



AdMob Mobile Metrics Report

AdMob serves ads for more than 6,000 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.

November 2008

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

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



AdMob Mobile Metrics Report

November 2008



New and Noteworthy

* For this month's feature, we look at the growing mobile web and application usage on WiFi networks in the US and UK. Not surprisingly, the iPhone is at the forefront of this trend and recently launched smartphones such as the G1 and BlackBerry Bold suggest that WiFi traffic will continue to grow in the coming months. Mobile devices that aren't phones (e.g. Sony PSP, iPod Touch) are also generating significant traffic on WiFi.

* In the US, 8% of total requests in November were on WiFi networks, up from 3% in August. 42% of iPhone requests are made on WiFi networks, notably higher than most other WiFi capable phones which average between 10-20%. iPhone WiFi usage is generally higher on iPhone specific sites and applications than on normal mobile web sites.

* The UK has seen a similar increase in the amount of WiFi traffic and requests from WiFi capable devices. 8% of UK requests in November were on WiFi networks, up from 4% in August. After the iPhone and iPod Touch, the Nokia N95 and other N series phones are the leading WiFi devices in the UK.

* Worldwide requests were flat in November at 5.8 billion. Requests from North America, Western Europe, Latin America, and Eastern Europe each increased more than 10% month over month. These increases were offset by a decline in Indonesian inventory.⁽¹⁾

* Worldwide iPhone requests grew 52% month over month to 359 million in November, giving the iPhone a 6.3% share of total requests.

* The G1 (HTC Dream) generated 15 million requests in November and already represents 7% of all T-Mobile traffic. Android had a 2% share of smartphone operating system traffic in the US.

⁽¹⁾ The decrease in Indonesian inventory is based on changes in AdMob's publisher mix and is likely not representative of a decline in mobile web usage in the region.

Note: AdMob publishes the Mobile Metrics report to provide a measure of mobile web and application usage from our network of more than 6,000 publishers worldwide. The report is based on mobile requests generated, not ads served, because requests are more representative of true mobile activity. To limit confusion, we have removed the number of ads served from the report.

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Feature - WiFi usage in the United Kingdom

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Indonesia: Manufacturer and Device Share / Operator Handset Mix

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Methodology

AdMob Mobile Metrics Report

November 2008



Featured Section: US WiFi Usage

For this month's feature, we look at the increasing amount of mobile web and application usage over WiFi networks in the US and UK. Not surprisingly, the iPhone is at the forefront of this trend, and recently launched WiFi capable smartphones such as the G1 and BlackBerry Bold suggest that WiFi traffic will continue to grow in the coming months. Mobile devices that aren't phones (e.g. Sony PSP, iPod Touch) are also generating significant traffic on WiFi.

Highlights

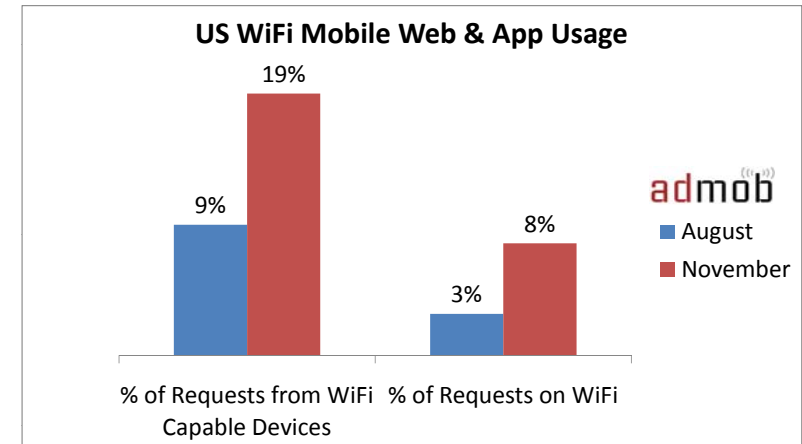
* 8% of total US requests in November were on WiFi networks, up from 3% in August. 19% of US requests came from WiFi capable phones, up from 9% three months prior.

* 42% of iPhone requests are made on WiFi, notably higher than most other WiFi capable phones which average between 10-20%. iPhone WiFi usage is generally higher on iPhone specific sites and applications than on normal mobile web sites.

* Most HTC devices are WiFi capable, with 9% of all HTC requests on WiFi networks. 10% of G1 requests were made on WiFi.

* Only a subset of the popular BlackBerry Pearl and Curve models are WiFi capable, with 16% of total RIM requests coming from WiFi enabled devices and 1% of requests were on WiFi.

* Top manufacturers Motorola, LG, and Samsung generate few WiFi requests.



Top US WiFi Manufacturers

Top Handset Mfrs	WiFi Requests	% of WiFi Requests	Total % of Mfr Reqs over WiFi
Apple	154,886,073	78.5%	53%
Sony ⁽¹⁾	25,794,426	13.1%	100%
HTC	7,813,329	4.0%	9%
RIM	2,696,944	1.4%	1%
Nokia	1,918,816	1.0%	2%
Other	4,162,716	2.1%	--
Total	197,272,304	100%	

Notes

AdMob determines WiFi usage through the IP address of the request.

1) Includes PSP requests only. Sony Ericsson requests are included in Other.

2) This report normally combines all RIM 8300 series devcies together. The 8320 is broken out for this feature because not all RIM 8300 devices are WiFi capable.

3) Other devices include the Nokia N95, HTC Pilgrim, Sony Ericsson P990i, Blackberry Bold, Nintendo DS, and Palm Treo.

Top US WiFi Devices

Top Handset Models	WiFi Requests	% of WiFi Requests	% of Handset Reqs on WiFi
Apple iPhone	99,746,491	50.6%	42%
Apple iPod Touch	55,139,582	28.0%	100%
Sony PlayStation Portable	25,794,426	13.1%	100%
HTC Dash	1,711,416	0.9%	16%
RIM BlackBerry 8320 ⁽²⁾	1,660,312	0.8%	8%
HTC Dream (G1)	1,610,417	0.8%	10%
HTC Herald (P4350)	1,432,627	0.7%	18%
HTC Shadow	1,252,751	0.6%	17%
Palm TX	744,421	0.4%	100%
RIM BlackBerry 8820	562,408	0.3%	42%
Other ⁽³⁾	7,617,453	3.9%	--
Total	197,272,304	100.0%	

AdMob Mobile Metrics Report

November 2008



Featured Section: UK WiFi Usage

For this month's feature, we look at the increasing amount of mobile web and application usage over WiFi networks in the US and UK. Not surprisingly, the iPhone is at the forefront of this trend, and recently launched WiFi capable smartphones such as the G1 and BlackBerry Bold suggest that WiFi traffic will continue to grow in the coming months. Mobile devices that aren't phones (e.g. Sony PSP, iPod Touch) are also generating significant traffic over WiFi.

