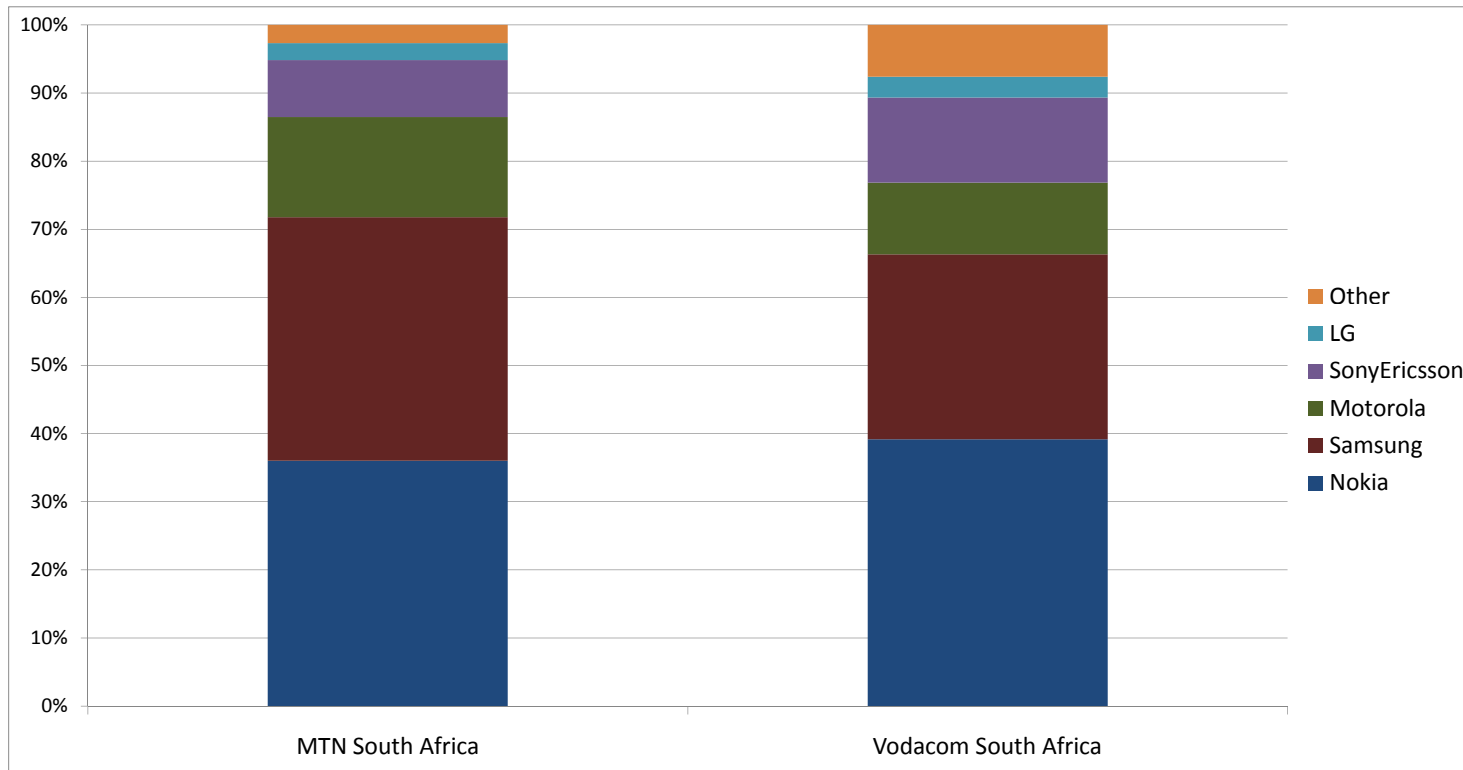
South Africa Handset Data

September 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - South Africa



Notes

- Other includes all manufacturers with greater than 1% share.

AdMob Mobile Metrics Report

September 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 38 billion ads since launching in January 2006. 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 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. AdMob now also serves mobile ads into iPhone applications. The traffic from these applications is included in the Metrics report.

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.

Data Quality

As part of our ongoing quality initiatives, AdMob implemented certain minimum thresholds to limit ads served in low performing inventory. These initiatives cause a slight decline in fill rate, or the percentage of requests for which we serve an ad.

Questions

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

