



AdMob Mobile Metrics Report

AdMob serves ads for more than 7,000 mobile Web sites and 1,600 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.

April 2009

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AdMob Mobile Metrics Report

April 2009

New and Noteworthy

For this month's feature, we compared market share of smartphones sold by operating system (OS) to market share of mobile Web and application usage in the AdMob network. We also compare smartphone browsing of mobile Web sites to smartphone browsing of HTML sites.

* While Gartner estimated global smartphone sales represented 12% of total device sales in 2008, 35% of AdMob's worldwide ad requests in April 2009 came from smartphones. This means that smartphones accounted for nearly 3 times more mobile Web usage than their device market share.

* The iPhone OS had 8% of smartphone market share, but generated 43% of mobile Web requests and 65% of HTML usage. The Android OS share of the smartphone market is less than 1%, but it generated 3% of mobile Web requests and 9% of HTML usage.

* Usage of mobile Web sites greatly out paces usage of HTML sites on smartphones running the Symbian and RIM OS.

* In April, 24% of US requests were over a WiFi network. The Top 5 WiFi devices were the iPhone, iPod touch, Sony PSP, HTC Dream, and HTC Dash.

* Worldwide requests decreased 2% month over month to 7.5 billion in April.

* Visit our new 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 1,600 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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Methodology

AdMob Mobile Metrics Report

April 2009



Featured: Smartphone Handset Sales vs Mobile Web Usage

For this month's feature, we compared market share of smartphones sold by operating system (OS) from Gartner⁽¹⁾ to market share of mobile Web and application usage in the AdMob network. We use Gartner estimates for 2008 to approximate the installed base of smartphones in the market.

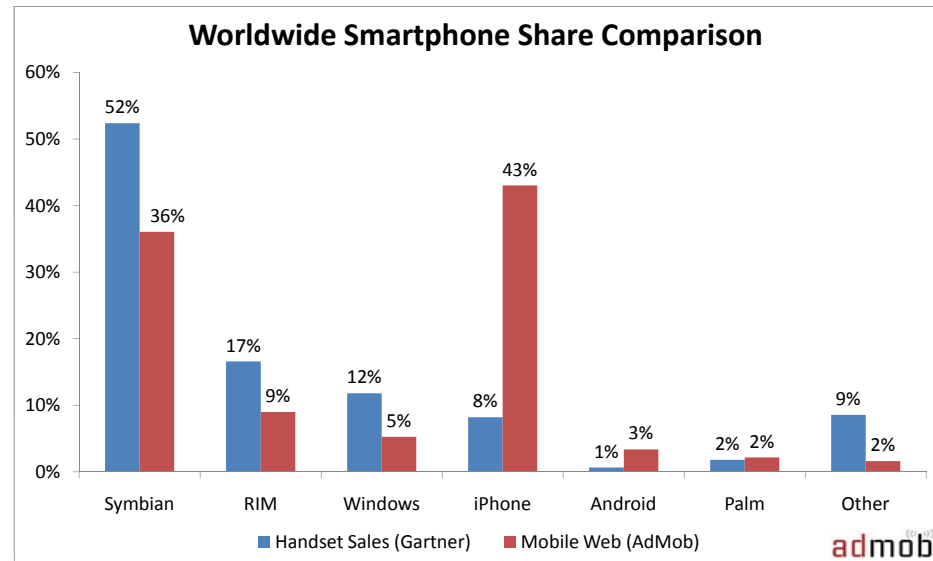
* While Gartner estimated global smartphone sales represented 12% of total device sales in 2008, 35% of AdMob's worldwide ad requests in April 2009 came from smartphones. This means that smartphones accounted for nearly 3 times more mobile Web usage than their device market share.

* Smartphones running the Symbian, RIM, and Windows Mobile OS are the top 3 by handset sales; however, mobile Web usage on those devices lags their market share.

* The Symbian OS had 52% market share of handset sales, but generated only 36% share of mobile Web requests in April 2009.

* The iPhone OS had 8% market share of handset sales in 2008, but generated 43% share of mobile Web requests in April 2009. Ad requests from applications contributed to this heavy usage.

* Android also generated a higher percentage of mobile Web requests than its share of handsets sold. While Android had less than 1% of smartphones sold in 2008, it generated 3% of mobile Web usage. Ad requests from applications contributed to this heavy usage.



Notes

(1) Gartner Handset Sales by Operating System in 2008 is used to estimate the installed base of smartphones: <http://www.gartner.com/it/page.jsp?id=910112>. Gartner also recently released smartphone share for Q1'09 (<http://www.gartner.com/it/page.jsp?id=985912>).

(2) Other includes Java ME.

(3) Mobile Web usage from the Apple iPod touch is not included as it is not classified as a smartphone.

Note: AdMob serves ads into both iPhone and Android applications which are responsible for a significant portion of their overall ad requests.

Worldwide Smartphone Market Share By Operating System

Handset Sales

Rank	Operating System	Share
1	Symbian	52%
2	RIM	17%
3	Windows	12%
4	iPhone	8%
5	Palm	2%
6	Android	<1%
7	Other ⁽²⁾	9%

Source: Gartner, March 2009⁽¹⁾.

Mobile Web & App Usage

Rank	Operating System	Share
1	iPhone ⁽³⁾	43%
2	Symbian	36%
3	RIM	9%
4	Windows	5%
5	Android	3%
6	Palm	2%
7	Other	2%

Source: AdMob, April 2009.

AdMob Mobile Metrics Report

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Featured: Mobile Web vs HTML Web Usage

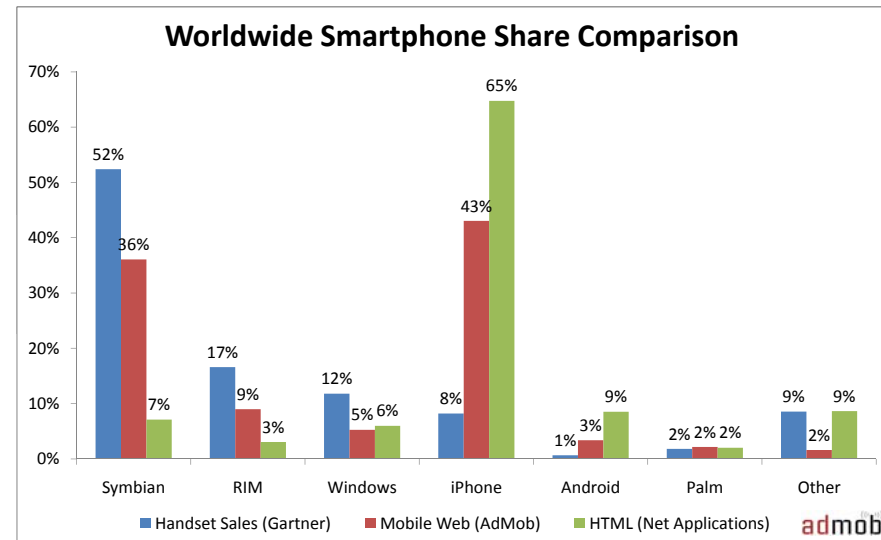
The emergence of devices such as the iPhone and HTC Dream (G1) that deliver compelling Internet experiences has driven increased usage of HTML sites, mobile Web sites, and applications. For this feature, we compare AdMob mobile Web and application data to OS share from Net Applications⁽¹⁾ for smartphone browsing on HTML sites.