Highlights

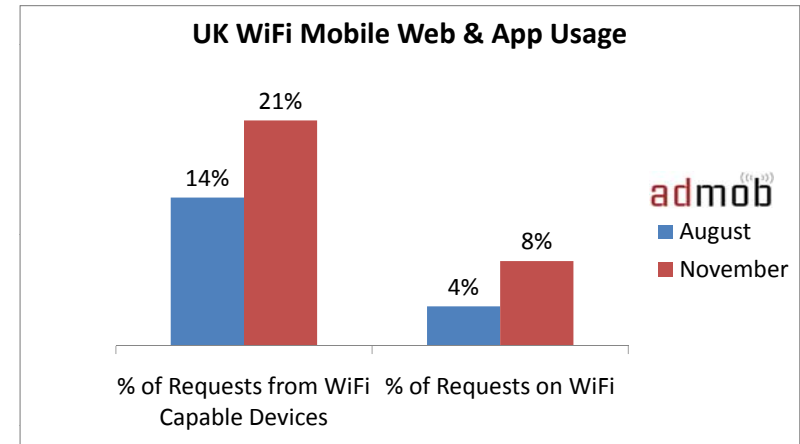
* 8% of total UK requests in November were on WiFi networks, up from 4% in August. 21% of UK requests came from WiFi capable phones, up from 14% three months prior.

* 56% of iPhone requests are made on WiFi. iPhone WiFi usage is generally higher on iPhone specific sites and applications than on normal mobile web sites. The iPod Touch the 2nd most used device on WiFi and was 10th in overall handset share with 1.8% share in Nov.

* After the iPhone, the Nokia N series are the leading WiFi devices in the UK. 44% of Nokia requests come from WiFi capable devices, with 7% of requests on a WiFi network.

* Most HTC devices are WiFi capable, with 26% of all HTC requests on WiFi networks. The HTC Touch and HTC Diamond are the two top HTC devices on WiFi.

* Top manufacturers Sony Ericsson and Samsung generate few WiFi requests.



Top UK WiFi Manufacturers

Top Handset Mfrs	WiFi Requests	% of WiFi Requests	Total % of Mfr Reqs over WiFi
Apple	13,526,316	67.9%	65%
Nokia	4,400,949	22.1%	7%
Sony	786,373	3.9%	100%
HTC	338,475	1.7%	26%
SonyEricsson	147,358	0.7%	0%
Other	716,008	3.6%	--
Total	19,915,479	100%	

Notes

AdMob determines WiFi usage through the IP address of the request.

1) Other devices include the XDA Orbit, Sony Ericsson C905, and HTC Touch.

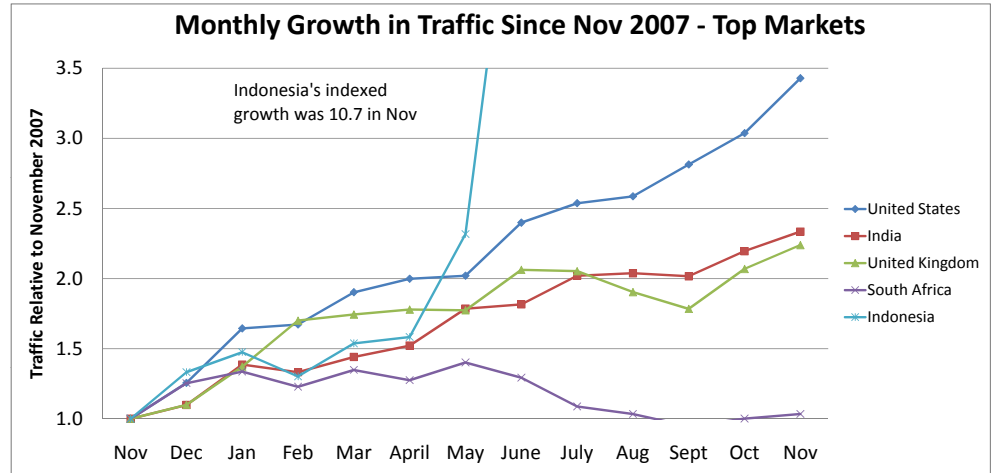
Top UK WiFi Devices

Top Handset Models	WiFi Requests	% of WiFi Requests	% of Handset Reqs on WiFi
Apple iPhone	9,187,012	46.1%	56%
Apple iPod Touch	4,339,304	21.8%	100%
Nokia N95	3,333,343	16.7%	16%
Sony PlayStation Portable	786,225	3.9%	100%
Nokia N96	262,861	1.3%	17%
Nokia N81	182,983	0.9%	31%
Nokia N82	109,665	0.6%	15%
Nokia E65	103,492	0.5%	12%
Palm Tungsten C	89,606	0.4%	100%
Nokia E71	67,870	0.3%	16%
Other ⁽³⁾	1,453,118	7.3%	--
Total	19,915,479	100.0%	

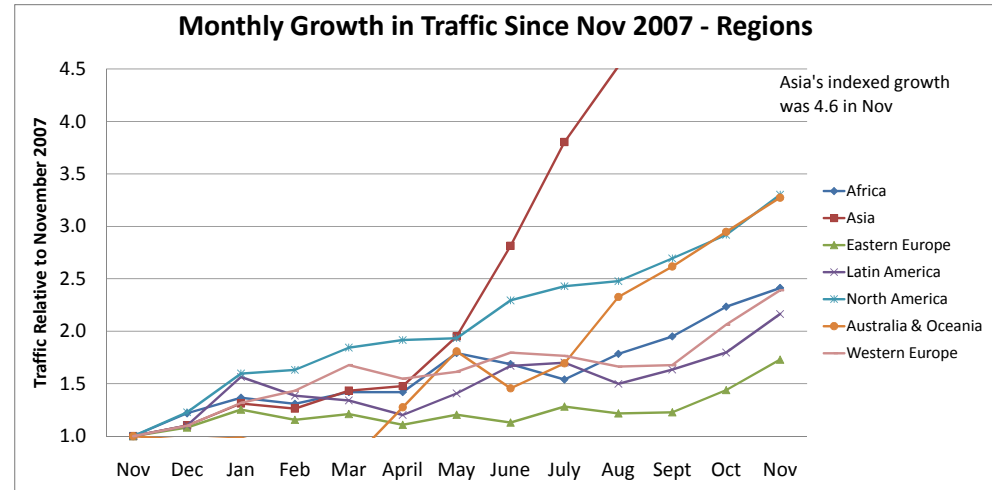
Ad Requests by Geography - November 2008

Requests: 5,771,228,226

Country	Requests	% of Requests	% Share Change
United States	2,428,332,929	42.1%	4.8%
Indonesia	933,566,683	16.2%	-7.7%
India	453,051,814	7.9%	0.5%
United Kingdom	247,795,362	4.3%	0.3%
Philippines	159,126,562	2.8%	-0.1%
Nigeria	128,827,133	2.2%	0.1%
South Africa	117,420,764	2.0%	0.1%
Romania	89,338,296	1.5%	0.3%
China	61,738,252	1.1%	-0.1%
Italy	51,478,832	0.9%	0.3%
Other Countries ^{(1) (2)}	1,100,551,599	19.1%	
Total	5,771,228,226	100.0%	



Region	Requests	% of Requests	% Share Change
North America	2,494,086,465	43.2%	5.0%
Asia	2,010,290,536	34.8%	-7.6%
Western Europe	447,130,652	7.7%	1.1%
Africa	390,011,181	6.8%	0.5%
Eastern Europe	156,992,323	2.7%	0.5%
Latin America	113,709,610	2.0%	0.3%
Oceania	47,572,069	0.8%	0.1%
Other ⁽²⁾	111,435,390	1.9%	0.2%
Total	5,771,228,226	100.0%	



Notes

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

(1) Other includes 46 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.

