AdMob Mobile Metrics Report

AdMob serves ads for more than 9,000 mobile Web sites and 3,000 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.

August 2009

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AdMob Mobile Metrics Report

August 2009

New and Noteworthy

For this month's feature section, we list the top 20 devices and top 20 smartphones for each region in the world.

* Worldwide iPhone OS marketshare has increased from 33 to 40 percent in the last 6 months, with substantial share in all regions except for Asia and Africa. Please see our June report for more information on the geographic distribution of our iPhone users.

* Android is growing rapidly in North America and Western Europe. The HTC Magic (my Touch) is a Top 10 smartphone in both North America and Western Europe. Worldwide requests from Android increased 17% month over month.

* Although its marketshare has been declining, Nokia continues to hold 12 of the top 20 smartphone devices in AdMob's network. Nokia's N97 and 5800 XpressMusic touchscreen devices were the fourth and fifth most popular smartphones in Western Europe.

• iPhone represented 50 percent of US smartphone usage in AdMob's network in August 2009, followed by RIM and Android devices at 14 and 13 percent, respectively. Palm Pre also had a strong month, due to the addition of new publishers to the AdMob network, and captured 9 percent of US smartphone usage.

* Worldwide requests increased 9% month over month to 10.6 billion in August.

* Visit our metrics blog at metrics.admob.com for more commentary on the Mobile Metrics report or to sign up for future reports.

AdMob publishes the Mobile Metrics report to provide a measure of mobile Web and application usage from our network of more than 9,000 publishers and 3,000 applications worldwide. AdMob market share is calculated by the percentage of requests received from a particular handset; it is a measure of relative mobile Web and application usage and does not represent handset sales.

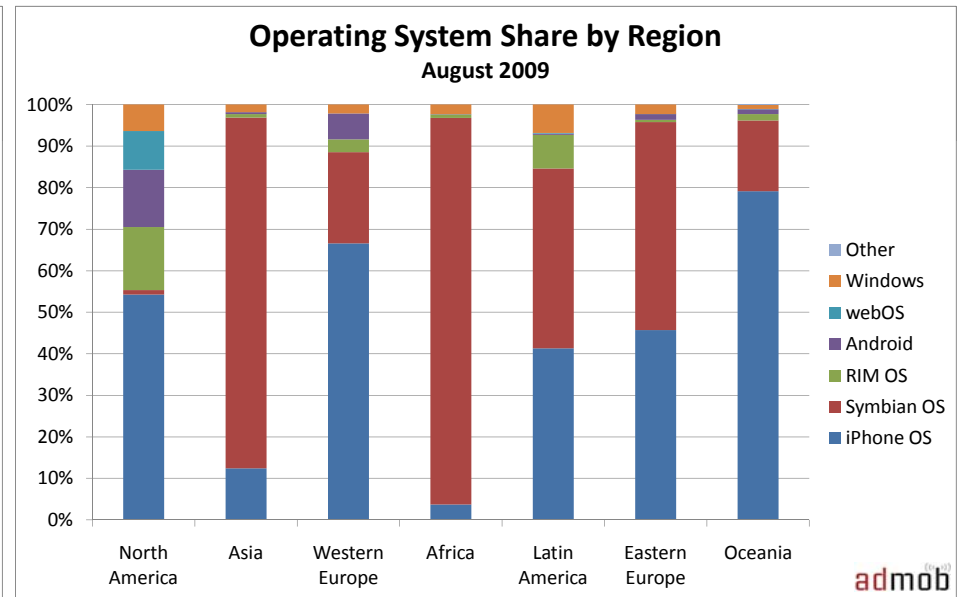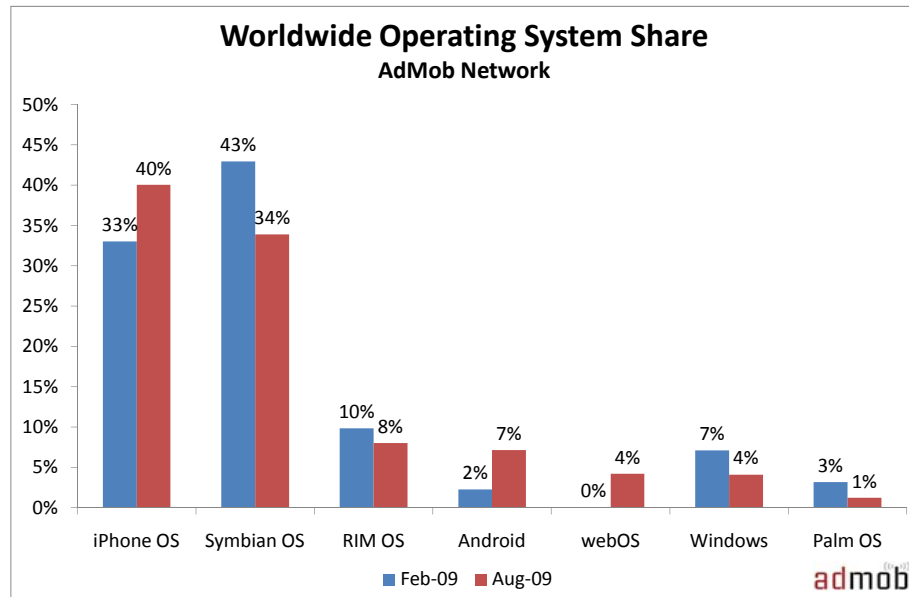## Contents

AdMob Mobile Metrics Report

August 2009

Featured Section: Smartphone Operating System Share

With improved mobile browsing capabilities and engaging applications, smartphone operating systems such as the iPhone OS, Android, and webOS have gained marketshare over legacy platforms over the last six months. This data is based on the mobile usage of smartphone devices in AdMob's network.

Highlights

* Worldwide iPhone OS marketshare has increased from 33 to 40 percent in the last 6 months, with substantial share in all regions except for Asia and Africa. Please see our June report for more information on the geographic distribution of our iPhone users.

* Although its marketshare has been declining, Nokia continues to hold 12 of the top 20 smartphone devices in AdMob's network. Nokia's N97 and 5800 XpressMusic touchscreen devices were the fourth and fifth most popular smartphones in the UK in August.

* RIM smartphone share declined only slightly over the last 6 months. There are 7 RIM models in the top 20 smartphones in North America.

* Android is growing rapidly in North America and Western Europe. The HTC Magic (my Touch) is a Top 10 smartphone in both North America and Western Europe.

* Palm Pre also had a strong month due to the addition of new publishers to the AdMob network.

Worldwide Operating System Share
AdMob Network

OS	Feb-09	Aug-09
iPhone OS	33%	40%
Symbian OS	43%	34%
RIM OS	10%	8%
Android	2%	7%
webOS	0%	4%
Windows	7%	4%
Palm OS	3%	1%

Operating System Share by Region
August 2009

Legend: Other, Windows, webOS, Android, RIM OS, Symbian OS, iPhone OS

Regions: North America, Asia, Western Europe, Africa, Latin America, Eastern Europe, Oceania

Notes

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.
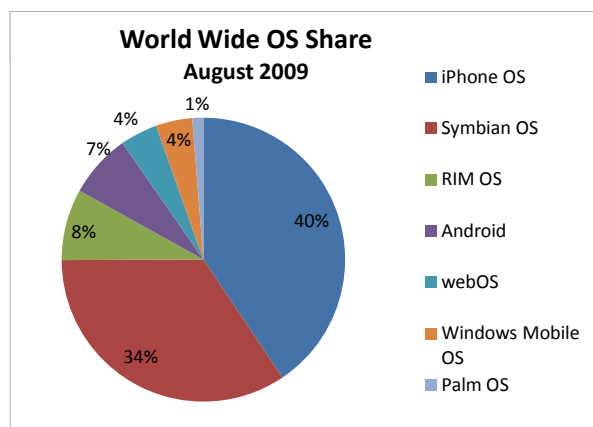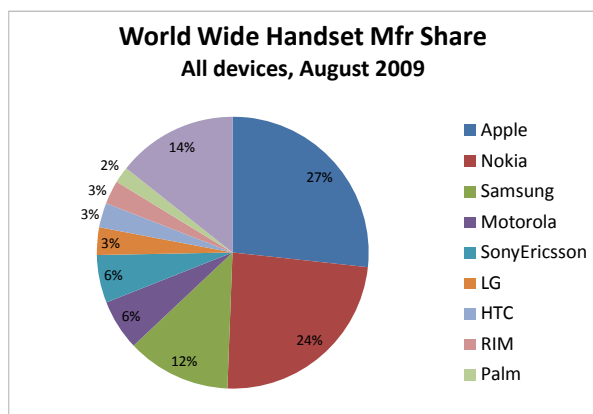
AdMob Mobile Metrics Report

August 2009

Featured: World Wide

The data below represents the mobile web and application usage on the AdMob network. A geographic breakdown of AdMob's traffic is shown on page 12.

World Wide Handset Mfr Share
All devices, August 2009

- Apple — 27%
- Nokia — 24%
- Samsung — 12%
- Motorola — 6%
- SonyEricsson — 6%
- LG — 3%
- HTC — 3%
- RIM — 3%
- Palm — 2%
- 14%

World Wide OS Share
August 2009

- iPhone OS — 40%
- Symbian OS — 34%
- RIM OS — 8%
- Android — 7%
- webOS — 4%
- Windows Mobile OS — 4%
- Palm OS — 1%

Top Handsets

Rank	Brand	Model
1	Apple	iPhone
2	Apple	iPod Touch
3	Samsung	SCH-R450
4	HTC	Dream
5	Nokia	N70
6	Motorola	RAZR V3
7	Palm	Pre
8	Nokia	3110c
9	Sony	PSP
10	RIM	BlackBerry 8300
11	Kyocera	S1300
12	Nokia	6300
13	Nokia	N95
14	Samsung	R430
15	Nokia	N80
16	Nokia	N73
17	Nokia	6120c
18	Motorola	MOTOROKR Z6M
19	RIM	BlackBerry 8100
20	Samsung	M800

Top Smartphones

Rank	Brand	Model
1	Apple	iPhone
2	HTC	Dream
3	Nokia	N70
4	Palm	Pre
5	RIM	BlackBerry 8300
6	Nokia	N95
7	Nokia	N80
8	Nokia	N73
9	Nokia	6120c
10	RIM	BlackBerry 8100
11	Nokia	6600
12	Nokia	6630
13	Nokia	5800 XpressMusic
14	Nokia	7610
15	Nokia	N81
16	Palm	Centro
17	HTC	Magic
18	Nokia	E71
19	RIM	BlackBerry 9530
20	Nokia	6680

