



AdMob Mobile Metrics Report

AdMob serves ads for more than 4500 mobile web sites. This monthly report offers a snapshot of the data in our network to provide insight into trends in the mobile ecosystem.

April 2008

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

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



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April 2008



New this Month

New format for the report! The re-design is aimed to make it easier to find what you're looking for.

Country and Region growth tracking on the Geographic Distribution of Traffic page.

We had several requests for Smartphone OS breakdown so we've added this section for each country on the Manufacturer and Device Share pages.

Manufacturer share by Operator for our top 5 markets. See this in the Operator Handset Mix pages.

Contents

Featured in April

Geographic Distribution of Traffic

Global: Manufacturer and Device Share

United States: Manufacturer and Device Share

United States: Operator Handset Mix

India: Manufacturer and Device Share

India: Operator Handset Mix

United Kingdom: Manufacturer and Device Share

United Kingdom: Operator Handset Mix

South Africa: Manufacturer and Device Share

South Africa: Operator Handset Mix

Indonesia: Manufacturer and Device Share

Indonesia: Operator Handset Mix

Methodology

AdMob Mobile Metrics Report

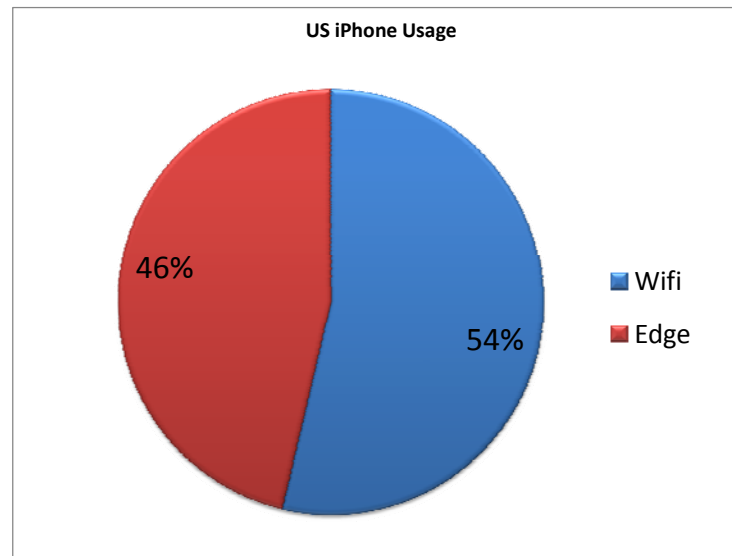
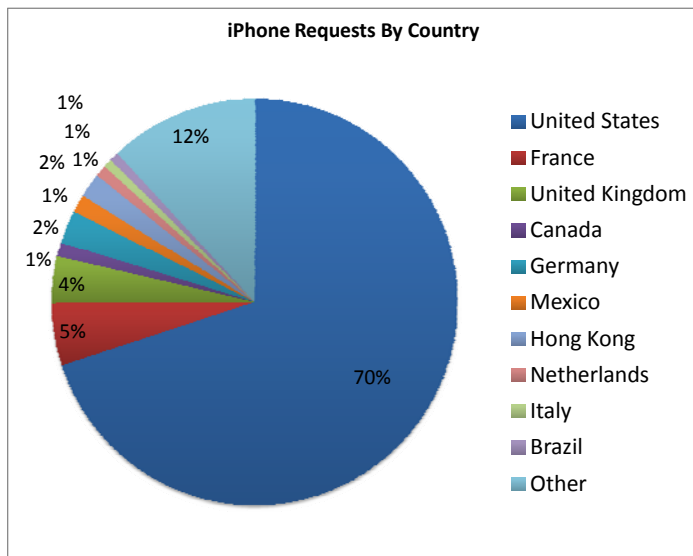
April 2008



Featured: iPhone Traffic Worldwide & iPhone US Network Usage

We continue to receive requests for iPhone data. Below see an April snapshot of how and where the iPhone is being used. Many publishers in the AdMob Network have built iPhone-specific sites and are seeing increasing traffic. These sites take advantage of the capabilities and form factor of this new class of devices. As iPhone unit shipments grow, we will track the deployment and growth of iPhone-specific sites and traffic as important trends.

iPhones can connect to both Wireless networks provided by Operator partners (example: AT&T in the US) and to WiFi networks locally. AdMob is able to track the service provider for each ad request and impression that uses mobile networks. This enables us to track Edge vs. WiFi connections for iPhones.



Also Noteworthy for April

* Network ad impressions increased 1.6% (2,595,092,049 for April vs. 2,553,018,899 for March).

* Requests decreased 0.4% (2,854,226,146 for April vs. 2,865,167,969 for March).

* 25.0% of ad requests in the AdMob network worldwide were from Smartphones.

* US requests grew 5.1% April over March to outpace network growth.

* The RAZR V3 and Nokia N70 retained the top device spots in the US and India. The top devices also remained the same in the UK (SonyEricsson K800i), South Africa (Motorola v360), and Indonesia (Nokia 6600).

* The Amoi 8512 - "Three Skype phone" - made its entrance as the number 5 device in the UK with 2.7% of UK traffic.

* The iPhone moved into AdMob's top 20 devices Worldwide.

