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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.

January 2010

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AdMob Mobile Metrics Report

January 2010

New and Noteworthy

For this month's feature section, we ran an opt-in survey of consumers on iPhone, iPod touch, Android and webOS devices in February 2010 to learn more about how they are engaging and interacting with applications. You can find data from a survey we ran six months ago, in August 2009, at http://metrics.admob.com/2009/08/july-metrics-app-survey-data/.

* Android and iPhone users download a similar number of apps every month and spend a similar amount of time using the apps. However, some differences between the platforms still exist. Only 21% of Android users purchase at least 1 paid app per month, compared to 24% of webOS users, 35% of iPod touch users and 50% of iPhone users.

* iPod touch users download an average of 12 apps a month, 37% more apps than iPhone and Android users. iPod touch users also spent 100 minutes a day using apps, 25% more time than iPhone and Android users.

* 73% of Android users are male, compared to 58% of webOS users, 57% of iPhone users and 54% iPod touch users. The iPhone, iPod touch and webOS have similar gender distributions, with just over half of the users on all devices being male.

* iPod touch users skew considerably younger relative to other platforms and devices. Based on the survey, 78% of iPod touch users are below the age of 25, compared to 25% of iPhone users and 24% of Android and webOS users.

* 16% of iPhone users said they intend to purchase an iPad, compared to 11% of webOS users and only 6% of Android users. Approximately the same percentage of Android users were interested in purchasing the Amazon Kindle as were interested in purchasing the iPad.

* 91% of iPhone users and 88% of iPod touch users would recommend their device, compared to 84% of Android users and 69% of webOS users. webOS users are 3.4x more likely to not recommend their device relative to iPhone OS users.

* Worldwide requests increased 32% month over month to 15.2 billion in January.

* 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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Featured: App Usage by Platform

For this month's feature section, we ran an opt-in survey of consumers on iPhone, iPod touch, Android and webOS devices in February 2010 to learn more about how they are engaging and interacting with applications. You can find data from a survey we ran six months ago, in August 2009, at http://metrics.admob.com/2009/08/july-metrics-app-survey-data/.

Highlights

* Android and iPhone users download a similar number of apps every month and spend a similar amount of time using the apps.

* However, some differences between the platforms still exist. Only 21% of Android users purchase at least 1 paid app per month, compared to 24% of webOS users, 35% of iPod touch users and 50% of iPhone users.

* iPod touch users download an average of 12 apps a month, 37% more apps than iPhone and Android users. iPod touch users also spent 100 minutes a day using apps, 25% more time than iPhone and Android users.

* webOS users downloaded fewer total apps per month, relative to iPhone OS users and Android users. This may be related to the fewer number of apps in the webOS App Catalog.

Methodology

All data in the feature section is based on an opt-in survey taken by users on their mobile device.

Respondents were sourced by responding to mobile ads throughout AdMob's iPhone OS, Android and webOS networks.   There was no incentive offered to participate in the survey.

There were 963 total respondents: 318 Android, 244 iPhone, 356 iPod touch and 45 webOS. The survey was run from February 5th - February 16th.

The geographic representation of the respondents was designed to approximate the distribution of users in the AdMob network. The respondents were sourced from English-speaking countries in the AdMob network.

Average App Downloads per Month

Platform	Free Apps	Paid Apps	Total
iPhone	7.0	1.8	8.8
iPod touch	10.5	1.6	12.1
Android	7.6	1.1	8.7
webOS	5.1	0.6	5.7

