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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.

February 2010

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AdMob Mobile Metrics Report

February 2010

New and Noteworthy

For this month's report, we separate the traffic in our network into three categories – smartphones, feature phones, and mobile Internet devices – to examine the growth rates of each over the past year and look at the traffic share of smartphone operating systems and manufacturers of feature phones.

* In February 2010, smartphones accounted for 48% of AdMob's worldwide traffic, up from 35% in February 2009. The strong growth of iPhone and Android traffic, fueled by heavy application usage, was primarily responsible for the increase. In absolute terms, smartphone traffic increased 193% over the last year.

* Feature phones declined from 58% to 35% of AdMob's total traffic as users began switching to smartphones. Although the share of traffic from feature phones as a category declined, in absolute terms traffic grew 31% year-over-year.

* The mobile Internet devices category experienced the strongest growth of the three, increasing to account for 17% of traffic in AdMob's network in February 2010. The iPod touch is responsible for 93% of this traffic; other devices include the Sony PSP and Nintendo DSi. In absolute terms, mobile Internet device category traffic increased 403%.

* In February 2010, the leading smartphone operating systems in the AdMob network were the iPhone OS, Android, and Symbian. Over the last year, the iPhone increased its share of smartphone requests from 33% to 50% while Symbian's share of requests fell from 43% to 18%.

* Android was the fastest growing operating system in the AdMob network year-over-year. Android's share of smartphone requests increased from 2% in February 2009 to 24% in February 2010. The top five Android devices worldwide, by traffic, were the Motorola Droid, HTC Dream, HTC Hero, HTC Magic, and the Motorola CLIQ.

* Samsung, Nokia, Sony Ericsson, Motorola, and LG were the top manufacturers of feature phones. Top feature phones from each manufacturer were the Samsung SCH R350, Nokia 3110c, Sony Ericsson W200i, Motorola RAZR V3, and LG CU920.

* 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

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2

AdMob Mobile Metrics Report

February 2010

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Featured: AdMob Traffic by Handset Category

For this month's report, we separate the traffic in our network into three categories – smartphones, feature phones, and mobile Internet devices[1] – to examine the growth rates of each over the past year. The chart below illustrates worldwide monthly traffic share in the AdMob network from each category of device.

* In February 2010, smartphones accounted for 48% of AdMob's worldwide traffic, up from 35% in February 2009. The strong growth of iPhone and Android traffic, fueled by heavy application usage[2], was primarily responsible for the increase. In absolute terms, smartphone traffic increased 193% over the last year.

* Feature phones declined from 58% to 35% of AdMob's total traffic as users began switching to smartphones.[3] Although the share of traffic from feature phones as a category declined, in absolute terms traffic grew 31% year-over-year.

* The mobile Internet devices category experienced the strongest growth of the three, increasing to account for 17% of traffic in AdMob's network in February 2010. The iPod touch is responsible for 93% of this traffic; other devices include the Sony PSP and Nintendo DSi. In absolute terms, mobile Internet device category traffic increased 403%.

Traffic Share by Handset Category, Worldwide
AdMob Network
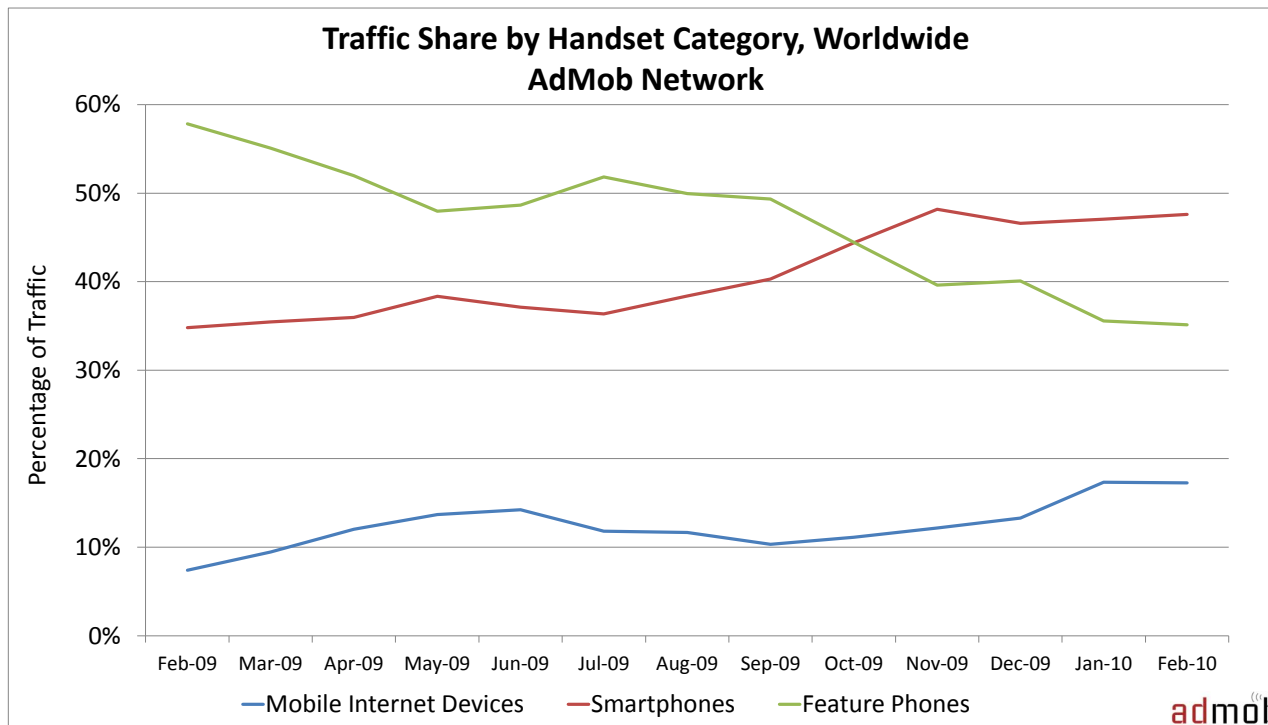
Notes

[1]For the purpose of categorization, AdMob considers a smartphone to run an identifiable Operating System, a feature phone to be mobile phone that does not fit into the smartphone category, and a mobile Internet device to be a handheld device that connects to the mobile Internet but is not a phone.