Ad Requests by Geography - April 2008

Ads Served: 2,595,092,049
 Requests: 2,854,226,146

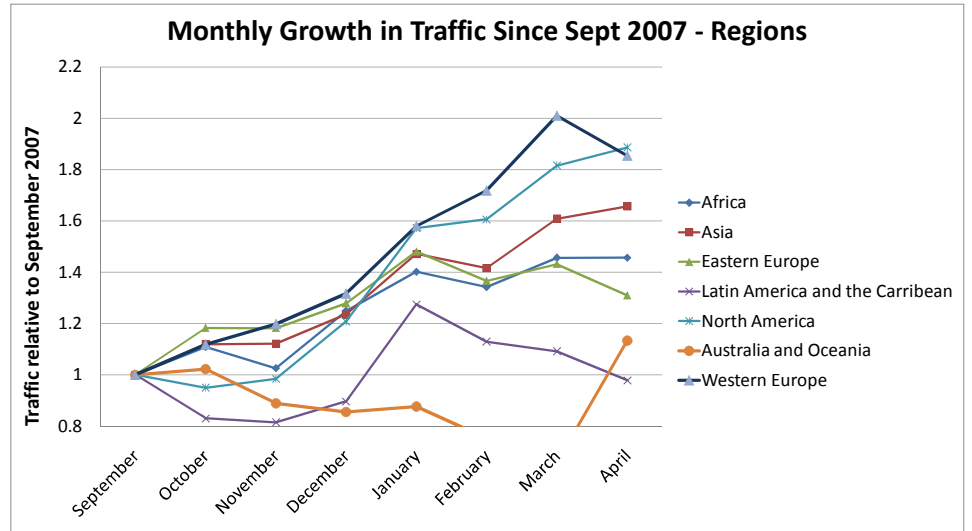
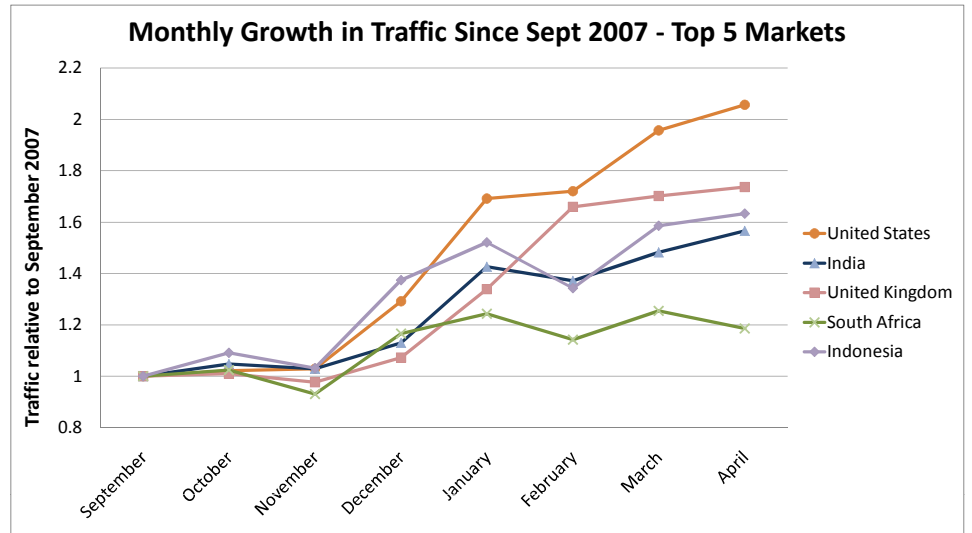


Country	Requests	% of Requests	% Share Change
United States	1,415,505,237	49.6%	2.6%
India	295,317,499	10.3%	0.6%
United Kingdom	196,888,707	6.9%	0.2%
South Africa	144,772,638	5.1%	-0.3%
Indonesia	137,785,506	4.8%	0.2%
Romania	50,847,532	1.8%	-0.1%
Philippines	37,420,296	1.3%	0.0%
Bangladesh	26,750,620	0.9%	0.0%
Israel	25,547,594	0.9%	0.0%
France	24,160,555	0.8%	-0.2%
Other Countries ^{(1) (2)}	499,229,962	17.5%	-3.0%
Total	2,854,226,146	100.0%	

Region	Requests	% of Requests	% Share Change
North America	1,447,527,214	50.7%	2.1%
Asia	648,648,919	22.7%	0.8%
Western Europe	289,470,370	10.1%	-0.8%
Africa	229,532,779	8.0%	0.0%
Eastern Europe	100,524,751	3.5%	-0.3%
Latin America	63,102,554	2.2%	-0.3%
Oceania	18,524,799	0.6%	0.3%
Other ⁽³⁾	56,894,760	2.0%	-1.8%
Total	2,854,226,146	100.0%	

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- (1) Includes 230 countries with 86 countries having greater than 1 million requests.
- (2) Other includes unclassified requests (~1%) where the country of origin could not be determined. Targeted ads were not shown to these requests.
- (3) Includes other and unclassified requests.



Worldwide Handset Data - April 2008

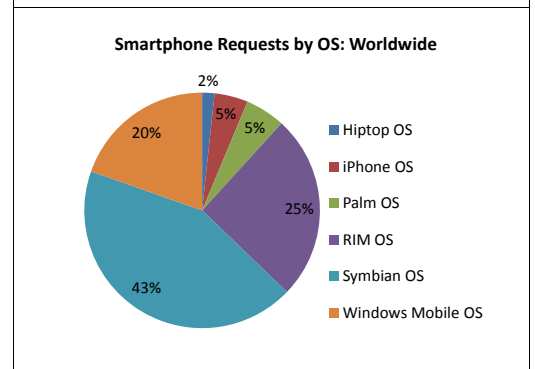
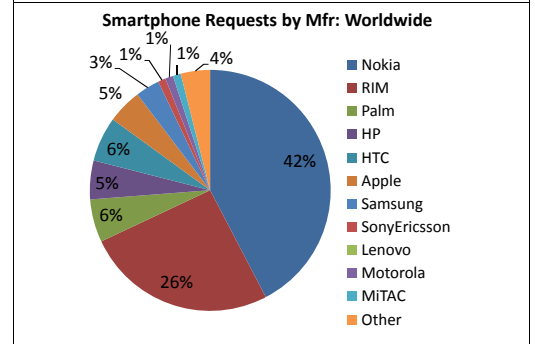
Ads Served: 2,595,092,049
 Requests: 2,854,226,146

Top Device Mfrs	% of Requests	Share Chg %
Nokia	26.4%	-0.5%
Motorola	20.7%	-0.1%
Samsung	10.4%	0.5%
SonyEricsson	10.3%	-0.5%
RIM	6.6%	-0.3%
LG	4.6%	-0.1%
Kyocera	2.0%	-0.2%
HTC	1.6%	-0.2%
Palm	1.5%	-0.1%
HP	1.3%	0.4%
Sanyo	1.3%	-0.2%
Apple	1.2%	0.0%
Other (1)	12.1%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Motorola RAZR V3	5.2%	-0.5%
Motorola KRZR K1c	4.2%	-0.1%
Motorola W385m	3.2%	-0.5%
RIM Blackberry 8100	2.6%	0.0%
RIM Blackberry 8300	1.5%	0.1%
Motorola Z6m	1.3%	1.2%
Nokia N70	1.3%	-0.6%
RIM Blackberry 8800	1.2%	-0.2%
Kyocera K24	1.2%	-0.1%
Nokia N73	1.1%	0.0%
Nokia N95	0.9%	0.1%
HP iPAQ HX4700	0.9%	0.0%
Samsung E250	0.9%	-0.1%
Palm Treo 755p	0.9%	-0.3%
RIM Blackberry 8700	0.9%	-0.1%
Nokia 6300	0.8%	0.0%
Apple iPhone	0.8%	0.1%
Nokia 6030	0.8%	-0.1%
SonyEricsson W810i	0.8%	-0.1%
Motorola V323i	0.8%	-0.2%
Total	31.4%	

