

MARCH 2010

millennial media's
mobilemixTM
THE MOBILE DEVICE INDEX



Millennial Media's Mobile MixTM tracks and reports monthly mobile device trends. Based on Millennial Media's network data the Mobile Mix highlights monthly trends for connected devices, mobile manufacturers, and operating systems. This report complements Millennial Media's monthly Scorecard for Mobile Advertising Reach and Targeting (S.M.A.R.T.TM), which focuses on mobile advertising insights. Mobile Mix includes: Top 15 Manufacturers; Top 20 Mobile Phones; Device Input Mix; U.S. Carrier Mix; U.S. Smartphone, Feature Phone & Connected Device Share; U.S. Smartphone OS Mix; Device & OS Quick Stats.

U.S. Device & Carrier Data

Top 15 Manufacturers (all devices) CHART A

This Month	Last Month	Manufacturers	March	February	%Change
1	1	Apple	40.14%	38.62%	1.52%
2	2	Samsung	17.74%	18.96%	-1.22%
3	4	RIM	8.03%	8.62%	-0.59%
4	3	LG	7.47%	7.23%	0.24%
5	5	Motorola	6.15%	7.20%	-1.05%
6	6	HTC	3.45%	3.24%	0.21%
7	7	Sony	2.96%	3.13%	-0.17%
8	8	Nokia	2.52%	2.04%	0.48%
9	10	Kyocera	1.70%	1.84%	-0.14%
10	9	Danger	1.69%	2.00%	-0.31%
11	11	Palm	1.24%	1.36%	-0.12%
12	12	Sanyo	0.99%	0.98%	0.01%
13	16	HUAWEI	0.84%	0.62%	0.22%
14	14	SonyEricsson	0.69%	0.48%	0.21%
15	15	ZTE	0.40%	0.46%	-0.06%

Source: Millennial Media, 3/10.

Top 20 Mobile Phones* CHART B

This Month	Last Month	Phones	March	February	%Change
1	1	Apple iPhone	29.69%	28.83%	0.86%
2	2	Blackberry Curve	6.23%	5.47%	0.76%
3	4	Samsung Freeform SCH-R350	2.57%	2.06%	0.51%
4	3	Samsung SPH-M800 (Instinct)	2.05%	2.38%	-0.33%
5	6	Motorola Clutch i465	1.67%	1.63%	0.04%
6	7	Samsung Messenger II R560	1.59%	1.47%	0.12%
7	5	Samsung SCH-R450	1.42%	1.76%	-0.34%
8	8	Blackberry Storm	1.18%	1.12%	0.06%
9	-	Sanyo SCP-2700	1.00%	0.54%	0.46%
10	10	LG VX5500	0.99%	1.09%	-0.10%
11	11	Blackberry Pearl	0.87%	1.03%	-0.15%
12	-	Huawei M328	0.83%	0.19%	0.64%
13	12	Danger Sidekick 2008	0.78%	0.95%	-0.16%
14	14	LG enV Touch VX-11000	0.76%	0.87%	-0.11%
15	16	Motorola Hint QA30	0.74%	0.73%	0.00%
16	-	MyTouch (Magic)	0.73%	0.49%	0.24%
17	19	T-Mobile/HTC G1 (Dream)	0.72%	0.70%	0.02%
18	13	LG CU920 (Vu)	0.70%	0.88%	-0.18%
19	-	Palm Pixi	0.70%	0.48%	0.22%
20	-	Blackberry Tour	0.68%	0.55%	0.13%

Source: Millennial Media, 3/10.

*Does not include non-phone Wi-Fi devices such as iPod Touch, Sony PSP, Nintendo DS, and Amazon Kindle.

March 2010 Insight:

Apple's impression share increased by 1.5% to remain the number one device manufacturer on our network, a six-month trend that has continued since September 2009 (Chart A).

Smartphones accounted for 40% of the Top 20 Mobile Phones in March with the Blackberry Tour, Palm Pixi and HTC's MyTouch Magic not previously seen in February's Top 20 list (Chart B).

While Apple represented 40% of impressions in March, manufacturers supporting Android enabled devices, including: Samsung, Motorola, LG, HTC, Kyocera, HUAWEI, Sony Ericsson, and ZTE, represented over 50% of the Top 15 Manufacturers on our network (Chart A).

