



## AdMob Mobile Metrics Report

AdMob serves ads for more than 15,000 mobile Web sites and 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.

September 2009

Find archived reports and sign up for future report notifications at [metrics.admob.com](http://metrics.admob.com).



# AdMob Mobile Metrics Report

September 2009

## New and Noteworthy

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\* This month we celebrate the two year anniversary of our Mobile Metrics Report. This month's feature section looks at the growth of AdMob network from September 2007 to September 2009 and compares the Top 20 Handsets in the US and UK over the same time period.

\* The number of monthly ad requests in the AdMob network increased 6.3x over the past 2 years from 1.6 billion in September 2007 to 10.2 billion in September 2009. This growth was widely distributed with 64 countries sending more than 10 million requests in September 2009, compared to only 16 countries in September 2007.

\* In September 2009, the list of the top 10 devices in the US included five with touchscreens, six with Wi-Fi capabilities, and six with application stores. These devices are responsible for a much higher percentage of mobile usage than their share of handsets sold.

\* In September 2009 42% of requests in the US were made from Wi-Fi capable devices. 18% of actual US requests were made over a Wi-Fi connection in September 2009 compared to only 5% in September 2008.

\* Devices running on Android accounted for 17% of smartphone traffic in the US in September 2009, up from 13% in August 2009. The HTC Dream (G1) was the number three device and the HTC Magic was the number 10 device in September 2009 in the US. As with the iPhone OS, much of the Android traffic in AdMob's network came from applications.

\* Worldwide requests declined 3% month over month to 10.2 billion in September.

\* Visit our metrics blog at [metrics.admob.com](http://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 15,000 mobile web sites and applications. AdMob market share is calculated by the percentage of requests received from a particular handset; it is a measure of relative mobile Web and application usage and does not represent handset sales.

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# AdMob Mobile Metrics Report

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## Feature Section: Regional Growth in the AdMob Network

A lot has changed in the AdMob network since our first Mobile Metrics report in September 2007. Worldwide growth has come organically from our legacy publishers as well as from the addition of thousands of new mobile Web sites and applications.

### Highlights

- \* The number of monthly ad requests in the AdMob network increased 6.3x over the past 2 years from 1.6 billion in September 2007 to 10.2 billion in September 2009.
- \* In September 2009 AdMob received more than 100 million ad requests from 14 countries, and more than 10 million ad requests from 64 countries.
- \* Nearly every region of the world experienced strong growth in the past two years, with North America, Asia, Western Europe, Oceania and Latin America seeing a six-fold increase in traffic since September 2007.
- \* More than 15,000 mobile web sites and applications requested ads in September 2009, up from 4,308 publishers who had requested ads in September 2008.

### Worldwide AdMob Traffic by Region

Rank	Country	Requests			Request Increase '07 - '09
		Sept 07	Sept 08	Sept 09	
1	North America	767,244,982	2,035,689,882	5,061,729,655	6.6x
2	Asia	391,405,002	2,081,462,275	2,587,237,763	6.6x
3	Western Europe	156,033,333	313,641,707	964,863,326	6.2x
4	Africa	157,554,590	315,233,158	544,449,825	3.5x
5	Latin America	64,467,325	85,830,977	508,253,849	7.9x
6	Eastern Europe	76,758,881	111,366,468	197,592,033	2.6x
7	Oceania <sup>(1)</sup>	16,348,983	36,663,643	136,305,988	8.3x
8	Other <sup>(2)</sup>	--	91,813,014	234,158,955	--
Total		1,629,813,096	5,071,701,124	10,234,591,394	6.3x

(1) Oceania includes Australia and other south Pacific islands.

(2) Other includes unclassified requests where the country of origin could not be determined. Targeted ads were not shown to these requests. The other bucket was not broken out separately in the first Metrics report.

# AdMob Mobile Metrics Report

September 2009



## Feature Section: Yearly Change in the US Top Handsets

As part of our review of the first two years of the Mobile Metrics Report, we compare the top handsets in the US from September 2007 to September 2009.

\* In September 2007 and 2008, the Motorola RAZR was the top device in the US. In September 2008, the iPhone was the only touchscreen device in the Top 10.

\* In September 2009, the list of the top 10 devices includes five with touchscreens, six with Wi-Fi capabilities<sup>(1)</sup>, and six with application stores. These devices are responsible for a much higher percentage of mobile usage than their share of handsets sold.

\* However feature phones like the Samsung R450 and Motorola RAZR V3 still represent 60 percent of ad requests in the US. The strong mobile Web usage on these feature phones is likely driven by unlimited data plans.

### United States, September 2007

Rank	Manufacturer	Model
1	Motorola	RAZR V3
2	Motorola	KRZR K1c
3	RIM	BlackBerry 8700
4	RIM	BlackBerry 8100
5	Samsung	I607 BlackJack
6	Samsung	A900
7	RIM	BlackBerry 8800
8	Sanyo	SCP6600
9	Danger	Sidekick II
10	LG	LX550
11	Nokia	2865i
12	Samsung	A707
13	Sanyo	8300
14	LG	VX8300
15	Samsung	M610
16	Sanyo	8400
17	LG	CU500
18	Nokia	6265i
19	Samsung	T609
20	Nokia	6133

### United States, September 2008

Rank	Manufacturer	Model
1	Motorola	RAZR V3
2	Motorola	KRZR K1c
3	Motorola	W385
4	Motorola	Z6m
5	RIM	BlackBerry 8100
6	Palm	Centro
7	Apple	iPhone
8	RIM	BlackBerry 8300
9	Kyocera	K24
10	LG	LX260
11	Samsung	M800 (Instinct)
12	Samsung	R410
13	Sony	PlayStation Portable
14	Samsung	R430
15	Danger	Sidekick II
16	Huawei	M318
17	Samsung	I617 (BlackJack II)
18	Samsung	R450
19	SonyEricsson	W580i
20	Motorola	V323i

### United States, September 2009

Rank	Manufacturer	Model
1	Apple	iPhone
2	Apple	iPod Touch
3	HTC	Dream
4	Samsung	R450
5	Palm	Pre
6	Motorola	RAZR V3
7	RIM	BlackBerry 8300 <sup>(1)</sup>
8	Kyocera	S1300
9	Samsung	R430
10	HTC	Magic
11	Motorola	Z6m
12	Samsung	M800
13	Motorola	KRZR K1c
14	LG	CU920
15	RIM	BlackBerry 8100
16	Samsung	R810
17	Motorola	VE 240
18	Motorola	QA30
19	Samsung	SCH R420
20	Danger	Sidekick 4

The handset data above is a measure of relative mobile Web and application usage in our network and does not represent handset sales. Please visit our blog for more information.

(1) Not all RIM BlackBerry 8300 series devices are WiFi capable: [http://en.wikipedia.org/wiki/List\\_of\\_BlackBerry\\_products](http://en.wikipedia.org/wiki/List_of_BlackBerry_products).

# AdMob Mobile Metrics Report

September 2009



## Feature Section: Yearly Change in the UK Top Handsets

As part of our review of the first two years of the Mobile Metrics Report, we compare the top handsets in the UK from September 2007 to September 2009.