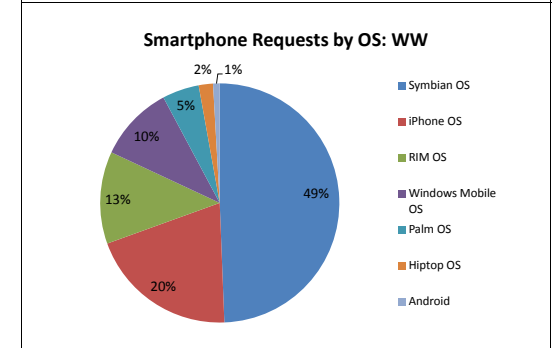
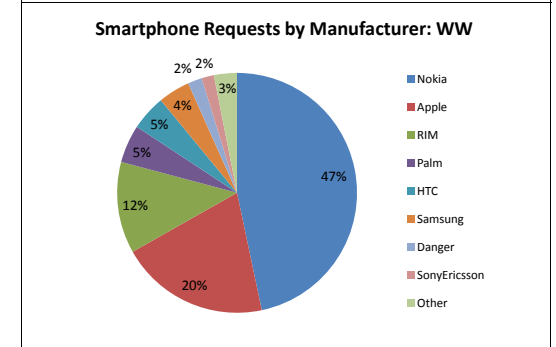
Worldwide Handset Data - November 2008

Requests: 5,771,228,226

Top Device Mfrs	% of Requests	Share Chg %
Nokia	31.9%	-4.3%
Motorola	12.7%	0.5%
SonyEricsson	11.2%	-1.4%
Samsung	10.8%	1.1%
Apple	7.8%	2.8%
LG	4.3%	0.2%
RIM	3.9%	0.4%
HTC	1.8%	0.3%
Kyocera	1.7%	0.0%
Palm	1.6%	0.0%
Other ⁽¹⁾	12.3%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Apple iPhone	6.3%	2.2%
Motorola RAZR V3	3.7%	0.3%
Nokia N70	2.7%	-0.5%
Motorola KRZR K1c	1.9%	0.1%
RIM BlackBerry 8300	1.7%	0.2%
Motorola W385	1.6%	-0.1%
Motorola Z6m	1.6%	0.1%
RIM BlackBerry 8100	1.5%	0.1%
Apple iPod Touch	1.5%	0.6%
Nokia 3110c	1.5%	-0.1%
Nokia 6300	1.4%	-0.3%
Nokia N73	1.3%	-0.3%
Palm Centro	1.3%	0.0%
Nokia N95	1.2%	-0.2%
Nokia 6600	1.1%	-0.3%
Nokia 5300	1.0%	-0.3%
Nokia N80	1.0%	-0.2%
Nokia 5200	0.9%	-0.2%
Kyocera K24	0.9%	0.0%
LG LX260	0.8%	0.1%
Total	34.8%	

Smartphone Traffic - Worldwide	
Smartphone Traffic Share	31.4%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	73.6%
Supports Streaming Video	57.2%
Able to Download Video Clips	74.5%
Supports WAP Push Messages	80.2%

MMA Standard Screen Size	Share %
Small	27.5%
Medium	26.1%
Large	25.7%
X-Large	20.7%

Notes

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

• New models in Top 20: LG KX260 and Kyocera K24.

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

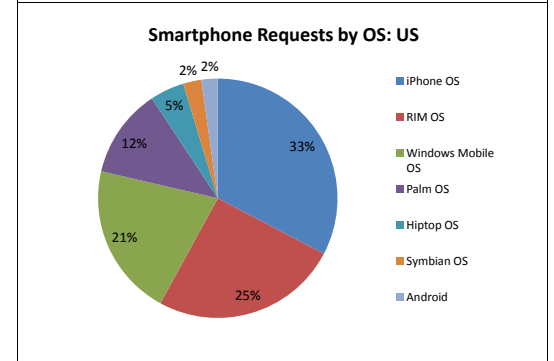
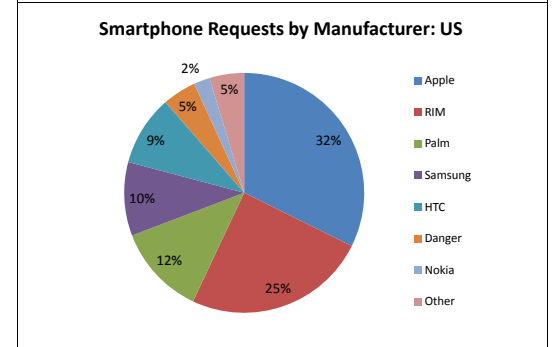
United States Handset Data - November 2008

Requests: 2,428,332,929

Top Device Mfrs	% of Requests	Share Chg %
Motorola	25.2%	-1.7%
Samsung	17.7%	0.4%
Apple	12.2%	3.7%
LG	7.8%	-0.4%
RIM	7.5%	-0.3%
Nokia	4.5%	0.1%
Kyocera	4.0%	-0.5%
Palm	3.7%	-0.4%
HTC	3.7%	0.2%
SonyEricsson	1.9%	0.1%
Danger	1.4%	0.0%
Sanyo	1.3%	-0.2%
UTStarcom	1.1%	-0.2%
Sony	1.1%	-0.5%
Other ⁽¹⁾	6.9%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Apple iPhone	9.9%	3.0%
Motorola RAZR V3	7.5%	-0.3%
Motorola KRZR K1c	4.4%	-0.3%
Motorola Z6m	3.7%	-0.2%
Motorola W385	3.7%	-0.6%
RIM BlackBerry 8300	3.3%	-0.1%
RIM BlackBerry 8100	3.2%	-0.3%
Palm Centro	2.9%	-0.3%
Apple iPod Touch	2.3%	0.8%
Kyocera K24	2.0%	-0.3%
LG LX260	2.0%	-0.3%
Samsung M800 (Instinct)	1.9%	0.0%
Samsung R450	1.7%	0.4%
Samsung R210	1.6%	0.7%
Samsung R430	1.5%	0.0%
Danger Sidekick II	1.4%	0.0%
Samsung R410	1.2%	-0.2%
Sony PSP	1.1%	-0.5%
LG CU720	1.0%	0.1%
Samsung I617 (BlackJack II)	0.8%	-0.1%
Total	56.9%	

Smartphone Traffic - US	
Smartphone Traffic Share	30.8%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	55.7%
Supports Streaming Video	33.2%
Able to Download Video Clips	60.9%
Supports WAP Push Messages	75.2%

MMA Standard Screen Size	Share %
Small	23.2%
Medium	26.1%
Large	21.4%
X-Large	29.3%

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.

