



## AdMob Mobile Metrics Report

AdMob serves ads for more than 6,000 mobile web sites and 400 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 the data to provide insight into trends in the mobile ecosystem.

December 2008

Find archived reports and sign up for future report notifications at [www.admob.com/metrics](http://www.admob.com/metrics).



# AdMob Mobile Metrics Report

December 2008



## New and Noteworthy

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\* For this month's feature, we look at the huge growth of the iPod Touch on our network. Amazingly, iPod Touch requests doubled overnight on Christmas and remained strong throughout the remainder of the month. In December, the iPod Touch generated 3.4 times more requests than in November.

\* This month we also look at smartphone Operating System share. Smartphones continue to increase as a percentage of our network traffic, led by the iPhone. Symbian is still the #1 OS worldwide with 41% share and retains more than 90% share in Africa and Asia; however, the iPhone is challenging it in Latin America and Europe. The iPhone OS has already surpassed the RIM OS and Windows Mobile combined.

\* In the US, the iPhone OS generated 48% of smartphone requests in December, up from only 9% in May. The RIM OS and Windows Mobile follow with 19% and 15% share, respectively. Only 2 full months after launch, Android has captured 2% OS share in the US.

\* Palm OS share was 9% in the US in December. Palm's share reached 20% in June with the success of the Palm Centro, but they have seen their share steadily decline since then.

\* Worldwide iPhone requests grew 86% month over month to 668 million in December, giving the iPhone a 10.8% share of total requests.

\* The G1 (HTC Dream) was the #20 device in the US with 0.8% share in December. G1 requests increased 46% month over month.

\* Worldwide requests increased 9% month over month to 6.3 billion, led by a 20% increase in North America.

AdMob publishes the Mobile Metrics report to provide a measure of mobile web and application usage from our network of more than 6,000 publishers and 400 applications worldwide. Market share is calculated by the percentage of requests received from a particular handset or Operating System; it is a measure of relative mobile web and application usage and does not represent handset sales.

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# AdMob Mobile Metrics Report

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## Featured Section: A Merry Christmas for the iPod Touch

iPod Touch requests on AdMob's network exploded on December 25th. The iPod Touch is a great example of a new line of devices that blur the line between a computer, a mobile phone, and a gaming platform that promise to change the way the mobile web is accessed.

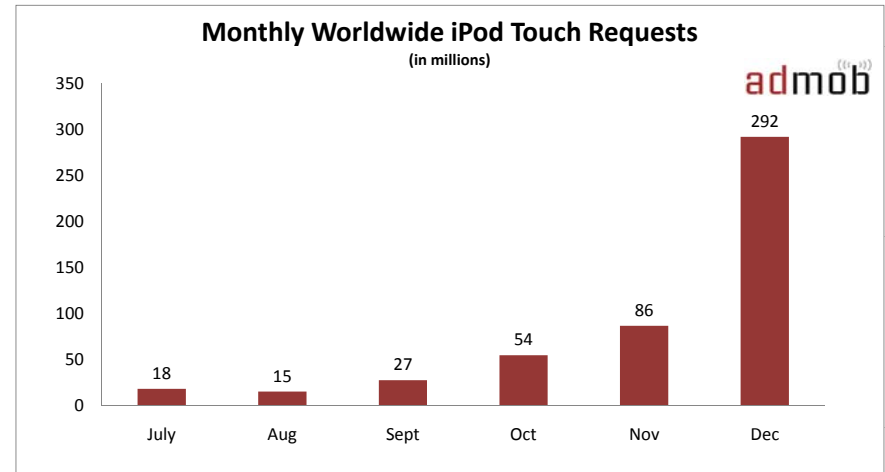
### Highlights

\* Requests from the iPod Touch increased 3.4 times from November to December. iPod Touch requests increased from 18 million in July to 292 million in December.

\* Worldwide iPod Touch traffic increased 2.4 times in the 7 days after Christmas compared to the 7 days before. In the US and UK, requests were 2.7 and 3.2 times higher after Christmas.

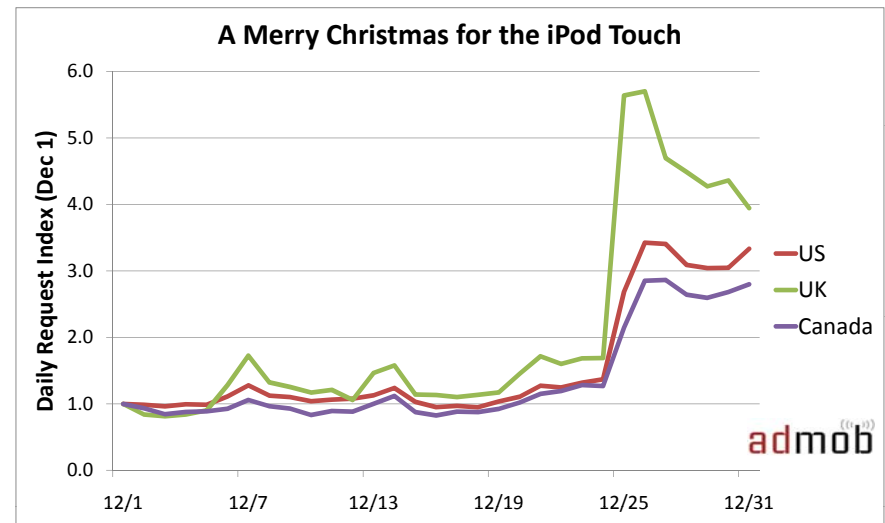
\* In December, 70% of iPod Touch requests were from the US. Other top markets include Canada, United Kingdom, Mexico, Germany, and France.

\* The iPod Touch is now the #2 device in the AdMob network with 4.7% share. Combined, the iPhone and iPod Touch represent 15.5% of all worldwide requests.



### iPod Touch Requests by Country

Country	November Requests	December Requests	Monthly Increase
United States	55,245,340	203,045,892	3.7x
Canada	6,329,934	21,468,174	3.4x
United Kingdom	4,342,249	17,185,011	4.0x
Mexico	2,224,866	6,042,826	2.7x
Germany	1,910,311	5,936,709	3.1x
France	1,696,320	4,875,195	2.9x
Australia	1,169,070	3,718,632	3.2x
Korea	1,104,952	2,866,682	2.6x
Japan	1,411,579	2,697,126	1.9x
Netherlands	594,318	1,570,702	2.6x
Other Countries <sup>1</sup>	10,351,306	22,421,800	--
<b>Total</b>	<b>86,380,245</b>	<b>291,828,749</b>	<b>3.4x</b>



### Notes

AdMob serves ads on mobile web sites and applications. The iPod Touch accesses the mobile web and applications via WiFi.

1) Other Countries includes 43 countries with more than 100,000 iPod Touch requests in December.

# AdMob Mobile Metrics Report

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## Featured Section: Smartphone Operating System Share

Smartphones continue to increase as a percentage of AdMob's network traffic, led by the iPhone. In a market once dominated by Symbian, the iPhone OS is on its heels and has already surpassed the RIM OS and Windows Mobile combined.<sup>(1)</sup>

