AdMob Mobile Metrics Report

December 2007

admob

New in the December Report

Thank you for the strong feedback on the month-over-month share change tracking. People contacted us to say that this measure of share gains and losses among countries, regions and handsets was useful for understanding device launches and other industry trends. We aim to identify significant changes and the ecosystem events that drive them. We have now added "Device of Note" comments at the bottom of the country pages.

Indonesia is the fifth biggest market for AdMob in terms of ad impressions. We have strong publisher partnerships in Indonesia and we will be visiting Jakarta (as well as Malaysia and Singapore) in the last week of January. As such, we have added Indonesia country level data to this report. To schedule meetings with AdMob during our visit, please email SEAsia@admob.com.
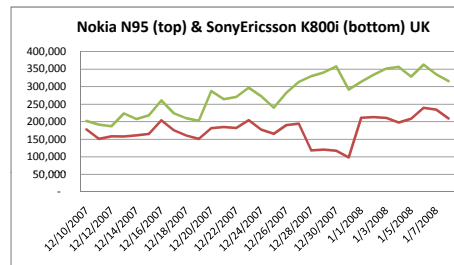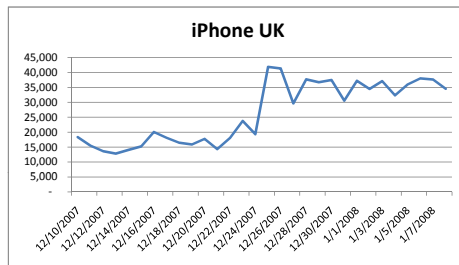
December Ecosystem Events

AdMob network impressions were up 17.5% (2,023,094,821 for December vs. 1,722,213,245 for November).
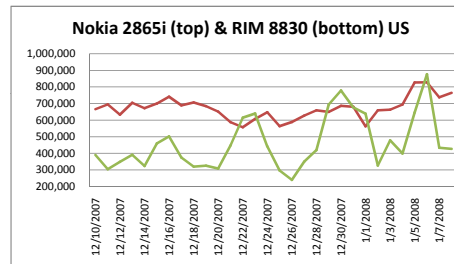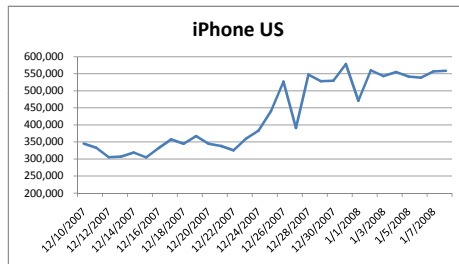
The top devices in AdMob's top 4 markets remained the same: US (Motorola KRZR), India (Nokia 6030), South Africa (Motorola v360) and the UK (SonyEricsson K800i). The top device in Indonesia is the same as the top device in India - the Nokia 6030.

Below see a representation of the impact of the holiday season on daily mobile internet usage for some of the fastest growing devices on the AdMob network. Note that iPhone usage jumps on the 25th, indicating the popularity of the iPhone as a gift this holiday season. The two graphs on the right show high growth devices that do not spike in usage around the holidays, suggesting that they are not given as gifts like the iPhone. Note as well that the RIM 8830, primarily a business device, experienced a dip in usage over the holiday.

United Kingdom:

iPhone UK

Nokia N95 (top) & SonyEricsson K800i (bottom) UK

United States:

iPhone US

Nokia 2865i (top) & RIM 8830 (bottom) US

Resources

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

Find previous reports and other resources at www.admob.com/metrics.

AdMob Mobile Metrics Report

December 2007

2007 AdMob Network Growth

The AdMob Marketplace grew significantly in 2007. This was driven by growth in traffic for our publisher partners, the addition of new publishers and the addition of new advertisers who brought a liquidity of ads.   2007 proved the business opportunity for site publishers large and small.