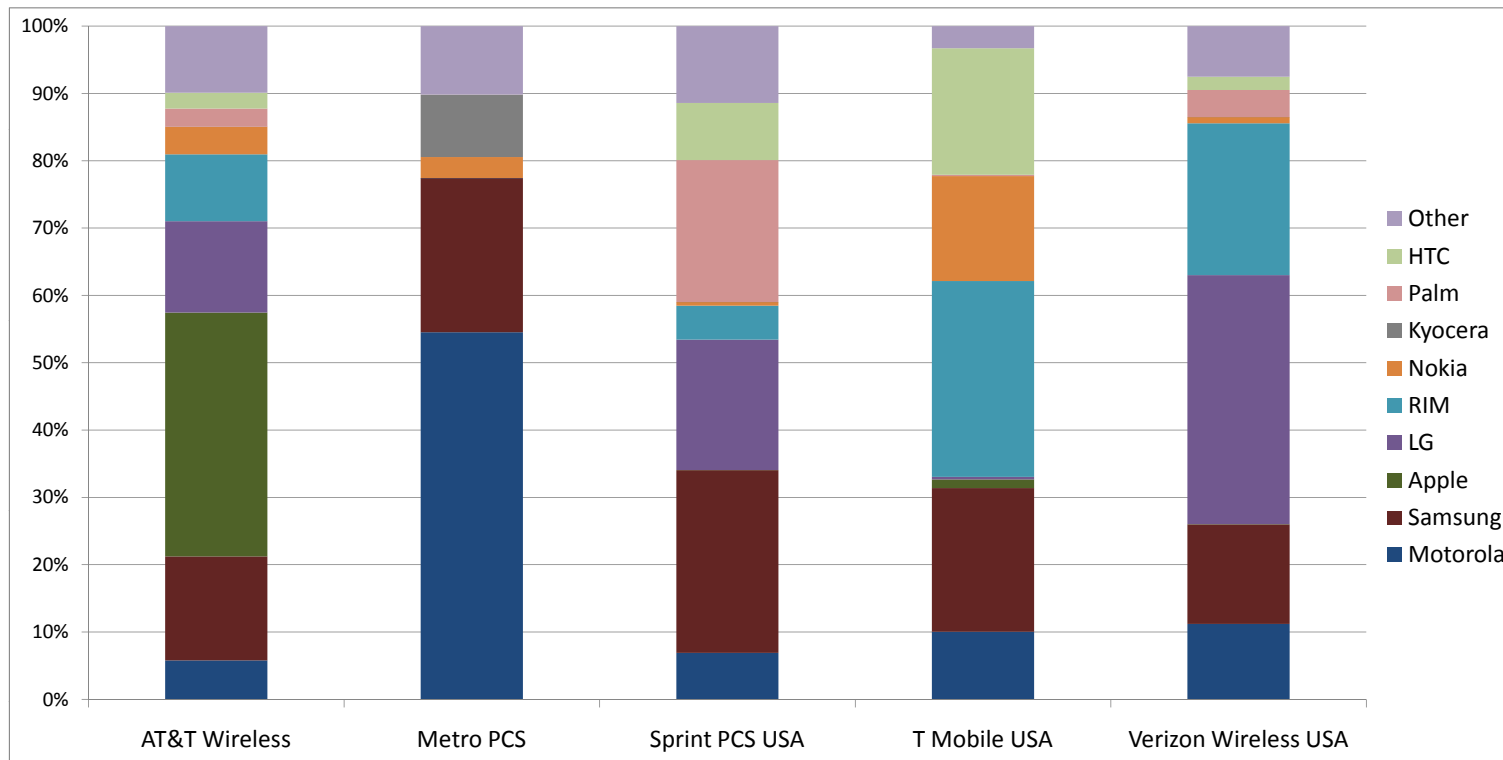
United States Handset Data

November 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - US



Notes

- 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.
- Other includes all manufacturers with greater than 2.0% share.

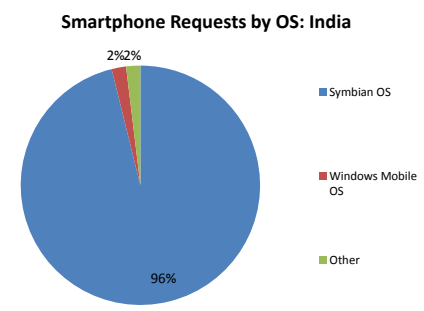
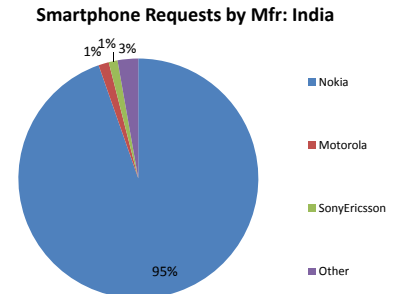
India Handset Data - November 2008

Requests: 453,051,814

Top Device Mfrs	% of Requests	Share Chg %
Nokia	63.2%	-2.9%
SonyEricsson	12.4%	-0.7%
Samsung	2.9%	0.0%
Motorola	2.5%	-0.1%
Other ⁽¹⁾	19.0%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Nokia N70	7.1%	-0.3%
Nokia 3110c	5.9%	0.2%
Nokia 6233	3.9%	-0.3%
Nokia N80	3.1%	-0.1%
Nokia 6600	2.9%	-0.3%
Nokia N73	2.9%	-0.3%
Nokia 2626	2.8%	-0.3%
Nokia 6030	2.5%	-0.4%
Nokia 6300	2.4%	0.1%
Nokia N72	2.2%	0.1%
SonyEricsson W200i	2.1%	-0.1%
Nokia 3500c	2.0%	0.0%
Nokia 5300	1.8%	-0.2%
Nokia 5200	1.8%	-0.3%
Nokia 6630	1.6%	-0.1%
Nokia 7610	1.5%	-0.1%
Nokia 3230	1.4%	-0.2%
Nokia 2600c	1.1%	0.0%
SonyEricsson K750i	1.0%	-0.2%
Nokia 6070	1.0%	-0.2%
Total	50.9%	

Smartphone Traffic - India	Smartphone Traffic Share
	30.8%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	81.5%
Supports Streaming Video	75.0%
Able to Download Video Clips	84.3%
Supports WAP Push Messages	83.7%

MMA Standard Screen Size	Share %
Small	32.4%
Medium	29.0%
Large	21.9%
X-Large	16.7%