* The iPhone OS had 8% of smartphone market share, but generated 43% of mobile Web requests and 65% of HTML usage.

* The Android OS share of the smartphone market is less than 1%, but it generated 3% of mobile Web requests and 9% of HTML usage.

* Usage of mobile Web sites greatly out paces usage of HTML sites on smartphones running the Symbian and RIM OS.

* According to Net Applications, browsing from mobile devices as a percentage of total browsing on HTML sites has increased from 0.69% to 0.85% from January to April 2009⁽²⁾.



Notes

(1) Net Applications collects data from the browsers of site visitors from their network of 160 million monthly visitors. Net Applications collects mobile browsing data only from mobile devices that render HTML pages and Javascript. Visits to WAP pages are not included. Further mobile methodology at <http://marketshare.hitslink.com/mobile-methodology.aspx>. Data: <http://marketshare.hitslink.com/mobile-phones.aspx?qprid=55&sample=31>.

(2) <http://marketshare.hitslink.com/report.aspx?qprid=61&sample=32>.

(3) Mobile Web usage from the Apple iPod touch is not included as is it not classified as a smartphone.

(4) Other includes Java ME.

Worldwide Smartphone Market Share By Operating System

Mobile Web & App Usage

Rank	Operating System	Share
1	iPhone ⁽³⁾	43%
2	Symbian	36%
3	RIM	9%
4	Windows	5%
5	Android	3%
6	Palm	2%
7	Other	2%

Source: AdMob, April 2009.

Browsing HTML Sites

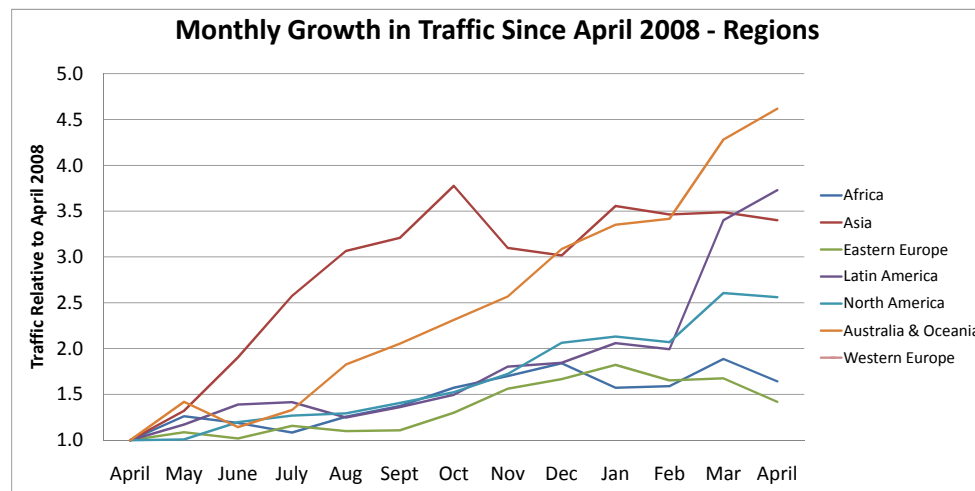
Rank	Operating System	Share
1	iPhone	65%
2	Android	9%
3	Symbian	7%
4	Windows	6%
5	RIM	3%
6	Palm	2%
7	Other ⁽⁴⁾	9%

Source: Net Applications, April 2009⁽¹⁾.

Ad Requests by Geography - April 2009

Requests: 7,535,272,901

Country	Requests	% of Requests	% Share Change
United States	3,538,714,000	47.0%	-0.5%
Indonesia	813,863,841	10.8%	1.6%
India	447,079,855	5.9%	-1.7%
Philippines	298,303,054	4.0%	0.1%
United Kingdom	254,014,870	3.4%	0.5%
Canada	168,366,971	2.2%	0.4%
South Africa	125,325,923	1.7%	0.1%
Saudi Arabia	99,635,571	1.3%	-0.1%
France	94,083,136	1.2%	0.3%
Mexico	93,927,678	1.2%	0.4%
Other Countries ^{(1) (2)}	1,601,958,002	21.3%	
Total	7,535,272,901	100.0%	



Region	Requests	% of Requests	% Share Change
North America	3,707,273,534	49.2%	-0.1%
Asia	2,206,105,880	29.3%	-0.3%
Western Europe	645,994,709	8.6%	1.0%
Africa	376,774,577	5.0%	-0.7%
Latin America	235,319,029	3.1%	0.3%
Eastern Europe	142,650,560	1.9%	-0.3%
Oceania	85,541,331	1.1%	0.1%
Other ⁽²⁾	135,613,281	1.8%	
Total	7,535,272,901	100.0%	

Notes

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

(1) Other includes 50 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.

Worldwide Handset Data - April 2009

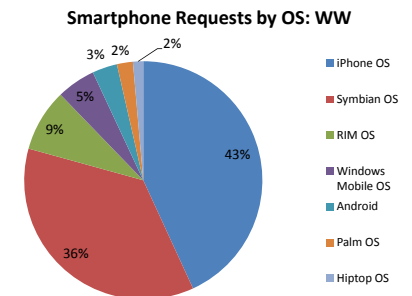
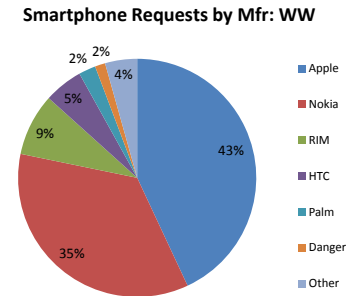
Requests: 7,535,272,901

Top Device Mfrs	% of Requests	Share Chg %
Apple	26.2%	4.1%
Nokia	25.9%	-0.8%
Samsung	11.4%	0.5%
Motorola	8.2%	-1.0%
SonyEricsson	7.1%	-0.4%
LG	3.1%	-0.5%
RIM	3.0%	-0.9%
Kyocera	2.1%	-0.3%
HTC	1.9%	0.2%
Sony	1.0%	0.4%
Other ⁽¹⁾	10.4%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Apple iPhone	15.1%	1.9%
Apple iPod Touch	11.0%	2.2%
Samsung R450	2.4%	0.5%
Motorola RAZR V3	2.3%	-0.4%
Nokia N70	2.0%	-0.1%
Nokia 3110c	1.3%	-0.2%
Motorola Z6M	1.3%	-0.2%
Kyocera S1300	1.2%	-0.1%
RIM BlackBerry 8300	1.2%	-0.5%
Nokia 6300	1.2%	0.0%
HTC Dream	1.2%	0.2%
Nokia N80	1.0%	0.0%
Sony PSP	1.0%	0.4%
Samsung R430	1.0%	0.1%
Nokia N95	1.0%	0.0%
Nokia N73	1.0%	-0.1%
RIM BlackBerry 8100	0.8%	-0.3%
Motorola KRZR K1c	0.8%	-0.2%
Nokia 6120c	0.8%	0.0%
Nokia 6600	0.7%	0.0%
Total	48.4%	

Smartphone Traffic - Worldwide

Smartphone Traffic Share 34.7%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities % Capable

Supports Polyphonic Ringtones	74.4%
Supports Streaming Video	64.6%
Able to Download Video Clips	76.1%
Supports WAP Push Messages	63.6%

MMA Standard Screen Size Share %

Small	21.3%
Medium	19.3%
Large	21.1%
X-Large	38.4%

Notes

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

• New models in Top 20: Sony PSP, Nokia 6120c, and Nokia 6600.

