



AdMob Mobile Metrics Report

AdMob serves ads for more than 23,000 mobile websites 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.

April 2010

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AdMob Mobile Metrics Report

April 2010

New and Noteworthy

For this month's report, we examined the geographic distribution of unique iPhone and Android devices and compare unique device numbers in the AdMob network. Please visit our blog for more commentary on how to interpret these results: metrics.admob.com.

* The majority of unique iPhone OS devices were located in North America (49%) and Western Europe (28%). The top five countries with the most unique iPhone OS devices in April 2010 were the United States (44%), United Kingdom (9%), France (6%), Canada (5%) and Japan (4%).

* 75% of unique Android devices were located in North America in April 2010, followed by Asia (12%) and Western Europe (11%). The United States had the most unique Android OS devices (75%), followed by China (8%), the UK (3%), France (2%) and Germany (2%).

* In the US there was a 2 to 1 ratio of iPhone OS devices to Android OS devices. Worldwide the ratio of iPhone OS devices to Android devices was 3.5 to 1.

* In AdMob's network there were 8.7 million unique Android OS devices and 10.7 million unique iPhones in the United States in April 2010. When non-phone devices running the iPhone OS – the iPod touch and iPad – are included the number of unique devices jumps to 18.3 million in the US.

* In AdMob's network there were 11.6 million unique Android OS devices and 27.4 million unique iPhones worldwide in April 2010. When non-phone devices running the iPhone OS – the iPod touch and iPad – are included the number of unique devices jumps to 40.8 million worldwide.

* 2 new Android devices, the Sony Ericsson X10i and HTC Desire, entered the top 10 smartphones in the United Kingdom in April 2010.

* AdMob overall worldwide traffic for April 2010 increased 8% month over month to 18.0 billion.

* 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 23,000 mobile websites 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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AdMob Mobile Metrics Report

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Featured: Android and iPhone Platform Geographic Distribution

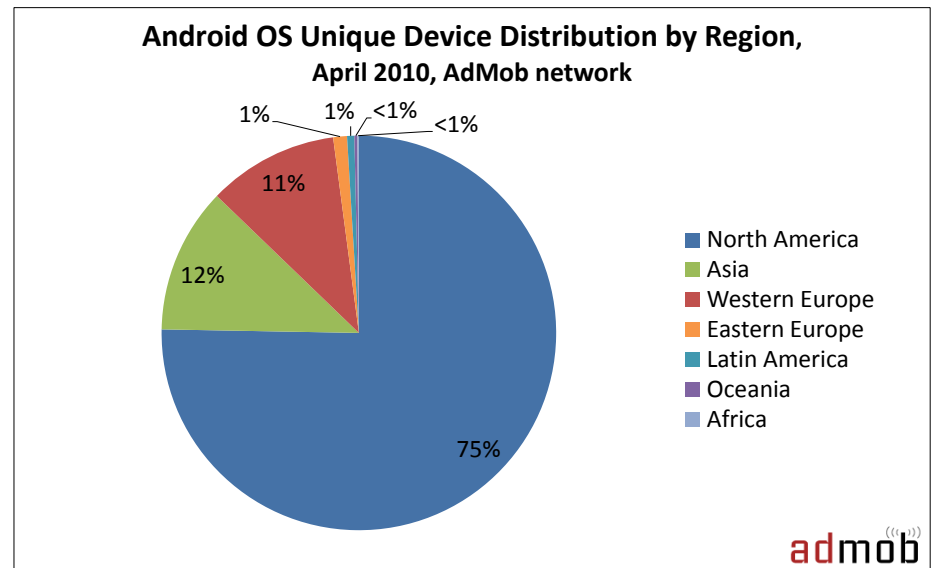
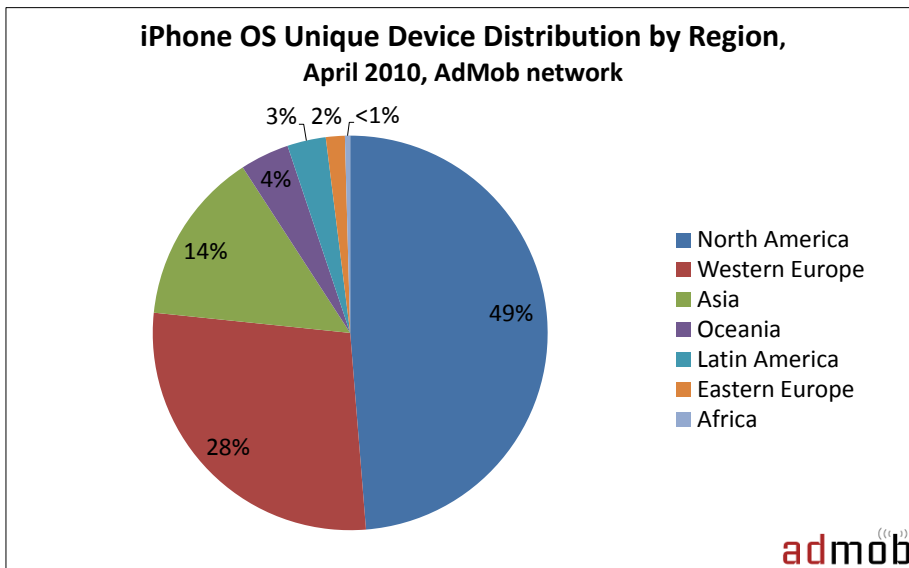
For this month's report, we looked at the distribution of unique iPhone OS⁽¹⁾ and Android OS devices in the AdMob network. The chart on the left represents the breakout of unique iPhone OS devices by region in April 2010, while the chart on the right examines unique Android devices by region.

* The majority of unique iPhone OS devices were located in North America (49%) and Western Europe (28%). The top five countries with the most unique iPhone OS devices in April 2010 were the United States (44%), United Kingdom (9%), France (6%), Canada (5%) and Japan (4%).

* Over the past 12 months, the iPhone platform has grown faster internationally than in North America. The iPhone OS experienced its strongest growth in the past year in Asia (474%), Oceania⁽²⁾ (367%) and Western Europe (269%).

* 75% of unique Android devices were located in North America in April 2010, followed by Asia (12%) and Western Europe (11%). The United States was the leading country (75%) in unique devices on the Android platform, followed by China (8%), the UK (3%), France (2%) and Germany (2%).

