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AdMob Mobile Metrics Report

AdMob serves ads for more than 7,000 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.

July 2009

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AdMob Mobile Metrics Report

July 2009

New and Noteworthy

For this month's feature section, we ran a mobile survey throughout our network of iPhone, iPod touch and Android users to learn more about how they are using and interacting with applications. Results from the entire survey are available for download in the iPhone and Android App Discovery and Usage report available on metrics.admob.com.

* The most-cited ways of discovering apps are browsing the Android Market/App Store Rankings and searching for a specific type of app. Over 90% of users who cite these activities do them on their mobile device instead of their computer.

* Android, iPhone and iPod touch users are all highly engaged with apps. Android and iPhone users download 9-10 new apps per month, while iPod touch users download 18. Over half of Android and iPhone users spend more than 30 minutes per day using apps.

* iPhone and iPod touch users are more likely to regularly purchase paid apps than Android users. 19% of Android users download at least 1 paid app per month, compared to 50% of iPhone users and 40% of iPod touch users. However, of those users who regularly purchase paid apps, downloading behavior is similar across platforms.

* Requests from the Android Operating System increased 53% month over month. Android has 7% worldwide OS share.

* The Nokia N97 debuted as the number 9 handset in the UK.

* Worldwide requests increased 17% month over month to 9.7 billion in July.

* 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 7,000 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.

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AdMob Mobile Metrics Report

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Featured: iPhone and Android App Usage

For this month's feature section, we ran a mobile survey throughout our network of iPhone, iPod touch and Android users to learn more about how they are using and interacting with applications. Results from the entire survey are available for download in the iPhone and Android App Discovery and Usage report available on metrics.admob.com.

Highlights

* The most-cited ways of discovering apps are browsing the Android Market/App Store Rankings and searching for a specific type of app. Over 90% of users who cite these activities do them on their mobile device instead of their computer.

* Android, iPhone and iPod touch users are all highly engaged with apps. Android and iPhone users download 9-10 new apps per month, while iPod touch users download 18. Over half of Android and iPhone users spend more than 30 minutes per day using apps.

* iPhone and iPod touch users are more likely to regularly purchase paid apps than Android users. 19% of Android users download at least 1 paid app per month, compared to 50% of iPhone users and 40% of iPod touch users.

* However, of those users who regularly purchase paid apps, downloading behavior is similar across platforms. These users spend an average of $9 on about 5 paid apps per month.

* The estimated market size for Android paid applications is significantly smaller than iPhone paid applications given both the smaller number of Android devices and lower adoption of paid apps among Android users.
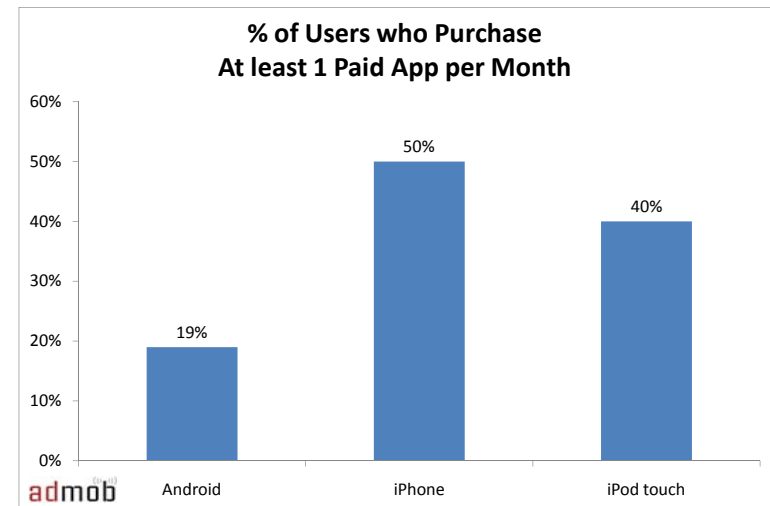
Methodology

All data in the feature section is based on survey results taken by users on their mobile device.

Respondents were sourced by responding to mobile ads throughout AdMob's iPhone and Android networks. There was no incentive offered to participate in the survey.

There were 1,117 total respondents: 390 Android, 380 iPhone and 347 iPod touch. The survey was run from August 14th - August 21st.

The geographic representation of the respondents was designed to approximate the distribution of Android and iPhone users in the AdMob network.

All data captured from our survey is available for download in a supplemental report at metrics.admob.com.

Average Downloads per Month

admob   ■ Free downloads   ■ Paid downloads

% of Users who Purchase At least 1 Paid App per Month

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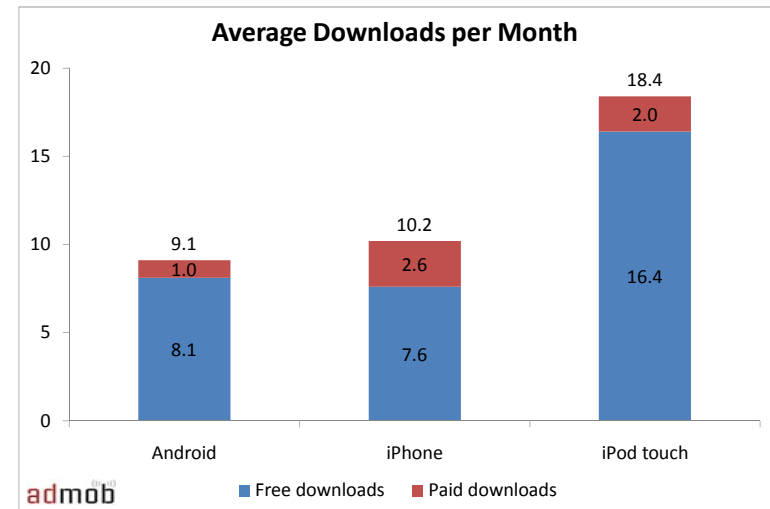
AdMob Mobile Metrics Report

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Featured: Application Discovery

* Android, iPhone, and iPod touch users cite similar discovery methods as being important when discovering new apps. The most-cited ways of discovering apps are browsing the Android Market/App Store rankings and searching for a specific type of app.

* We asked "Where do you usually search or browse for apps?" to respondents who selected browsing through the App Store or searching for a specific type of app. Across platforms, over 90% of users who cite these activities do them directly on their mobile device instead of their computer.[1]

* We asked a similar discovery question only to respondents who download 1 or more paid apps per month: "What usually drives you to purchase a paid app?" The top reason given for purchasing paid apps for Android and iPhone was "I like the free version and upgraded" followed by "I've read good reviews" and "Word of mouth recommendation." [1]

How do you discover the apps you want to download?
(Select all that apply)
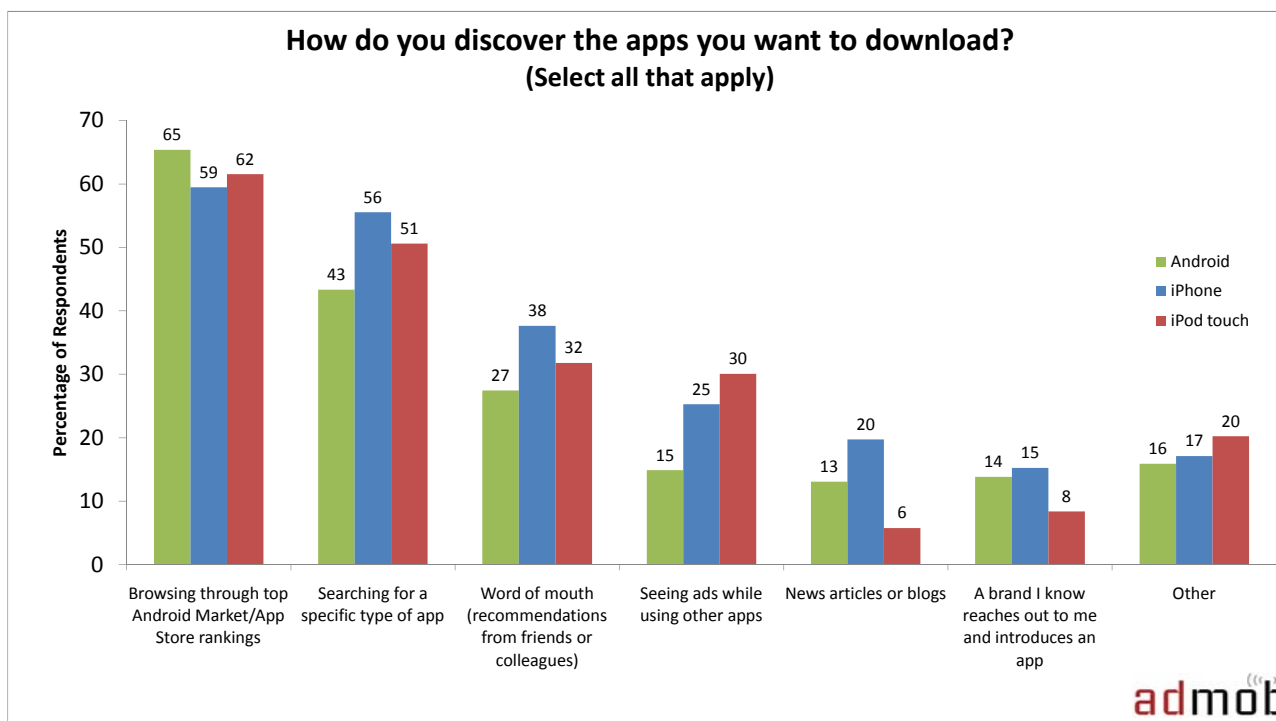
Notes

