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 its network. This monthly report offers a snapshot of its data to provide insight into trends in the mobile ecosystem.

November 2009

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AdMob Mobile Metrics Report

November 2009

New and Noteworthy

This month we look at the major trends of 2009. Smartphone usage has accelerated over the past year as a result of the increased international distribution of the iPhone and growth in traffic from the launch of new Android devices. We also examine the growth of WiFi traffic on AdMob's network.

* In the US, smartphones generated 48% of mobile Web and application traffic on the AdMob network in November 2009, up from 30% a year ago.

* The percentage of requests over WiFi in the US tripled in the past year. In November 2008, only 8% of requests to AdMob in the US were over a WiFi network, compared to 24% in November 2009.

* 50% of the unique iPhone and iPod touch devices that requested at least one ad from AdMob in November 2009 were located in the US. The UK, France, Canada and Germany were the next four biggest markets by unique users, respectively. In total, there were 23 countries in the AdMob network with requests from more than 100,000 unique iPhone and iPod touch devices.

* Japan, France, and Australia were the fastest growing of the Top 10 countries for Apple devices in 2009. The United States and Canada grew at a slower rate, likely due to the larger installed base of users. The number of unique users on Apple devices in AdMob's network increased 150% worldwide in 2009.

* The growth of traffic from Android devices has been fueled by the release of new devices. Six months ago a single Android device, the HTC Dream (G1), generated 92% of Android traffic, while in November 2009 the same device accounted for only 37% of requests.

* The Motorola Droid, HTC Magic, and HTC Hero generated 22%, 21% and 9% of Android requests worldwide in November 2009, respectively.

* 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 15,000 mobile Web sites and applications. AdMob 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 visit this blog post for more information on how to interpret the Metrics report: http://metrics.admob.com/2009/10/placing-admob-metrics-in-context/.

## Contents

AdMob Mobile Metrics Report

November 2009

Feature Section: US Smartphone Growth

New advanced handsets and the popularity of mobile applications contributed to increased smartphone buzz in 2009. Despite flat handset sales over the past year, smartphone shipments rose 24% worldwide.[1] Accordingly, the share of requests from smartphones, as well as the share of requests made over WiFi, rose in the AdMob network in 2009.

Highlights

* In the US, smartphones generated 48% of mobile Web and application traffic on the AdMob network in November 2009, up from 30% a year ago.

* The percentage of requests over WiFi in the US tripled over the past year. In November 2008, only 8% of requests in the US were over a WiFi network, compared to 24% in November 2009.

* The increase in devices with WiFi capability led the increase in WiFi activity. The percentage of requests from devices capable of connecting via WiFi increased from 19% in November 2008 to 55% in November 2009.

* 36% of iPhone traffic in the US was over WiFi, considerably higher than other devices. Less than 10% of traffic from the major Android devices came over WiFi.

* Mobile devices that are not phones, such as the iPod touch and gaming devices, but that have WiFi capability are being used to access the mobile web. 3 of the Top 15 devices that generated WiFi traffic in the AdMob network were the iPod touch (#1), the Sony PSP (#3) and the Nintendo DSi (#12) that fall into this category.

US Smartphone Share of Requests — AdMob Network

US WiFi Usage and Device Capability — AdMob Network
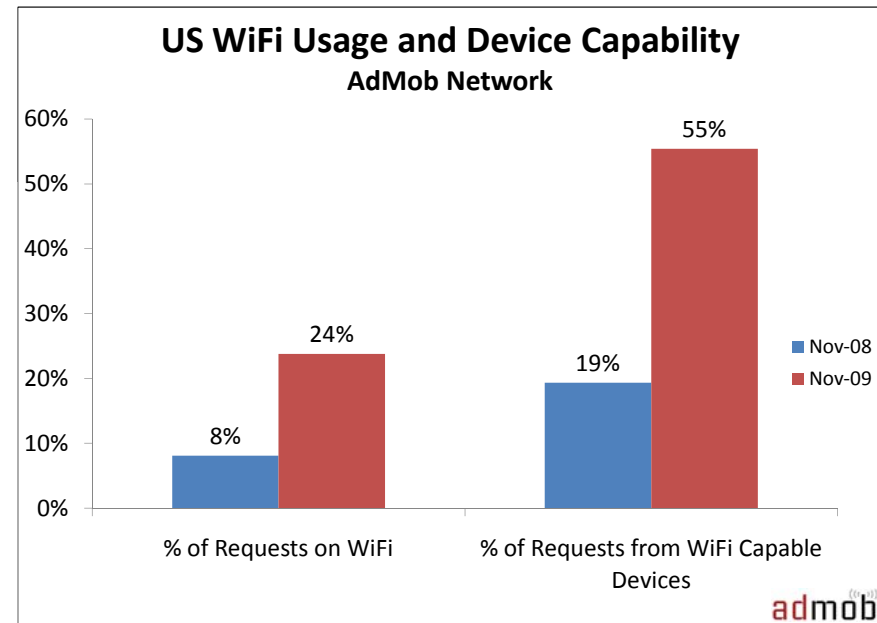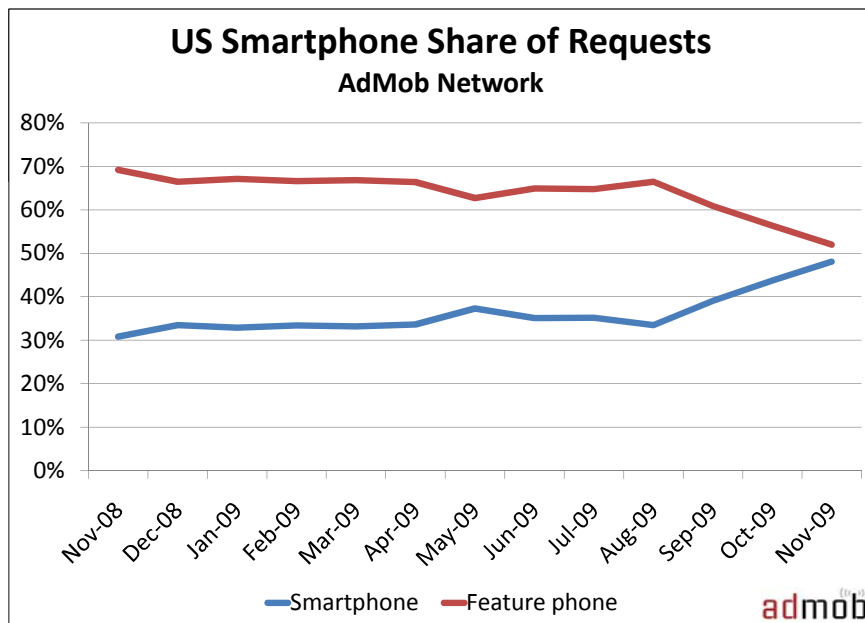
[1]Gartner 2009 Press Release: http://www.gartner.com/it/page.jsp?id=1256113

Despite running the iPhone OS, the iPod touch is not a phone, and thus not considered a smartphone based on this definition.