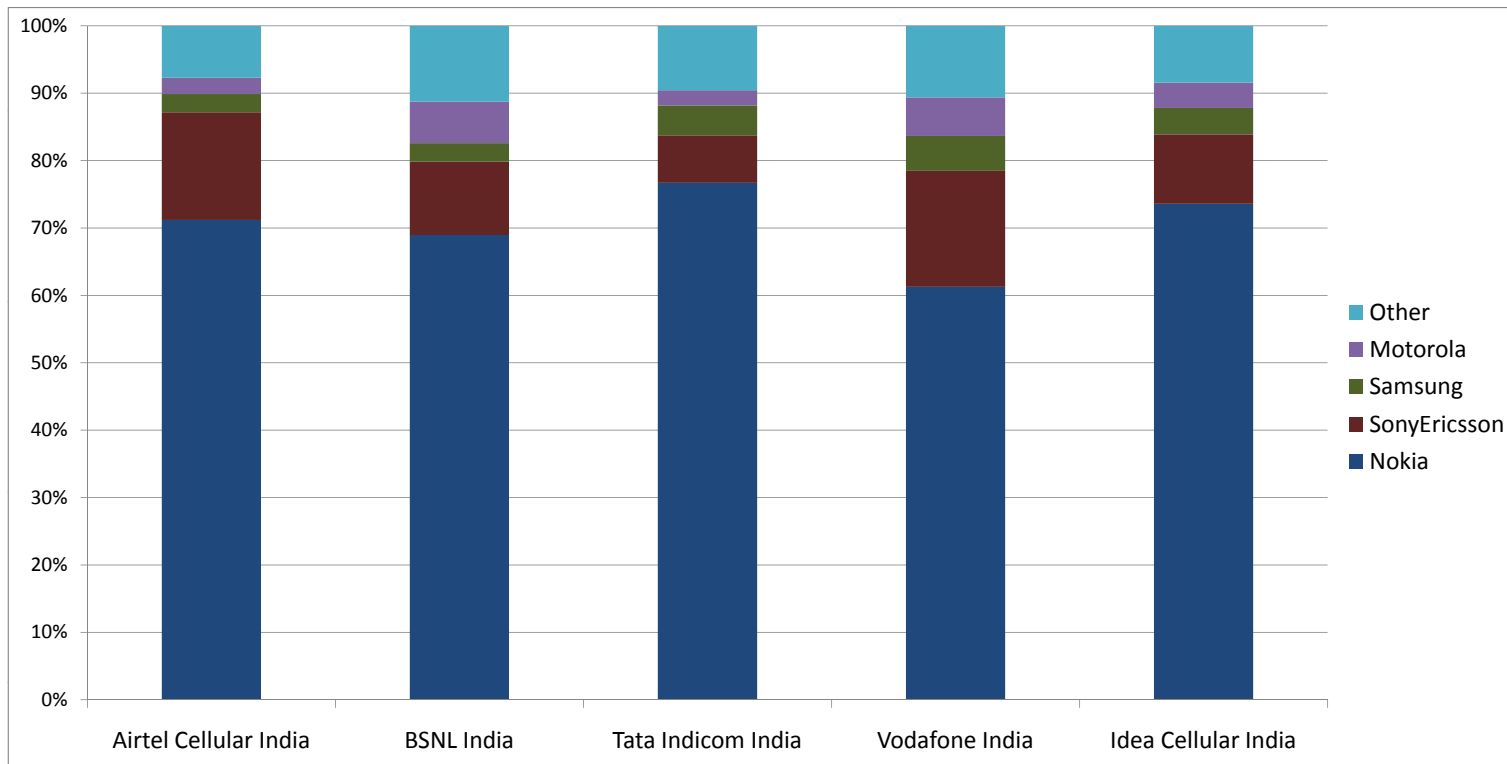
Notes

- 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 greater than 1% share.

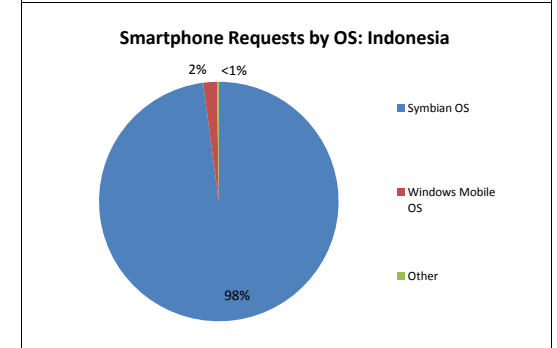
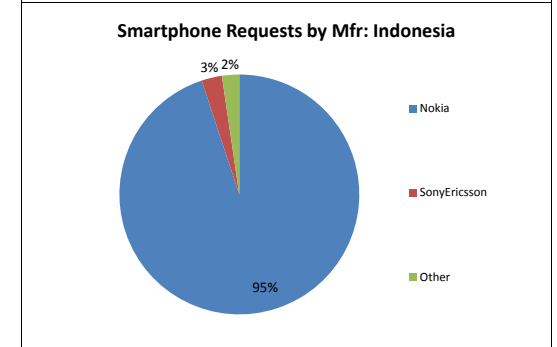
Indonesia Handset Data - November 2008

Requests: 933,566,683

Top Device Mfrs	% of Requests	Share Chg %
Nokia	63.0%	-2.0%
SonyEricsson	27.6%	1.1%
Motorola	1.6%	0.0%
Samsung	1.1%	0.2%
Other ⁽¹⁾	6.7%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Nokia N70	5.8%	-0.5%
Nokia 6600	3.7%	-0.1%
Nokia 5300	3.5%	-0.3%
Nokia 6300	3.3%	-0.2%
Nokia 7610	3.0%	0.0%
Nokia 3230	2.6%	-0.2%
Nokia 3110c	2.6%	0.0%
Nokia N73	2.5%	-0.2%
SonyEricsson W200i	2.4%	0.3%
Nokia 3500c	2.2%	-0.2%
Nokia 5200	2.1%	-0.2%
SonyEricsson K510i	2.0%	0.1%
Nokia 5310	1.8%	0.0%
Nokia N80	1.8%	-0.3%
Nokia 6120c	1.7%	-0.1%
SonyEricsson K550i	1.6%	0.1%
Nokia 6030	1.5%	0.0%
Nokia 2630	1.5%	0.1%
SonyEricsson K310i	1.4%	0.1%
SonyEricsson K530i	1.3%	0.2%
Total	48.1%	

Smartphone Traffic - Indonesia	
Smartphone Traffic Share	31.9%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	95.0%
Supports Streaming Video	84.2%
Able to Download Video Clips	87.2%
Supports WAP Push Messages	94.0%

MMA Standard Screen Size	Share %
Small	34.3%
Medium	34.0%
Large	27.9%
X-Large	3.8%

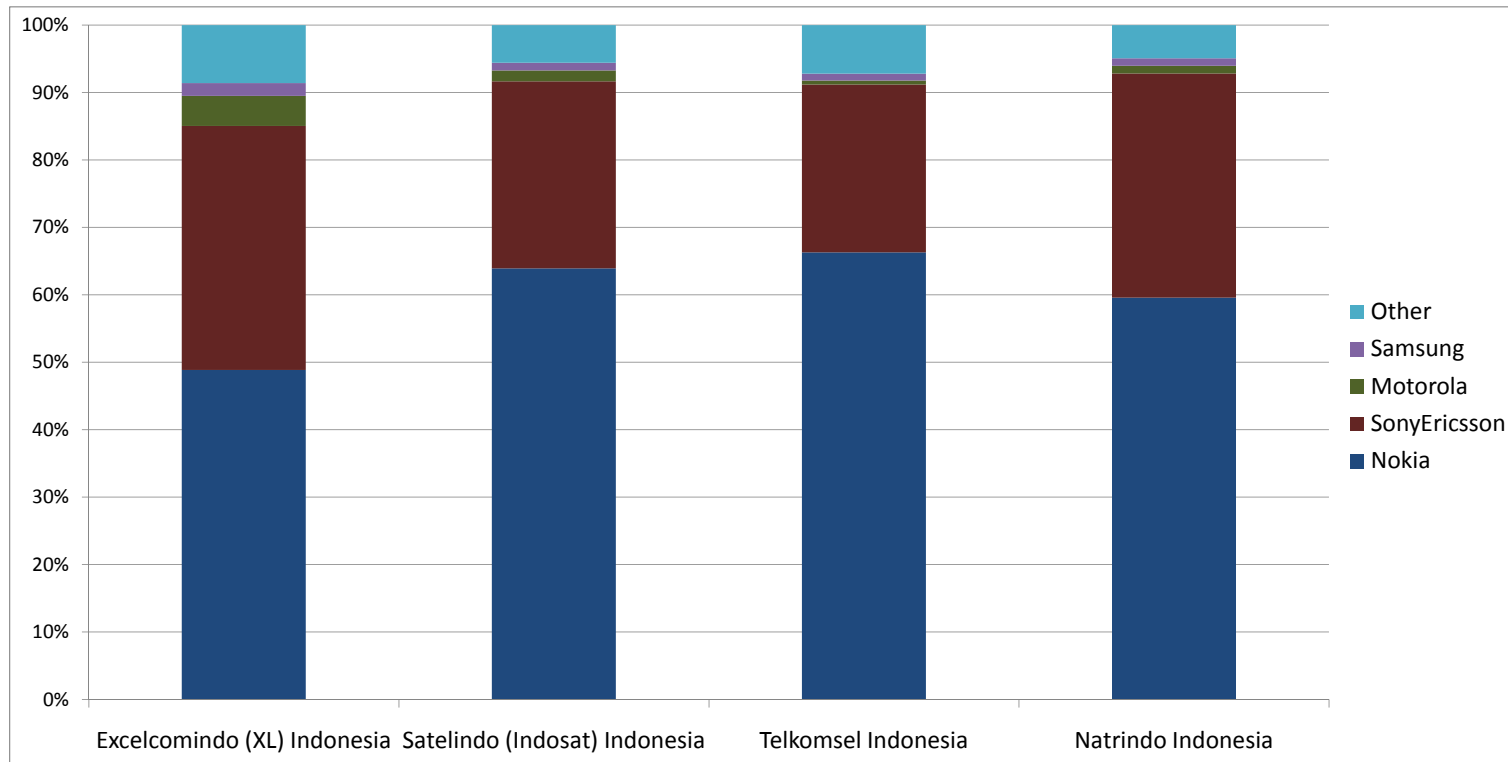
Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: SonyEricsson K530i.
- (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 greater than 1% share.

