



## AdMob Mobile Metrics Report

AdMob serves ads for more than 15,000 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 its network. This monthly report offers a snapshot of its data to provide insight into trends in the mobile ecosystem.

December 2009

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# AdMob Mobile Metrics Report

December 2009

## New and Noteworthy

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The December 2009 AdMob Mobile Metrics Report breaks down, by region, trended manufacturer share across all mobile devices, smartphone OS share, and the top handsets and smartphones in the AdMob network. Regional highlights include:

- Africa: Nokia's share remained fairly steady in 2009, generating more than 50% of requests throughout the year. In Q4, Samsung and Sony Ericsson devices generated 18% and 9% of requests, respectively. Symbian was the dominant smartphone OS generating 87% of smartphone requests and accounting for nine of the top 10 smartphones in Q4 2009.
- Asia: Nokia continues to be the leading manufacturer in Asia by a wide margin with 53% of requests in Q4 2009. After launching in several countries in Asia in 2009, the iPhone had a strong Q4 and doubled its share of smartphone requests to 27%.
- Eastern Europe: Nokia's share decreased slightly throughout the year to 35% in Q4 2009. Apple, Sony Ericsson, and Samsung devices generated 23%, 12% and 9% of requests, respectively. Eight of the top 10 smartphones in the region were Nokia devices, including the 6300, N70, and N95.
- Latin America: Several device manufacturers had significant share in Q4 2009, Apple led with 39%, Nokia had 15% and Sony Ericsson had 11% of device requests. The Sony PlayStation Portable was the number three device in December 2009. Although it only generated 8% of smartphone requests, RIM had three of the top 10 smartphones in the region.
- North America: In Q4 2009, Apple lead with 40% followed by Samsung with 17% and Motorola with 11%. The iPhone generated 54% of smartphone requests in Q4 2009. Android share grew throughout the year reaching 27% in Q4 2009, by far its highest penetration in any region.
- Oceania: Apple's share increased dramatically throughout 2009 and its devices are responsible for the vast majority of requests in the region. The top 10 smartphones in Q4 2009 included the Apple iPhone, HTC Magic, HTC Hero, BlackBerry 9000 and six different Nokia models.
- Western Europe: Apple made strong gains in manufacturer share in 2009. In Q4 2009 the Apple iPhone and iPod touch generated more than half of total requests from the region at the expense of Nokia, Samsung, and Sony Ericsson. Android had a strong Q4 2009 and generated 8% share of smartphone requests, second only to North America in penetration.

\* Visit our metrics blog at [metrics.admob.com](http://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 15,000 mobile Web sites and applications. AdMob 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. Please visit this blog post for more information on how to interpret the Metrics report: <http://metrics.admob.com/2009/10/placing-admob-metrics-in-context/>.

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Ad Request by Geography

Worldwide: Manufacturer and Device Share

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India: Manufacturer and Device Share / Operator Handset Mix

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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

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

# AdMob Mobile Metrics Report

December 2009



## Feature Section: Manufacturer Share by Region

This feature section compares manufacturer share by region for Q4 2009; trended data is available for each region along with top devices in page 5-11. As a reminder, AdMob share is a measure of relative mobile Web and application usage, and does not represent the number of unique devices in a given region. <sup>(1)</sup>

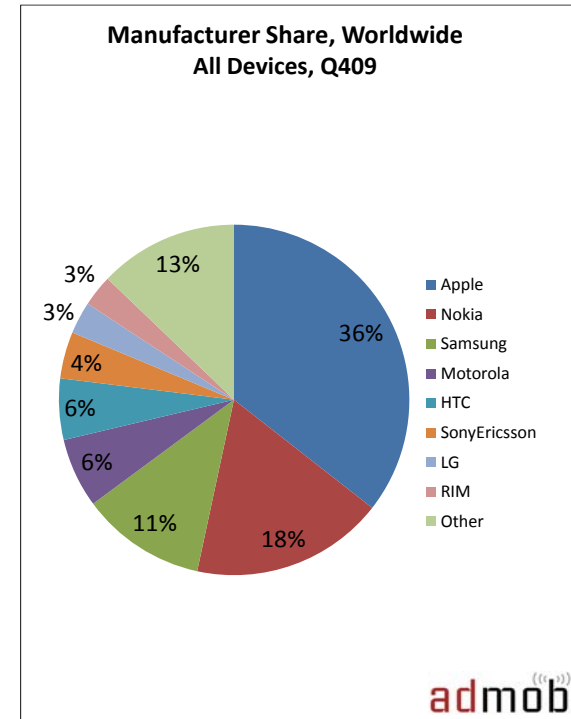
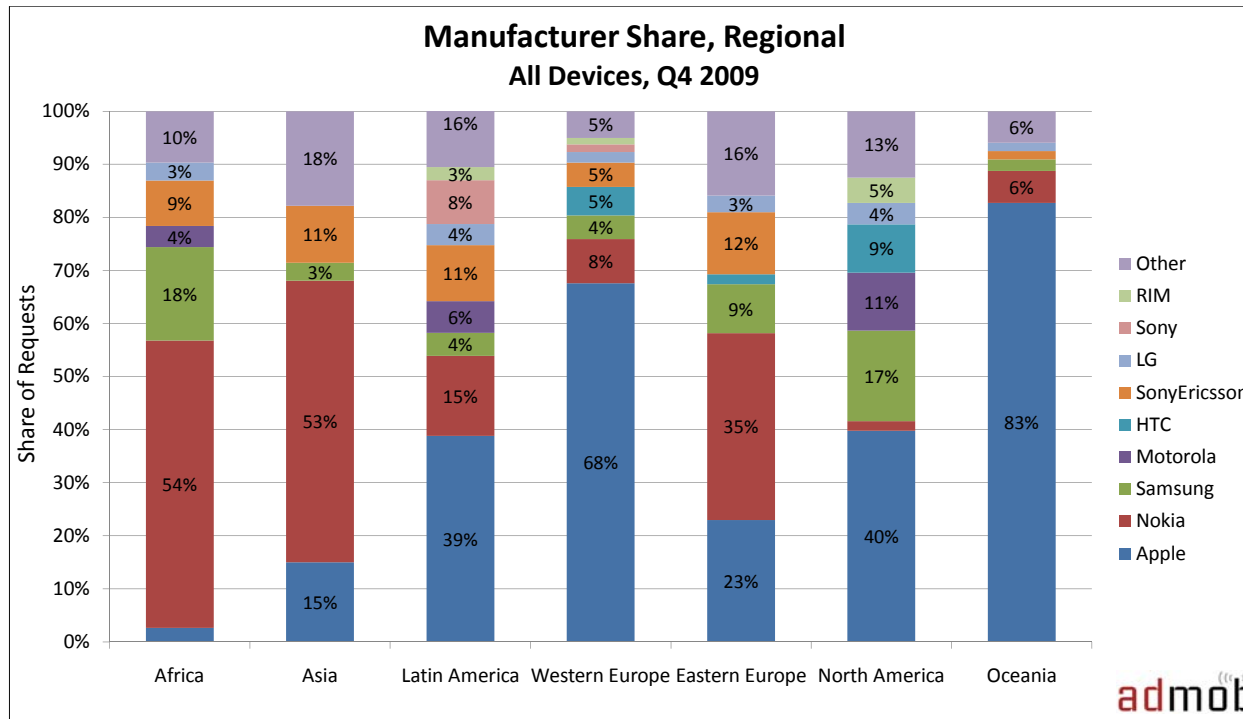
### Highlights

\* On a worldwide basis, Nokia lost ground to Apple throughout 2009. Nokia's share of requests in the AdMob network declined from 33% in Q4 2008 to 18% in Q4 2009. However, differences exist between regions as Nokia is still the largest device manufacturer by share of requests in Africa, Asia and Eastern Europe.

\* Increased worldwide availability of the iPhone and iPod touch has lead to Apple's share of requests increasing from 9% in Q4 2008 to 36% in Q4 2009. Apple is the leading manufacturer in Latin America, Western Europe, North America, and Oceania in the AdMob Network.

\* HTC share increased from 1% in Q4 2008 to 6% in Q4 2009 due to success of its Android devices in North America and Western Europe.

\* RIM, manufacturer of Blackberry devices, saw its worldwide manufacturer share remain steady in the past year at 3%.



<sup>(1)</sup> AdMob serves ads into applications on the iPhoneOS, Android and webOS platforms. Please see the final page of this report or visit [metrics.admob.com](http://metrics.admob.com) for more information on our methodology.

• Worldwide Share is based on the geographic distribution of requests in the AdMob Network. Please see page 12 for more information on the geographic distribution of our requests.

# AdMob Mobile Metrics Report

December 2009



## Feature Section: Operating System Share by Region

This feature section compares smartphone Operating System share by region for Q4 2009; trended data is available for each region along with smartphones in pages 5-11. As a reminder, AdMob share is a measure of relative mobile Web and application usage, and does not represent the number of unique devices in a given region. AdMob currently serves ads into iPhone, Android, and webOS applications. <sup>(1)</sup>

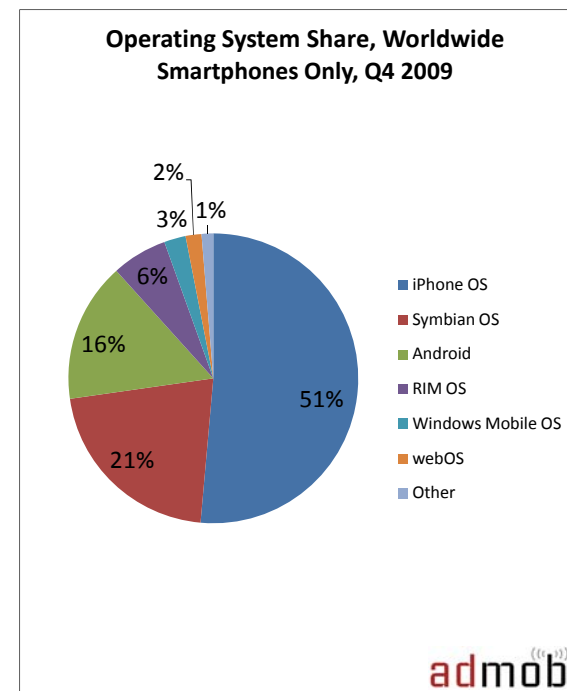
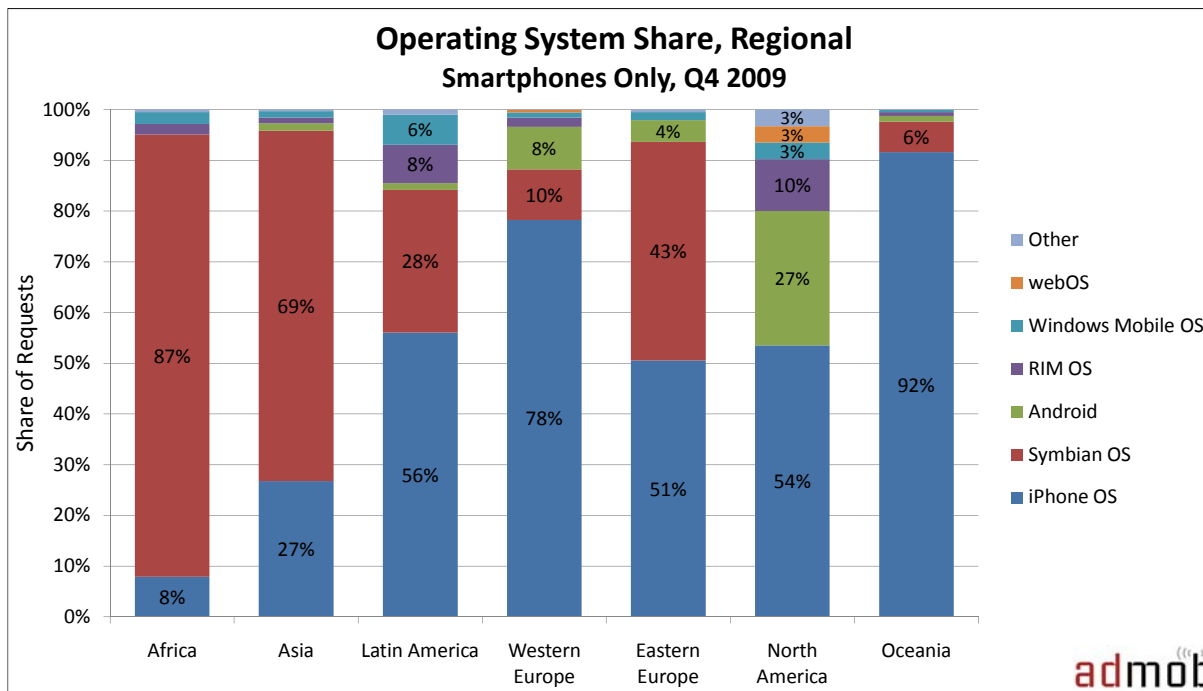
### Highlights

\* Although smartphones represented only 14% of mobile devices shipped in 2009, <sup>(2)</sup> smartphones generated 39% of worldwide traffic on the AdMob network in 2009.