* China had the second greatest number of unique Android devices in the AdMob network. The top three Android devices in China were the HTC Hero, HTC Magic and HTC Dream. There were more Android devices than iPhones in China in April 2010.



Notes

⁽¹⁾iPhone OS devices include the iPhone, iPod touch and iPad.

⁽²⁾Oceania is defined by Australia, New Zealand and several islands in the Pacific Ocean.

* The data in this feature section is based on the number of unique devices, not ad requests. A unique device represents a device that has seen at least 1 ad request in the AdMob network in a given month.

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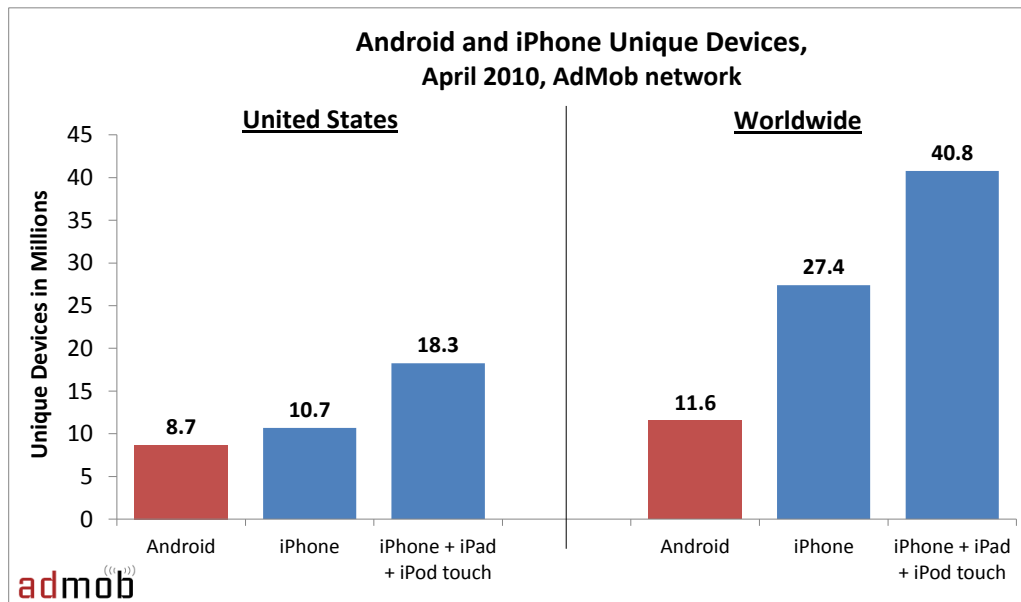
Featured: Android and iPhone Platform Unique Devices

Although Android has a notable presence in the US, the iPhone platform has a much larger global reach. The chart below examines the relative base of US and worldwide unique devices on these two platforms in the AdMob network in April 2010. Please visit our blog for our thoughts on interpreting our unique user statistics: metrics.admob.com.

* In the US there was a 2 to 1 ratio of iPhone OS devices to Android OS devices. Worldwide the ratio of iPhone OS devices to Android devices was 3.5 to 1.

* In AdMob's network there were 8.7 million unique Android OS devices and 10.7 million unique iPhones in the United States in April 2010. When non-phone devices running the iPhone OS – the iPod touch and iPad – are included the number of unique devices jumps to 18.3 million in the US.

* In AdMob's network there were 11.6 million unique Android OS devices and 27.4 million unique iPhones worldwide in April 2010. When non-phone devices running the iPhone OS – the iPod touch and iPad – are included the number of unique devices jumps to 40.8 million worldwide.



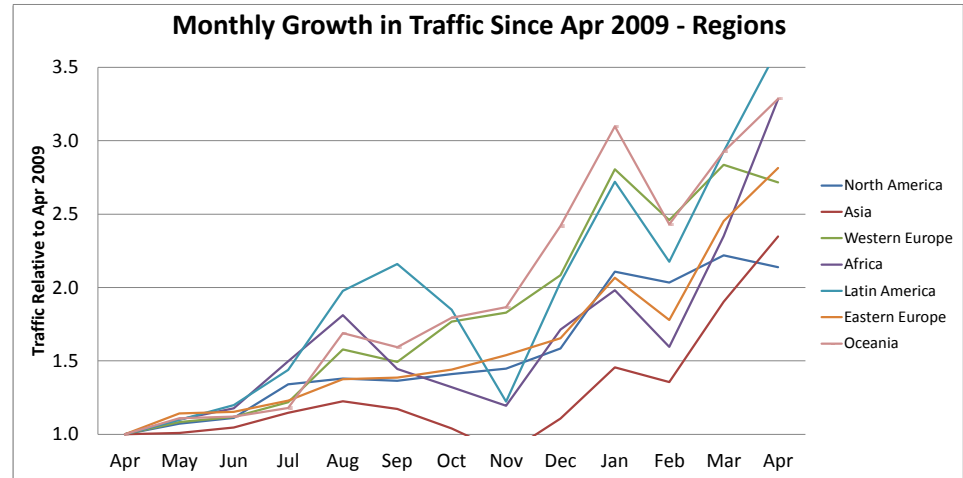
Notes

- The data in this feature section is based on the number of unique devices, not ad requests. A unique device represents a device that has seen at least 1 ad request in the AdMob network in a given month.
- Apple noted last month that they have shipped over 85 million iPhone OS devices worldwide (50 million iPhones + 35 million iPod touch devices): <http://techcrunch.com/2010/04/08/apple-has-sold-450000-ipads-50-million-iphones-to-date/>
- At its recent developer conference, Google announced that 100,000 Android devices are activated each day: <http://gigaom.com/2010/05/24/android-vs-chrome-os/>