Smartphone Traffic - Worldwide

Smartphone Traffic Share 24.9%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities % Capable

Supports Polyphonic Ringtones	76.0%
Supports Streaming Video	49.9%
Able to Download Video Clips	71.6%
Supports WAP Push Messages	86.0%

MMA Standard Screen Size Share %

Small	31.5%
Medium	31.7%
Large	23.0%
X-Large	13.8%

- Notes**
- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
 - New models in Top 20: Motorola Z6m HP iPAQ HX4700, Apple iPhone.
 - (1) Includes unclassified impressions and other manufacturers with < 1% share.

United States Handset Data - April 2008

Ads Served: 1,194,663,395
 Requests: 1,415,505,237

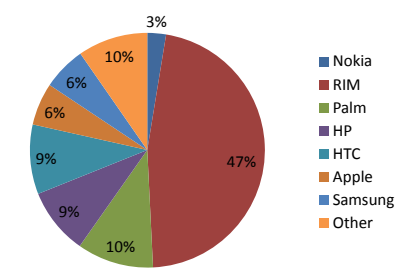
Top Device Mfrs	% of Requests	Share Chg %
Motorola	34.1%	-2.1%
RIM	12.8%	1.3%
Samsung	11.2%	1.4%
LG	6.8%	-0.2%
Nokia	6.3%	-1.1%
Kyocera	3.9%	-0.8%
Palm	2.9%	-0.3%
HTC	2.6%	-0.5%
HP	2.5%	0.8%
Sanyo	2.5%	-0.3%
SonyEricsson	1.7%	-0.1%
Apple	1.6%	-0.1%
Other (1)	11.1%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Motorola RAZR V3	9.1%	-1.2%
Motorola KRZR K1c	8.2%	-0.8%
Motorola W385m	6.4%	-1.5%
RIM Blackberry 8100	5.1%	0.8%
RIM Blackberry 8300	2.9%	0.4%
Motorola Z6m	2.7%	2.4%
RIM Blackberry 8800	2.4%	-0.1%
Kyocera K24	2.4%	-0.4%
HP iPAQ HX4700	1.8%	0.2%
Palm Treo 755p	1.8%	-0.7%
RIM Blackberry 8700	1.7%	0.1%
Motorola V323i	1.6%	-0.5%
Nokia 2865i	1.3%	-0.4%
Motorola C155	1.3%	0.1%
LG LX260	1.2%	0.2%
Kyocera K612B Strobe	1.2%	-0.4%
Apple iPhone	1.1%	-0.1%
Samsung I607 BlackJack	0.9%	-0.1%
Danger Sidekick II	0.8%	-0.3%
Samsung A870	0.8%	0.7%
Total	54.5%	

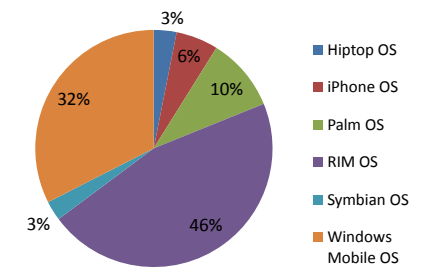
Smartphone Traffic - US

Smartphone Traffic Share 27.0%

Smartphone Requests by Manufacturer: US



Smartphone Requests by OS: US



Note: Above share % refers only to requests from Smartphones

Handset Capabilities % Capable

Supports Polyphonic Ringtones	61.4%
Supports Streaming Video	33.2%
Able to Download Video Clips	64.1%
Supports WAP Push Messages	85.6%

MMA Standard Screen Size Share %

Small	25.5%
Medium	32.8%
Large	22.8%
X-Large	18.9%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Motorola Z6m, HP iPAQ HX4700, Samsung A870.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