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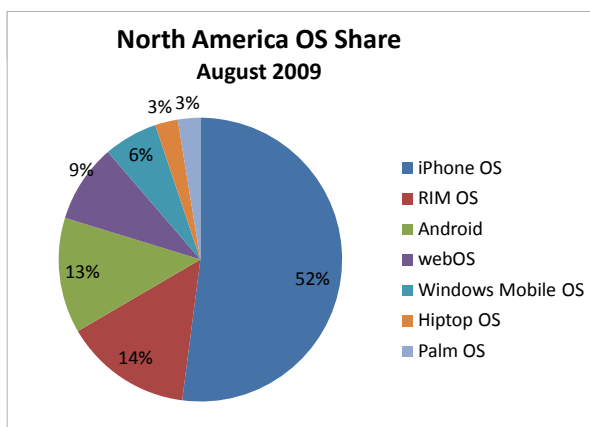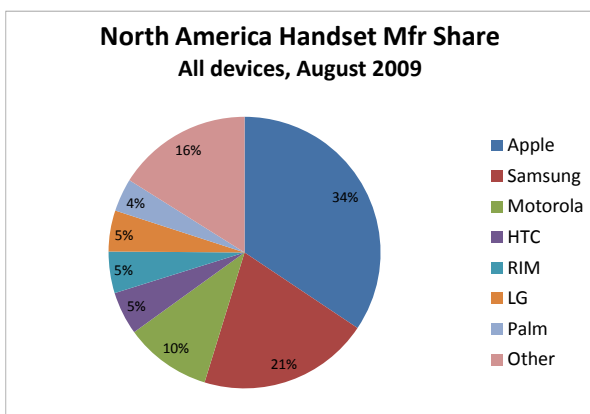
August 2009

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Featured: North America

We regularly field requests for deeper data on specific regions. This month, we provide traffic, manufacturer and device data for North America.

North America Handset Mfr Share
All devices, August 2009

- Apple 34%
- Samsung 21%
- Motorola 10%
- HTC 5%
- RIM 5%
- LG 5%
- Palm 4%
- Other 16%

North America OS Share
August 2009

- iPhone OS 52%
- RIM OS 14%
- Android 13%
- webOS 9%
- Windows Mobile OS 6%
- Hiptop OS 3%
- Palm OS 3%

Top Handsets

Rank	Brand	Model
1	Apple	iPhone
2	Apple	iPod Touch
3	Samsung	R450
4	HTC	Dream
5	Palm	Pre
6	Motorola	RAZR V3
7	RIM	BlackBerry 8300
8	Kyocera	S1300
9	Samsung	R430
10	Motorola	Z6M
11	Sony	PSP
12	Samsung	M800
13	Motorola	KRZR K1c
14	LG	CU920
15	RIM	BlackBerry 8100
16	Samsung	R810
17	Nokia	1006
18	Samsung	R210
19	Motorola	W385
20	Samsung	T919

Top Smartphones

Rank	Brand	Model
1	Apple	iPhone
2	HTC	Dream
3	Palm	Pre
4	RIM	BlackBerry 8300
5	RIM	BlackBerry 8100
6	Palm	Centro
7	HTC	Magic (myTouch)
8	RIM	BlackBerry 9530
9	Danger	Sidekick 3
10	Danger	Sidekick 4
11	RIM	BlackBerry 8900
12	Samsung	SGH-I617
13	HTC	Touch
14	RIM	BlackBerry 9000
15	UTStarcom	MP6900 SP
16	HTC	Dash
17	RIM	BlackBerry 8800
18	Motorola	Q9C
19	Palm	Treo 755p
20	RIM	BlackBerry 8220

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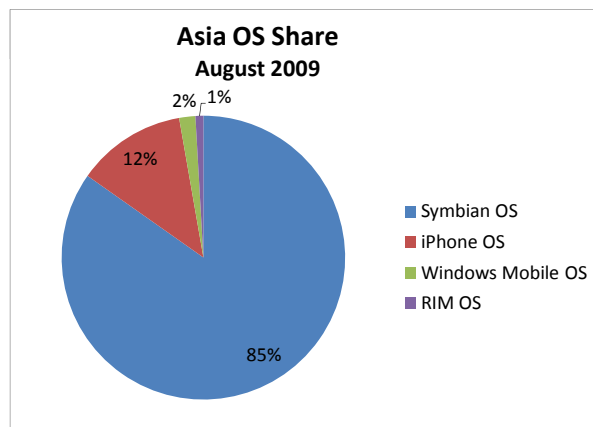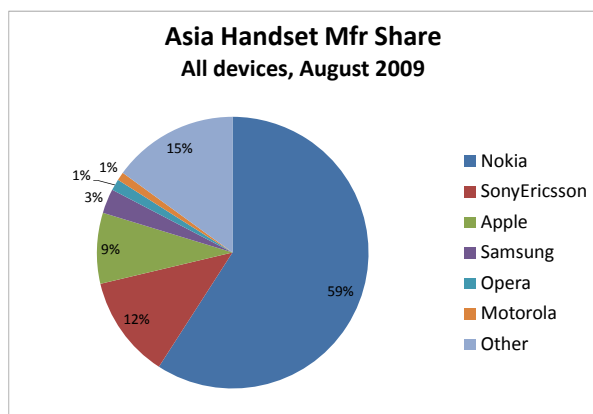
August 2009

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Featured: Asia

We regularly field requests for deeper data on specific regions. This month, we provide traffic, manufacturer and device data for Asia.

Asia Handset Mfr Share
All devices, August 2009

- Nokia — 59%
- SonyEricsson — 12%
- Apple — 9%
- Samsung — 3%
- Opera — 1%
- Motorola — 1%
- Other — 15%

Asia OS Share
August 2009

- Symbian OS — 85%
- iPhone OS — 12%
- Windows Mobile OS — 2%
- RIM OS — 1%

Top Handsets

Rank	Brand	Model
1	Apple	iPhone
2	Nokia	N70
3	Nokia	3110c
4	Nokia	6300
5	Nokia	N80
6	Apple	iPod Touch
7	Nokia	N95
8	Nokia	N73
9	Nokia	6120c
10	Nokia	6600
11	Nokia	2600c
12	Nokia	7210
13	Nokia	5300
14	Nokia	7610
15	Nokia	6630
16	SonyEricsson	W200i
17	Nokia	2630
18	Nokia	6233
19	Nokia	5310
20	Nokia	N81

Top Smartphones

Rank	Brand	Model
1	Nokia	N70
2	Apple	iPhone
3	Nokia	N80
4	Nokia	N95
5	Nokia	N73
6	Nokia	6120c
7	Nokia	6600
8	Nokia	7610
9	Nokia	6630
10	Nokia	N81
11	Nokia	5800 XpressMusic
12	Nokia	E71
13	Nokia	N72
14	Nokia	6680
15	Nokia	3230
16	Nokia	N82
17	Nokia	E63
18	Nokia	E51
19	Nokia	5320
20	Nokia	E65

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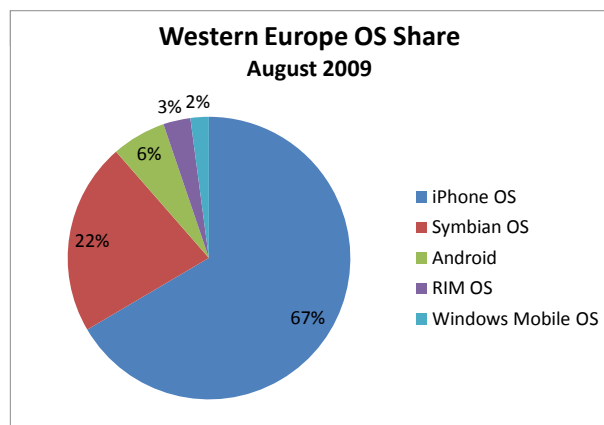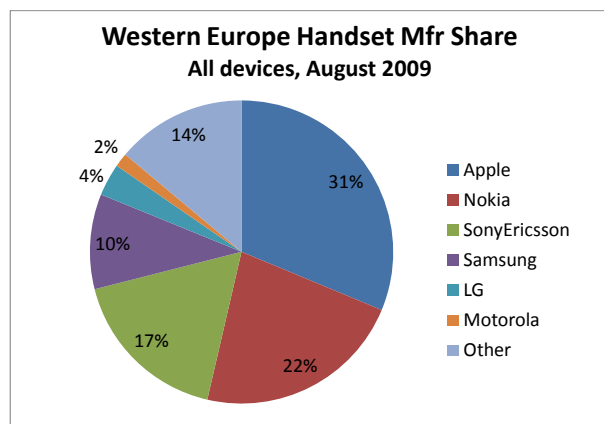
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Featured: Western Europe

We regularly field requests for deeper data on specific regions. This month, we provide traffic, manufacturer and device data for Western Europe.

Western Europe Handset Mfr Share
All devices, August 2009

- Apple — 31%
- Nokia — 22%
- SonyEricsson — 17%
- Samsung — 10%
- LG — 4%
- Motorola — 2%
- Other — 14%

Western Europe OS Share
August 2009

- iPhone OS — 67%
- Symbian OS — 22%
- Android — 6%
- RIM OS — 3%
- Windows Mobile OS — 2%

Top Handsets

Rank	Brand	Model
1	Apple	iPhone
2	Apple	iPod Touch
3	Sony	PSP
4	Nokia	N95
5	HTC	Dream
6	Nokia	N97
7	Nokia	5800 XpressMusic
8	HTC	Magic
9	SonyEricsson	K800i
10	Nokia	N70
11	Samsung	SGH F480
12	SonyEricsson	W910i
13	LG	KP500
14	LG	KU990
15	RIM	BlackBerry 9000
16	Nokia	N80
17	Nokia	E71
18	SonyEricsson	W595
19	Nokia	6300
20	Samsung	J700

Top Smartphones

Rank	Brand	Model
1	Apple	iPhone
2	Nokia	N95
3	HTC	Dream
4	Nokia	N97
5	Nokia	5800 XpressMusic
6	HTC	Magic
7	Nokia	N70
8	RIM	BlackBerry 9000
9	Nokia	N80
10	Nokia	E71
11	Nokia	N96
12	Nokia	N73
13	Nokia	N81
14	Nokia	E65
15	HTC	Hero
16	RIM	BlackBerry 8900
17	Nokia	6120c
18	RIM	BlackBerry 8300
19	Nokia	6630
20	Nokia	N82

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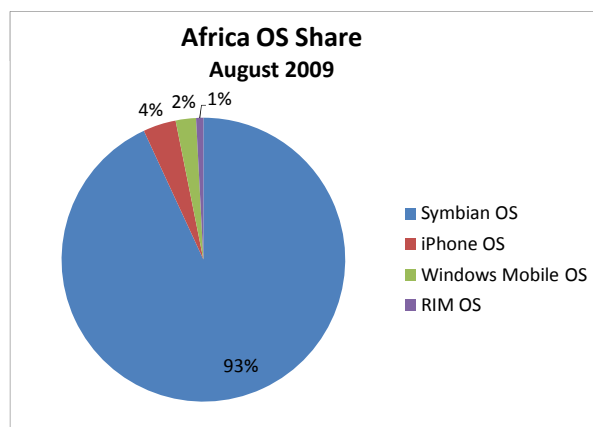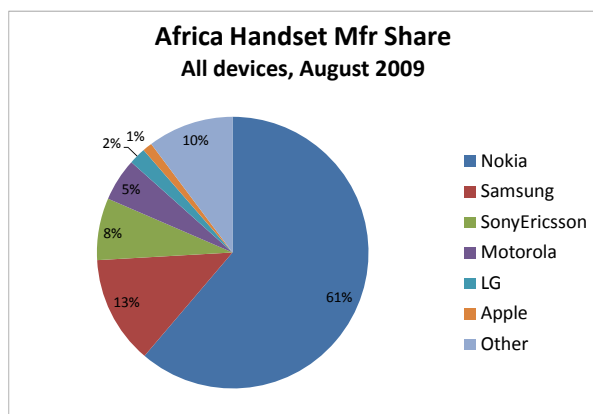
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Featured: Africa

We regularly field requests for deeper data on specific regions. This month, we provide traffic, manufacturer and device data for Africa.

