



AdMob Mobile Metrics Report

AdMob serves ads for more than 7,000 mobile Web sites and 2,500 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.

June 2009

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AdMob Mobile Metrics Report

June 2009

New and Noteworthy

The incredible success of the iPhone and iPod touch has been a global phenomenon with 45 million units shipped according to Apple. For this month's feature, we look at the geographic distribution of iPhone and iPod touch users in the AdMob network and use recent guidance from Apple to estimate how many iPhone and iPod touch devices have been used in different locations.

* 54% of iPhone and iPod touch users were in the US in June 2009. This percentage has declined from 61% in January 2009, signaling that international user growth has outpaced US user growth. Following the US, the United Kingdom, Germany, and France each have over 5% of users. As a region, Western Europe has a 26% share of iPhone and iPod touch users.

* The worldwide ratio of iPhones to iPod touches in the AdMob network was roughly 2 to 1 in June. In other words, iPhones comprised 68% of worldwide iPhone OS devices and the iPod touch made up the other 32%. This ratio has remained constant over the last several months, implying a similar growth rate for both devices worldwide.

* We estimate 13 million iPhones have been used in the US since the launch of the iPhone in June 2007 and that more than 1 million iPhones have been used in Germany, France, and the UK. We estimate 12 million iPod touches have used in the US to date and that more than 1 million iPod touches have been used in the United Kingdom and Canada.

* Requests from the Android Operating System increased 25% month over month. Android has 5% worldwide OS share and pulled slightly ahead of Windows Mobile for the first time.

* Worldwide requests increased 4% month over month to 8.3 billion in June.

* 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 2,500 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. Please note that the data and analysis in this month's feature section is based on the number of unique users of iPhones and iPod touches, not ad requests.

Contents

Feature - iPhone and iPod touch Geographic User Distribution

Feature - iPhone and iPod touch Estimates

Ad Request by Geography

Worldwide: Manufacturer and Device Share

United States: Manufacturer and Device Share / Operator Handset Mix

India: Manufacturer and Device Share / Operator Handset Mix

Indonesia: Manufacturer and Device Share / Operator Handset Mix

United Kingdom: Manufacturer and Device Share / Operator Handset Mix

Philippines: Manufacturer and Device Share / Operator Handset Mix

South Africa: Manufacturer and Device Share / Operator Handset Mix

Methodology

AdMob Mobile Metrics Report

June 2009

Featured: iPhone and iPod touch Geographic User Distribution

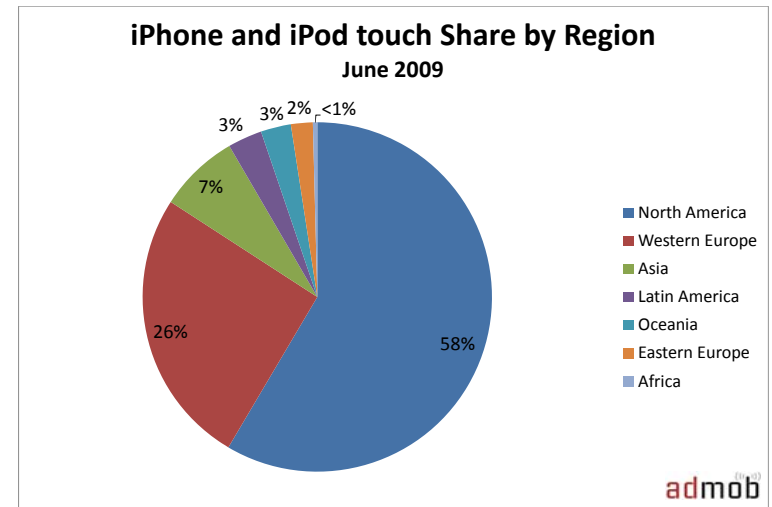
For this month's feature, we look at the geographic distribution of iPhone and iPod touch users. While North America continues to be the leading region, the growth of international iPhone and iPod touch users has started to outpace the rate of growth in the US.

* 54% of iPhone and iPod touch users were in the US in June 2009. This percentage has declined from 61% in January 2009, signaling that international user growth has outpaced US user growth.

* Following the US, the United Kingdom, Germany, and France each have over 5% of users. As a region, Western Europe has a 26% share of users.

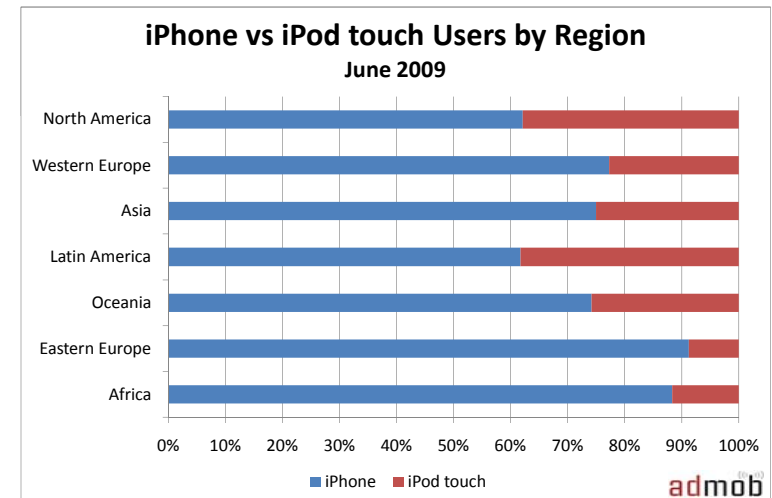
* The worldwide ratio of iPhones to iPod touches was roughly 2 to 1 in June. In other words, iPhones comprised 68% of iPhone OS devices and iPod touches made up the other 32%. This ratio has remained constant over the last several months, implying a similar growth rate for both devices worldwide.

* The iPod touch has a higher share of iPhone OS devices in North America than in the rest of the world. There were more iPod touches than iPhones in both Canada and Mexico in June.



iPhone and iPod touch Share, June 2009

Rank	Country	Share of AdMob Users
1	United States	54%
2	United Kingdom	7%
3	Germany	6%
4	France	5%
5	Canada	4%
6	Australia	3%
7	Japan	2%
8	Italy	2%
9	Mexico	1%
10	Spain	1%
	Others ⁽¹⁾	15%



Notes

There were 11.3 million iPhones and 5.5 million iPod touches for a total of 16.8 million unique iPhone OS users in the AdMob Network. The data in this feature section is based on the number of unique users of devices, not ad requests.

1) Switzerland, the Netherlands, China, Russia, Brazil, Hong Kong, and Singapore all had at least 1% of worldwide users.

AdMob Mobile Metrics Report

June 2009



Featured: iPhone and iPod touch Estimates

Although Apple has recently given guidance as to the total number of iPhones and iPod touches sold, there are no official statistics on where the devices are being used. Based on user data within AdMob's network, the figures below are estimates of the number of iPhone and iPod touch devices in different countries. AdMob's estimate is based on the iPhones and iPod touches that visited a mobile site or application in AdMob's network in June 2009 and may not be representative of the iPhone and iPod touch universe as a whole.