### Highlights

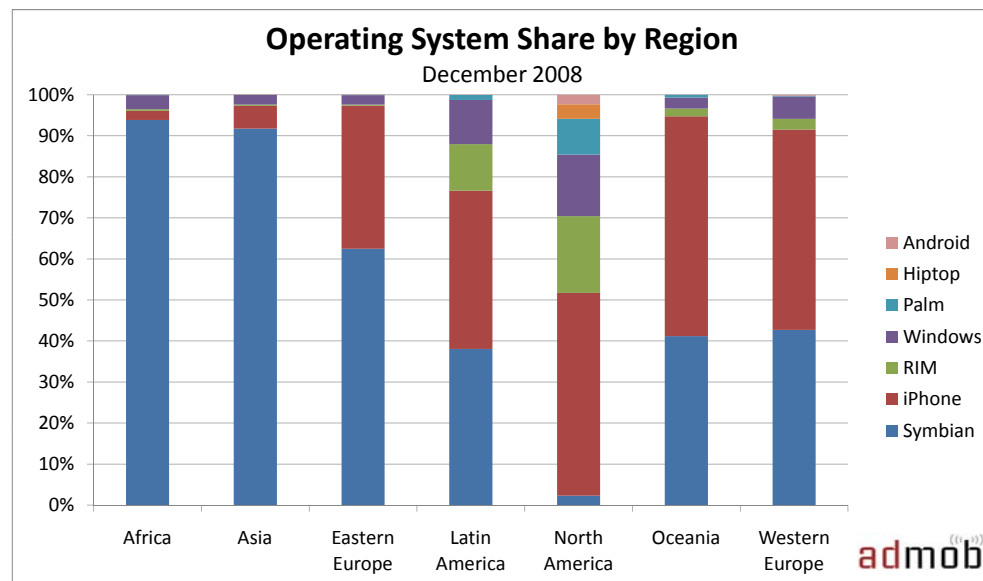
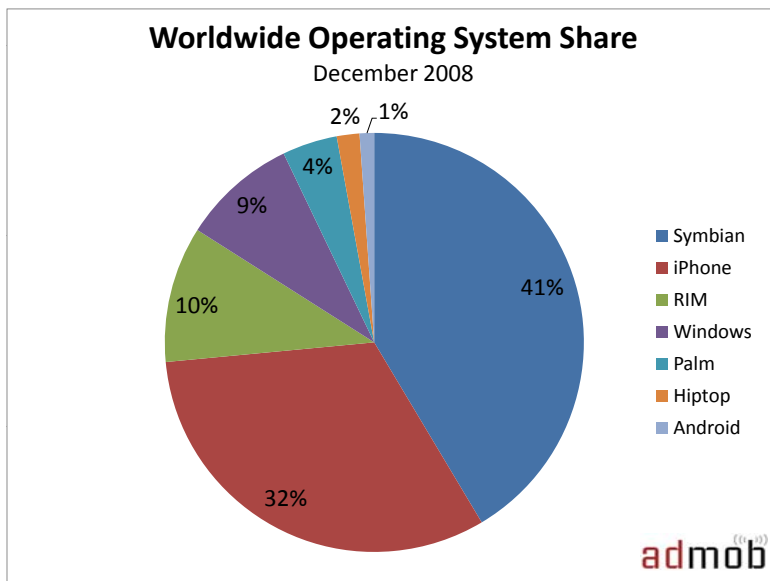
\* Smartphones generated 33% of total requests on AdMob's network in December, up from 22% in May.

\* Symbian is still the #1 OS worldwide with 41% share and retains more than 90% share in Africa and Asia; however, the iPhone is challenging it in Latin America and Europe.

\* The iPhone OS had 32% worldwide share in December, up from 6% in May. The dramatically higher usage of mobile data on the iPhone vs. other devices is responsible for the huge share increase.

\* The RIM OS and Windows Mobile lag Symbian and the iPhone OS with 10% and 9% share, respectively. A majority of RIM and Windows Mobile requests come from North America. In addition, each OS also has 11% share in Latin America.

\* The Palm OS has 4% worldwide share with more than 95% of its requests generated in North America.



### Notes

1) Although it runs the iPhone OS, the Apple iPod Touch was not included in this analysis because AdMob's definition of a Smartphone is a *phone* that has an identifiable Operating System.

The operating share data is based on the percentage of requests received from a particular operating system, not on the number of unique handsets with that operating system.

Hiptop is the Danger Sidekick OS. Negligible share from the Linux OS is not shown above.

# AdMob Mobile Metrics Report

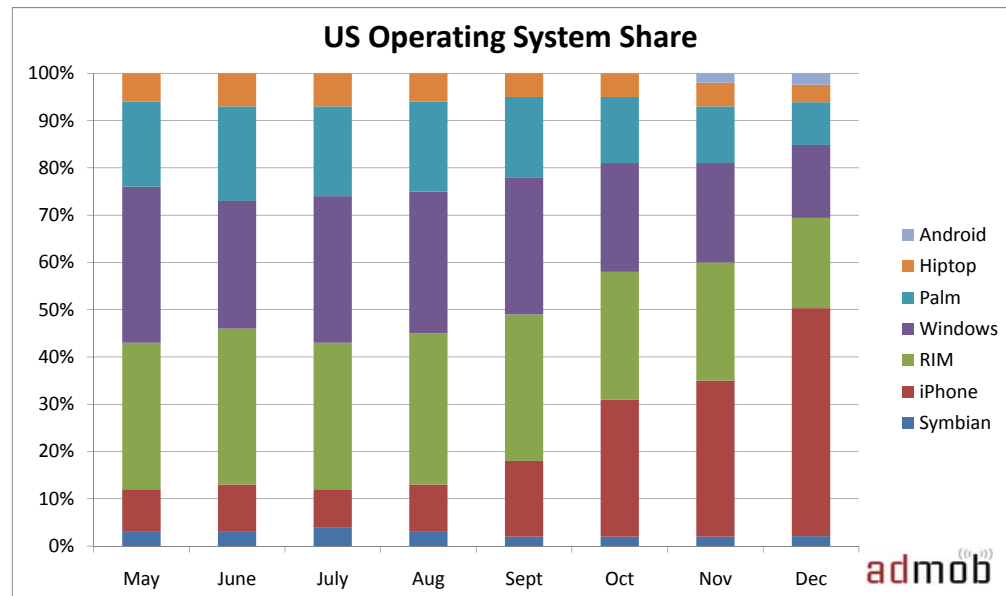
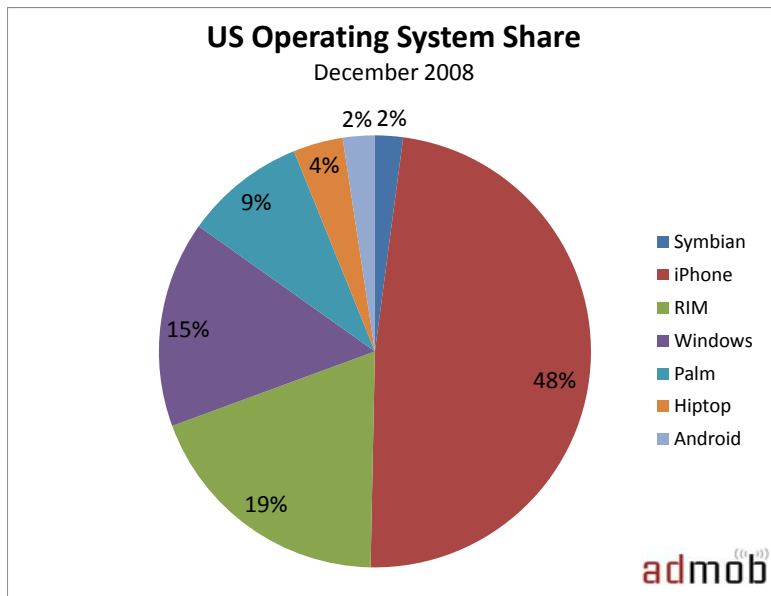
December 2008



## Featured Section: US Smartphone Operating System Share

### Highlights

- \* Smartphones generated 34% of total requests in the US in December, up from 20% in May.
- \* The iPhone OS generated 48% of smartphone requests in December. iPhone share has rapidly increased since the launch of the 3G iPhone and the Apple App Store in July. <sup>(1)</sup>
- \* RIM OS and Windows Mobile have seen their share erode in 2008 and in December generated 19% and 15% share, respectively. The new RIM devices (the Bold, Storm, and Flip) are growing rapidly on a small subscriber base.
- \* Palm OS share was 9% in December. Palm's share reached 20% in June with the success of the Palm Centro, but they have seen their share decline rapidly since then.
- \* Hiptop, the OS on the Danger Sidekick II, continues to hold steady with 4% share.
- \* Only 2 full months after launch, Android has captured 2% OS share and is slightly ahead of Symbian in the US.