United States Handset Data

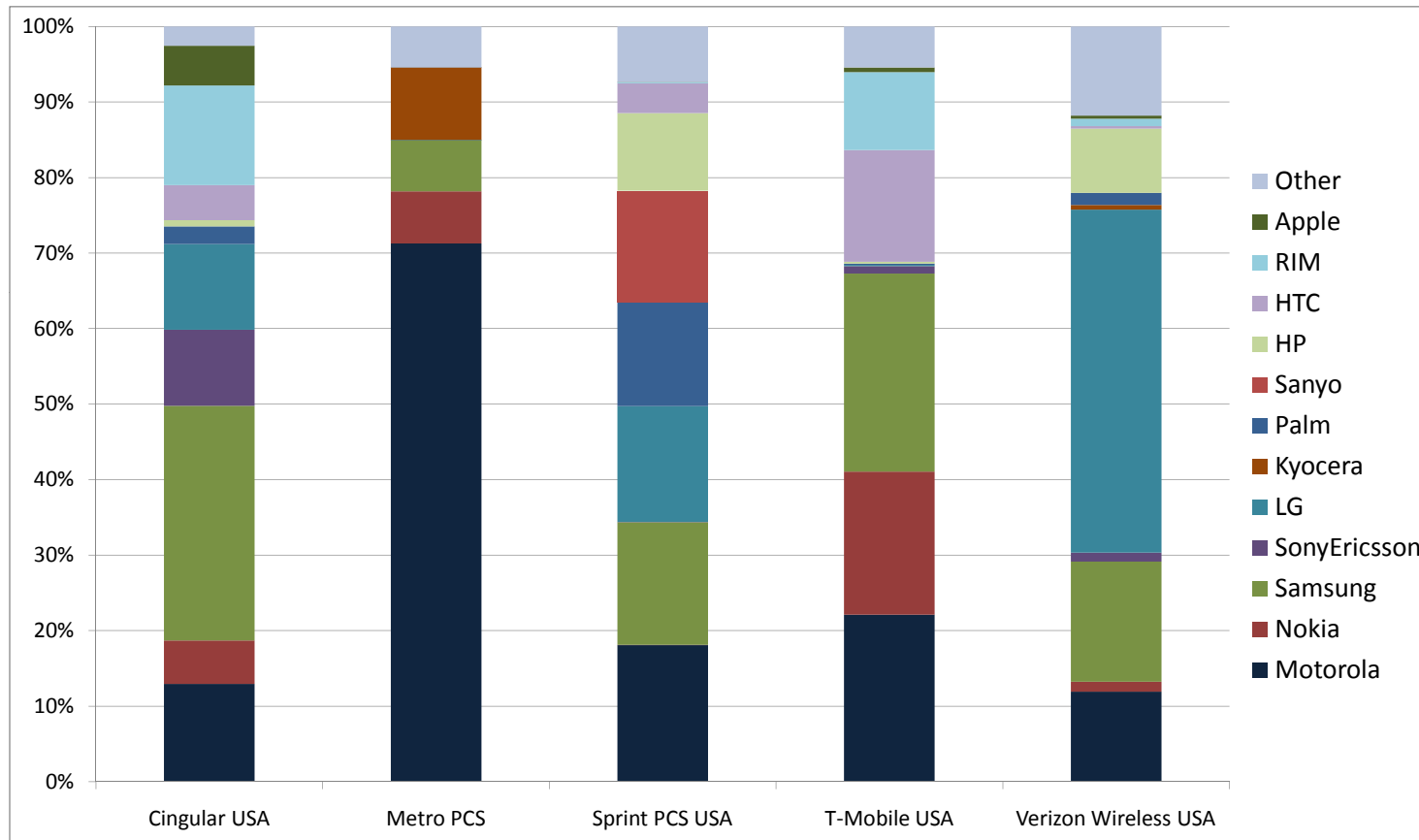
April 2008



Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator. The listed Operators represent 71% of ad requests in the US.

Share of Requests by Operator and Manufacturer - US



Notes

- Includes all operators with greater than 6% share.
- Includes all manufacturers with greater than 1% share.
- The small amount of Apple traffic on Sprint PCS & Verizon can be attributed to WiFi traffic on EVDO-to-WiFi bridging routers or traffic on these operators' ISPs.

India Handset Data - April 2008

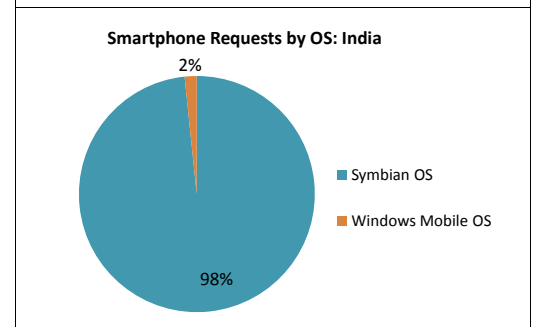
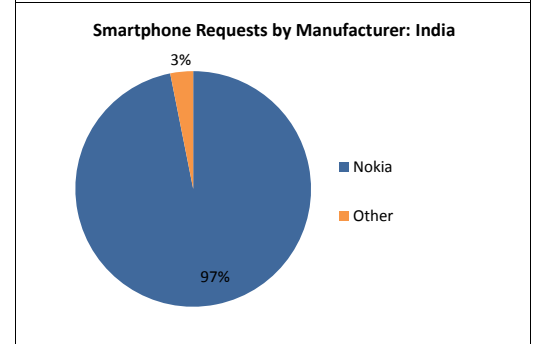
Ads Served: 292,069,007
 Requests: 295,317,499

Top Device Mfrs	% of Requests	Share Chg %
Nokia	65.7%	-0.3%
SonyEricsson	14.9%	-0.5%
Motorola	5.0%	-0.2%
Samsung	3.5%	0.1%
LG	1.6%	-0.2%
Fly	1.4%	0.2%
Haier	1.0%	-0.2%
Other (1)	6.9%	
Total	100.0%	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	6.3%	1.4%
Nokia	6600	3.8%	-0.3%
Nokia	6030	3.6%	-0.5%
Nokia	6233	3.4%	0.1%
Nokia	N73	3.1%	0.0%
Nokia	2626	2.5%	0.1%
Nokia	N80	2.5%	0.1%
Nokia	7610	2.4%	-0.1%
Nokia	3110c	2.3%	0.3%
Nokia	N72	2.2%	-0.3%
Nokia	5200	2.1%	0.1%
Nokia	3230	2.0%	-0.1%
SonyEricsson	W200i	1.9%	0.2%
Nokia	5300	1.9%	0.1%
Nokia	6630	1.9%	-0.2%
Nokia	6300	1.9%	0.0%
SonyEricsson	K750i	1.4%	-0.2%
Nokia	6070	1.4%	0.0%
Fly	2080	1.3%	0.2%
Nokia	6681	1.3%	-0.1%
Total		49.0%	

Smartphone Traffic - India

Smartphone Traffic Share 34.6%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	91.1%
Supports Streaming Video	77.8%
Able to Download Video Clips	81.3%
Supports WAP Push Messages	90.9%

MMA Standard Screen Size	Share %
Small	36.3%
Medium	37.6%
Large	17.8%
X-Large	8.4%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Fly 2080.
- (1) Includes unclassified impressions and other manufacturers with < 0.1% share.