\* The iPhone OS dominated the North American, Australian and Western European markets. Over that same time period, Apple shipped an incremental 26M iPhone units. <sup>(3)</sup> The majority of iPhone requests are generated inside applications.

\* Symbian is the most popular operating system in Africa and Asia, and continues to have a significant market share in Eastern Europe and Latin America. In all regions other than North America and Western Europe, at least 5 of the top 10 smartphones run Symbian.

\* Android traffic in the AdMob network has grown dramatically over the last year in North America and Western Europe. In Q4 2008, traffic from Android devices represented only 1% of overall smartphone traffic, compared to 16% in Q4 2009.

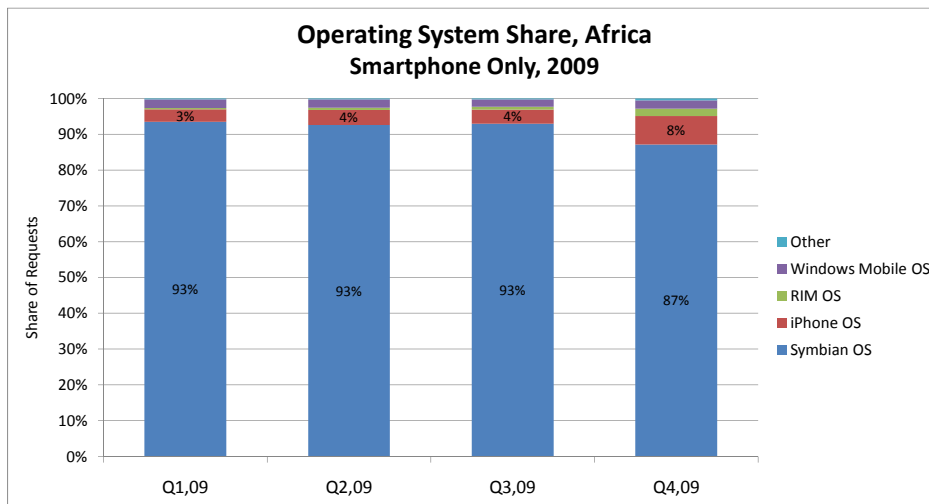
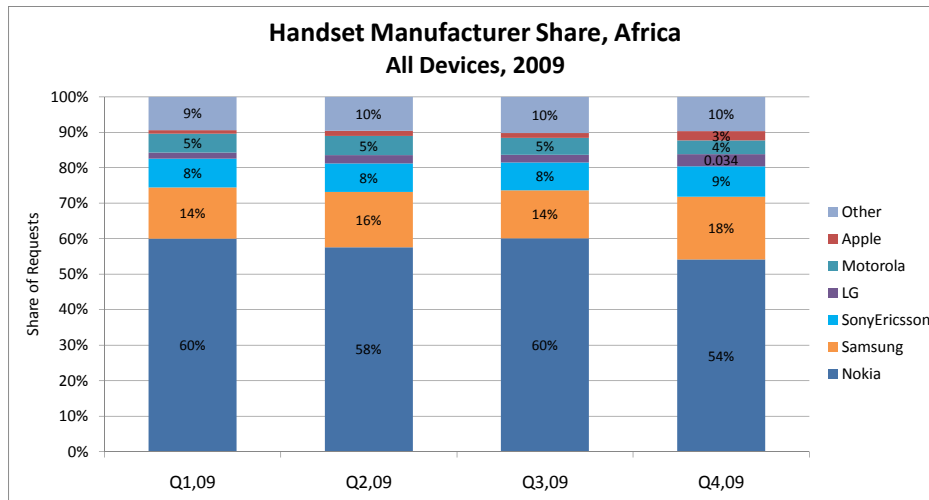


<sup>(1)</sup> AdMob's definition of a Smartphone is a phone that has an identifiable Operating System. Although it runs the iPhone OS, the Apple iPod touch was not included in this analysis because it is not a phone.

<sup>(2)</sup> Gartner 2009 Press Release: <http://www.gartner.com/it/page.jsp?id=1256113>

<sup>(3)</sup> Gene Munster/Piper Jaffray Apple Research Note dated 1/6/2010.

# Africa Handset Data - 2009



## Top Devices, December 2009

Brand	Model	% of Requests	Share Chg % <sup>(1)</sup>
Nokia	3110c	3.8%	-0.5%
Samsung	E250	3.7%	0.3%
Nokia	N70	3.2%	-0.8%
Nokia	6300	3.0%	-0.1%
Apple	iPhone	2.4%	0.9%
Nokia	6120c	2.3%	-0.5%
Samsung	M620	1.9%	0.9%
Nokia	N73	1.7%	-0.1%
LG	KS360	1.6%	0.8%
Motorola	V360	1.5%	0.2%
<b>Total</b>		<b>25.0%</b>	

## Top Smartphones, December 2009

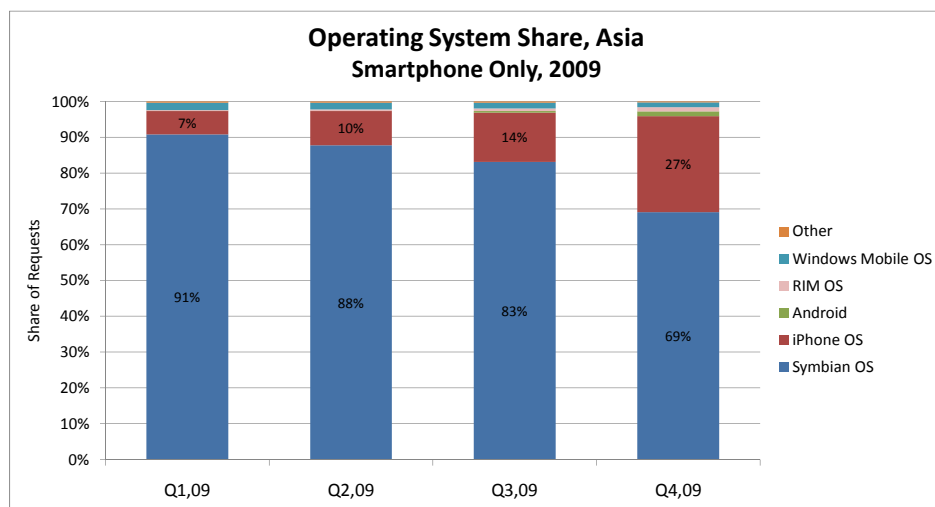
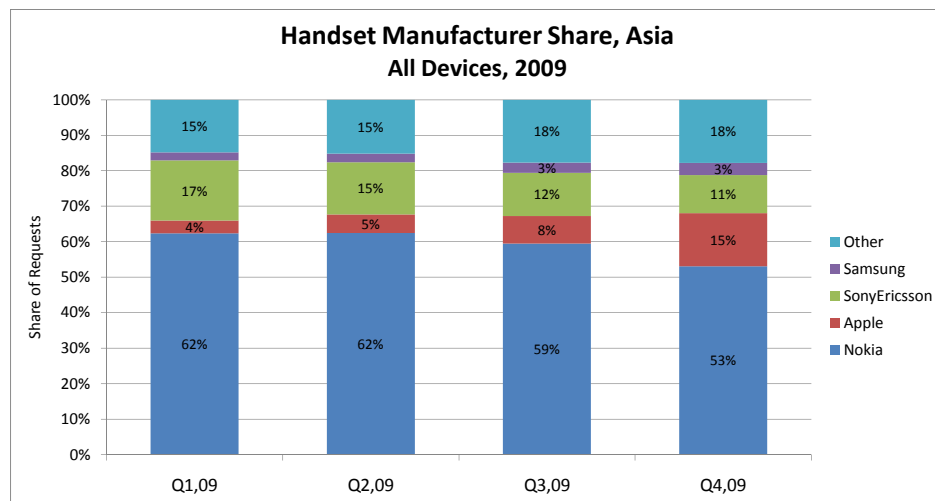
Brand	Model	% of Requests	Share Chg % <sup>(1)</sup>
Nokia	N70	10.8%	-2.3%
Nokia	6300	10.3%	-0.2%
Apple	iPhone	8.2%	3.0%
Nokia	6120c	7.7%	-1.4%
Nokia	N73	5.8%	-0.2%
Nokia	N95	4.8%	-0.6%
Nokia	N80	3.7%	-1.8%
Nokia	N81	3.0%	-0.5%
Nokia	5800 XpressMusic	2.6%	0.4%
Nokia	6630	2.3%	-0.7%
<b>Total</b>		<b>59.2%</b>	

### Notes

- Other includes unclassified impressions and other manufacturers with < 1% share.
- We received 1.6 billion requests from Africa in Q4 2009. In December 2009, smartphone traffic share was 28%. Please see page 26 for our definition of a smartphone.

<sup>(1)</sup>Share change calculated as percent of December 2009 requests less percent of September 2009 requests.

# Asia Handset Data - 2009



## Top Devices, December 2009

Brand	Model	% of Requests	Share Chg % <sup>(1)</sup>
Apple	iPhone	15.2%	8.4%
Nokia	N70	3.8%	-0.8%
Apple	iPod touch	3.4%	0.8%
Nokia	3110c	3.0%	-0.7%
Nokia	5130	2.6%	1.2%
Nokia	6300	2.2%	-0.7%
Nokia	N80	2.0%	-0.6%
Nokia	N73	1.9%	-0.2%
Nokia	N95	1.8%	-0.7%
Nokia	6120c	1.7%	-0.2%
<b>Total</b>		<b>37.6%</b>	