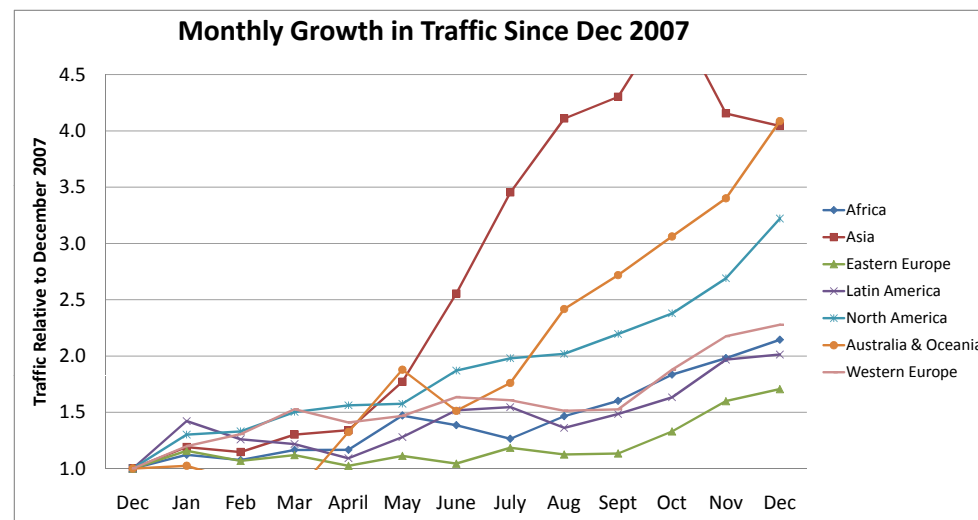
### Notes

1) Although it runs the iPhone OS, the Apple iPod Touch was not included in this analysis because AdMob's definition of a Smartphone is a *phone* that has an identifiable Operating System. The operating share data is based on the percentage of requests received from a particular operating system, not on the number of unique handsets with that operating system. Hiptop is the Danger Sidekick OS. Negligible share from the Linux OS is not shown above.

## Ad Requests by Geography - December 2008

Requests: 6,290,653,484

Country	Requests	% of Requests	% Share Change
United States	2,882,928,175	45.8%	3.8%
Indonesia	828,790,325	13.2%	-3.0%
India	439,975,265	7.0%	-0.9%
United Kingdom	212,247,941	3.4%	-0.9%
Philippines	168,657,447	2.7%	-0.1%
Nigeria	153,119,338	2.4%	0.2%
South Africa	123,215,031	2.0%	-0.1%
Romania	79,080,671	1.3%	-0.3%
Canada	72,354,923	1.2%	0.4%
Saudi Arabia	58,846,664	0.9%	0.1%
Other Countries <sup>(1) (2)</sup>	1,271,437,704	20.2%	
<b>Total</b>	<b>6,290,653,484</b>	<b>100.0%</b>	



Region	Requests	% of Requests	% Share Change
North America	2,986,389,516	47.5%	4.3%
Asia	1,956,394,079	31.1%	-3.7%
Western Europe	468,022,196	7.4%	-0.3%
Africa	422,131,258	6.7%	-0.1%
Eastern Europe	167,515,087	2.7%	-0.1%
Latin America	116,378,353	1.9%	-0.1%
Oceania	57,173,804	0.9%	0.1%
Other <sup>(2)</sup>	116,649,191	1.9%	
<b>Total</b>	<b>6,290,653,484</b>	<b>100.0%</b>	

### Notes

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

(1) Other includes 39 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 - December 2008

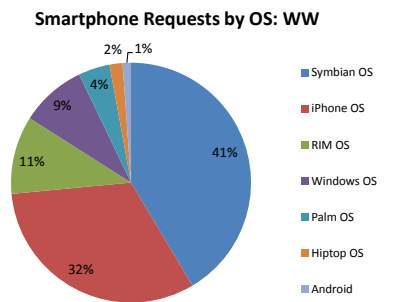
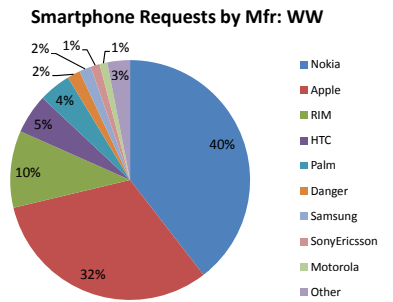
Requests: 6,290,653,484

Top Device Mfrs	% of Requests	Share Chg %
Nokia	29.0%	-2.9%
Apple	15.5%	7.6%
Motorola	11.7%	-1.0%
Samsung	10.5%	-0.3%
SonyEricsson	9.5%	-1.7%
LG	4.1%	-0.2%
RIM	3.5%	-0.4%
HTC	1.8%	0.0%
Kyocera	1.5%	-0.2%
Palm	1.5%	-0.1%
Other <sup>(1)</sup>	11.4%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models	% of Requests	Share Chg %
Apple iPhone	10.8%	4.4%
Apple iPod Touch	4.7%	3.2%
Motorola RAZR V3	3.4%	-0.3%
Nokia N70	2.4%	-0.3%
Motorola KRZR K1c	1.7%	-0.2%
Motorola Z6m	1.6%	0.0%
RIM BlackBerry 8300	1.5%	-0.2%
Motorola W385	1.4%	-0.2%
Nokia 3110c	1.4%	0.0%
RIM BlackBerry 8100	1.3%	-0.2%
Nokia 6300	1.3%	-0.2%
Palm Centro	1.2%	-0.1%
Nokia N73	1.2%	-0.1%
Nokia N95	1.1%	-0.1%
Nokia N80	1.0%	-0.1%
Nokia 6600	0.9%	-0.2%
Nokia 5300	0.9%	-0.2%
Samsung R450	0.9%	0.1%
Samsung M800	0.8%	0.0%
Samsung R210	0.8%	0.1%
<b>Total</b>	<b>40.2%</b>	

## Smartphone Traffic - Worldwide

Smartphone Traffic Share 33.4%



Note: Above share % refers only to requests from Smartphones

## Handset Capabilities % Capable

Supports Polyphonic Ringtones	74.4%
Supports Streaming Video	60.4%
Able to Download Video Clips	75.6%
Supports WAP Push Messages	73.3%

## MMA Standard Screen Size Share %

Small	24.5%
Medium	24.0%
Large	23.8%
X-Large	27.7%

### 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 R450, Samsung M800, and Samsung R210.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

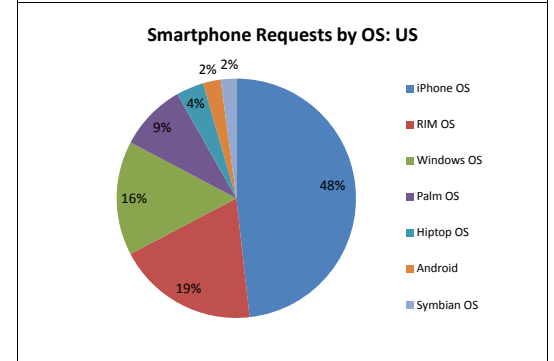
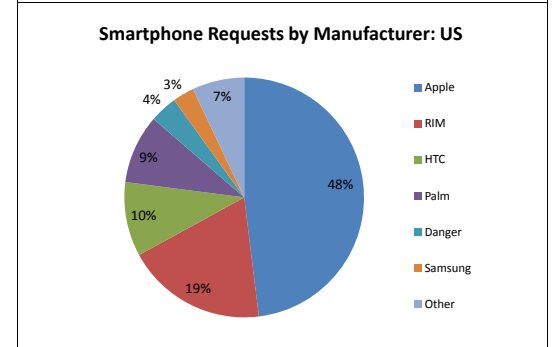
# United States Handset Data - December 2008