Ad Requests by Geography - April 2010

Requests: 18,013,789,836

| Country | Requests | % of Requests | % Share Change |
|------------------------------------|-----------------------|---------------|----------------|
| United States | 7,489,183,337 | 41.6% | -4.4% |
| India | 1,705,752,157 | 9.5% | 2.1% |
| Indonesia | 792,762,749 | 4.4% | 0.0% |
| United Kingdom | 585,487,190 | 3.3% | -0.5% |
| Canada | 440,661,500 | 2.4% | -0.9% |
| France | 357,828,344 | 2.0% | -0.1% |
| Mexico | 357,012,217 | 2.0% | 0.3% |
| China | 333,671,744 | 1.9% | 0.1% |
| Japan | 327,072,385 | 1.8% | 0.0% |
| Australia | 252,697,001 | 1.4% | 0.1% |
| Other Countries ^{(1) (2)} | 5,371,661,212 | 29.8% | |
| Total | 18,013,789,836 | 100.0% | |



| Region | Requests | % of Requests | % Share Change |
|------------------------|-----------------------|---------------|----------------|
| North America | 7,930,448,811 | 44.0% | -5.2% |
| Asia | 5,177,148,057 | 28.7% | 3.6% |
| Western Europe | 1,752,220,853 | 9.7% | -1.2% |
| Africa | 1,236,355,130 | 6.9% | 1.6% |
| Latin America | 853,270,711 | 4.7% | 0.6% |
| Eastern Europe | 403,343,594 | 2.2% | 0.1% |
| Oceania ⁽³⁾ | 280,959,103 | 1.6% | 0.1% |
| Other ⁽²⁾ | 380,043,577 | 2.1% | |
| Total | 18,013,789,836 | 100.0% | |

Notes

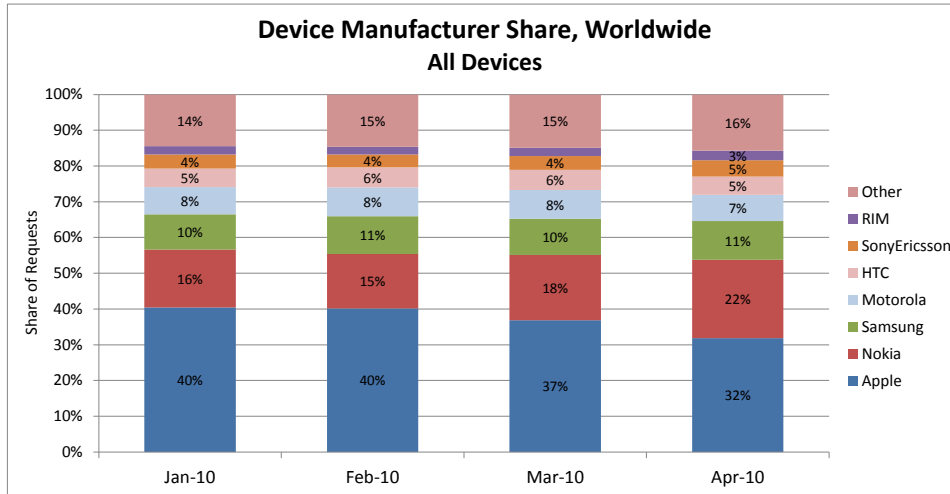
• Month-over-month share change calculated as % of current month requests less percent of prior month requests.

⁽¹⁾Other includes 95 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.

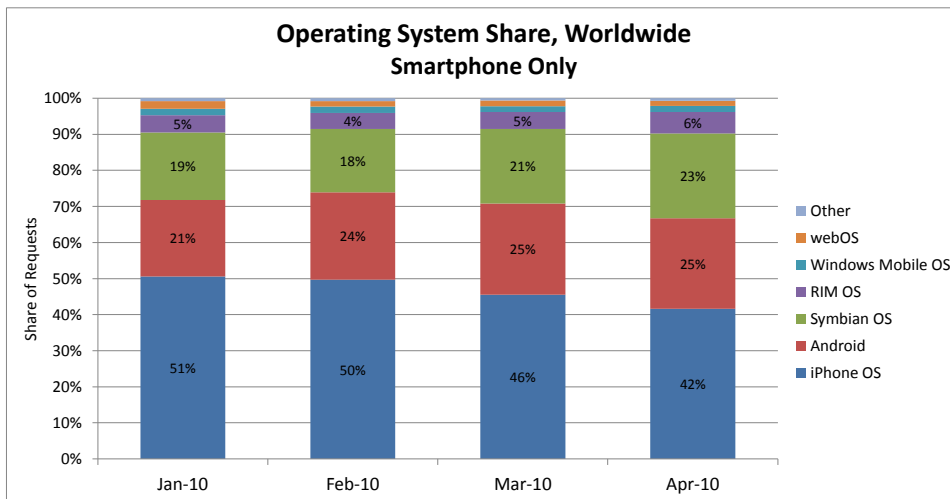
⁽³⁾Oceania is defined by Australia, New Zealand and several islands in the Pacific Ocean.

Worldwide Handset Data - April 2010



Top Devices, April 2010

| Brand | Model | % of Requests | Share Chg % ⁽¹⁾ |
|--------------|------------|---------------|----------------------------|
| Apple | iPhone | 19.2% | -3.0% |
| Apple | iPod Touch | 12.5% | -2.1% |
| Motorola | Droid | 3.4% | -0.6% |
| Samsung | SCH R350 | 1.6% | 0.1% |
| Nokia | 5130 | 1.4% | 0.4% |
| Nokia | 3110c | 1.4% | 0.4% |
| HTC | Magic | 1.3% | 0.0% |
| HTC | Hero | 1.2% | -0.3% |
| HTC | Dream | 1.2% | -0.3% |
| Nokia | N70 | 1.1% | 0.1% |
| Total | | 44.2% | |