Africa Handset Mfr Share
All devices, August 2009

- Nokia — 61%
- Samsung — 13%
- SonyEricsson — 8%
- Motorola — 5%
- LG — 2%
- Apple — 1%
- Other — 10%

Africa OS Share
August 2009

- Symbian OS — 93%
- iPhone OS — 4%
- Windows Mobile OS — 2%
- RIM OS — 1%

Top Handsets

Rank	Brand	Model
1	Nokia	3110c
2	Samsung	E250
3	Nokia	N70
4	Nokia	6300
5	Nokia	2626
6	Nokia	6120c
7	Nokia	2600c
8	Nokia	N73
9	Nokia	6070
10	Nokia	2630
11	Nokia	N80
12	Nokia	5200
13	Nokia	1680c
14	Nokia	N95
15	Nokia	6233
16	Motorola	V360
17	Nokia	6020
18	Nokia	6085
19	Nokia	6030
20	Apple	iPhone

Top Smartphones

Rank	Brand	Model
1	Nokia	N70
2	Nokia	6120c
3	Nokia	N73
4	Nokia	N80
5	Nokia	N95
6	Nokia	6630
7	Nokia	N81
8	Apple	iPhone
9	Nokia	N72
10	Nokia	6600
11	Nokia	6680
12	Nokia	7610
13	Nokia	E65
14	Nokia	5800 XpressMusic
15	Nokia	3250
16	Nokia	E51
17	Nokia	E71
18	Nokia	3230
19	Nokia	N82
20	Nokia	N78

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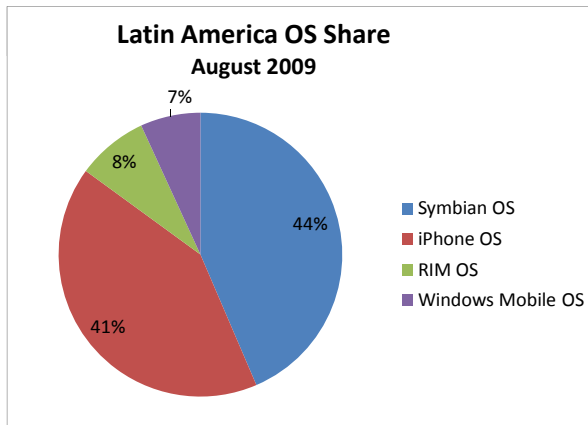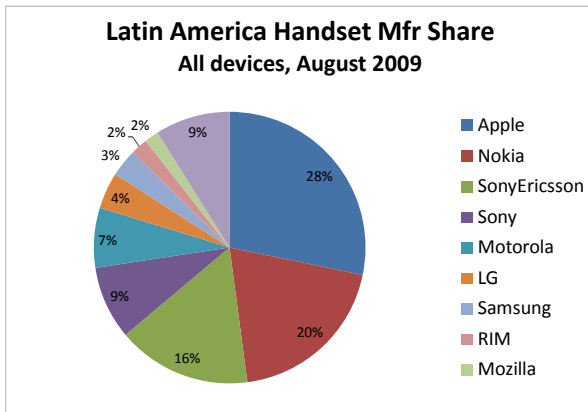
August 2009

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Featured: Latin America

We regularly field requests for deeper data on specific regions. This month, we provide traffic, manufacturer and device data for Latin America.

Latin America Handset Mfr Share
All devices, August 2009

- Apple — 28%
- Nokia — 20%
- SonyEricsson — 16%
- Sony — 9%
- Motorola — 7%
- LG — 4%
- Samsung — 3%
- RIM — 2%
- Mozilla — 2%
- (9%)

Latin America OS Share
August 2009

- Symbian OS — 44%
- iPhone OS — 41%
- RIM OS — 8%
- Windows Mobile OS — 7%

Top Handsets

Rank	Brand	Model
1	Apple	iPod Touch
2	Apple	iPhone
3	Sony	PSP
4	SonyEricsson	W580i
5	Nokia	N95
6	Motorola	RAZR V3
7	LG	MX380
8	SonyEricsson	W300i
9	SonyEricsson	W200a
10	Nokia	5200
11	Nokia	N80
12	SonyEricsson	K550i
13	Nokia	N70
14	Nokia	6120c
15	Motorola	W385
16	RIM	BlackBerry 8300
17	SonyEricsson	W810i
18	Motorola	Spark
19	SonyEricsson	w380a
20	SonyEricsson	W200i

Top Smartphones

Rank	Brand	Model
1	Apple	iPhone
2	Nokia	N95
3	Nokia	N80
4	Nokia	N70
5	Nokia	6120c
6	RIM	BlackBerry 8300
7	Nokia	6630
8	RIM	BlackBerry 8100
9	Nokia	5800 XpressMusic
10	Nokia	E71
11	Nokia	E65
12	Nokia	6680
13	Nokia	N73
14	Nokia	N81
15	Nokia	6600
16	RIM	BlackBerry 9000
17	Nokia	3230
18	Nokia	N82
19	SonyEricsson	W910i
20	Nokia	E51

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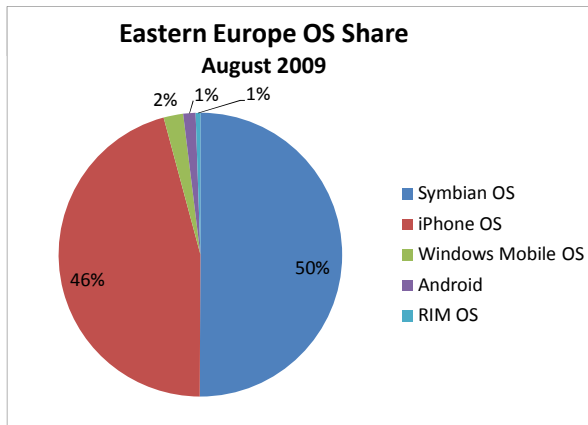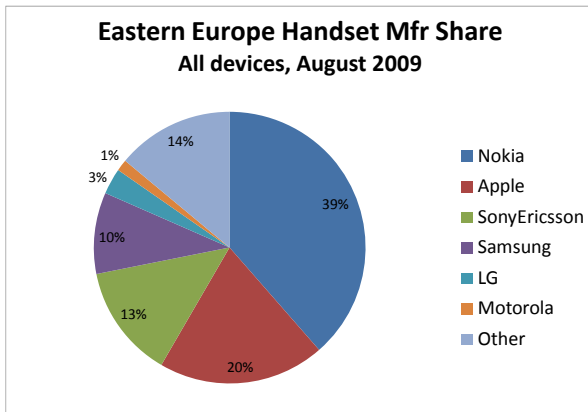
August 2009

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Featured: Eastern Europe

We regularly field requests for deeper data on specific regions. This month, we provide traffic, manufacturer and device data for Eastern Eurpoe.

Eastern Europe Handset Mfr Share
All devices, August 2009

- Nokia — 39%
- Apple — 20%
- SonyEricsson — 13%
- Samsung — 10%
- LG — 3%
- Motorola — 1%
- Other — 14%

Eastern Europe OS Share
August 2009

- Symbian OS — 50%
- iPhone OS — 46%
- Windows Mobile OS — 2%
- Android — 1%
- RIM OS — 1%

Top Handsets

Rank	Brand	Model
1	Apple	iPhone
2	Nokia	6300
3	Apple	iPod Touch
4	Nokia	N70
5	Nokia	N95
6	Nokia	N73
7	Nokia	3110c
8	Nokia	5200
9	Nokia	N80
10	SonyEricsson	K800i
11	Samsung	SGH E250
12	Nokia	5310
13	Nokia	E51
14	SonyEricsson	W200i
15	Nokia	6234
16	Nokia	1680c
17	Nokia	N97
18	Samsung	SGH-J700
19	Nokia	6120c
20	Nokia	6230i

Top Smartphones

Rank	Brand	Model
1	Apple	iPhone
2	Nokia	N70
3	Nokia	N95
4	Nokia	N73
5	Nokia	N80
6	Nokia	E51
7	Nokia	N97
8	Nokia	6120c
9	Nokia	5800 XpressMusic
10	Nokia	6630
11	Nokia	6680
12	Nokia	E65
13	Nokia	E50
14	Nokia	N82
15	HTC	Dream
16	Nokia	E71
17	Nokia	5320
18	Nokia	N81
19	Nokia	6600
20	Nokia	N72

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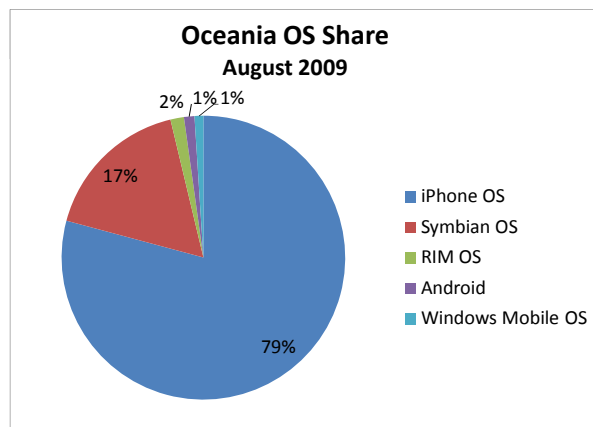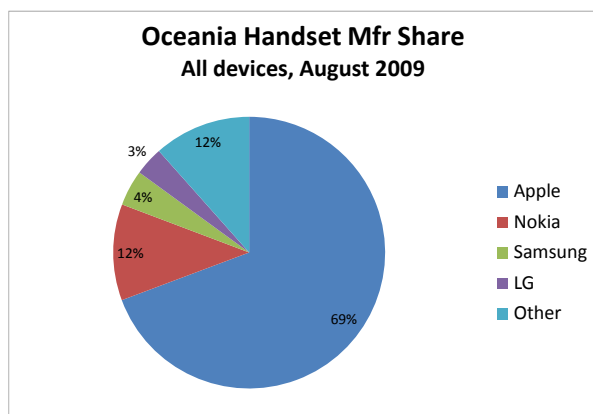
August 2009

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Featured: Oceania

We regularly field requests for deeper data on specific regions. This month, we provide traffic and device data for Oceania (Australia, New Zealand, and the Pacific Islands.)