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

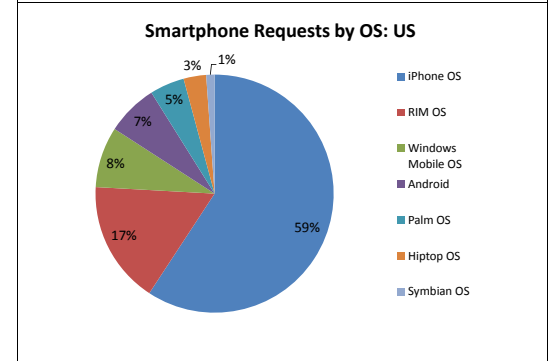
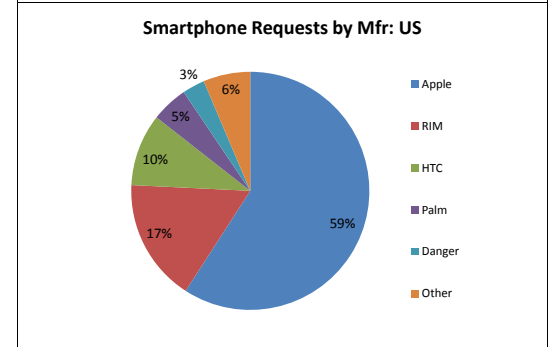
United States Handset Data - April 2009

Requests: 3,538,714,000

Top Device Mfrs	% of Requests	Share Chg %
Apple	34.7%	5.6%
Samsung	18.6%	1.0%
Motorola	14.9%	-1.9%
RIM	5.6%	-1.9%
LG	4.6%	-1.0%
Kyocera	4.4%	-0.5%
HTC	3.3%	0.3%
Nokia	2.9%	0.3%
Palm	1.7%	-0.5%
Huawei	1.1%	-0.2%
ZTE	1.1%	0.0%
UTStarcom	1.0%	-0.3%
Danger	1.0%	-0.3%
Other ⁽¹⁾	5.0%	
Total	100.0%	

Top Handset Models		% of Requests	Share Chg %
Apple	iPhone	20.0%	3.0%
Apple	iPod Touch	14.8%	2.6%
Samsung	R450	5.2%	1.0%
Motorola	RAZR V3	4.4%	-0.7%
Motorola	Z6M	2.7%	-0.3%
Kyocera	S1300	2.6%	-0.2%
RIM	BlackBerry 8300	2.4%	-0.9%
HTC	Dream	2.3%	0.4%
Samsung	R430	2.1%	0.2%
Motorola	KRZR K1c	1.8%	-0.4%
RIM	BlackBerry 8100	1.6%	-0.7%
Samsung	M800	1.5%	-0.4%
Palm	Centro	1.3%	-0.4%
Motorola	W385	1.3%	-0.3%
Samsung	R210	1.2%	0.0%
LG	CU920	1.1%	-0.2%
Danger	Sidekick II	1.0%	-0.3%
Huawei	M328	1.0%	-0.1%
Kyocera	K24	0.9%	-0.2%
Samsung	T919	0.8%	0.0%
Total		69.8%	

Smartphone Traffic - US	
Smartphone Traffic Share	33.6%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	59.8%
Supports Streaming Video	50.2%
Able to Download Video Clips	65.8%
Supports WAP Push Messages	56.2%

MMA Standard Screen Size	Share %
Small	18.1%
Medium	19.2%
Large	13.9%
X-Large	48.8%

Notes

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

• New models in Top 20: Samsung T919.