% of Users who Purchase At least 1 Paid App per Month
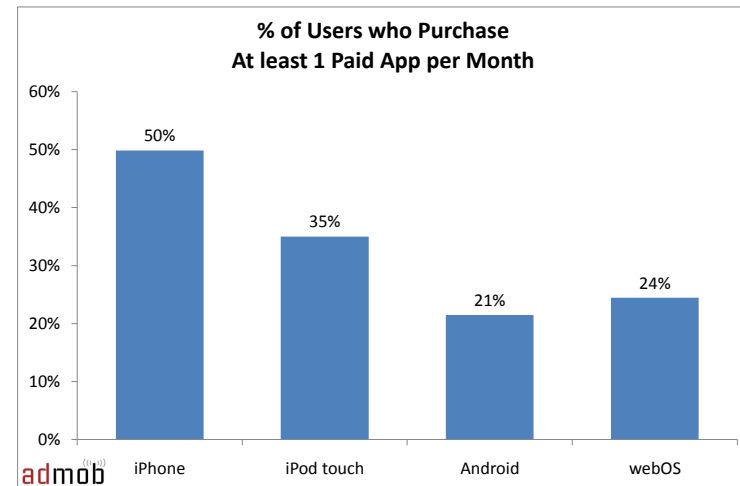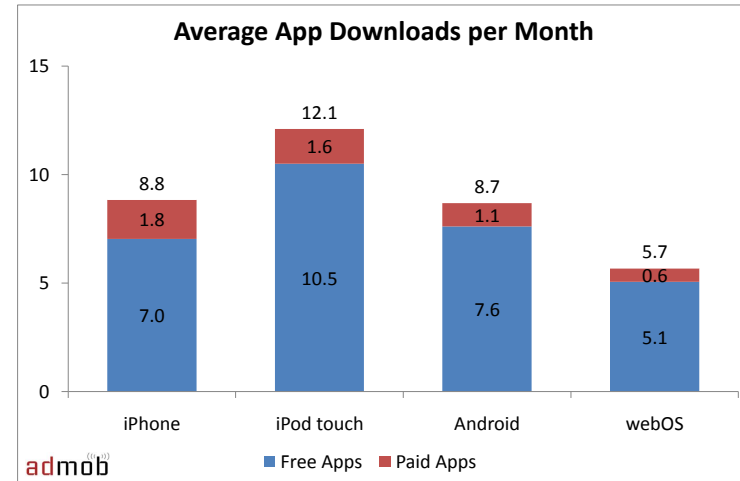
Platform	%
iPhone	50%
iPod touch	35%
Android	21%
webOS	24%

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Featured: App Download Behavior

While users across all platforms are highly engaged with apps, groups of users have different download habits.

* 59% of users across platforms download less than 6 apps per month. 13% of users across all platforms said they downloaded "More than 20" free apps every month. The majority of these super-users come from the iPod touch which has the most engaged users.

* For users who regularly download paid apps, the distribution of the number of paid apps downloaded each month is similar across platforms. 66% of users who say they download at least 1 paid app per month download between 1-3 apps, while 22% download 4-6 apps. There was a small number of super-users that download a large number of paid apps every month.

Number of Free Apps Downloaded per Month, All Platforms

Number of Paid Apps Downloaded per Month, Users who download ≥1, All Platforms

Notes

Please see page 3 of this report for more details on the survey methodology.

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Featured: Demographic Data by Platform

* 73% of Android users are male, compared to 58% of webOS users, 57% of iPhone users and 54% iPod touch users. The iPhone, iPod touch and webOS have similar gender distributions, with just over half of the users on all devices being male.

* iPod touch users skew considerably younger relative to other platforms and devices. Based on the survey, 78% of iPod touch users are below the age of 25, compared to 25% of iPhone users and 24% of Android and webOS users.

* The average age of an Android device user (35) is similar to an iPhone user (37) and that of a webOS device user (36). The average age of an iPod touch user is 23. iPhone, Android and webOS users are fairly evenly split across age groups.

Gender by Platform

Age by Platform

Notes

• Weighted averages calculated using midpoint of each segment. 15 years assumed for "17 or younger" segment and 65 assumed for "55 or older" segment.

Please see page 3 of this report for more details on the survey methodology.