Oceania Handset Mfr Share
All devices, August 2009

- Apple — 69%
- Nokia — 12%
- Samsung — 4%
- LG — 3%
- Other — 12%

Oceania OS Share
August 2009

- iPhone OS — 79%
- Symbian OS — 17%
- RIM OS — 2%
- Android — 1%
- Windows Mobile OS — 1%

Top Handsets

Rank	Brand	Model
1	Apple	iPhone
2	Apple	iPod Touch
3	Nokia	N95
4	Nokia	6120c
5	LG	KS360
6	ZTE	T6
7	Nokia	N97
8	Samsung	SGH-A411
9	Nokia	6300
10	Nokia	E51
11	Sony	PlayStation Portable
12	Nokia	E71
13	Samsung	SGH-F480
14	LG	TU500
15	Nokia	2600c
16	RIM	BlackBerry 9000
17	Motorola	RAZR V3
18	SonyEricsson	W910i
19	Nokia	3120c
20	Samsung	SGH-A551

Top Smartphones

Rank	Brand	Model
1	Apple	iPhone
2	Nokia	N95
3	Nokia	6120c
4	Nokia	N97
5	Nokia	E51
6	Nokia	E71
7	RIM	BlackBerry 9000
8	HTC	Dream
9	Nokia	E63
10	HTC	Magic
11	Nokia	6110
12	Nokia	N70
13	Nokia	N96
14	Nokia	N85
15	Nokia	6121c
16	Nokia	E65
17	Nokia	5800 XpressMusic
18	Nokia	N80
19	RIM	BlackBerry 8300
20	Samsung	SGH-i900

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Ad Requests by Geography - August 2009

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Requests: 10,569,132,344

Country	Requests	% of Requests	% Share Change
United States	4,916,045,264	46.5%	-3.3%
India	657,912,897	6.2%	-0.3%
Indonesia	580,525,136	5.5%	-0.7%
United Kingdom	428,182,285	4.1%	1.2%
Philippines	405,580,983	3.8%	-0.4%
Mexico	235,987,573	2.2%	0.8%
Canada	195,600,724	1.9%	0.3%
Nigeria	162,813,540	1.5%	0.5%
Saudi Arabia	160,766,174	1.5%	-0.1%
France	145,036,856	1.4%	0.0%
Other Countries [1] [2]	2,680,680,912	25.4%	
Total	10,569,132,344	100.0%	

Monthly Growth in Traffic Since Aug 2008 - Regions
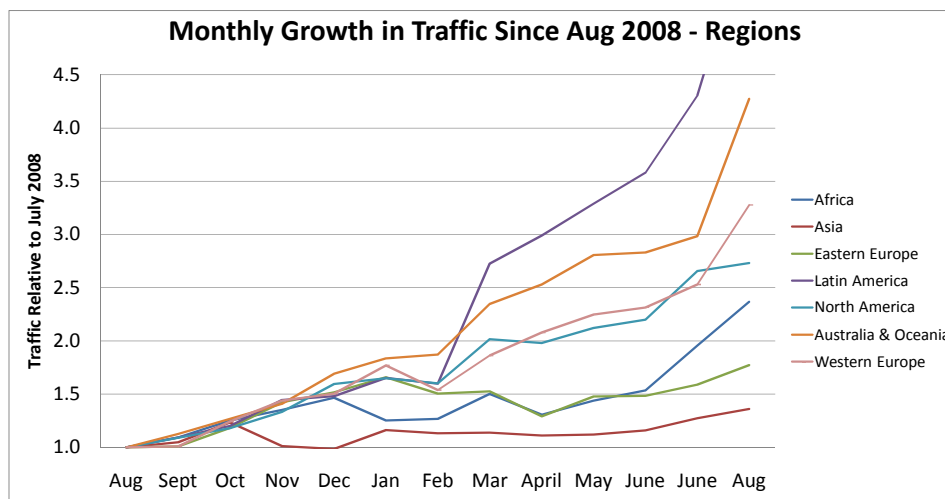
Region	Requests	% of Requests	% Share Change
North America	5,111,905,025	48.4%	-3.1%
Asia	2,702,543,647	25.6%	-0.6%
Western Europe	1,019,104,695	9.6%	1.5%
Africa	682,623,514	6.5%	0.6%
Latin America	464,970,951	4.4%	0.9%
Eastern Europe	195,781,971	1.9%	0.0%
Oceania	144,506,994	1.4%	0.3%
Other [2]	247,695,547	2.3%	
Total	10,569,132,344	100.0%	

Notes

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

(1) Other includes 61 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.
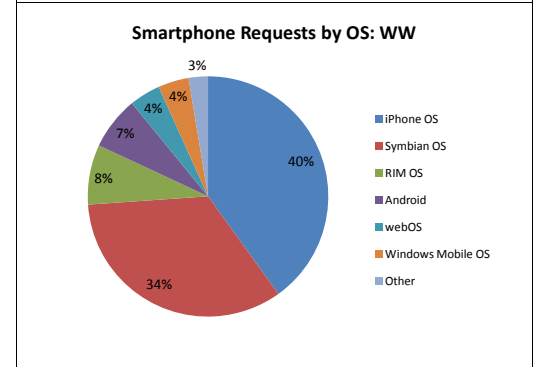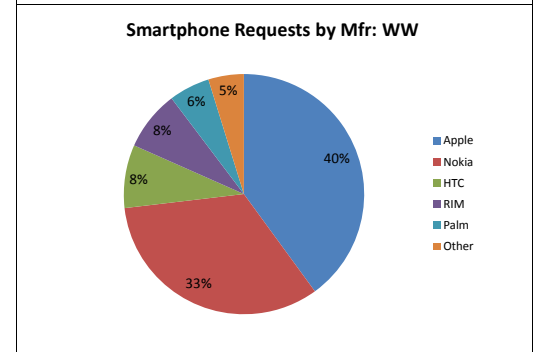
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Worldwide Handset Data - August 2009

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Requests: 10,569,132,344

Top Device Mfrs	% of Requests	Share Chg %
Apple	26.7%	-0.3%
Nokia	23.9%	-0.8%
Samsung	12.4%	-0.7%
Motorola	6.0%	-1.1%
SonyEricsson	5.7%	-0.1%
LG	3.3%	-0.1%
HTC	3.0%	0.1%
RIM	2.8%	0.2%
Other [1]	16.3%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Apple	iPhone	16.6%	0.7%
Apple	iPod Touch	10.1%	-0.9%
Samsung	R450	2.8%	-0.4%
HTC	Dream	2.0%	-0.2%
Nokia	N70	1.7%	-0.1%
Motorola	RAZR V3	1.6%	-0.3%
Palm	Pre	1.5%	1.4%
Nokia	3110c	1.4%	-0.1%
Sony	PSP	1.4%	0.6%
RIM	BlackBerry 8300	1.3%	0.1%
Kyocera	S1300	1.1%	-0.1%
Nokia	6300	1.1%	0.0%
Nokia	N95	1.1%	-0.1%
Samsung	R430	0.9%	-0.2%
Nokia	N80	0.9%	-0.1%
Nokia	N73	0.8%	-0.1%
Nokia	6120c	0.7%	0.0%
Motorola	Z6M	0.7%	-0.2%
RIM	BlackBerry 8100	0.6%	0.0%
Samsung	M800	0.5%	-0.1%
Total		**48.7%**	

Smartphone Traffic - Worldwide

Smartphone Traffic Share	34.2%

Smartphone Requests by Mfr: WW

Apple 40%, Nokia 33%, HTC 8%, RIM 8%, Palm 6%, Other 5%

Legend: Apple, Nokia, HTC, RIM, Palm, Other

Smartphone Requests by OS: WW

iPhone OS 40%, Symbian OS 34%, RIM OS 8%, Android 7%, webOS 4%, Windows Mobile OS 4%, Other 3%

Legend: iPhone OS, Symbian OS, RIM OS, Android, webOS, Windows Mobile OS, Other

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	68.7%
Supports Streaming Video	65.0%
Able to Download Video Clips	75.0%
Supports WAP Push Messages	59.4%

MMA Standard Screen Size	Share %
Small	18.2%
Medium	18.5%
Large	19.7%
X-Large	43.6%

Notes

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

• New models in Top 20: Palm Pre.

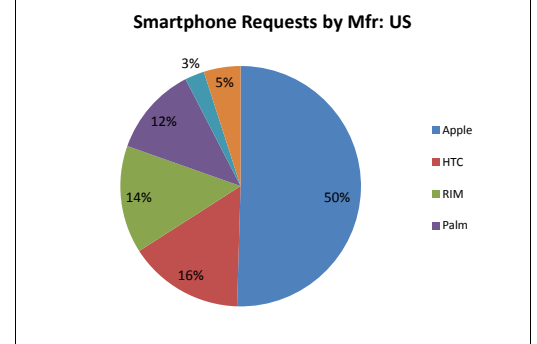(1) Includes unclassified impressions and other manufacturers with < 2% share.