\* In September 2007, the Sony Ericsson K800i was the top device in the UK. In September 2008 it dropped to number two, after the Nokia N95, and in September 2009 it dropped to number seven on the list, after the iPhone, HTC Dream and Nokia N95.

\* RIM and HTC each have three models in the Top 20 in September 2009, compared with no handsets in the Top 20 in 2008 or 2007.

\* Sony Ericsson has 4 handsets in the Top 20 in September 2009, down from 10 in September 2008.

### United Kingdom, September 2007

Rank	Manufacturer	Model
1	Sony Ericsson	K800i
2	ZTE	F866
3	Sony Ericsson	K610i
4	Sony Ericsson	W850i
5	Sony Ericsson	W810i
6	Nokia	N73
7	Nokia	6280
8	NEC	e616
9	Nokia	6630
10	Nokia	6680
11	Nokia	6230i
12	Nokia	N70
13	Sony Ericsson	K750i
14	Motorola	C975
15	Nokia	6288
16	Sony Ericsson	K608i
17	Samsung	E900
18	Nokia	6230
19	LG	U880
20	Nokia	6300

### United Kingdom, September 2008

Rank	Manufacturer	Model
1	Nokia	N95
2	Sony Ericsson	K800i
3	Sony Ericsson	W810i
4	Sony Ericsson	W580i
5	Samsung	G600
6	Apple	iPhone
7	Amoi	Skypephone
8	Sony Ericsson	W910i
9	Sony Ericsson	W880i
10	Samsung	E250
11	Nokia	6300
12	Nokia	6500s
13	Sony Ericsson	K850i
14	Sony Ericsson	W850i
15	Sony Ericsson	W200i
16	Nokia	N73
17	Samsung	J700
18	LG	KU990
19	Sony Ericsson	K610i
20	Sony Ericsson	C902

### United Kingdom, September 2009

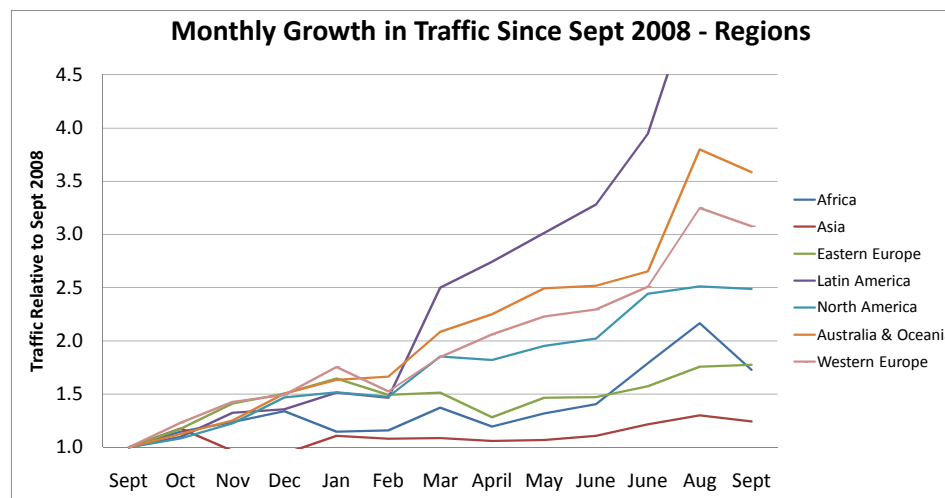
Rank	Manufacturer	Model
1	Apple	iPhone
2	Apple	iPod Touch
3	HTC	Dream
4	Nokia	N95
5	HTC	Magic
6	HTC	Hero
7	Sony Ericsson	K800i
8	Nokia	5800 XpressMusic
9	Sony	PSP
10	RIM	BlackBerry 9000
11	Sony Ericsson	W910i
12	Samsung	J700
13	Samsung	G600
14	LG	KP500
15	RIM	BlackBerry 8900
16	Nokia	6300
17	Sony Ericsson	W580i
18	Sony Ericsson	W810i
19	Nokia	E71
20	RIM	BlackBerry 8300

The handset data above is a measure of relative mobile Web and application usage in our network and does not represent handset sales. Please visit our blog for more information on our methodology.

## Ad Requests by Geography - September 2009

Requests: 10,234,591,394

Country	Requests	% of Requests	% Share Change
United States	4,837,350,568	47.3%	0.8%
India	668,295,912	6.5%	0.3%
Indonesia	485,450,779	4.7%	-0.8%
United Kingdom	343,586,095	3.4%	-0.7%
Philippines	320,899,154	3.1%	-0.7%
Mexico	250,394,087	2.4%	0.2%
Canada	224,065,266	2.2%	0.3%
Saudi Arabia	175,186,648	1.7%	0.2%
France	139,919,371	1.4%	0.0%
South Africa	134,782,109	1.3%	0.0%
Other Countries <sup>(1) (2)</sup>	2,654,661,405	25.9%	
<b>Total</b>	<b>10,234,591,394</b>	<b>100.0%</b>	



Region	Requests	% of Requests	% Share Change
North America	5,061,729,655	49.5%	1.1%
Asia	2,587,237,763	25.3%	-0.3%
Western Europe	964,863,326	9.4%	-0.2%
Africa	544,449,825	5.3%	-1.1%
Latin America	508,253,849	5.0%	0.6%
Eastern Europe	197,592,033	1.9%	0.1%
Oceania	136,305,988	1.3%	0.0%
Other <sup>(2)</sup>	234,158,955	2.3%	
<b>Total</b>	<b>10,234,591,394</b>	<b>100.0%</b>	

### Notes

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

(1) Other includes 64 countries having more than 10 million requests.

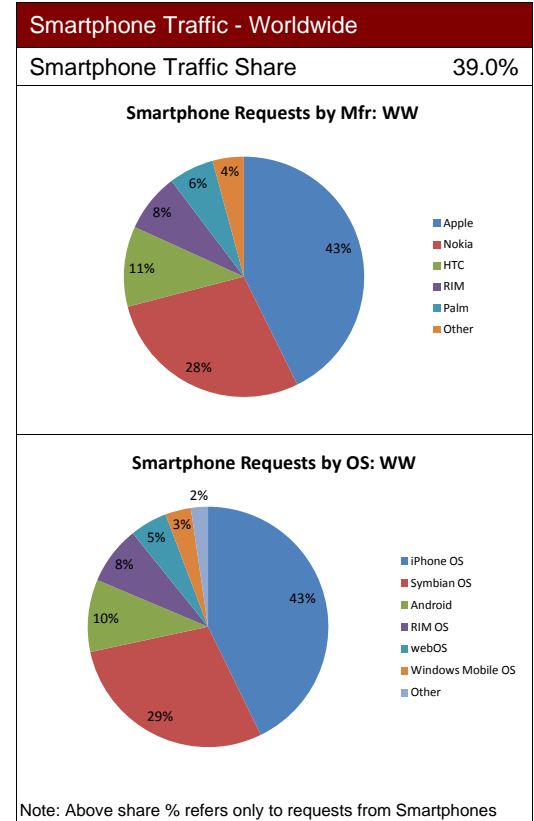
(2) Other includes unclassified requests where the country of origin could not be determined. Targeted ads were not shown to these requests.