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

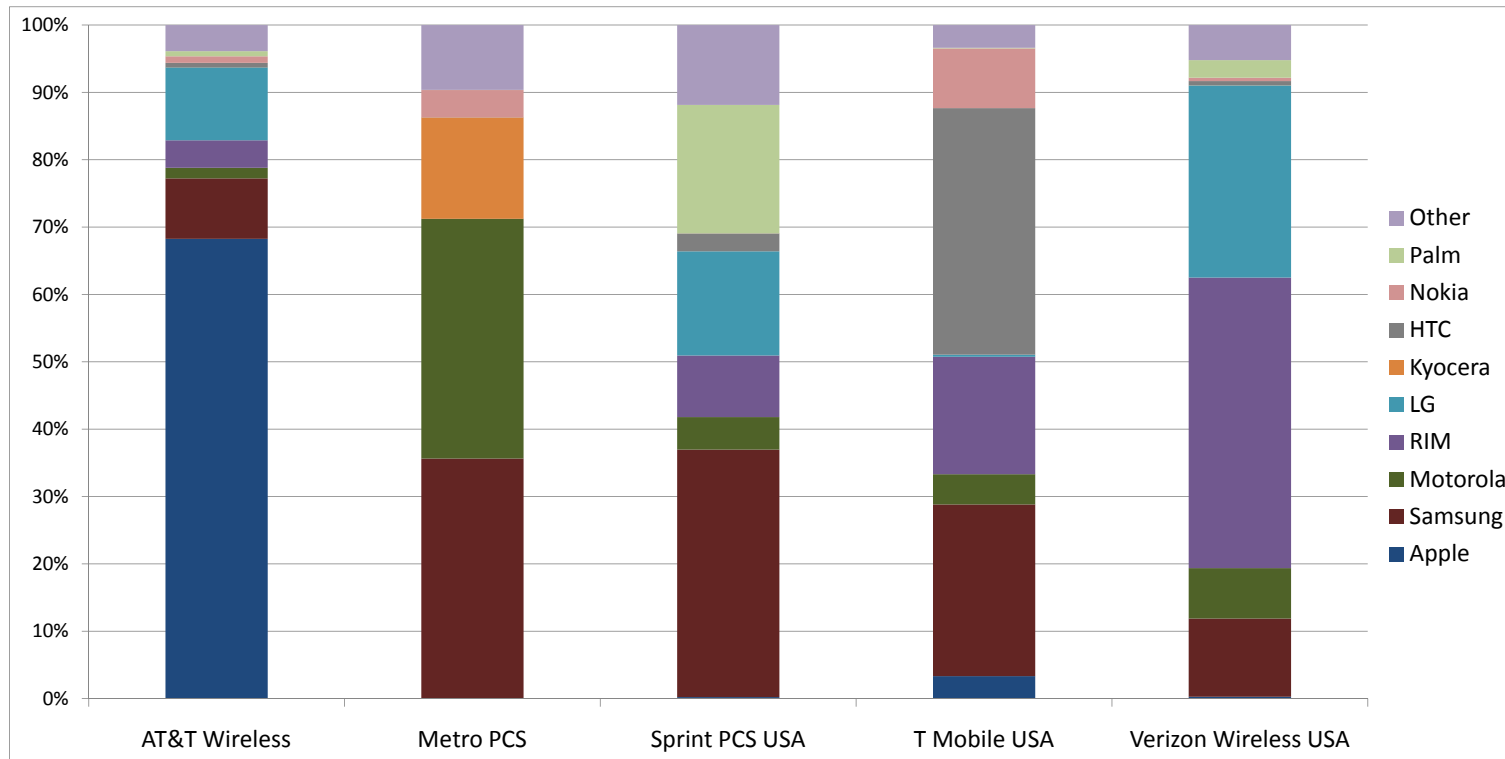
United States Handset Data

April 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 1.5% share.

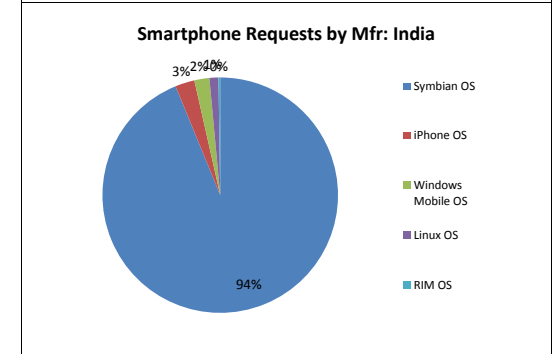
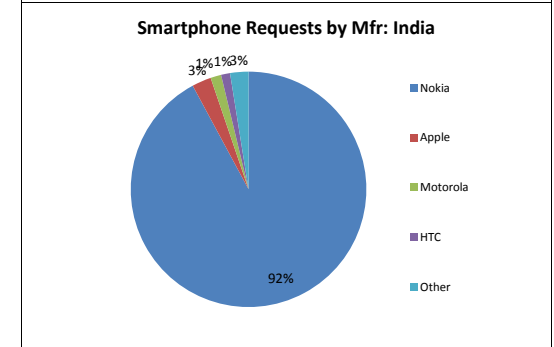
India Handset Data - April 2009

Requests: 447,079,855

Top Device Mfrs	% of Requests	Share Chg %
Nokia	63.1%	-0.4%
SonyEricsson	11.3%	-0.5%
Samsung	3.4%	0.2%
Motorola	2.1%	-0.1%
Other ⁽¹⁾	20.1%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Nokia 3110c	7.4%	-0.3%
Nokia N70	6.0%	0.0%
Nokia N80	3.6%	0.2%
Nokia 6233	3.5%	-0.2%
Nokia 6300	2.9%	0.1%
Nokia N73	2.8%	0.1%
Nokia 2626	2.6%	-0.3%
Nokia 6600	2.5%	0.0%
Nokia N72	2.2%	0.0%
SonyEricsson W200i	1.8%	-0.2%
Nokia 7210	1.7%	0.5%
Nokia 6030	1.6%	-0.2%
Nokia 5300	1.6%	0.0%
Nokia 5200	1.5%	-0.1%
Nokia 7610	1.3%	-0.1%
Nokia 6630	1.3%	0.1%
Nokia 2600c	1.2%	-0.1%
Nokia 3500 Classic	1.2%	-0.1%
Nokia 5310	1.1%	0.1%
Nokia 3230	1.1%	-0.1%
Total	48.6%	

Smartphone Traffic - India	
Smartphone Traffic Share	30.1%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	80.9%
Supports Streaming Video	73.3%
Able to Download Video Clips	82.3%
Supports WAP Push Messages	83.2%

MMA Standard Screen Size	Share %
Small	30.2%
Medium	26.7%
Large	25.0%
X-Large	18.0%

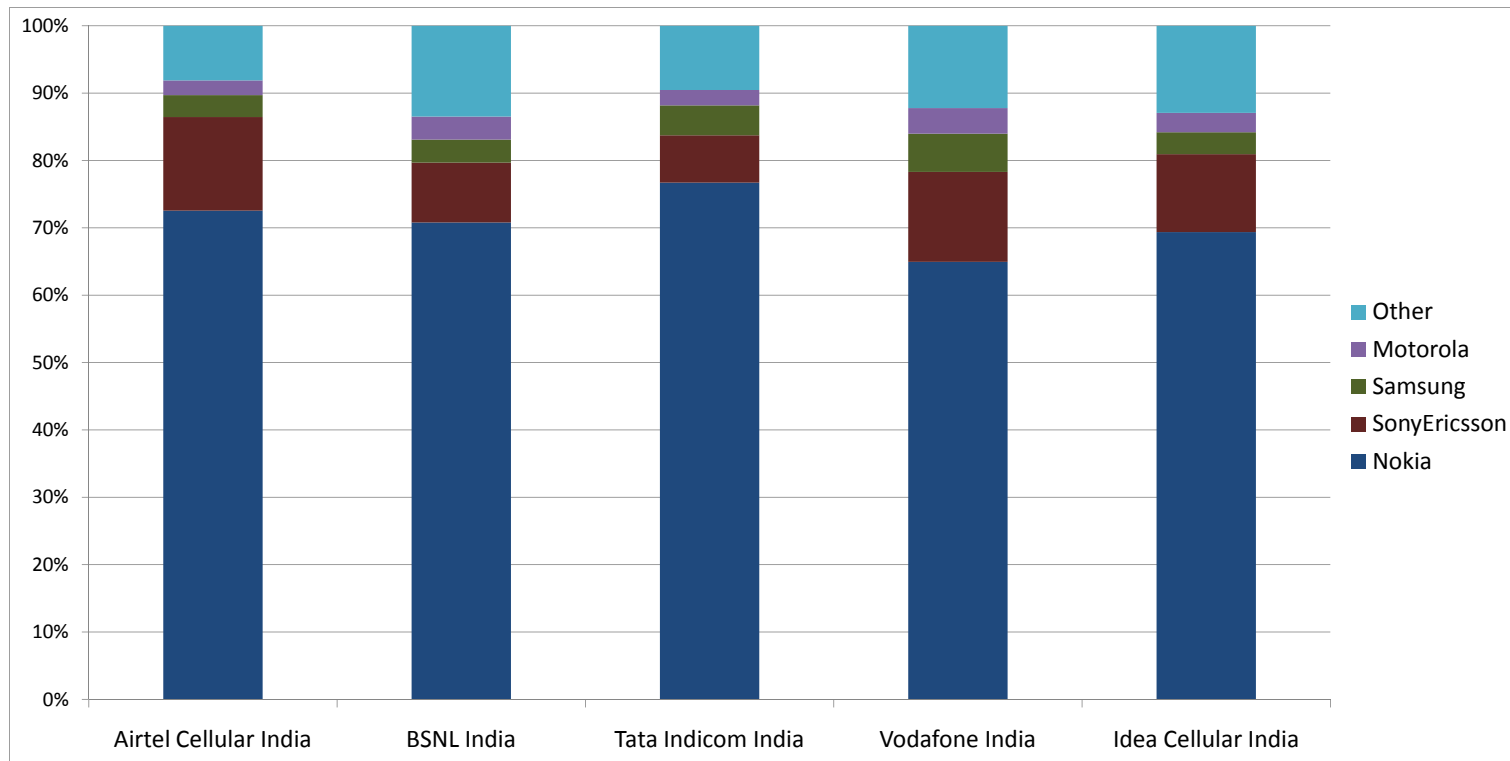
Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Nokia 5310.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - India