[2]AdMob serves ads into applications on the iPhone OS, Android and webOS platforms. Please see the final page of this report or visit metrics.admob.com for more information on our methodology.

[3]Smartphone penetration in North America and Europe is expected to grow from 19% in 2008 to 54% in 2012. (Goldman Sachs)

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3

AdMob Mobile Metrics Report
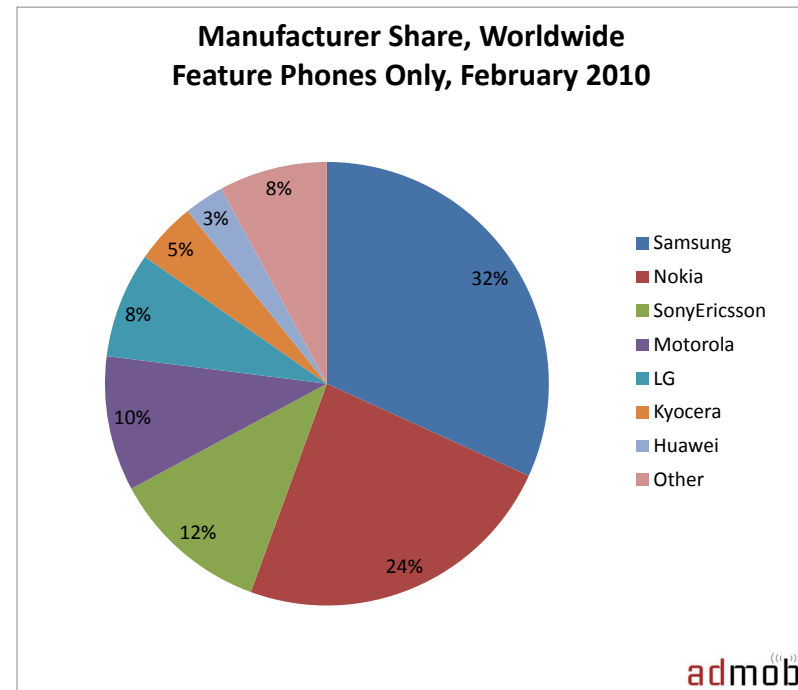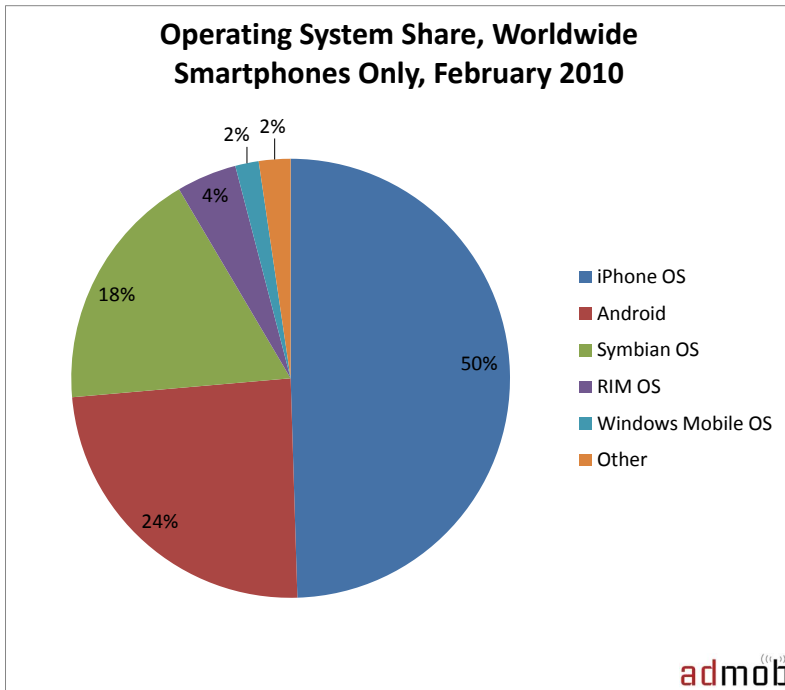
February 2010

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Featured: Traffic by Smartphone Platform and Feature Phone Manufacturer

On the previous page, we examine the relative traffic share by handset category. In the charts below we look at share of operating systems for smartphones and manufacturer share for feature phones.

* In February 2010, the leading smartphone operating systems in the AdMob network were the iPhone OS, Android, and Symbian. Over the last year, the iPhone increased its share of smartphone requests from 33% to 50% while Symbian's share of requests fell from 43% to 18%.

* Android was the fastest growing operating system in the AdMob network year-over-year. Android's share of smartphone requests increased from 2% in February 2009 to 24% in February 2010. The top five Android devices worldwide, by traffic, were the Motorola Droid, HTC Dream, HTC Hero, HTC Magic, and the Motorola CLIQ.