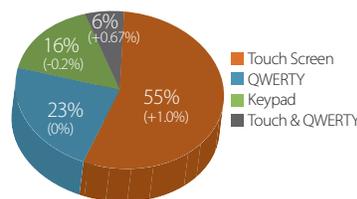
Samsung devices represented four of the Top 10 Mobile Phones with 7.6% share of impressions in March (Chart B).

The global-enabled Blackberry Tour, new to the Top 20 list, represented .68% share of U.S. impressions; four RIM devices were in our Top 20 this month (Chart B).

Android Smartphones were on the move in March - HTC's MyTouch (Magic) entered the Top 20 Mobile Phones and HTC's G1 (Dream) moved from the 19th to the 17th spot with a 0.7% impression share in March (Chart B).

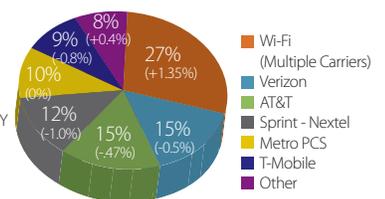
The Top Mobile Phones impression share increased 3%. The Top 20 devices represented 56% of U.S. impressions, a significant increase as compared to 46% in December 2009 (Chart B).

Device Input Mix CHART C



Source: Millennial Media, 3/10.

U.S. Carrier Mix CHART D



Source: Millennial Media, 3/10.

The Palm Pixi, also new to the Top 20 Mobile device list in March, comprised 0.7% of our network's U.S. impressions (Chart B). Mobile marketers can take note of the Palm Pixi's female target audience as a potential future device targeting strategy. Palm marketed the Pixi device using a "Modernista" television spot "targeting women," "unabashed in its use of floral imagery." ~ Advertising Age, April 2010 (http://adage.com/digital/article?article_id=143126)

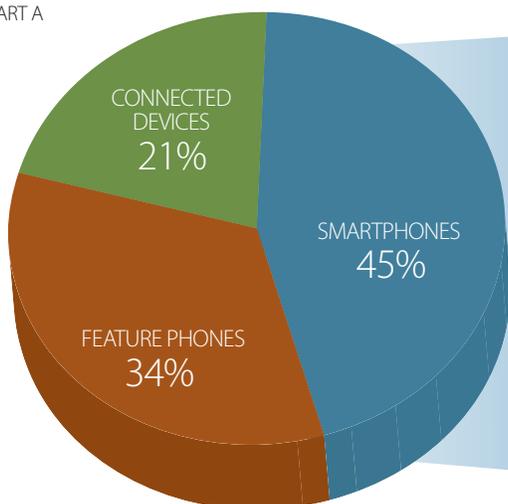
Leading the U.S. Carrier Mix once again in March, Wi-Fi increased slightly for the third consecutive month and held 27% share of impressions (Chart D).

Included in the insight provided in our 2009 Q4 S.M.A.R.T.™, the Touch Screen category within the Device Input mix ended March with an upward growth trend and represented 55% of our network's impressions in March (Chart C). Touch Screen phones accounted for 35% of the Top 20 Mobile Phones, a 15 percentage point increase from Q4 2009 (Chart C).

U.S. Device OS Mix

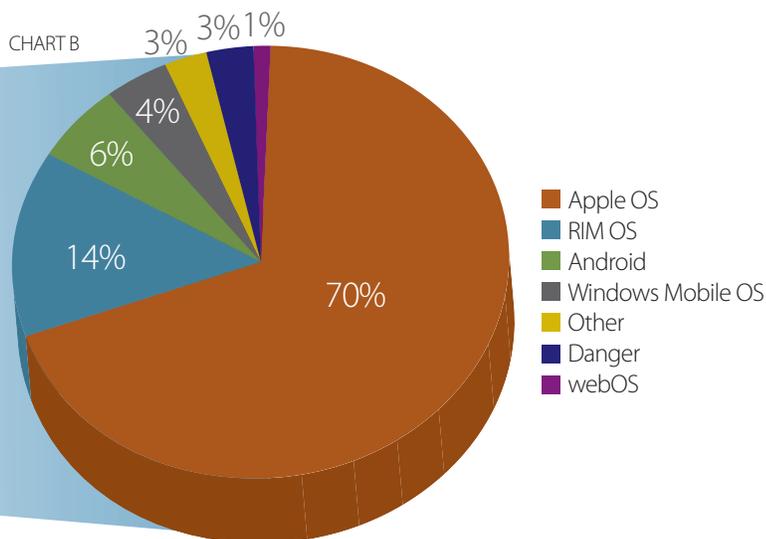
U.S. Smartphone, Feature Phone & Connected Device Impression Share*