Highlights

* We estimate that 13 million iPhones have been used in the US. More than 1 million iPhones have been used in Germany, France, and the United Kingdom.

* We estimate that 12 million iPod touches have been used in the US. More than 1 million iPod touches have been used in the United Kingdom and Canada.

* 80% of total iPhone and iPod touch units were used in the Top 6 markets.

Methodology

* Based on Apple guidance, the company has shipped 26.4 million iPhones and approximately 18.6 million iPod touches to date.⁽¹⁾

* AdMob user share by country is multiplied by the total number of devices to estimate the number of devices used in different countries.

* Sample calculation: 26.4 million iPhones * 50.2% US share = 13.3m iPhones in the US

Estimate of iPhones by Country

Rank	Country	iPhone Share AdMob June 09	Estimated iPhones
1	United States	50.2%	13,250,216
2	Germany	7.3%	1,937,824
3	France	6.8%	1,793,753
4	United Kingdom	6.4%	1,682,491
5	Canada	3.1%	805,594
6	Australia	2.9%	762,161
7	Japan	2.0%	525,658
8	Italy	1.9%	490,451
9	Switzerland	1.3%	334,649
10	Russia	1.2%	326,458
	Other ⁽²⁾	17.0%	4,490,745
Total		100.0%	26,400,000

Estimate of iPod touches by Country

Rank	Country	iPod touch Share AdMob June 09	Estimated iPod touches
1	United States	61.8%	11,502,050
2	United Kingdom	8.3%	1,546,550
3	Canada	7.3%	1,361,891
4	Germany	2.7%	493,615
5	France	2.3%	421,512
6	Australia	1.9%	354,715
7	Mexico	1.8%	327,080
8	Japan	1.1%	205,087
9	Korea	1.1%	197,491
10	Italy	0.8%	145,981
	Other ⁽²⁾	11.0%	2,044,028
Total		100.0%	18,600,000

Notes

These estimates represent units used in the countries since the launch of each device, not the number of active devices in use.

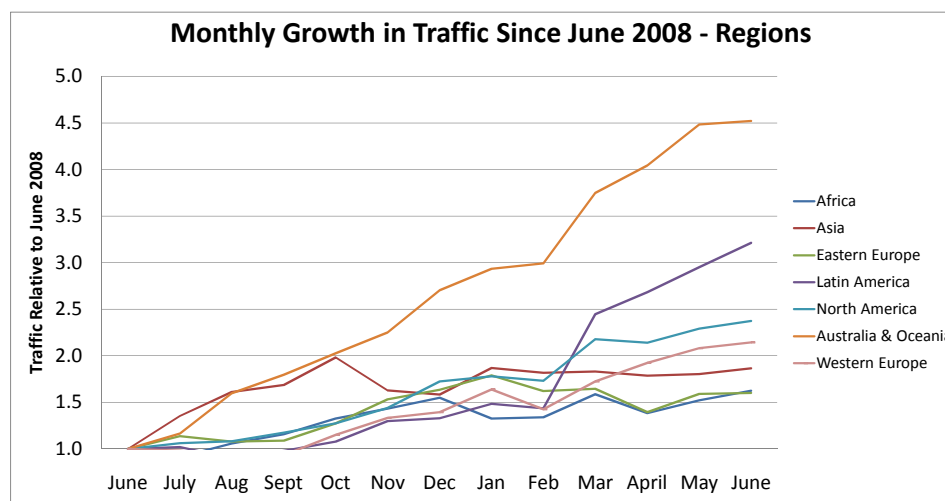
1) 26.4 million iPhone units shipped as of June 2009 (http://en.wikipedia.org/wiki/File:IPhone_sales_per_quarter.svg#Data_and_references). On their earnings call on June 21st, Apple announced that it has sold 45 million iPhone OS devices. 45 million - 26.4 million = 18.6 million iPhone touch units.

2) We estimate there are 12 additional countries with > 100,000 iPhones and 3 additional countries with > 100,000 iPod touches.

Ad Requests by Geography - June 2009

Requests: 8,285,920,510

Country	Requests	% of Requests	% Share Change
United States	3,949,127,569	47.7%	0.1%
Indonesia	665,466,840	8.0%	-0.8%
India	502,334,535	6.1%	0.2%
Philippines	385,480,998	4.7%	0.9%
United Kingdom	254,640,206	3.1%	-0.5%
Canada	164,182,558	2.0%	-0.1%
South Africa	136,229,472	1.6%	0.0%
Saudi Arabia	124,556,321	1.5%	0.0%
France	117,544,331	1.4%	0.1%
Mexico	114,032,072	1.4%	0.1%
Other Countries ^{(1) (2)}	1,872,325,608	22.6%	
Total	8,285,920,510	100.0%	



Region	Requests	% of Requests	% Share Change
North America	4,113,546,832	49.6%	-0.1%
Asia	2,304,053,372	27.8%	-0.1%
Western Europe	719,754,020	8.7%	-0.1%
Africa	442,603,643	5.3%	0.1%
Latin America	281,633,199	3.4%	0.2%
Eastern Europe	163,760,363	2.0%	-0.1%
Oceania	95,679,984	1.2%	0.0%
Other ⁽²⁾	164,889,097	2.0%	
Total	8,285,920,510	100.0%	

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.

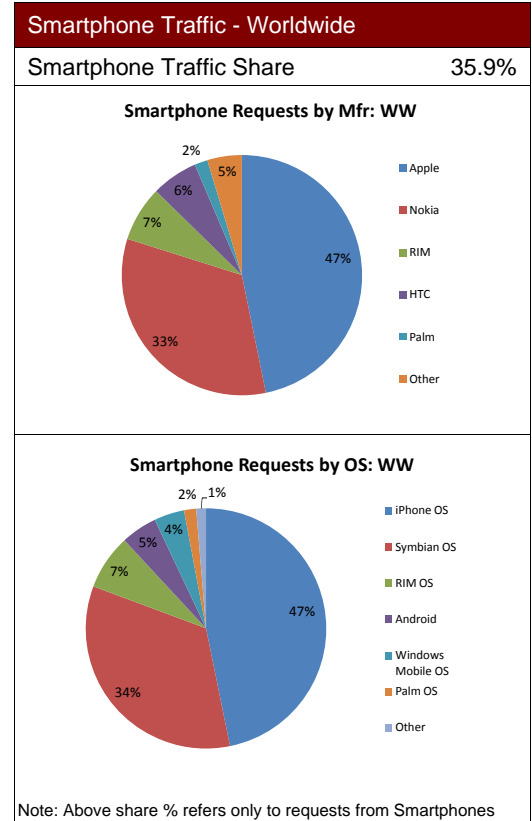
(2) Other includes unclassified requests where the country of origin could not be determined. Targeted ads were not shown to these requests.