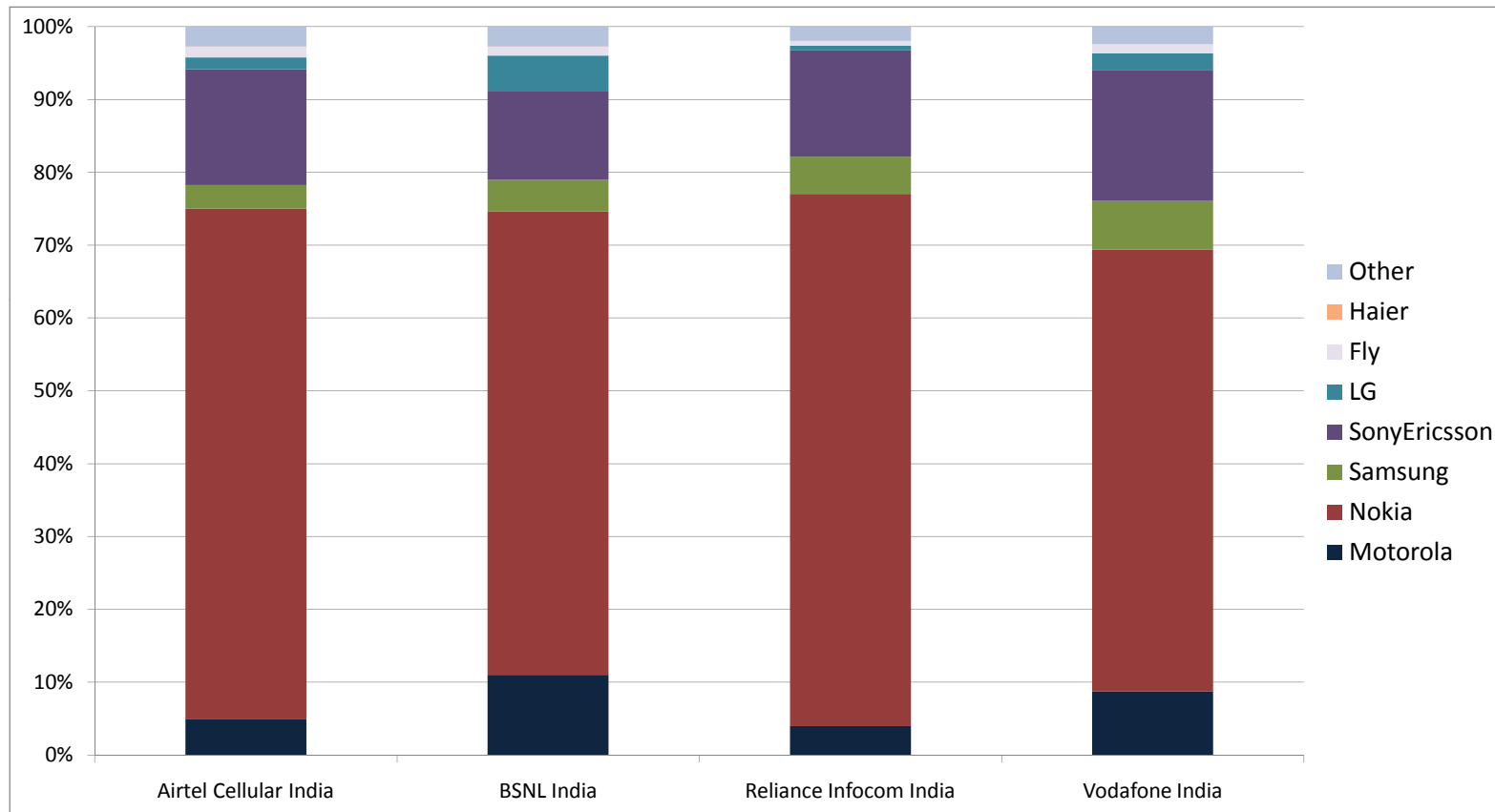
India Handset Data

April 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator. The listed Operators represent 84% of ad requests in India.

Share of Requests by Operator and Manufacturer - India



Notes

- Includes all operators with greater than 4% share.
- Includes all manufacturers with greater than 1% share.

United Kingdom Handset Data - March 2008

Ads Served: 191,708,287
 Requests: 196,888,707

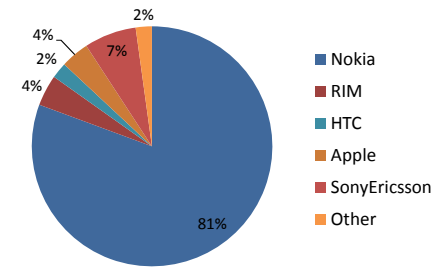
Top Device Mfrs	% of Requests	Share Chg %
SonyEricsson	34.2%	-2.0%
Nokia	28.1%	-0.7%
Samsung	9.6%	0.0%
LG	6.0%	1.0%
NEC	2.9%	-0.2%
Amoi	2.7%	2.4%
Motorola	2.7%	-0.2%
ZTE	1.9%	-0.2%
Apple	0.8%	0.0%
Other ⁽¹⁾	11.1%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
SonyEricsson K800i	6.6%	-0.3%
Nokia N95	6.6%	0.4%
SonyEricsson W810i	3.0%	-0.7%
SonyEricsson K610i	2.9%	0.0%
Three (Amoi) Skypephone (8512)	2.7%	2.4%
Nokia N73	2.3%	-0.2%
SonyEricsson W850i	2.2%	-0.6%
ZTE F866	1.9%	-0.2%
Nokia 6120c	1.7%	0.2%
Nokia 6300	1.6%	0.0%
SonyEricsson W910i	1.5%	0.0%
LG U300	1.5%	0.5%
Nokia 6288	1.5%	-0.1%
NEC e616	1.4%	-0.1%
SonyEricsson W580i	1.4%	0.1%
SonyEricsson W880i	1.4%	0.0%
Nokia 6280	1.3%	-0.1%
SonyEricsson Z610i	1.3%	0.2%
Samsung G600	1.2%	0.0%
Nokia 6630	1.2%	-0.1%
Total	45.1%	

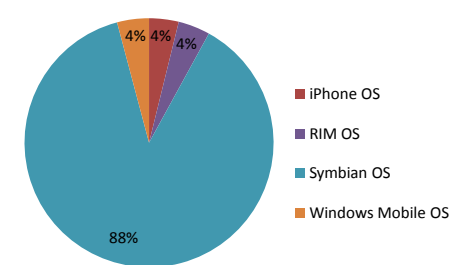
Smartphone Traffic - UK

Smartphone Traffic Share 19.4%

Smartphone Requests by Manufacturer: UK



Smartphone Requests by OS: UK



Note: Above share % refers only to requests from Smartphones

Handset Capabilities

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	89.0%
Supports Streaming Video	73.7%
Able to Download Video Clips	91.6%
Supports WAP Push Messages	87.6%

MMA Standard Screen Size

MMA Standard Screen Size	Share %
Small	12.9%
Medium	30.6%
Large	47.4%
X-Large	9.2%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Amoi 8512 and LG U300.
- (1) Includes unclassified impressions and other manufacturers with < 0.6% share.