AdMob Mobile Metrics Report

January 2010

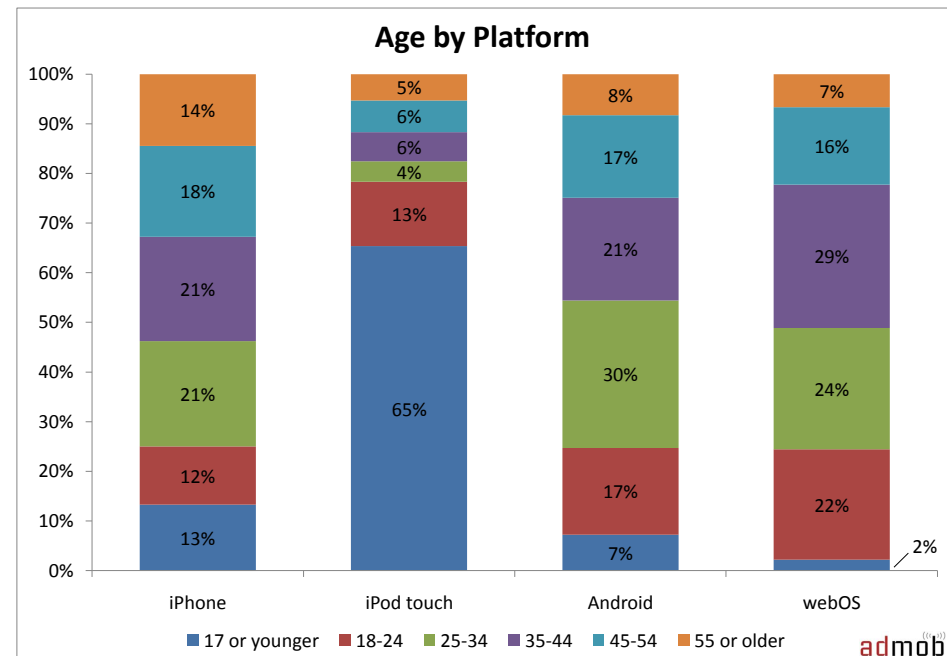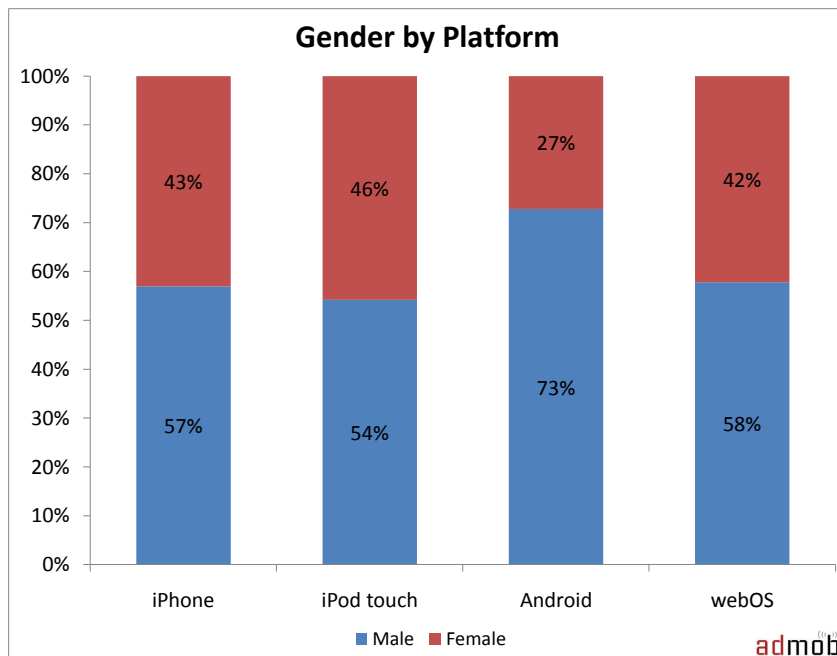## Featured: Purchase Intent and Satisfaction

The mobile Internet device category has grown rapidly; in July 2009 approximately 12% of requests in AdMob's network came from these non-phone devices compared to approximately 17% in January 2010. The survey asked consumers if they currently own an Amazon Kindle, Apple iPad or Apple iPod touch or intend to purchase one in the next six months.

* 16% of iPhone users said they intend to purchase an iPad, compared to 11% of webOS users and only 6% of Android users. Approximately the same percentage of Android users were interested in purchasing the Amazon Kindle as were interested in purchasing the iPad.

* iPod touches are popular devices among consumers already using smartphones. 1 in every 4 iPhone users currently owns or intends to purchase an iPod touch in the next six months. More than 1 in every 5 webOS users currently owns or intends to purchase an iPod touch within the next 6 months.

* 91% of iPhone users and 88% of iPod touch users would recommend their device, compared to 84% of Android users and 69% of webOS users. webOS users are 3.4x more likely to not recommend their device relative to iPhone OS users.

Which of the following devices do you currently own or are you likely to purchase within the next 6 months? (select all that apply)

Device	iPhone User	Android User	webOS User
Amazon Kindle	6%	5%	2%
Apple iPad	16%	6%	11%
Apple iPod touch	24%	12%	22%

Are you likely to recommend your device to a friend or colleague?