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United States Handset Data - August 2009

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Requests: 4,916,045,264

Top Device Mfrs	% of Requests	Share Chg %
Apple	33.1%	-3.2%
Samsung	21.0%	0.0%
Motorola	10.7%	-1.4%
HTC	5.3%	0.4%
RIM	5.0%	0.5%
LG	4.9%	-0.1%
Palm	4.1%	2.9%
Kyocera	3.8%	-0.1%
Nokia	2.6%	-0.4%
Other [1]	9.7%	
.		
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Apple	iPhone	19.7%	0.1%
Apple	iPod Touch	13.3%	-3.3%
Samsung	R450	6.0%	-0.3%
HTC	Dream	3.9%	-0.1%
Palm	Pre	3.1%	2.9%
Motorola	RAZR V3	3.1%	-0.5%
RIM	BlackBerry 8300	2.4%	0.3%
Kyocera	S1300	2.4%	0.1%
Samsung	R430	1.9%	-0.2%
Motorola	Z6M	1.4%	-0.3%
Motorola	KRZR K1c	1.1%	-0.2%
Samsung	M800	1.1%	-0.1%
LG	CU920	1.1%	0.0%
RIM	BlackBerry 8100	1.0%	0.0%
Sony	PSP	1.0%	0.4%
Samsung	R810	1.0%	0.0%
Nokia	1006	0.9%	-0.3%
Samsung	R210	0.9%	0.0%
Motorola	W385	0.8%	-0.1%
Samsung	T919	0.8%	0.0%
Total		**66.9%**	

Smartphone Traffic - US	
Smartphone Traffic Share	33.5%
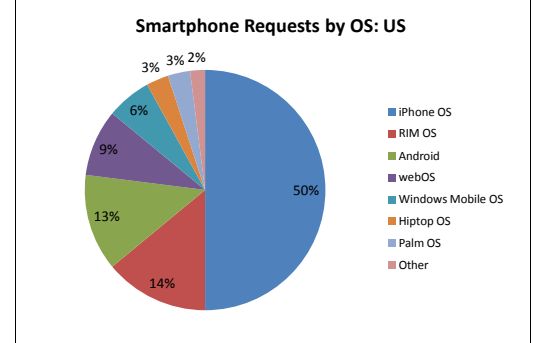
Smartphone Requests by Mfr: US

- Apple 50%
- HTC 16%
- RIM 14%
- Palm 12%
- 3%
- 5%

Smartphone Requests by OS: US

- iPhone OS 50%
- RIM OS 14%
- Android 13%
- webOS 9%
- Windows Mobile OS 6%
- Hiptop OS 3%
- Palm OS 3%
- Other 2%

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	51.5%
Supports Streaming Video	55.8%
Able to Download Video Clips	64.2%
Supports WAP Push Messages	52.8%

MMA Standard Screen Size	Share %
Small	16.5%
Medium	17.4%
Large	13.1%
X-Large	52.9%

Notes

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

• New models in Top 20: Palm Pre and Sony PSP.

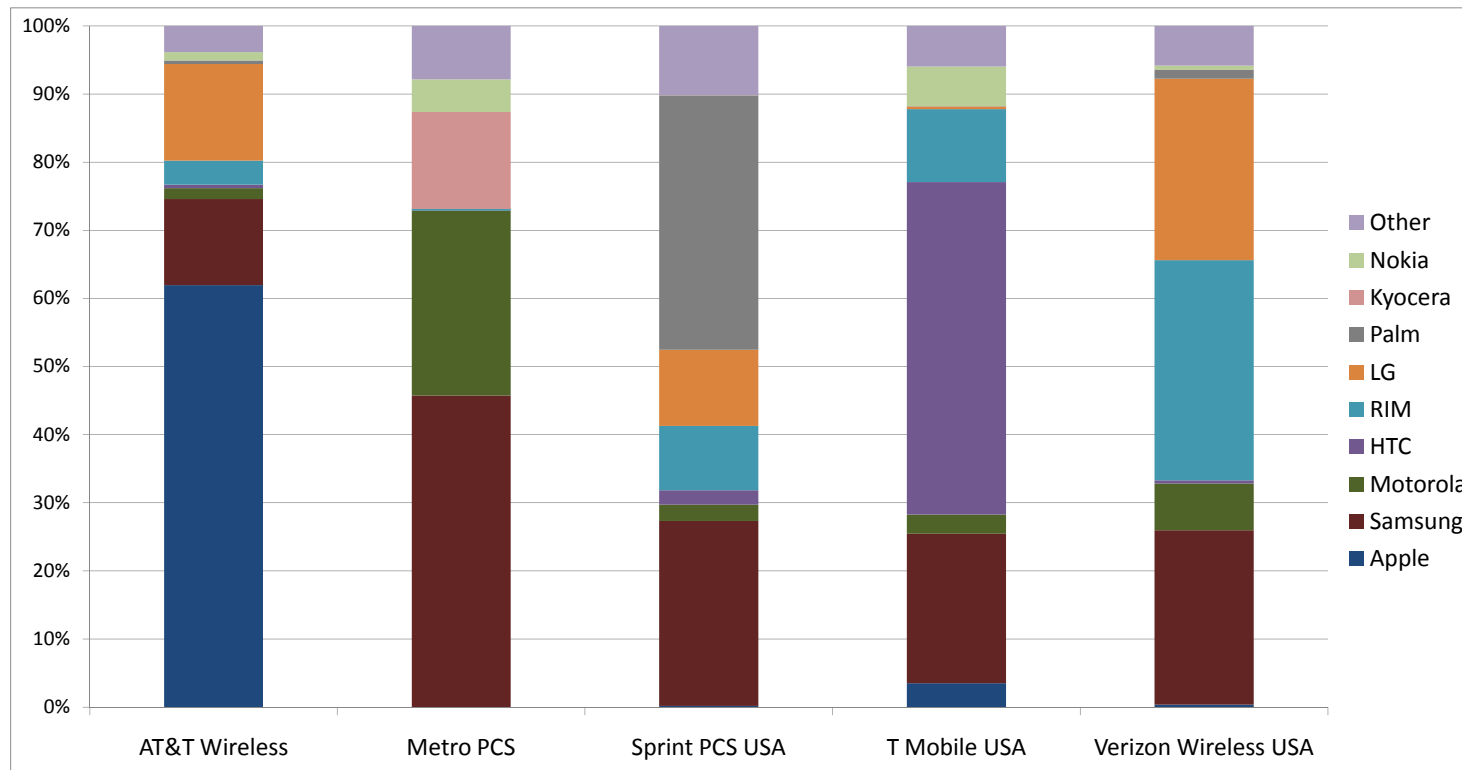(1) Includes unclassified impressions and other manufacturers with < 1% share.

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United States Handset Data

August 2009

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Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - US

Legend (top to bottom):
- Other
- Nokia
- Kyocera
- Palm
- LG
- RIM
- HTC
- Motorola
- Samsung
- Apple

X-axis: AT&T Wireless, Metro PCS, Sprint PCS USA, T Mobile USA, Verizon Wireless USA

Notes

• Other includes all manufacturers with less than 1.0% share.

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India Handset Data - August 2009

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Requests: 657,912,897

Top Device Mfrs	% of Requests	Share Chg %
Nokia	60.8%	-1.3%
SonyEricsson	10.5%	-0.2%
Samsung	4.3%	0.4%
Motorola	1.7%	-0.1%
Other [(1)]	22.7%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Nokia	3110c	8.3%	-0.4%
Nokia	N70	5.2%	-0.1%
Nokia	N80	3.3%	-0.2%
Nokia	7210	2.9%	0.1%
Nokia	6233	2.9%	-0.3%
Nokia	6300	2.8%	0.0%
Nokia	N73	2.5%	-0.2%
Nokia	2626	2.3%	0.1%
Nokia	N5130c	2.0%	0.2%
Nokia	N72	1.9%	0.0%
Nokia	6600	1.8%	-0.1%
SonyEricsson	W200i	1.6%	0.0%
Nokia	5300	1.2%	-0.1%
Nokia	5200	1.2%	-0.1%
Nokia	6030	1.1%	-0.1%
Nokia	2600c	1.1%	-0.1%
Nokia	3500 Classic	1.1%	-0.1%
Nokia	7610	1.1%	0.0%
Nokia	5310	1.0%	0.1%
Nokia	6630	1.0%	0.0%
Total		**46.3%**	

Smartphone Traffic - India	
Smartphone Traffic Share	26.9%
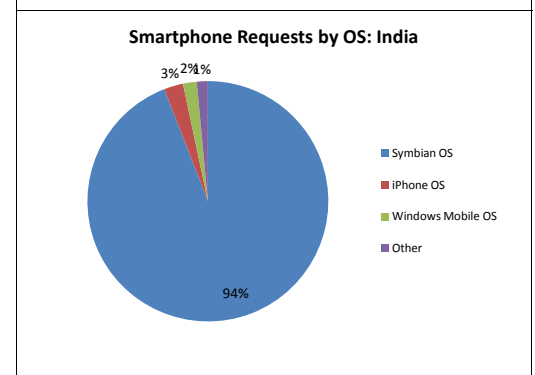
Smartphone Requests by Mfr: India

Legend: Nokia, Apple, Motorola, HTC, Other
3% 1% 1% 2% ... 93%

Smartphone Requests by OS: India

Legend: Symbian OS, iPhone OS, Windows Mobile OS, Other
3% 2% 1% ... 94%

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	75.4%
Supports Streaming Video	65.2%
Able to Download Video Clips	80.2%
Supports WAP Push Messages	81.7%

MMA Standard Screen Size	Share %
Small	28.8%
Medium	25.0%
Large	26.1%
X-Large	20.1%

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.