* Samsung, Nokia, Sony Ericsson, Motorola, and LG were the top manufacturers of feature phones. Top feature phones from each manufacturer were the Samsung SCH R350, Nokia 3110c, Sony Ericsson W200i, Motorola RAZR V3, and LG CU920.

Operating System Share, Worldwide
Smartphones Only, February 2010

2% 2%
4%
18%
50%
24%

iPhone OS
Android
Symbian OS
RIM OS
Windows Mobile OS
Other

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Manufacturer Share, Worldwide
Feature Phones Only, February 2010

8%
3%
5%
8%
32%
10%
12%
24%

Samsung
Nokia
SonyEricsson
Motorola
LG
Kyocera
Huawei
Other

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Notes

• The charts above do not include the iPod touch which is considered a "mobile Internet device" per the definition on the previous page.

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4

Ad Requests by Geography - February 2010

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Requests: 14,104,971,137

Country	Requests	% of Requests	% Share Change
United States	7,130,100,210	50.6%	2.5%
India	828,558,969	5.9%	0.8%
United Kingdom	596,673,892	4.2%	0.1%
Indonesia	520,476,525	3.7%	-0.4%
Canada	407,093,399	2.9%	-0.3%
France	291,876,299	2.1%	-0.3%
Japan	243,143,035	1.7%	0.1%
Mexico	242,619,983	1.7%	-0.3%
South Africa	240,291,353	1.7%	-0.2%
Philippines	195,974,513	1.4%	-0.2%
Other Countries [1] [2]	3,408,162,959	24.2%	
Total	14,104,971,137	100.0%	

Monthly Growth in Traffic Since Feb 2009 - Regions
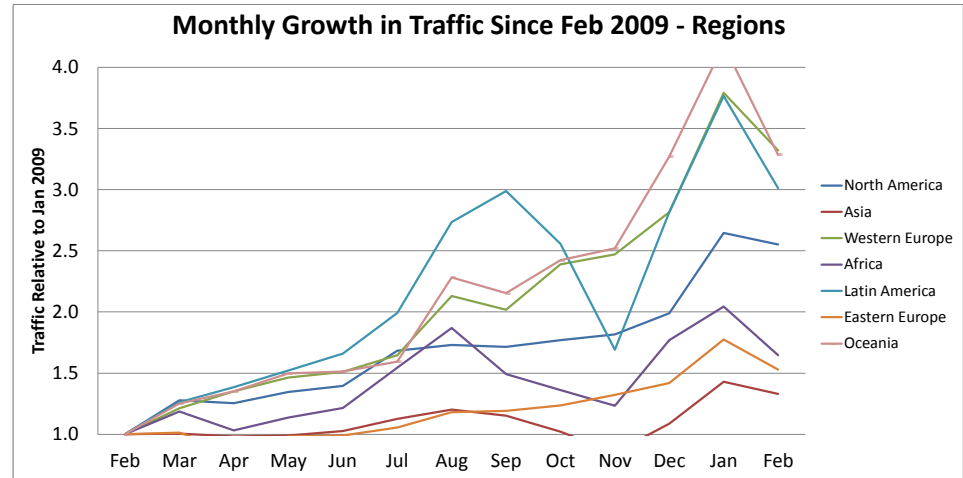
Region	Requests	% of Requests	% Share Change
North America	7,537,529,051	53.4%	2.1%
Asia	2,989,263,705	21.2%	0.1%
Western Europe	1,586,478,990	11.2%	-0.6%
Africa	601,168,336	4.3%	-0.6%
Latin America	512,086,181	3.6%	-0.6%
Eastern Europe	254,976,683	1.8%	-0.1%
Oceania[3]	207,849,268	1.5%	-0.3%
Other [2]	415,618,923	2.9%	
Total	14,104,971,137	100.0%	

Notes

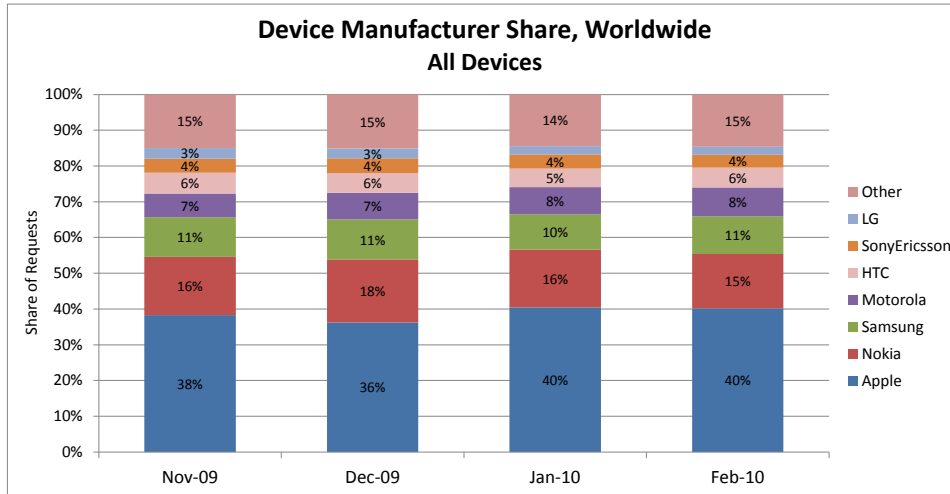• Month-over-month share change calculated as % of current month requests less percent of prior month requests.