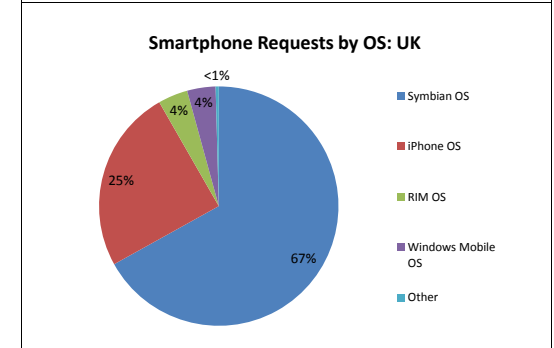
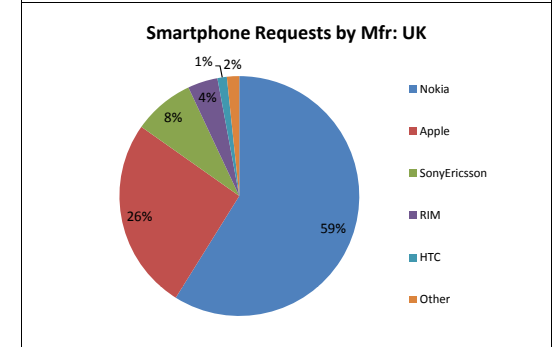
United Kingdom Handset Data - November 2008

Requests: 247,795,362

Top Device Mfrs	% of Requests	Share Chg %
SonyEricsson	33.2%	-0.2%
Nokia	24.7%	-0.7%
Samsung	14.7%	-0.2%
Apple	8.4%	2.0%
LG	4.2%	0.0%
Amoi	2.7%	0.1%
Motorola	1.4%	0.0%
RIM	1.0%	0.0%
Other ⁽¹⁾	9.7%	
Total	100.0%	

Top Handset Models		% of Requests	Share Chg %
Nokia	N95	7.5%	-1.3%
Apple	iPhone	6.6%	1.5%
SonyEricsson	K800i	6.5%	-0.3%
SonyEricsson	W910i	2.4%	0.1%
SonyEricsson	W580i	2.3%	0.0%
Amoi	8512	2.2%	-0.1%
Samsung	G600	2.2%	0.0%
SonyEricsson	W810i	2.2%	-0.1%
SonyEricsson	W880i	1.8%	-0.2%
Apple	iPod Touch	1.8%	0.5%
Nokia	6300	1.7%	0.0%
SonyEricsson	C902	1.6%	0.2%
Nokia	6500s	1.5%	0.0%
Samsung	J700	1.4%	0.0%
Samsung	E250	1.4%	0.0%
SonyEricsson	K850i	1.3%	-0.1%
LG	KU990	1.2%	0.1%
SonyEricsson	W200i	1.2%	-0.1%
SonyEricsson	W850i	1.2%	-0.1%
SonyEricsson	K610i	1.0%	0.0%
Total		49.0%	

Smartphone Traffic - UK	
Smartphone Traffic Share	24.7%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	79.7%
Supports Streaming Video	80.5%
Able to Download Video Clips	89.5%
Supports WAP Push Messages	83.6%

MMA Standard Screen Size	Share %
Small	11.1%
Medium	17.6%
Large	56.0%
X-Large	15.3%

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.