# Worldwide Handset Data - September 2009

Requests: 10,234,591,394

Top Device Mfrs	% of Requests	Share Chg %
Apple	25.3%	-1.4%
Nokia	22.2%	-1.7%
Samsung	12.7%	0.3%
Motorola	5.9%	-0.1%
SonyEricsson	5.5%	-0.3%
HTC	4.3%	1.2%
LG	3.3%	0.0%
RIM	3.1%	0.3%
Palm	2.4%	0.5%
Kyocera	1.8%	0.0%
Sony	1.7%	0.3%
Other <sup>(1)</sup>	11.9%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models	% of Requests	Share Chg %
Apple iPhone	16.9%	0.3%
Apple iPod Touch	8.4%	-1.7%
HTC Dream	2.8%	0.7%
Samsung R450	2.5%	-0.3%
Palm Pre	2.0%	0.5%
Sony PSP	1.6%	0.3%
Nokia N70	1.6%	-0.1%
Motorola RAZR V3	1.5%	-0.1%
RIM BlackBerry 8300	1.4%	0.1%
Nokia 3110c	1.2%	-0.2%
Nokia N95	1.1%	0.1%
Kyocera S1300	1.1%	0.0%
Nokia 6300	1.0%	-0.1%
Samsung R430	0.9%	0.0%
HTC Magic	0.9%	0.5%
Nokia N80	0.8%	0.0%
Nokia N73	0.8%	0.0%
Nokia 6120c	0.7%	0.0%
Motorola Z6M	0.6%	-0.1%
RIM BlackBerry 8100	0.6%	0.0%
<b>Total</b>	<b>48.4%</b>	



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	65.4%
Supports Streaming Video	63.7%
Able to Download Video Clips	75.0%
Supports WAP Push Messages	58.6%

MMA Standard Screen Size	Share %
Small	17.3%
Medium	17.7%
Large	19.9%
X-Large	45.1%

## 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 Magic.
- (1) Includes unclassified impressions and other manufacturers with < 2% share.

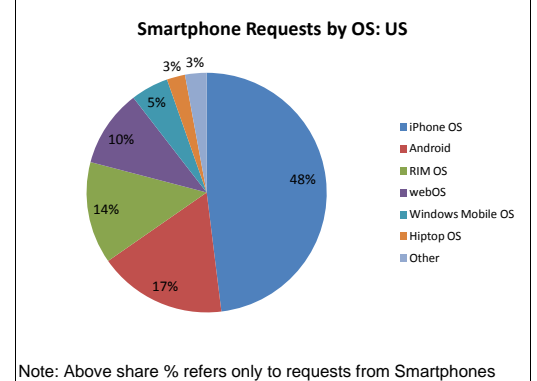
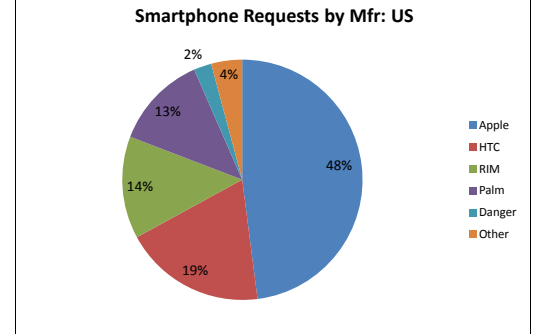
# United States Handset Data - September 2009

Requests: 4,837,350,568

Top Device Mfrs	% of Requests	Share Chg %
Apple	28.1%	-5.0%
Samsung	21.2%	0.2%
Motorola	10.6%	-0.2%
HTC	7.5%	1.9%
RIM	5.4%	0.4%
Palm	5.0%	0.9%
LG	4.7%	-0.1%
Kyocera	3.8%	-0.1%
Nokia	2.4%	-0.2%
Other <sup>(1)</sup>	11.4%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models	% of Requests	Share Chg %
Apple iPhone	18.9%	-0.8%
Apple iPod Touch	9.2%	-4.2%
HTC Dream	5.5%	1.6%
Samsung R450	5.3%	-0.7%
Palm Pre	4.1%	1.0%
Motorola RAZR V3	2.8%	-0.3%
RIM BlackBerry 8300	2.6%	0.2%
Kyocera S1300	2.4%	-0.1%
Samsung R430	1.8%	-0.1%
HTC Magic	1.3%	0.7%
Motorola Z6M	1.2%	-0.2%
Samsung M800	1.1%	0.0%
Motorola KRZR K1c	1.0%	-0.1%
LG CU920	1.0%	-0.1%
RIM BlackBerry 8100	1.0%	-0.1%
Samsung R810	1.0%	0.0%
Motorola VE 240	0.9%	0.1%
Motorola QA30	0.9%	0.2%
Samsung R420	0.9%	0.2%
Danger Sidekick 4	0.8%	0.5%
<b>Total</b>	<b>63.6%</b>	

Smartphone Traffic - US	
Smartphone Traffic Share	39.1%



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	45.1%
Supports Streaming Video	53.2%
Able to Download Video Clips	62.6%
Supports WAP Push Messages	53.7%

MMA Standard Screen Size	Share %
Small	17.4%
Medium	16.2%
Large	13.1%
X-Large	53.3%

## Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: HTC Magic, Motorola VE 240, Motorola QA30, and Samsung R420, and Danger Sidekick 4.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