Feature Section: iPhone International Growth

Sales of the iPhone and iPod touch continued to be strong in 2009, and analysts believe that cumulative Apple sales of the two devices could reach 78 million by the end of 2009.[1] In this section we look at the worldwide distribution of the devices and where the growth came from in the last year. Please note that the data on this page is based on unique users of iPhones and iPod touches, not ad requests, on the AdMob network. [2]
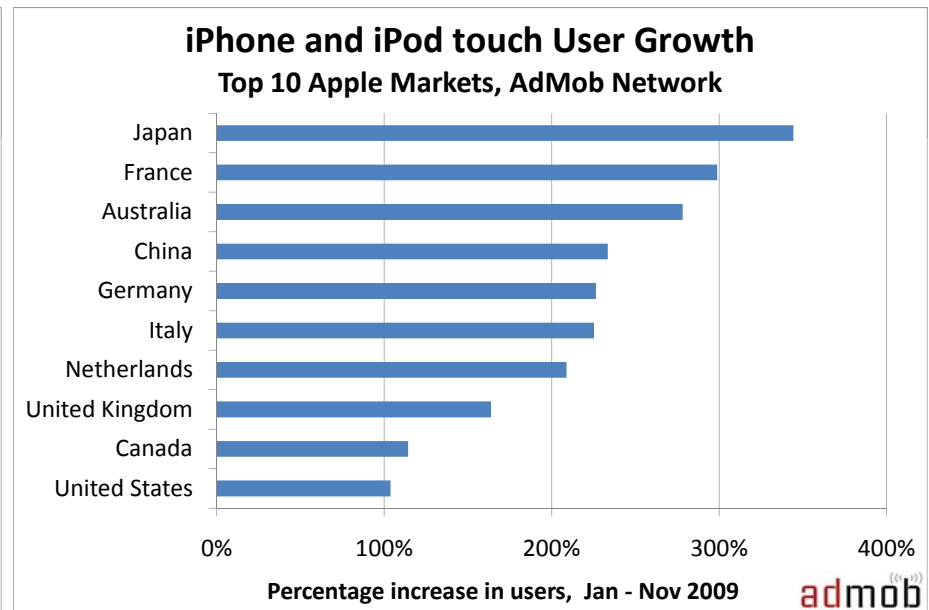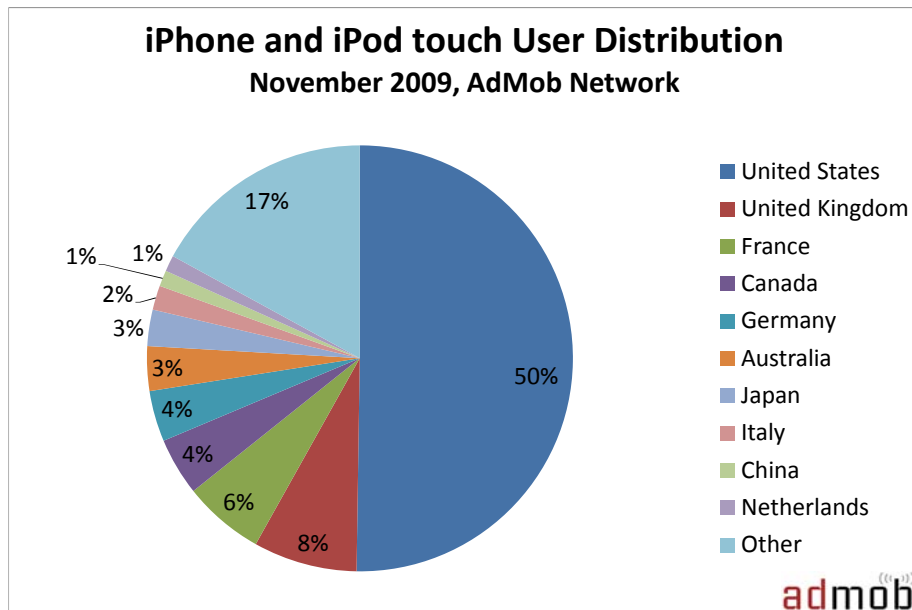
Highlights

* 50% of the unique iPhone and iPod touch devices that requested at least one ad from AdMob in November 2009 were located in the US. The UK, France, Canada and Germany were the next four biggest markets by unique user, respectively. In total, there were 23 countries with more than 100,000 unique iPhone and iPod touch devices in the AdMob network.

* Over the past year, the number of users has increased faster internationally than in the US. In November 2009, 50% of unique users were located outside of the US, an increase from 39% in January 2009.

* Japan, France, and Australia were the fastest growing of the Top 10 countries for Apple devices in 2009. The United States and Canada grew at a slower rate, likely due to the larger installed base of users. The number of unique users on Apple devices in AdMob's network increased 150% in 2009.

* The data on this page includes both the iPhone and iPod touch. In November 2009, the iPhone accounted for 71% and the iPod touch accounted for 29% of total unique users from Apple devices. This proportion varies by country, please see our June 2009 Metrics Report for a breakdown of iPhones and iPod touches for top markets.

iPhone and iPod touch User Distribution
November 2009, AdMob Network

- United States — 50%
- United Kingdom — 8%
- France — 6%
- Canada — 4%
- Germany — 4%
- Australia — 3%
- Japan — 3%
- Italy — 2%
- China — 1%
- Netherlands — 1%
- Other — 17%

iPhone and iPod touch User Growth
Top 10 Apple Markets, AdMob Network

Percentage increase in users, Jan - Nov 2009

- Japan
- France
- Australia
- China
- Germany
- Italy
- Netherlands
- United Kingdom
- Canada
- United States

[1]Gene Munster, Piper Jaffray. Estimates taken from an Apple note on Dec 14th.

[2]In November 2009, there were 18.0 million iPhones and 7.3 million iPod touches for a total of 25.3 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. A unique user represents a device that has seen at least 1 ad request on the AdMob Network in a given month.

AdMob Mobile Metrics Report

November 2009

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Feature Section: Android Traffic Growth

The recent launches of Android powered phones have fueled the strong growth of requests in the AdMob network over the past several months. Given the marketing attention on Android devices during the holiday season and other new phones on the horizon, growth should continue throughout 2010.
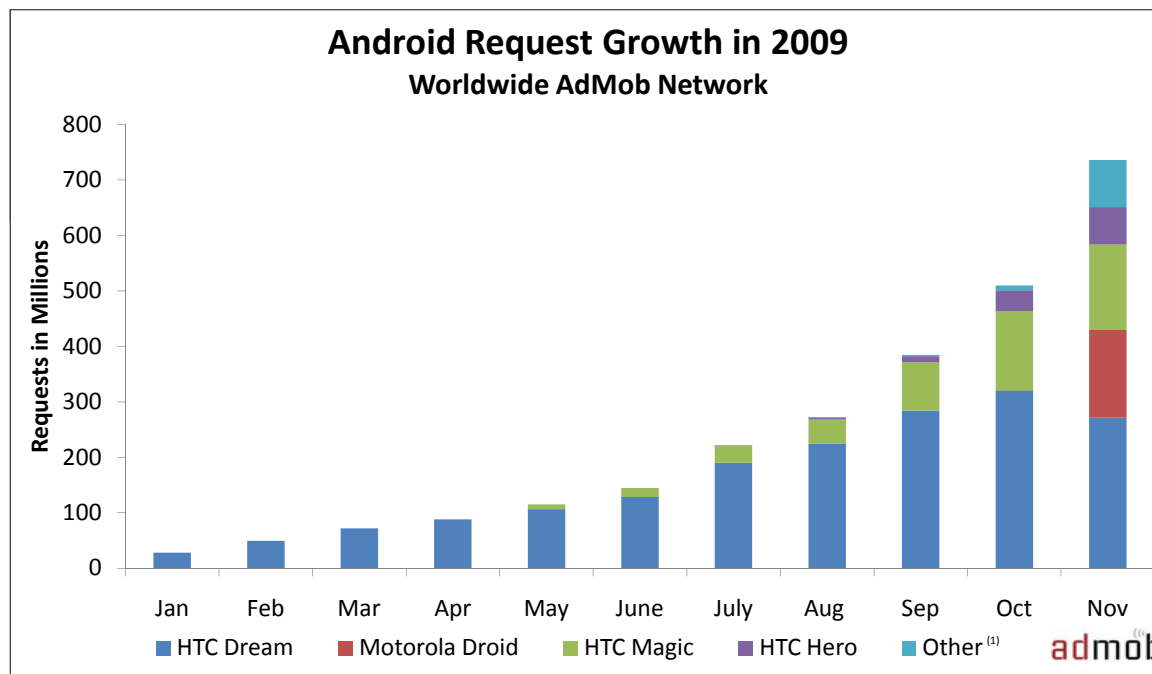
Highlights

* Traffic from Android devices has increased dramatically over the last year, particularly with the new devices launched in the last two months. Android generated 27% of smartphone requests in the US in November 2009, up from 20% in October 2009.

* The Motorola Droid, HTC Magic and HTC Hero generated 22%, 21% and 9% of Android requests worldwide in November 2009, respectively.

* In November 2009, 88% of Android traffic in the AdMob network was generated in the US. The UK was with second largest market with 4% of requests.

* As the number of Android devices proliferates around the world, the popular Android handsets may vary from region to region. In the US, the Motorola Droid quickly became the number two Android handset with heavy marketing support from Verizon. In the UK, the HTC Dream, HTC Magic and HTC Hero make up 92% of Android requests.

Android Request Growth in 2009
Worldwide AdMob Network

(Requests in Millions; Jan–Nov)

Legend: HTC Dream, Motorola Droid, HTC Magic, HTC Hero, Other [1]

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Top Android Handsets, United States, Nov 09

Rank	Handset	% of Requests
1	HTC Dream	38%
2	Motorola Droid	25%
3	HTC Magic	18%
4	HTC Hero	7%
5	Motorola CLIQ	7%
	Other	5%

Top Android Handsets, United Kingdom, Nov 09

| Rank	Handset	% of Requests
1	HTC Dream	41%
2	HTC Magic	27%
3	HTC Hero	24%
4	Motorola CLIQ	5%
5	Samsung Galaxy	1%
	Other	3%

[1]Other includes HTC Desire, Samsung Moment, Samsung Galaxy and HTC Tattoo.