(1) Respondent data from each survey question can be found in the additional iPhone and Android App Discovery and Usage report posted on metrics.admob.com.

Please see page 3 of this report for more details on the survey methodology.

AdMob Mobile Metrics Report

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Featured: Free Apps

Android, iPhone, and iPod touch users are all highly engaged with apps. While groups of users have different download habits, a majority of respondents surveyed downloaded 4 or more free apps per month on each respective platform.

* On average, Android and iPhone users download 8 new free apps per month, while iPod touch users download an average of 16 free apps per month.[1] 22% of iPod touch respondents download more than 20 free apps a month.

* Respondents were also asked "How much time do you spend using apps on an average day?" Over half of Android and iPhone users spend more than 30 minutes per day using apps, while 25% of users spend more than 2 hours per day. On average, Android and iPhone users spend ~80 minutes per day on apps, with iPod touch users spending even longer periods of time.[2]

How many free apps do you download in an average month?
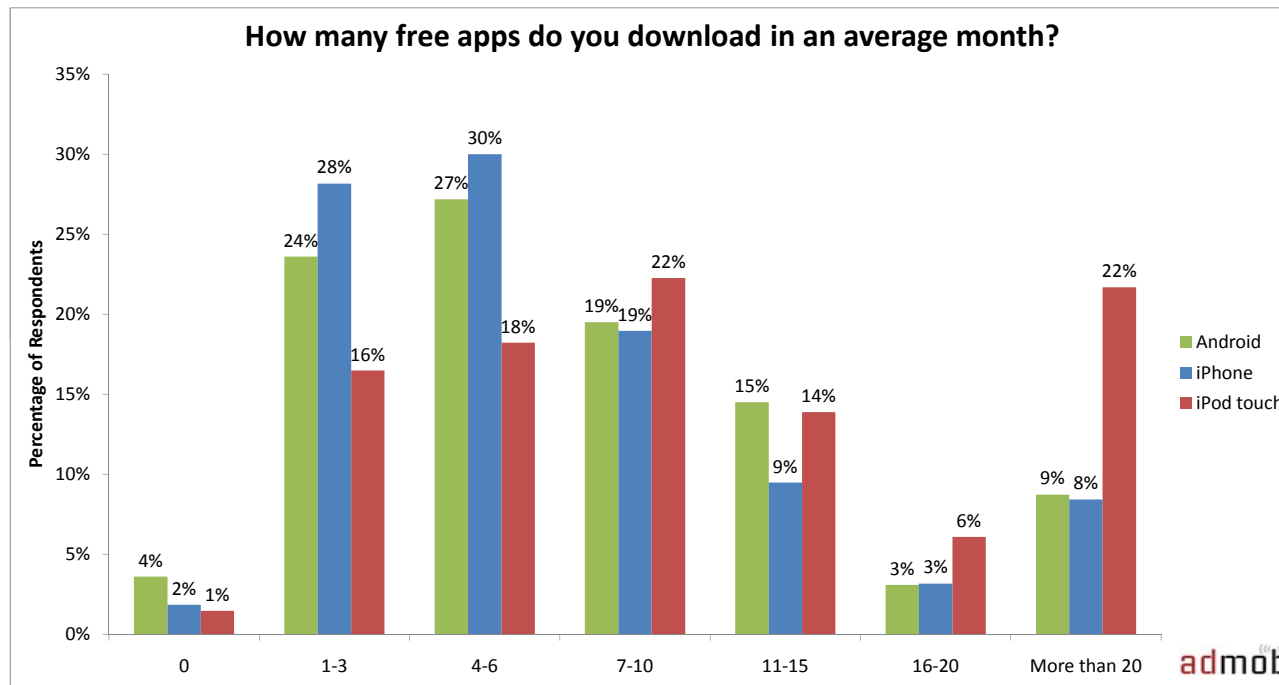
Notes

(1) Weighted averages were used to calculate the average number of free apps downloaded each month. The midpoint of each range was used for the calculation, with 25 apps assumed for the "more than 20" segment.

(2) Respondent data from each survey question can be found in the additional iPhone and Android App Discovery and Usage report posted on metrics.admob.com.
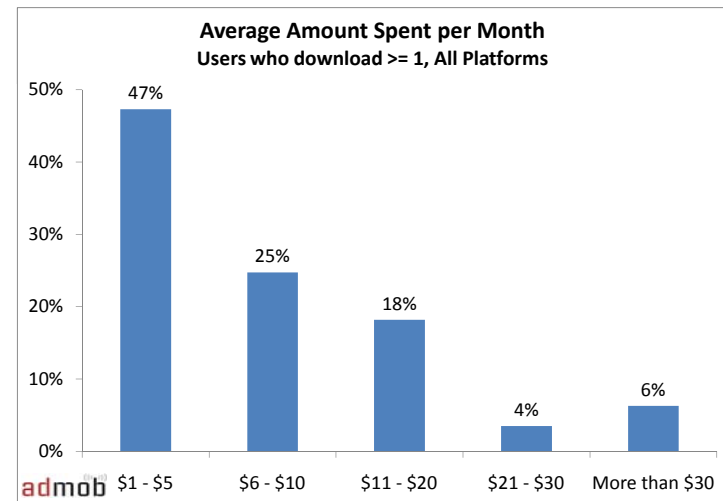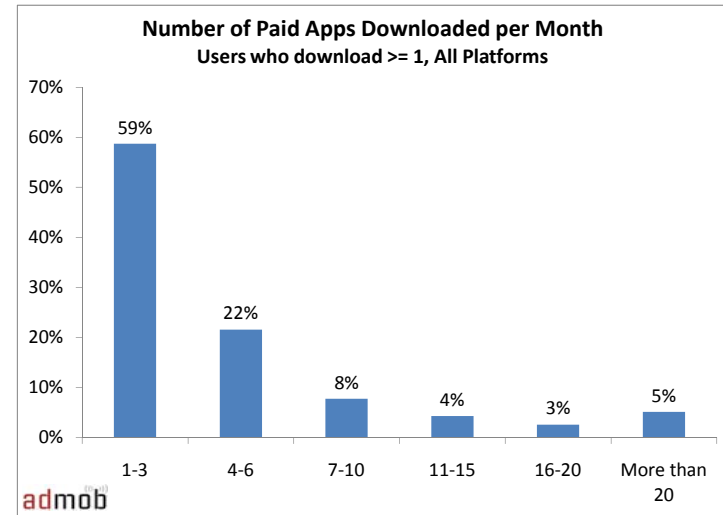
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Featured: Paid Apps

* iPhone and iPod touch users are twice as likely to regularly download paid apps as Android users. 19% of Android users regularly download 1 or more paid apps a month, compared to 50% of iPhone users and 40% of iPod touch users.[1]

* For users who regularly download paid apps, the number of paid apps downloaded and the average amount spent each month was similar across platforms. These distributions are shown in the two graphs on the right side of the page.[2]

* These users spend roughly $9 a month and download 5 paid apps per month. Dividing the average amount paid per month by the average number of paid apps downloaded yields an average app purchase price of about $1.80.