## Top Smartphones, December 2009

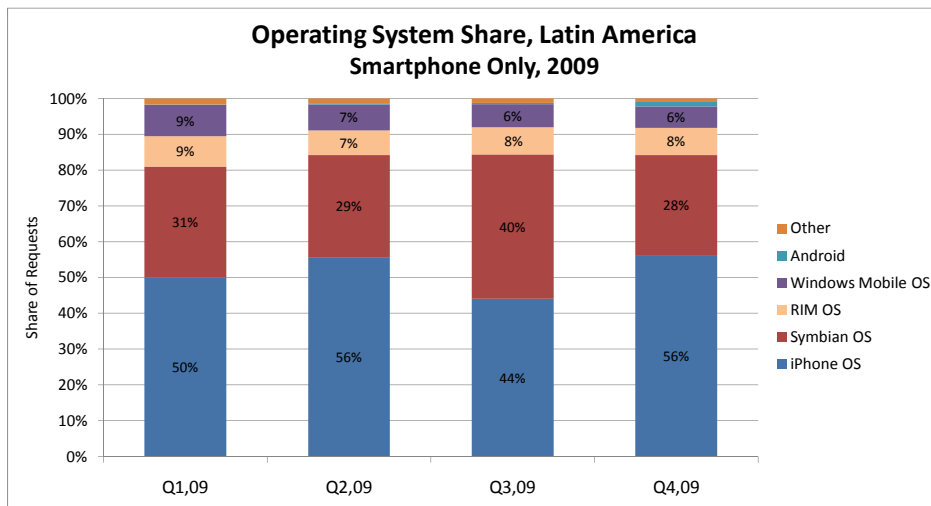
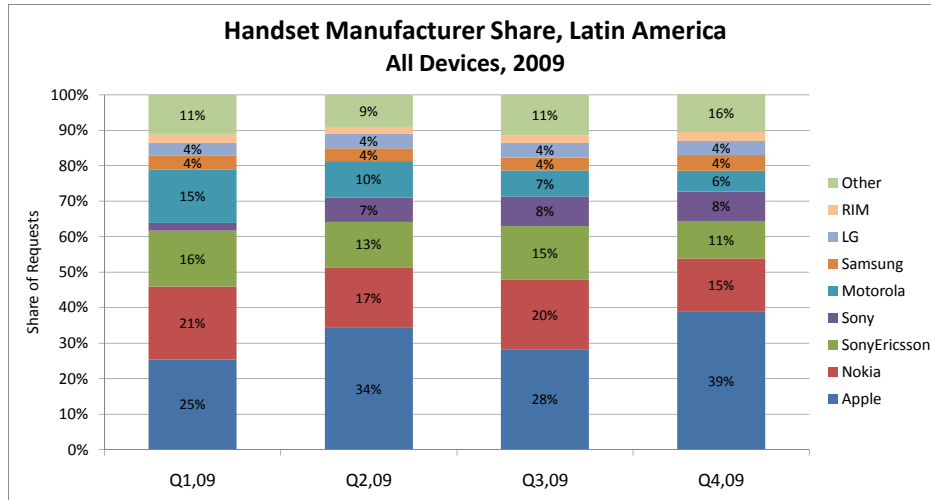
Brand	Model	% of Requests	Share Chg % <sup>(1)</sup>
Apple	iPhone	32.6%	16.8%
Nokia	N70	8.1%	-2.7%
Nokia	6300	4.7%	-1.9%
Nokia	N80	4.3%	-1.7%
Nokia	N73	4.2%	-0.9%
Nokia	N95	3.9%	-1.9%
Nokia	6120c	3.6%	-0.8%
Nokia	6600	2.6%	-1.0%
Nokia	7610	2.5%	-0.2%
Nokia	5800 XpressMusic	2.3%	-0.2%
<b>Total</b>		<b>68.7%</b>	

### Notes

- Other includes unclassified impressions and other manufacturers with < 1% share.
- We received 6.6 billion requests from Asia in Q4 2009. In December 2009, smartphone traffic share was 46%. Please see page 26 for our definition of a smartphone.

<sup>(1)</sup>Share change calculated as percent of December 2009 requests less percent of September 2009 requests.

# Latin America Handset Data - 2009



## Top Devices, December 2009

Brand	Model	% of Requests	Share Chg % <sup>(1)</sup>
Apple	iPod touch	21.8%	4.1%
Apple	iPhone	19.0%	7.0%
Sony	PSP	9.3%	0.0%
Nokia	5530 XpressMusic	2.1%	2.0%
Nokia	N95	2.0%	-0.3%
Motorola	RAZR V3	1.4%	-0.7%
SonyEricsson	W580i	1.2%	-1.6%
LG	MX380	1.1%	-0.6%
Nokia	5800 XpressMusic	1.0%	0.5%
RIM	BlackBerry 8300	0.7%	-0.3%
<b>Total</b>		<b>59.6%</b>	

## Top Smartphones, December 2009

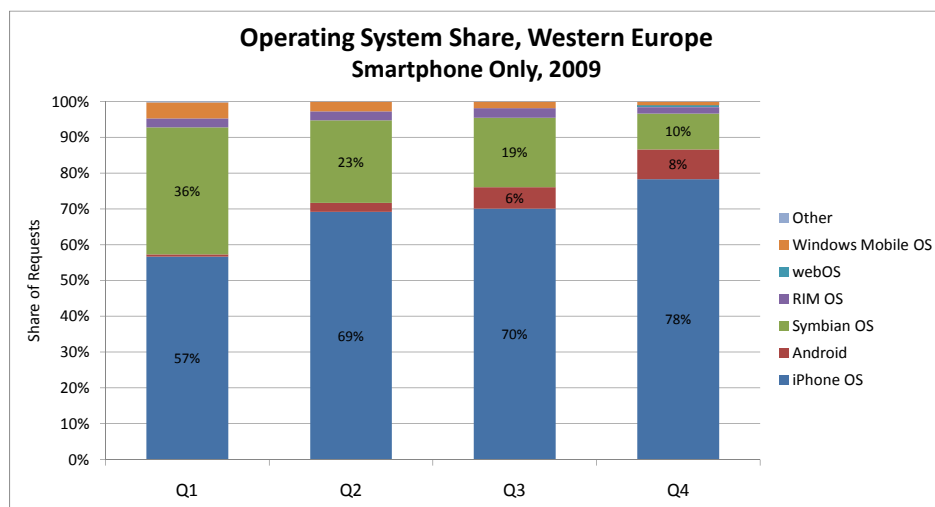
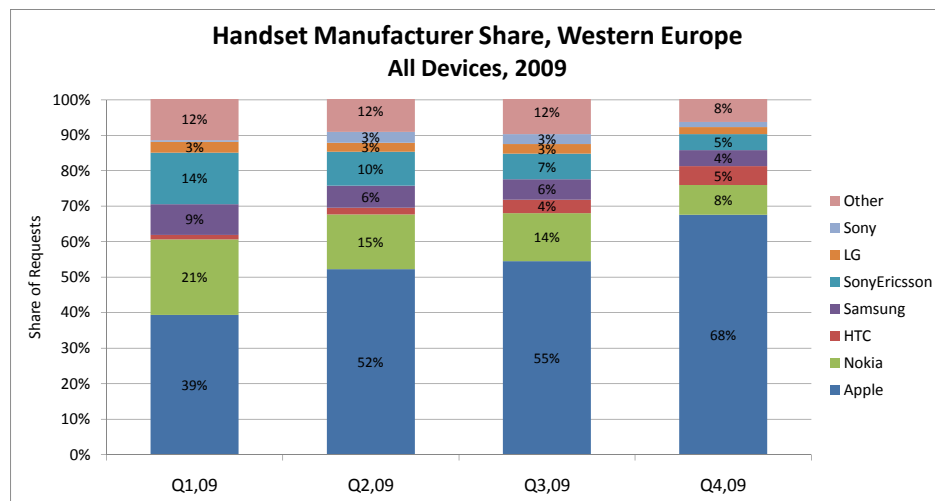
Brand	Model	% of Requests	Share Chg % <sup>(1)</sup>
Apple	iPhone	55.0%	8.5%
Nokia	5530 XpressMusic	6.1%	5.6%
Nokia	N95	5.7%	-3.1%
Nokia	5800 XpressMusic	3.0%	1.0%
RIM	BlackBerry 8300	2.0%	-1.9%
RIM	BlackBerry 8100	1.5%	-1.5%
Nokia	E71	1.5%	-0.4%
RIM	BlackBerry 8520	1.4%	1.3%
Nokia	E63	1.3%	0.6%
Motorola	CLIQ	1.1%	1.1%
<b>Total</b>		<b>78.6%</b>	

### Notes

- Other includes unclassified impressions and other manufacturers with < 1% share.
- We received 1.2 billion requests from Latin America in Q4 2009. In December 2009, smartphone traffic share was 34%. Please see page 26 for our definition of a smartphone.

<sup>(1)</sup>Share change calculated as percent of December 2009 requests less percent of September 2009 requests.

# Western Europe Handset Data - 2009



## Top Devices, December 2009

Brand	Model	% of Requests	Share Chg % <sup>(1)</sup>
Apple	iPhone	53.8%	12.9%
Apple	iPod touch	17.4%	2.7%
HTC	Hero	2.2%	1.2%
HTC	Magic	1.4%	-0.5%
Sony	PSP	1.2%	-2.7%
HTC	Dream	1.2%	-0.6%
Nokia	N95	1.0%	-1.5%
Nokia	5800 XpressMusic	0.8%	-0.5%
Samsung	GT S5230	0.7%	0.1%
Palm	Pre	0.6%	0.6%
<b>Total</b>		<b>80.2%</b>	

## Top Smartphones, December 2009

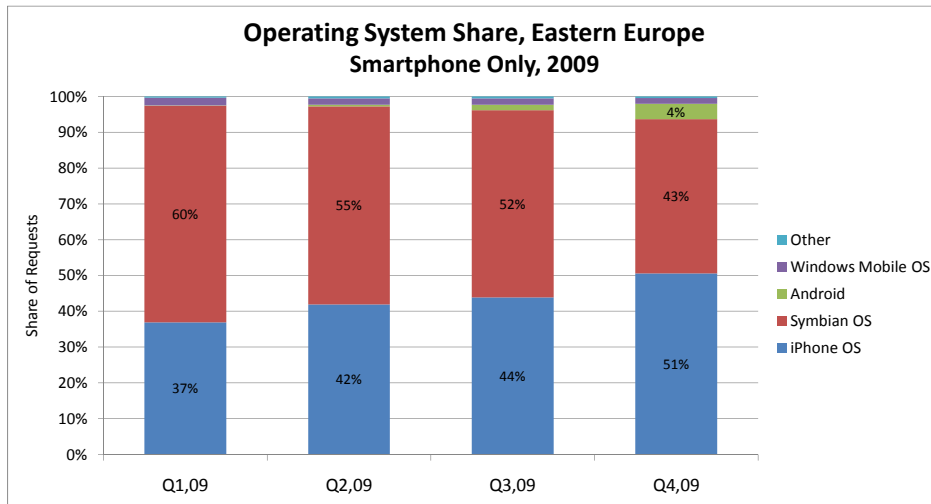
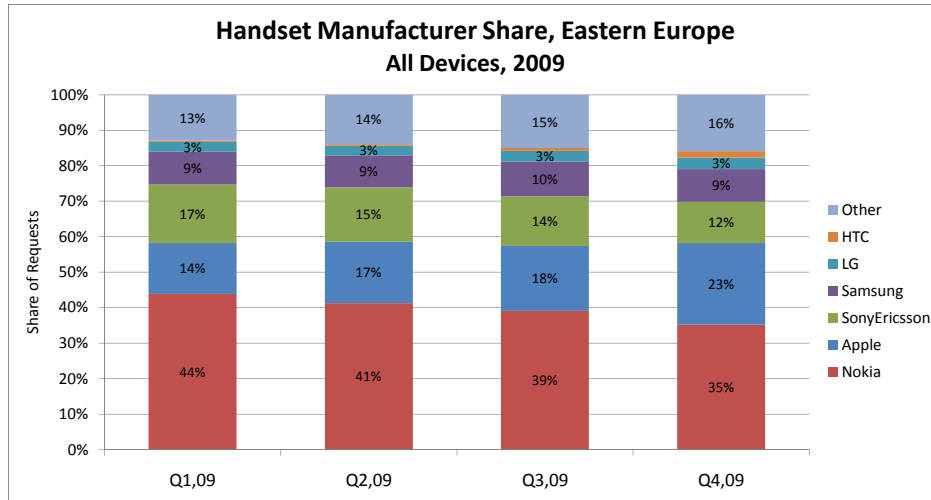
Brand	Model	% of Requests	Share Chg % <sup>(1)</sup>
Apple	iPhone	79.5%	10.0%
HTC	Hero	3.2%	1.5%
HTC	Magic	2.0%	-1.1%
HTC	Dream	1.8%	-1.3%
Nokia	N95	1.5%	-2.8%
Nokia	5800 XpressMusic	1.2%	-1.0%
Palm	Pre	0.9%	0.9%
Samsung	Galaxy	0.6%	0.4%
RIM	BlackBerry 9000	0.5%	-0.3%
Nokia	N97	0.4%	-0.3%
<b>Total</b>		<b>91.5%</b>	

### Notes

- Other includes unclassified impressions and other manufacturers with < 1% share.
- We received 3.7 billion requests from Western Europe in Q4 2009. In December 2009, smartphone traffic share was 66%. Please see page 26 for our definition of a smartphone.