AdMob serves ads into Android applications and on mobile web sites.

Ad Requests by Geography - November 2009

admob

Requests: 9,756,387,106

Country	Requests	% of Requests	% Share Change
United States	5,146,420,640	52.7%	3.8%
India	501,896,670	5.1%	-0.7%
United Kingdom	418,452,216	4.3%	0.2%
Indonesia	390,375,576	4.0%	0.1%
France	236,812,773	2.4%	0.5%
Canada	215,663,310	2.2%	-0.2%
South Africa	201,948,842	2.1%	0.7%
Germany	151,109,202	1.5%	0.3%
Australia	146,079,525	1.5%	0.1%
Japan	121,254,737	1.2%	0.1%
Other Countries [1] [2]	2,226,373,615	22.8%	
Total	9,756,387,106	100.0%	

Monthly Growth in Traffic Since Nov 2008 - Regions
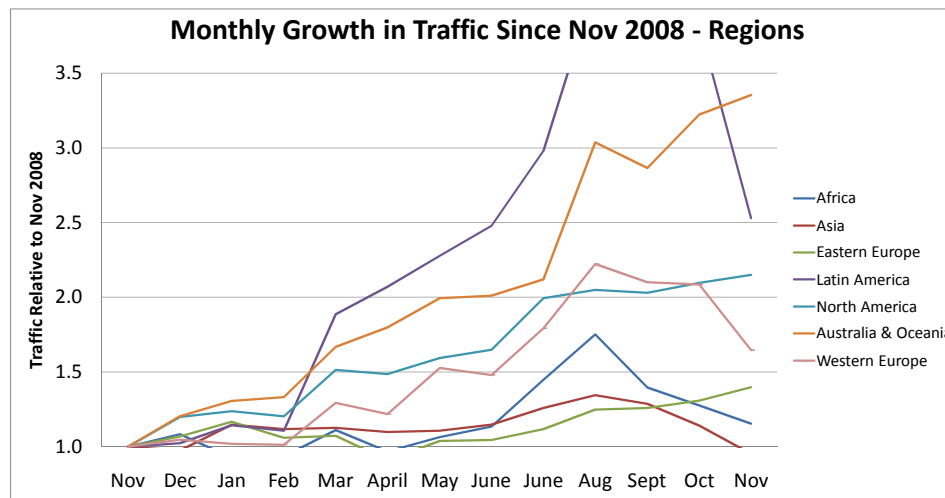
Region	Requests	% of Requests	% Share Change
North America	5,362,308,618	55.0%	3.6%
Asia	1,912,282,553	19.6%	-2.9%
Western Europe	1,181,421,324	12.1%	0.9%
Africa	450,246,671	4.6%	-0.3%
Latin America	287,569,804	2.9%	-1.3%
Eastern Europe	219,510,725	2.2%	0.2%
Oceania	159,576,480	1.6%	0.1%
Other [2]	183,470,931	1.9%	
Total	9,756,387,106	100.0%	

Notes

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

[1] Other includes 49 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.
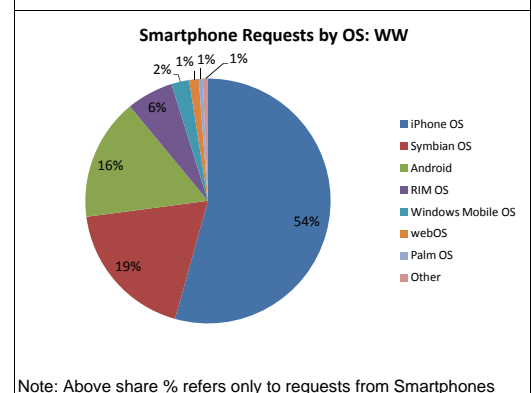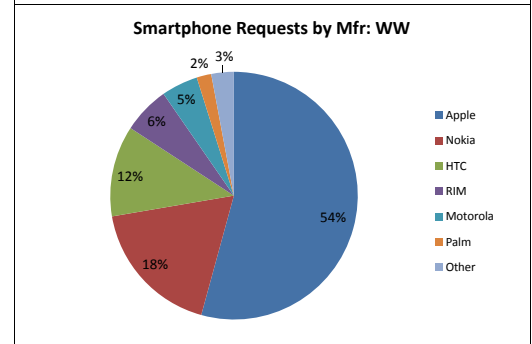
Worldwide Handset Data - November 2009

admob

Requests: 9,756,387,106

Top Device Mfrs	% of Requests	Share Chg %
Apple	38.3%	6.2%
Nokia	16.3%	-3.3%
Samsung	11.1%	-1.3%
Motorola	6.6%	1.4%
HTC	5.9%	0.3%
SonyEricsson	4.0%	-0.7%
RIM	3.0%	-0.1%
LG	3.0%	-0.2%
Kyocera	1.4%	-0.2%
Palm	0.9%	-0.5%
Sony	0.6%	-0.9%
Other	8.9%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Apple	iPhone	26.8%	4.4%
Apple	iPod Touch	11.5%	1.8%
HTC	Dream	2.9%	-0.4%
Samsung	R450	1.9%	-0.4%
Motorola	Droid	1.8%	1.8%
HTC	Magic	1.6%	0.2%
RIM	BlackBerry 8300	1.3%	-0.1%
Nokia	N70	1.1%	-0.2%
Motorola	RAZR V3	1.0%	-0.3%
Kyocera	S1300	0.9%	-0.2%
Nokia	3110c	0.8%	-0.2%
HTC	Hero	0.7%	0.3%
Nokia	6300	0.7%	-0.2%
Nokia	N95	0.7%	-0.3%
Nokia	5130	0.6%	0.1%
Samsung	R430	0.6%	-0.2%
Palm	Pre	0.6%	-0.4%
Nokia	N73	0.6%	-0.1%
Nokia	N80	0.5%	-0.2%
Sony	PSP	0.5%	-0.6%
Total		**57.2%**	

Smartphone Traffic - Worldwide	
Smartphone Traffic Share	48.2%

Smartphone Requests by Mfr: WW

Legend: Apple 54%, Nokia 18%, HTC 12%, RIM 6%, Motorola 5%, Palm 2%, Other 3%

Smartphone Requests by OS: WW

Legend: iPhone OS 54%, Symbian OS 19%, Android 16%, RIM OS 6%, Windows Mobile OS 2%, webOS 1%, Palm OS 1%, Other 1%

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	66.9%
Supports Streaming Video	74.6%
Able to Download Video Clips	77.3%
Supports WAP Push Messages	48.1%

MMA Standard Screen Size	Share %
Small	12.7%
Medium	13.2%
Large	17.1%
X-Large	57.1%

Notes

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

• New models in Top 20: Motorola Droid and HTC Hero.

[1]Includes unclassified impressions and other manufacturers with < 2% share.
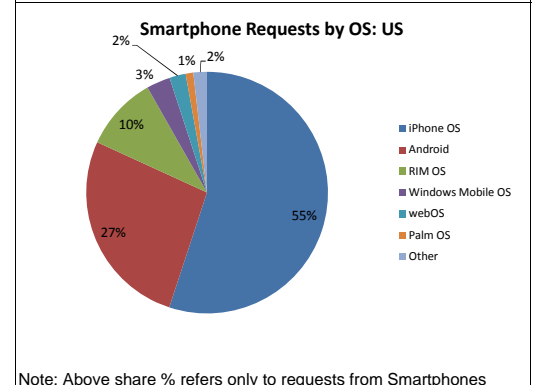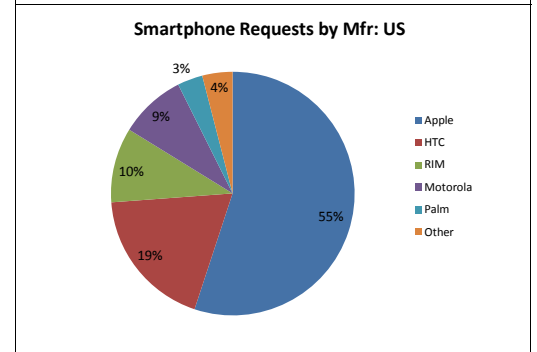
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United States Handset Data - November 2009