Notes

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

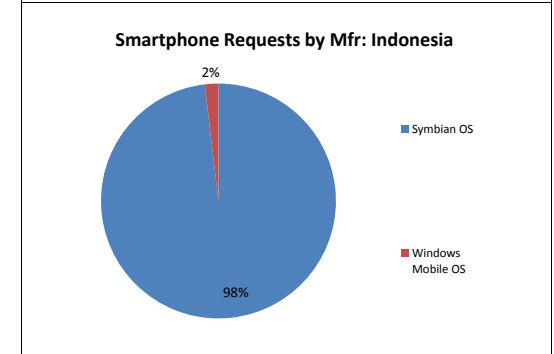
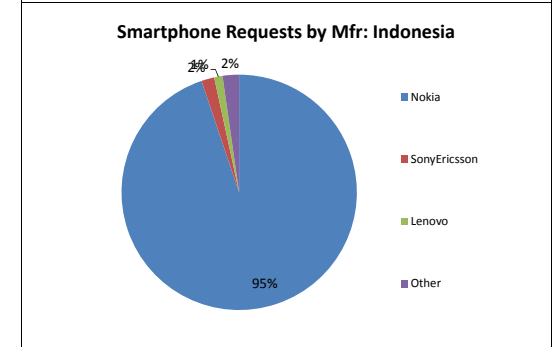
Indonesia Handset Data - April 2009

Requests: 813,863,841

Top Device Mfrs	% of Requests	Share Chg %
Nokia	65.0%	3.0%
SonyEricsson	25.1%	-2.8%
Samsung	1.3%	0.1%
Motorola	1.0%	0.0%
Other ⁽¹⁾	7.6%	-0.2%
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Nokia N70	5.1%	-0.2%
Nokia 6300	3.6%	0.2%
Nokia 6600	3.3%	-0.2%
Nokia 5300	3.2%	0.5%
Nokia 3110c	2.9%	0.1%
Nokia 7610	2.9%	0.1%
SonyEricsson W200i	2.4%	-0.2%
Nokia N73	2.2%	-0.5%
Nokia 5200	2.1%	0.3%
Nokia 5310	2.1%	0.3%
Nokia 3230	2.0%	-0.2%
Nokia 2630	1.9%	0.1%
Nokia 6120c	1.8%	-0.1%
Nokia 2600c	1.6%	0.2%
Nokia 6030	1.6%	0.2%
Nokia N80	1.6%	0.4%
SonyEricsson K310i	1.4%	-0.1%
Nokia 2626	1.4%	0.2%
Nokia 6070	1.3%	0.3%
SonyEricsson K530i	1.3%	-0.2%
Total	45.5%	

Smartphone Traffic - Indonesia	
Smartphone Traffic Share	30.1%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	93.3%
Supports Streaming Video	83.8%
Able to Download Video Clips	85.0%
Supports WAP Push Messages	93.2%

MMA Standard Screen Size	Share %
Small	35.2%
Medium	29.7%
Large	30.1%
X-Large	5.0%

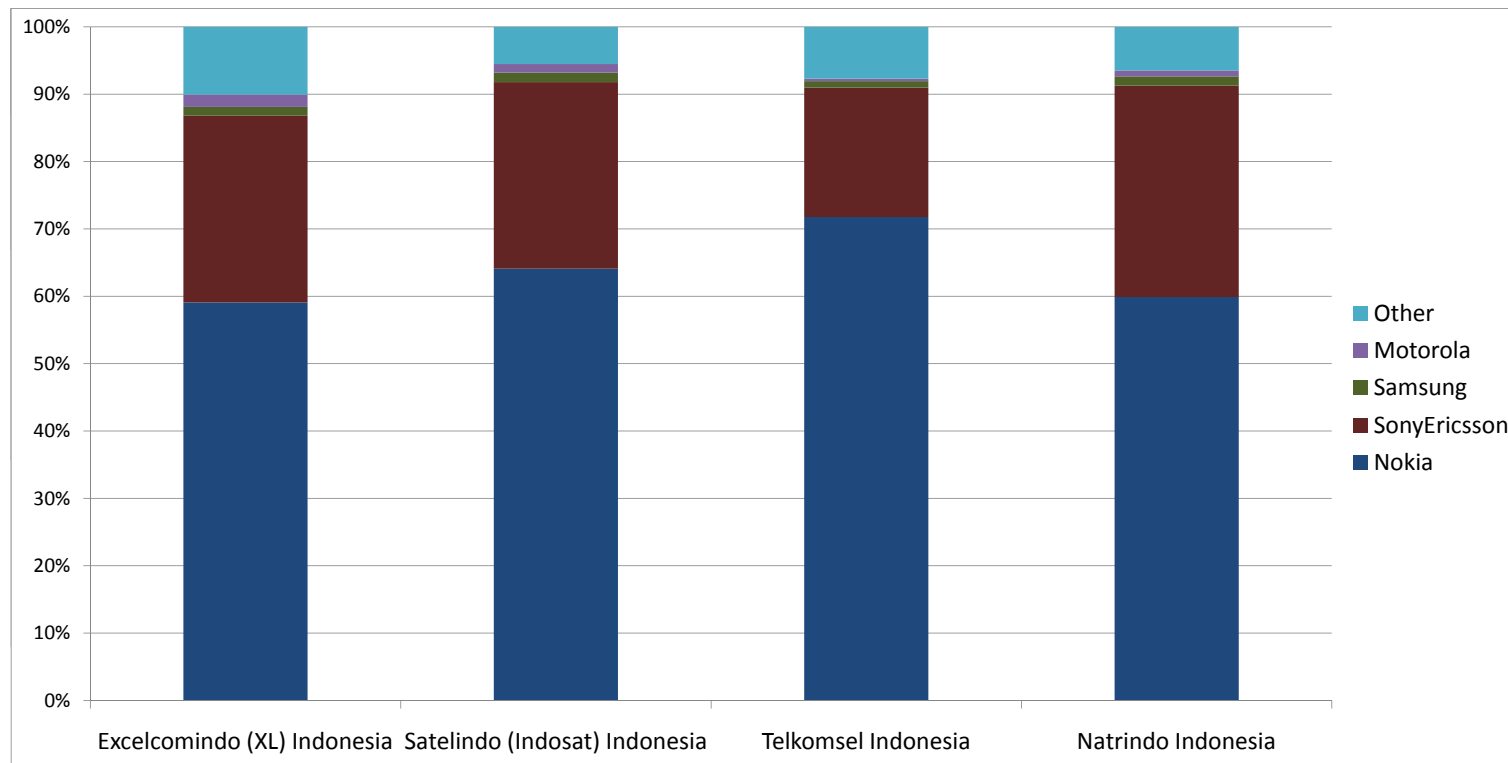
Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Nokia N80, Nokia 2626, and Nokia 6070.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - Indonesia