Requests: 2,882,928,175

Top Device Mfrs	% of Requests	Share Chg %
Apple	23.3%	11.1%
Motorola	21.6%	-3.5%
Samsung	16.5%	-1.2%
LG	6.9%	-0.9%
RIM	6.4%	-1.1%
Nokia	4.0%	-0.6%
HTC	3.4%	-0.3%
Kyocera	3.2%	-0.8%
Palm	3.1%	-0.6%
SonyEricsson	1.8%	-0.2%
Danger	1.3%	-0.1%
UTStarcom	1.1%	-0.1%
Other <sup>(1)</sup>	7.7%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models		% of Requests	Share Chg %
Apple	iPhone	16.2%	6.3%
Apple	iPod Touch	7.1%	4.8%
Motorola	RAZR V3	6.4%	-1.1%
Motorola	KRZR K1c	3.7%	-0.7%
Motorola	Z6m	3.4%	-0.3%
Motorola	W385	3.0%	-0.7%
RIM	BlackBerry 8300	2.8%	-0.5%
RIM	BlackBerry 8100	2.5%	-0.7%
Palm	Centro	2.5%	-0.4%
Samsung	R450	1.8%	0.1%
Samsung	R210	1.8%	0.2%
Samsung	M800	1.8%	-0.1%
LG	LX260	1.7%	-0.3%
Kyocera	K24	1.6%	-0.4%
Samsung	R430	1.4%	-0.2%
Danger	Sidekick II	1.3%	-0.1%
Samsung	R410	1.0%	-0.2%
Sony	PSP	1.0%	-0.1%
LG	CU720	0.9%	-0.1%
HTC	Dream	0.8%	0.2%
<b>Total</b>		<b>62.4%</b>	

Smartphone Traffic - US	
Smartphone Traffic Share	33.5%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	59.7%
Supports Streaming Video	42.1%
Able to Download Video Clips	65.3%
Supports WAP Push Messages	65.8%

MMA Standard Screen Size	Share %
Small	18.5%
Medium	23.9%
Large	18.9%
X-Large	38.7%

## Notes

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

• New models in Top 20: HTC Dream.

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



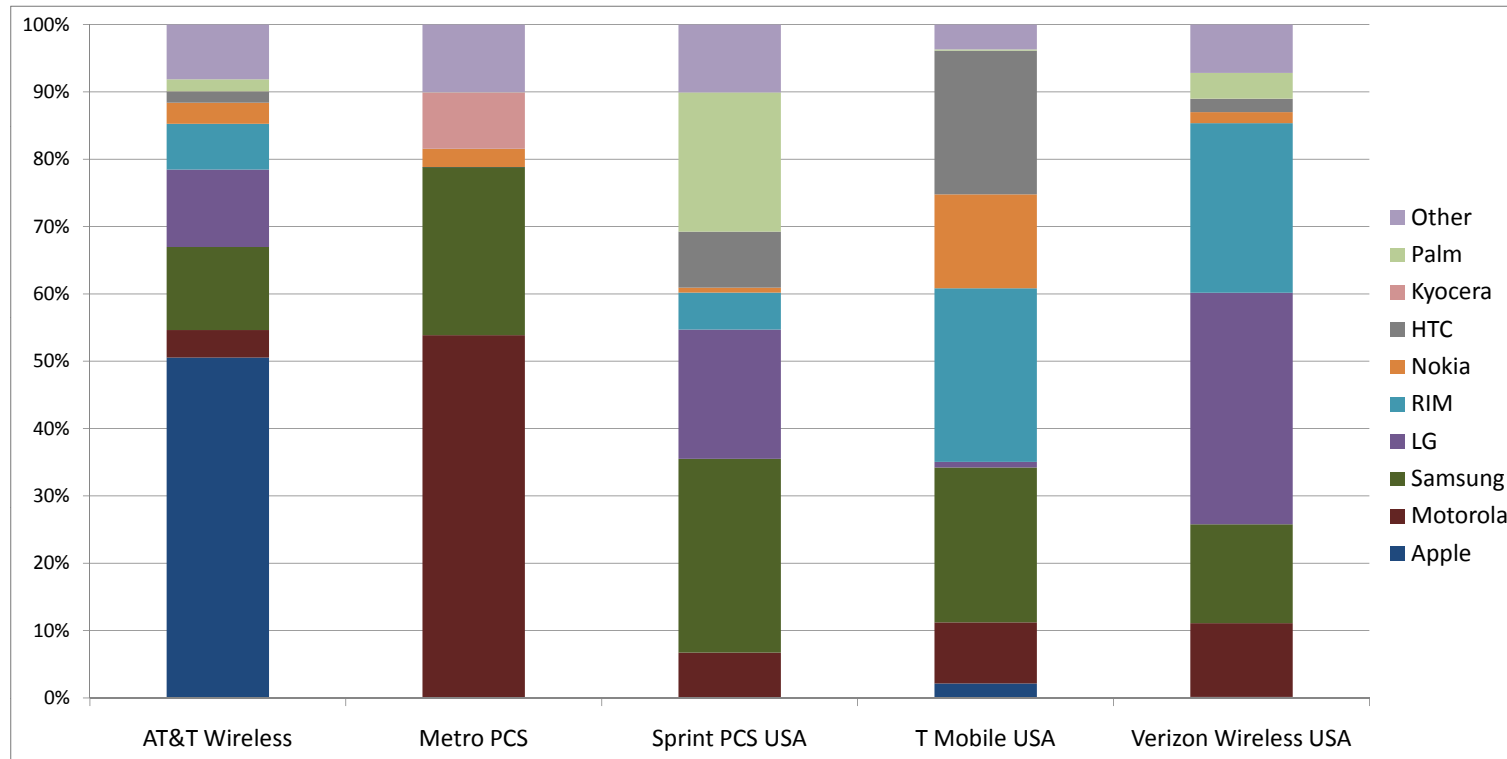
# United States Handset Data

December 2008

## Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

### Share of Requests by Operator and Manufacturer - US



#### Notes

- Other includes all manufacturers with greater than 2.0% share.

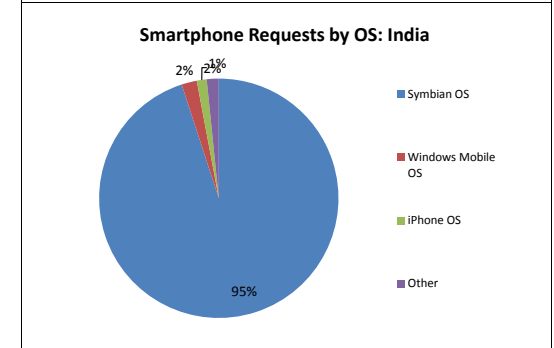
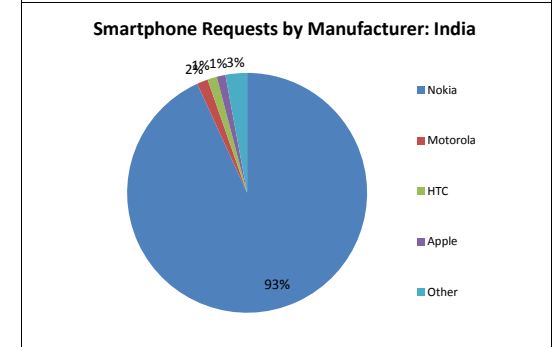
# India Handset Data - December 2008

Requests: 439,975,265

Top Device Mfrs	% of Requests	Share Chg %
Nokia	62.3%	-1.0%
SonyEricsson	12.7%	0.3%
Samsung	2.7%	-0.1%
Motorola	2.4%	-0.1%
Other <sup>(1)</sup>	19.9%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models	% of Requests	Share Chg %
Nokia N70	7.0%	-0.1%
Nokia 3110c	6.3%	0.4%
Nokia 6233	3.8%	-0.1%
Nokia N80	3.2%	0.1%
Nokia N73	3.0%	0.1%
Nokia 6600	2.7%	-0.2%
Nokia 2626	2.7%	-0.2%
Nokia 6300	2.4%	0.1%
Nokia N72	2.3%	0.0%
SonyEricsson W200i	2.2%	0.1%
Nokia 3500c	2.0%	0.1%
Nokia 6030	2.0%	-0.5%
Nokia 5300	1.7%	-0.1%
Nokia 5200	1.7%	-0.1%
Nokia 6630	1.5%	-0.1%
Nokia 7610	1.4%	-0.1%
Nokia 3230	1.4%	0.0%
SonyEricsson K750i	1.1%	0.1%
Nokia 2600c	1.0%	-0.1%
SonyEricsson W810i	0.9%	0.0%
<b>Total</b>	<b>50.3%</b>	