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Requests: 5,146,420,640

Top Device Mfrs	% of Requests	Share Chg %
Apple	41.5%	6.0%
Samsung	16.1%	-3.8%
Motorola	11.3%	2.2%
HTC	9.2%	-0.2%
RIM	4.9%	-0.5%
LG	3.9%	-0.5%
Kyocera	2.7%	-0.7%
Nokia	1.7%	-0.4%
Palm	1.7%	-1.2%
Other [1]	7.0%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Apple	iPhone	27.1%	3.0%
Apple	iPod Touch	14.5%	3.0%
HTC	Dream	5.0%	-1.1%
Samsung	R450	3.5%	-1.1%
Motorola	Droid	3.3%	3.3%
HTC	Magic	2.4%	0.1%
RIM	BlackBerry 8300	2.3%	-0.3%
Kyocera	S1300	1.7%	-0.5%
Motorola	RAZR V3	1.6%	-0.6%
Samsung	R430	1.2%	-0.4%
Palm	Pre	1.1%	-1.0%
HTC	Hero	1.0%	0.6%
Samsung	R560	1.0%	0.0%
Motorola	CLIQ	0.9%	0.8%
Samsung	R420	0.9%	-0.1%
LG	CU920	0.8%	-0.2%
Motorola	Z6M	0.8%	-0.3%
Samsung	R810	0.7%	-0.2%
Samsung	M800	0.7%	-0.3%
Motorola	QA30	0.7%	-0.2%
Total		**70.8%**	

Smartphone Traffic - US	
Smartphone Traffic Share	48.0%

Smartphone Requests by Mfr: US

- Apple 55%
- HTC 19%
- RIM 10%
- Motorola 9%
- Palm 3%
- Other 4%

Smartphone Requests by OS: US

- iPhone OS 55%
- Android 27%
- RIM OS 10%
- Windows Mobile OS 3%
- webOS 2%
- Palm OS 1%
- Other 2%

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	52.5%
Supports Streaming Video	69.6%
Able to Download Video Clips	67.5%
Supports WAP Push Messages	42.5%

MMA Standard Screen Size	Share %
Small	12.1%
Medium	11.3%
Large	11.6%
X-Large	65.0%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Motorola Droid, HTC Hero and Motorola CLIQ.

[1] Includes unclassified impressions and other manufacturers with < 1% share.

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United States Handset Data

November 2009

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Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - US

Legend: Other, Palm, Nokia, Kyocera, LG, RIM, HTC, Motorola, Samsung, Apple

Operators: AT&T Wireless, Metro PCS, Sprint PCS USA, T Mobile USA, Verizon Wireless USA

Notes

• Other includes all manufacturers with less than 2.0% share.

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India Handset Data - November 2009

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Requests: 501,896,670

Top Device Mfrs	% of Requests	Share Chg %
Nokia	61.2%	-1.9%
SonyEricsson	10.2%	0.2%
Samsung	6.0%	0.4%
Apple	1.6%	0.5%
Motorola	1.2%	-0.1%
Other [(1)]	19.8%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Nokia	3110c	6.7%	-1.1%
Nokia	5130	5.5%	1.3%
Nokia	N70	4.4%	-0.4%
Nokia	7210	3.4%	0.0%
Nokia	N73	2.8%	-0.2%
Nokia	6300	2.6%	-0.4%
Nokia	N80	2.6%	0.0%
Nokia	6233	2.5%	-0.5%
Nokia	2626	1.9%	-0.3%
Nokia	N72	1.8%	-0.1%
Nokia	N2700 Classic	1.6%	0.8%
Nokia	6600	1.5%	-0.2%
Apple	iPhone	1.3%	0.4%
SonyEricsson	W200i	1.3%	-0.1%
Nokia	5310	1.1%	0.0%
Nokia	7610	1.0%	0.0%
Nokia	3500 Classic	1.0%	-0.1%
Nokia	5300	1.0%	-0.3%
Nokia	N95	1.0%	0.1%
Nokia	5200	1.0%	-0.1%
Total		**45.9%**	

Smartphone Traffic - India	
Smartphone Traffic Share	29.2%

Smartphone Requests by Mfr: India

1% 1% 3%
5%
90%

Legend:
- Nokia
- Apple
- HTC
- Motorola
- Other

Smartphone Requests by OS: India

2% 1%
1%
4%
92%

Legend:
- Symbian OS
- iPhone OS
- Windows Mobile OS
- Linux Smartphone OS
- Other

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	76.8%
Supports Streaming Video	73.5%
Able to Download Video Clips	86.3%
Supports WAP Push Messages	83.9%

MMA Standard Screen Size	Share %
Small	23.0%
Medium	22.9%
Large	35.5%
X-Large	18.6%

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 N2700 Classic and Nokia N95.

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

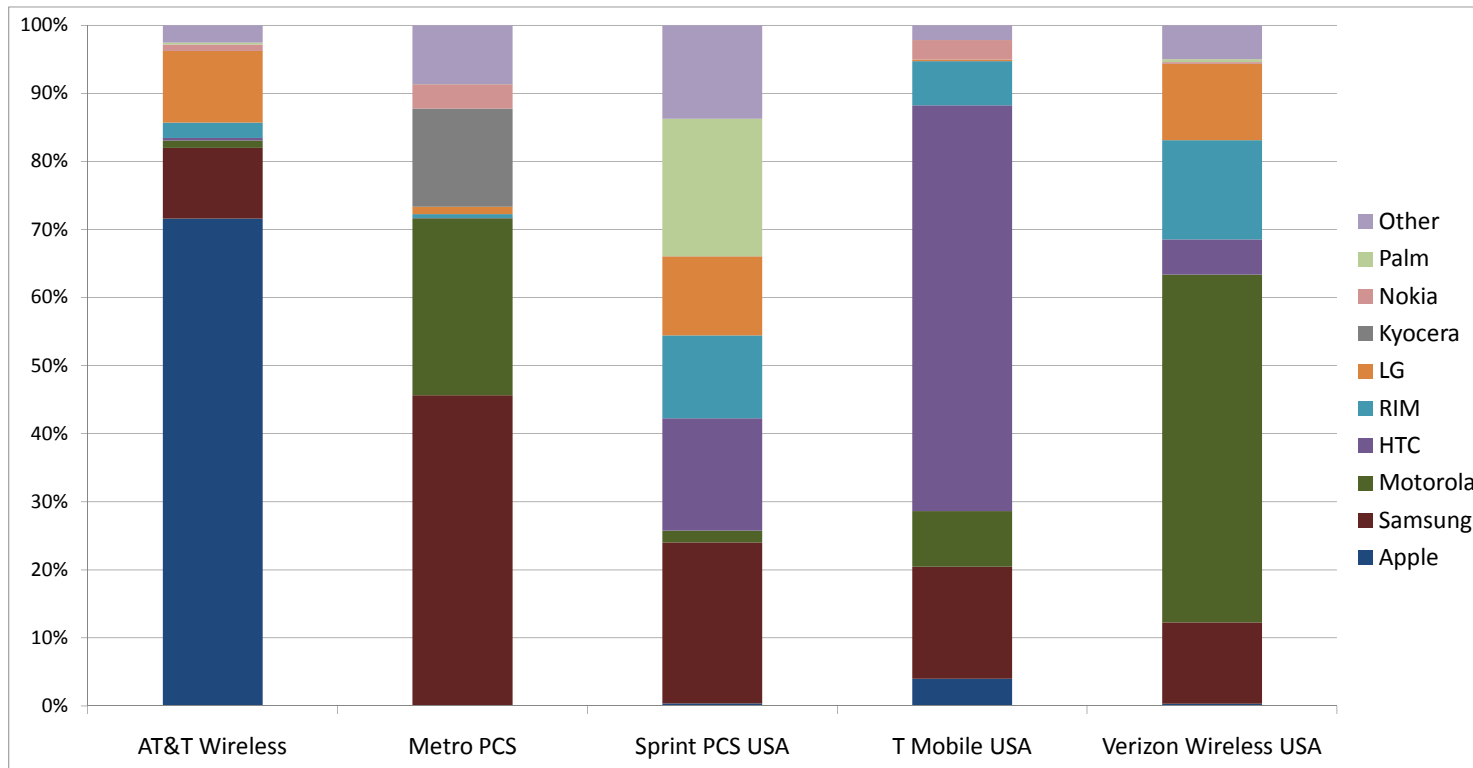Find previous reports and sign up for future report notifications at metrics.admob.com.