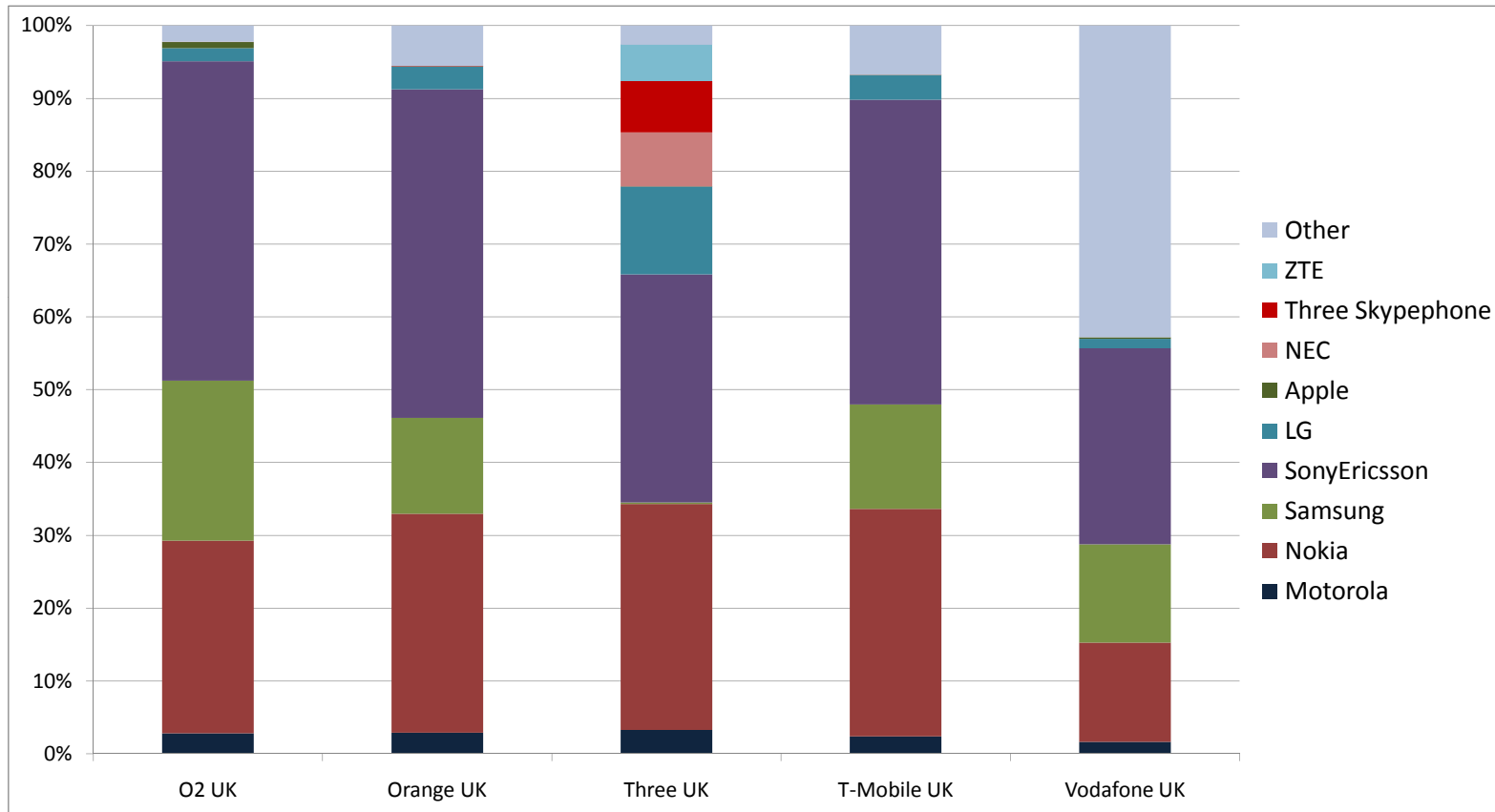
United Kingdom Handset Data

April 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator. The listed Operators represent 76% of ad requests in the UK.

Share of Requests by Operator and Manufacturer - UK



Notes

- Includes all operators with greater than 2% share.
- Includes all manufacturers with greater than 1% share.

South Africa Handset Data - March 2008

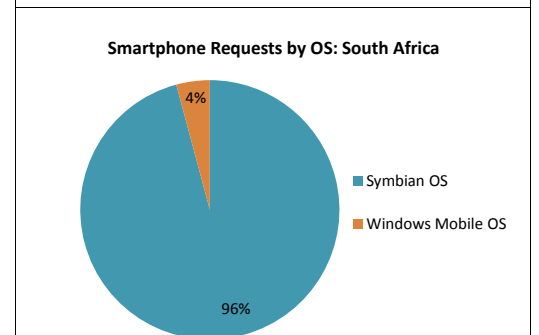
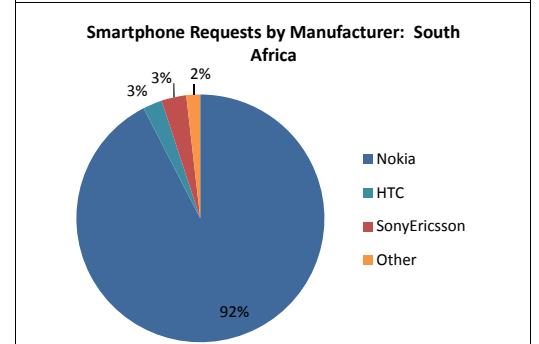
Ads Served: 144,543,640
 Requests: 144,772,638

Top Device Mfrs	% of Requests	Share Chg %
Nokia	35.5%	-0.1%
Samsung	31.2%	-0.3%
Motorola	15.7%	-0.5%
Sony Ericsson	11.3%	-0.5%
LG	2.9%	0.7%
Other (1)	3.4%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Motorola V360	9.7%	-0.4%
Samsung E250	9.3%	0.1%
Samsung E370	2.7%	-0.2%
Samsung J750	2.5%	0.3%
Nokia N70	4.1%	0.1%
Nokia 6234	2.4%	-0.1%
Samsung D900i	1.9%	0.1%
Nokia N73	1.8%	0.1%
Samsung D500	1.7%	-0.1%
Nokia 5200	1.6%	0.1%
Samsung U700	1.5%	0.0%
Nokia 6085	1.4%	-0.1%
Nokia 6111	1.4%	-0.2%
Nokia 6230i	1.3%	-0.1%
Samsung D900	1.3%	0.0%
SonyEricsson W810i	1.3%	-0.1%
Motorola RAZR V3	1.3%	-0.3%
Nokia N80	1.2%	0.1%
Nokia 6101	1.1%	-0.1%
Nokia 6300	1.1%	0.0%
Total	50.7%	

Smartphone Traffic - South Africa

Smartphone Traffic Share 14.2%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	97.5%
Supports Streaming Video	67.4%
Able to Download Video Clips	84.0%
Supports WAP Push Messages	95.8%

MMA Standard Screen Size	Share %
Small	39.3%
Medium	31.3%
Large	26.1%
X-Large	3.3%

- Notes**
- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
 - New models in Top 20: Nokia N80.
 - (1) Includes unclassified impressions and other manufacturers with < 0.5% share.