Worldwide Handset Data - June 2009

Requests: 8,285,920,510

Top Device Mfrs	% of Requests	Share Chg %
Apple	30.0%	-1.4%
Nokia	25.6%	-0.2%
Samsung	11.1%	0.9%
Motorola	6.4%	-0.4%
SonyEricsson	6.4%	-0.3%
LG	3.0%	0.2%
RIM	2.7%	0.0%
HTC	2.2%	0.1%
Kyocera	1.6%	0.1%
Sony	1.2%	0.3%
Other ⁽¹⁾	9.8%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Apple iPhone	17.0%	-1.6%
Apple iPod Touch	13.1%	0.3%
Samsung R450	2.5%	0.3%
Nokia N70	1.8%	-0.1%
Motorola RAZR V3	1.8%	-0.1%
HTC Dream	1.5%	0.2%
Nokia 3110c	1.4%	0.1%
RIM BlackBerry 8300	1.2%	0.0%
Nokia 6300	1.2%	0.0%
Sony PSP	1.2%	0.3%
Nokia N80	0.9%	-0.1%
Motorola Z6M	0.9%	-0.1%
Nokia N95	0.9%	-0.1%
Kyocera S1300	0.9%	0.1%
Nokia N73	0.9%	-0.1%
Samsung R430	0.9%	0.0%
Nokia 1006	0.8%	-0.1%
Nokia 6120c	0.8%	0.0%
Nokia 6600	0.7%	0.0%
RIM BlackBerry 8100	0.6%	-0.1%
Total	50.8%	



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	74.8%
Supports Streaming Video	66.3%
Able to Download Video Clips	77.3%
Supports WAP Push Messages	60.3%

MMA Standard Screen Size	Share %
Small	18.6%
Medium	18.3%
Large	20.2%
X-Large	42.9%

Notes

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

United States Handset Data - June 2009

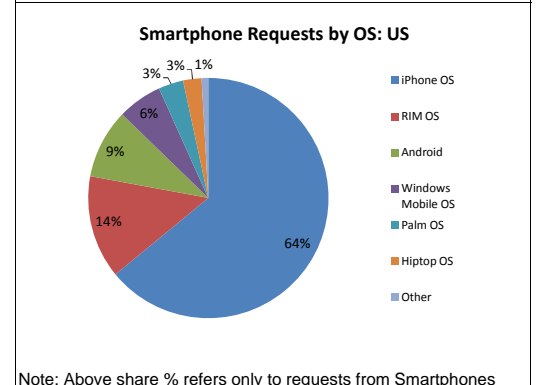
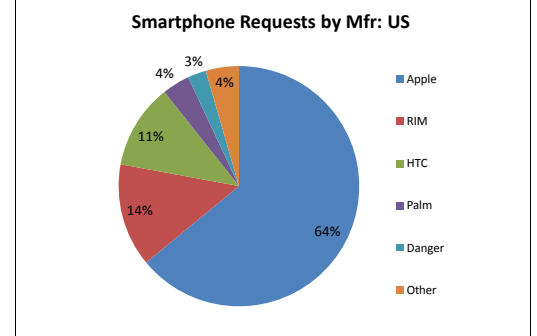
Requests: 3,949,127,569

Top Device Mfrs	% of Requests	Share Chg %
Apple	42.4%	-2.7%
Samsung	17.8%	1.7%
Motorola	11.3%	-0.7%
RIM	4.9%	0.1%
LG	4.4%	0.5%
HTC	4.0%	0.1%
Nokia	3.3%	-0.3%
Kyocera	3.2%	0.1%
Palm	1.3%	0.1%
Other ⁽¹⁾	7.5%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Apple iPhone	22.6%	-3.1%
Apple iPod Touch	19.8%	0.4%
Samsung R450	5.2%	0.6%
Motorola RAZR V3	3.3%	-0.1%
HTC Dream	3.3%	0.7%
RIM BlackBerry 8300	2.2%	0.1%
Motorola Z6M	1.9%	-0.2%
Kyocera S1300	1.9%	0.1%
Samsung R430	1.8%	0.0%
Nokia 1006	1.7%	-0.3%
Samsung M800	1.3%	0.1%
Motorola KRZR K1c	1.2%	-0.1%
RIM BlackBerry 8100	1.2%	-0.1%
LG CU920	1.1%	0.1%
Palm Centro	1.0%	0.1%
Motorola W385	0.9%	0.0%
Danger Sidekick II	0.9%	0.2%
Samsung T919	0.8%	0.1%
Samsung R210	0.8%	-0.1%
Samsung R810	0.8%	0.2%
Total	73.5%	

Smartphone Traffic - US

Smartphone Traffic Share 35.1%



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	62.8%
Supports Streaming Video	58.7%
Able to Download Video Clips	69.7%
Supports WAP Push Messages	50.7%

MMA Standard Screen Size	Share %
Small	15.2%
Medium	16.1%
Large	12.8%
X-Large	55.9%