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India Handset Data
November 2009

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - India

Notes

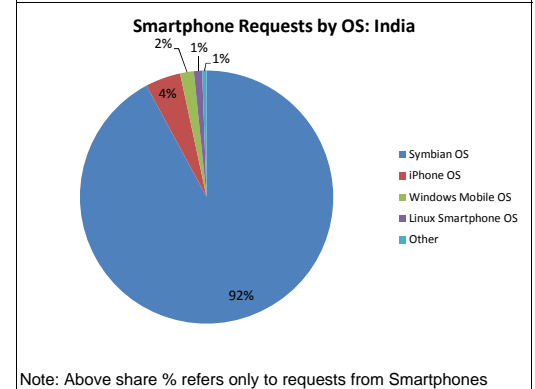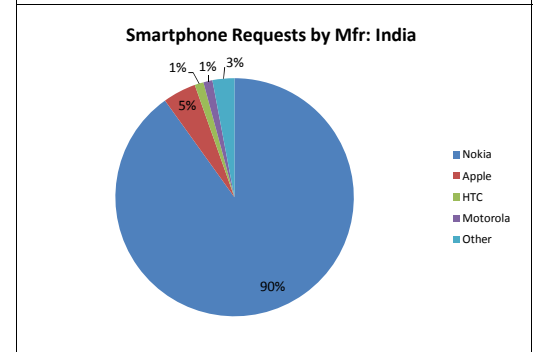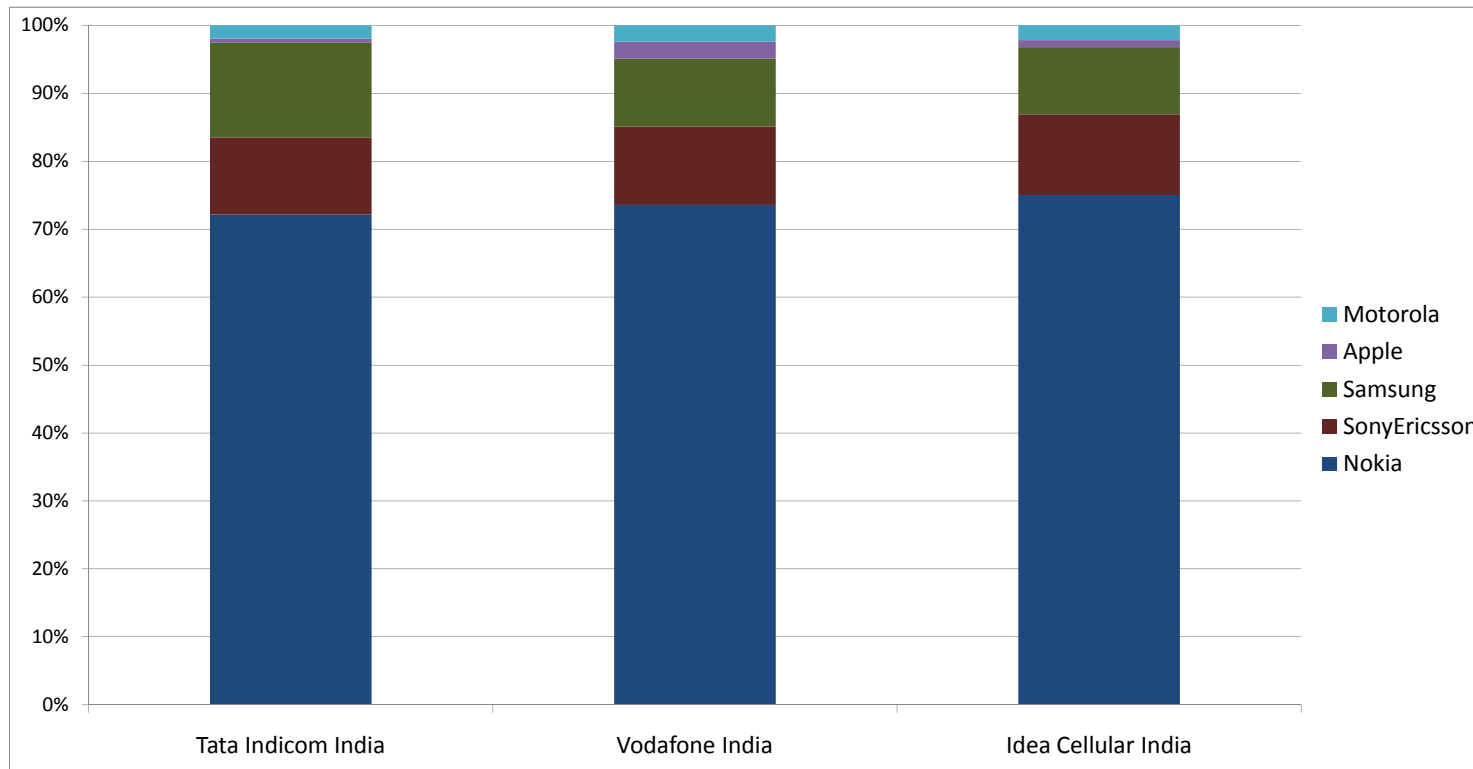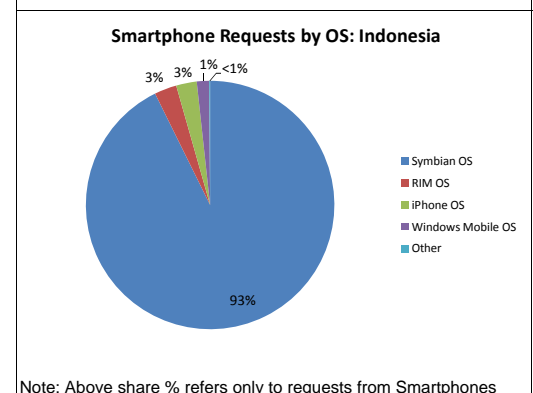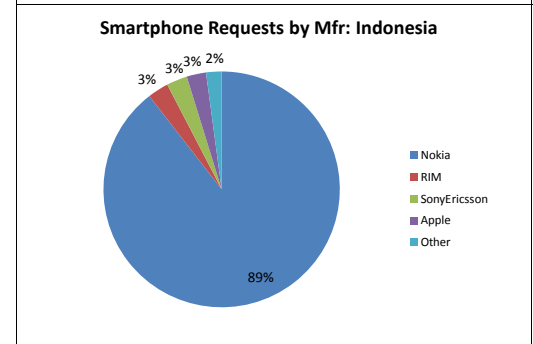• Other includes all manufacturers with less than 1% share.

Indonesia Handset Data - November 2009

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Requests: 390,375,576

Top Device Mfrs	% of Requests	Share Chg %
Nokia	58.5%	1.0%
SonyEricsson	25.2%	-1.4%
Samsung	1.8%	0.3%
Apple	1.1%	0.1%
Nexian	1.1%	0.7%
Other [(1)]	12.3%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	4.3%	0.0%
Nokia	6600	3.0%	0.0%
Nokia	5130	2.9%	0.1%
Nokia	6300	2.5%	-0.3%
Nokia	7610	2.4%	0.0%
Nokia	3110c	2.4%	0.0%
SonyEricsson	W200i	2.3%	-0.4%
Nokia	E63	2.2%	0.5%
Nokia	2600c	2.0%	0.1%
Nokia	N73	1.9%	0.0%
Nokia	2630	1.8%	0.1%
Nokia	6120c	1.7%	0.1%
Nokia	3230	1.7%	-0.1%
Nokia	E71	1.5%	0.4%
Nokia	5300	1.5%	-0.3%
SonyEricsson	K310i	1.4%	-0.2%
SonyEricsson	K510	1.3%	-0.1%
Nokia	2626	1.2%	0.1%
Nokia	5200	1.2%	-0.1%
SonyEricsson	K530i	1.1%	-0.1%
Total		**40.3%**	

Smartphone Traffic - Indonesia

Smartphone Traffic Share	33.8%

Smartphone Requests by Mfr: Indonesia

3% 3% 3% 2%

89%

- Nokia
- RIM
- SonyEricsson
- Apple
- Other

Smartphone Requests by OS: Indonesia

3% 3% 1% <1%

93%

- Symbian OS
- RIM OS
- iPhone OS
- Windows Mobile OS
- Other

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	87.5%
Supports Streaming Video	78.5%
Able to Download Video Clips	85.8%
Supports WAP Push Messages	90.7%