Top Smartphones, April 2010

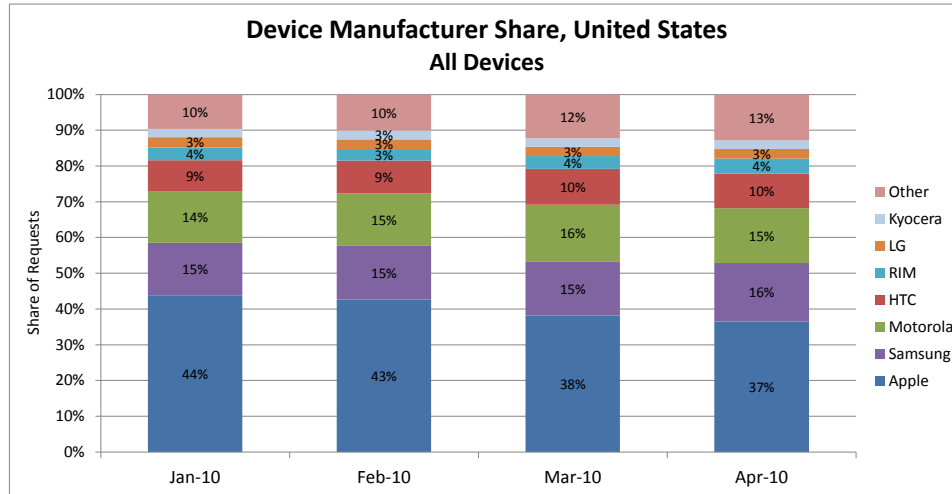
| Brand | Model | % of Requests | Share Chg % ⁽¹⁾ |
|--------------|------------|---------------|----------------------------|
| Apple | iPhone | 41.6% | -3.9% |
| Motorola | Droid | 7.3% | -0.9% |
| HTC | Magic | 2.9% | 0.1% |
| HTC | Hero | 2.6% | -0.4% |
| HTC | Dream | 2.6% | -0.5% |
| Nokia | N70 | 2.5% | 0.4% |
| Nokia | 6300 | 2.3% | 0.6% |
| Motorola | CLIQ | 2.1% | -0.4% |
| HTC | Droid Eris | 1.9% | -0.1% |
| Samsung | Moment | 1.5% | 0.0% |
| Total | | 67.3% | |

Notes

- Other includes unclassified impressions and other manufacturers with < 1% share.
- We received 18.0 billion requests Worldwide in April 2010. In April 2010, smartphone traffic share was 45%. Please see page 13 for our definition of a smartphone.

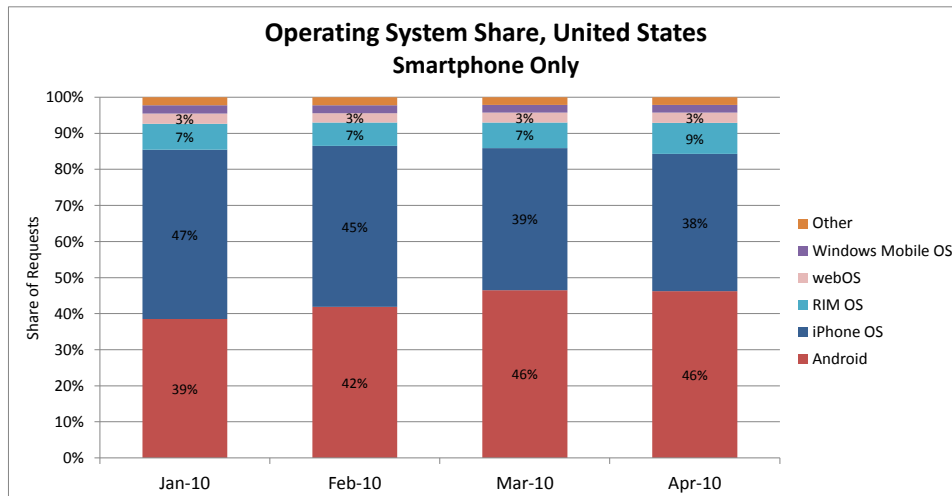
⁽¹⁾Share change calculated as percent of April 2010 requests less percent of March 2010 requests.

United States Handset Data - April 2010



Top Devices, April 2010

| Brand | Model | % of Requests | Share Chg % ⁽¹⁾ |
|--------------|------------|---------------|----------------------------|
| Apple | iPhone | 18.7% | -1.2% |
| Apple | iPod Touch | 17.6% | -0.7% |
| Motorola | Droid | 7.9% | -0.7% |
| Samsung | SCH R350 | 3.6% | 0.5% |
| HTC | Magic | 2.6% | 0.2% |
| HTC | Dream | 2.5% | -0.4% |
| Motorola | CLIQ | 2.2% | -0.3% |
| HTC | Droid Eris | 2.1% | 0.0% |
| HTC | Hero | 2.1% | -0.3% |
| Samsung | Moment | 1.6% | 0.1% |
| Total | | 61.1% | |



Top Smartphones, April 2010

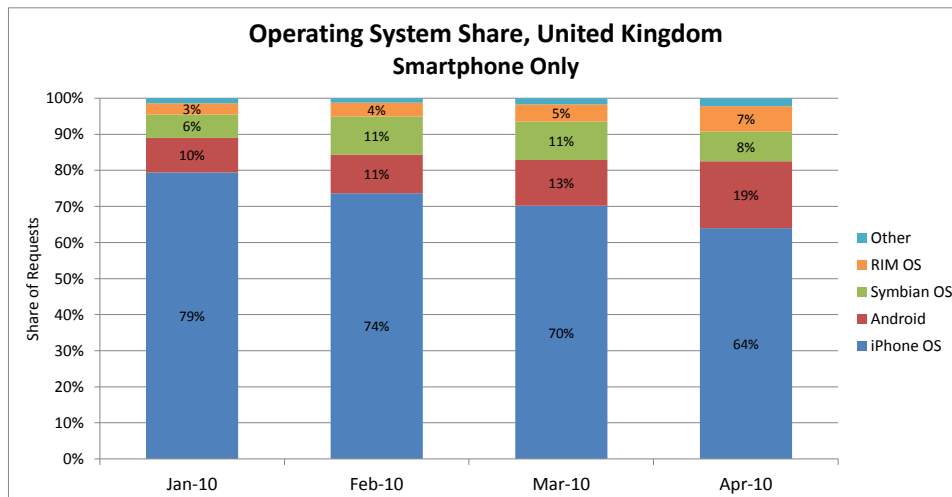
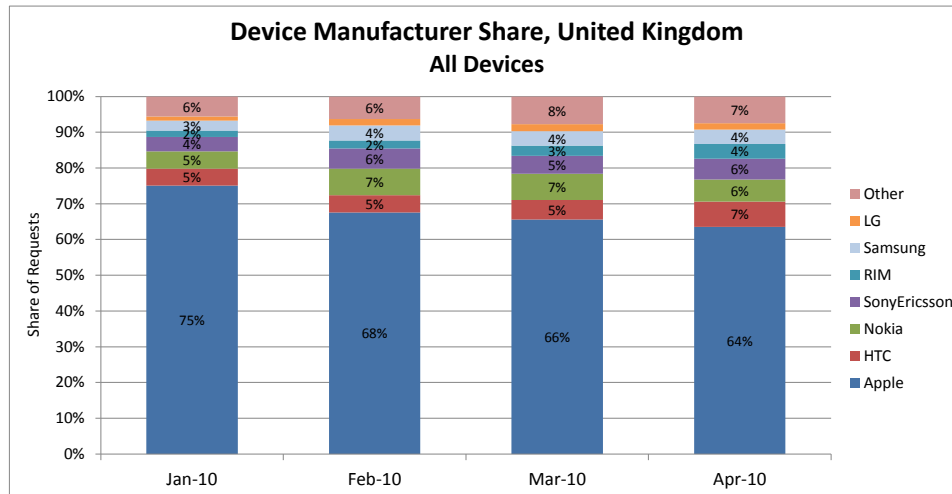
| Brand | Model | % of Requests | Share Chg % ⁽¹⁾ |
|--------------|-----------------|---------------|----------------------------|
| Apple | iPhone | 38.0% | -1.4% |
| Motorola | Droid | 16.1% | -0.9% |
| HTC | Magic | 5.3% | 0.5% |
| HTC | Dream | 5.0% | -0.6% |
| Motorola | CLIQ | 4.5% | -0.5% |
| HTC | Droid Eris | 4.3% | 0.2% |
| HTC | Hero | 4.3% | -0.5% |
| Samsung | Moment | 3.3% | 0.2% |
| RIM | BlackBerry 8300 | 2.8% | 0.3% |
| Palm | Pre | 2.1% | -0.3% |
| Total | | 85.8% | |