<sup>(1)</sup>Share change calculated as percent of December 2009 requests less percent of September 2009 requests.

# Eastern Europe Handset Data - 2009



## Top Devices, December 2009

Brand	Model	% of Requests	Share Chg % <sup>(1)</sup>
Apple	iPhone	21.5%	3.4%
Nokia	6300	2.8%	-0.2%
Apple	iPod touch	2.4%	0.5%
Nokia	N70	1.8%	-0.2%
Nokia	N95	1.7%	-0.1%
Nokia	N73	1.6%	-0.2%
Nokia	N80	1.2%	-0.2%
Nokia	3110c	1.1%	-0.1%
Nokia	E51	1.1%	-0.1%
SonyEricsson	K800i	1.1%	-0.2%
<b>Total</b>		<b>36.2%</b>	

## Top Smartphones, December 2009

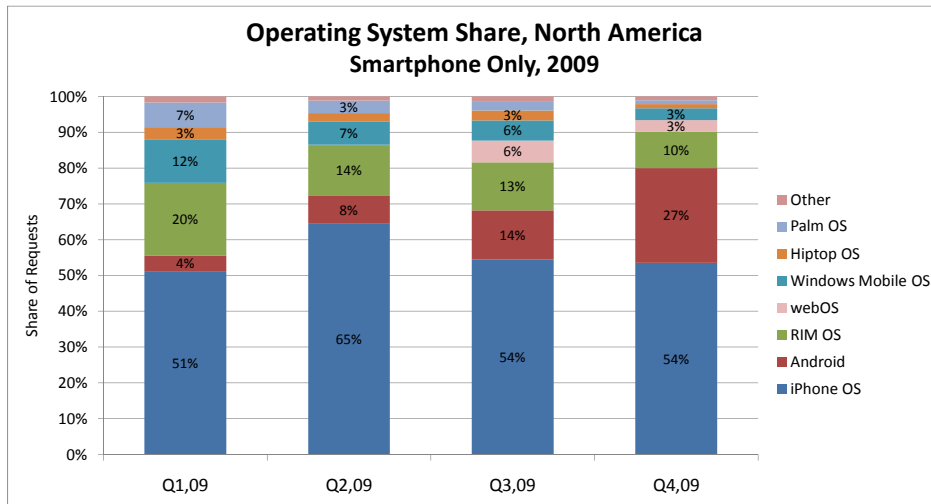
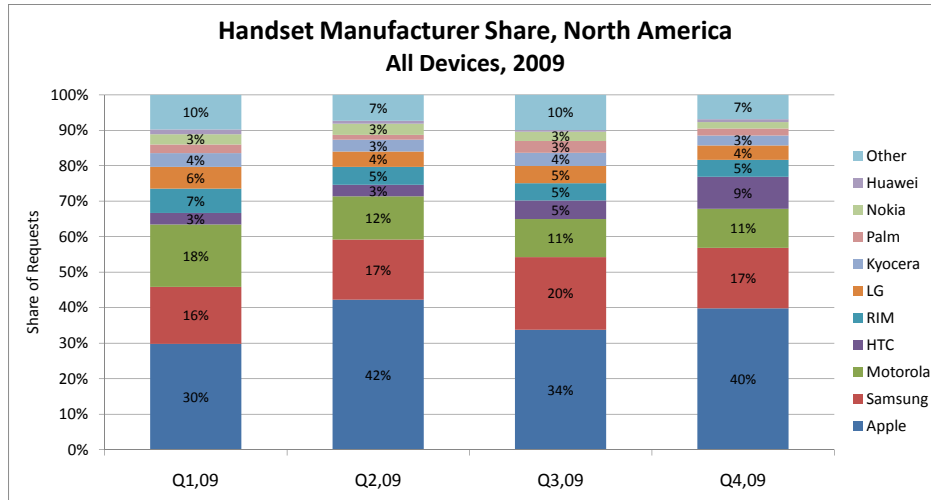
Brand	Model	% of Requests	Share Chg % <sup>(1)</sup>
Apple	iPhone	50.1%	3.2%
Nokia	6300	6.5%	-1.1%
Nokia	N70	4.1%	-1.0%
Nokia	N95	4.0%	-0.6%
Nokia	N73	3.7%	-0.8%
Nokia	N80	2.7%	-0.8%
Nokia	E51	2.6%	-0.4%
Nokia	5800 XpressMusic	2.0%	0.4%
Nokia	6120c	2.0%	-0.2%
HTC	Hero	1.5%	1.0%
<b>Total</b>		<b>79.0%</b>	

### Notes

- Other includes unclassified impressions and other manufacturers with < 1% share.
- We received 661 million requests from Eastern Europe in Q4 2009. In December 2009, smartphone traffic share was 40%. Please see page 26 for our definition of a smartphone.

<sup>(1)</sup>Share change calculated as percent of December 2009 requests less percent of September 2009 requests.

# North America Handset Data - 2009



## Top Devices, December 2009

Brand	Model	% of Requests	Share Chg % <sup>(1)</sup>
Apple	iPhone	23.3%	4.1%
Apple	iPod touch	15.8%	5.4%
Motorola	Droid	5.4%	5.4%
HTC	Dream	4.0%	-1.3%
Samsung	R450	3.0%	-2.1%
HTC	Hero	2.0%	2.0%
RIM	BlackBerry 8300	1.8%	-0.8%
Motorola	CLIQ	1.6%	1.6%
HTC	Magic	1.6%	0.3%
Palm	Pre	1.4%	-2.6%
<b>Total</b>		<b>59.8%</b>	

## Top Smartphones, December 2009

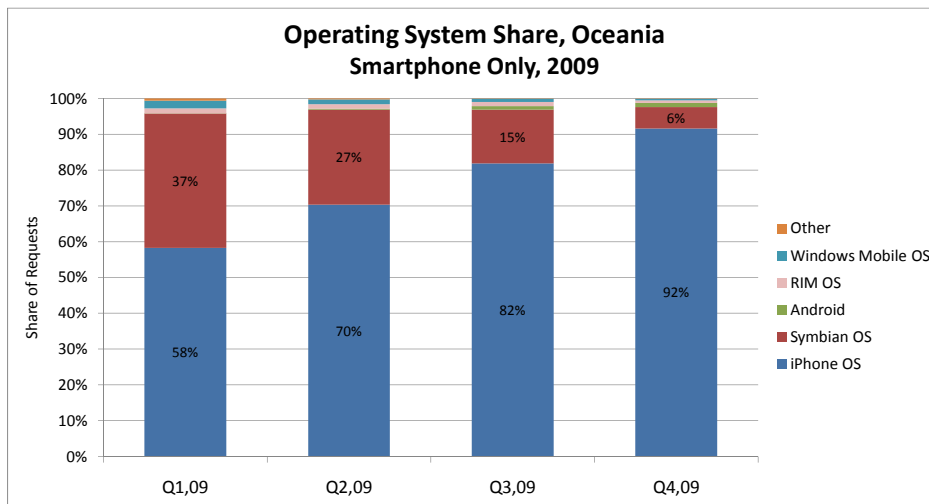
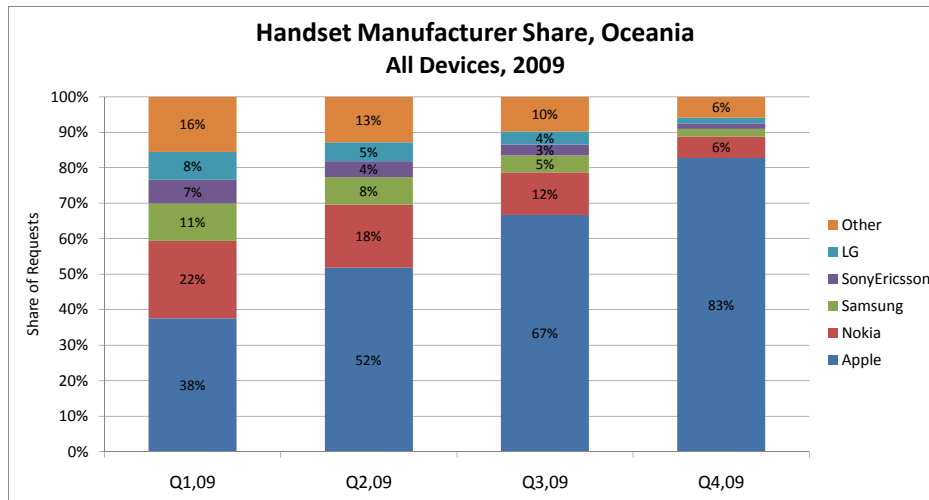
Brand	Model	% of Requests	Share Chg % <sup>(1)</sup>
Apple	iPhone	48.5%	-0.3%
Motorola	Droid	11.3%	11.3%
HTC	Dream	8.3%	-5.2%
HTC	Hero	4.2%	4.2%
RIM	BlackBerry 8300	3.7%	-2.7%
Motorola	CLIQ	3.4%	3.3%
HTC	Magic	3.2%	-0.1%
Palm	Pre	2.9%	-7.2%
HTC	Droid Eris	2.2%	2.2%
Samsung	Moment	1.1%	1.1%
<b>Total</b>		<b>88.8%</b>	

### Notes

- Other includes unclassified impressions and other manufacturers with < 1% share.
- We received 16.4 billion requests from North America in Q4 2009. In December 2009, smartphone traffic share was 46%. Please see page 26 for our definition of a smartphone.

<sup>(1)</sup>Share change calculated as percent of December 2009 requests less percent of September 2009 requests.

# Oceania Handset Data - 2009



## Top Devices, December 2009

Brand	Model	% of Requests	Share Chg % <sup>(1)</sup>
Apple	iPhone	64.1%	10.6%
Apple	iPod touch	21.1%	1.2%
Nokia	N95	0.7%	-0.7%
Sony	PSP	0.5%	-0.2%
Nokia	6300	0.4%	-0.4%
Nokia	6120c	0.4%	-0.1%
Nokia	E71	0.4%	-0.3%
HTC	Magic	0.3%	-0.1%
ZTE	T6	0.3%	-0.2%
LG	KS360	0.3%	-0.9%
<b>Total</b>		<b>88.5%</b>	

## Top Smartphones, December 2009

Brand	Model	% of Requests	Share Chg % <sup>(1)</sup>
Apple	iPhone	92.3%	5.6%
Nokia	N95	0.9%	-1.2%
Nokia	6300	0.6%	-0.7%
Nokia	6120c	0.6%	-0.2%
Nokia	E71	0.5%	-0.6%
HTC	Magic	0.5%	-0.2%
HTC	Hero	0.4%	0.3%
Nokia	E63	0.4%	-0.1%
RIM	BlackBerry 9000	0.3%	-0.2%
Nokia	N97	0.3%	0.0%
<b>Total</b>		<b>96.8%</b>	

### Notes

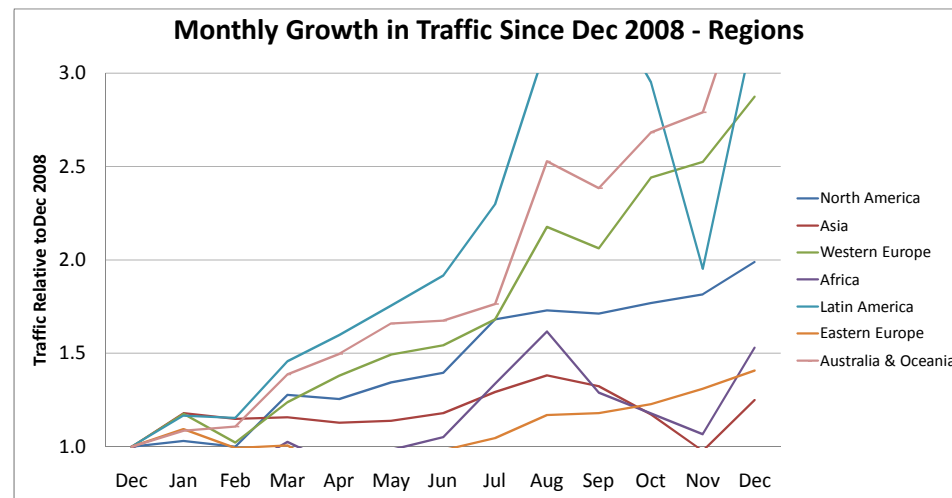
- Oceania is defined by Australia, New Zealand and several islands in the Pacific Ocean.
- Other includes unclassified impressions and other manufacturers with < 1% share.
- We received 520 million requests from Oceania in Q4 2009. In December 2009, smartphone traffic share was 69%. Please see page 26 for our definition of a smartphone.