[1]Other includes 70 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.
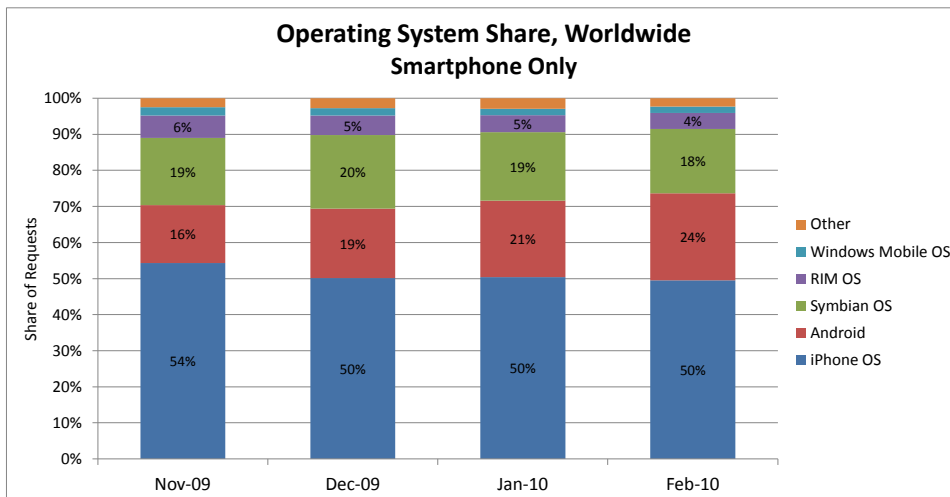
[3]Oceania is defined by Australia, New Zealand and several islands in the Pacific Ocean.

Worldwide Handset Data - February 2010

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Device Manufacturer Share, Worldwide
All Devices

Legend:
- Other
- LG
- SonyEricsson
- HTC
- Motorola
- Samsung
- Nokia
- Apple

Top Devices, February 2010

Brand	Model	% of Requests	Share Chg %[1]
Apple	iPhone	24.0%	-0.2%
Apple	iPod touch	16.1%	-0.1%
Motorola	Droid	3.8%	0.3%
HTC	Dream	1.5%	-0.1%
Samsung	SCH R350	1.5%	0.6%
HTC	Hero	1.5%	0.2%
HTC	Magic	1.3%	0.3%
Motorola	CLIQ	1.2%	0.2%
Nokia	N70	1.0%	-0.1%
Samsung	SCH-R450	0.9%	-0.1%
Total		**52.7%**	

Operating System Share, Worldwide
Smartphone Only

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

Top Smartphones, February 2010

Brand	Model	% of Requests	Share Chg %[1]
Apple	iPhone	49.5%	-0.9%
Motorola	Droid	7.8%	0.6%
HTC	Dream	3.2%	-0.3%
HTC	Hero	3.0%	0.4%
HTC	Magic	2.6%	0.5%
Motorola	CLIQ	2.6%	0.3%
Nokia	N70	2.0%	-0.3%
HTC	Droid Eris	1.9%	0.3%
RIM	BlackBerry 8300	1.5%	-0.2%
Palm	Pre	1.4%	-0.6%
Total		**75.3%**	

Notes

• Other includes unclassified impressions and other manufacturers with < 1% share.

• We received 14.1 billion requests Worldwide in February 2010. In February 2010, smartphone traffic share was 48%. Please see page 12 for our definition of a smartphone.

[1]Share change calculated as percent of February 2010 requests less percent of January 2010 requests.

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6

United States Handset Data - February 2010

Device Manufacturer Share, United States
All Devices

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

|	Nov-09	Dec-09	Jan-10	Feb-10
Other	10%	11%	10%	10%
Kyocera	3%	3%	3%	3%
LG	4%	4%	3%	3%
RIM	5%	4%	4%	
HTC	9%	10%	9%	9%
Motorola	11%	14%	14%	15%
Samsung	16%	17%	15%	15%
Apple	42%	37%	44%	43%

Operating System Share, United States
Smartphone Only

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

	Nov-09	Dec-09	Jan-10	Feb-10
Other	3%	3%	3%	3%
Windows Mobile OS	3%	3%		
webOS	3%	3%		
RIM OS	2%			
	10%	9%	7%	7%
Android	27%	36%	38%	42%
iPhone OS	55%	47%	47%	44%

Top Devices, February 2010

Brand	Model	% of Requests	Share Chg %[1]
Apple	iPhone	21.7%	-1.3%
Apple	iPod touch	21.0%	0.1%
Motorola	Droid	7.4%	0.2%
HTC	Dream	2.9%	-0.3%
Samsung	SCH R350	2.8%	1.0%
Motorola	CLIQ	2.3%	0.2%
HTC	Hero	2.2%	0.2%
HTC	Magic	2.0%	0.4%
Samsung	SCH-R450	1.8%	-0.4%
HTC	Droid Eris	1.8%	0.2%
Total		**65.7%**	
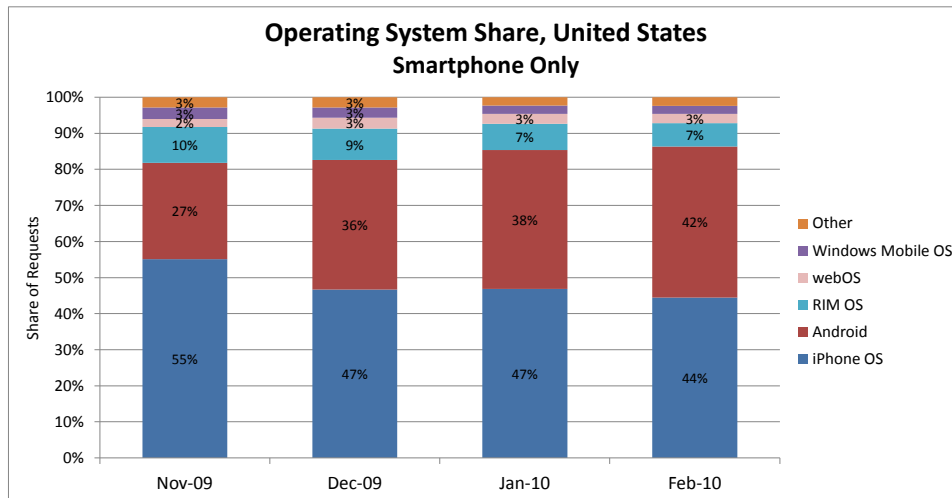
Top Smartphones, February 2010