Notes

- Other includes unclassified impressions and other manufacturers with < 1% share.
- We received 7.5 billion requests from United States in April 2010. In April 2010, smartphone traffic share was 49%. Please see page 13 for our definition of a smartphone.

⁽¹⁾Share change calculated as percent of April 2010 requests less percent of March 2010 requests.

United Kingdom Handset Data - April 2010



Top Devices, April 2010

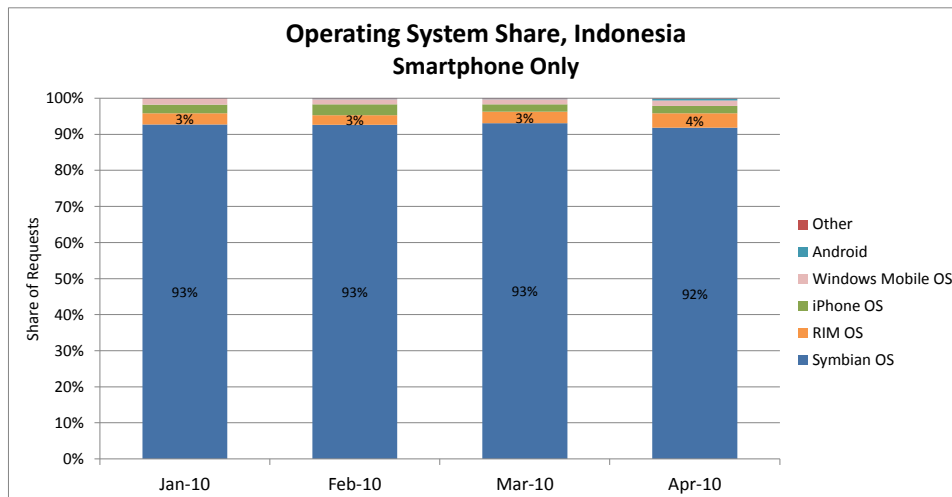
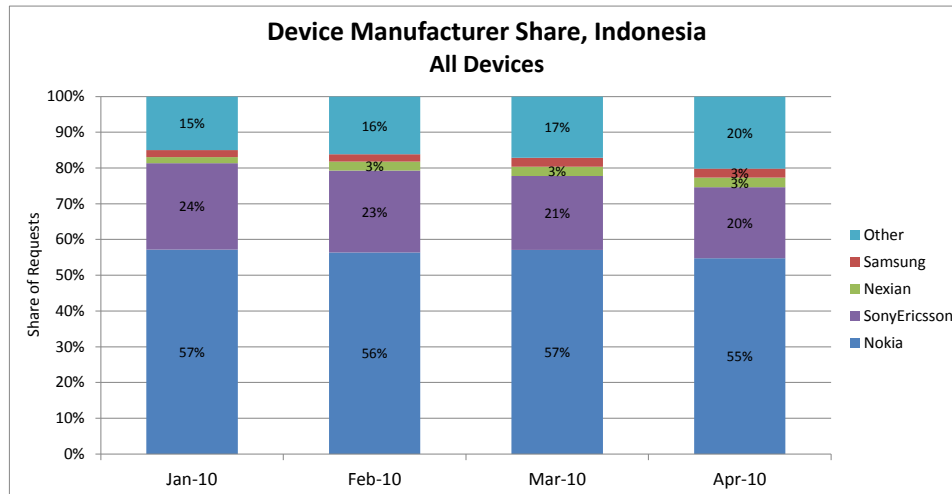
| Brand | Model | % of Requests | Share Chg % ⁽¹⁾ |
|--------------|------------------|---------------|----------------------------|
| Apple | iPhone | 37.7% | -3.1% |
| Apple | iPod Touch | 25.8% | 1.0% |
| HTC | Hero | 2.7% | -0.1% |
| HTC | Dream | 1.6% | 0.0% |
| SonyEricsson | X10i | 1.5% | 1.5% |
| RIM | BlackBerry 8520 | 1.3% | 0.5% |
| HTC | Desire | 1.2% | 1.2% |
| Samsung | GT S5230 | 0.8% | -0.1% |
| Nokia | 5800 XpressMusic | 0.7% | -0.1% |
| HTC | Magic | 0.7% | 0.2% |
| Total | | 74.0% | |