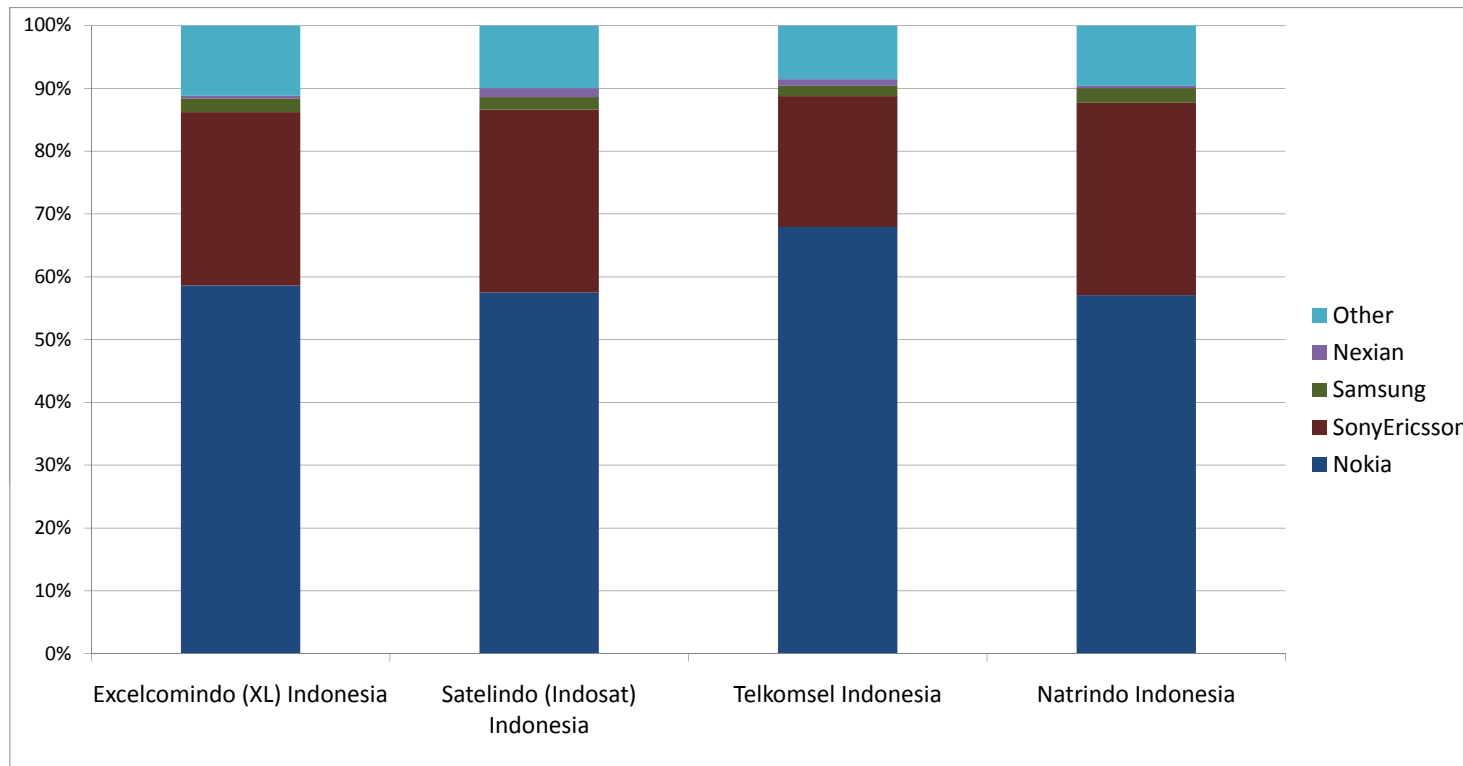| MMA Standard Screen Size	Share %
Small	29.0%
Medium	30.1%
Large	28.4%
X-Large	12.5%

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 E71 and Nokia 2626.

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

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Indonesia Handset Data

November 2009

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - Indonesia

Legend:
- Other
- Nexian
- Samsung
- SonyEricsson
- Nokia

X-axis categories: Excelcomindo (XL) Indonesia, Satelindo (Indosat) Indonesia, Telkomsel Indonesia, Natrindo Indonesia

Notes

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

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United Kingdom Handset Data - November 2009

admob

Requests: 418,452,216

Top Device Mfrs	% of Requests	Share Chg %
Apple	64.3%	3.9%
SonyEricsson	6.6%	-1.9%
Nokia	6.6%	-1.6%
HTC	6.1%	0.2%
Samsung	4.2%	-1.2%
RIM	2.2%	-0.1%
LG	1.9%	-0.2%
Sony	1.2%	0.4%
Other [(1)]	6.8%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Apple	iPhone	47.5%	3.1%
Apple	iPod Touch	16.9%	0.8%
HTC	Dream	2.7%	-0.2%
HTC	Magic	1.7%	0.2%
HTC	Hero	1.5%	0.2%
Nokia	N95	1.2%	-0.5%
Sony	PSP	0.9%	0.2%
Nokia	5800 XpressMusic	0.8%	-0.2%
SonyEricsson	K800i	0.7%	-0.3%
Samsung	GT S5230	0.6%	0.1%
LG	KP500	0.6%	0.0%
RIM	BlackBerry 8900	0.6%	0.0%
RIM	BlackBerry 9000	0.5%	-0.1%
SonyEricsson	W910i	0.5%	-0.1%
SonyEricsson	W995	0.4%	0.0%
Nokia	6300	0.4%	0.0%
Samsung	J700	0.4%	-0.2%
Nokia	N97	0.4%	-0.1%
Samsung	G600	0.4%	-0.2%
LG	KS360	0.4%	0.0%
Total		**78.8%**	

Smartphone Traffic - UK	
Smartphone Traffic Share	61.8%
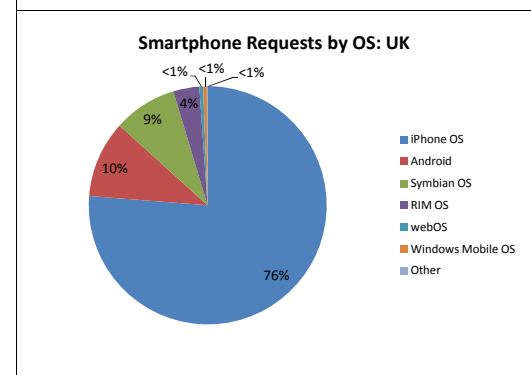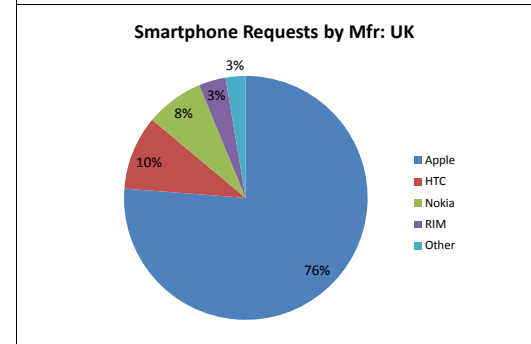
Smartphone Requests by Mfr: UK

- Apple 76%
- HTC 10%
- Nokia 8%
- RIM 3%
- Other 3%

Smartphone Requests by OS: UK

- iPhone OS 76%
- Android 10%
- Symbian OS 9%
- RIM OS 4%
- webOS <1%
- Windows Mobile OS <1%
- Other <1%

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	78.7%
Supports Streaming Video	90.8%
Able to Download Video Clips	93.4%
Supports WAP Push Messages	25.8%

MMA Standard Screen Size	Share %
Small	2.1%
Medium	2.7%
Large	14.2%
X-Large	81.0%

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 W995, Nokia 6300 and LG KS360.