Notes

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

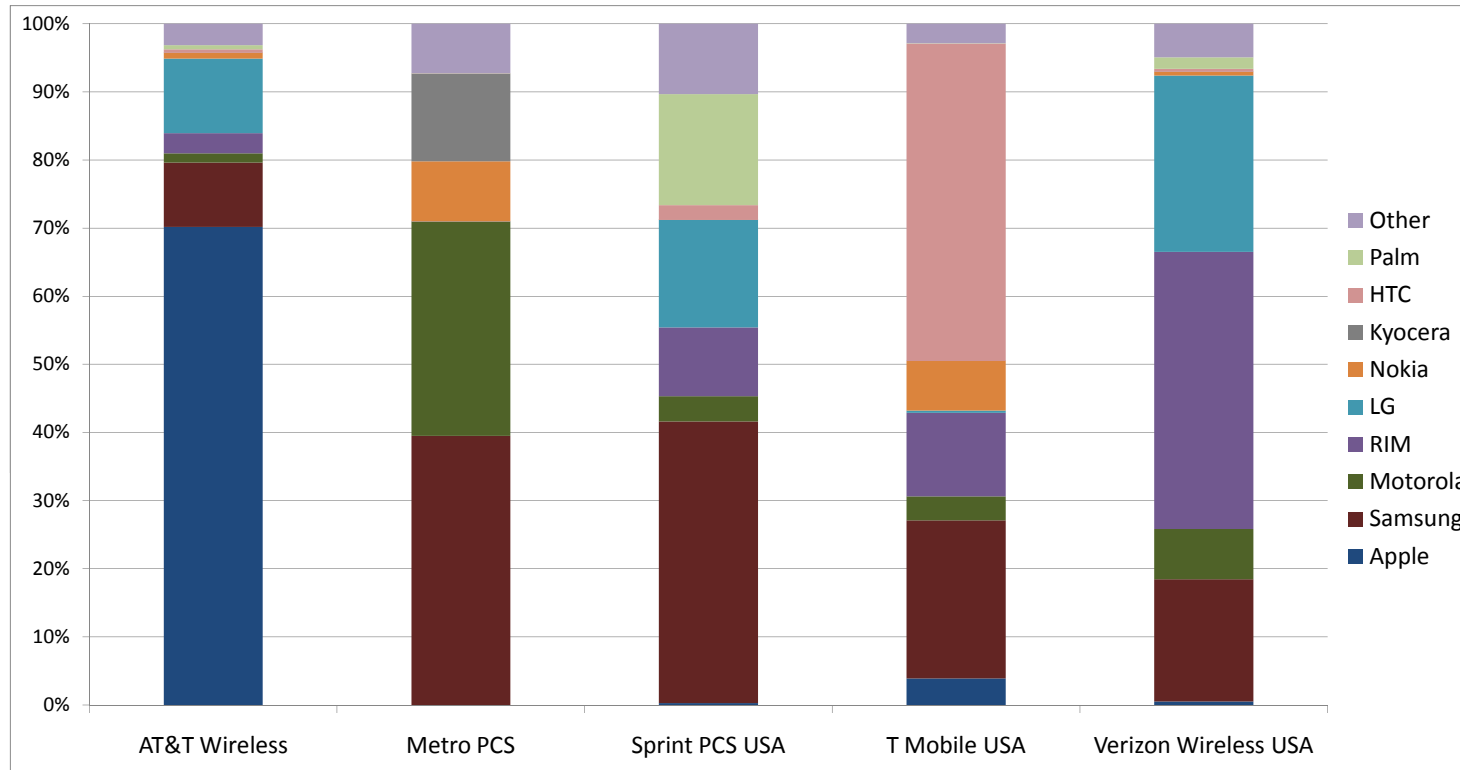
United States Handset Data

June 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 - June 2009

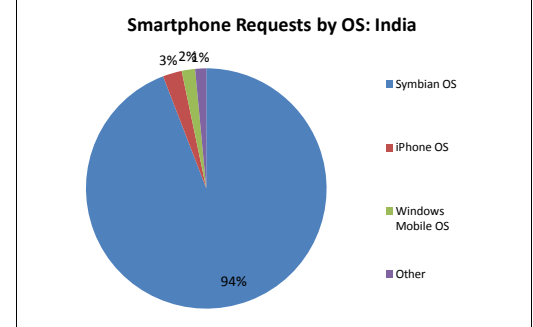
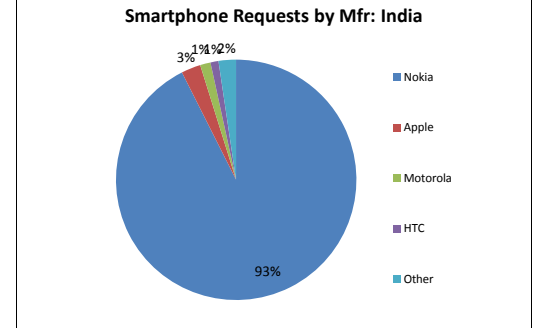
Requests: 502,334,535

Top Device Mfrs	% of Requests	Share Chg %
Nokia	62.8%	-1.0%
SonyEricsson	11.6%	0.9%
Samsung	3.6%	-0.1%
Motorola	1.9%	-0.2%
Other ⁽¹⁾	20.2%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Nokia 3110c	8.3%	0.5%
Nokia N70	5.4%	-0.3%
Nokia N80	3.6%	-0.1%
Nokia 6233	3.3%	-0.2%
Nokia 6300	2.9%	-0.1%
Nokia N73	2.7%	-0.1%
Nokia 7210	2.6%	0.4%
Nokia 2626	2.2%	-0.2%
Nokia 6600	2.1%	-0.1%
Nokia N72	2.0%	-0.1%
SonyEricsson W200i	1.6%	0.1%
SonyEricsson W700i	1.4%	0.8%
Nokia 5300	1.3%	-0.1%
Nokia 5200	1.3%	-0.1%
Nokia 6030	1.3%	-0.3%
Nokia 2600c	1.2%	0.0%
Nokia N5130c	1.2%	0.8%
Nokia 3500 Classic	1.2%	0.0%
Nokia 6630	1.1%	-0.1%
Nokia 7610	1.1%	-0.1%
Total	47.9%	

Smartphone Traffic - India

Smartphone Traffic Share 28.9%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	79.1%
Supports Streaming Video	68.4%
Able to Download Video Clips	81.5%
Supports WAP Push Messages	83.5%

MMA Standard Screen Size	Share %
Small	29.4%
Medium	26.5%
Large	25.2%
X-Large	18.9%

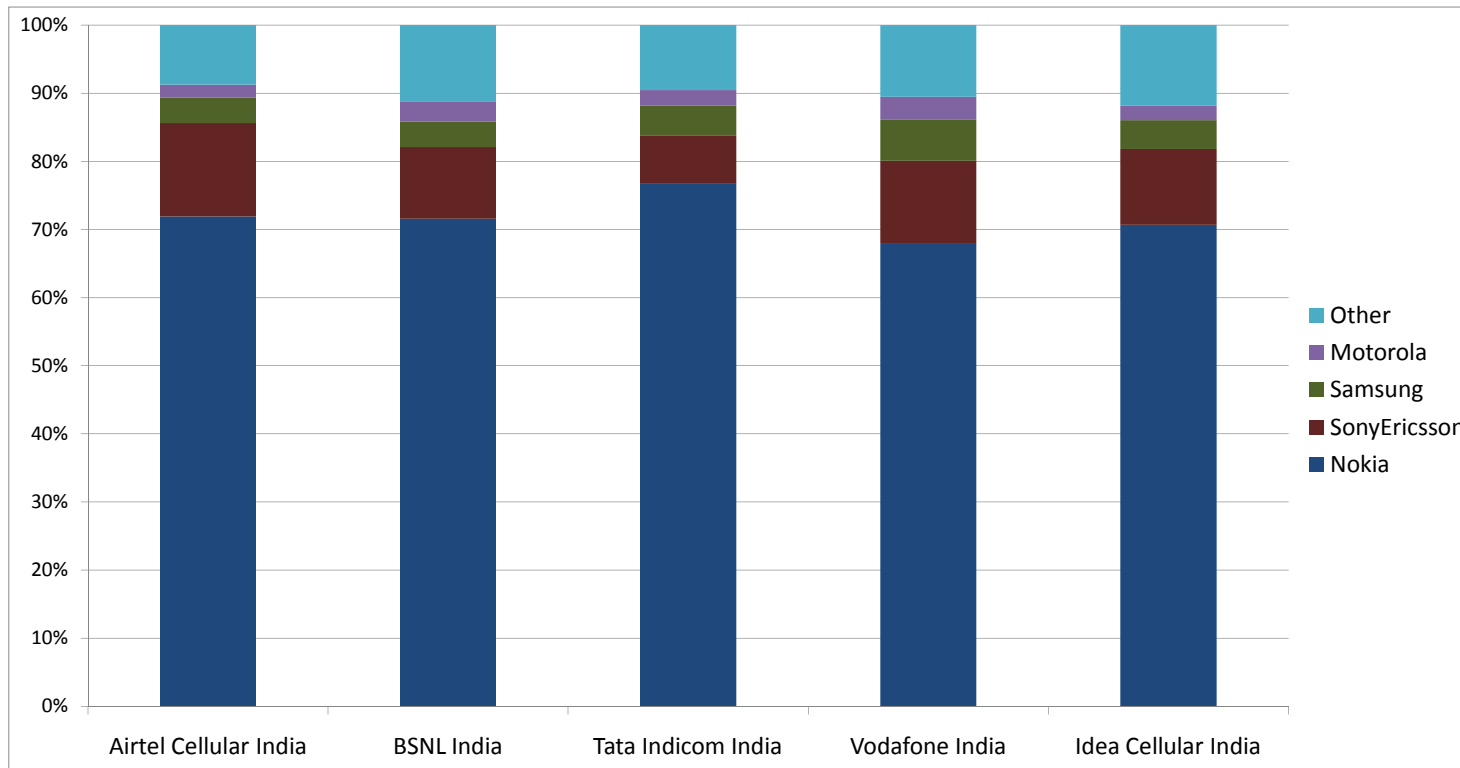
Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: SonyEricsson W700i and Nokia N5130c.
- (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 - June 2009