CHART A



U.S. Smartphone OS Mix

CHART B



Source: Millennial Media, 3/10

*Impression share percentages only refer to impressions from Smartphones in the U.S.

*Smartphone data does not include what could be considered Smartphones running proprietary Operating Systems, e.g. Samsung Instinct, LG Vu.

*Millennial Media defines a Connected Device to be a handheld device which can access the mobile web but is not a mobile phone includes iPod Touch, Sony PSP, Nintendo DS, iPad, etc.

March 2010 Insight:

NEW! This month we added a new category to the U.S. Smartphone & Feature Phone Impression Share – **Connected Devices***. Connected devices encompass handheld devices that are enabled to access the mobile web, but are not mobile phones, such as the Nintendo DS, iPod Touch, Sony PSP and iPad, to name a few. This new device category represented 21% of our network's U.S. impressions in March (Chart A).

Android's OS impression share increased 3% and represented 6% of our U.S. Smartphone impressions in March. Android's OS is the third largest in the OS mix – the first time it has been in this position since we began reporting the OS mix in August 2009 (Chart B).

RIM remained the second largest OS on our network for the eighth consecutive month with a 14% share of impressions (Chart B).

Apple's OS remained the leading OS on our network this month with a 70% share of Smartphone impressions. Apple's OS has maintained the leading OS position since we began reporting our network's OS mix in August 2009 (Chart B).

Device & OS Quick Stats*

Android ad requests grew 72% month over month.

Apple ad requests grew 20% month over month.

RIM ad requests grew 25% month over month.

iPad** impressions increased 713% during the first full week that the device was in-market (4/5-4/12/10).

Source: Millennial Media, 3/10

*Apple, RIM and Android impressions reflect a combination of U.S. and Non-U.S. impressions.

**Full analysis on the iPad's impact will be included in next month's report.

About Millennial Media, Inc.

Millennial Media is the proven leader in mobile advertising. With the largest mobile media audience in the U.S., Millennial Media uniquely offers brand advertisers the only set of specific, scalable audiences. Our ability to reach, target and engage consumers is unparalleled. As an innovative technology leader, our mobile decisioning, serving, and mediation platforms are powering some of the largest companies in the media business today. The company is committed to growing the mobile advertising marketplace by becoming the preferred partner to all advertisers seeking to reach mobile consumers, all publishers seeking to maximize ad revenue, and all mobile operators seeking to further monetize their networks. For more information, please visit <http://www.millennialmedia.com> or follow us on Twitter @millennialmedia.

About Millennial Media's Mobile Mix

Millennial Media's Mobile Mix reports key advertising trends with a focus on mobile manufacturers, devices, operating systems, connected devices and more. Millennial Media's Mobile Mix is in complement to the Scorecard for Mobile Advertising Reach and Targeting (S.M.A.R.T.)™ report, which delivers monthly insights on advertising performance and engagement. Both reports are based on actual campaign and network data from Millennial Media, Inc. Millennial Media partners with major carriers, media networks, and top-tier publishers to deliver the largest data set of any third-party U.S. mobile advertising network. As such, we are uniquely capable of reporting and analyzing the richest sets of carrier, device and campaign data collected over billions of monthly ad requests. Elevating and driving the whole mobile ecosystem forward is central to our company mission.

Visit www.millennialmedia.com/research to receive Millennial Media-related news. The SMART was designed to speak to brand advertisers; however, for information on our performance product, Decktrade™, please contact us directly or visit our website.

For questions about the data in this report, or for recommendations for future reports, please contact us at [**research@millennialmedia.com**](mailto:research@millennialmedia.com).