Below is a graphical representation of the growth of the AdMob network during 2007.
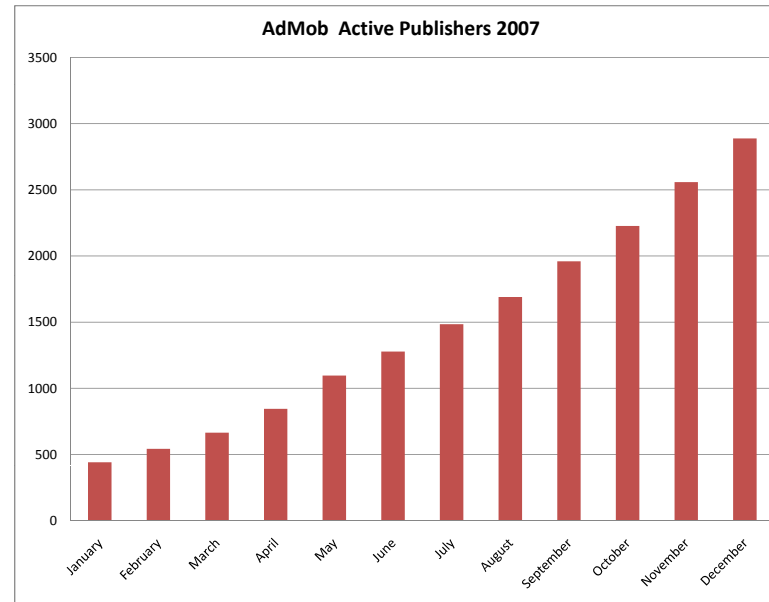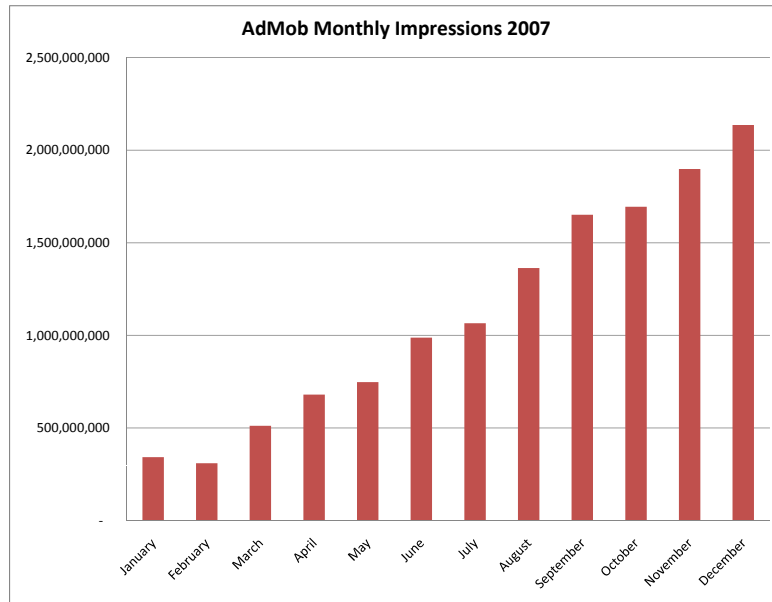
Resources

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

Find previous reports and other resources at www.admob.com/metrics.

AdMob Mobile Metrics Report

December 2007

About AdMob

AdMob serves Graphical Banner and Text Link ads on mobile web pages for more than 3,000 publishers. AdMob has served more than 14 billion ads since launching in January 2006, and currently serves more than 2 billion ads monthly. 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 2 billion monthly ad impressions that flow through AdMob's network. We believe this data will be valuable in identifying and tracking trends, evaluating market readiness and more.

Limits of this Data

Representativeness - AdMob does not claim that this information will be necessarily representative of the mobile internet as a whole or of any particular country-market. AdMob's traffic is driven by publisher relationships and may be influenced accordingly. Because the data is pulled across ads served on more than 3,000 sites, we feel the data will be useful and may help inform your business decision making.

Ad Request Classification - For some handsets and operator networks, it is difficult to collect full handset data. AdMob categorizes these requests as "unclassified" and does not serve targeted ads to these requests. Unclassified data has been omitted from the handset data in this report. Approximately 2% of requests are unclassified by geography and approximately 19% of requests are unclassified by handset.