* Combining these figures with an approximate number of devices sold, it is possible to estimate the current market size for paid apps in the App Store and Android Market. We estimate that the App Store paid market is nearly $200 million per month versus $5 million per month for the Android Market.[3]

Number of Paid Apps Downloaded per Month
Users who download >= 1, All Platforms

Range	Percentage
1-3	59%
4-6	22%
7-10	8%
11-15	4%
16-20	3%
More than 20	5%

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Paid Application Market Size Estimate[3]

	Estimated Number of Users	% Who Buy Paid Apps	Average $/Month Spent on Paid Apps		Est. August 2009 Paid App Market Size
Android	3M	19%	$8.63	→	$5M
iPhone	26.4M	50%	$9.49	→	$125M
iPod touch	18.6M	40%	$9.79	→	$73M

Average Amount Spent per Month
Users who download >= 1, All Platforms

Range	Percentage
$1 - $5	47%
$6 - $10	25%
$11 - $20	18%
$21 - $30	4%
More than $30	6%

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Notes

(1) Respondents were asked "How many paid apps do you download in an average month?"

(2) Only users who download 1 or more paid apps per month were asked the follow up question "In total, how much do you spend on paid apps in an average month?" Calculations for Android, iPhone, and iPod touch respectively can be found in the additional iPhone and Android App Discovery and Usage presentation posted on metrics.admob.com.

(3) Details on this market estimate can be found in the additional iPhone and Android App Discovery and Usage presentation posted on metrics.admob.com.

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Ad Requests by Geography - July 2009

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Requests: 9,665,347,402

Country	Requests	% of Requests	% Share Change
United States	4,818,418,482	49.9%	2.2%
India	626,471,567	6.5%	0.4%
Indonesia	599,624,537	6.2%	-1.8%
Philippines	413,074,558	4.3%	-0.4%
United Kingdom	271,263,096	2.8%	-0.3%
Canada	152,215,011	1.6%	-0.4%
Saudi Arabia	151,917,199	1.6%	0.1%
South Africa	143,629,635	1.5%	-0.2%
Mexico	142,564,049	1.5%	0.1%
France	131,009,489	1.4%	-0.1%
Other Countries [1] [2]	2,215,159,779	22.9%	
Total	9,665,347,402	100.0%	
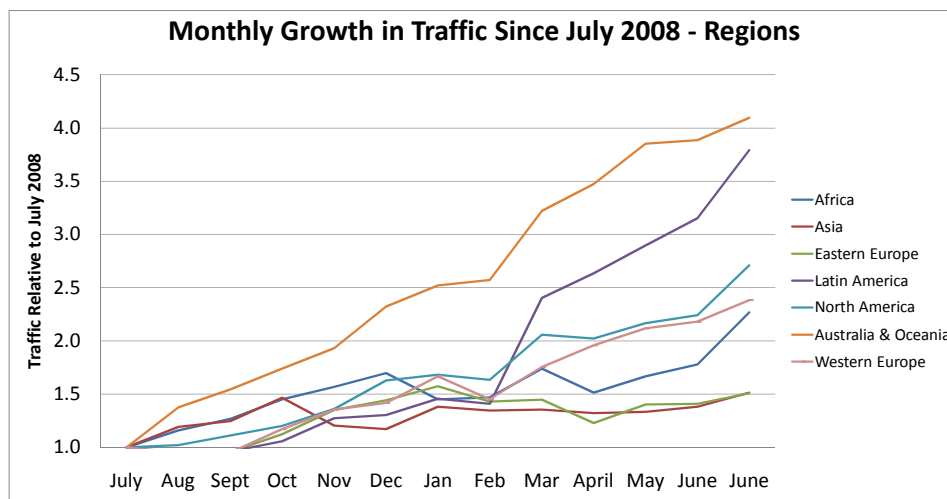
Region	Requests	% of Requests	% Share Change
North America	4,970,860,743	51.4%	1.9%
Asia	2,529,023,701	26.2%	-1.6%
Western Europe	786,788,546	8.1%	-0.5%
Africa	564,092,681	5.8%	0.5%
Latin America	338,739,585	3.5%	0.1%
Eastern Europe	175,284,135	1.8%	-0.2%
Oceania	100,845,790	1.0%	-0.1%
Other [2]	199,712,221	2.1%	
Total	9,665,347,402	100.0%	

Monthly Growth in Traffic Since July 2008 - Regions

Legend: Africa, Asia, Eastern Europe, Latin America, North America, Australia & Oceania, Western Europe

y-axis: Traffic Relative to July 2008

x-axis: July, Aug, Sept, Oct, Nov, Dec, Jan, Feb, Mar, April, May, June, June

Notes

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

(1) Other includes 52 countries having more than 10 million requests.
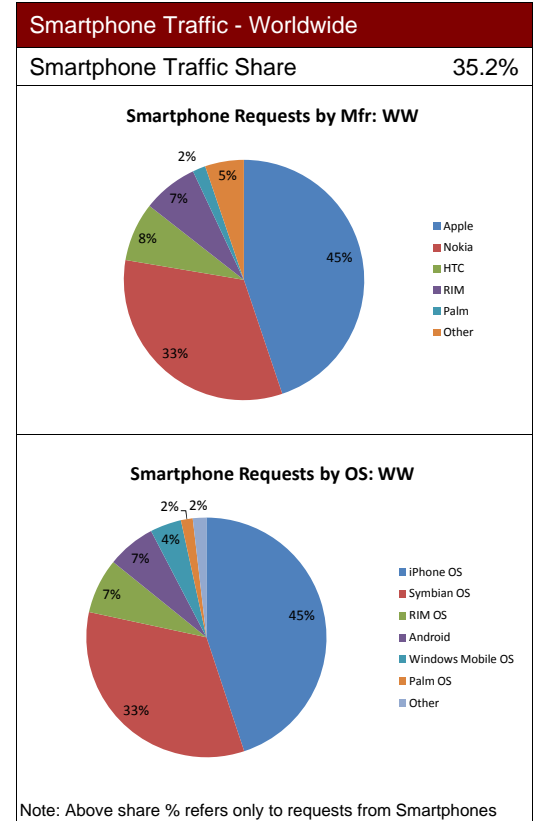
(2) Other includes unclassified requests where the country of origin could not be determined. Targeted ads were not shown to these requests.

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Worldwide Handset Data - July 2009

admob

Requests: 9,665,347,402

Top Device Mfrs	% of Requests	Share Chg %
Apple	26.9%	-3.1%
Nokia	24.7%	-0.9%
Samsung	13.1%	2.0%
Motorola	7.1%	0.7%
SonyEricsson	5.9%	-0.5%
LG	3.3%	0.4%
HTC	2.8%	0.6%
RIM	2.6%	-0.1%
Kyocera	2.0%	0.5%
Other [1]	11.6%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Apple	iPhone	15.9%	-1.0%
Apple	iPod Touch	11.0%	-2.0%
Samsung	R450	3.2%	0.7%
HTC	Dream	2.2%	0.7%
Motorola	RAZR V3	2.0%	0.2%
Nokia	N70	1.8%	-0.1%
Nokia	3110c	1.5%	0.1%
Kyocera	S1300	1.2%	0.3%
Nokia	N95	1.2%	-0.1%
RIM	BlackBerry 8300	1.2%	0.0%
Nokia	6300	1.1%	-0.1%
Samsung	R430	1.1%	0.2%
Nokia	N80	0.9%	0.0%
Motorola	Z6M	0.9%	0.0%
Nokia	N73	0.9%	0.0%
Nokia	6120c	0.8%	0.0%
Sony	PSP	0.7%	-0.4%
Motorola	KRZR K1c	0.7%	0.1%
Samsung	M800	0.6%	0.0%
RIM	BlackBerry 8100	0.6%	-0.1%
Total		**49.3%**	

Smartphone Traffic - Worldwide

Smartphone Traffic Share	35.2%

Smartphone Requests by Mfr: WW

Apple 45%, Nokia 33%, HTC 8%, RIM 7%, Palm 2%, Other 5%

Smartphone Requests by OS: WW

iPhone OS 45%, Symbian OS 33%, RIM OS 7%, Android 4%, Windows Mobile OS 2%, Palm OS 2%, Other

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	70.2%
Supports Streaming Video	66.1%
Able to Download Video Clips	75.7%
Supports WAP Push Messages	62.0%