Notes

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

United Kingdom Handset Data - April 2009

Requests: 254,014,870

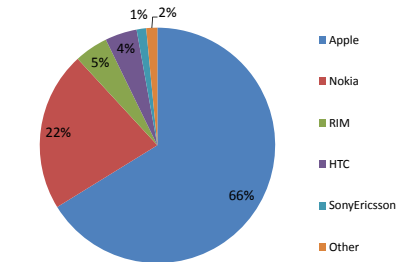
Top Device Mfrs	% of Requests	Share Chg %
Apple	47.1%	0.2%
SonyEricsson	14.7%	-0.9%
Nokia	12.7%	-1.1%
Samsung	7.4%	0.1%
LG	2.8%	0.1%
Sony	2.1%	1.5%
RIM	1.7%	0.1%
HTC	1.6%	0.7%
Other ⁽¹⁾	9.9%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Apple iPhone	23.9%	-1.5%
Apple iPod Touch	23.2%	1.7%
Nokia N95	3.2%	-0.3%
SonyEricsson K800i	2.2%	-0.3%
Sony PSP	2.0%	1.4%
SonyEricsson W910i	1.4%	-0.1%
HTC Dream	1.3%	0.8%
SonyEricsson W580i	1.1%	-0.1%
Samsung G600	1.1%	0.0%
SonyEricsson W810i	1.0%	-0.1%
Nokia 6300	0.8%	-0.1%
SonyEricsson C902	0.8%	0.0%
LG KU990	0.8%	0.1%
SonyEricsson C905	0.7%	0.0%
Nokia N96	0.7%	0.0%
SonyEricsson W880i	0.7%	-0.1%
Nokia 6500 Slide	0.6%	-0.1%
Samsung F480	0.6%	0.1%
SonyEricsson W350i	0.6%	0.0%
Samsung J700	0.6%	0.1%
Total	67.3%	

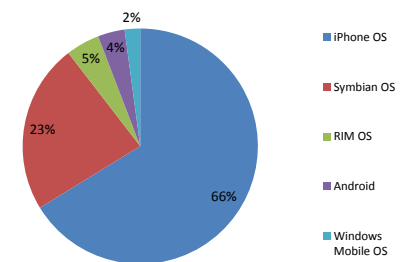
Smartphone Traffic - UK

Smartphone Traffic Share 35.9%

Smartphone Requests by Mfr: UK



Smartphone Requests by OS: UK



Note: Above share % refers only to requests from Smartphones

Handset Capabilities % Capable

Supports Polyphonic Ringtones	80.9%
Supports Streaming Video	82.2%
Able to Download Video Clips	92.7%
Supports WAP Push Messages	41.0%

MMA Standard Screen Size Share %

Small	5.1%
Medium	5.9%
Large	28.6%
X-Large	60.5%

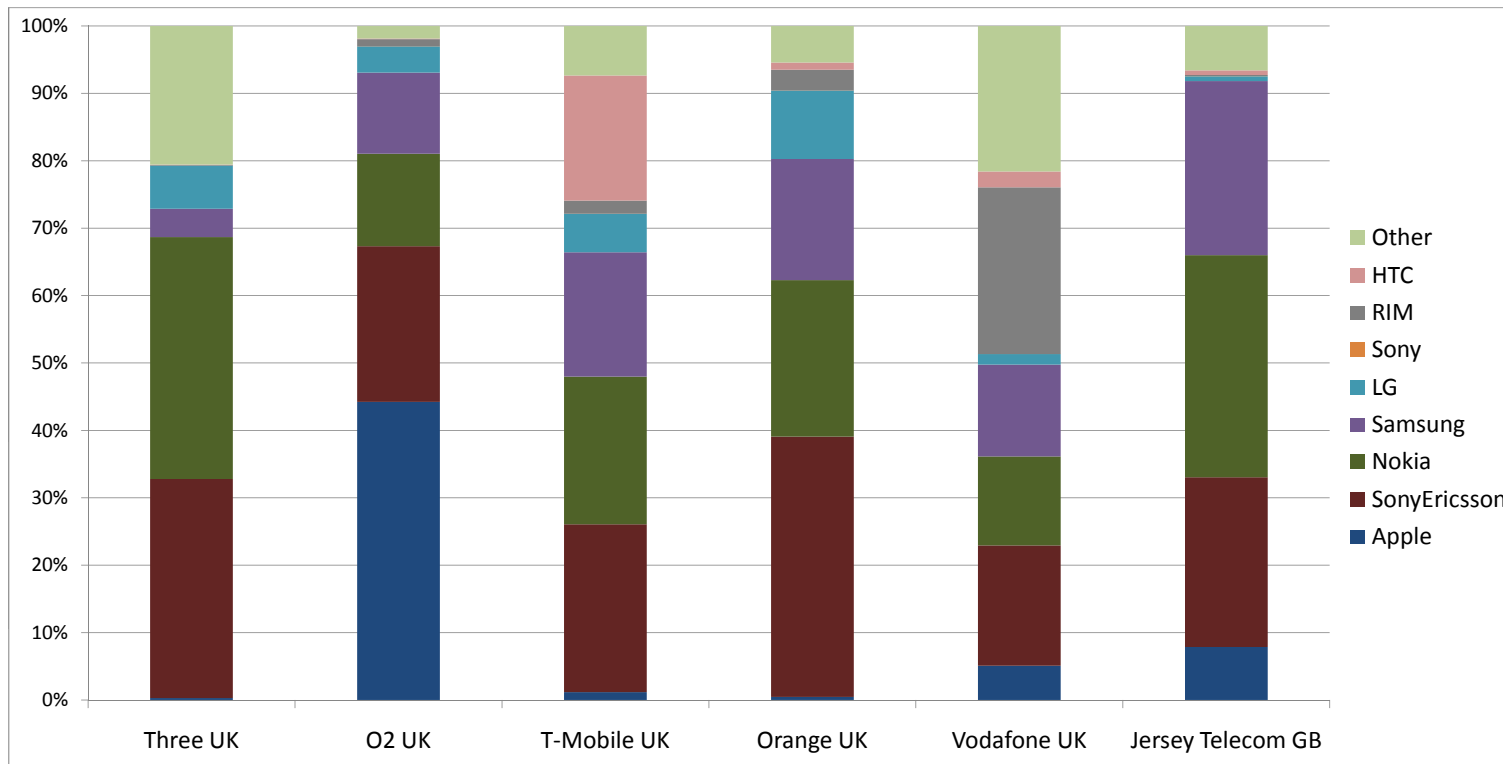
Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: HTC Dream, Samsung F480, and Samsung J700.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - United Kingdom