Brand	Model	% of Requests	Share Chg %[1]
Apple	iPhone	44.5%	-2.4%
Motorola	Droid	15.2%	0.5%
HTC	Dream	5.9%	-0.5%
Motorola	CLIQ	4.8%	0.5%
HTC	Hero	4.4%	0.5%
HTC	Magic	4.0%	0.7%
HTC	Droid Eris	3.6%	0.4%
RIM	BlackBerry 8300	2.6%	-0.6%
Palm	Pre	2.3%	-0.3%
Samsung	Moment	2.2%	0.6%
Total		**89.5%**	

Notes

• Other includes unclassified impressions and other manufacturers with < 1% share.

• We received 7.1 billion requests from United States in February 2010. In February 2010, smartphone traffic share was 48%. Please see page 12 for our definition of a smartphone.

[1]Share change calculated as percent of February 2010 requests less percent of January 2010 requests.

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7

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Device Manufacturer Share, United Kingdom
All Devices
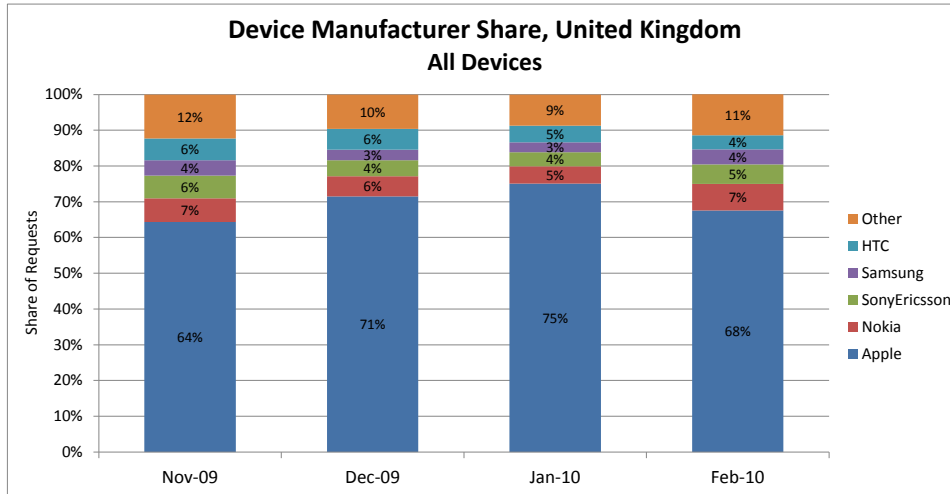
Top Devices, February 2010

Brand	Model	% of Requests	Share Chg %[1]
Apple	iPhone	42.5%	-2.8%
Apple	iPod touch	25.0%	-4.8%
HTC	Hero	2.5%	0.1%
Nokia	N73	1.5%	1.3%
HTC	Dream	1.4%	0.0%
Nokia	N95	0.8%	0.1%
Samsung	GT S5230	0.8%	0.2%
Nokia	5800 XpressMusic	0.7%	0.2%
SonyEricsson	K800i	0.6%	0.1%
HTC	Magic	0.6%	0.0%
Total		**76.4%**	

Operating System Share, United Kingdom
Smartphone Only
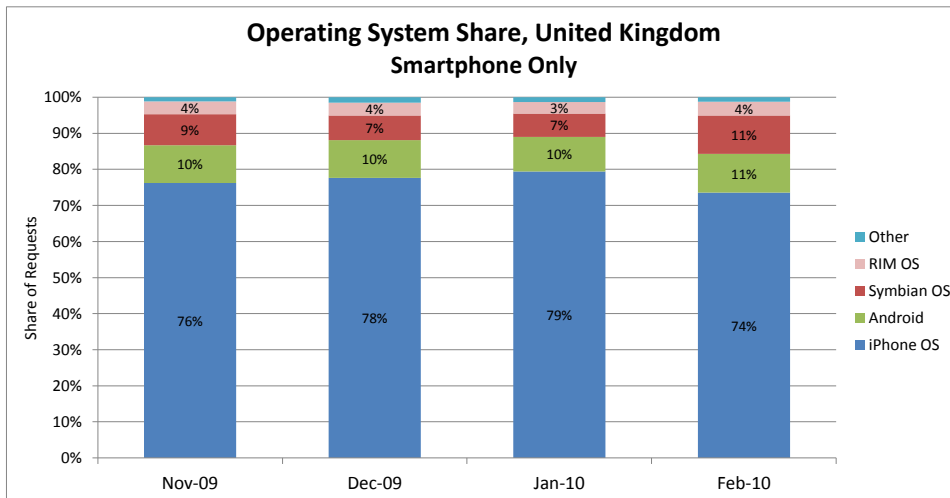
Top Smartphones, February 2010

Brand	Model	% of Requests	Share Chg %[1]
Apple	iPhone	73.6%	-5.9%
HTC	Hero	4.3%	0.1%
Nokia	N73	2.5%	2.3%
HTC	Dream	2.5%	-0.1%
Nokia	N95	1.4%	0.2%
Nokia	5800 XpressMusic	1.3%	0.3%
HTC	Magic	1.0%	0.0%
RIM	BlackBerry 8520	0.9%	0.4%
RIM	BlackBerry 8900	0.8%	0.1%
Motorola	CLIQ	0.8%	0.2%
Total		**89.0%**	

Notes

• Other includes unclassified impressions and other manufacturers with < 1% share.