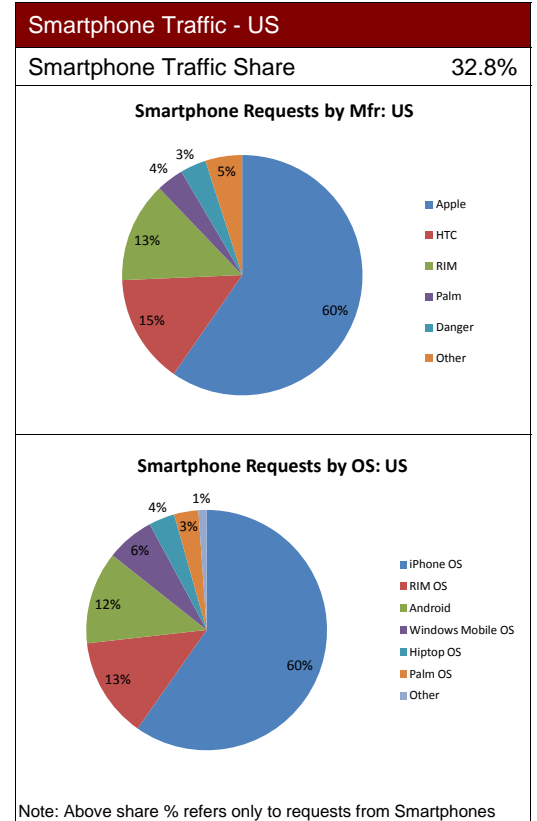| MMA Standard Screen Size	Share %
Small	19.5%
Medium	19.5%
Large	20.4%
X-Large	40.7%

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 KRZR and Samsung M800.

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

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United States Handset Data - July 2009

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Requests: 4,818,418,482

Top Device Mfrs	% of Requests	Share Chg %
Apple	36.3%	-6.1%
Samsung	21.0%	3.2%
Motorola	12.2%	0.9%
LG	4.9%	0.5%
HTC	4.8%	0.8%
RIM	4.4%	-0.5%
Kyocera	3.9%	0.7%
Nokia	3.0%	-0.4%
Palm	1.2%	-0.1%
Other [1]	8.3%	
.		
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Apple	iPhone	19.6%	-2.9%
Apple	iPod Touch	16.7%	-3.2%
Samsung	R450	6.3%	1.2%
HTC	Dream	4.0%	0.7%
Motorola	RAZR V3	3.5%	0.2%
Kyocera	S1300	2.3%	0.5%
Samsung	R430	2.2%	0.4%
RIM	BlackBerry 8300	2.1%	-0.1%
Motorola	Z6M	1.7%	-0.2%
Motorola	KRZR K1c	1.3%	0.1%
Samsung	M800	1.2%	0.0%
LG	CU920	1.1%	0.0%
Nokia	1006	1.1%	-0.6%
Danger	Sidekick 3	1.1%	0.3%
RIM	BlackBerry 8100	1.1%	-0.2%
Samsung	R810	1.0%	0.2%
Motorola	W385	0.9%	0.0%
Palm	Centro	0.9%	-0.1%
Samsung	R210	0.9%	0.1%
Samsung	T919	0.8%	0.0%
Total		**69.9%**	

Smartphone Traffic - US

Smartphone Traffic Share	32.8%

Smartphone Requests by Mfr: US

- Apple 60%
- HTC 15%
- RIM 13%
- Palm 4%
- Danger 3%
- Other 5%

Smartphone Requests by OS: US

- iPhone OS 60%
- RIM OS 13%
- Android 12%
- Windows Mobile OS 6%
- Hiptop OS 4%
- Palm OS 3%
- Other 1%

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	56.4%
Supports Streaming Video	58.4%
Able to Download Video Clips	66.5%
Supports WAP Push Messages	54.1%

MMA Standard Screen Size	Share %
Small	17.1%
Medium	18.7%
Large	13.6%
X-Large	50.6%

Notes

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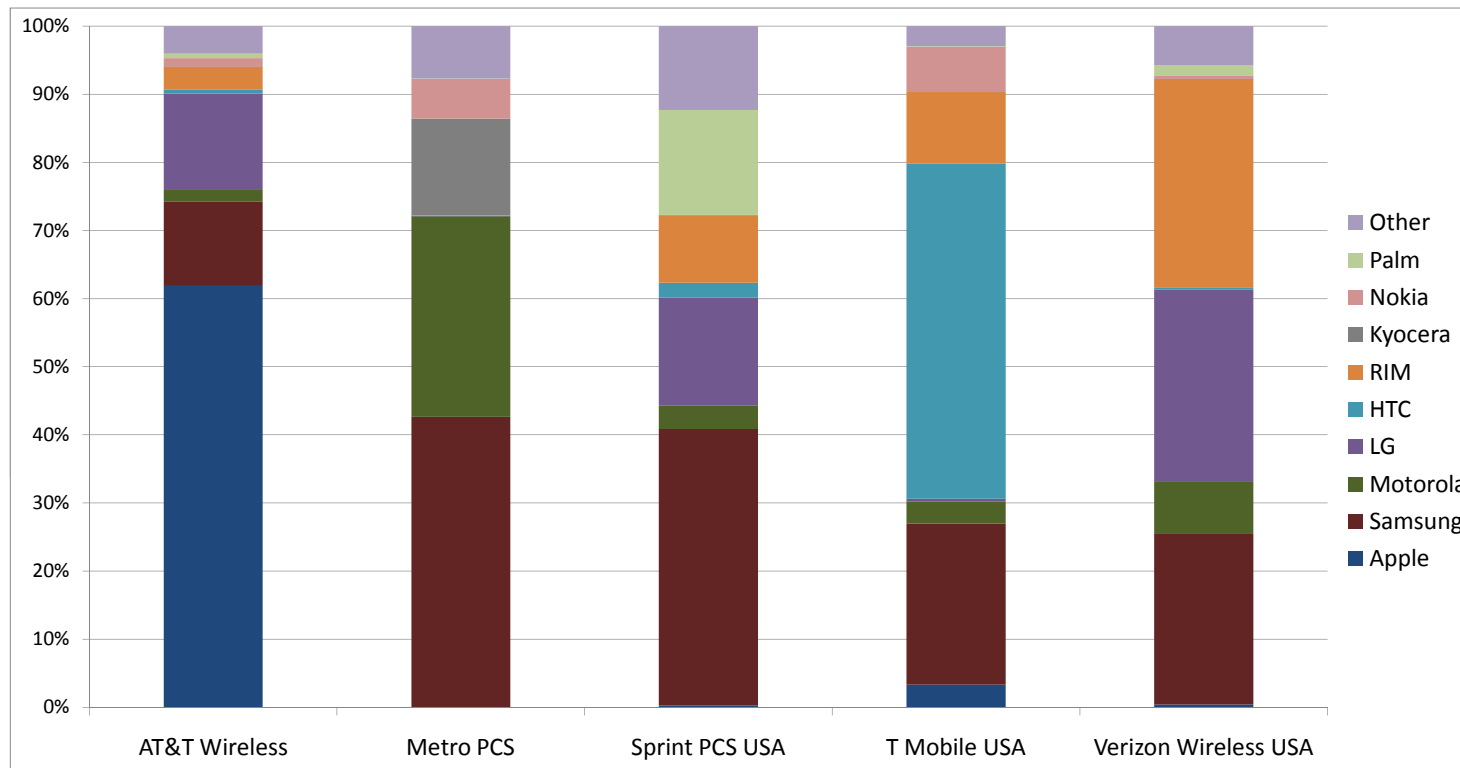
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United States Handset Data

July 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 1.0% share.
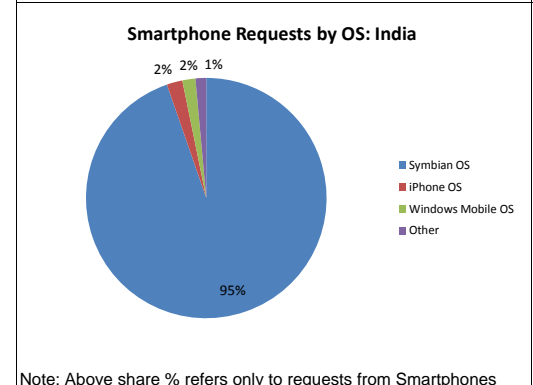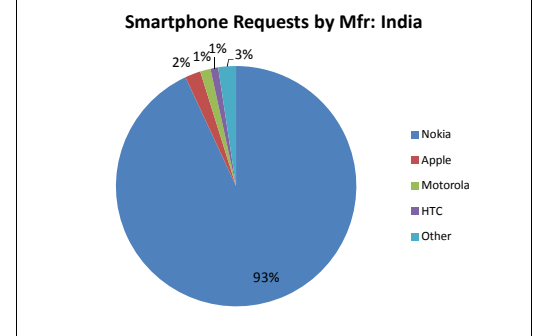
India Handset Data - July 2009