Questions

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

Impressions by Geography - December 2007

Ads Served:　　2,023,094,821

admob

Country	Dec Impressions	% of Impressions	% Share Change
United States	897,013,998	44.3%	0.4%
India	212,886,028	10.5%	-0.2%
South Africa	142,283,528	7.0%	-0.8%
United Kingdom	121,632,432	6.0%	-0.4%
Indonesia	115,877,902	5.7%	-0.1%
Romania	43,803,468	2.2%	-0.1%
Canada	29,971,214	1.5%	0.1%
Bangladesh	26,545,091	1.3%	-0.2%
Serbia and Montenegro	23,061,615	1.1%	0.1%
France	20,215,130	1.0%	-0.2%
Other Countries [1] [2]	389,804,415	19.3%	1.5%
Total	2,023,094,821	100.0%	

AdMob Impressions by Country - Top Markets December 2007
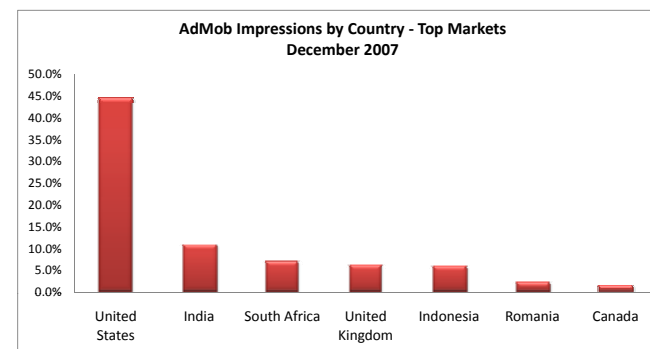
Region	Dec Impressions	% of Impressions	% Share Change
North America	926,985,212	45.8%	0.5%
Asia	467,812,794	23.1%	0.3%
Western Europe	201,331,065	10.0%	0.5%
Africa	192,469,799	9.5%	-0.8%
Eastern Europe	97,039,209	4.8%	-0.1%
Latin America	56,590,919	2.8%	0.0%
Oceania	13,829,630	0.7%	-0.1%
Other [3]	67,036,193	3.3%	-0.3%
Total	2,023,094,821	100.0%	

AdMob Impressions by Region - December 2007
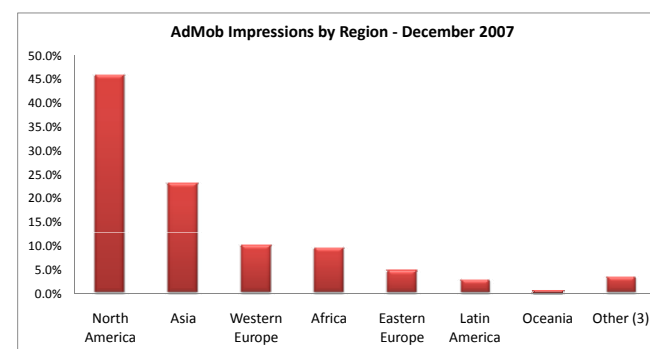
Notes

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

• (1) Includes 219 countries with 72 countries having greater than 1 million requests.

• (2) Other includes unclassified requests (~2.0%) where the country of origin could not be determined. Targeted ads were not shown to these requests.

• (3) Includes other and unclassified impressions.

Worldwide Handset Data - December 2007

Ads Served: 2,023,094,821

admob

Top Device Mfrs	% of Imps	Share Chg %
Nokia	27.3%	-1.2%
Motorola	12.0%	0.1%
Sony Ericsson	10.8%	0.1%
Samsung	9.6%	-0.3%
RIM	6.0%	-0.1%
LG	2.8%	-0.4%
Sanyo	2.3%	-0.5%
Palm	1.1%	0.4%
Other (1)	28.2%	
Total	**100.0%**	