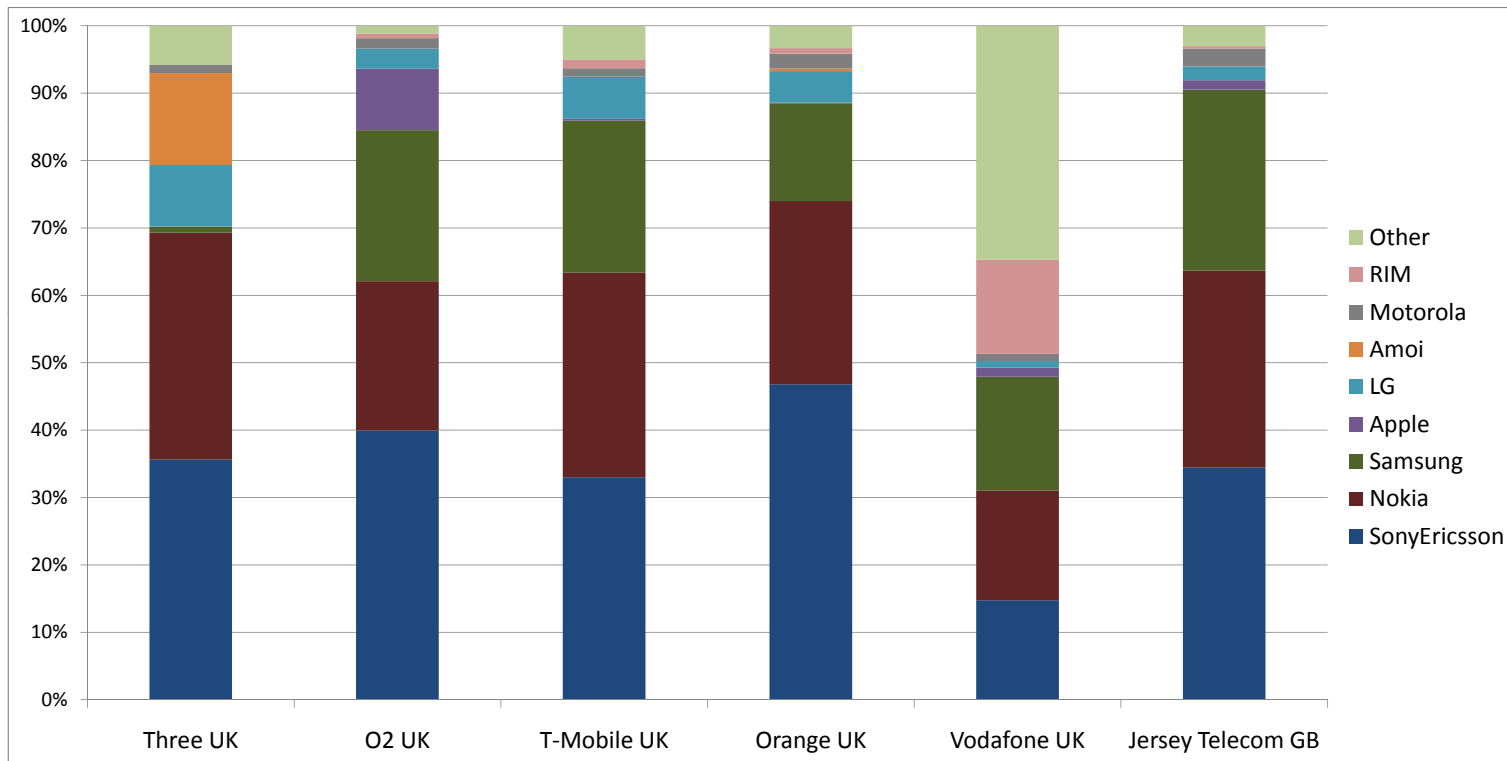
United Kingdom Handset Data

November 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - United Kingdom



Notes

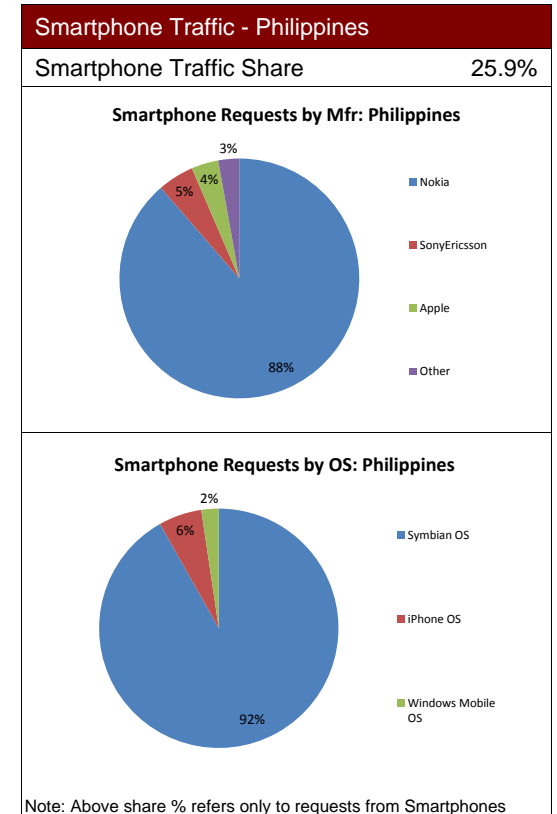
- Other includes all manufacturers with greater than 1% share.

Philippines Handset Data - November 2008

Requests: 159,126,562

Top Device Mfrs	% of Requests	Share Chg %
Nokia	66.6%	1.4%
SonyEricsson	8.6%	-0.9%
Motorola	2.0%	-1.6%
Samsung	1.7%	-0.4%
Apple	1.6%	-0.4%
Sony	1.0%	-0.8%
Other ⁽¹⁾	18.5%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Nokia N70	4.8%	0.5%
Nokia 6070	3.1%	0.7%
Nokia 3110c	3.0%	0.9%
Nokia 3510i	2.8%	-1.5%
Nokia 6020	2.7%	0.8%
Nokia 6630	2.6%	0.7%
Nokia 2630	2.5%	0.6%
Nokia 3220	2.4%	0.6%
Nokia 6300	2.3%	0.3%
Nokia 6600	2.2%	0.6%
Nokia 2600c	2.1%	0.5%
Nokia 6120c	1.8%	0.2%
Nokia 6680	1.6%	0.1%
Nokia 3100	1.4%	-0.5%
Nokia 7360	1.4%	0.3%
Nokia N95	1.4%	-1.5%
Nokia 5300	1.3%	0.2%
Nokia 5200	1.1%	0.2%
Nokia 6030	1.1%	0.3%
Nokia 3650	1.0%	-0.9%
Total	42.6%	



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	85.5%
Supports Streaming Video	66.8%
Able to Download Video Clips	79.5%
Supports WAP Push Messages	81.0%

MMA Standard Screen Size	Share %
Small	43.1%
Medium	22.3%
Large	17.4%
X-Large	17.3%

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 6030, Nokia 5200, Nokia 5300, and Nokia 7360.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

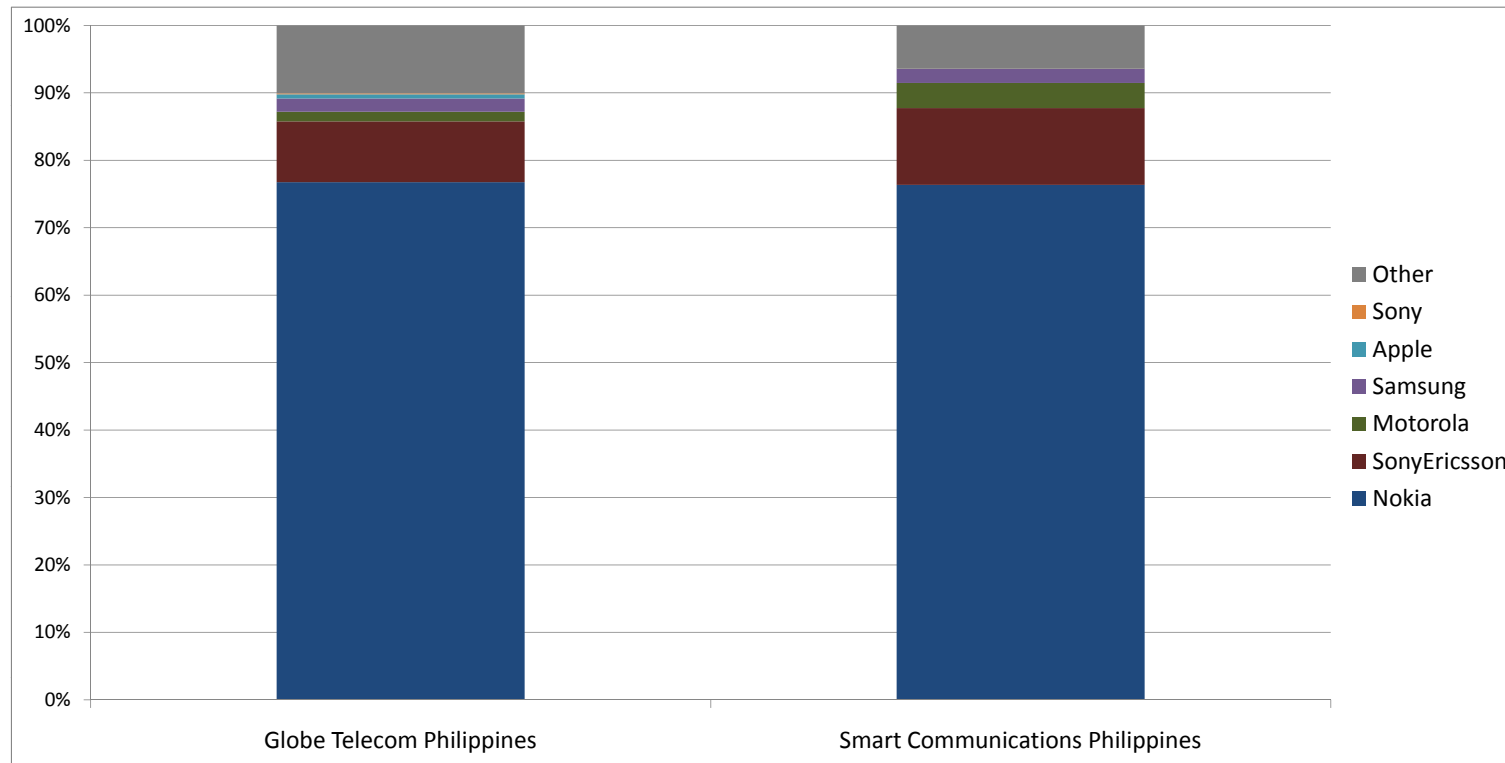
Philippines Handset Data

November 2008

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 greater than 1% share.