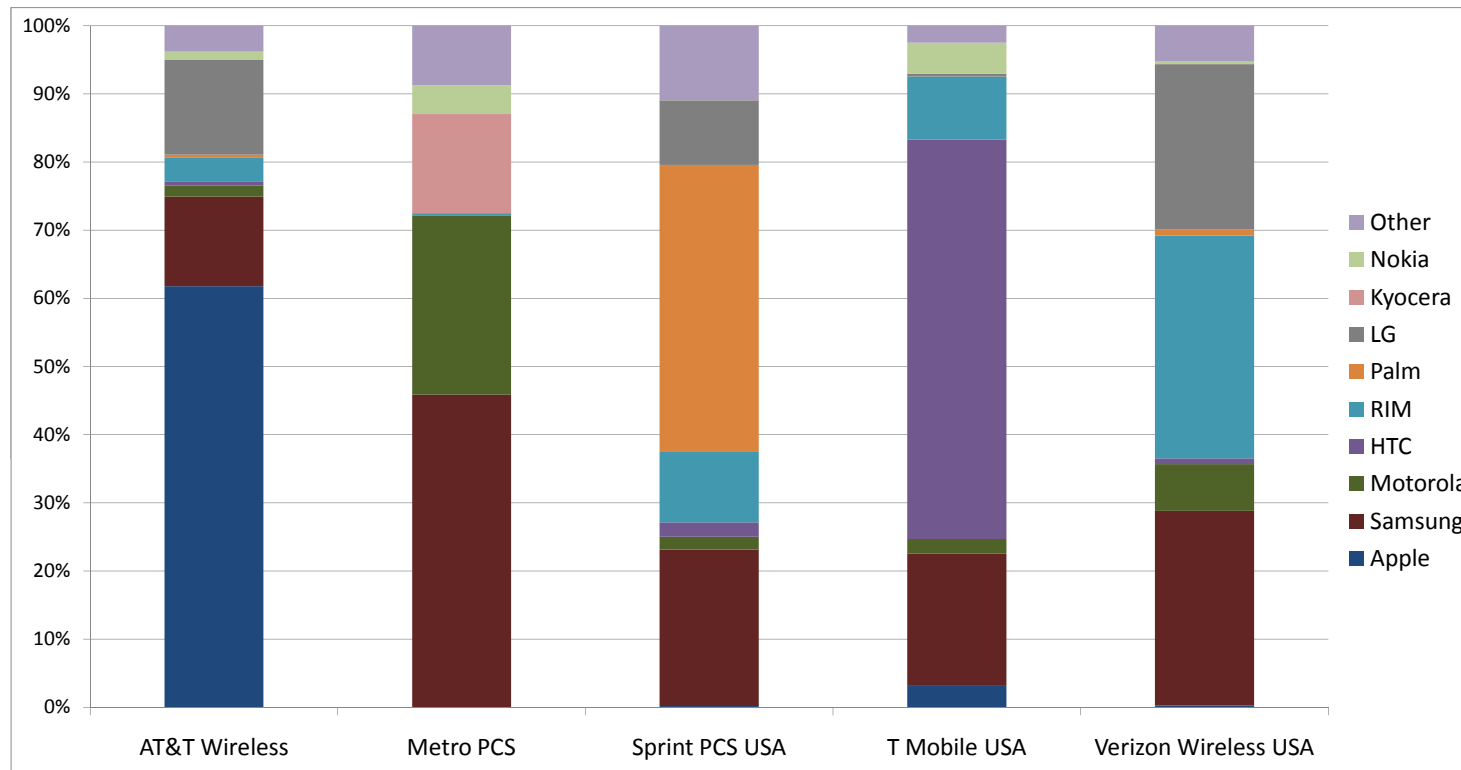
# United States Handset Data

September 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 2.0% share.

# India Handset Data - September 2009

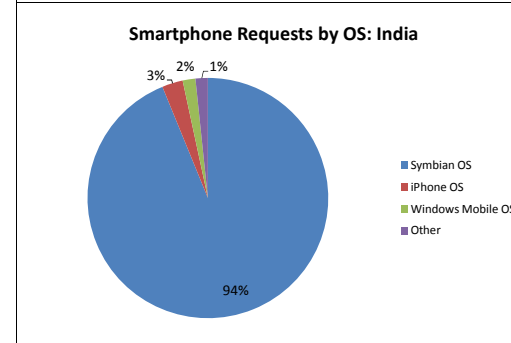
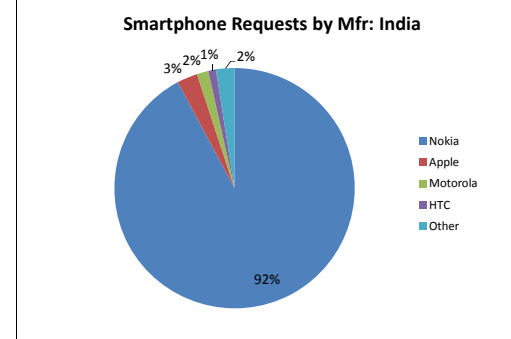
Requests: 668,295,912

Top Device Mfrs	% of Requests	Share Chg %
Nokia	60.9%	0.0%
SonyEricsson	10.2%	-0.4%
Samsung	4.9%	0.6%
Motorola	1.6%	-0.1%
Other <sup>(1)</sup>	22.5%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models	% of Requests	Share Chg %
Nokia 3110c	8.0%	-0.3%
Nokia N70	4.7%	-0.5%
Nokia 7210	3.0%	0.1%
Nokia N80	3.0%	-0.3%
Nokia N5130	3.0%	2.4%
Nokia 6300	3.0%	0.1%
Nokia 6233	2.8%	-0.1%
Nokia N73	2.6%	0.1%
Nokia 2626	2.5%	0.2%
Nokia N72	1.9%	0.0%
Nokia 6600	1.8%	-0.1%
SonyEricsson W200i	1.5%	-0.1%
Nokia 5300	1.2%	0.0%
Nokia 6030	1.2%	0.1%
Nokia 5200	1.2%	0.0%
Nokia 2600c	1.1%	0.0%
Nokia 3500 Classic	1.1%	0.0%
Nokia 7610	1.1%	0.0%
Nokia 5310	1.1%	0.0%
Nokia 6630	1.0%	0.0%
<b>Total</b>	<b>46.4%</b>	

## Smartphone Traffic - India

Smartphone Traffic Share 26.2%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	77.6%
Supports Streaming Video	66.7%
Able to Download Video Clips	84.5%
Supports WAP Push Messages	82.6%

MMA Standard Screen Size	Share %
Small	28.6%
Medium	24.9%
Large	27.8%
X-Large	18.7%

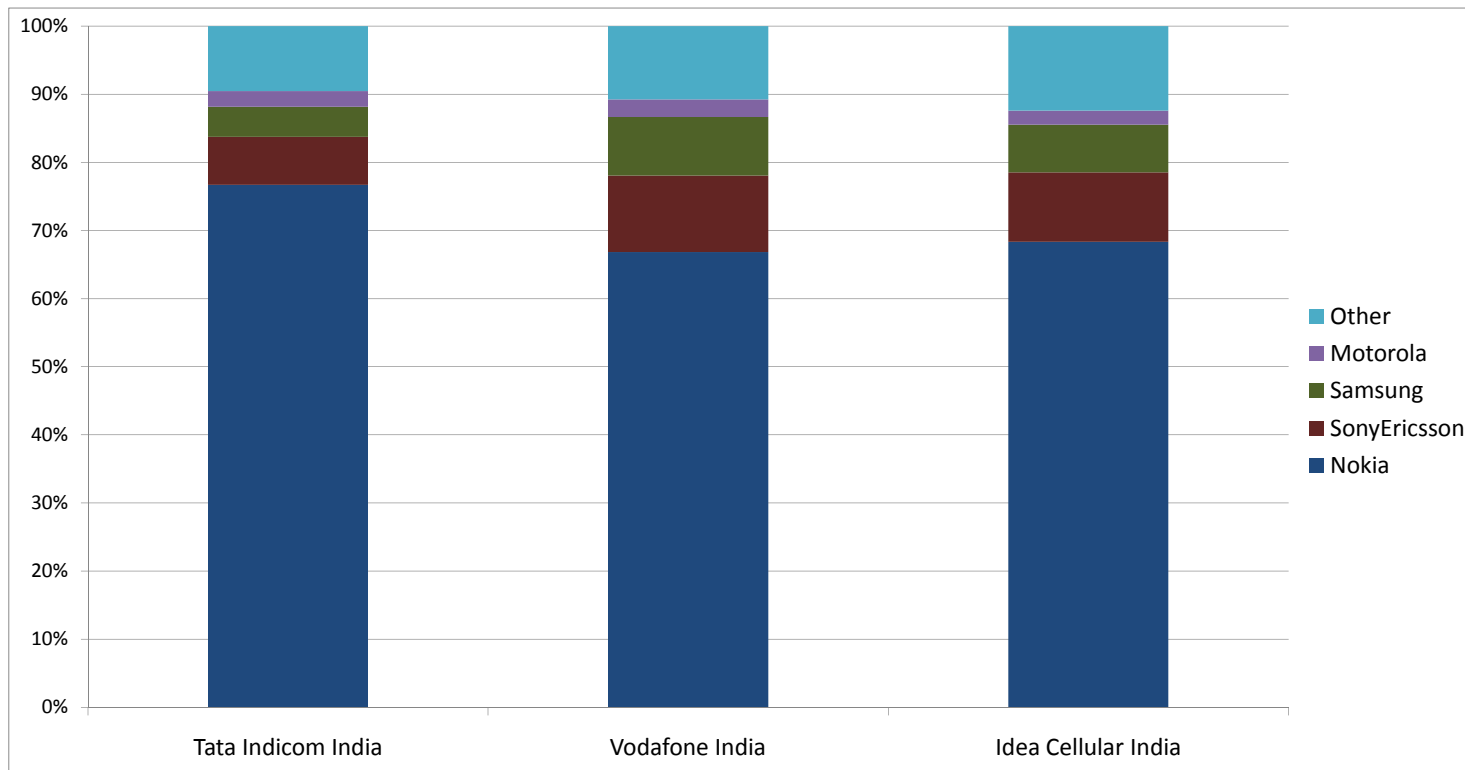
### Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: none.
- (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 - September 2009