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India Handset Data

August 2009

admob

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 less than 1% share.
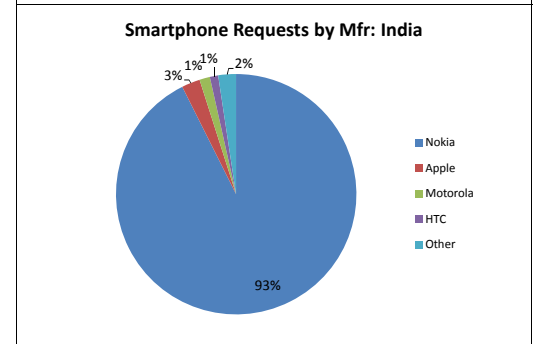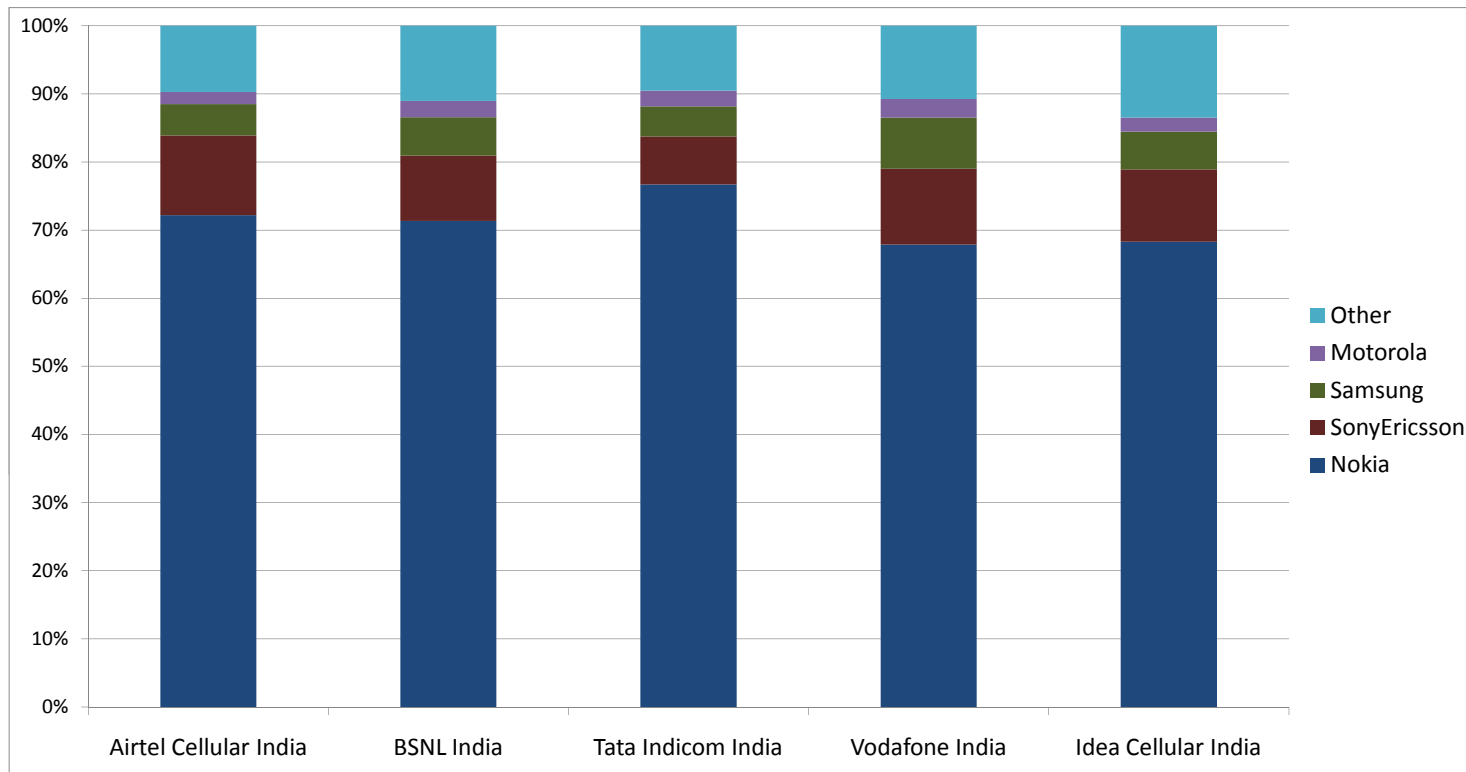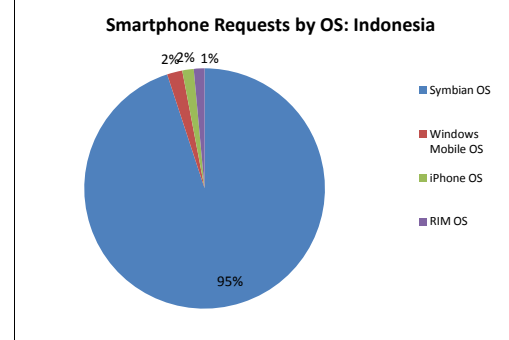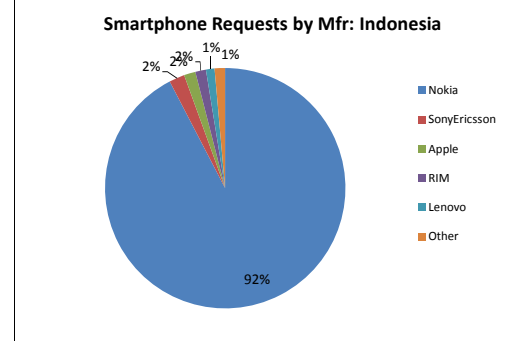
Indonesia Handset Data - August 2009

admob

Requests: 580,525,136

Top Device Mfrs	% of Requests	Share Chg %
Nokia	60.0%	-1.8%
SonyEricsson	26.4%	0.4%
Samsung	1.4%	0.1%
Other [1]	12.2%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	4.3%	-0.1%
Nokia	6600	3.2%	0.1%
Nokia	6300	3.1%	-0.2%
Nokia	3110c	2.9%	-0.2%
SonyEricsson	W200i	2.7%	0.0%
Nokia	7610	2.6%	0.0%
Nokia	5300	2.3%	-0.3%
Nokia	2600c	2.1%	0.1%
Nokia	2630	2.0%	-0.1%
Nokia	N73	1.9%	0.0%
Nokia	3230	1.8%	0.0%
Nokia	6120c	1.7%	0.1%
Nokia	5200	1.7%	-0.2%
SonyEricsson	K310i	1.6%	0.0%
Nokia	E63	1.4%	0.3%
SonyEricsson	K510	1.4%	0.0%
Nokia	5310	1.3%	0.0%
Nokia	6030	1.3%	-0.1%
SonyEricsson	K530i	1.3%	0.0%
SonyEricsson	K320i	1.2%	0.1%
Total		**41.8%**	

Smartphone Traffic - Indonesia

Smartphone Traffic Share	28.9%

Smartphone Requests by Mfr: Indonesia

Legend: Nokia, SonyEricsson, Apple, RIM, Lenovo, Other
(2% 2% 1% 1%; 92%)

Smartphone Requests by OS: Indonesia

Legend: Symbian OS, Windows Mobile OS, iPhone OS, RIM OS
(2% 2% 1%; 95%)

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	90.7%
Supports Streaming Video	76.2%
Able to Download Video Clips	83.2%
Supports WAP Push Messages	91.3%

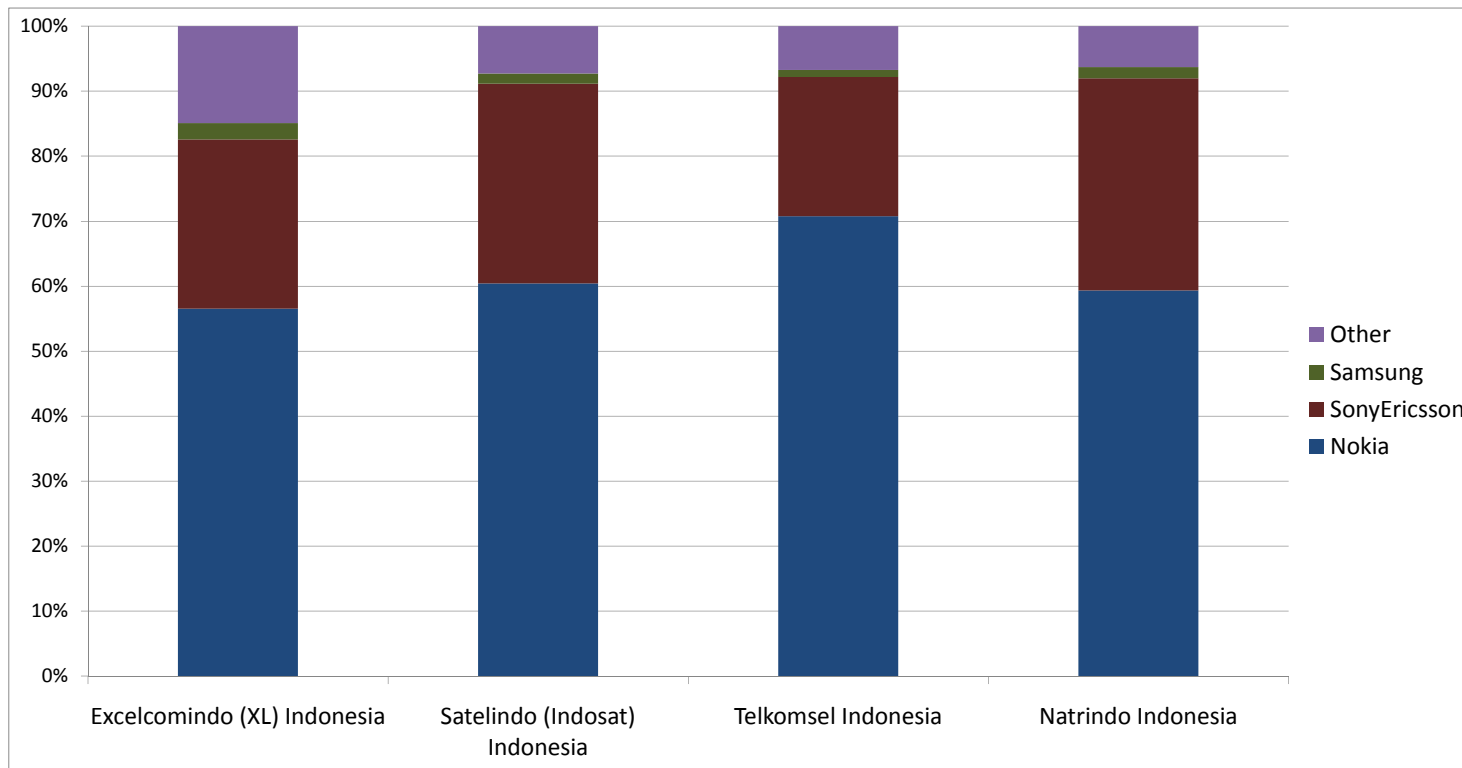| MMA Standard Screen Size	Share %
Small	32.4%
Medium	32.2%
Large	27.1%
X-Large	8.2%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: SonyEricsson K320i and Nokia E63.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

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Indonesia Handset Data

August 2009

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - Indonesia
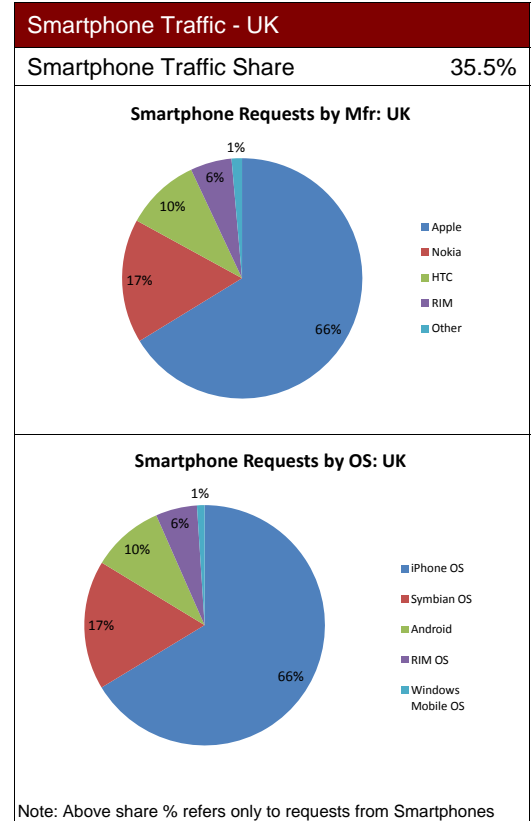

Notes

• Other includes all manufacturers with less than 1% share.