Smartphone Traffic - India	Smartphone Traffic Share
	32.0%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	80.3%
Supports Streaming Video	74.6%
Able to Download Video Clips	85.0%
Supports WAP Push Messages	82.8%

MMA Standard Screen Size	Share %
Small	31.0%
Medium	28.6%
Large	22.6%
X-Large	17.8%

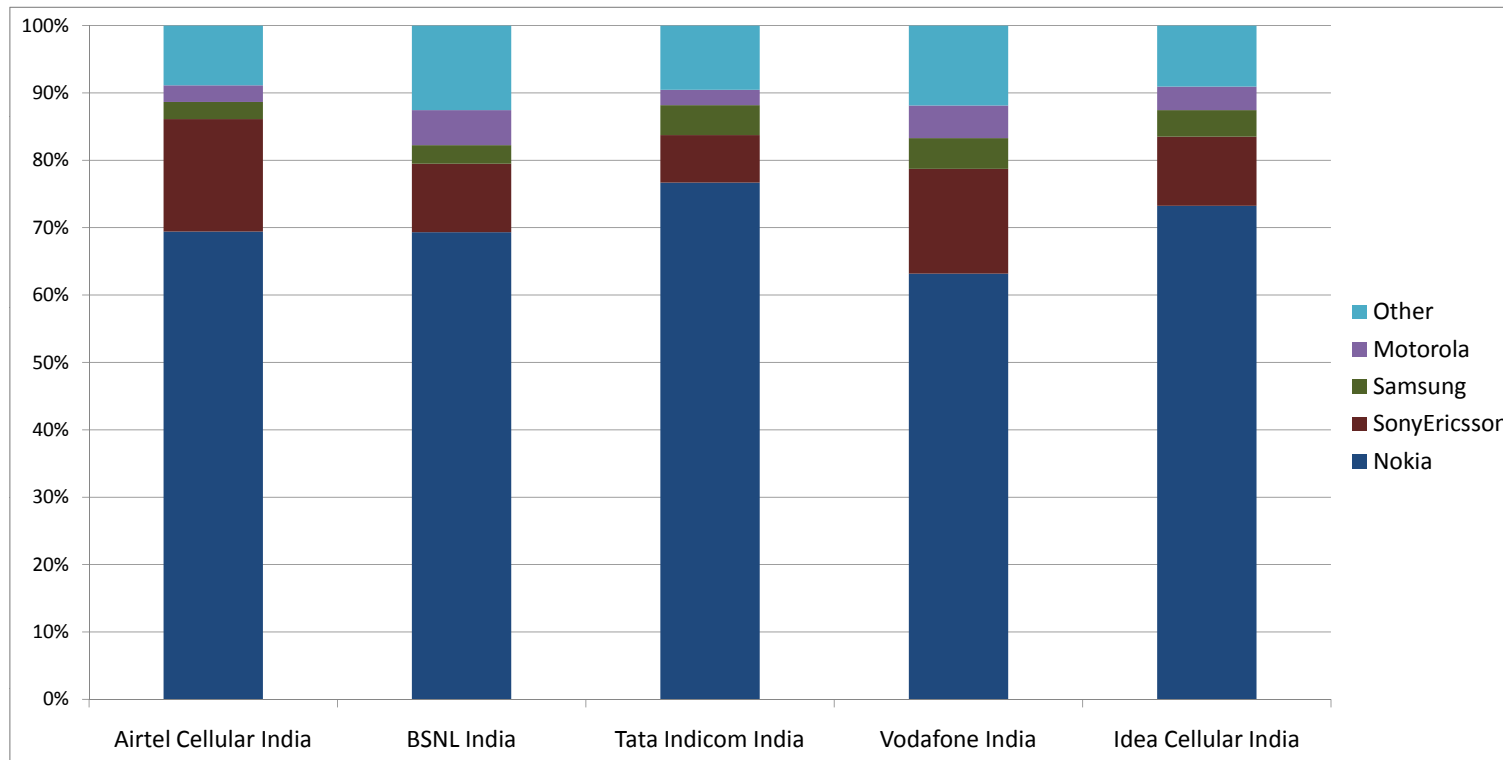
## Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: SonyEricsson W810i.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

## 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.

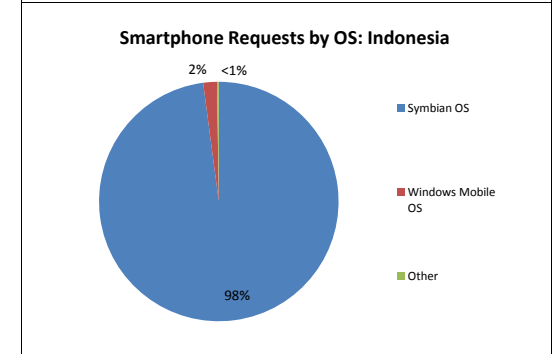
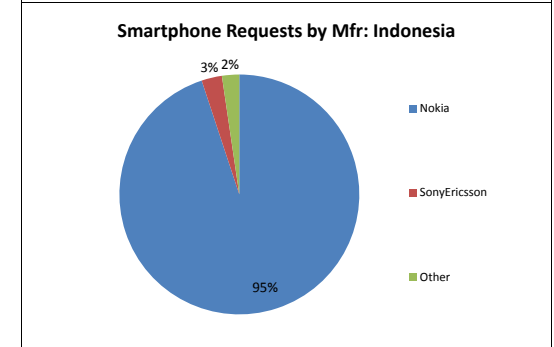
# Indonesia Handset Data - December 2008

Requests: 828,790,325

Top Device Mfrs	% of Requests	Share Chg %
Nokia	63.4%	0.3%
SonyEricsson	27.3%	-0.3%
Motorola	1.4%	-0.1%
Samsung	1.1%	0.0%
Other <sup>(1)</sup>	6.8%	0.1%
<b>Total</b>	<b>100.0%</b>	

Top Handset Models	% of Requests	Share Chg %
Nokia N70	5.6%	-0.2%
Nokia 6600	3.6%	-0.1%
Nokia 6300	3.4%	0.0%
Nokia 5300	3.3%	-0.2%
Nokia 7610	2.9%	-0.1%
Nokia 3110c	2.7%	0.1%
Nokia N73	2.5%	0.0%
Nokia 3230	2.5%	-0.2%
SonyEricsson W200i	2.4%	0.1%
Nokia 3500c	2.3%	0.1%
Nokia 5200	2.1%	-0.1%
Nokia 5310	1.9%	0.1%
SonyEricsson K510i	1.8%	-0.1%
Nokia 6120c	1.8%	0.0%
Nokia N80	1.7%	-0.1%
SonyEricsson K550i	1.6%	0.0%
Nokia 6030	1.5%	0.0%
Nokia 2630	1.5%	0.1%
SonyEricsson K530i	1.4%	0.1%
SonyEricsson K310i	1.4%	-0.1%
<b>Total</b>	<b>47.6%</b>	

Smartphone Traffic - Indonesia	
Smartphone Traffic Share	31.7%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	94.1%
Supports Streaming Video	83.9%
Able to Download Video Clips	87.2%
Supports WAP Push Messages	93.9%

MMA Standard Screen Size	Share %
Small	34.2%
Medium	33.2%
Large	28.7%
X-Large	4.0%