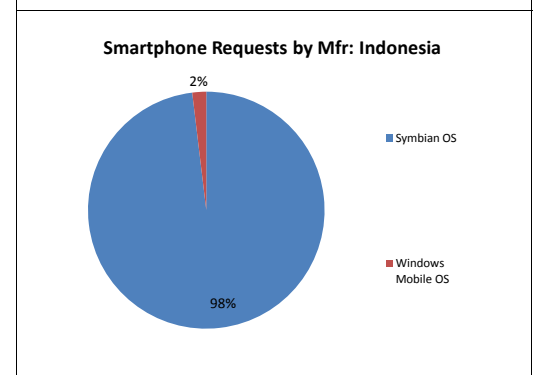
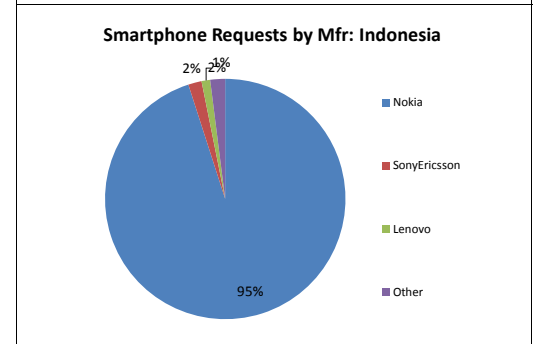
Requests: 665,466,840

Top Device Mfrs	% of Requests	Share Chg %
Nokia	63.4%	-0.8%
SonyEricsson	25.6%	-0.1%
Samsung	1.2%	0.0%
Other ⁽¹⁾	9.9%	
Total	100.0%	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	4.7%	-0.2%
Nokia	6300	3.5%	0.0%
Nokia	3110c	3.2%	0.1%
Nokia	6600	3.2%	0.0%
Nokia	5300	2.9%	-0.1%
Nokia	7610	2.7%	-0.1%
SonyEricsson	W200i	2.6%	0.1%
Nokia	2630	2.1%	0.0%
Nokia	5200	2.0%	0.0%
Nokia	N73	2.0%	-0.2%
Nokia	2600c	1.9%	0.1%
Nokia	3230	1.9%	-0.1%
Nokia	6120c	1.6%	-0.1%
Nokia	6030	1.5%	-0.1%
SonyEricsson	K310i	1.5%	0.1%
Nokia	5310	1.5%	-0.4%
SonyEricsson	K510	1.3%	0.0%
Nokia	2626	1.3%	-0.1%
SonyEricsson	K530i	1.3%	0.0%
Nokia	6070	1.3%	0.0%
Total		44.0%	

Smartphone Traffic - Indonesia

Smartphone Traffic Share 28.1%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	91.9%
Supports Streaming Video	77.3%
Able to Download Video Clips	83.1%
Supports WAP Push Messages	92.5%

MMA Standard Screen Size	Share %
Small	33.8%
Medium	31.5%
Large	28.4%
X-Large	6.4%

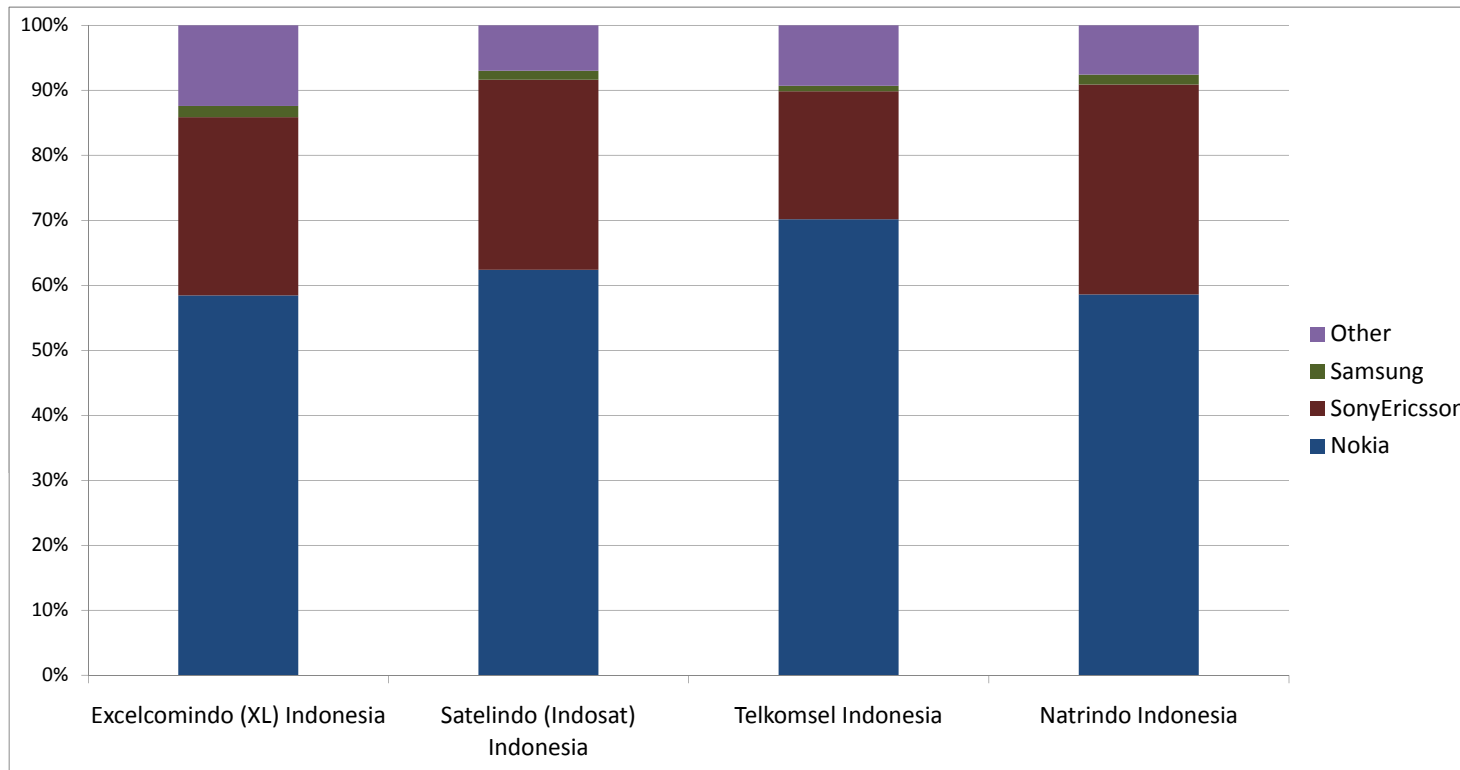
Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Nokia 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 - June 2009