Requests: 626,471,567

Top Device Mfrs	% of Requests	Share Chg %
Nokia	62.1%	-0.6%
SonyEricsson	10.8%	-0.9%
Samsung	3.9%	0.3%
Motorola	1.7%	-0.2%
Other [(1)]	21.5%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Nokia	3110c	8.7%	0.4%
Nokia	N70	5.3%	-0.1%
Nokia	N80	3.5%	-0.1%
Nokia	6233	3.2%	-0.1%
Nokia	7210	2.9%	0.3%
Nokia	6300	2.9%	-0.1%
Nokia	N73	2.7%	-0.1%
Nokia	2626	2.2%	0.0%
Nokia	N72	1.9%	-0.1%
Nokia	6600	1.9%	-0.2%
Nokia	N5130c	1.8%	0.6%
SonyEricsson	W200i	1.6%	0.0%
Nokia	5300	1.3%	0.0%
Nokia	5200	1.3%	-0.1%
Nokia	6030	1.2%	-0.1%
Nokia	2600c	1.2%	0.0%
Nokia	3500 Classic	1.1%	0.0%
Nokia	7610	1.1%	0.0%
Nokia	6630	1.0%	-0.1%
Nokia	5310	1.0%	0.0%
Total		**47.6%**	

Smartphone Traffic - India

Smartphone Traffic Share	27.7%

Smartphone Requests by Mfr: India

Legend: Nokia, Apple, Motorola, HTC, Other

2% 1% 1% 3% — 93%

Smartphone Requests by OS: India

Legend: Symbian OS, iPhone OS, Windows Mobile OS, Other

2% 2% 1% — 95%

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	76.7%
Supports Streaming Video	66.5%
Able to Download Video Clips	81.6%
Supports WAP Push Messages	82.5%

| MMA Standard Screen Size	Share %
Small	29.3%
Medium	25.2%
Large	25.7%
X-Large	19.9%

Notes

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

• New models in Top 20: Nokia 5310.

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

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India Handset Data

July 2009

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - India
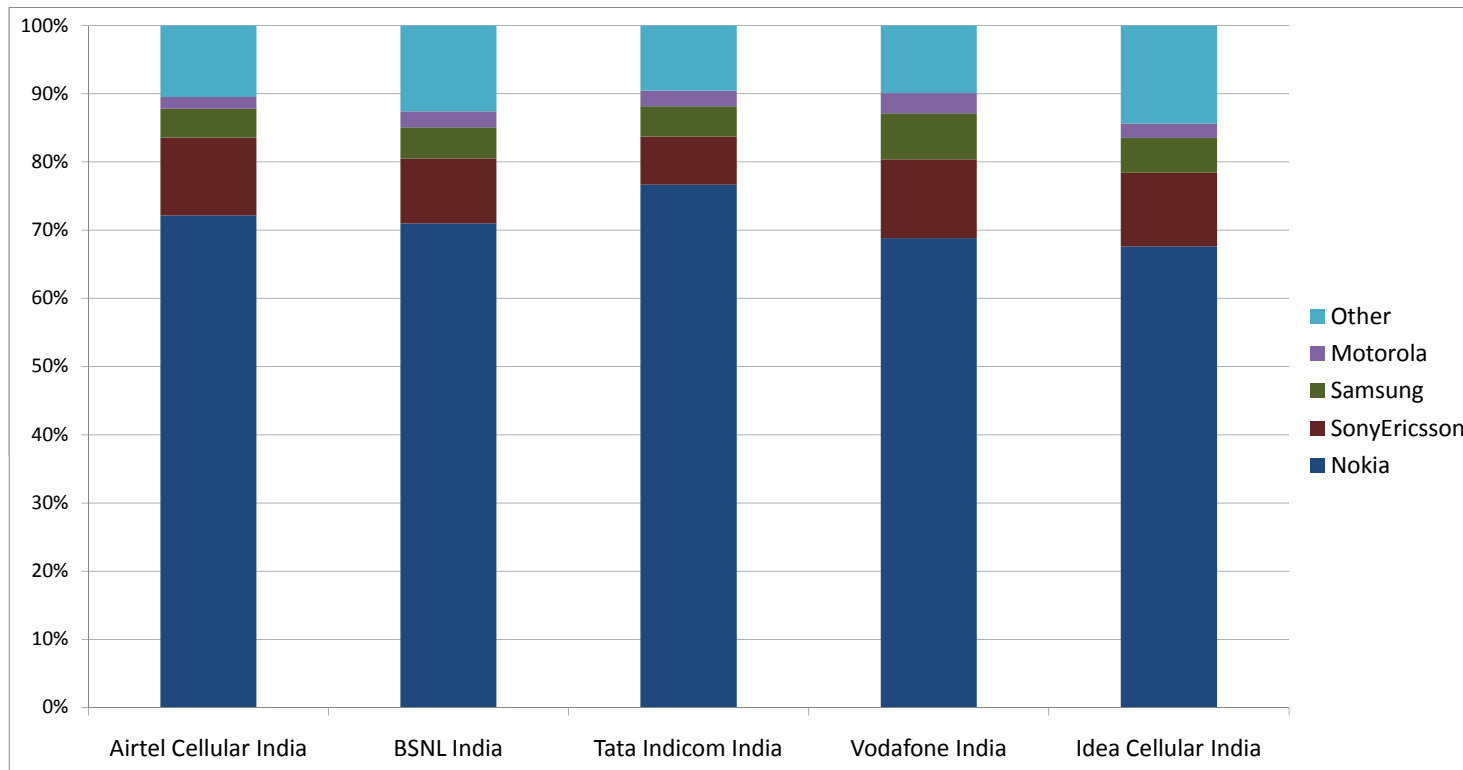
Notes

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

Indonesia Handset Data - July 2009

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Requests: 599,624,537

Top Device Mfrs	% of Requests	Share Chg %
Nokia	61.8%	-1.6%
SonyEricsson	26.0%	0.4%
Samsung	1.3%	0.1%
Other (1)	11.0%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	4.4%	-0.3%
Nokia	6300	3.3%	-0.2%
Nokia	3110c	3.1%	-0.1%
Nokia	6600	3.1%	-0.1%
SonyEricsson	W200i	2.7%	0.1%
Nokia	5300	2.6%	-0.2%
Nokia	7610	2.6%	-0.1%
Nokia	2630	2.1%	0.0%
Nokia	2600c	2.0%	0.1%
Nokia	N73	1.9%	-0.1%
Nokia	5200	1.9%	-0.2%
Nokia	3230	1.8%	-0.1%
Nokia	6120c	1.6%	0.0%
SonyEricsson	K310i	1.6%	0.0%
Nokia	6030	1.5%	-0.1%
SonyEricsson	K510	1.4%	0.1%
Nokia	5310	1.4%	-0.1%
SonyEricsson	K530i	1.3%	-0.1%
Nokia	2626	1.3%	-0.1%
SonyEricsson	K550i	1.2%	0.0%
Total		**42.7%**	

Smartphone Traffic - Indonesia	
Smartphone Traffic Share	27.7%

Smartphone Requests by Mfr: Indonesia

- Nokia
- SonyEricsson
- Lenovo
- Apple
- Other

2% 1% 1% 2%
94%
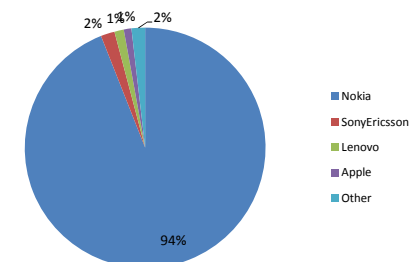
Smartphone Requests by OS: Indonesia
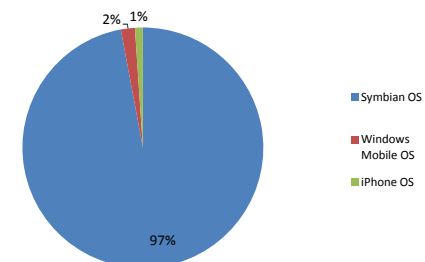
- Symbian OS
- Windows Mobile OS
- iPhone OS