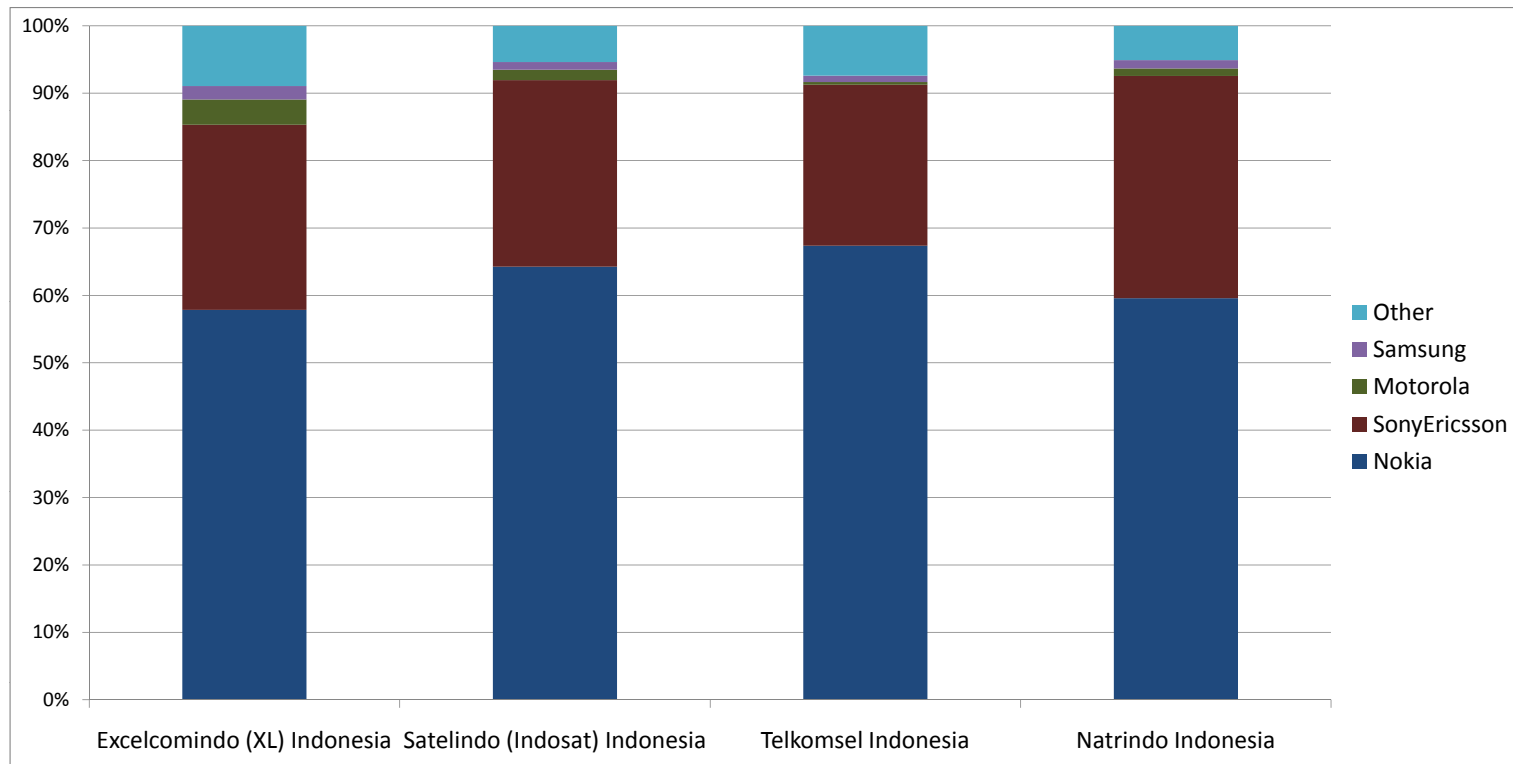
## Notes

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

## 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.

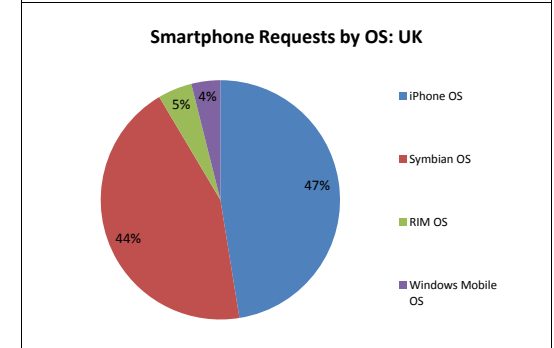
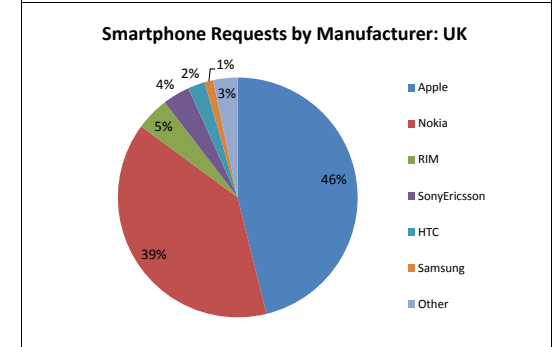
# United Kingdom Handset Data - December 2008

Requests: 212,247,941

Top Device Mfrs	% of Requests	Share Chg %
SonyEricsson	26.6%	-6.6%
Apple	22.7%	14.3%
Nokia	20.6%	-4.1%
Samsung	11.6%	-3.1%
LG	3.8%	-0.4%
Amoi	1.7%	-1.0%
Motorola	1.5%	0.1%
RIM	1.4%	0.4%
Other <sup>(1)</sup>	10.1%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models	% of Requests	Share Chg %
Apple iPhone	14.5%	7.9%
Apple iPod Touch	8.2%	6.4%
Nokia N95	5.5%	-2.0%
SonyEricsson K800i	4.6%	-1.9%
SonyEricsson W580i	2.1%	-0.2%
SonyEricsson W910i	2.1%	-0.3%
SonyEricsson W810i	2.0%	-0.2%
Samsung G600	1.6%	-0.6%
Nokia 6300	1.5%	-0.2%
SonyEricsson W880i	1.5%	-0.3%
Amoi 8512	1.3%	-0.9%
SonyEricsson C902	1.3%	-0.4%
LG KU990	1.2%	0.0%
Nokia 6500s	1.2%	-0.3%
SonyEricsson W200i	1.2%	0.0%
Samsung E250	1.1%	-0.3%
SonyEricsson K850i	1.0%	-0.3%
Samsung U900	0.9%	0.0%
SonyEricsson W850i	0.9%	-0.3%
Nokia N73	0.9%	-0.1%
<b>Total</b>	<b>54.4%</b>	

Smartphone Traffic - UK	
Smartphone Traffic Share	31.1%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	80.1%
Supports Streaming Video	82.0%
Able to Download Video Clips	90.5%
Supports WAP Push Messages	67.9%

MMA Standard Screen Size	Share %
Small	10.5%
Medium	13.5%
Large	45.4%
X-Large	30.7%

## 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 U900 and Nokia N73.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