<sup>(1)</sup>Share change calculated as percent of December 2009 requests less percent of September 2009 requests.

# Ad Requests by Geography - December 2009

Requests: 11,492,970,435

Country	Requests	% of Requests	% Share Change
United States	5,545,002,921	48.2%	-4.5%
India	627,319,269	5.5%	0.3%
Indonesia	485,976,668	4.2%	0.2%
United Kingdom	446,677,144	3.9%	-0.4%
Canada	332,531,128	2.9%	0.7%
South Africa	264,572,444	2.3%	0.2%
France	253,889,139	2.2%	-0.2%
Mexico	219,269,837	1.9%	0.7%
Australia	188,077,237	1.6%	0.1%
Germany	175,692,271	1.5%	0.0%
Other Countries <sup>(1) (2)</sup>	2,953,962,377	25.7%	
<b>Total</b>	<b>11,492,970,435</b>	<b>100.0%</b>	



Region	Requests	% of Requests	% Share Change
North America	5,877,856,788	51.1%	-3.8%
Asia	2,444,090,287	21.3%	1.7%
Western Europe	1,345,709,456	11.7%	-0.4%
Africa	645,597,427	5.6%	1.0%
Latin America	478,844,468	4.2%	1.2%
Eastern Europe	235,684,884	2.1%	-0.2%
Oceania <sup>(3)</sup>	206,953,293	1.8%	0.2%
Other <sup>(2)</sup>	258,233,832	2.2%	
<b>Total</b>	<b>11,492,970,435</b>	<b>100.0%</b>	

## Notes

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

<sup>(1)</sup>Other includes 60 countries having more than 10 million requests.

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

<sup>(3)</sup>Oceania is defined by Australia, New Zealand and several islands in the Pacific Ocean.

# Worldwide Handset Data - December 2009

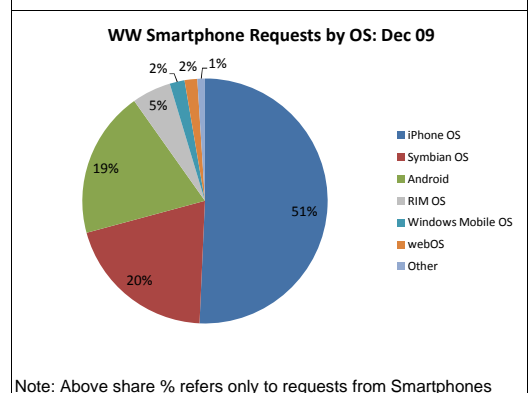
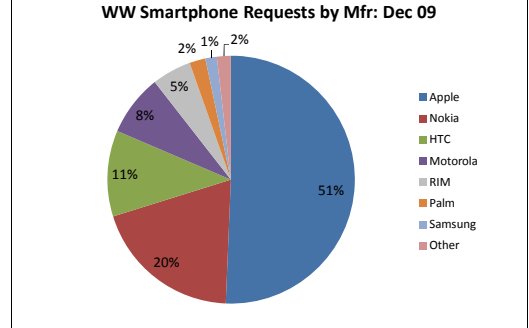
Requests: 11,492,970,435

Top Device Mfrs	% of Requests	Share Chg %
Apple	36.3%	-2.0%
Nokia	17.6%	1.3%
Samsung	11.2%	0.1%
Motorola	7.5%	0.9%
HTC	5.5%	-0.3%
SonyEricsson	4.2%	0.1%
LG	2.8%	-0.2%
RIM	2.6%	-0.5%
Kyocera	1.3%	-0.1%
Sony	1.1%	0.5%
Palm	1.0%	0.1%
Other	9.1%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models	% of Requests	Share Chg %
Apple iPhone	24.1%	-2.7%
Apple iPod touch	12.2%	0.6%
Motorola Droid	2.7%	1.0%
HTC Dream	2.2%	-0.7%
Samsung R450	1.5%	-0.3%
HTC Hero	1.4%	0.0%
Nokia N70	1.1%	0.0%
HTC Magic	1.0%	0.0%
RIM BlackBerry 8300	1.0%	-0.3%
Sony PSP	1.0%	0.4%
Nokia 3110c	1.0%	0.1%
Motorola CLIQ	0.9%	0.4%
Palm Pre	0.8%	0.2%
Nokia 6300	0.8%	0.1%
Motorola RAZR V3	0.8%	-0.2%
Nokia N95	0.7%	0.0%
Nokia 5130	0.7%	0.1%
Kyocera S1300	0.7%	-0.2%
Nokia N73	0.6%	0.0%
Nokia N80	0.6%	0.0%
<b>Total</b>	<b>55.6%</b>	

## Smartphone Traffic - Worldwide

Smartphone Traffic Share 46.8%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	66.8%
Supports Streaming Video	74.6%
Able to Download Video Clips	75.1%
Supports WAP Push Messages	46.9%

MMA Standard Screen Size	Share %
Small	12.5%
Medium	12.0%
Large	17.8%
X-Large	57.7%

### Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Motorola CLIQ.
- The share change percentage for the HTC Hero and HTC Magic reflect updated handset classification.

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

# United States Handset Data - December 2009

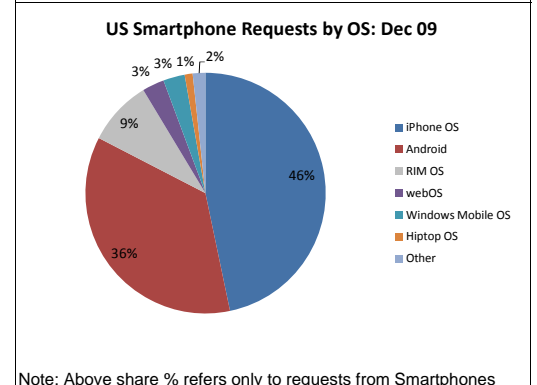
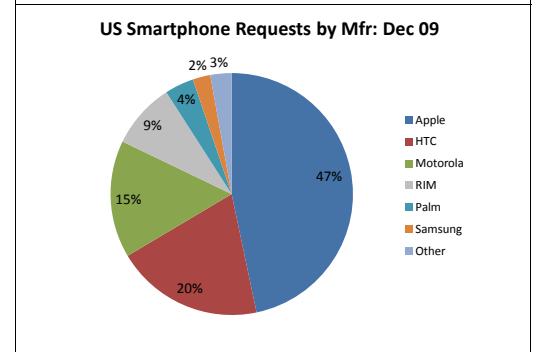
Requests: 5,545,002,921

Top Device Mfrs	% of Requests	Share Chg %
Apple	36.5%	-5.0%
Samsung	17.4%	1.3%
Motorola	14.2%	2.9%
HTC	9.6%	0.3%
RIM	4.2%	-0.6%
LG	3.8%	-0.2%
Kyocera	2.8%	0.1%
Palm	1.9%	0.2%
Nokia	1.7%	0.0%
Huawei	1.4%	0.8%
Other <sup>(1)</sup>	6.6%	0.2%
<b>Total</b>	<b>100.0%</b>	

Top Handset Models	% of Requests	Share Chg %
Apple iPhone	22.6%	-4.5%
Apple iPod touch	13.9%	-0.5%
Motorola Droid	5.7%	2.4%
HTC Dream	4.2%	-0.8%
Samsung R450	3.2%	-0.3%
HTC Hero	2.1%	0.1%
RIM BlackBerry 8300	1.9%	-0.4%
Motorola CLIQ	1.7%	0.8%
HTC Magic	1.6%	0.3%
Kyocera S1300	1.5%	-0.2%
Palm Pre	1.4%	0.3%
Motorola RAZR V3	1.3%	-0.3%
HTC Droid Eris	1.1%	0.8%
Samsung R350	1.1%	1.1%
Samsung R560	1.1%	0.1%
Huawei M750	1.1%	0.7%
Samsung R430	1.1%	-0.1%
Samsung R420	0.8%	0.0%
Samsung U350	0.8%	0.3%
Motorola QA30	0.7%	0.1%
<b>Total</b>	<b>68.9%</b>	

## Smartphone Traffic - US

Smartphone Traffic Share 46.3%



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	46.4%
Supports Streaming Video	66.9%
Able to Download Video Clips	59.9%
Supports WAP Push Messages	43.3%

MMA Standard Screen Size	Share %
Small	12.5%
Medium	10.1%
Large	13.1%
X-Large	64.3%

### Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: HTC Droid Eris, Samsung R350, Huawei M750 and Samsung U350.
- The share change percentage for the HTC Hero and HTC Magic reflect updated handset classification.