Top Handset Models		% of Imps	Share Chg %
Motorola	KRZR K1c	3.8%	0.6%
Motorola	RAZR V3	2.8%	-0.3%
RIM	BlackBerry 8100	2.0%	0.1%
Nokia	N70	1.8%	-0.2%
Nokia	6030	1.2%	-0.1%
RIM	BlackBerry 8700	1.2%	-0.2%
Nokia	6600	1.1%	-0.1%
Samsung	E250	1.0%	0.2%
Nokia	2865i	1.0%	0.2%
Nokia	N73	0.9%	-0.1%
Sony Ericsson	W810i	0.9%	-0.1%
RIM	BlackBerry 8830	0.9%	0.0%
RIM	BlackBerry 8300	0.9%	0.1%
Nokia	6680	0.8%	-0.2%
Sony Ericsson	K750i	0.8%	-0.1%
Nokia	5300	0.7%	0.0%
Nokia	6630	0.7%	-0.1%
Samsung	I607 BlackJack	0.7%	-0.1%
Nokia	3220	0.7%	-0.1%
Nokia	6020	0.7%	-0.1%
Total		**24.7%**	

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	81.5%
Supports Streaming Video	41.8%
Able to Download Video Clips	67.3%
Supports WAP Push Messages	83.9%

Notes

• Methodology adjusted in November to include unclassified traffic in calculating manufacturer (mfr), handset and capability share percentage. Share change MoM reflects this change for November and December.

• Month-over-month (MoM) change calculated as: percent of current month impressions less percent of prior month impressions.

• New models in Top 20 in November: Nokia 5300.

• (1) Includes unclassified impressions, Windows-based devices and other manufacturers with < 1% share.

Email metrics@admob.com to sign up for future reports.

United States Handset Data - December 2007

Ads Served: 897,013,998

admob

Top Device Mfrs	% of Imps	Share Chg %
Motorola	17.3%	-0.3%
RIM	10.8%	-1.0%
Samsung	9.8%	-1.8%
Nokia	9.0%	-0.2%
Sanyo	5.0%	-1.3%
LG	4.4%	-0.9%
Palm	2.3%	0.7%
SonyEricsson	1.5%	-0.1%
Apple	1.3%	0.3%
Danger	1.1%	-0.3%
Other (1)	37.4%	
Total	**100.0%**	

Top Handset Models		% of Imps	Share Chg %
Motorola	KRZR K1c	8.6%	0.8%
Motorola	RAZR V3	4.7%	-0.7%
RIM	BlackBerry 8100	3.2%	-0.3%
RIM	BlackBerry 8700	2.3%	-0.3%
Nokia	2865i	2.3%	0.4%
RIM	BlackBerry 8830	1.8%	0.5%
Samsung	I607 Blackjack	1.6%	-0.4%
RIM	BlackBerry 8300	1.6%	0.0%
Samsung	A900	1.5%	-0.4%
Sanyo	SCP6600	1.2%	-0.4%
LG	LX550	1.1%	-0.3%
Samsung	M610	1.1%	1.1%
Apple	iPhone	1.0%	0.1%
Samsung	A707	1.0%	-0.2%
Danger	Sidekick II	1.0%	-0.3%
Nokia	6265i	0.9%	0.0%
Nokia	6235i	0.9%	0.1%
LG	VX8300	0.7%	-0.1%
LG	LX570	0.7%	0.1%
Sanyo	SCP8400	0.7%	-0.1%
Total		**37.8%**	

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	50.0%
Supports Streaming Video	13.3%
Able to Download Video Clips	48.3%
Supports WAP Push Messages	58.6%

Notes

• Methodology adjusted in November to include unclassified traffic in calculating manufacturer (mfr), handset and capability share percentage. Share change MoM reflects this change for November and December.

• Month-over-month (MoM) change calculated as: percent of current month impressions less percent of prior month impressions.

• New models in Top 20 in November: Blackberry 8830, Samsung M610, Nokia 6235i and LG LX570.

• (1) Includes Windows based devices and other manufacturers with < 1% share.

• Devices of note: Samsung M610 fastest growth in impressions. Motorola Razr V3 showed significant share decline.

Email metrics@admob.com to sign up for future reports.