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United Kingdom Handset Data - August 2009

admob

Requests: 428,182,285

Top Device Mfrs	% of Requests	Share Chg %
Apple	52.0%	6.2%
Nokia	8.6%	-4.0%
SonyEricsson	8.5%	-5.5%
Samsung	4.8%	-3.1%
HTC	3.6%	-0.4%
LG	2.1%	-0.9%
RIM	2.0%	-0.8%
Other [1]	18.5%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Apple	iPhone	31.0%	2.7%
Apple	iPod Touch	21.0%	3.5%
HTC	Dream	2.6%	-0.5%
Nokia	N95	1.6%	-1.2%
Nokia	N97	1.5%	0.5%
SonyEricsson	K800i	1.1%	-0.7%
Sony	PSP	1.0%	0.5%
Samsung	J700	0.7%	-0.5%
Nokia	5800 XpressMusic	0.7%	-0.2%
SonyEricsson	W910i	0.7%	-0.6%
Samsung	G600	0.6%	-0.4%
RIM	BlackBerry 9000	0.6%	-0.2%
HTC	Magic	0.5%	-0.2%
SonyEricsson	W580i	0.5%	-0.3%
LG	KP500	0.5%	-0.2%
SonyEricsson	W810i	0.5%	-0.4%
RIM	BlackBerry 8900	0.5%	-0.2%
SonyEricsson	W350i	0.5%	-0.2%
Nokia	6300	0.4%	-0.3%
SonyEricsson	C902	0.4%	-0.4%
Total		**66.8%**	

Smartphone Traffic - UK	
Smartphone Traffic Share	35.5%

Smartphone Requests by Mfr: UK

- Apple 66%
- Nokia 17%
- HTC 10%
- RIM 6%
- Other 1%

Smartphone Requests by OS: UK

- iPhone OS 66%
- Symbian OS 17%
- Android 10%
- RIM OS 6%
- Windows Mobile OS 1%

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	71.3%
Supports Streaming Video	79.0%
Able to Download Video Clips	95.8%
Supports WAP Push Messages	27.5%

MMA Standard Screen Size	Share %
Small	2.8%
Medium	3.6%
Large	16.8%
X-Large	76.8%

Notes

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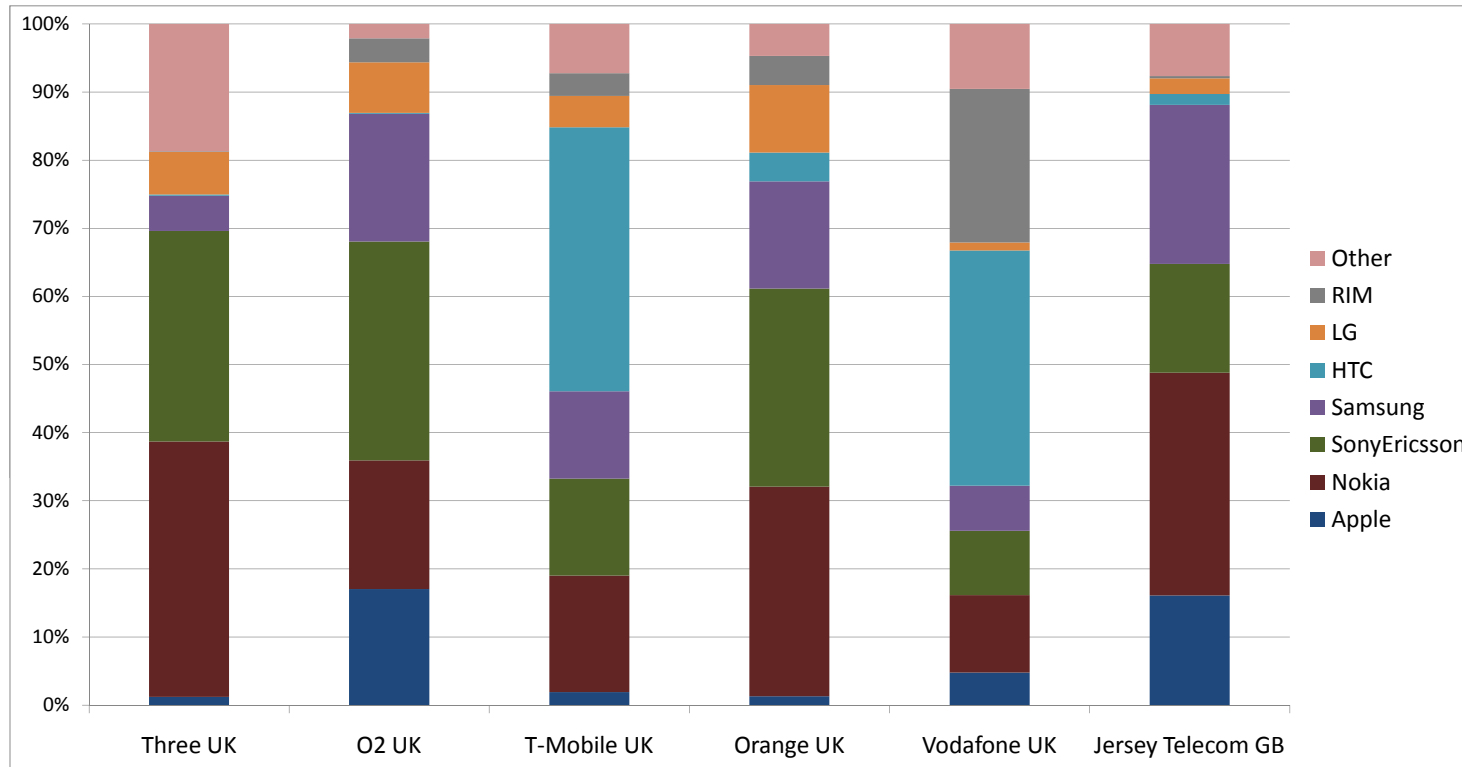
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United Kingdom Handset Data

August 2009

admob

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - United Kingdom

Legend:
- Other
- RIM
- LG
- HTC
- Samsung
- SonyEricsson
- Nokia
- Apple

Operators: Three UK, O2 UK, T-Mobile UK, Orange UK, Vodafone UK, Jersey Telecom GB

Notes

• Other includes all manufacturers with less than 1% share.

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Philippines Handset Data - August 2009

admob

Requests: 405,580,983

Top Device Mfrs	% of Requests	Share Chg %
Nokia	68.7%	0.8%
SonyEricsson	8.4%	0.7%
Apple	4.0%	2.0%
Samsung	2.5%	0.1%
Sony	1.3%	0.1%
Other [(1)]	15.2%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	6.7%	0.4%
Nokia	3110c	3.6%	0.0%
Nokia	6300	3.5%	0.3%
Nokia	6630	2.7%	0.0%
Nokia	2600c	2.7%	-0.2%
Nokia	6120c	2.5%	0.3%
Nokia	6600	2.5%	0.0%
Nokia	2630	2.4%	-0.2%
Apple	iPod Touch	2.4%	1.3%
Nokia	6070	1.9%	-0.4%
Nokia	6680	1.9%	-0.1%
Nokia	N73	1.9%	0.2%
Nokia	N95	1.8%	0.1%
Nokia	7210	1.7%	0.2%
Nokia	1680c	1.6%	-0.2%
Apple	iPhone	1.6%	0.7%
Nokia	5300	1.5%	0.0%
Nokia	5310	1.4%	0.2%
Nokia	N80	1.4%	0.0%
Nokia	6020	1.4%	-0.4%
Total		**47.1%**	

Smartphone Traffic - Philippines

Smartphone Traffic Share	32.7%
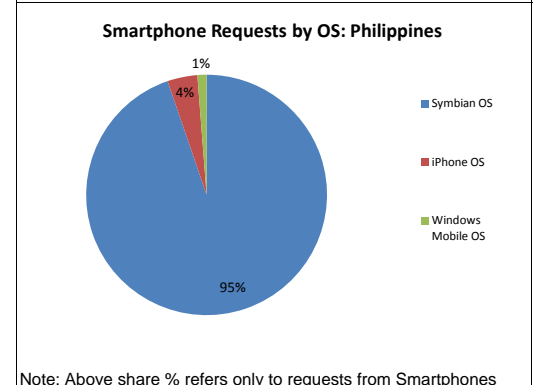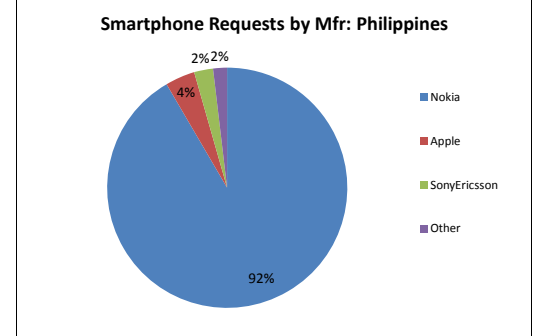
Smartphone Requests by Mfr: Philippines

- Nokia 92%
- Apple 4%
- SonyEricsson 2%
- Other 2%

Smartphone Requests by OS: Philippines

- Symbian OS 95%
- iPhone OS 4%
- Windows Mobile OS 1%

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	88.2%
Supports Streaming Video	71.5%
Able to Download Video Clips	86.0%
Supports WAP Push Messages	83.6%

MMA Standard Screen Size	Share %
Small	28.8%
Medium	25.5%
Large	28.4%
X-Large	17.3%