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

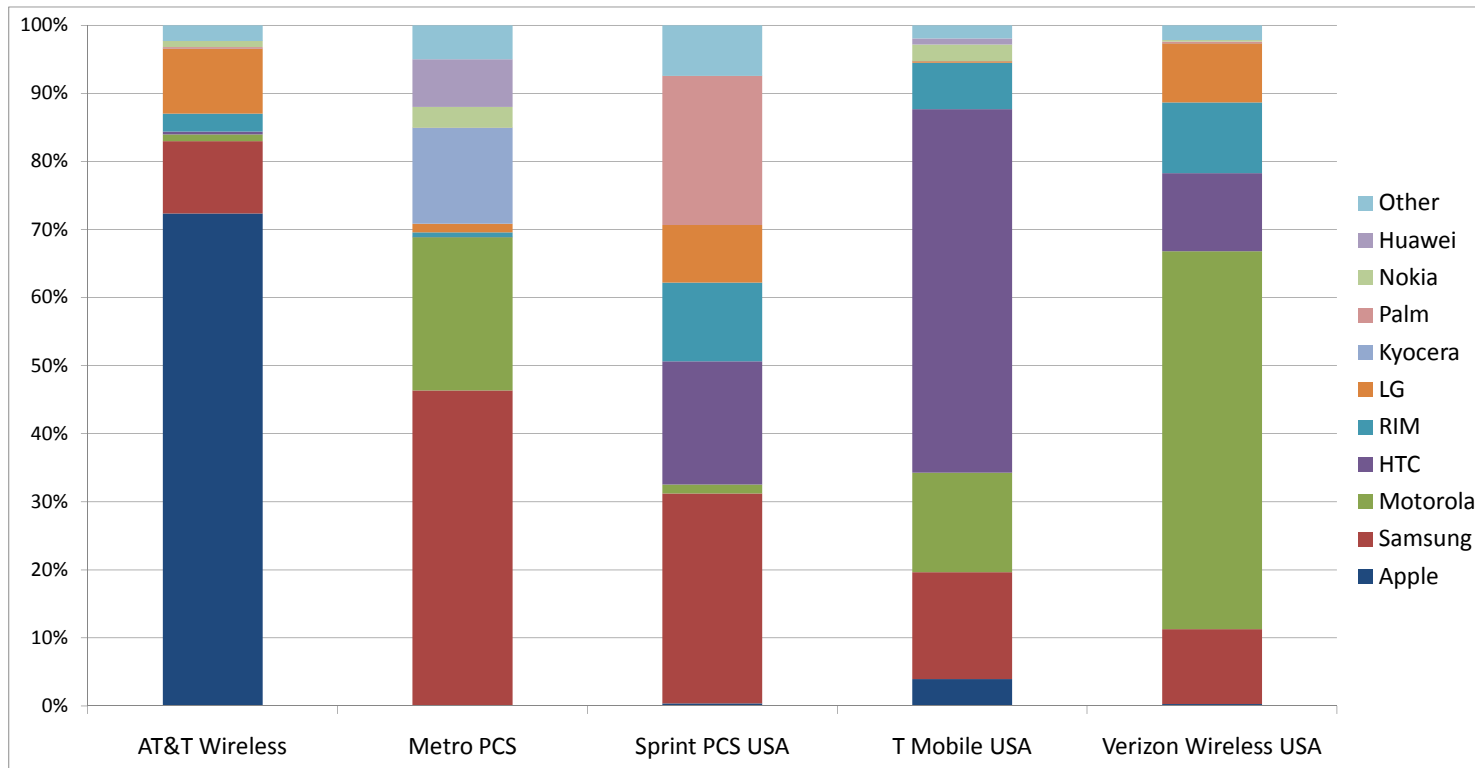
# United States Handset Data

December 2009

## 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 less than 2.0% share.

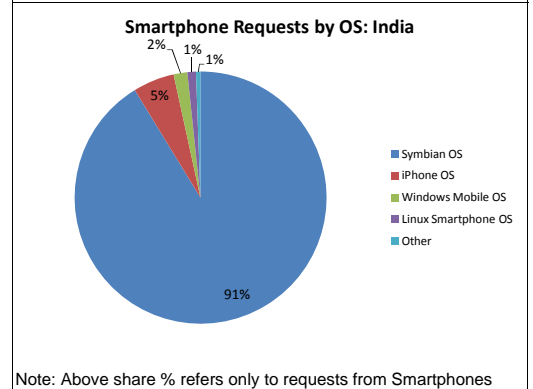
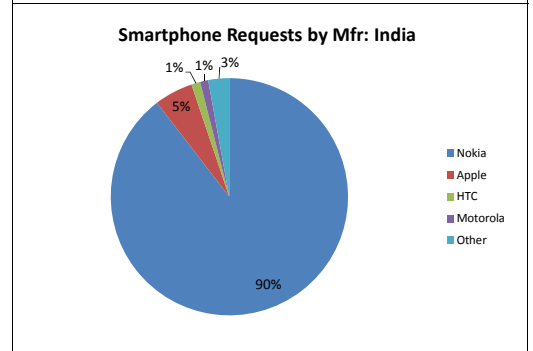
# India Handset Data - December 2009

Requests: 627,319,269

Top Device Mfrs	% of Requests	Share Chg %
Nokia	59.8%	-1.4%
SonyEricsson	9.7%	-0.6%
Samsung	6.5%	0.5%
Apple	1.8%	0.2%
Motorola	1.1%	-0.1%
Other <sup>(1)</sup>	21.0%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models		% of Requests	Share Chg %
Nokia	3110c	6.4%	-0.4%
Nokia	5130	5.8%	0.4%
Nokia	N70	4.2%	-0.3%
Nokia	7210	3.5%	0.0%
Nokia	6300	2.6%	-0.1%
Nokia	N80	2.5%	-0.1%
Nokia	N73	2.5%	-0.3%
Nokia	6233	2.2%	-0.3%
Nokia	N2700 Classic	2.1%	0.5%
Nokia	2626	1.8%	-0.1%
Nokia	N72	1.6%	-0.1%
Apple	iPhone	1.5%	0.2%
Nokia	6600	1.4%	-0.1%
SonyEricsson	W200i	1.2%	-0.1%
Nokia	5310	1.1%	0.0%
Nokia	7610	1.0%	0.0%
Nokia	3500 Classic	1.0%	0.0%
Nokia	5300	1.0%	-0.1%
Nokia	5800 XpressMus	0.9%	0.1%
Nokia	6303 Classic	0.9%	0.3%
<b>Total</b>		<b>44.9%</b>	

Smartphone Traffic - India	
Smartphone Traffic Share	28.1%



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	74.7%
Supports Streaming Video	72.4%
Able to Download Video Clips	86.5%
Supports WAP Push Messages	82.3%

MMA Standard Screen Size	Share %
Small	21.9%
Medium	21.7%
Large	36.0%
X-Large	20.4%

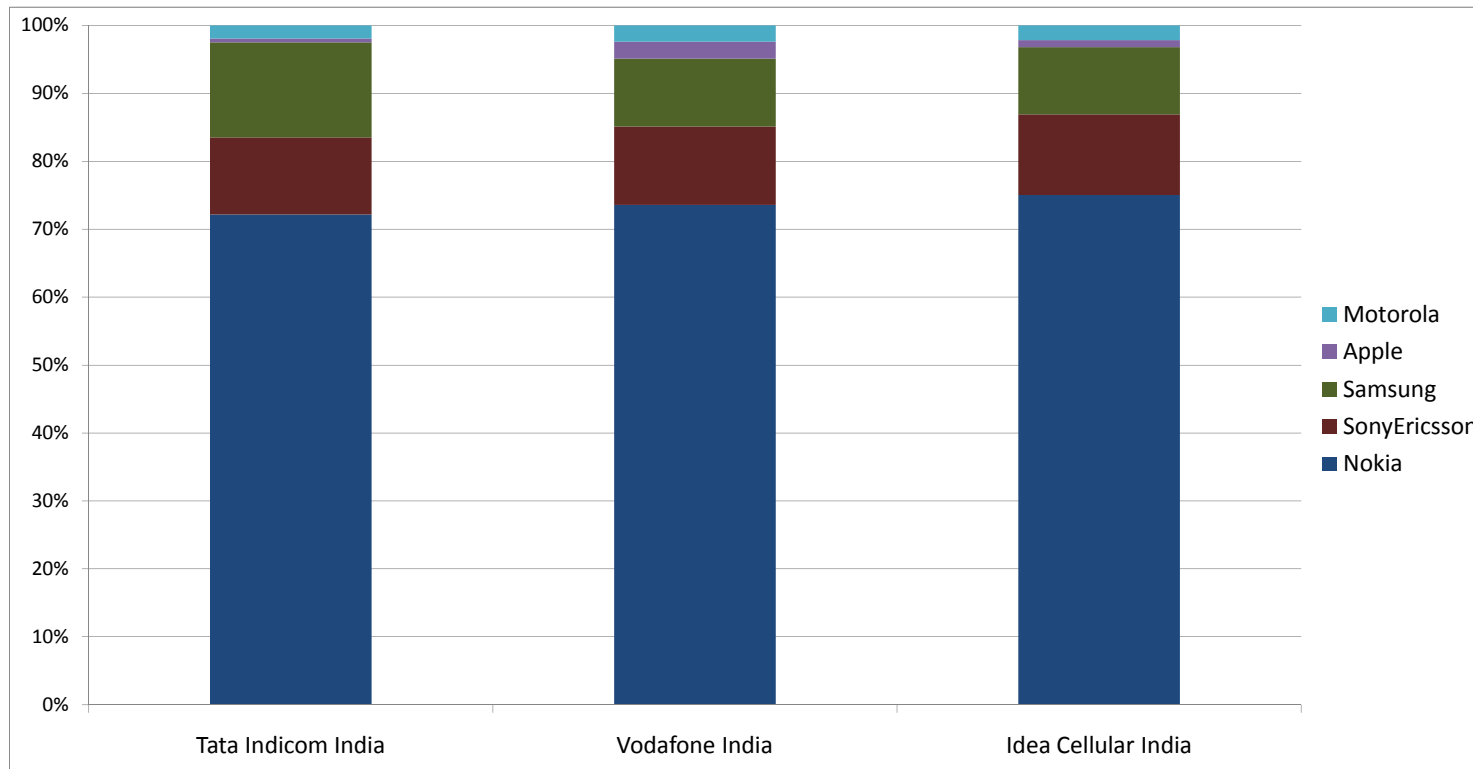
## Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Nokia 5800 XpressMusic and Nokia 6303 Classic.
- <sup>(1)</sup> 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 less than 1% share.
- The chart above reflects November 2009 data.

# Indonesia Handset Data - December 2009

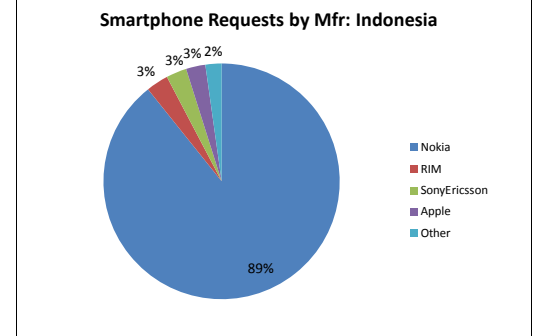
Requests: 485,976,668

Top Device Mfrs	% of Requests	Share Chg %
Nokia	57.4%	-1.1%
SonyEricsson	24.2%	-1.0%
Samsung	1.9%	0.1%
Nexian	1.3%	0.3%
Apple	1.1%	0.0%
RIM	1.0%	0.1%
Other <sup>(1)</sup>	12.9%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	4.2%	-0.1%
Nokia	6600	2.8%	-0.2%
Nokia	5130	2.8%	-0.1%
Nokia	6300	2.5%	0.0%
Nokia	E63	2.4%	0.2%
Nokia	7610	2.4%	-0.1%
Nokia	3110c	2.3%	0.0%
SonyEricsson	W200i	2.2%	-0.1%
Nokia	2600c	2.0%	0.0%
Nokia	N73	1.9%	-0.1%
Nokia	2630	1.8%	0.0%
Nokia	3230	1.6%	-0.1%
Nokia	6120c	1.6%	-0.1%
Nokia	E71	1.6%	0.0%
Nokia	5300	1.5%	0.0%
SonyEricsson	K310i	1.4%	-0.1%
SonyEricsson	K510	1.2%	-0.1%
Nokia	5200	1.1%	0.0%
Nokia	2626	1.1%	-0.1%
SonyEricsson	K530i	1.1%	-0.1%
<b>Total</b>		<b>39.3%</b>	

## Smartphone Traffic - Indonesia

Smartphone Traffic Share 33.1%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	86.2%
Supports Streaming Video	77.1%
Able to Download Video Clips	84.8%
Supports WAP Push Messages	89.3%

MMA Standard Screen Size	Share %
Small	27.4%
Medium	30.1%
Large	28.3%
X-Large	14.3%