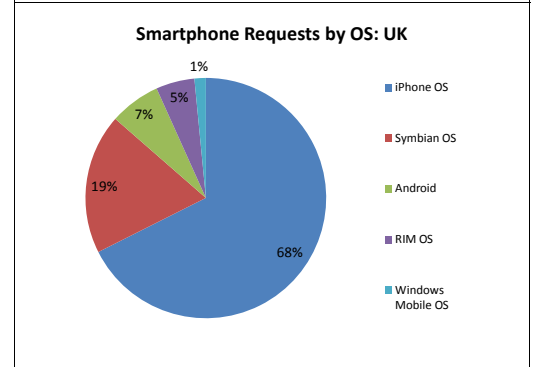
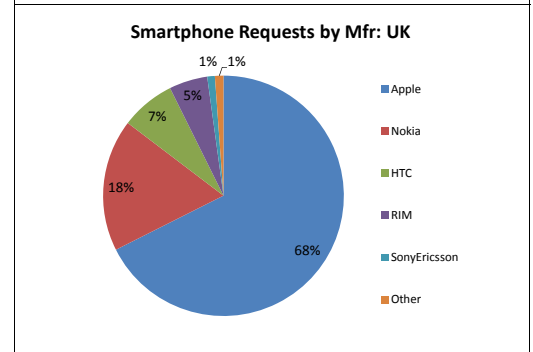
Requests: 254,640,206

Top Device Mfrs	% of Requests	Share Chg %
Apple	47.3%	-1.4%
SonyEricsson	14.2%	-0.2%
Nokia	11.3%	-0.1%
Samsung	7.1%	-0.1%
HTC	2.8%	1.3%
LG	2.7%	0.1%
Sony	2.5%	0.6%
RIM	2.0%	0.1%
Other ⁽¹⁾	10.0%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Apple iPhone	26.1%	-2.3%
Apple iPod Touch	21.2%	0.9%
HTC Dream	2.6%	1.3%
Sony PSP	2.4%	0.7%
Nokia N95	2.4%	-0.3%
SonyEricsson K800i	2.0%	-0.1%
SonyEricsson W910i	1.3%	-0.1%
Samsung J700	1.1%	0.1%
SonyEricsson W580i	1.0%	-0.1%
SonyEricsson W810i	1.0%	0.1%
Samsung G600	1.0%	-0.1%
Nokia 6300	0.8%	0.0%
SonyEricsson C902	0.8%	0.0%
Nokia 5800 XpressMus	0.7%	0.2%
SonyEricsson C905	0.7%	0.0%
SonyEricsson W350i	0.7%	0.1%
LG KU990	0.7%	-0.1%
Nokia N96	0.6%	0.0%
SonyEricsson W880i	0.6%	0.0%
Nokia 6500 Slide	0.6%	0.0%
Total	68.2%	

Smartphone Traffic - UK

Smartphone Traffic Share 38.5%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	78.2%
Supports Streaming Video	81.4%
Able to Download Video Clips	90.9%
Supports WAP Push Messages	38.9%

MMA Standard Screen Size	Share %
Small	5.1%
Medium	5.4%
Large	26.3%
X-Large	63.3%