Top Smartphones, April 2010

| Brand | Model | % of Requests | Share Chg % ⁽¹⁾ |
|--------------|------------------|---------------|----------------------------|
| Apple | iPhone | 63.9% | -6.3% |
| HTC | Hero | 4.5% | -0.2% |
| HTC | Dream | 2.7% | 0.0% |
| SonyEricsson | X10i | 2.5% | 2.5% |
| RIM | BlackBerry 8520 | 2.2% | 0.8% |
| HTC | Desire | 2.1% | 2.1% |
| Nokia | 5800 XpressMusic | 1.3% | -0.2% |
| HTC | Magic | 1.3% | 0.2% |
| Samsung | Galaxy Spica | 1.2% | 0.5% |
| Palm | Pre | 1.1% | 0.3% |
| Total | | 82.8% | |

Notes

- Other includes unclassified impressions and other manufacturers with < 1% share.
- We received 585 million requests from United Kingdom in April 2010. In April 2010, smartphone traffic share was 58%. Please see page 13 for our definition of a smartphone.
- ⁽¹⁾Share change calculated as percent of April 2010 requests less percent of March 2010 requests. Two new smartphones, the SonyEricsson X10i and HTC Desire, were launched in the UK.



Top Devices, April 2010

| Brand | Model | % of Requests | Share Chg % ⁽¹⁾ |
|--------------|---------|---------------|----------------------------|
| Nokia | 5130 | 3.7% | 0.3% |
| Nokia | E63 | 3.5% | -0.7% |
| Nokia | N70 | 3.0% | 0.0% |
| Nokia | 6600 | 2.5% | 0.2% |
| Nokia | 6300 | 2.4% | -0.1% |
| SonyEricsson | W200i | 2.1% | 0.1% |
| Nokia | 3110c | 2.1% | -0.2% |
| Nokia | 7610 | 2.0% | 0.2% |
| Nexian | NX G922 | 2.0% | 0.1% |
| Nokia | 2600c | 1.7% | 0.0% |
| Total | | 25.0% | |

Top Smartphones, April 2010

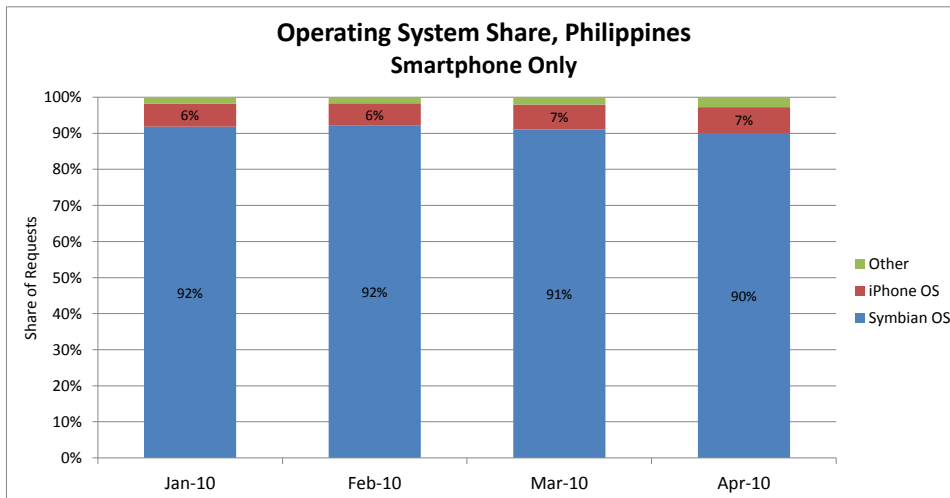
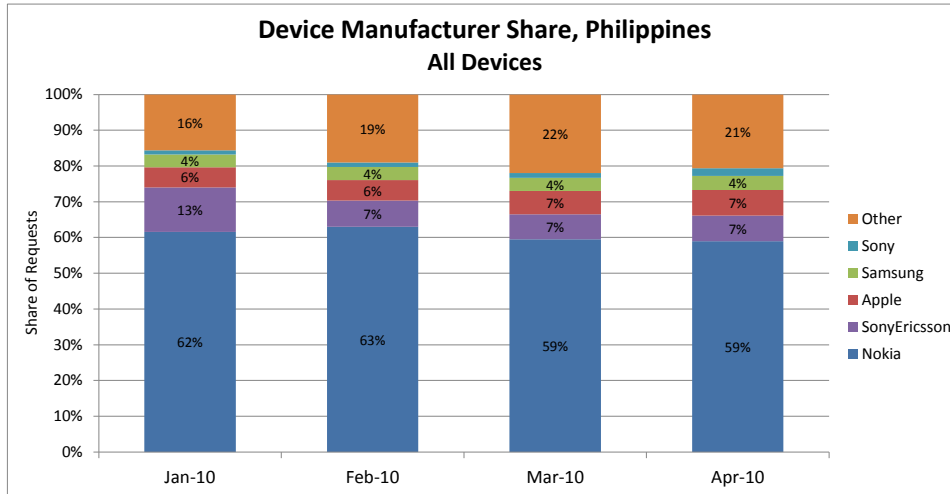
| Brand | Model | % of Requests | Share Chg % ⁽¹⁾ |
|--------------|-------|---------------|----------------------------|
| Nokia | E63 | 11.5% | -1.2% |
| Nokia | N70 | 9.9% | 0.6% |
| Nokia | 6600 | 8.2% | 1.0% |
| Nokia | 6300 | 7.9% | 0.3% |
| Nokia | 7610 | 6.6% | 1.0% |
| Nokia | E71 | 5.1% | -1.3% |
| Nokia | N73 | 4.4% | -0.3% |
| Nokia | 3230 | 4.3% | 0.7% |
| Nokia | 6120c | 3.8% | -0.4% |
| Nokia | N80 | 3.0% | 0.7% |
| Total | | 64.5% | |

Notes

- Other includes unclassified impressions and other manufacturers with < 1% share.
- We received 793 million requests from Indonesia in April 2010. In April 2010, smartphone traffic share was 30%. Please see page 13 for our definition of a smartphone.

⁽¹⁾Share change calculated as percent of April 2010 requests less percent of March 2010 requests.