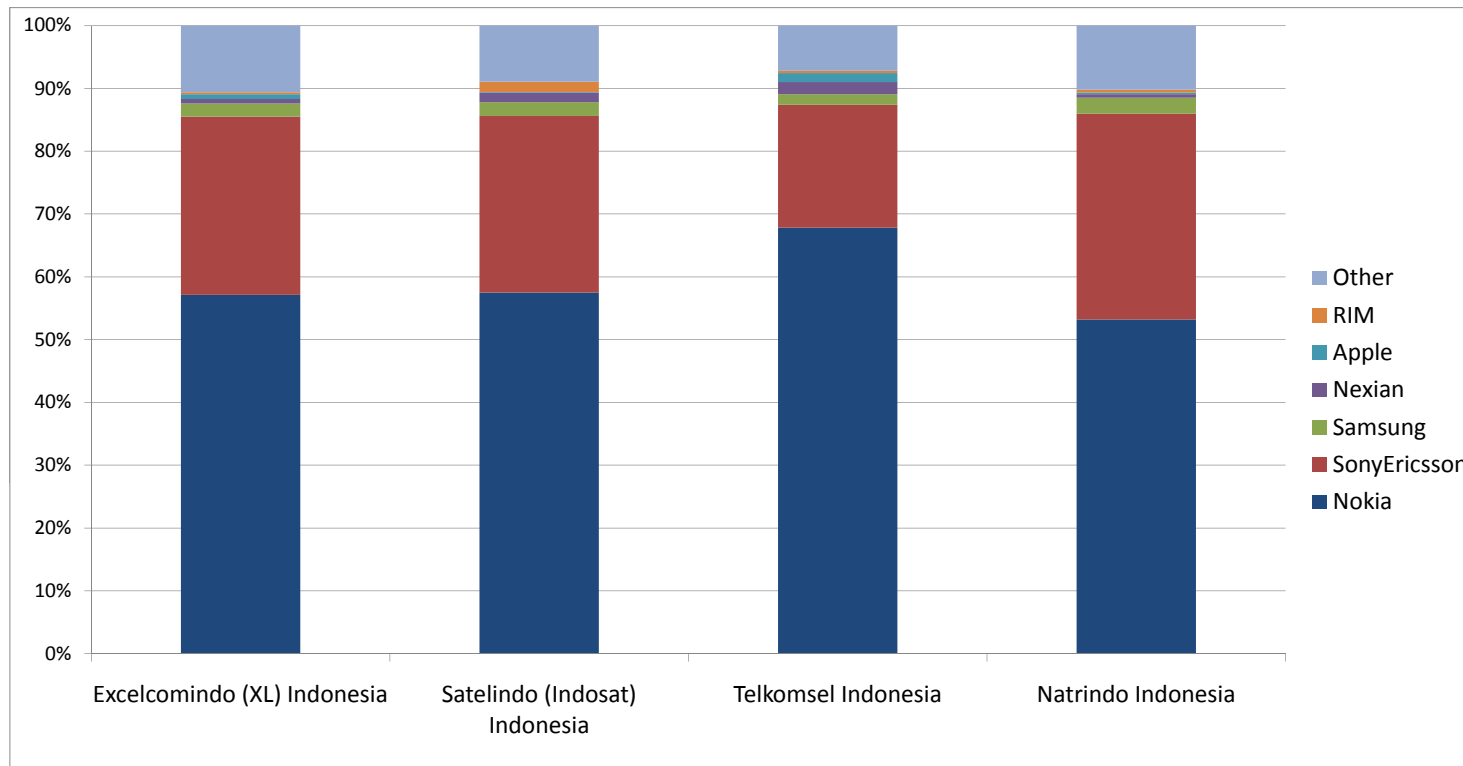
### Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- No new models in Top 20.
- <sup>(1)</sup>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 less than 1% share.

# United Kingdom Handset Data - December 2009

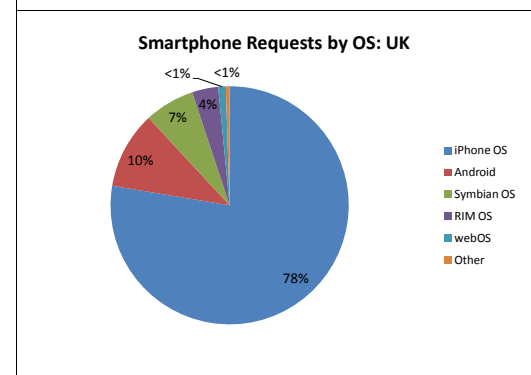
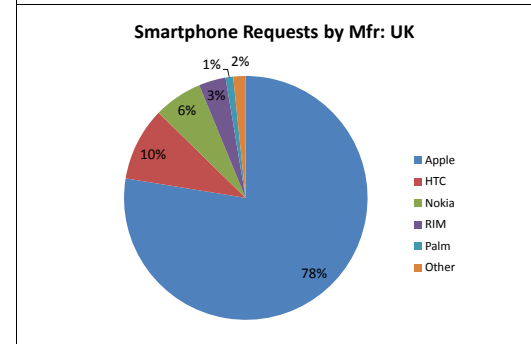
Requests: 446,677,144

Top Device Mfrs	% of Requests	Share Chg %
Apple	71.5%	7.1%
HTC	5.9%	-0.3%
Nokia	5.7%	-0.9%
SonyEricsson	4.6%	-2.1%
Samsung	2.9%	-1.3%
RIM	2.2%	-0.1%
LG	1.2%	-0.7%
Other <sup>(1)</sup>	6.1%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models		% of Requests	Share Chg %
Apple	iPhone	46.8%	-0.6%
Apple	iPod touch	24.6%	7.8%
HTC	Hero	2.8%	0.3%
HTC	Dream	2.1%	-0.6%
Nokia	N95	0.8%	-0.3%
HTC	Magic	0.7%	-0.1%
Nokia	5800 XpressMusic	0.6%	-0.2%
Palm	Pre	0.6%	0.3%
RIM	BlackBerry 9000	0.6%	0.0%
RIM	BlackBerry 8900	0.5%	0.0%
Samsung	GT S5230	0.5%	-0.1%
SonyEricsson	K800i	0.5%	-0.2%
Motorola	CLIQ	0.4%	0.1%
LG	KP500	0.4%	-0.2%
Nokia	N97	0.3%	-0.1%
Nokia	6300	0.3%	-0.1%
RIM	BlackBerry 8520	0.3%	0.1%
SonyEricsson	W910i	0.3%	-0.2%
Nokia	E71	0.3%	0.0%
SonyEricsson	W995	0.3%	-0.1%
<b>Total</b>		<b>83.8%</b>	

## Smartphone Traffic - UK

Smartphone Traffic Share 59.8%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	82.1%
Supports Streaming Video	93.1%
Able to Download Video Clips	93.2%
Supports WAP Push Messages	20.4%

MMA Standard Screen Size	Share %
Small	1.9%
Medium	2.0%
Large	10.0%
X-Large	86.1%

### Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Palm Pre, Motorola CLIQ, RIM BlackBerry 8520 and Nokia E71.
- The share change percentage for the HTC Hero and HTC Magic reflect updated handset classification.
- <sup>(1)</sup>Includes unclassified impressions and other manufacturers with < 1% share.

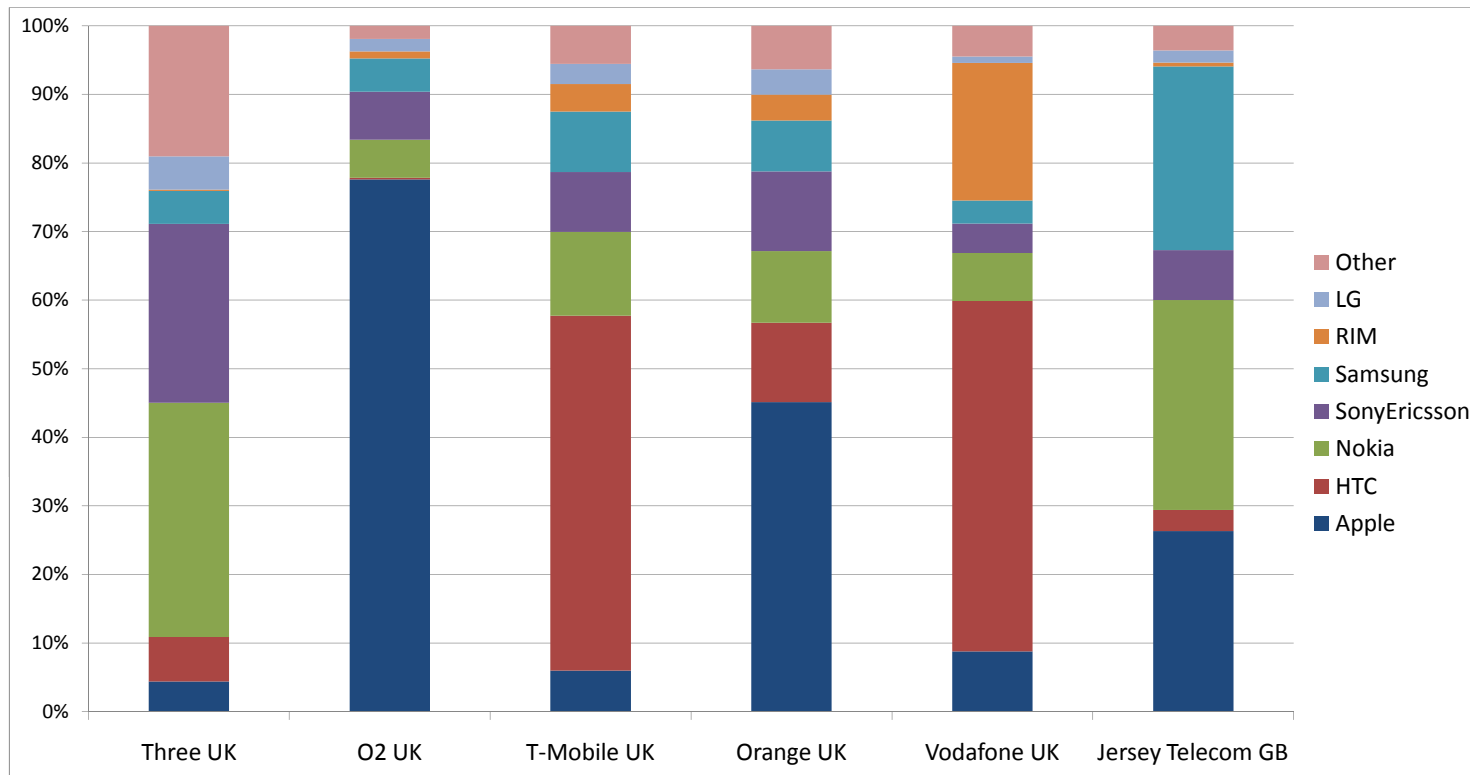
# United Kingdom Handset Data

December 2009

## 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 less than 1% share.

# Philippines Handset Data - December 2009

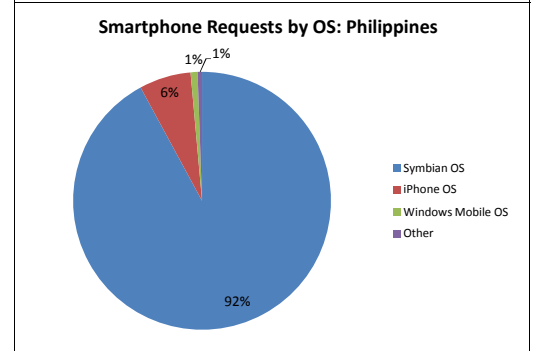
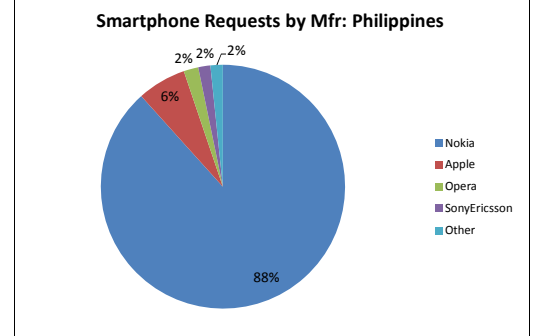
Requests: 160,553,714

Top Device Mfrs	% of Requests	Share Chg %
Nokia	64.8%	2.4%
SonyEricsson	7.1%	-0.5%
Apple	5.9%	-1.2%
Samsung	3.2%	0.0%
Other <sup>(1)</sup>	19.1%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	9.2%	0.5%
Nokia	6630	5.0%	1.6%
Apple	iPod touch	3.0%	-0.5%
Apple	iPhone	3.0%	-0.7%
Nokia	6680	2.8%	0.7%
Nokia	6120c	2.8%	-0.4%
Nokia	3110c	2.6%	0.1%
Nokia	N73	2.2%	-0.1%
Nokia	6300	2.1%	-0.2%
Nokia	6600	2.0%	0.6%
Nokia	2600c	1.7%	-0.1%
Nokia	N80	1.7%	0.2%
Nokia	N95	1.7%	-0.4%
Nokia	2630	1.2%	-0.1%
Nokia	6070	1.2%	0.0%
Nokia	6020	1.2%	0.3%
Nokia	7210	1.2%	-0.3%
Nokia	5800 XpressMus	1.1%	-0.1%
Nokia	5130	1.1%	-0.1%
Nokia	1680c	1.1%	0.0%
<b>Total</b>		<b>47.6%</b>	

## Smartphone Traffic - Philippines

Smartphone Traffic Share 44.0%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	83.2%
Supports Streaming Video	74.5%
Able to Download Video Clips	91.3%
Supports WAP Push Messages	78.9%

MMA Standard Screen Size	Share %
Small	20.3%
Medium	28.3%
Large	28.0%
X-Large	23.5%

### Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Nokia 6020.
- <sup>(1)</sup>Includes unclassified impressions and other manufacturers with < 1% share.