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

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United Kingdom Handset Data

November 2009

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - United Kingdom

Notes

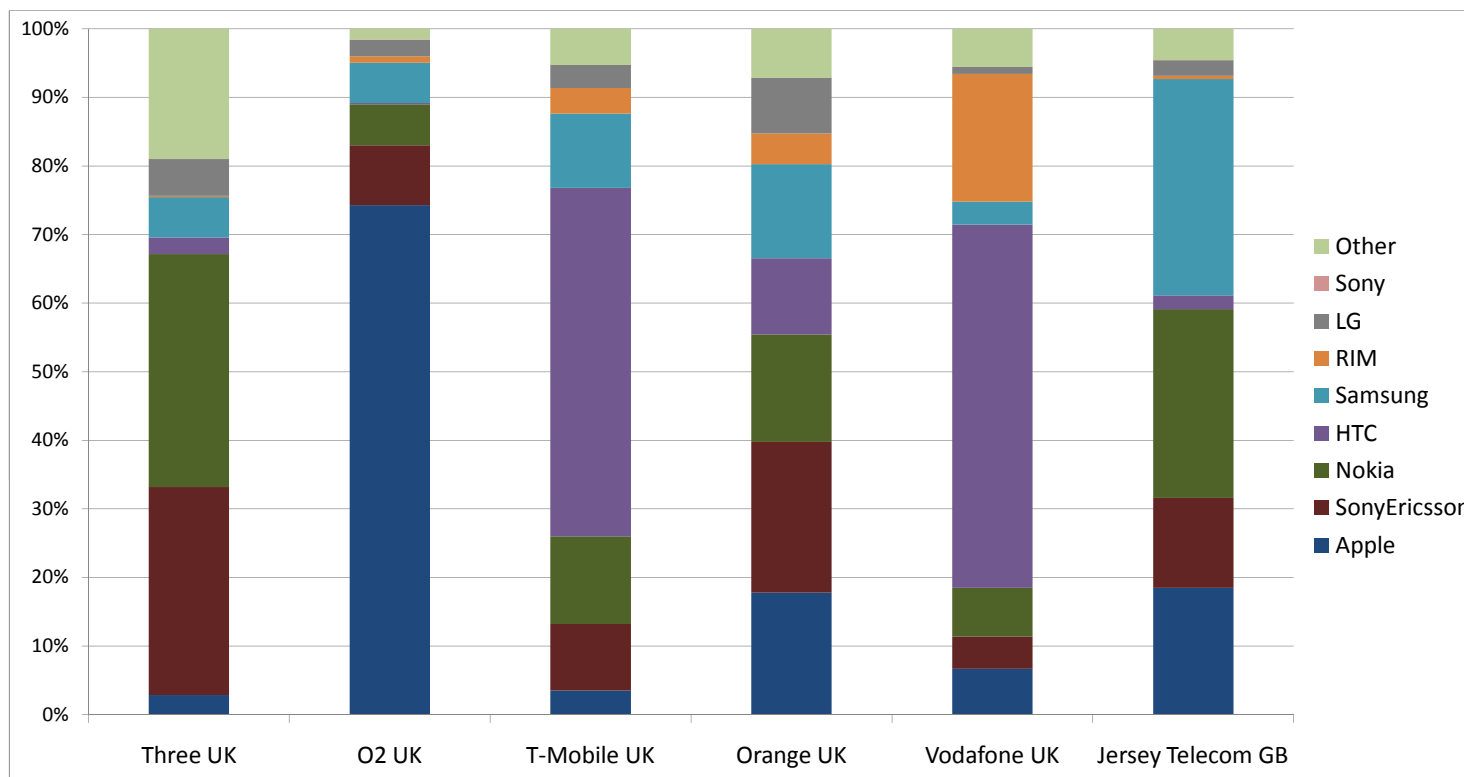• Other includes all manufacturers with less than 1% share.

Find previous reports and sign up for future report notifications at metrics.admob.com.

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Philippines Handset Data - November 2009

admob

Requests: 109,995,702

Top Device Mfrs	% of Requests	Share Chg %
Nokia	62.4%	-4.2%
SonyEricsson	7.6%	-0.3%
Apple	7.1%	2.6%
Samsung	3.2%	0.2%
Sony	1.0%	-0.7%
Other [(1)]	18.7%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	8.7%	1.8%
Apple	iPhone	3.6%	1.5%
Apple	iPod Touch	3.5%	1.1%
Nokia	6630	3.4%	0.2%
Nokia	6120c	3.2%	0.3%
Nokia	3110c	2.5%	-0.4%
Nokia	6300	2.3%	-0.8%
Nokia	N73	2.3%	0.5%
Nokia	6680	2.1%	0.1%
Nokia	N95	2.0%	-0.3%
Nokia	2600c	1.8%	-0.3%
Nokia	N80	1.5%	-0.3%
Nokia	7210	1.4%	-0.2%
Nokia	6600	1.4%	-0.5%
Nokia	2630	1.4%	-0.4%
Nokia	5800 XpressMus	1.2%	0.2%
Nokia	3120c	1.2%	-0.1%
Nokia	5130	1.2%	0.1%
Nokia	6070	1.2%	-0.4%
Nokia	1680c	1.2%	-0.2%
Total		**46.9%**	

Smartphone Traffic - Philippines	
Smartphone Traffic Share	42.6%
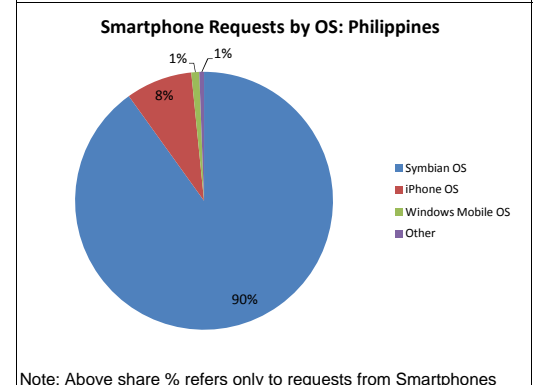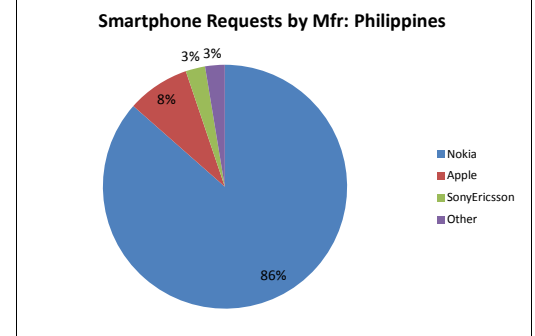
Smartphone Requests by Mfr: Philippines

- Nokia
- Apple
- SonyEricsson
- Other

3% 3%
8%
86%

Smartphone Requests by OS: Philippines

- Symbian OS
- iPhone OS
- Windows Mobile OS
- Other

1% 1%
8%
90%

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	82.5%
Supports Streaming Video	74.5%
Able to Download Video Clips	93.0%
Supports WAP Push Messages	76.2%

MMA Standard Screen Size	Share %
Small	18.4%
Medium	24.2%
Large	30.7%
X-Large	26.7%

Notes

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

• New models in Top 20: Nokia 5130 and Nokia 5800 XpressMusic.

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

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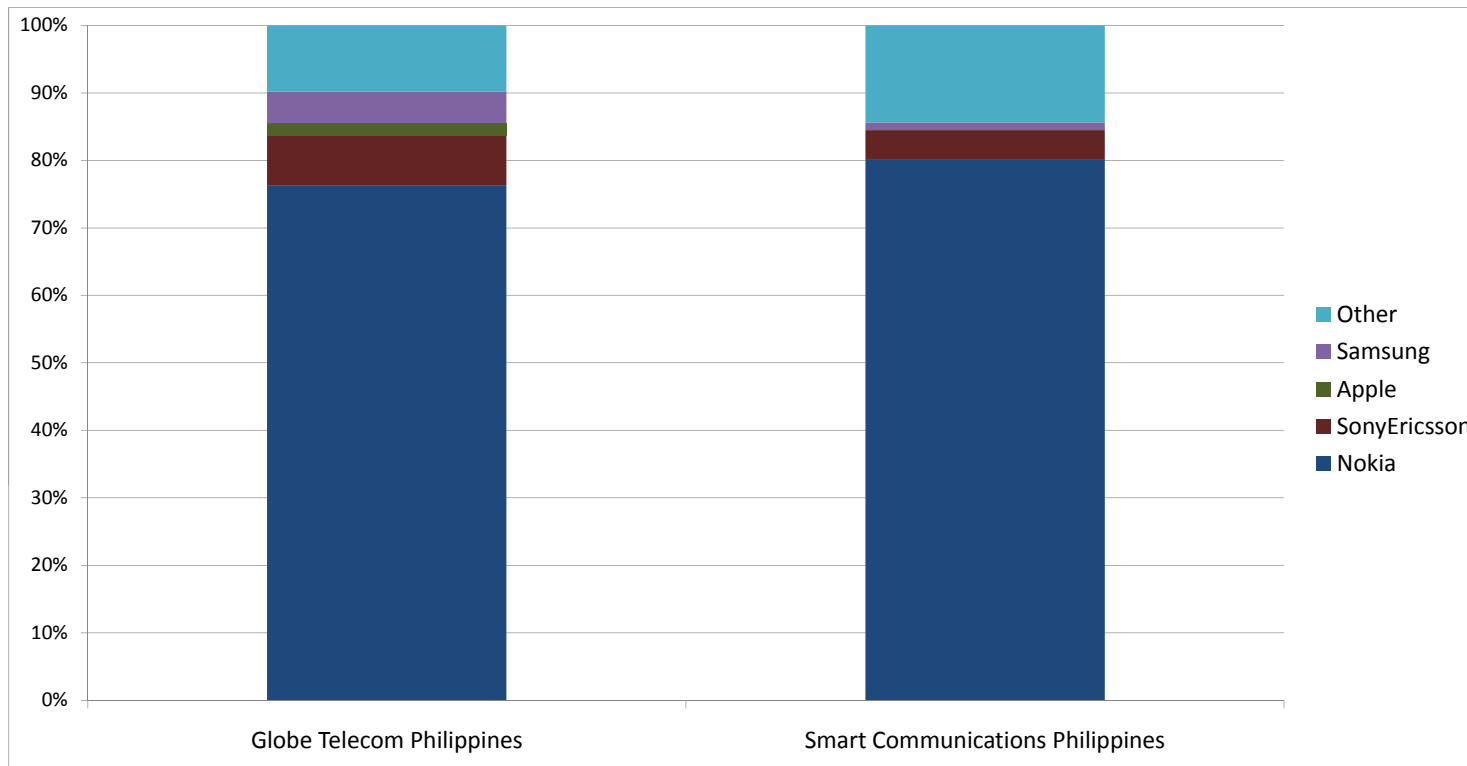
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Philippines Handset Data