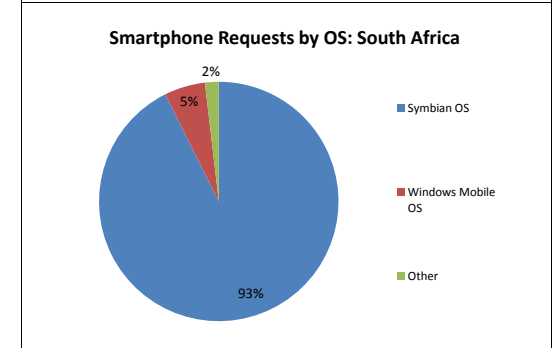
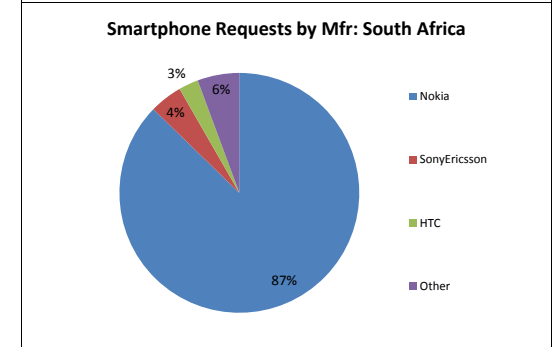
South Africa Handset Data - November 2008

Requests: 117,420,764

Top Device Mfrs	% of Requests	Share Chg %
Nokia	38.6%	0.2%
Samsung	31.2%	1.0%
SonyEricsson	10.8%	0.2%
Motorola	10.5%	-1.0%
LG	2.6%	0.1%
Other ⁽¹⁾	6.3%	-0.5%
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Samsung E250	10.1%	0.6%
Motorola V360	6.6%	-0.6%
Nokia N70	4.5%	0.1%
Samsung J750	3.4%	0.1%
Samsung E370	2.1%	0.0%
Samsung D900i	2.0%	0.2%
Nokia 6234	1.9%	0.0%
Nokia N73	1.9%	0.1%
Nokia 6300	1.7%	0.1%
Nokia 5200	1.6%	0.0%
Samsung J700	1.3%	0.2%
Nokia 6110	1.3%	0.0%
Nokia 2760	1.3%	0.0%
Nokia 6111	1.2%	0.0%
Samsung U700	1.1%	-0.1%
Nokia E65	1.1%	0.1%
SonyEricsson K800i	1.1%	0.0%
Nokia 6085	1.0%	-0.1%
Nokia N95	1.0%	0.0%
LG KG290	1.0%	0.1%
Total	47.1%	

Smartphone Traffic - South Africa	
Smartphone Traffic Share	17.8%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	91.3%
Supports Streaming Video	71.1%
Able to Download Video Clips	86.2%
Supports WAP Push Messages	94.2%

MMA Standard Screen Size	Share %
Small	37.6%
Medium	25.8%
Large	32.1%
X-Large	4.5%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: LG KG290 and Nokia E65.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

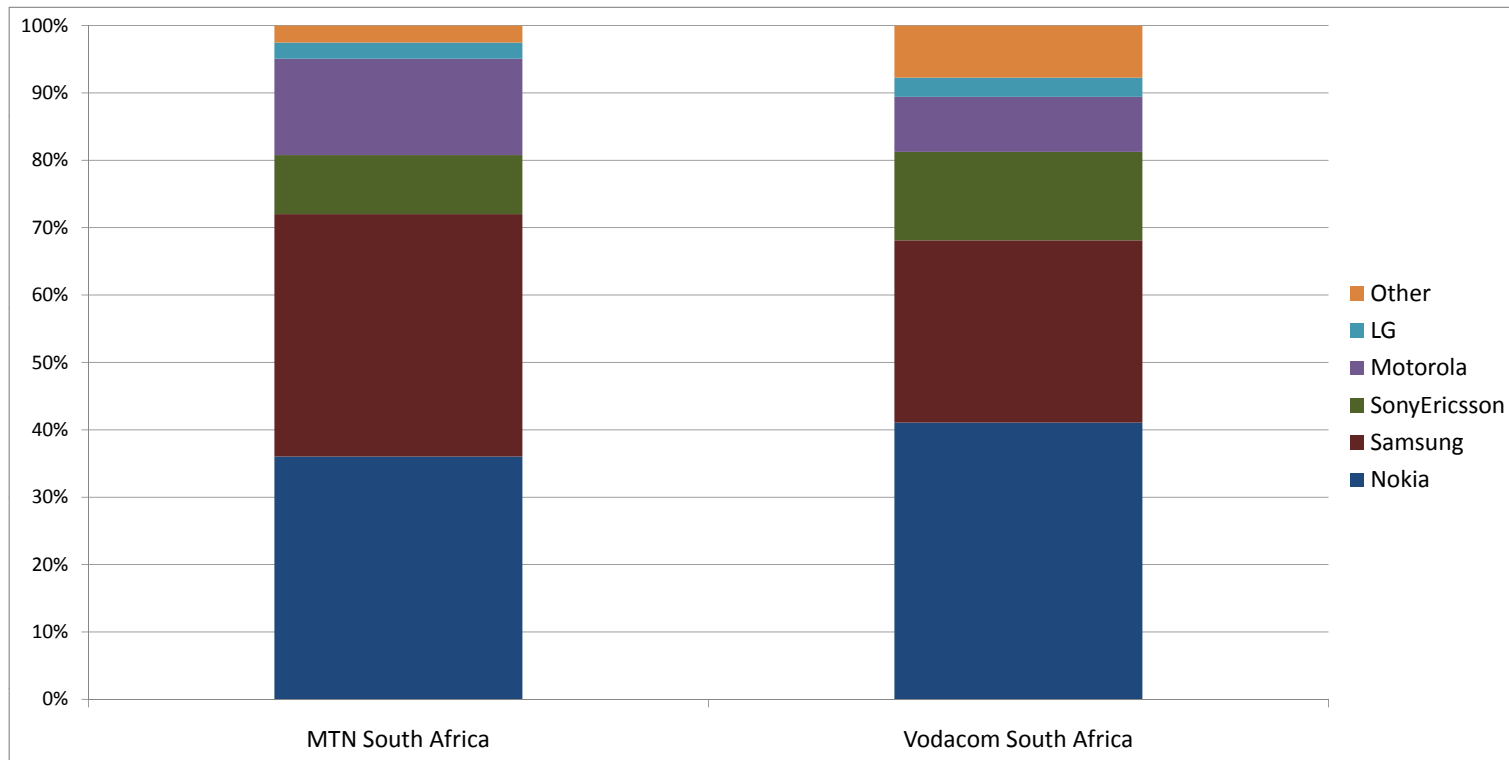
South Africa Handset Data

November 2008

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 greater than 1% share.

AdMob Mobile Metrics Report

November 2008



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 50 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 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. AdMob now also serves mobile ads into iPhone applications. The traffic from these applications is included in the Metrics report.

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 6,000 sites, we feel the data will be useful and may help inform your business decision making.

Ad Request Classification - For some handsets and operator networks, it is difficult to collect full handset data. AdMob categorizes these requests as "unclassified" and does not serve targeted ads to these requests.

Data Quality

As part of our ongoing quality initiatives, AdMob implemented certain minimum thresholds to limit ads served in low performing inventory. These initiatives cause a slight decline in fill rate, or the percentage of requests for which we serve an ad.

Questions

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