	iPhone	iPod touch	Android	webOS
No	3%	2%	5%	11%
Maybe	5%	10%	12%	20%
Yes	91%	88%	84%	69%
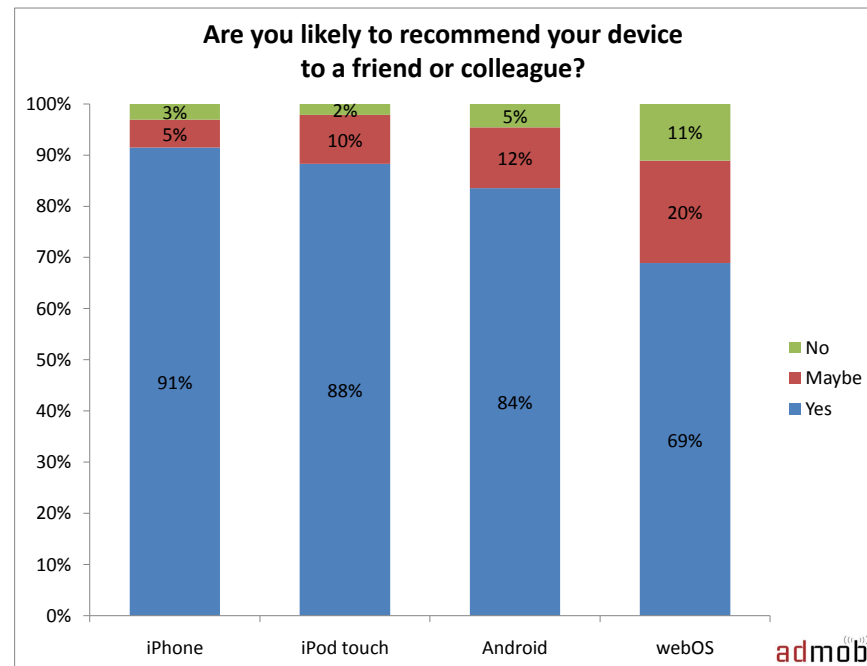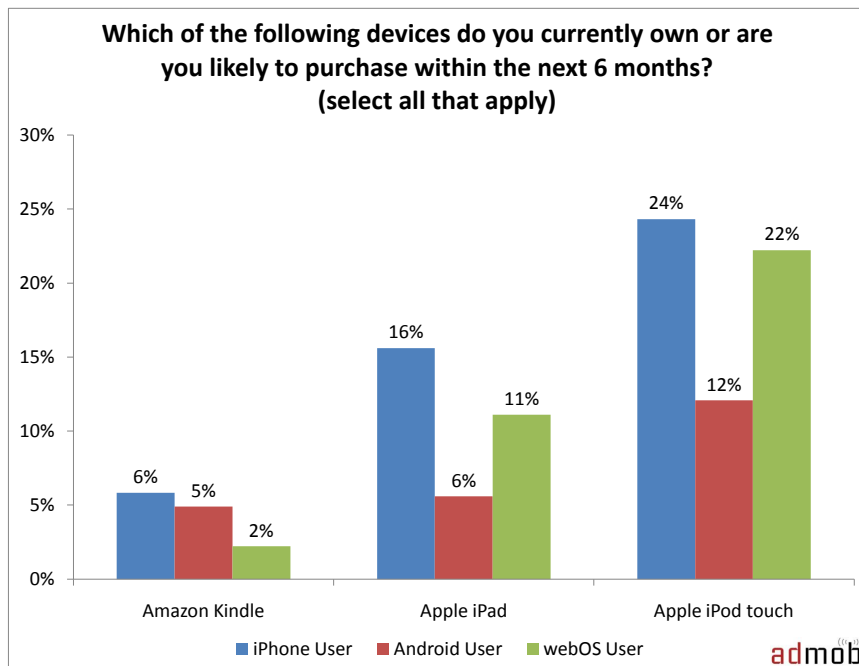
Notes

Please see page 3 of this report for more details on the survey methodology.

Ad Requests by Geography - January 2010

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Requests: 15,233,131,611

Country	Requests	% of Requests	% Share Change
United States	7,325,028,892	48.1%	-0.2%
India	777,810,402	5.1%	-0.4%
United Kingdom	628,453,460	4.1%	0.2%
Indonesia	623,823,484	4.1%	-0.1%
Canada	491,937,287	3.2%	0.3%
France	352,896,373	2.3%	0.1%
Mexico	301,530,858	2.0%	0.1%
South Africa	288,822,564	1.9%	-0.4%
Philippines	244,831,621	1.6%	0.2%
Japan	241,540,633	1.6%	0.3%
Other Countries [1] [2]	3,956,456,037	26.0%	
Total	15,233,131,611	100.0%	