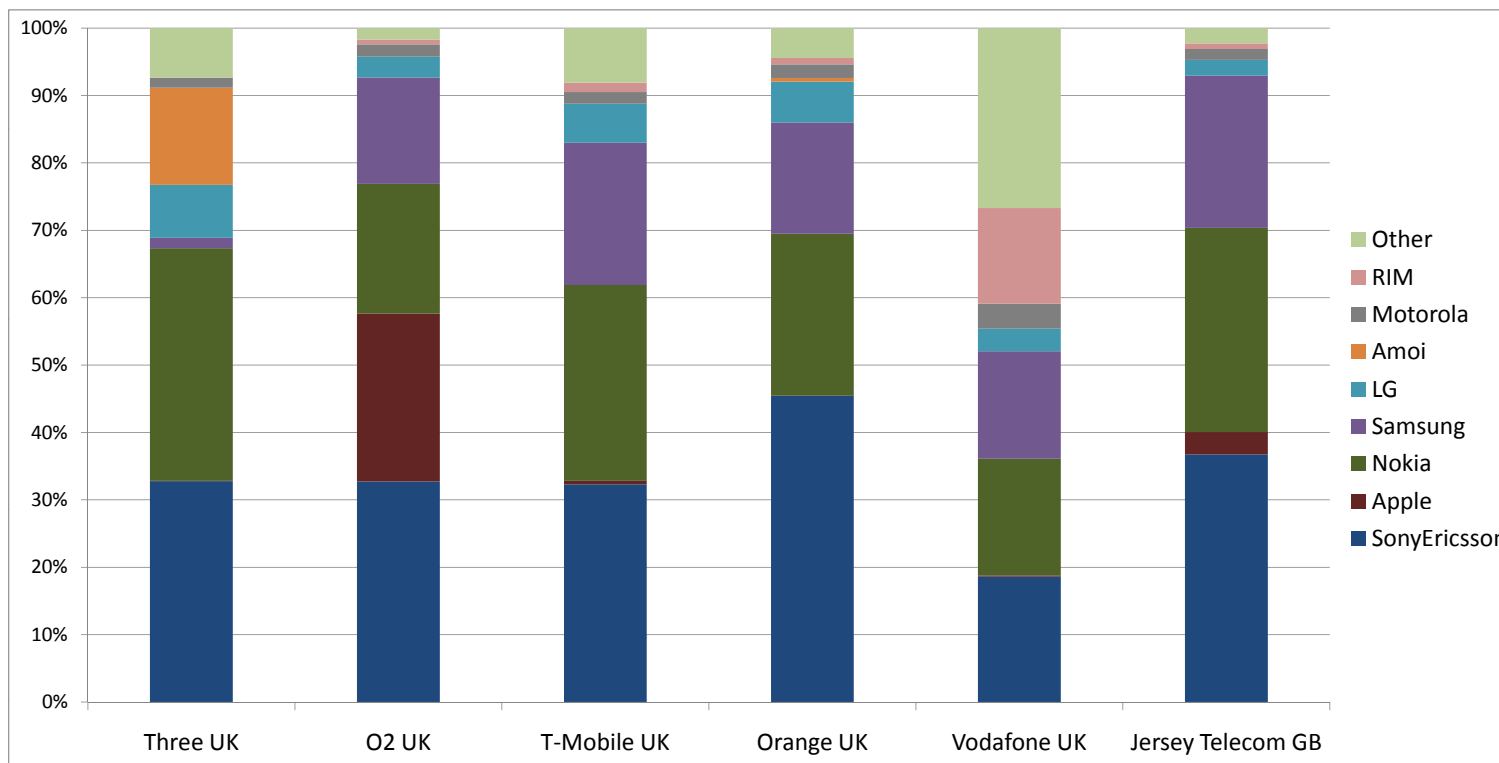
# United Kingdom Handset Data

December 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.

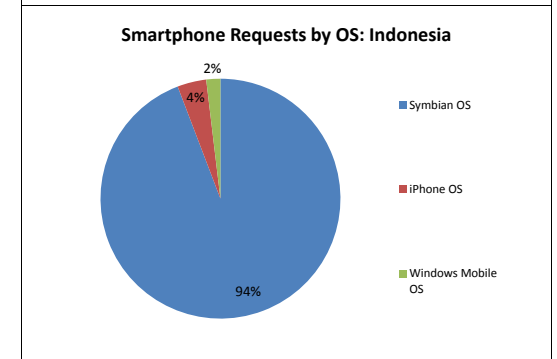
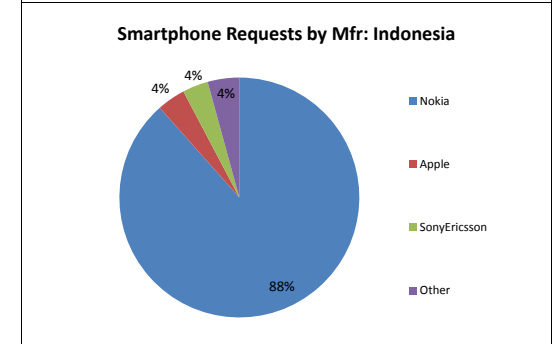
# Philippines Handset Data - December 2008

Requests: 168,657,447

Top Device Mfrs	% of Requests	Share Chg %
Nokia	68.0%	1.5%
SonyEricsson	8.4%	-0.3%
Samsung	1.6%	-0.1%
Apple	1.6%	0.0%
Motorola	1.5%	-0.5%
Other <sup>(1)</sup>	18.9%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models	% of Requests	Share Chg %
Nokia N70	5.2%	0.3%
Nokia 3110c	3.4%	0.4%
Nokia 6630	3.0%	0.4%
Nokia 6070	3.0%	-0.1%
Nokia 6600	2.8%	0.6%
Nokia 3510i	2.8%	0.0%
Nokia 6020	2.6%	-0.1%
Nokia 2630	2.5%	-0.1%
Nokia 3220	2.3%	-0.2%
Nokia 6300	2.3%	-0.1%
Nokia 2600c	2.2%	0.1%
Nokia 6680	1.6%	0.1%
Nokia 6120c	1.5%	-0.3%
Nokia 5300	1.5%	0.1%
Nokia 3100	1.4%	0.0%
Nokia 7360	1.4%	0.0%
Nokia 5200	1.2%	0.1%
Nokia N95	1.2%	-0.2%
Apple iPhone	1.1%	0.1%
Nokia 2626	1.0%	0.1%
<b>Total</b>	<b>43.8%</b>	

Smartphone Traffic - Philippines	
Smartphone Traffic Share	27.3%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	85.4%
Supports Streaming Video	68.1%
Able to Download Video Clips	79.9%
Supports WAP Push Messages	81.3%

MMA Standard Screen Size	Share %
Small	42.9%
Medium	23.6%
Large	16.9%
X-Large	16.6%

## Notes

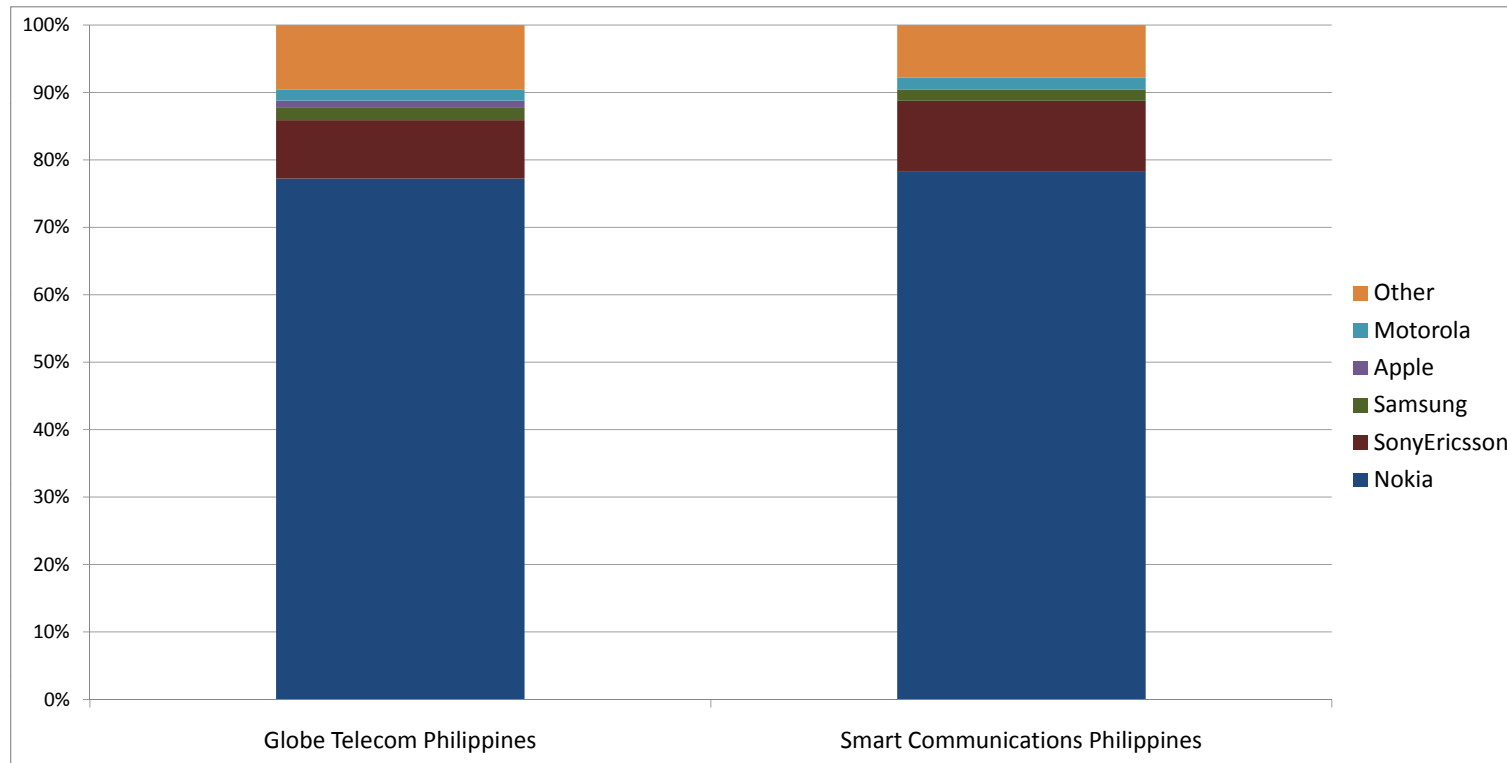
- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Nokia 2626 and Apple iPhone.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.