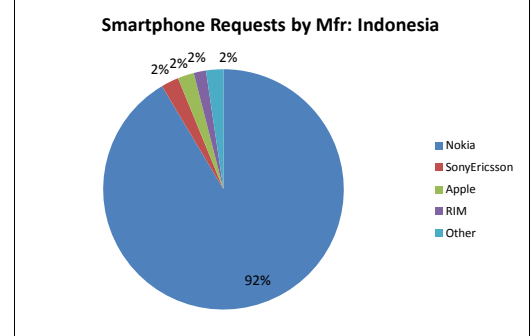
Requests: 485,450,779

Top Device Mfrs	% of Requests	Share Chg %
Nokia	57.5%	-2.6%
SonyEricsson	26.8%	0.4%
Samsung	1.5%	0.0%
Other <sup>(1)</sup>	14.3%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	4.3%	-0.1%
Nokia	6600	3.1%	-0.1%
Nokia	6300	3.0%	-0.2%
SonyEricsson	W200i	2.8%	0.1%
Nokia	3110c	2.7%	-0.2%
Nokia	7610	2.5%	-0.1%
Nokia	5300	2.0%	-0.3%
Nokia	2600c	2.0%	-0.1%
Nokia	N73	1.9%	0.0%
Nokia	2630	1.9%	-0.2%
Nokia	3230	1.7%	0.0%
Nokia	6120c	1.7%	0.0%
SonyEricsson	K310i	1.6%	0.0%
Nokia	5200	1.5%	-0.2%
Nokia	E63	1.5%	0.0%
SonyEricsson	K510	1.4%	0.0%
SonyEricsson	K530i	1.3%	0.0%
SonyEricsson	K320i	1.3%	0.0%
Nokia	6030	1.2%	-0.1%
SonyEricsson	K550i	1.2%	0.0%
<b>Total</b>		<b>40.5%</b>	

## Smartphone Traffic - Indonesia

Smartphone Traffic Share 28.6%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	90.6%
Supports Streaming Video	75.8%
Able to Download Video Clips	84.4%
Supports WAP Push Messages	89.7%

MMA Standard Screen Size	Share %
Small	31.5%
Medium	33.3%
Large	26.3%
X-Large	9.0%