November 2009

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - Philippines

Notes

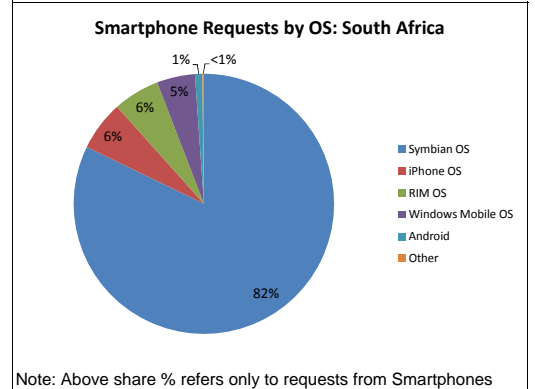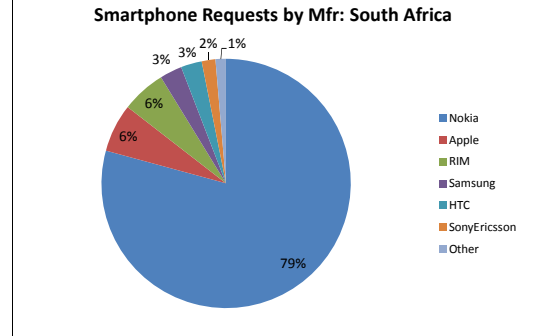• Other includes all manufacturers with less than 1% share.

South Africa Handset Data - November 2009

admob

Requests: 201,948,842

Top Device Mfrs	% of Requests	Share Chg %
Nokia	36.0%	-1.4%
Samsung	34.3%	2.7%
SonyEricsson	8.7%	-1.1%
LG	7.3%	1.0%
Motorola	6.0%	-0.3%
Apple	1.5%	-0.4%
RIM	1.3%	0.2%
Other [(1)]	4.9%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Samsung	E250	6.7%	-0.6%
Motorola	V360	3.8%	-0.3%
Samsung	M620	3.7%	0.7%
LG	KS360	3.4%	0.4%
Nokia	N70	3.3%	-0.3%
Samsung	J700	2.6%	0.3%
Samsung	J750	2.5%	0.2%
LG	KG290	1.9%	0.3%
SonyEricsson	W350i	1.7%	0.0%
Samsung	D900i	1.5%	-0.2%
Nokia	2630	1.5%	0.2%
Samsung	E370	1.4%	0.0%
Apple	iPhone	1.4%	-0.4%
Nokia	5000d	1.4%	0.1%
Samsung	E250i	1.4%	0.3%
Nokia	6300	1.4%	-0.1%
Nokia	N73	1.2%	-0.1%
Nokia	1680c	1.1%	0.1%
Samsung	B100	1.1%	0.3%
Samsung	GT-S5233A	1.1%	0.4%
Total		**43.8%**	

Smartphone Traffic - South Africa	
Smartphone Traffic Share	22.2%

Smartphone Requests by Mfr: South Africa

3% 3% 2% 1%
6%
6%
79%

Legend: Nokia, Apple, RIM, Samsung, HTC, SonyEricsson, Other

Smartphone Requests by OS: South Africa

1% <1%
5%
6%
6%
82%

Legend: Symbian OS, iPhone OS, RIM OS, Windows Mobile OS, Android, Other

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	73.7%
Supports Streaming Video	69.0%
Able to Download Video Clips	89.2%
Supports WAP Push Messages	95.0%

MMA Standard Screen Size	Share %
Small	38.1%
Medium	18.6%
Large	34.5%
X-Large	8.8%

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 E250i, Samsung B100 and Samsung GT-S5233A.

[(1)]Includes unclassified impressions and other manufacturers with < 1% share.
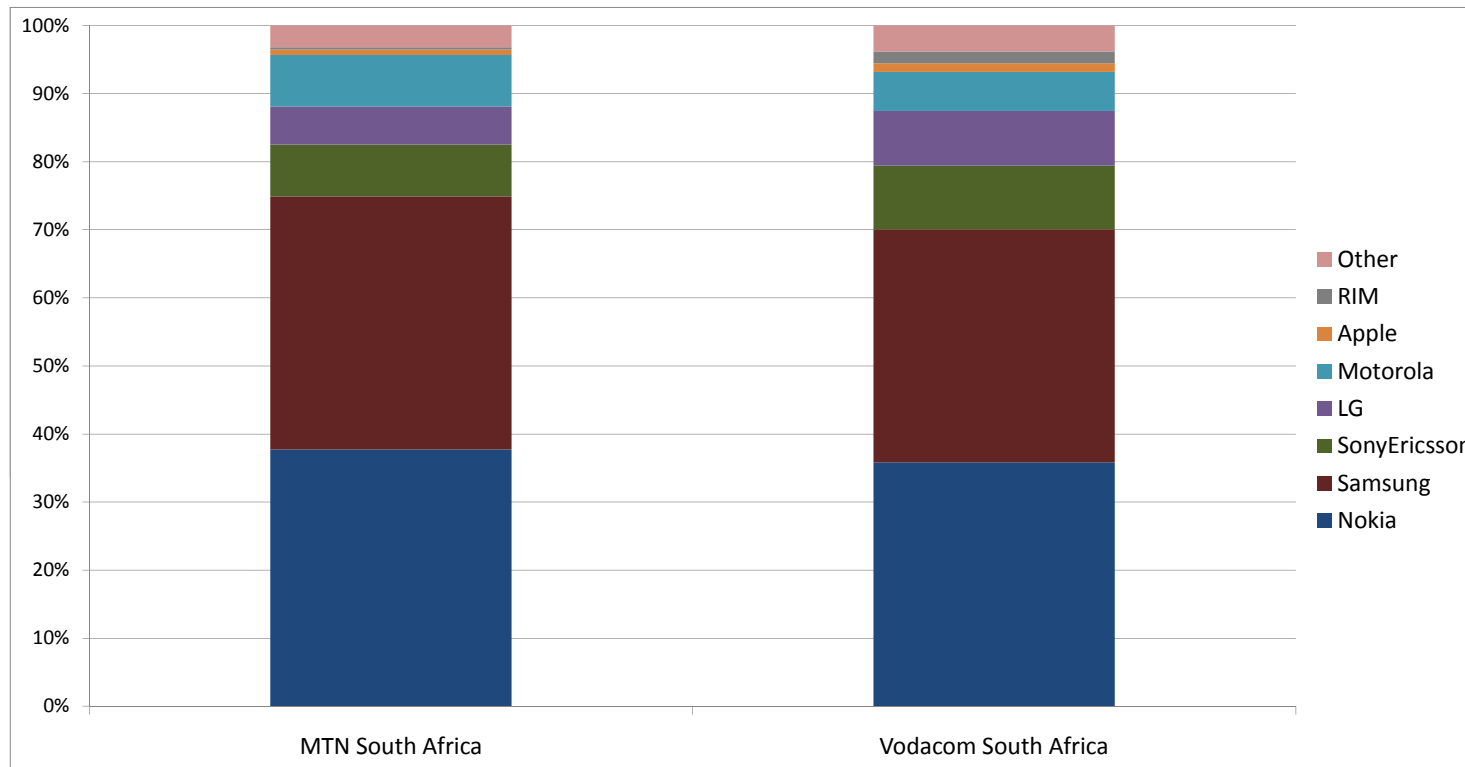
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South Africa Handset Data
November 2009

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.

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AdMob Mobile Metrics Report
November 2009

About AdMob

AdMob serves Graphical Banner and Text Link ads on mobile web pages for more than 15,000 mobile sites and applications. 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 defintion 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.

Please visit thie blog post for more details on interpreting this report: http://metrics.admob.com/2009/10/placing-admob-metrics-in-context/

Questions

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

Email metrics@admob.com to sign up for future reports. Find previous reports and other resources at metrics.admob.com.

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