## 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 - December 2008

Requests: 123,215,031

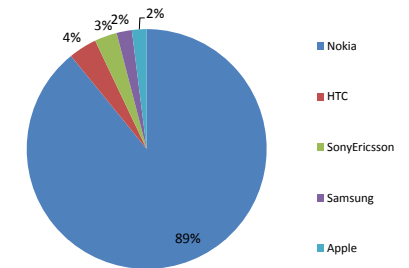
Top Device Mfrs	% of Requests	Share Chg %
Nokia	36.6%	-2.1%
Samsung	30.9%	-0.3%
SonyEricsson	9.5%	-1.2%
Motorola	9.5%	-1.0%
LG	3.4%	0.7%
Other <sup>(1)</sup>	10.1%	3.8%
<b>Total</b>	<b>100.0%</b>	

Top Handset Models	% of Requests	Share Chg %
Samsung E250	10.0%	-0.1%
Motorola V360	5.9%	-0.7%
Nokia N70	4.2%	-0.3%
Samsung J750	3.2%	-0.2%
Samsung D900i	2.0%	0.1%
Samsung E370	2.0%	-0.2%
Nokia 6234	1.7%	-0.2%
Nokia N73	1.7%	-0.2%
Samsung J700	1.6%	0.3%
Nokia 6300	1.5%	-0.2%
Nokia 5200	1.4%	-0.2%
Nokia 2760	1.3%	0.0%
Nokia 6110	1.2%	-0.1%
LG KG290	1.1%	0.1%
Nokia 6111	1.1%	-0.1%
Samsung M620	1.0%	0.5%
Nokia E65	1.0%	-0.1%
Samsung U700	1.0%	-0.1%
Nokia 6085	1.0%	-0.1%
Motorola RAZR V3	1.0%	0.0%
<b>Total</b>	<b>44.7%</b>	

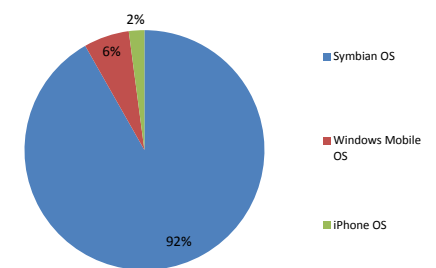
## Smartphone Traffic - South Africa

Smartphone Traffic Share 21.3%

Smartphone Requests by Mfr: South Africa



Smartphone Requests by OS: South Africa



Note: Above share % refers only to requests from Smartphones

## Handset Capabilities % Capable

Supports Polyphonic Ringtones	86.0%
Supports Streaming Video	66.8%
Able to Download Video Clips	84.7%
Supports WAP Push Messages	90.5%

## MMA Standard Screen Size Share %

Small	40.5%
Medium	23.6%
Large	30.6%
X-Large	5.3%

### Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Samsung M620 and Motorola RAZR v3.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

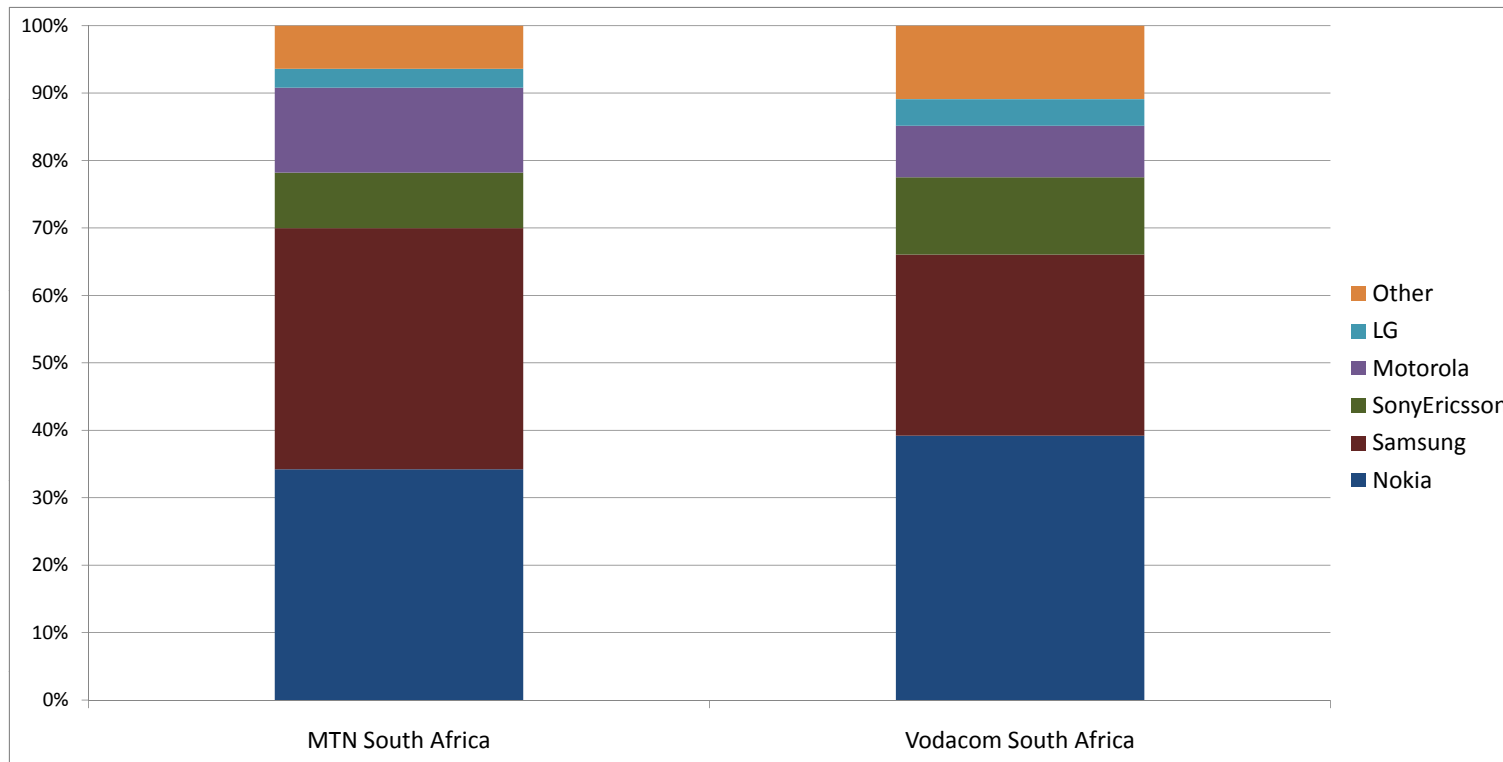
# South Africa Handset Data

December 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

December 2008



## About AdMob

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AdMob serves Graphical Banner and Text Link ads on mobile web pages for more than 6,000 publishers. AdMob has served more than 50 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

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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 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.

There is no standard industry definition of a smartphone. AdMob's definition is based on Wikipedia: "A smartphone is a phone that runs complete operating system software providing a standardized interface and platform for application developers" (<http://en.wikipedia.org/wiki/Smartphone>). AdMob classifies a phone as a smartphone when it has an identifiable operating system and we continually update our list as new phones enter the market. Despite running the iPhone OS, the iPod Touch is not a phone, and thus not considered a smartphone based on this definition.

## 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 6,000 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

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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

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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.