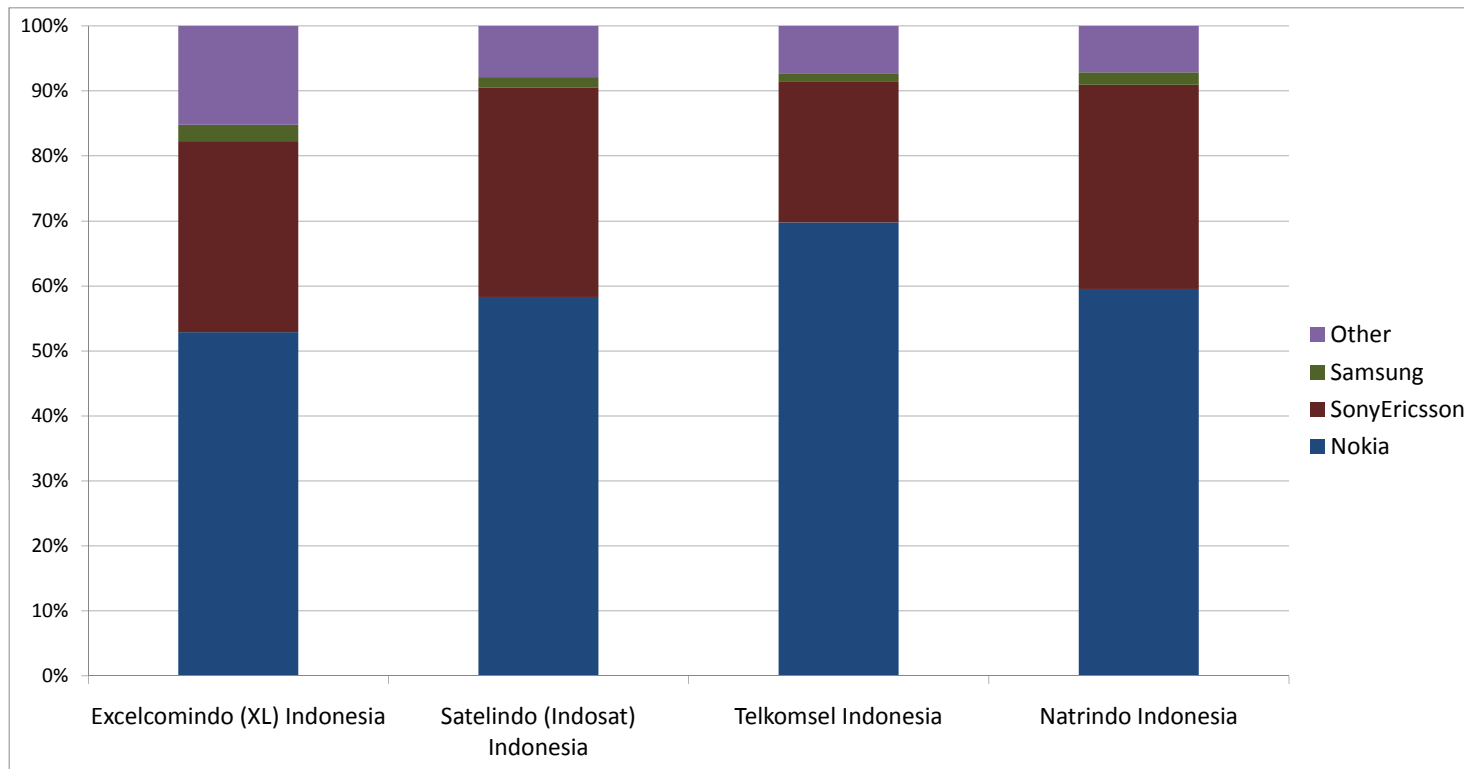
### Notes

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

## 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 - September 2009

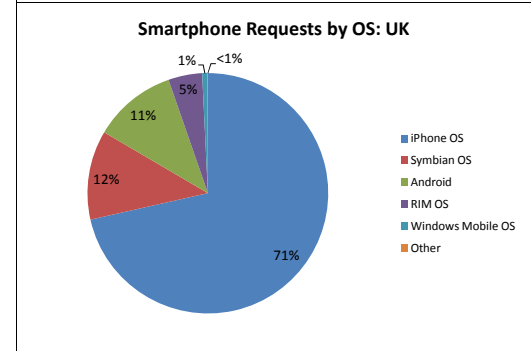
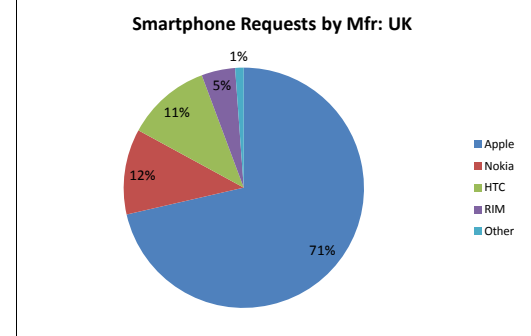
Requests: 343,586,095

Top Device Mfrs	% of Requests	Share Chg %
Apple	57.4%	5.4%
SonyEricsson	9.1%	0.6%
Nokia	9.0%	0.4%
HTC	6.1%	2.3%
Samsung	5.5%	0.6%
RIM	2.4%	0.4%
LG	2.3%	0.3%
Sony	1.2%	0.0%
Other <sup>(1)</sup>	7.1%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models		% of Requests	Share Chg %
Apple	iPhone	38.2%	7.2%
Apple	iPod Touch	19.2%	-1.8%
HTC	Dream	3.2%	0.5%
Nokia	N95	2.0%	0.4%
HTC	Magic	1.5%	1.0%
HTC	Hero	1.2%	0.8%
SonyEricsson	K800i	1.1%	0.0%
Nokia	5800 XpressMusic	1.0%	0.3%
Sony	PSP	0.8%	-0.1%
RIM	BlackBerry 9000	0.7%	0.1%
SonyEricsson	W910i	0.7%	0.0%
Samsung	J700	0.7%	0.0%
Samsung	G600	0.6%	0.0%
LG	KP500	0.6%	0.1%
RIM	BlackBerry 8900	0.6%	0.1%
Nokia	6300	0.5%	0.1%
SonyEricsson	W580i	0.5%	-0.1%
SonyEricsson	W810i	0.5%	0.0%
Nokia	E71	0.5%	0.1%
RIM	BlackBerry 8300	0.5%	0.1%
<b>Total</b>		<b>74.5%</b>	

## Smartphone Traffic - UK

Smartphone Traffic Share 53.1%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	77.4%
Supports Streaming Video	89.1%
Able to Download Video Clips	95.4%
Supports WAP Push Messages	32.3%

MMA Standard Screen Size	Share %
Small	3.0%
Medium	3.8%
Large	19.4%
X-Large	73.9%

### Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: HTC Hero, Nokia E71, and BlackBerry 8300.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

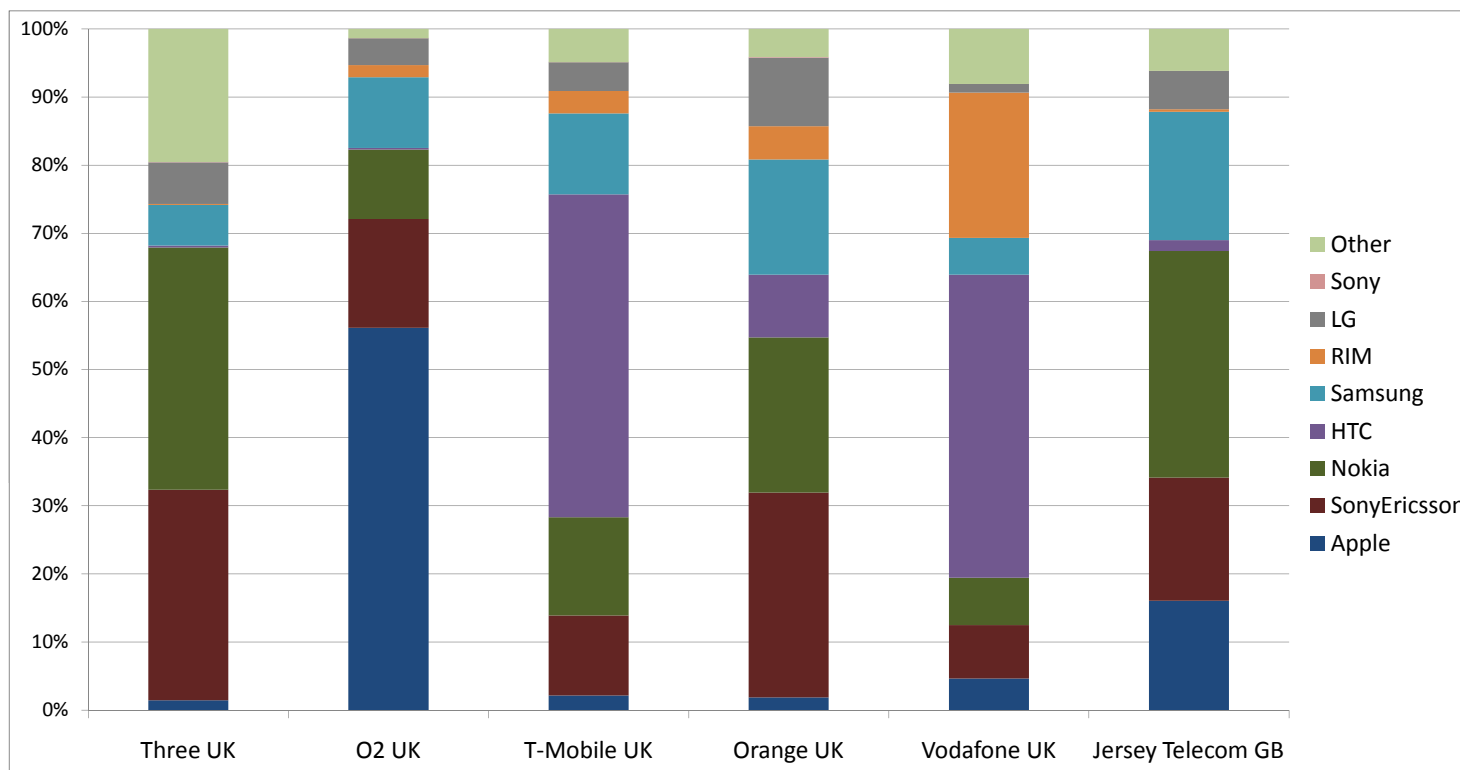
# United Kingdom Handset Data

September 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 - September 2009

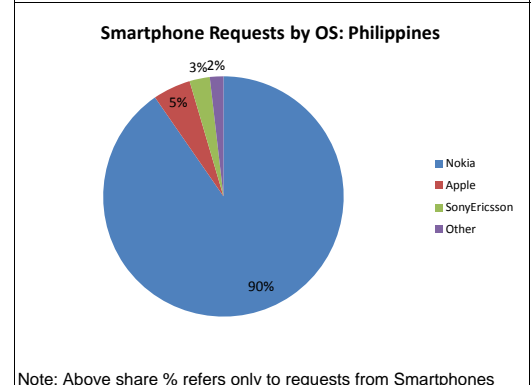
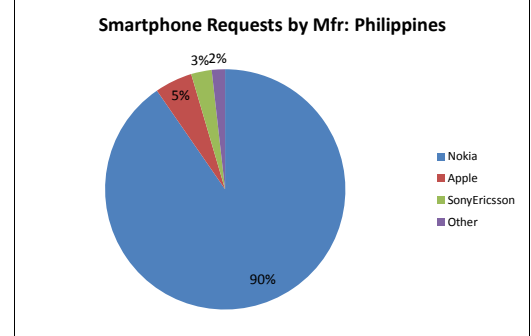
Requests: 320,899,154