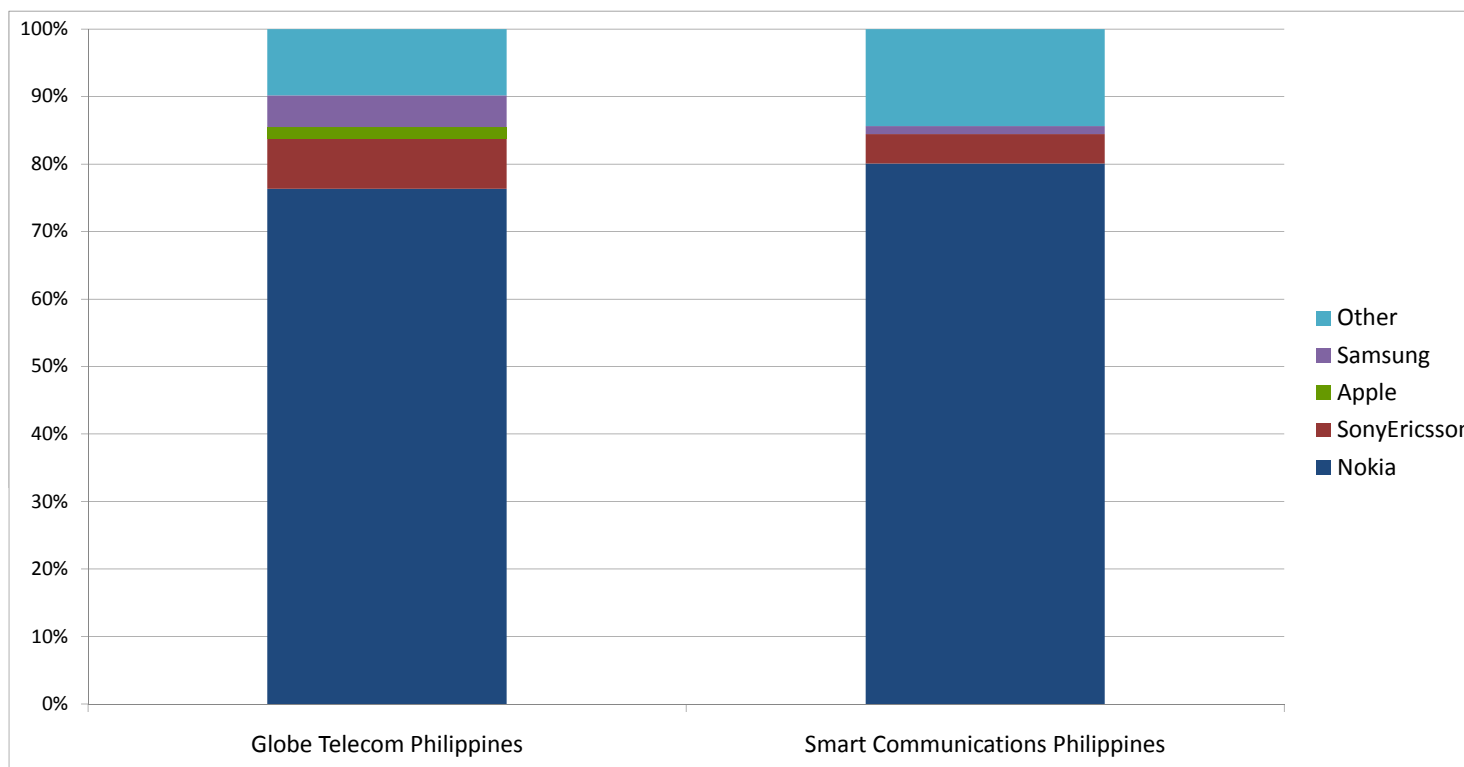
# Philippines Handset Data

December 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.
- The chart above reflects November 2009 data.

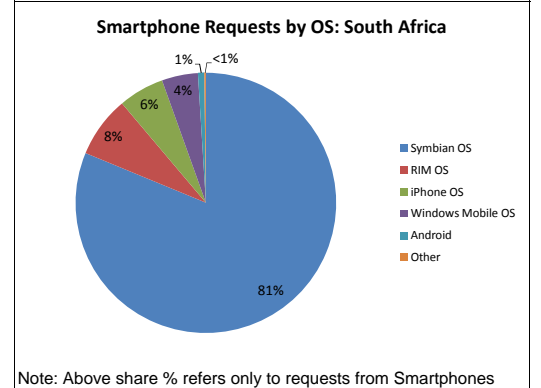
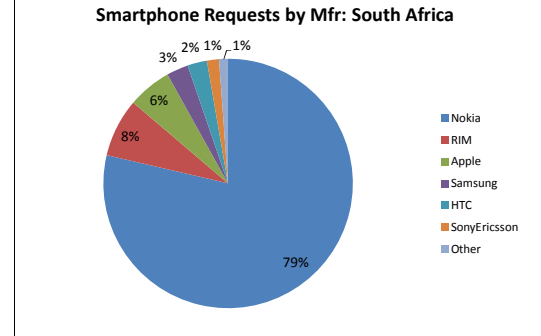
# South Africa Handset Data - December 2009

Requests: 264,572,444

Top Device Mfrs	% of Requests	Share Chg %
Samsung	36.2%	1.9%
Nokia	34.9%	-1.1%
SonyEricsson	8.0%	-0.7%
LG	7.7%	0.4%
Motorola	5.5%	-0.5%
RIM	1.7%	0.4%
Apple	1.3%	-0.2%
Other <sup>(1)</sup>	4.8%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models		% of Requests	Share Chg %
Samsung	E250	6.5%	-0.2%
Samsung	M620	4.1%	0.4%
LG	KS360	3.6%	0.2%
Motorola	V360	3.4%	-0.4%
Nokia	N70	3.0%	-0.3%
Samsung	J700	2.6%	-0.1%
Samsung	J750	2.5%	0.1%
Samsung	E250i	2.0%	0.6%
LG	KG290	1.9%	0.0%
SonyEricsson	W350i	1.7%	0.0%
Samsung	GT-S5233A	1.6%	0.5%
Nokia	2630	1.5%	0.0%
Samsung	E370	1.5%	0.0%
Samsung	D900i	1.3%	-0.2%
Nokia	5000d	1.3%	-0.1%
Nokia	6300	1.3%	-0.1%
Apple	iPhone	1.2%	-0.2%
Nokia	N73	1.2%	0.0%
Nokia	1680c	1.2%	0.1%
Samsung	B100	1.1%	0.0%
<b>Total</b>		<b>44.4%</b>	

Smartphone Traffic - South Africa	
Smartphone Traffic Share	21.7%



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	71.7%
Supports Streaming Video	68.5%
Able to Download Video Clips	88.1%
Supports WAP Push Messages	95.5%

MMA Standard Screen Size	Share %
Small	38.9%
Medium	17.9%
Large	34.3%
X-Large	8.9%

## Notes

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

• New model in Top 20: Nokia 2630.

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

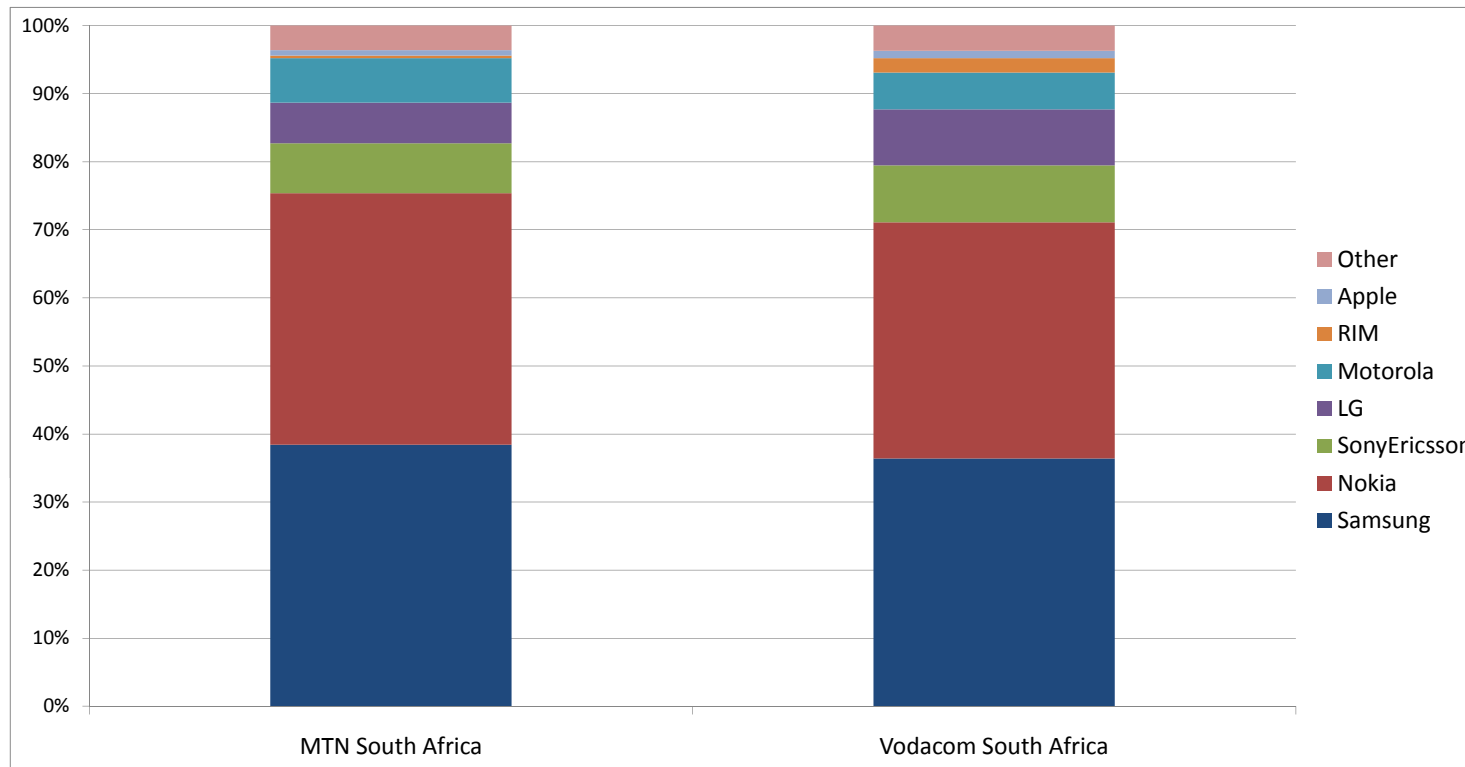
# South Africa Handset Data

December 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

December 2009



## About AdMob

AdMob serves Graphical Banner and Text Link ads on mobile web pages for more than 15,000 mobile sites and applications. 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 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

*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 15,000 sites and applications, 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.

Please visit this blog post for more details on interpreting this report: <http://metrics.admob.com/2009/10/placing-admob-metrics-in-context/>

## Questions

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 reports.