• We received 596 million requests from United Kingdom in February 2010. In February 2010, smartphone traffic share was 57%. Please see page 12 for our definition of a smartphone.

[1]Share change calculated as percent of February 2010 requests less percent of January 2010 requests.

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8

Indonesia Handset Data - February 2010

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Device Manufacturer Share, Indonesia
All Devices

Legend:
- Other
- Apple
- Samsung
- Nexian
- SonyEricsson
- Nokia
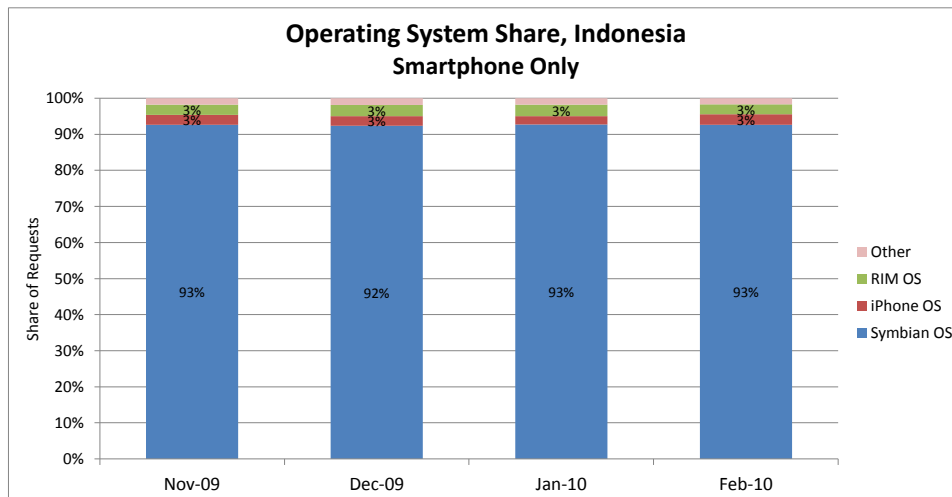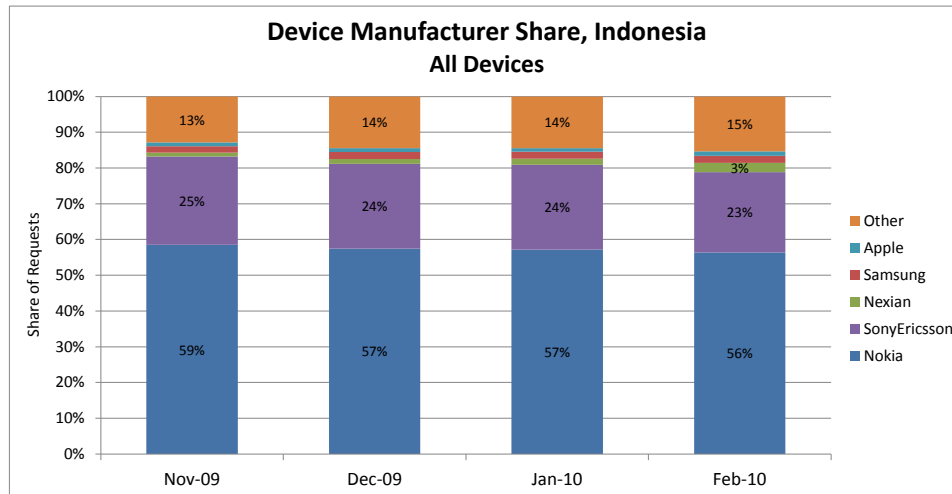
Top Devices, February 2010

Brand	Model	% of Requests	Share Chg %[1]
Nokia	N70	4.1%	-0.3%
Nokia	5130	2.9%	0.1%
Nokia	E63	2.8%	0.4%
Nokia	6600	2.5%	-0.1%
Nokia	6300	2.4%	-0.1%
SonyEricsson	W200i	2.3%	-0.1%
Nokia	3110c	2.2%	-0.1%
Nexian	NX G922	2.1%	0.9%
Nokia	7610	2.1%	-0.1%
Nokia	2600c	2.0%	-0.1%
Total		**25.3%**	

Operating System Share, Indonesia
Smartphone Only

Legend:
- Other
- RIM OS
- iPhone OS
- Symbian OS

Top Smartphones, February 2010

Brand	Model	% of Requests	Share Chg %[1]
Nokia	N70	12.5%	-0.7%
Nokia	E63	8.6%	1.3%
Nokia	6600	7.6%	-0.3%
Nokia	6300	7.5%	-0.1%
Nokia	7610	6.4%	-0.3%
Nokia	N73	5.4%	-0.3%
Nokia	E71	4.6%	0.0%
Nokia	6120c	4.5%	-0.3%
Nokia	3230	4.0%	-0.2%
Nokia	6630	3.2%	0.7%
Total		**64.3%**	

Notes

• Other includes unclassified impressions and other manufacturers with < 1% share.