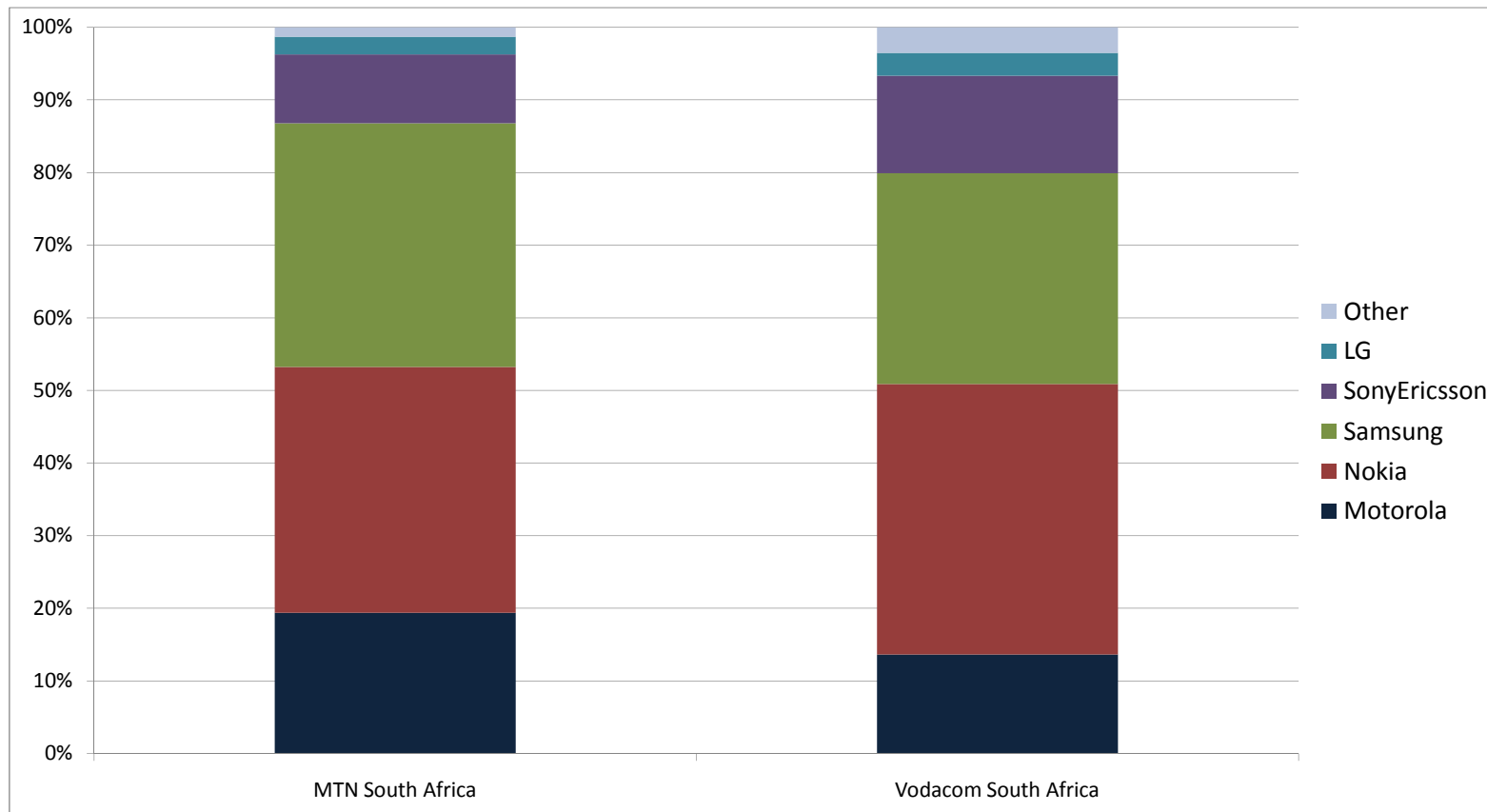
South Africa Handset Data

April 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator. The listed Operators represent 87% of ad requests in South Africa.

Share of Requests by Operator and Manufacturer - South Africa



Notes

- Includes all operators with greater than 10% share.
- Includes all manufacturers with greater than 1% share.

Indonesia Handset Data - March 2008

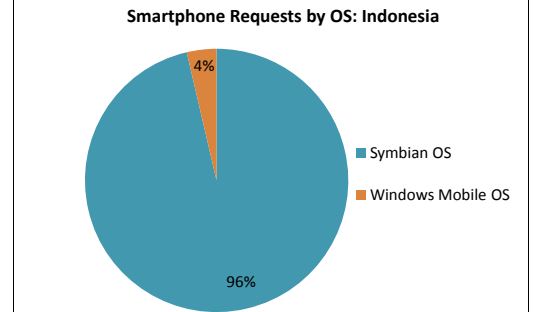
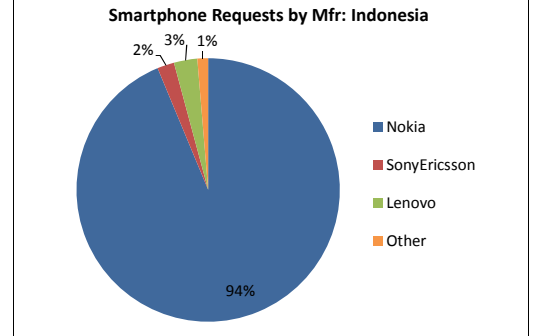
Ads Served: 137,615,081
 Requests: 137,785,506