India Handset Data - December 2007

Ads Served: 212,886,028

admob

Top Device Mfrs	% of Imps	Share Chg %
Nokia	61.6%	-1.6%
Sony Ericsson	16.1%	0.7%
Motorola	5.7%	0.3%
Samsung	3.2%	0.3%
LG	1.6%	0.0%
Fly	0.5%	0.1%
Other (1)	11.2%	
Total	**100.0%**	

Top Handset Models		% of Imps	Share Chg %
Nokia	6030	5.3%	-0.2%
Nokia	6600	4.6%	-0.4%
Nokia	N70	4.2%	-0.3%
Nokia	6233	2.6%	0.0%
Nokia	N73	2.5%	0.0%
Nokia	N72	2.5%	-0.3%
Nokia	3230	2.4%	-0.1%
Nokia	7610	2.4%	-0.2%
Nokia	6630	2.2%	-0.3%
Nokia	5200	1.9%	0.1%
SonyEricsson	K750i	1.8%	0.1%
Nokia	2626	1.8%	0.2%
Nokia	6300	1.6%	0.2%
Nokia	6070	1.6%	-0.1%
SonyEricsson	W200i	1.6%	0.1%
Nokia	3110c	1.6%	0.1%
Motorola	C168	1.5%	0.0%
Nokia	5300	1.5%	0.2%
Nokia	6681	1.4%	-0.2%
Nokia	N80	1.4%	0.3%
Total		**46.3%**	

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	87.5%
Supports Streaming Video	71.2%
Able to Download Video Clips	67.8%
Supports WAP Push Messages	85.7%

Notes

• Methodology adjusted in November to include unclassified traffic in calculating manufacturer (mfr), handset and capability share percentage. Share change MoM reflects this change for November and December.

• Month-over-month (MoM) change calculated as: percent of current month impressions less percent of prior month impressions.

• New models in Top 20 in November: Nokia N80 and Nokia 5300.

• (1) Includes unclassified, Windows-based devices and other manufacturers with < 0.5% share.

South Africa Handset Data - December 2007

Ads Served: 142,283,528

admob

Top Device Mfrs	% of Imps	Share Chg %
Nokia	32.2%	-1.0%
Samsung	30.5%	2.0%
Motorola	18.7%	0.1%
Sony Ericsson	11.1%	-0.2%
LG	1.9%	0.1%
Other (1)	5.6%	
Total	**100.0%**	

Top Handset Models		% of Imps	Share Chg %
Motorola	V360	11.3%	0.0%
Samsung	E250	8.8%	1.2%
Nokia	N70	3.6%	-0.5%
Samsung	E370	3.2%	-0.2%
Nokia	6234	2.3%	0.3%
Samsung	D500	2.1%	-0.1%
Nokia	6111	1.7%	-0.3%
Nokia	6085	1.6%	0.0%
Nokia	6230i	1.6%	-0.1%
SonyEricsson	W810i	1.5%	-0.3%
Samsung	D900	1.5%	-0.1%
Samsung	D900i	1.4%	0.3%
Nokia	5200	1.4%	0.2%
Samsung	U700	1.4%	0.2%
Nokia	6101	1.4%	-0.1%
Nokia	N73	1.3%	-0.1%
Motorola	C261	1.3%	-0.1%
Nokia	6230	1.2%	-0.1%
Samsung	D600E	1.2%	0.0%
Nokia	6020	1.2%	-0.2%
Total		**50.7%**	

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	94.4%
Supports Streaming Video	43.2%
Able to Download Video Clips	75.7%
Supports WAP Push Messages	93.6%

Notes

• Methodology adjusted in November to include unclassified traffic in calculating manufacturer (mfr), handset and capability share percentage. Share change MoM reflects this change for November and December.

• Month-over-month (MoM) change calculated as: percent of current month impressions less percent of prior month impressions.

• New models in Top 20 in November: None.

• (1) Includes unclassified, Windows-based devices and other manufacturers with < 0.8% share.

Email metrics@admob.com to sign up for future reports.