Notes

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

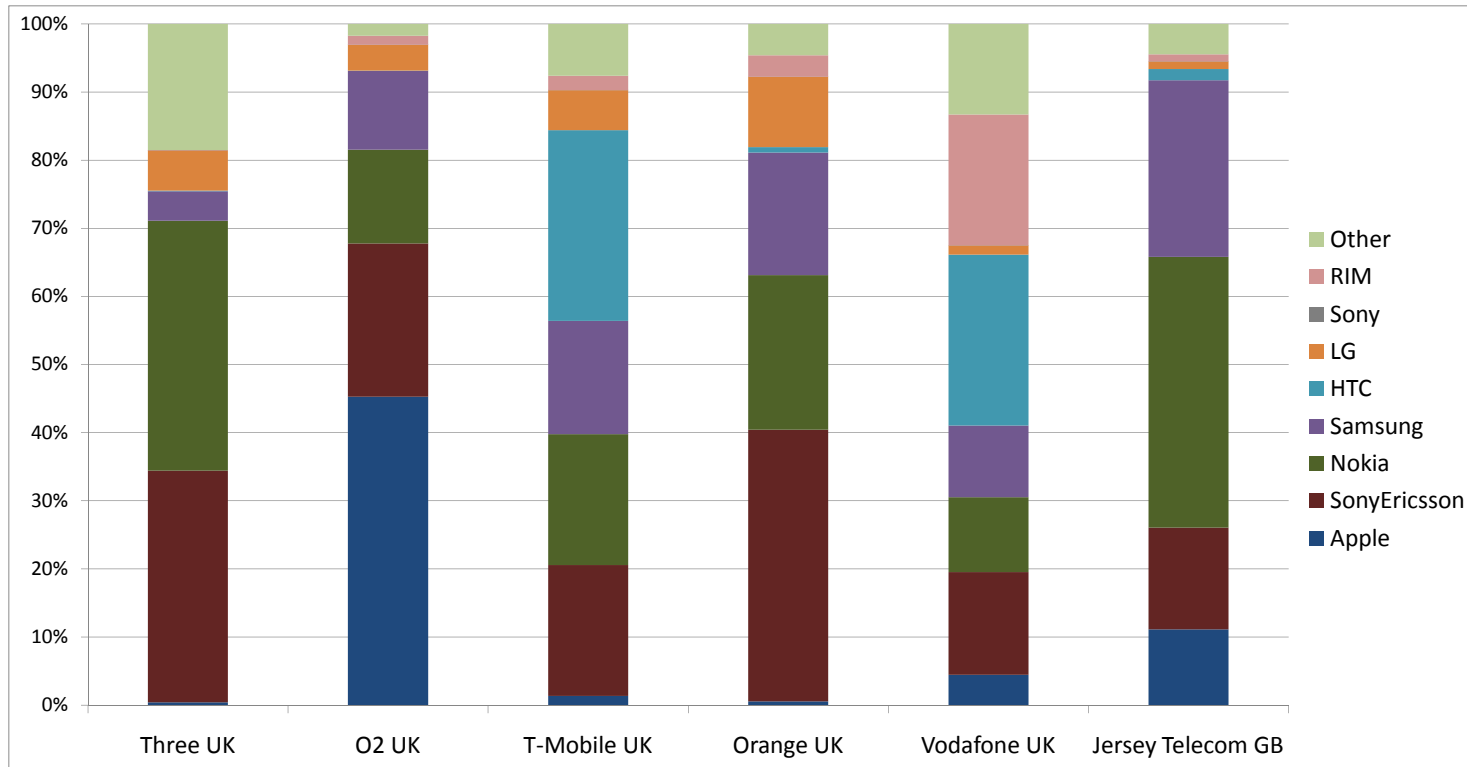
United Kingdom Handset Data

June 2009

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - United Kingdom



Notes

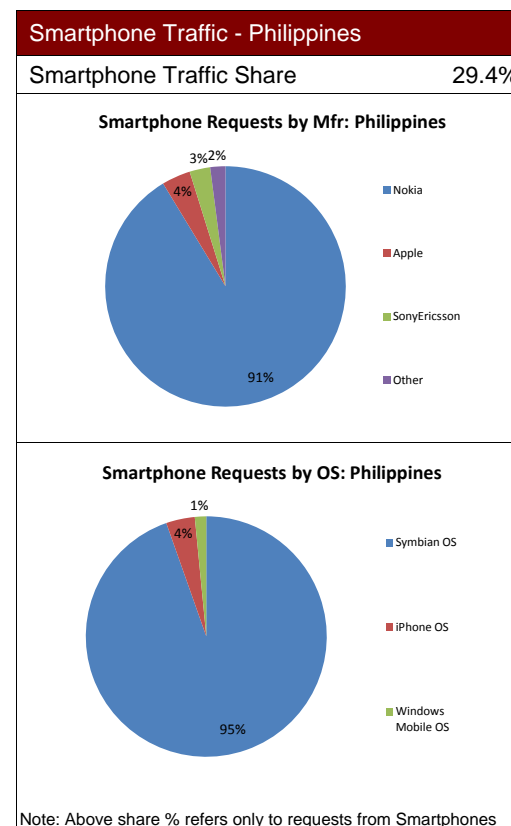
- Other includes all manufacturers with less than 1% share.

Philippines Handset Data - June 2009

Requests: 385,480,998

Top Device Mfrs	% of Requests	Share Chg %
Nokia	69.0%	-2.1%
SonyEricsson	7.8%	-0.6%
Apple	2.5%	-0.4%
Samsung	2.3%	-0.2%
Sony	1.5%	-0.5%
Other ⁽¹⁾	16.9%	
Total	100.0%	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	6.1%	0.9%
Nokia	3110c	4.0%	-0.2%
Nokia	6300	3.1%	-0.1%
Nokia	2600c	3.0%	-0.5%
Nokia	6630	2.8%	0.9%
Nokia	2630	2.8%	-0.6%
Nokia	6070	2.7%	-0.6%
Nokia	6600	2.6%	0.5%
Nokia	6120c	1.9%	0.3%
Nokia	6020	1.9%	-0.5%
Nokia	6680	1.9%	0.5%
Nokia	1680c	1.7%	-0.2%
Nokia	3220	1.6%	-0.3%
Nokia	5300	1.6%	-0.1%
Nokia	N73	1.5%	0.2%
Sony	PSP	1.5%	-0.5%
Nokia	7210	1.4%	-0.1%
Apple	iPod Touch	1.4%	-0.2%
Nokia	5200	1.2%	-0.2%
Nokia	N80	1.2%	0.2%
Total		45.8%	



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	88.0%
Supports Streaming Video	66.8%
Able to Download Video Clips	81.7%
Supports WAP Push Messages	83.7%

MMA Standard Screen Size	Share %
Small	35.3%
Medium	25.4%
Large	22.8%
X-Large	16.5%

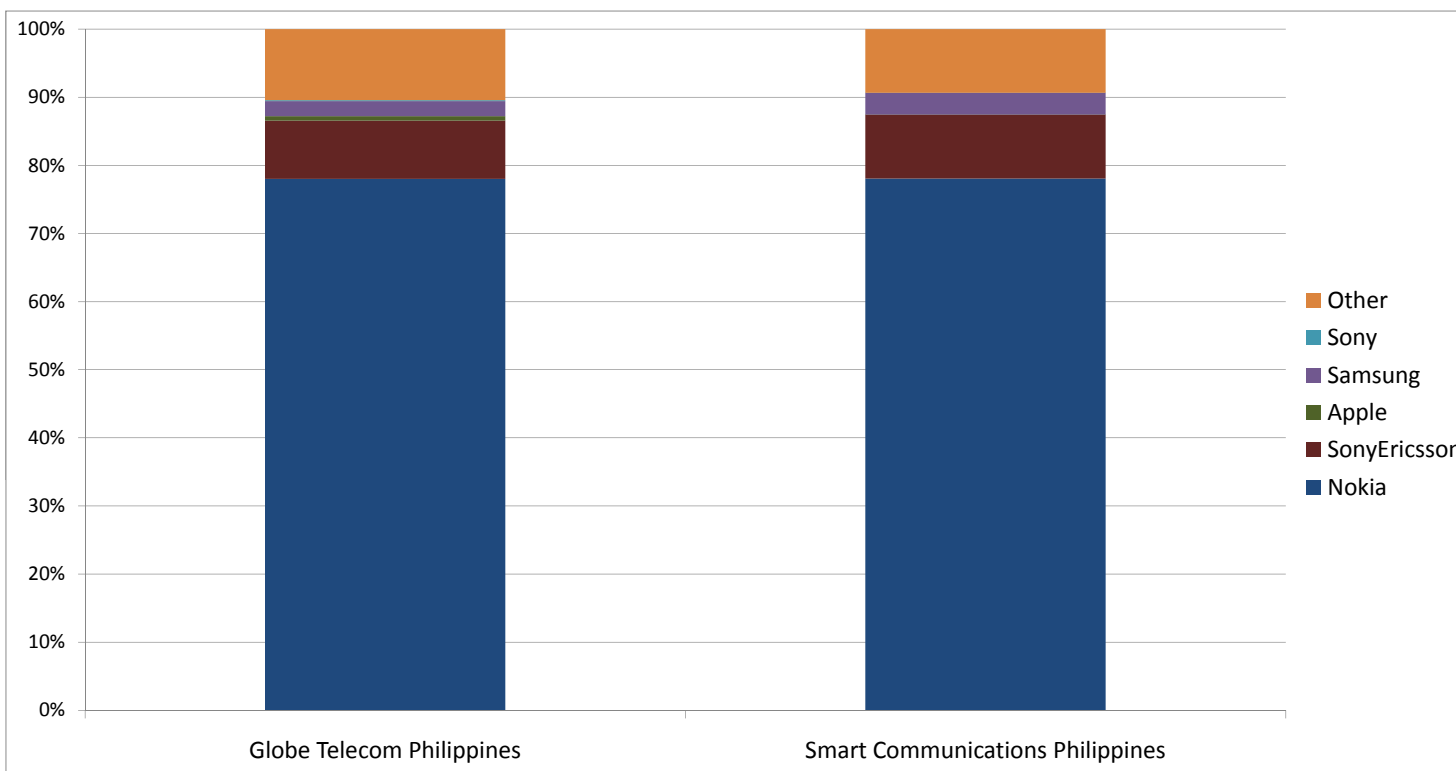
Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Nokia N80 and Nokia 6680.
- (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 - June 2009