Top Device Mfrs	% of Requests	Share Chg %
Nokia	66.7%	-1.9%
SonyEricsson	8.1%	-0.2%
Apple	4.4%	0.4%
Samsung	2.4%	-0.1%
Sony	1.5%	0.2%
Other <sup>(1)</sup>	14.9%	
<b>Total</b>	<b>98.1%</b>	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	6.7%	0.0%
Nokia	3110c	3.4%	-0.2%
Nokia	6300	3.4%	-0.1%
Nokia	6630	3.0%	0.2%
Apple	iPod Touch	2.6%	0.3%
Nokia	6600	2.4%	0.0%
Nokia	6120c	2.3%	-0.2%
Nokia	2600c	2.3%	-0.4%
Nokia	2630	2.1%	-0.4%
Nokia	6680	2.0%	0.1%
Nokia	N95	1.9%	0.2%
Nokia	N73	1.9%	0.0%
Nokia	6070	1.8%	-0.1%
Apple	iPhone	1.8%	0.2%
Nokia	7210	1.6%	-0.1%
Nokia	N80	1.5%	0.1%
Sony	PSP	1.5%	0.2%
Nokia	5300	1.4%	-0.1%
Nokia	1680c	1.4%	-0.3%
Nokia	5310	1.3%	-0.1%
<b>Total</b>		<b>46.2%</b>	

## Smartphone Traffic - Philippines

Smartphone Traffic Share 34.3%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	86.9%
Supports Streaming Video	71.3%
Able to Download Video Clips	88.7%
Supports WAP Push Messages	81.3%

MMA Standard Screen Size	Share %
Small	26.1%
Medium	25.7%
Large	28.3%
X-Large	19.8%

### Notes

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

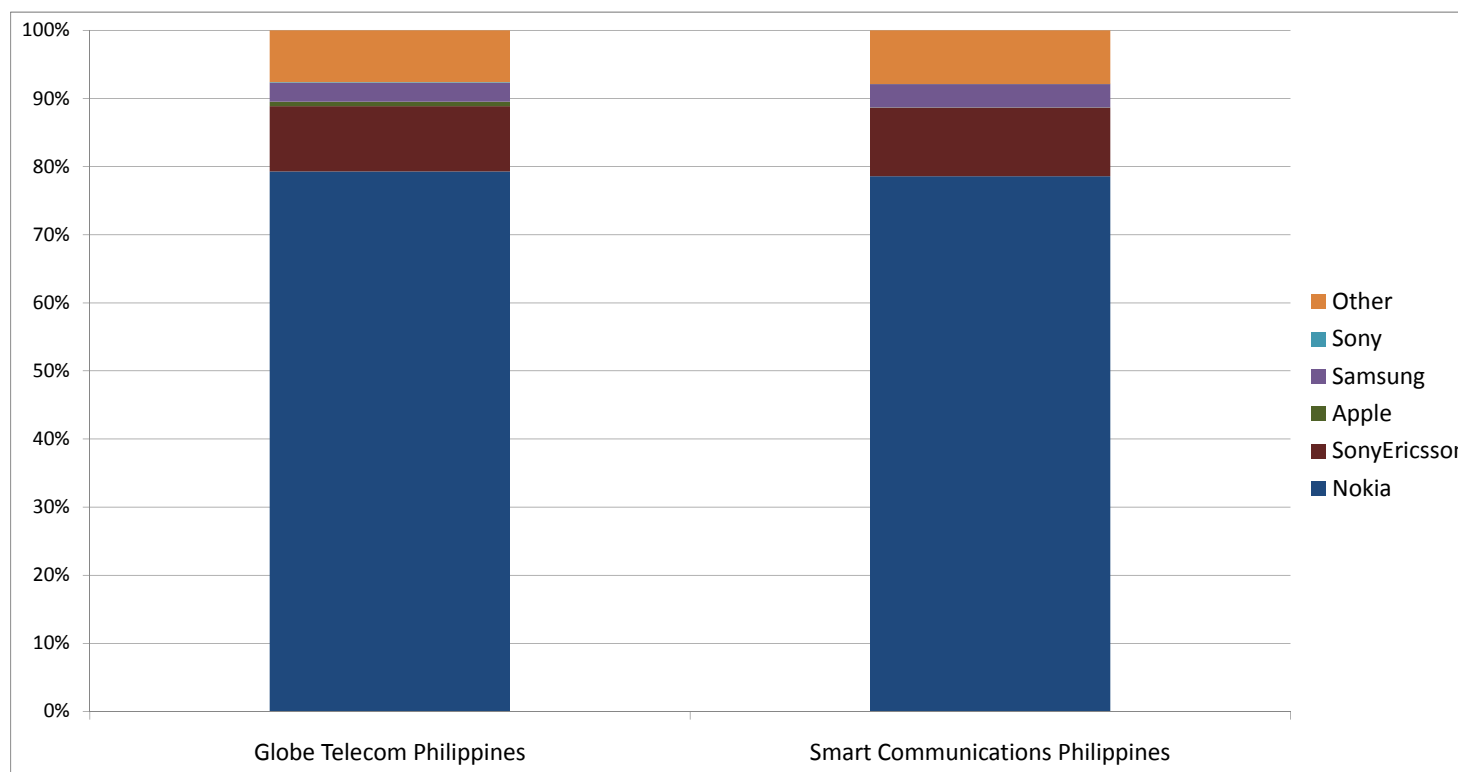
# Philippines Handset Data

September 2009

## 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 - September 2009

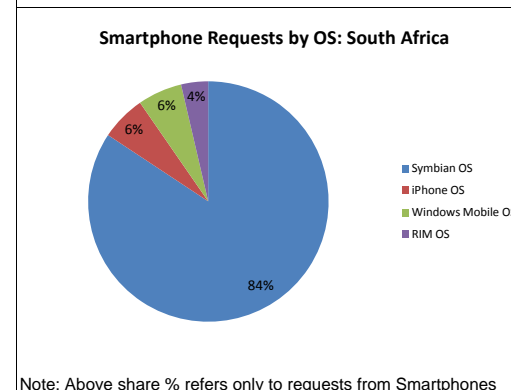
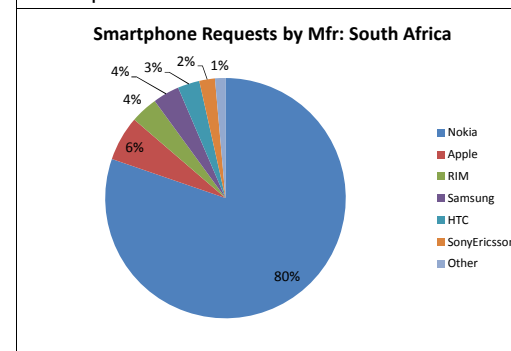
Requests: 134,782,109