2% 1%
97%

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	90.8%
Supports Streaming Video	75.8%
Able to Download Video Clips	83.5%
Supports WAP Push Messages	92.0%

| MMA Standard Screen Size	Share %
Small	33.8%
Medium	31.4%
Large	27.8%
X-Large	7.0%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: SonyEricsson K550i.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

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Indonesia Handset Data
July 2009

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - Indonesia
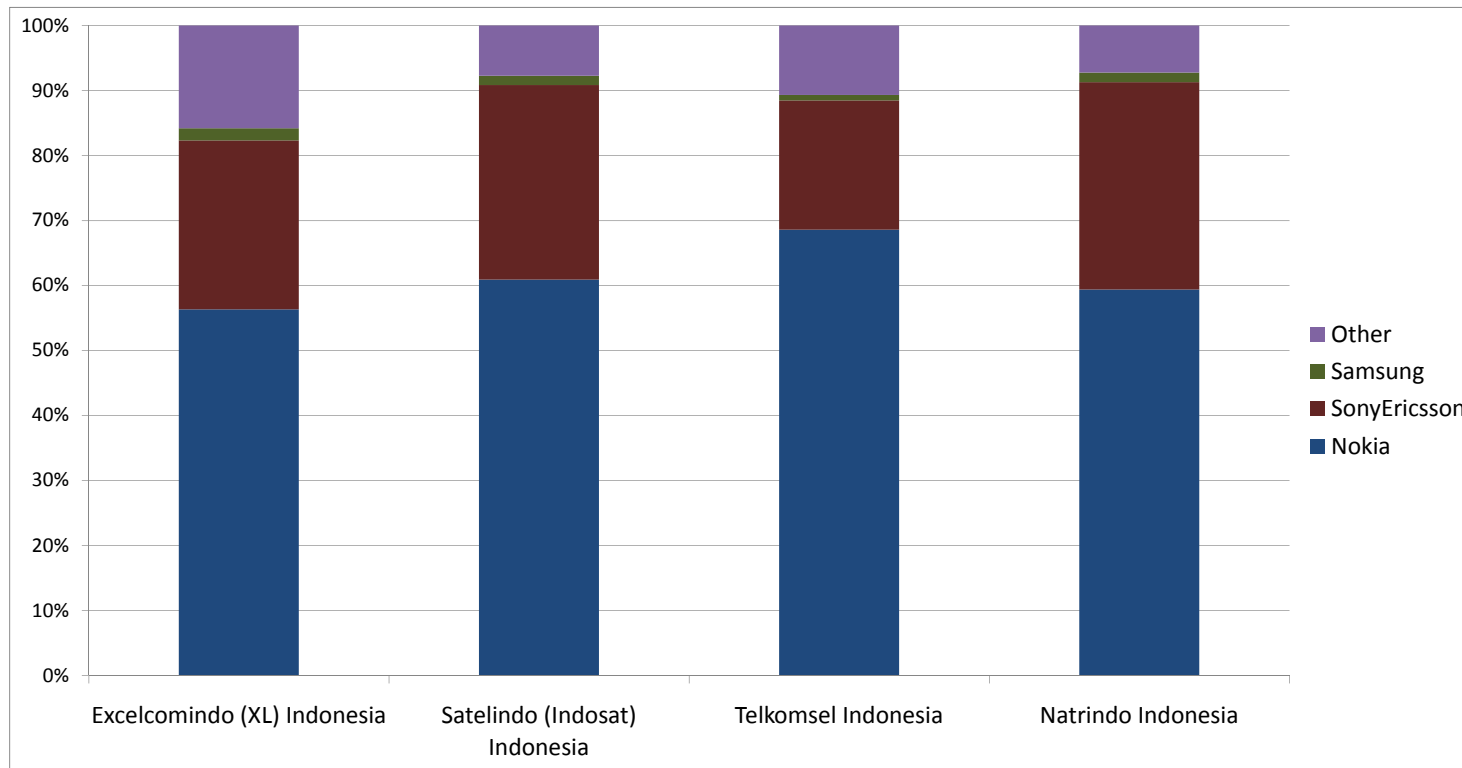
Notes

• Other includes all manufacturers with less than 1% share.
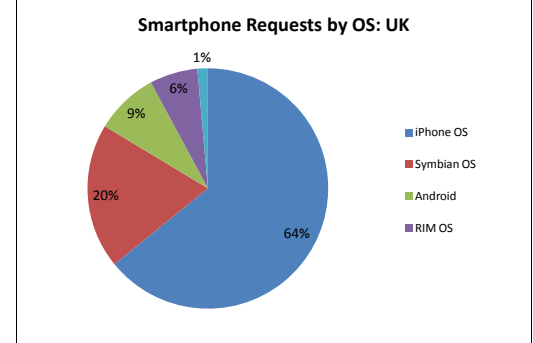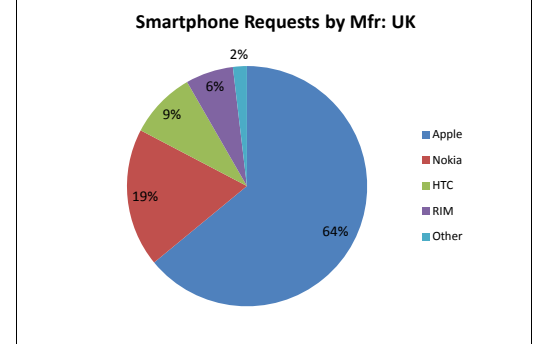
United Kingdom Handset Data - July 2009

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Requests: 271,263,096

Top Device Mfrs	% of Requests	Share Chg %
Apple	45.8%	-1.5%
SonyEricsson	14.0%	-0.2%
Nokia	12.6%	1.3%
Samsung	7.9%	0.7%
HTC	4.0%	1.1%
LG	2.9%	0.2%
RIM	2.8%	0.8%
Other [1]	10.0%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Apple	iPhone	28.3%	2.2%
Apple	iPod Touch	17.5%	-3.7%
HTC	Dream/Magic[2]	3.8%	1.1%
Nokia	N95	2.9%	-0.1%
SonyEricsson	K800i	1.8%	-0.2%
SonyEricsson	W910i	1.2%	-0.1%
Samsung	J700	1.1%	0.1%
Samsung	G600	1.0%	0.1%
Nokia	N97	0.9%	0.9%
Nokia	5800 XpressMusic	0.9%	0.2%
SonyEricsson	W810i	0.9%	-0.1%
SonyEricsson	W580i	0.9%	-0.1%
SonyEricsson	C902	0.8%	0.1%
SonyEricsson	C905	0.8%	0.1%
RIM	BlackBerry 9000	0.8%	0.3%
Nokia	6300	0.8%	0.0%
SonyEricsson	W350i	0.7%	0.0%
Nokia	N96	0.7%	0.1%
LG	KP500	0.7%	0.1%
RIM	BlackBerry 8900	0.6%	0.2%
Total		**67.0%**	

Smartphone Traffic - UK	
Smartphone Traffic Share	44.0%

Smartphone Requests by Mfr: UK

Apple 64%, Nokia 19%, HTC 9%, RIM 6%, Other 2%

- Apple
- Nokia
- HTC
- RIM
- Other

Smartphone Requests by OS: UK

iPhone OS 64%, Symbian OS 20%, Android 9%, RIM OS 6%, 1%

- iPhone OS
- Symbian OS
- Android
- RIM OS

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	75.6%
Supports Streaming Video	86.6%
Able to Download Video Clips	94.6%
Supports WAP Push Messages	41.8%

MMA Standard Screen Size	Share %
Small	4.7%
Medium	5.6%
Large	27.4%
X-Large	62.4%