Notes

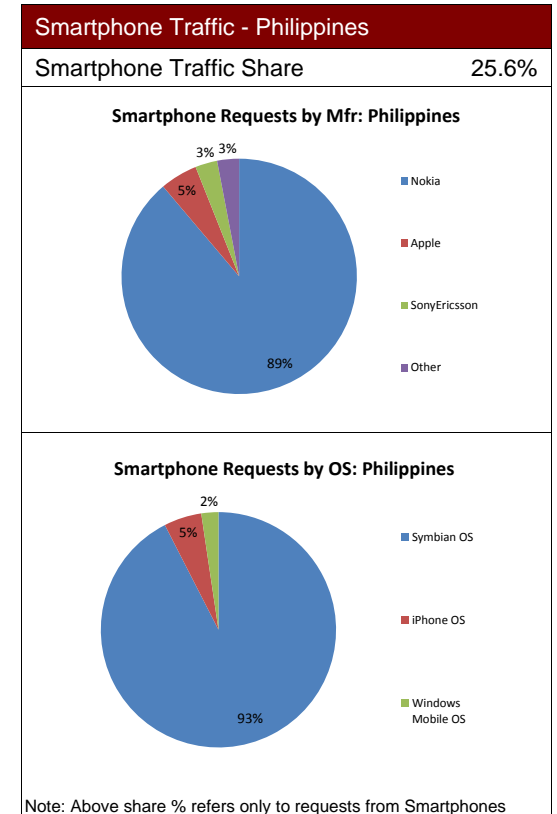
- Other includes all manufacturers with less than 1% share.

Philippines Handset Data - April 2009

Requests: 298,303,054

Top Device Mfrs	% of Requests	Share Chg %
Nokia	69.3%	1.8%
SonyEricsson	8.5%	-0.2%
Apple	2.9%	0.7%
Samsung	2.3%	0.0%
Sony	2.3%	0.6%
Motorola	1.2%	0.3%
Other ⁽¹⁾	13.5%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Nokia N70	4.8%	0.6%
Nokia 3110c	3.8%	0.0%
Nokia 6070	3.2%	-0.1%
Nokia 2600c	3.1%	-0.2%
Nokia 2630	3.1%	-0.4%
Nokia 6300	3.0%	0.2%
Nokia 6020	2.4%	-0.2%
Sony PSP	2.3%	0.6%
Nokia 3220	2.0%	-0.1%
Nokia 6600	2.0%	0.1%
Nokia 6630	1.8%	-0.1%
Nokia 6120c	1.7%	0.2%
Nokia 1680c	1.6%	-0.3%
Nokia N95	1.6%	0.2%
Apple iPod Touch	1.6%	0.5%
Nokia 5300	1.5%	0.0%
Nokia 7210	1.4%	0.2%
Apple iPhone	1.4%	0.2%
Nokia N80	1.3%	0.1%
Nokia 7360	1.3%	-0.1%
Total	44.9%	



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	90.9%
Supports Streaming Video	74.4%
Able to Download Video Clips	80.2%
Supports WAP Push Messages	84.8%

MMA Standard Screen Size	Share %
Small	40.5%
Medium	20.9%
Large	23.7%
X-Large	15.0%