Philippines Handset Data - April 2010



Top Devices, April 2010

| Brand | Model | % of Requests | Share Chg % ⁽¹⁾ |
|--------------|----------------------|---------------|----------------------------|
| Nokia | N70 | 7.4% | -0.7% |
| Apple | iPod Touch | 4.3% | 0.6% |
| Nokia | 6630 | 3.1% | -1.1% |
| Apple | iPhone | 2.8% | 0.0% |
| Nokia | 3110c | 2.6% | 0.1% |
| Sony | PlayStation Portable | 2.1% | 0.8% |
| Nokia | 6300 | 2.1% | 0.2% |
| Nokia | N73 | 2.1% | 0.1% |
| Nokia | 6120c | 2.1% | 0.1% |
| Nokia | 6680 | 1.9% | -0.4% |
| Total | | 30.6% | |

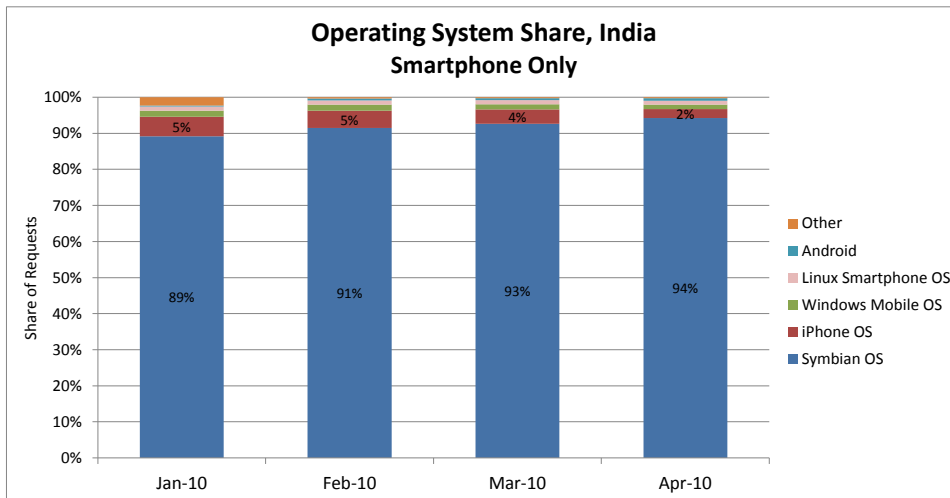
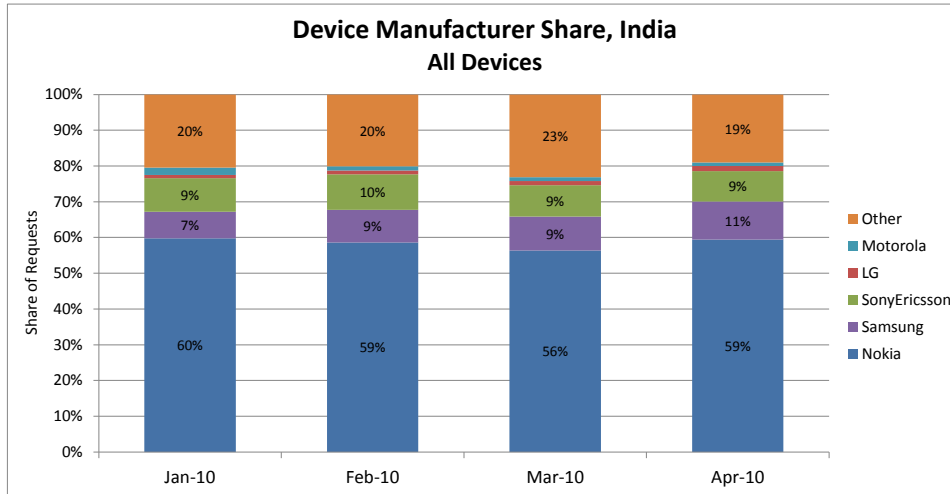
Top Smartphones, April 2010

| Brand | Model | % of Requests | Share Chg % ⁽¹⁾ |
|--------------|------------------|---------------|----------------------------|
| Nokia | N70 | 19.0% | -1.1% |
| Nokia | 6630 | 8.1% | -2.4% |
| Apple | iPhone | 7.1% | 0.2% |
| Nokia | 6300 | 5.5% | 0.6% |
| Nokia | 6120c | 5.4% | 0.5% |
| Nokia | N73 | 5.4% | 0.5% |
| Nokia | 6680 | 4.8% | -0.8% |
| Nokia | N80 | 4.3% | 0.1% |
| Nokia | 5800 XpressMusic | 4.0% | 0.4% |
| Nokia | 6600 | 3.4% | -0.3% |
| Total | | 66.8% | |

Notes

- Other includes unclassified impressions and other manufacturers with < 1% share.
- We received 246 million requests from Philippines in April 2010. In April 2010, smartphone traffic share was 37%. Please see page 13 for our definition of a smartphone.

⁽¹⁾Share change calculated as percent of April 2010 requests less percent of March 2010 requests.



Top Devices, April 2010

| Brand | Model | % of Requests | Share Chg % ⁽¹⁾ |
|--------------|---------------|---------------|----------------------------|
| Nokia | 5130 | 6.4% | 1.0% |
| Nokia | 3110c | 6.1% | 0.5% |
| Nokia | N2700 Classic | 4.1% | 0.9% |
| Nokia | 7210 | 3.8% | 0.2% |
| Nokia | N70 | 3.3% | -0.1% |
| Nokia | 6300 | 2.4% | 0.2% |
| Nokia | N80 | 1.9% | -0.5% |
| Nokia | N73 | 1.9% | -0.3% |
| Nokia | 2626 | 1.7% | 0.3% |
| Nokia | 6233 | 1.7% | -0.1% |
| Total | | 33.2% | |