Top Device Mfrs	% of Requests	Share Chg %
Nokia	37.4%	-0.4%
Samsung	31.6%	-0.3%
SonyEricsson	9.7%	0.2%
Motorola	6.5%	-0.2%
LG	6.3%	0.1%
Apple	1.4%	0.4%
Other <sup>(1)</sup>	7.1%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models		% of Requests	Share Chg %
Samsung	E250	7.8%	-0.8%
Motorola	V360	4.3%	-0.1%
Nokia	N70	3.5%	-0.2%
Samsung	M620	2.9%	0.1%
Samsung	J700	2.4%	-0.1%
Samsung	J750	2.3%	-0.2%
LG	KS360	2.1%	-0.1%
Samsung	D900i	1.7%	-0.1%
LG	KG290	1.7%	0.0%
SonyEricsson	W350i	1.5%	0.3%
Nokia	6300	1.5%	0.0%
Samsung	E370	1.5%	0.0%
Nokia	N73	1.4%	-0.1%
Apple	iPhone	1.3%	0.4%
Nokia	5000d	1.3%	0.1%
Nokia	6234	1.3%	-0.1%
Nokia	2630	1.2%	0.1%
Nokia	2760	1.2%	0.0%
Nokia	N81	1.1%	-0.1%
Nokia	1680c	1.0%	0.0%
<b>Total</b>		<b>42.9%</b>	

## Smartphone Traffic - South Africa

Smartphone Traffic Share 21.1%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	77.3%
Supports Streaming Video	70.4%
Able to Download Video Clips	89.2%
Supports WAP Push Messages	93.3%

MMA Standard Screen Size	Share %
Small	37.1%
Medium	19.7%
Large	35.0%
X-Large	8.2%

### Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Apple iPhone and Nokia 1680c.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

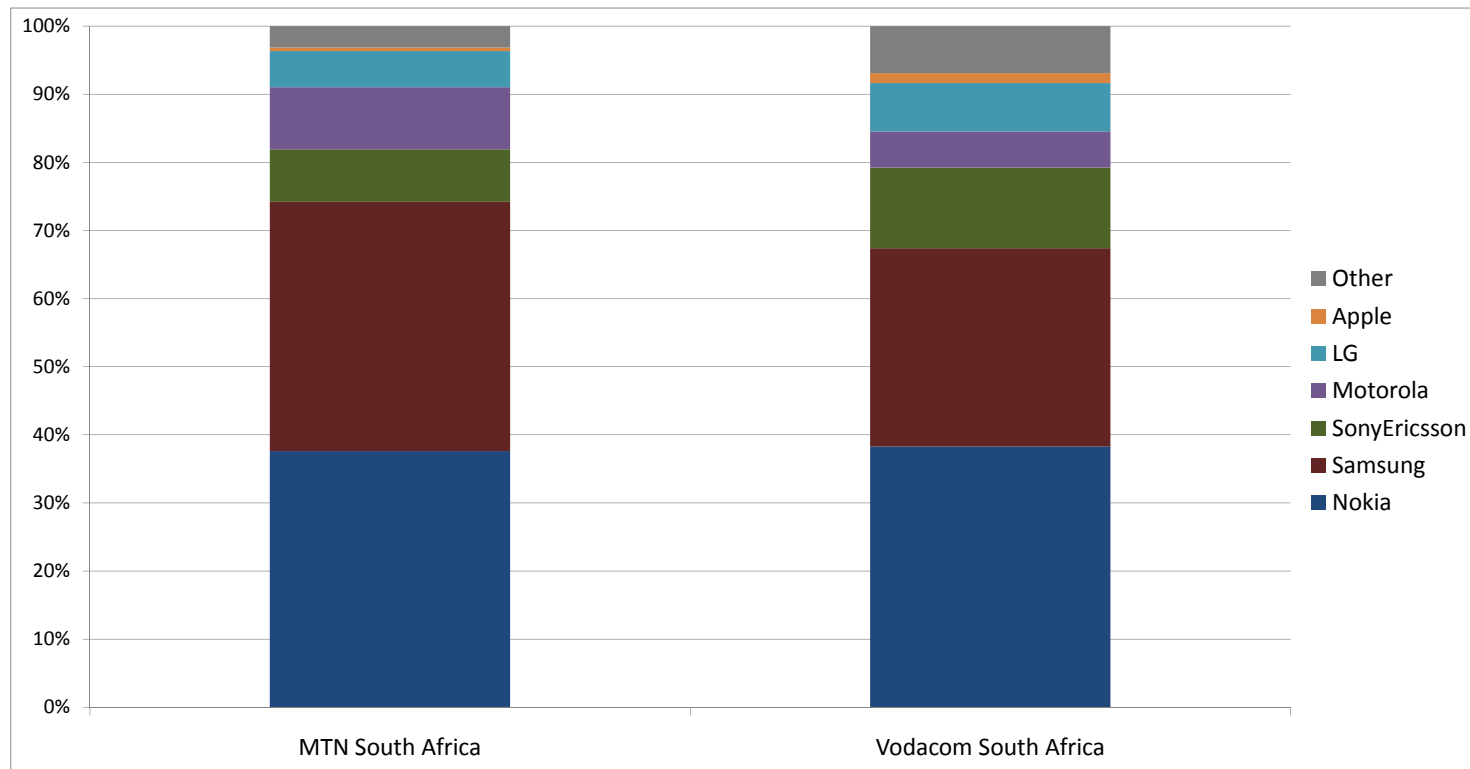
# South Africa Handset Data

September 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

September 2009



## About AdMob

AdMob serves Graphical Banner and Text Link ads on mobile web pages for more than 7,000 publishers. AdMob has served more than 100 billion ads since launching in January 2006. For each ad served, AdMob leverages handset and operator data, which enable demographic, device, and operator targeting for advertisers.

## About AdMob Mobile Metrics

AdMob stores and analyzes the data from every ad request, impression, and click and uses this to optimize ad serving. Every day, we see ad requests from more than 160 countries. We share some of this data for use by the AdMob community. Publishers want to better understand mobile data use by operator and by device to target their content and optimize their site performance. Advertisers want to understand demographics and device capabilities as they plan their campaigns. AdMob's Mobile Metrics report represents our attempt to provide usage information for the use of the community.

## Methodology

For every ad request AdMob analyzes information available in the user's mobile browser. From this, AdMob determines device capabilities and more using open source tools and a variety of proprietary techniques. The result is a snapshot of the devices viewing the more than 10 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 15,000 sites and applications, 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](mailto:metrics@admob.com) to receive future AdMob Mobile Metrics distributions or if you have any questions or feedback for future reports.