• We received 520 million requests from Indonesia in February 2010. In February 2010, smartphone traffic share was 32%. Please see page 12 for our definition of a smartphone.
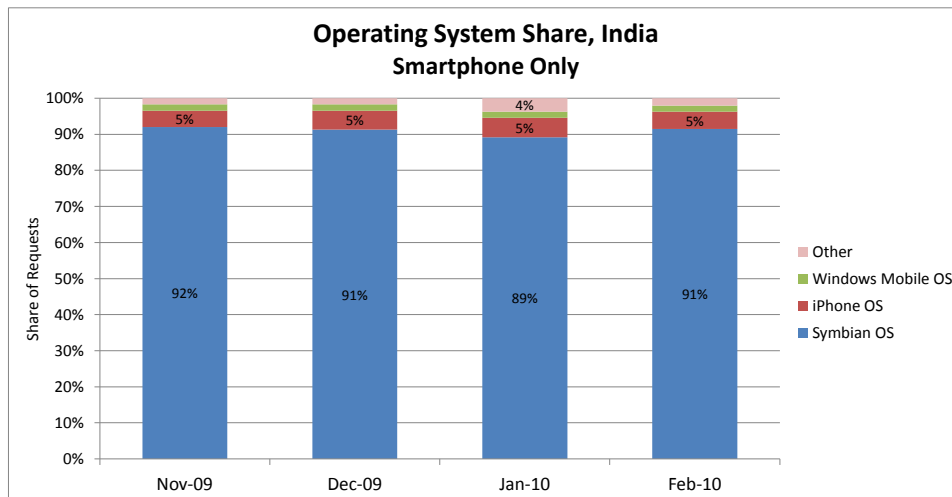
[1]Share change calculated as percent of February 2010 requests less percent of January 2010 requests.

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9

India Handset Data - February 2010

Device Manufacturer Share, India
All Devices

Legend: Other, Apple, Samsung, SonyEricsson, Nokia

	Nov-09	Dec-09	Jan-10	Feb-10
Other	21%	22%	21%	21%
Samsung	6%	7%	7%	9%
SonyEricsson	10%	10%	9%	10%
Nokia	61%	60%	60%	59%
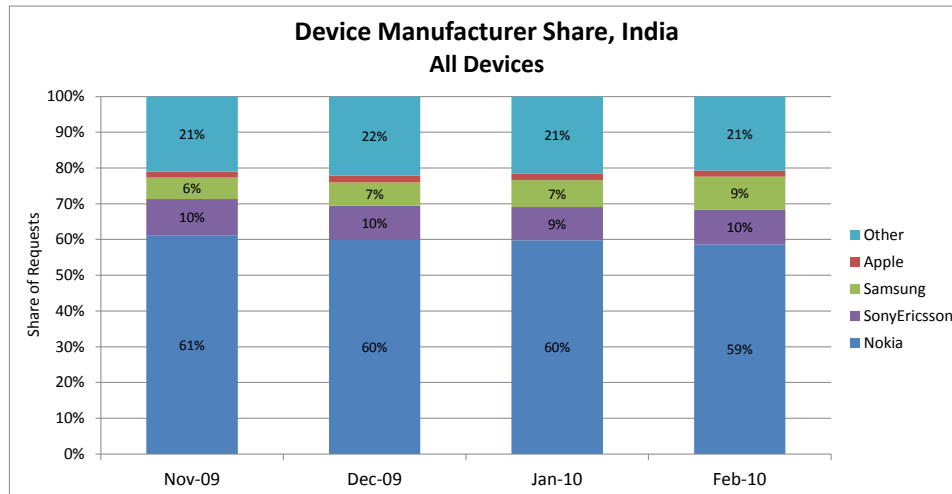
Top Devices, February 2010

Brand	Model	% of Requests	Share Chg %[1]
Nokia	5130	5.9%	0.0%
Nokia	3110c	5.5%	-0.6%
Nokia	N70	4.0%	-0.8%
Nokia	7210	3.6%	-0.1%
Nokia	N2700 Classic	3.1%	0.4%
Nokia	N80	2.5%	0.0%
Nokia	N73	2.5%	0.0%
Nokia	6300	2.4%	-0.1%
Nokia	6233	1.8%	-0.2%
Nokia	N72	1.7%	0.0%
Total		**32.9%**	

Operating System Share, India
Smartphone Only

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

	Nov-09	Dec-09	Jan-10	Feb-10
Other			4%	
iPhone OS	5%	5%	5%	5%
Symbian OS	92%	91%	89%	91%

Top Smartphones, February 2010

Brand	Model	% of Requests	Share Chg %[1]
Nokia	N70	13.8%	-2.4%
Nokia	N80	8.8%	0.3%
Nokia	N73	8.6%	0.2%
Nokia	6300	8.3%	-0.2%
Nokia	N72	5.8%	0.2%
Apple	iPhone	4.8%	-0.6%
Nokia	6600	4.3%	-0.1%
Nokia	5800 XpressMusic	3.9%	0.8%
Nokia	7610	3.3%	0.1%
Nokia	N95	2.9%	0.3%
Total		**64.6%**	

Notes

• Other includes unclassified impressions and other manufacturers with < 1% share.

• We received 828 million requests from India in February 2010. In February 2010, smartphone traffic share was 28%. Please see page 12 for our definition of a smartphone.