Notes

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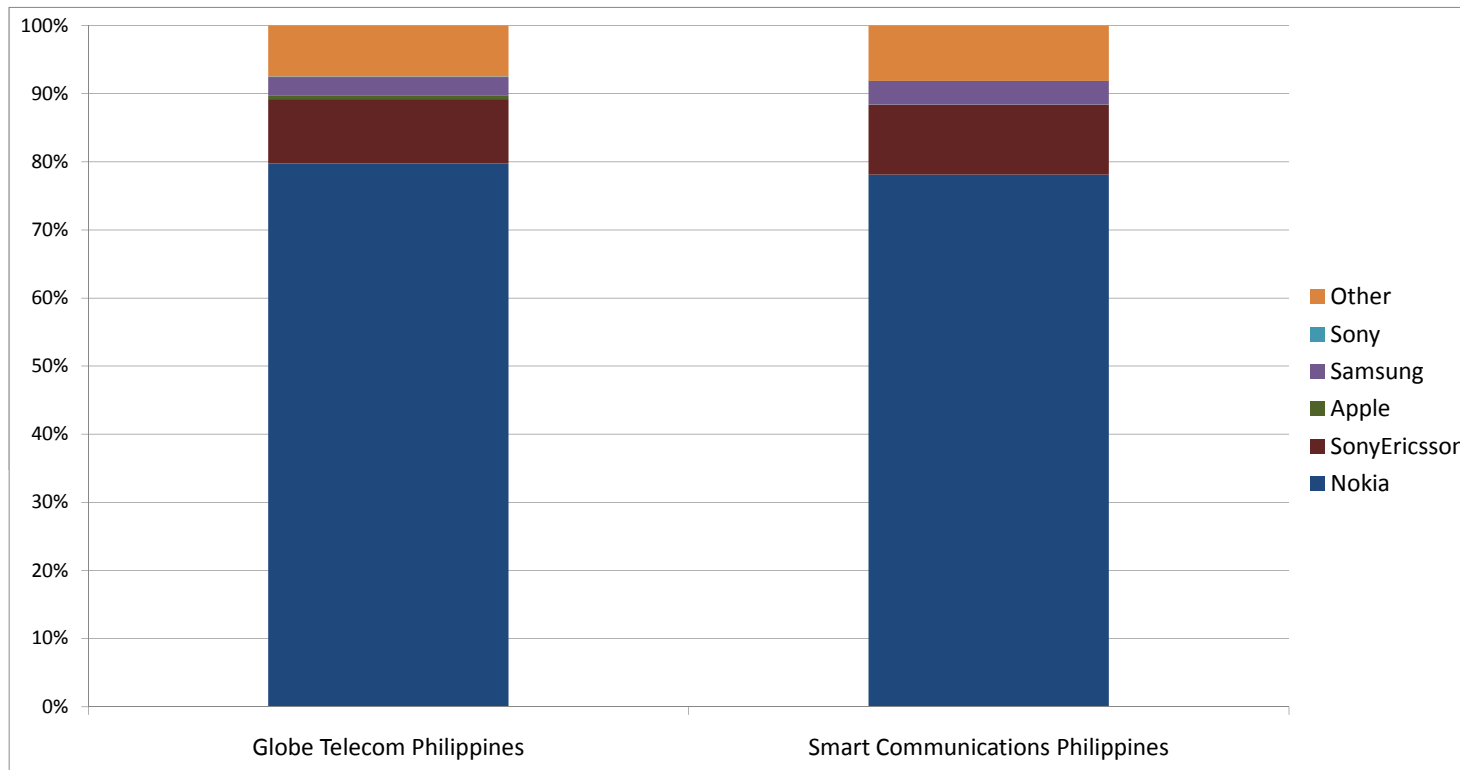- (1) Includes unclassified impressions and other manufacturers with < 1% share.

Philippines Handset Data
August 2009

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - Philippines
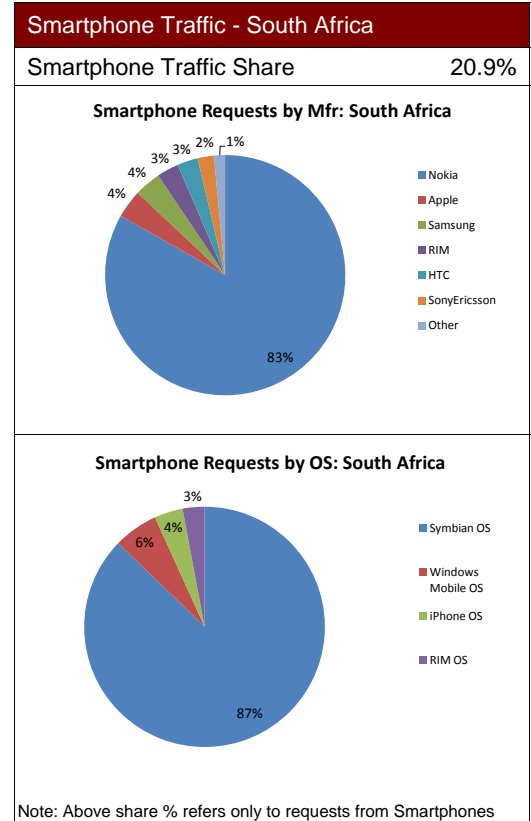

Notes

• Other includes all manufacturers with less than 1% share.

South Africa Handset Data - August 2009

admob

Requests: 143,741,639

Top Device Mfrs	% of Requests	Share Chg %
Nokia	37.8%	0.3%
Samsung	31.9%	-0.6%
SonyEricsson	9.5%	0.0%
Motorola	6.8%	-0.4%
LG	6.2%	0.2%
Apple	1.0%	0.0%
Other [(1)]	6.9%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Samsung	E250	8.5%	-0.4%
Motorola	V360	4.4%	-0.1%
Nokia	N70	3.7%	-0.1%
Samsung	M620	2.8%	0.1%
Samsung	J750	2.5%	-0.2%
Samsung	J700	2.4%	-0.1%
LG	KS360	2.2%	-0.6%
Samsung	D900i	1.8%	-0.1%
LG	KG290	1.7%	-0.1%
Nokia	N73	1.5%	0.0%
Samsung	E370	1.5%	0.0%
Nokia	6300	1.5%	0.0%
Nokia	6234	1.3%	-0.1%
SonyEricsson	W350i	1.3%	0.2%
Nokia	5000d	1.2%	0.1%
Nokia	2760	1.2%	0.0%
Nokia	N81	1.2%	0.0%
Nokia	2630	1.2%	0.0%
Nokia	N95	1.1%	0.0%
Nokia	6110	1.0%	-0.1%
Total		**44.1%**	

Smartphone Traffic - South Africa

Smartphone Traffic Share	20.9%

Smartphone Requests by Mfr: South Africa

3% 3% 2% 1%
3%
4%
4%
83%

- Nokia
- Apple
- Samsung
- RIM
- HTC
- SonyEricsson
- Other

Smartphone Requests by OS: South Africa

3%
4%
6%
87%

- Symbian OS
- Windows Mobile OS
- iPhone OS
- RIM OS

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	78.4%
Supports Streaming Video	70.5%
Able to Download Video Clips	79.8%
Supports WAP Push Messages	93.8%

MMA Standard Screen Size	Share %
Small	37.0%
Medium	20.3%
Large	35.4%
X-Large	7.4%

Notes

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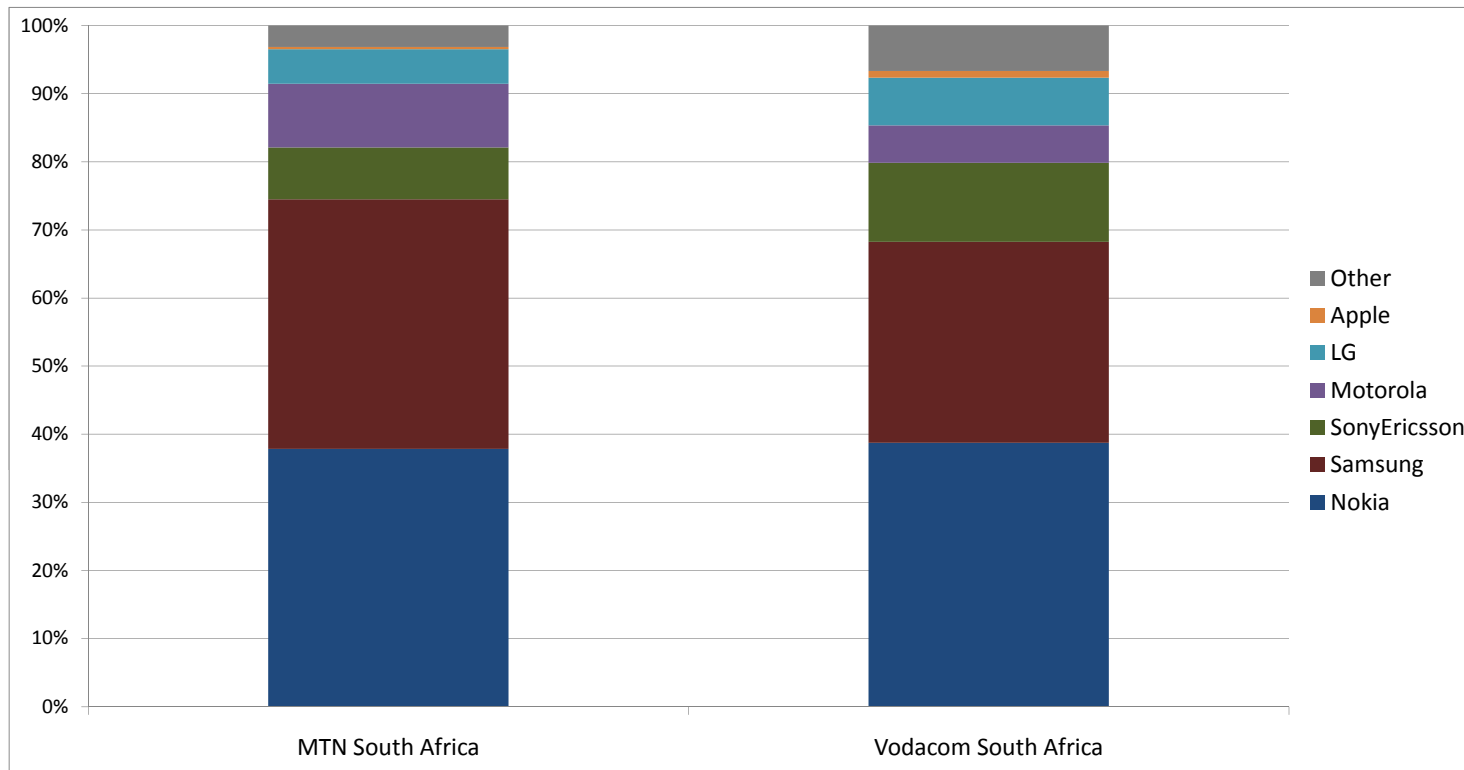- (1) Includes unclassified impressions and other manufacturers with < 1% share.

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South Africa Handset Data

August 2009

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 less than 1% share.

AdMob Mobile Metrics Report

August 2009

About AdMob

AdMob serves Graphical Banner and Text Link ads on mobile web pages for more than 7,000 publishers. AdMob has served more than 100 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 10 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 also serves mobile ads into iPhone and Android applications. The traffic from these applications is included in the Metrics report.

There is no standard industry definition of a smartphone. AdMob's defintion 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

Representativeness - AdMob does not claim that this information will be necessarily representative of the mobile Web 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 9,000 sites, we feel the data will be useful and may help inform 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.

Questions

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

Email metrics@admob.com to sign up for future reports. Find previous reports and other resources at metrics.admob.com.

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