Top Device Mfrs	% of Requests	Share Chg %
Nokia	49.2%	-0.7%
SonyEricsson	35.5%	-0.2%
Motorola	4.6%	-0.8%
Samsung	3.0%	-0.1%
LG	1.0%	0.0%
Other ⁽¹⁾	6.7%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Nokia 6600	3.8%	0.1%
Nokia N70	3.3%	0.4%
Nokia 6030	3.1%	-0.5%
SonyEricsson K510i	2.9%	-0.1%
Nokia 3230	2.8%	0.0%
Nokia 7610	2.5%	0.1%
SonyEricsson J230i	2.5%	-0.3%
SonyEricsson K310	2.4%	-0.3%
Nokia 3100	2.0%	-0.4%
SonyEricsson W200i	1.9%	0.3%
SonyEricsson K750i	1.8%	-0.1%
SonyEricsson K700i	1.6%	-0.1%
SonyEricsson K300i	1.5%	-0.2%
Nokia 6070	1.5%	-0.2%
Nokia 5300	1.5%	0.0%
Nokia 2626	1.4%	-0.1%
Nokia N73	1.4%	0.2%
Nokia 6020	1.4%	-0.2%
SonyEricsson K610i	1.3%	0.2%
SonyEricsson J220i	1.3%	-0.2%
Total	41.8%	

Smartphone Traffic - Indonesia

Smartphone Traffic Share 22.5%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	95.5%
Supports Streaming Video	64.9%
Able to Download Video Clips	73.1%
Supports WAP Push Messages	92.3%

MMA Standard Screen Size	Share %
Small	52.4%
Medium	32.1%
Large	11.3%
X-Large	4.2%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: SonyEricsson K610i.
- (1) Includes unclassified impressions and other manufacturers with < 0.9% share.

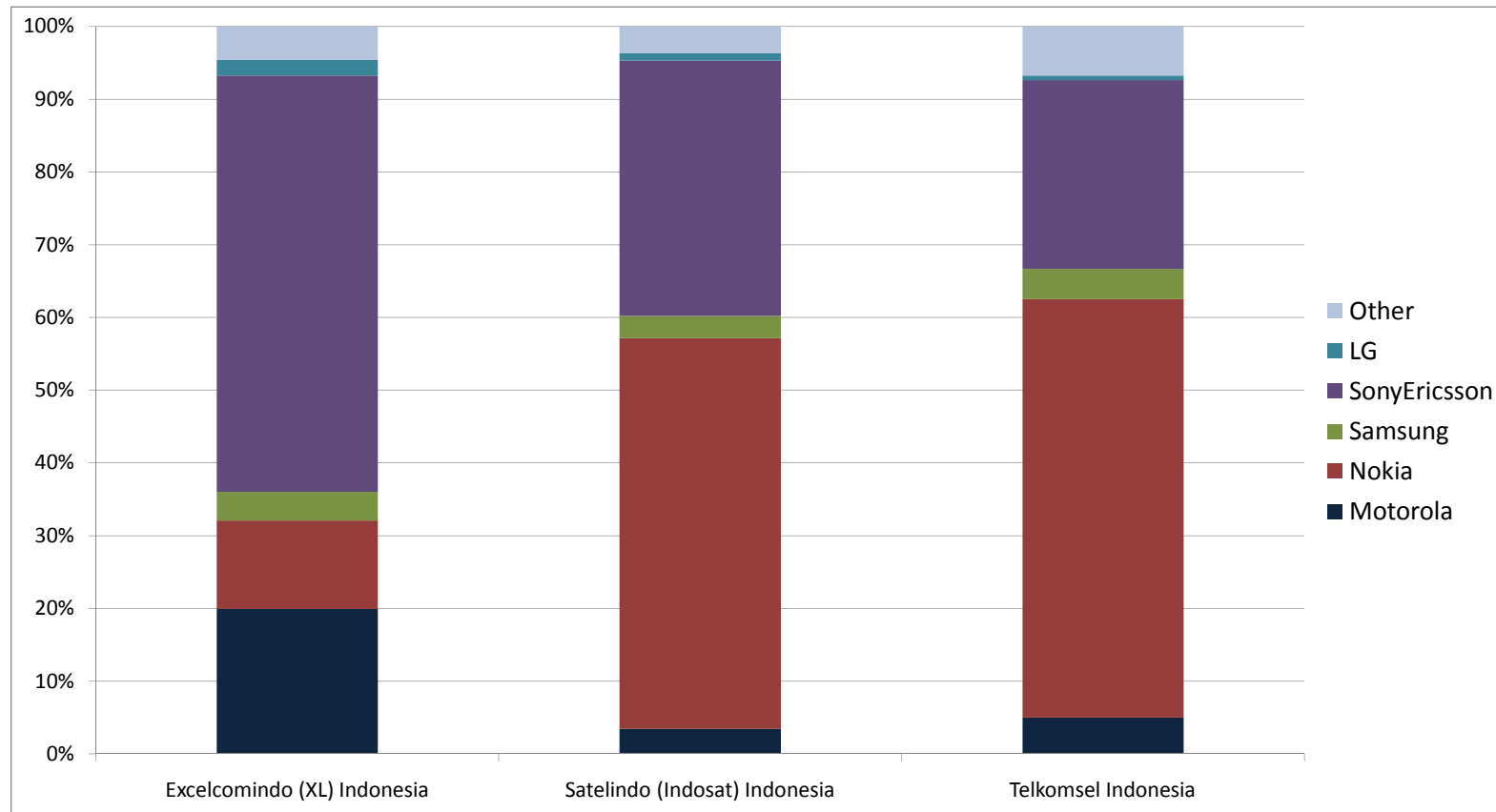
Indonesia Handset Data

April 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator. The listed Operators represent 90% of ad requests in Indonesia.

Share of Requests by Operator and Manufacturer - Indonesia



Notes

- Includes all operators with greater than 4% share.
- Includes all manufacturers with greater than 1% share.

AdMob Mobile Metrics Report

April 2008



About AdMob

AdMob serves Graphical Banner and Text Link ads on mobile web pages for more than 4,500 publishers. AdMob has served more than 24 billion ads since launching in January 2006, and currently serves more than 2.5 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 2.5 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.

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 4,500 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. Less than 1% of requests are unclassified by geography and approximately 7% 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.