Top Smartphones, April 2010

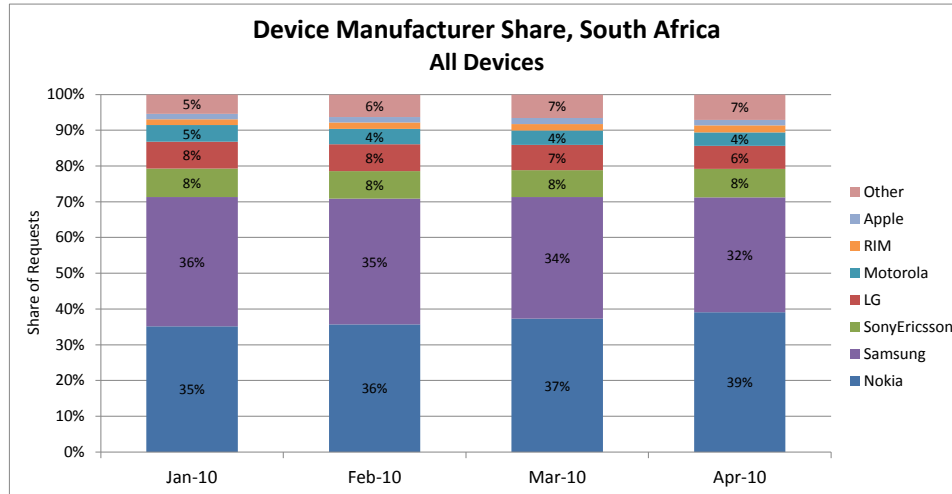
| Brand | Model | % of Requests | Share Chg % ⁽¹⁾ |
|--------------|------------------|---------------|----------------------------|
| Nokia | N70 | 13.7% | 0.6% |
| Nokia | 6300 | 10.0% | 1.4% |
| Nokia | N80 | 7.9% | -1.2% |
| Nokia | N73 | 7.8% | -0.6% |
| Nokia | N72 | 5.9% | 0.5% |
| Nokia | 6600 | 4.1% | 0.1% |
| Nokia | 5233 | 4.1% | 1.7% |
| Nokia | 5800 XpressMusic | 3.7% | -0.6% |
| Nokia | 7610 | 3.4% | 0.2% |
| Nokia | E63 | 3.3% | 0.3% |
| Total | | 63.8% | |

Notes

- Other includes unclassified impressions and other manufacturers with < 1% share.
- We received 1.7 billion requests from India in April 2010. In April 2010, smartphone traffic share was 24%. Please see page 13 for our definition of a smartphone.

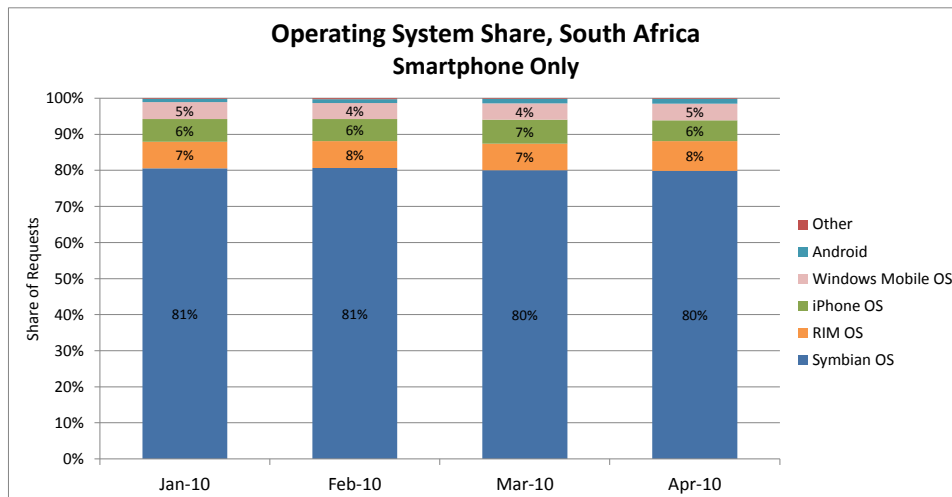
⁽¹⁾Share change calculated as percent of April 2010 requests less percent of March 2010 requests.

South Africa Handset Data - April 2010



Top Devices, April 2010

| Brand | Model | % of Requests | Share Chg % ⁽¹⁾ |
|--------------|-----------|---------------|----------------------------|
| Samsung | SGH E250 | 5.1% | -0.6% |
| Samsung | SGH E250i | 3.2% | 0.5% |
| LG | KS360 | 3.0% | -0.3% |
| Samsung | SGH-M620 | 3.0% | -0.4% |
| Nokia | N70 | 2.7% | -0.2% |
| Motorola | V360 | 2.6% | -0.1% |
| Samsung | GT S5233A | 2.5% | 0.1% |
| Nokia | 5130 | 2.2% | 0.8% |
| Samsung | SGH J750 | 2.0% | -0.1% |
| SonyEricsson | W350i | 1.7% | 0.0% |
| Total | | 27.9% | |



Top Smartphones, April 2010

| Brand | Model | % of Requests | Share Chg % ⁽¹⁾ |
|--------------|------------------|---------------|----------------------------|
| Nokia | N70 | 11.1% | -1.1% |
| Nokia | 6300 | 6.5% | 0.1% |
| Nokia | E63 | 5.9% | 0.9% |
| Apple | iPhone | 5.7% | -0.9% |
| Nokia | 5800 XpressMusic | 5.4% | 0.4% |
| RIM | BlackBerry 8520 | 5.1% | 0.5% |
| Nokia | N73 | 4.4% | 0.0% |
| Nokia | E71 | 3.8% | 0.4% |
| Nokia | 6210 | 3.5% | -0.2% |
| Nokia | 6110 | 3.5% | -0.3% |
| Total | | 54.9% | |

Notes

- Other includes unclassified impressions and other manufacturers with < 1% share.
- We received 225 million requests from South Africa in April 2010. In April 2010, smartphone traffic share was 24%. Please see page 13 for our definition of a smartphone.

⁽¹⁾Share change calculated as percent of April 2010 requests less percent of March 2010 requests.

AdMob Mobile Metrics Report

April 2010



About AdMob

AdMob is one of the world's largest mobile advertising networks, serving billions of mobile banner and text ads a month across a wide range of leading mobile Web sites and applications. AdMob helps advertisers connect with a relevant audience of consumers on mobile devices and gives publishers the ability to effectively monetize their mobile traffic. Incorporated in April 2006, AdMob provides the tools, data, and business models fueling the explosive growth of mobile media in more than 160 countries and territories worldwide.

About AdMob Mobile Metrics

AdMob serves ads for more than 23,000 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. AdMob's monthly report offers a snapshot of its data to provide insight into trends in the mobile ecosystem.

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 23,000 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 if you have any questions or feedback for future reports.