United Kingdom Handset Data - December 2007

Ads Served: 121,632,432

admob

Top Device Mfrs	% of Imps	Share Chg %
Sony Ericsson	31.5%	2.2%
Nokia	26.7%	0.7%
Samsung	9.5%	0.7%
Motorola	3.9%	-0.6%
NEC	2.9%	-0.2%
LG	2.5%	-0.1%
ZTE	1.7%	-0.2%
RIM	1.9%	0.4%
Other [1]	19.4%	
Total	**100.0%**	

Top Handset Models		% of Imps	Share Chg %
Sony Ericsson	K800i	5.8%	0.7%
Nokia	N95	4.4%	1.2%
Sony Ericsson	W810i	4.1%	0.4%
Sony Ericsson	W850i	2.9%	0.1%
Nokia	N73	2.3%	-0.1%
Sony Ericsson	K610i	2.3%	-0.2%
Sony Ericsson	K750i	2.1%	-0.1%
Nokia	6230i	1.8%	-0.2%
Nokia	6300	1.7%	0.2%
ZTE	F866	1.7%	-0.2%
NEC	e616	1.5%	-0.1%
Nokia	6280	1.4%	0.0%
Samsung	E900	1.3%	-0.1%
Sony Ericsson	W880i	1.3%	0.2%
Nokia	6680	1.2%	0.0%
Nokia	6630	1.1%	-0.1%
Nokia	N70	1.1%	-0.1%
Nokia	6288	1.1%	0.1%
Sony Ericsson	K810i	1.1%	-0.1%
Nokia	6230	1.0%	-0.2%
Total		**41.2%**	

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	80.9%
Supports Streaming Video	59.6%
Able to Download Video Clips	73.5%
Supports WAP Push Messages	78.4%

Notes

• Methodology adjusted in November to include unclassified traffic in calculating manufacturer (mfr), handset and capability share percentage. Share change MoM reflects this change for November and December.

• Month-over-month (MoM) change calculated as: percent of current month impressions less percent of prior month impressions.

• New models in Top 20 in November: Nokia 6288.

• (1) Includes unclassified, Windows-based devices and other manufacturers with < 0.5% share.

• Device of note: iPhone represented 0.5% of impressions for December. This represented a month-over-month change of +0.2%.

Email metrics@admob.com to sign up for future reports.

Indonesia Handset Data - December 2007

Ads Served: 115,877,902

admob

Top Device Mfrs	% of Imps	Share Chg %
Nokia	47.6%	0.5%
SonyEricsson	35.5%	0.2%
Motorola	5.5%	-0.5%
Samsung	2.7%	0.2%
BenQ-Siemens	1.1%	-0.1%
LG	0.5%	0.0%
Other [(1)]	7.1%	
Total	**100.0%**	

Top Handset Models		% of Imps	Share Chg %
Nokia	6030	4.2%	-0.2%
Nokia	6600	3.9%	0.1%
SonyEricsson	K510i	3.4%	-0.1%
SonyEricsson	K310	3.3%	-0.1%
Nokia	3100	3.0%	0.0%
SonyEricsson	J230i	2.9%	0.3%
Nokia	3230	2.7%	-0.1%
Nokia	N70	2.4%	0.1%
SonyEricsson	K750i	2.3%	-0.5%
Nokia	7610	2.2%	0.1%
SonyEricsson	K700i	1.8%	0.0%
SonyEricsson	K300i	1.7%	0.0%
Nokia	6020	1.6%	0.0%
Nokia	5300	1.6%	0.1%
Nokia	6070	1.6%	0.0%
Nokia	3220	1.3%	0.0%
SonyEricsson	J220i	1.2%	0.1%
SonyEricsson	W200i	1.2%	0.2%
Nokia	3510i	1.2%	0.1%
SonyEricsson	W810i	1.1%	0.0%
Total		**44.8%**	

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	91.8%
Supports Streaming Video	58.4%
Able to Download Video Clips	60.9%
Supports WAP Push Messages	91.8%

Notes

• Methodology adjusted in November to include unclassified traffic in calculating manufacturer (mfr), handset and capability share percentage. Share change MoM reflects this change for November and December.

• Month-over-month (MoM) change calculated as: percent of current month impressions less percent of prior month impressions.

• (1) Includes unclassified, Windows-based devices and other manufacturers with < 0.1% share.

Email metrics@admob.com to sign up for future reports.