[1]Share change calculated as percent of February 2010 requests less percent of January 2010 requests.

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10

South Africa Handset Data - February 2010

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Device Manufacturer Share, South Africa
All Devices
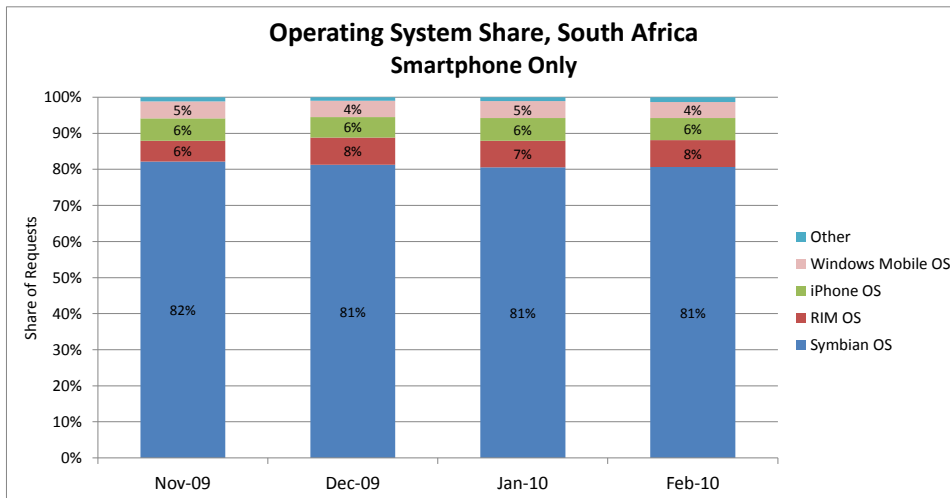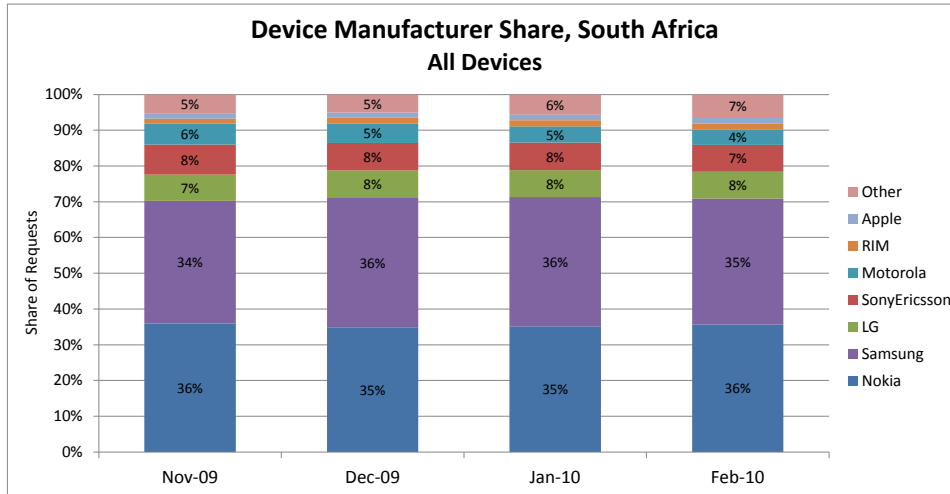
Top Devices, February 2010

Brand	Model	% of Requests	Share Chg %[1]
Samsung	SGH E250	5.6%	-0.3%
Samsung	SGH-M620	3.8%	0.0%
LG	KS360	3.7%	0.0%
Nokia	N70	3.1%	0.1%
Motorola	V360	2.7%	-0.2%
Samsung	SGH E250i	2.4%	0.1%
Samsung	GT S5233A	2.3%	0.3%
Samsung	SGH J750	2.3%	-0.2%
Samsung	SGH-J700	2.3%	-0.1%
SonyEricsson	W350i	1.8%	0.0%
Total		**29.9%**	

Operating System Share, South Africa
Smartphone Only

Top Smartphones, February 2010

Brand	Model	% of Requests	Share Chg %[1]
Nokia	N70	13.2%	-0.1%
Apple	iPhone	6.1%	-0.3%
Nokia	6300	5.9%	0.2%
Nokia	E63	5.3%	0.6%
Nokia	N73	5.3%	-0.3%
Nokia	5800 XpressMusic	4.5%	0.1%
RIM	BlackBerry 8520	4.4%	0.3%
Nokia	6110	4.0%	0.2%
Nokia	E71	3.7%	0.1%
Nokia	6210	3.5%	0.0%
Total		**56.0%**	

Notes

• Other includes unclassified impressions and other manufacturers with < 1% share.

• We received 240 million requests from South Africa in February 2010. In February 2010, smartphone traffic share was 23%. Please see page 12 for our definition of a smartphone.

[1]Share change calculated as percent of February 2010 requests less percent of January 2010 requests.

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11

AdMob Mobile Metrics Report

February 2010

About AdMob

AdMob is one of the world's largest mobile advertising networks, serving billions of mobile banner and text ads a month across a wide range of leading mobile Web sites and applications. AdMob helps advertisers connect with a relevant audience of consumers on mobile devices and gives publishers the ability to effectively monetize their mobile traffic. Incorporated in April 2006, AdMob provides the tools, data, and business models fueling the explosive growth of mobile media in more than 160 countries and territories worldwide.

About AdMob Mobile Metrics

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. AdMob's monthly report offers a snapshot of its data to provide insight into trends in the mobile ecosystem.

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.

Please visit this 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** 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.

12