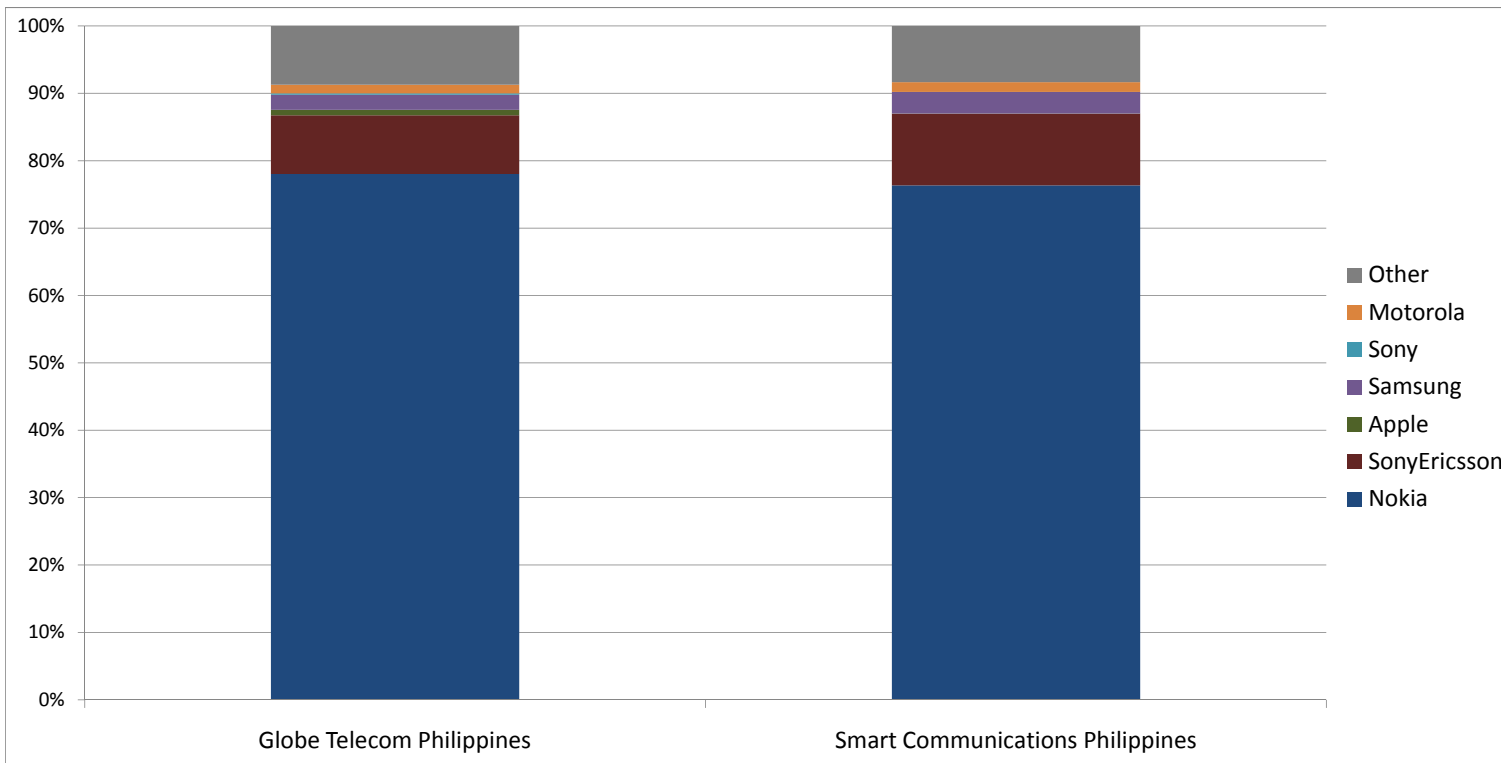
Notes

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

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - Philippines



Notes

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

South Africa Handset Data - April 2009

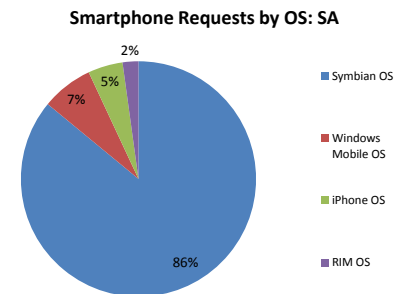
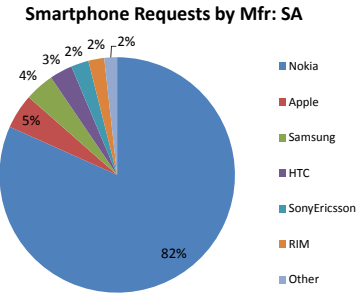
Requests: 125,325,923

Top Device Mfrs	% of Requests	Share Chg %
Nokia	37.0%	0.3%
Samsung	33.0%	-0.5%
SonyEricsson	9.2%	0.2%
Motorola	8.7%	-0.4%
LG	5.6%	1.0%
Apple	1.1%	0.1%
Other ⁽¹⁾	5.5%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Samsung E250	9.2%	-0.9%
Motorola V360	5.6%	-0.2%
Nokia N70	3.5%	-0.4%
Samsung J750	3.1%	-0.2%
Samsung J700	2.4%	0.4%
Samsung M620	2.2%	0.2%
Samsung D900i	2.0%	0.0%
LG KG290	2.0%	0.5%
LG KS360	1.7%	0.2%
Nokia N73	1.6%	0.1%
Nokia 6234	1.6%	0.0%
Nokia 6300	1.5%	0.1%
Samsung E370	1.5%	-0.2%
Nokia 2760	1.3%	0.0%
Nokia N81	1.2%	0.1%
Nokia 6110	1.2%	0.0%
Nokia 2630	1.1%	0.1%
Nokia 5200	1.0%	-0.2%
Samsung L760	1.0%	0.0%
Nokia 6500 Slide	1.0%	0.1%
Total	45.9%	

Smartphone Traffic - South Africa

Smartphone Traffic Share 19.6%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	84.6%
Supports Streaming Video	68.0%
Able to Download Video Clips	78.7%
Supports WAP Push Messages	94.5%

MMA Standard Screen Size	Share %
Small	38.6%
Medium	21.4%
Large	34.3%
X-Large	5.6%

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 6500 Slide.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

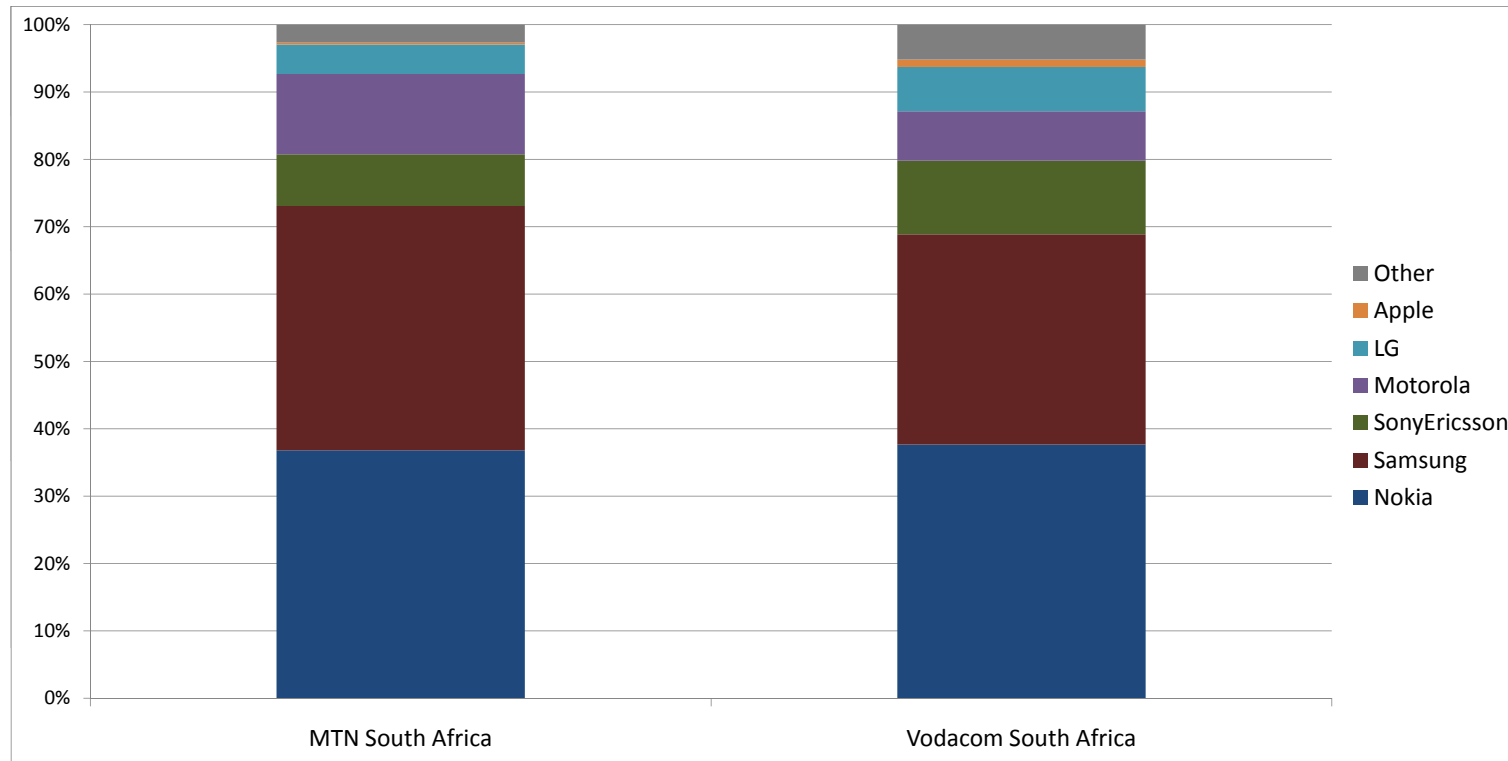
South Africa Handset Data

April 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

April 2009



About AdMob

AdMob serves Graphical Banner and Text Link ads on mobile web pages for more than 6,000 publishers. AdMob has served more than 80 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 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 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.