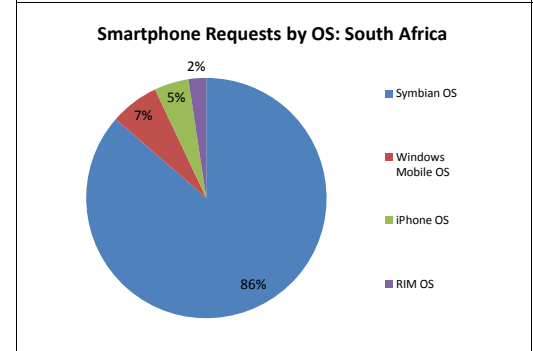
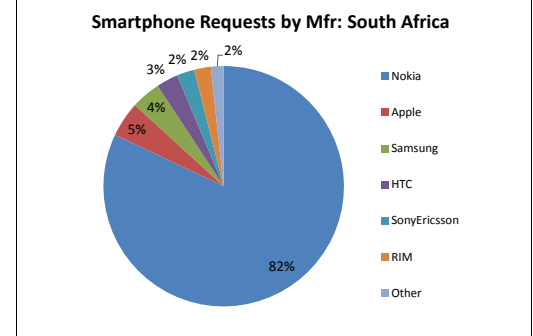
Requests: 136,229,472

Top Device Mfrs	% of Requests	Share Chg %
Nokia	37.3%	0.9%
Samsung	32.5%	1.1%
SonyEricsson	9.5%	0.5%
Motorola	7.7%	-0.3%
LG	5.9%	0.4%
Apple	1.1%	0.0%
Other ⁽¹⁾	6.1%	
Total	100.0%	

Top Handset Models		% of Requests	Share Chg %
Samsung	E250	9.1%	0.2%
Motorola	V360	5.0%	-0.1%
Nokia	N70	3.8%	0.3%
Samsung	J750	2.8%	-0.1%
LG	KS360	2.7%	0.4%
Samsung	M620	2.5%	0.3%
Samsung	J700	2.5%	0.2%
Samsung	D900i	2.0%	0.1%
LG	KG290	1.8%	0.0%
Samsung	E370	1.5%	0.1%
Nokia	N73	1.5%	0.0%
Nokia	6234	1.5%	0.0%
Nokia	6300	1.5%	0.0%
Nokia	2760	1.3%	0.0%
Nokia	N81	1.3%	0.0%
Nokia	5000d	1.1%	0.1%
Nokia	2630	1.1%	0.0%
Nokia	6110	1.1%	0.0%
Nokia	6500 Slide	1.0%	0.1%
Samsung	L760	1.0%	0.1%
Total		46.1%	

Smartphone Traffic - South Africa

Smartphone Traffic Share 20.2%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	81.3%
Supports Streaming Video	69.9%
Able to Download Video Clips	77.2%
Supports WAP Push Messages	94.0%

MMA Standard Screen Size	Share %
Small	37.3%
Medium	21.4%
Large	35.0%
X-Large	6.3%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Samsung L760.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

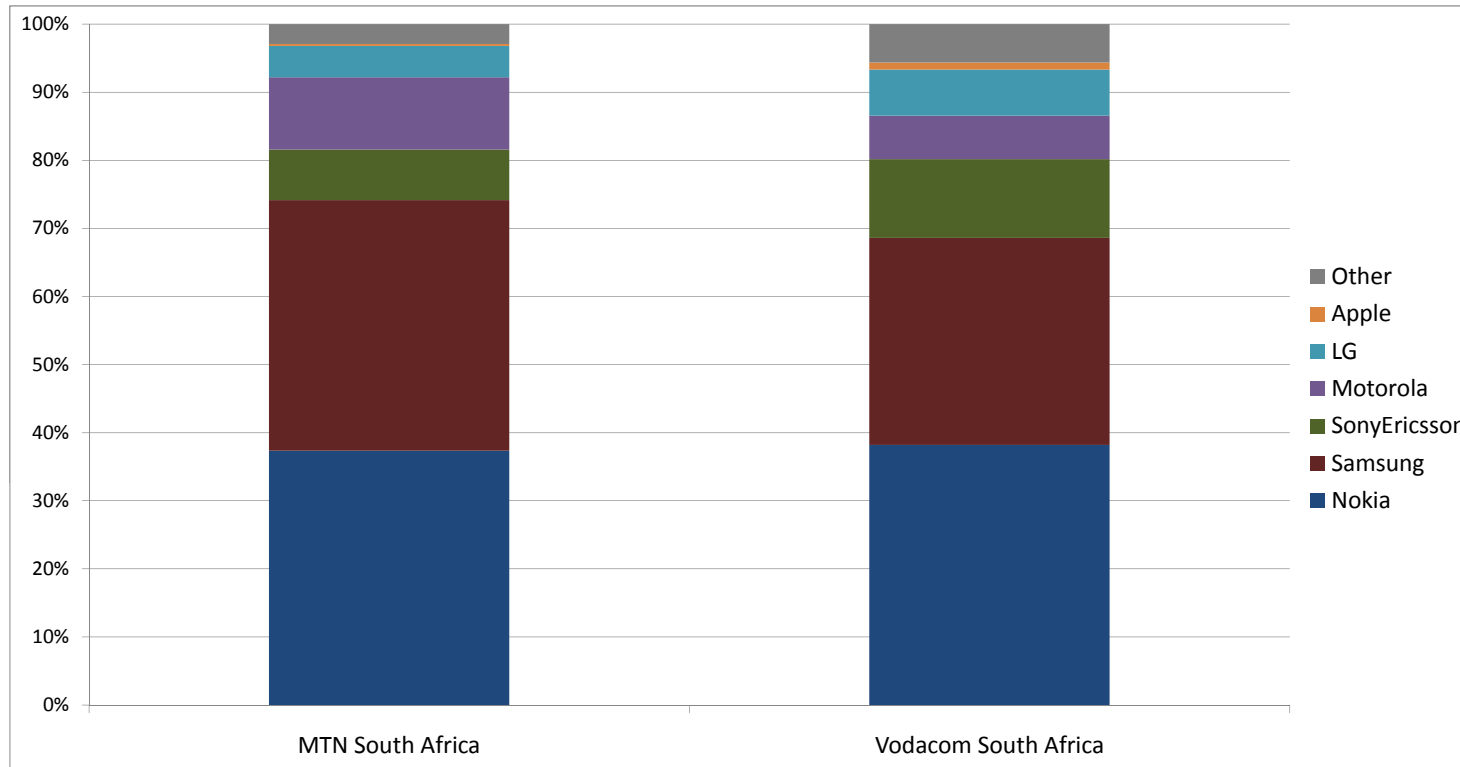
South Africa Handset Data

June 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

June 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 90 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.