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 N97, BlackBerry 9000, LG KP500 and BlackBerry 8900.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.
- (2) This figure includes traffic from both the HTC Magic and HTC Touch. In next month's report we will break out traffic separately from each device.
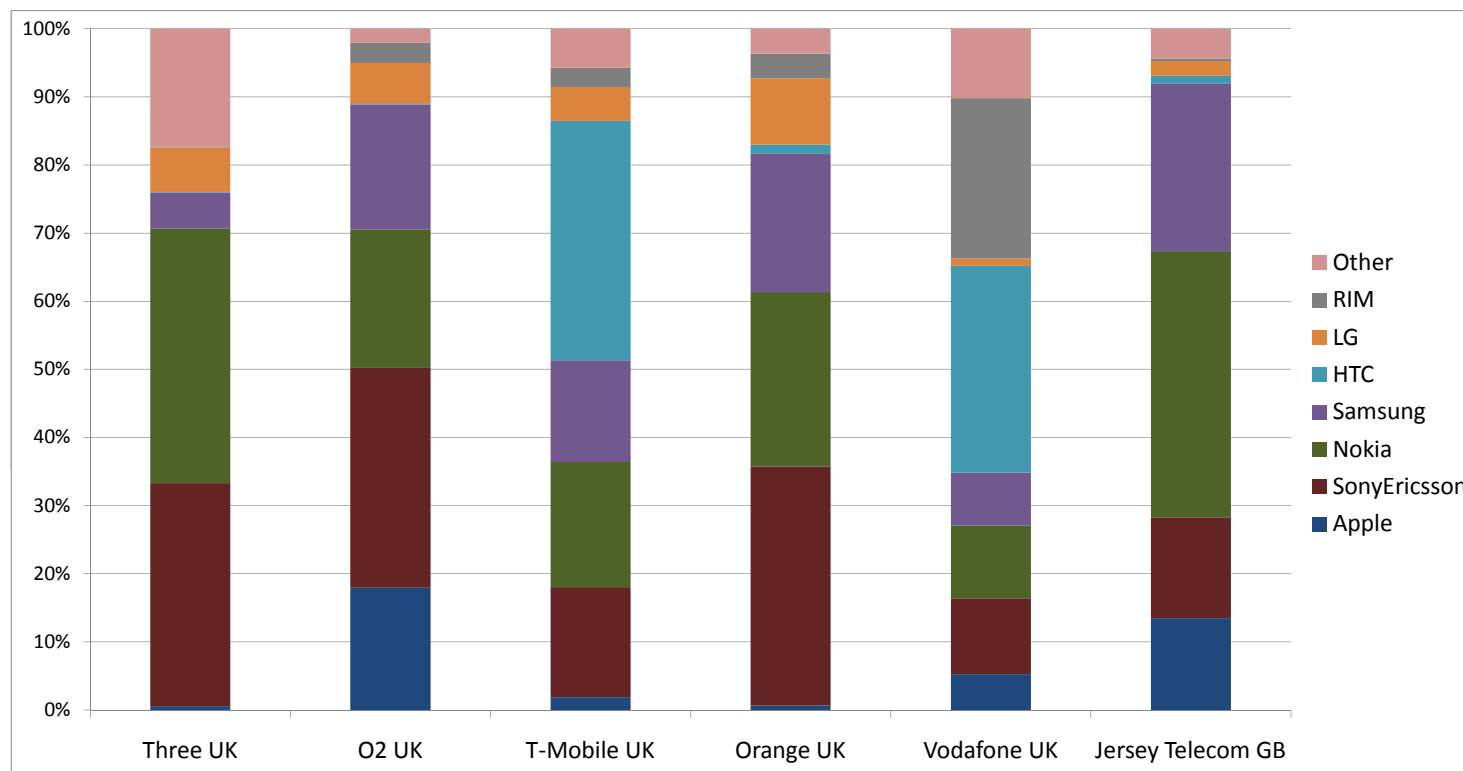
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United Kingdom Handset Data

July 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 - July 2009

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Requests: 413,074,558

Top Device Mfrs	% of Requests	Share Chg %
Nokia	67.9%	-1.1%
SonyEricsson	7.7%	-0.1%
Samsung	2.4%	0.1%
Apple	2.0%	-0.6%
Sony	1.2%	-0.3%
Other [1]	18.9%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	6.2%	0.2%
Nokia	3110c	3.6%	-0.4%
Nokia	6300	3.3%	0.2%
Nokia	2600c	2.8%	-0.2%
Nokia	6630	2.7%	-0.1%
Nokia	2630	2.7%	-0.2%
Nokia	6600	2.5%	-0.2%
Nokia	6070	2.3%	-0.4%
Nokia	6120c	2.3%	0.3%
Nokia	6680	2.0%	0.1%
Nokia	1680c	1.8%	0.1%
Nokia	6020	1.8%	-0.2%
Nokia	N95	1.6%	0.2%
Nokia	N73	1.6%	0.2%
Nokia	5300	1.5%	-0.1%
Nokia	7210	1.5%	0.1%
Nokia	N80	1.4%	0.2%
Nokia	3220	1.4%	-0.2%
Nokia	5310	1.3%	0.1%
Sony	PSP	1.2%	-0.3%
Total		**45.5%**	

Smartphone Traffic - Philippines

Smartphone Traffic Share	30.5%

Smartphone Requests by Mfr: Philippines

Nokia, Apple, SonyEricsson, Other
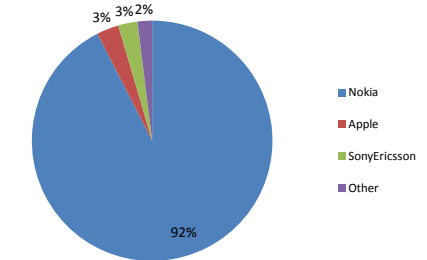
Smartphone Requests by OS: Philippines
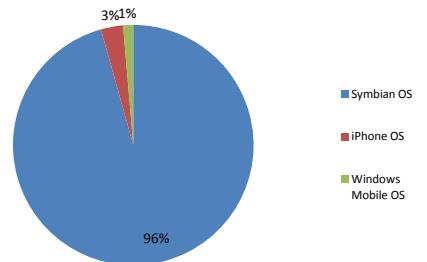
Symbian OS, iPhone OS, Windows Mobile OS

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	85.1%
Supports Streaming Video	67.2%
Able to Download Video Clips	86.4%
Supports WAP Push Messages	82.2%

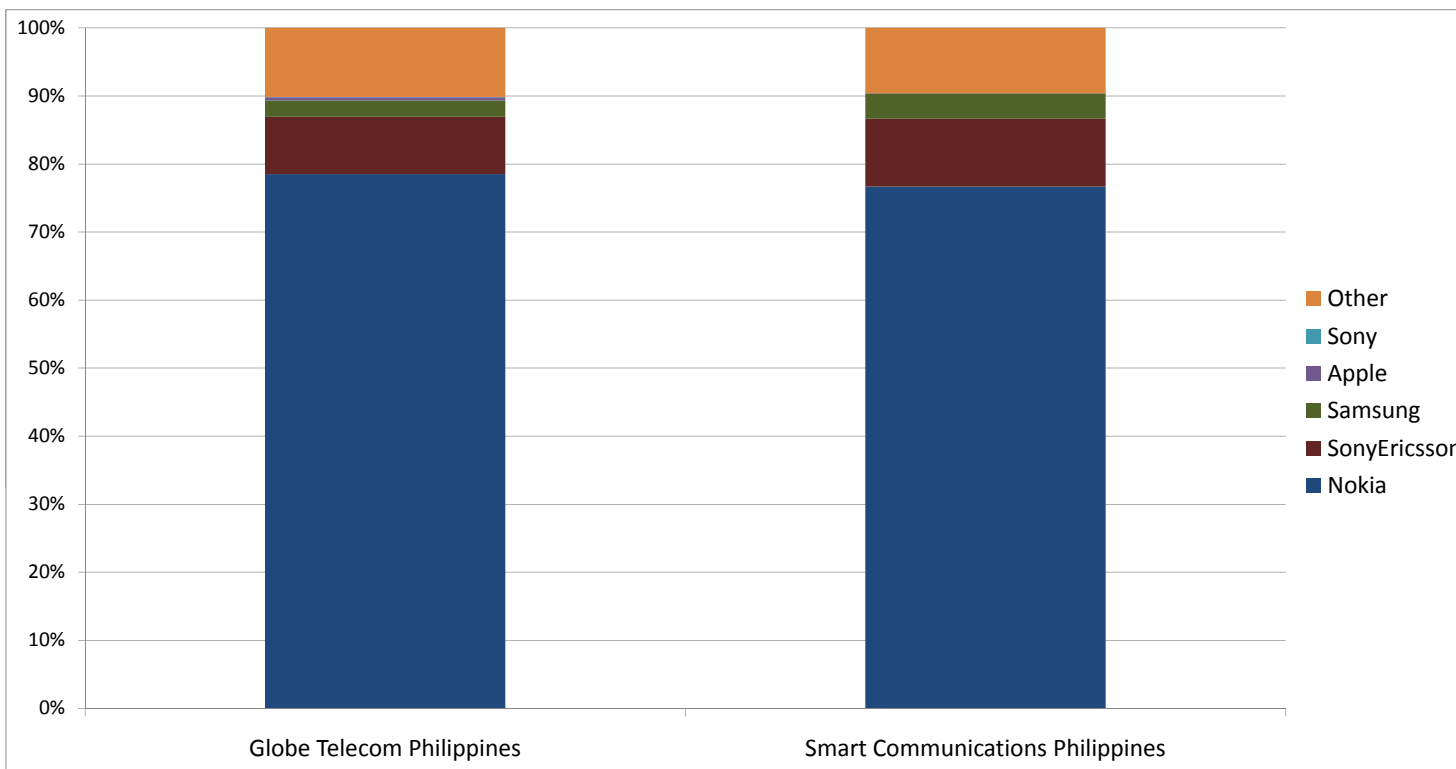| MMA Standard Screen Size	Share %
Small	31.5%
Medium	24.9%
Large	25.0%
X-Large	18.6%

Notes

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

• New models in Top 20: Nokia 5310.

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

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Philippines Handset Data

July 2009

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Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - Philippines

Legend:
- Other
- Sony
- Apple
- Samsung
- SonyEricsson
- Nokia

X-axis: Globe Telecom Philippines, Smart Communications Philippines

Notes

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

South Africa Handset Data - July 2009

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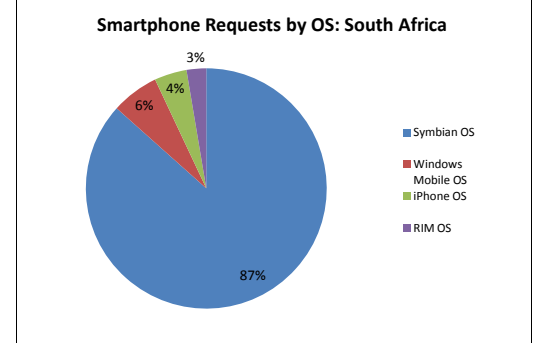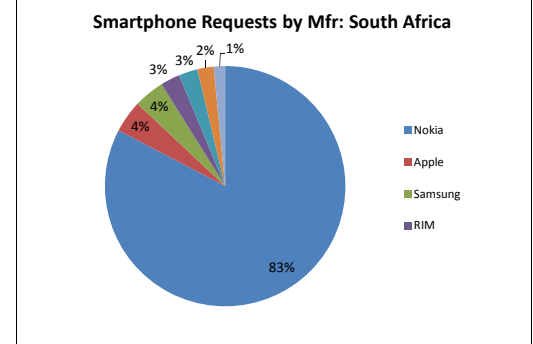Requests: 143,629,635

Top Device Mfrs	% of Requests	Share Chg %
Nokia	37.5%	0.2%
Samsung	32.5%	-0.1%
SonyEricsson	9.5%	0.0%
Motorola	7.1%	-0.6%
LG	6.0%	0.1%
Apple	1.0%	-0.1%
Other [1]	6.4%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Samsung	E250	8.9%	-0.2%
Motorola	V360	4.6%	-0.4%
Nokia	N70	3.8%	0.0%
LG	KS360	2.8%	0.1%
Samsung	J750	2.7%	-0.1%
Samsung	M620	2.7%	0.1%
Samsung	J700	2.5%	0.0%
Samsung	D900i	1.9%	-0.1%
LG	KG290	1.8%	0.0%
Nokia	N73	1.5%	0.0%
Nokia	6300	1.5%	0.1%
Samsung	E370	1.5%	0.0%
Nokia	6234	1.4%	-0.1%
Nokia	2760	1.2%	-0.1%
Nokia	N81	1.2%	-0.1%
Nokia	5000d	1.2%	0.0%
Nokia	2630	1.2%	0.1%
Nokia	N95	1.1%	0.0%
SonyEricsson	W350i	1.1%	0.2%
Nokia	6110	1.1%	0.0%
Total		**45.5%**	

Smartphone Traffic - South Africa	
Smartphone Traffic Share	20.2%

Smartphone Requests by Mfr: South Africa

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

Nokia
Apple
Samsung
RIM

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	79.8%
Supports Streaming Video	70.3%
Able to Download Video Clips	80.0%
Supports WAP Push Messages	93.8%

MMA Standard Screen Size	Share %
Small	37.3%
Medium	20.8%
Large	35.2%
X-Large	6.6%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Nokia N95 and SonyEricsson W350i.
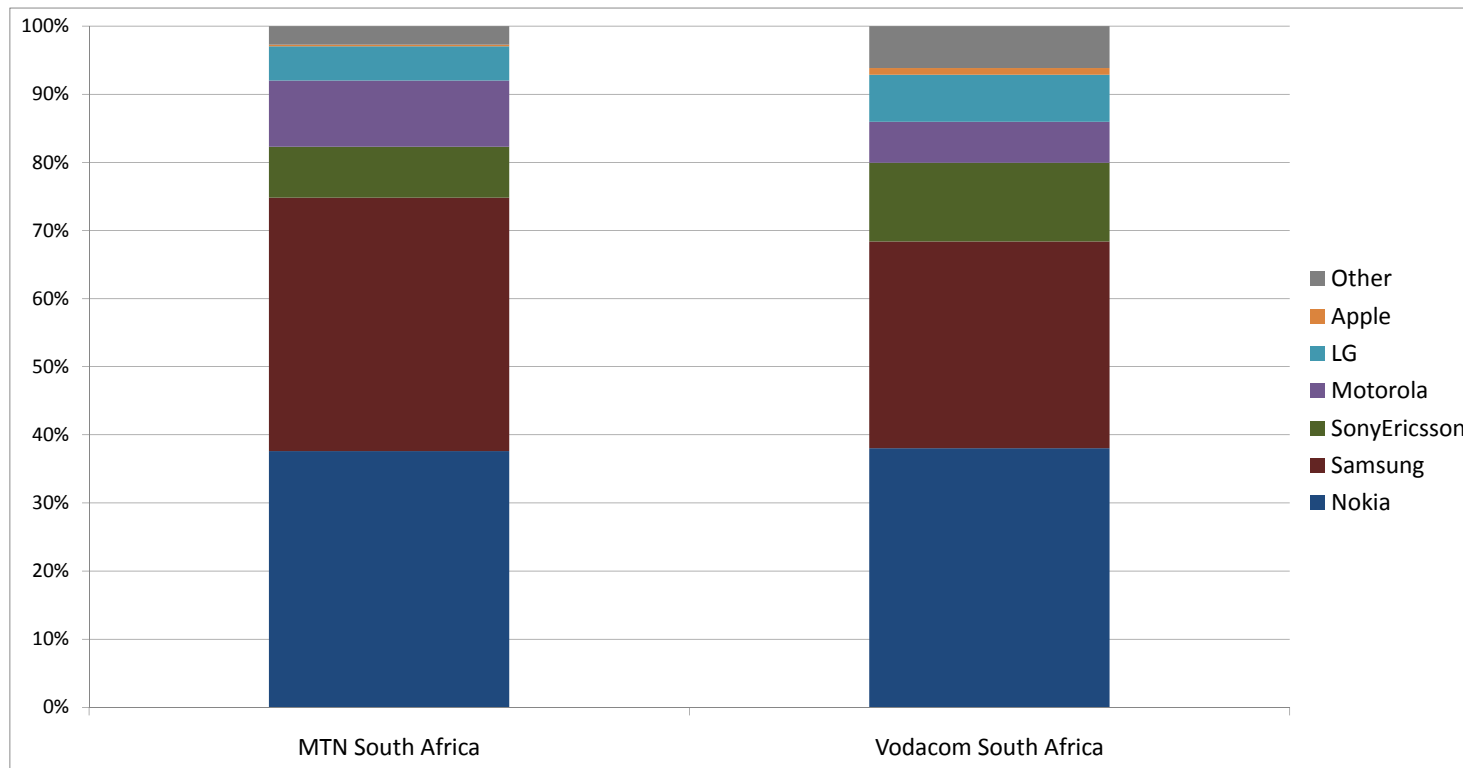- (1) Includes unclassified impressions and other manufacturers with < 1% share.

South Africa Handset Data

July 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

July 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 7 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 7,000 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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