Monthly Growth in Traffic Since Jan 2009 - Regions
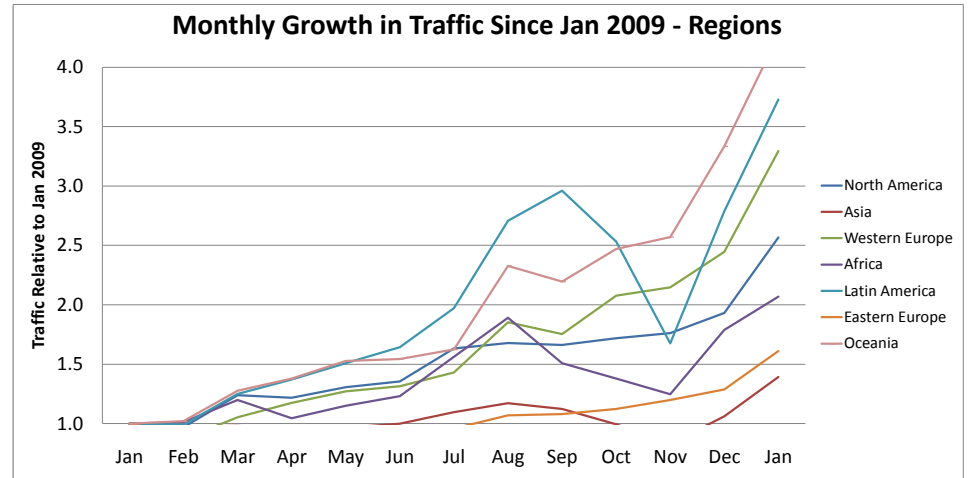
Region	Requests	% of Requests	% Share Change
North America	7,817,419,515	51.3%	0.2%
Asia	3,211,115,114	21.1%	-0.2%
Western Europe	1,811,840,247	11.9%	0.2%
Africa	746,432,235	4.9%	-0.7%
Latin America	640,323,493	4.2%	0.0%
Eastern Europe	294,799,875	1.9%	-0.1%
Oceania [3]	264,856,089	1.7%	-0.1%
Other [2]	446,345,043	2.9%	
Total	15,233,131,611	100.0%	

Notes

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

[1]Other includes 59 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.

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Worldwide Handset Data - January 2010

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Requests: 15,233,131,611

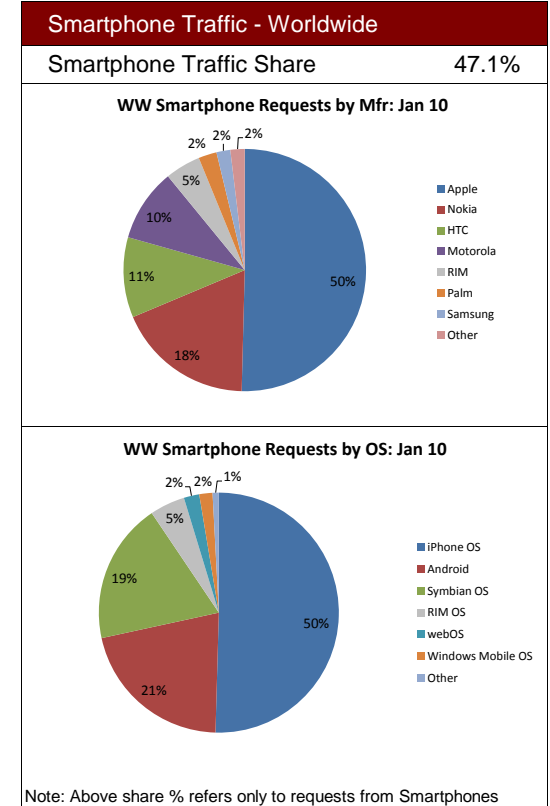| Top Device Mfrs	% of Requests	Share Chg %
Apple	40.4%	4.2%
Nokia	16.2%	-1.3%
Samsung	9.9%	-1.3%
Motorola	7.6%	0.1%
HTC	5.1%	-0.4%
SonyEricsson	4.0%	-0.2%
LG	2.4%	-0.4%
RIM	2.3%	-0.3%
Palm	1.2%	0.1%
Kyocera	1.1%	-0.2%
Other[1]	9.8%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Apple	iPhone	24.2%	0.1%
Apple	iPod touch	16.2%	4.0%
Motorola	Droid	3.5%	0.7%
HTC	Dream	1.7%	-0.5%
HTC	Hero	1.3%	-0.1%
Samsung	SCH-R450	1.1%	-0.5%
Nokia	N70	1.1%	-0.1%
Motorola	CLIQ	1.1%	0.2%
HTC	Magic	1.0%	0.0%
Palm	Pre	0.9%	0.2%
Samsung	SCH R350	0.9%	0.4%
Sony	PSP	0.9%	-0.1%
Nokia	3110c	0.9%	-0.1%
RIM	BlackBerry 8300	0.8%	-0.2%
HTC	Droid Eris	0.8%	0.2%
Nokia	5130	0.7%	0.0%
Nokia	6300	0.7%	0.0%
Nokia	N95	0.6%	-0.1%
Motorola	RAZR V3	0.6%	-0.2%
Nokia	N73	0.6%	-0.1%
Total		**59.5%**	

Smartphone Traffic - Worldwide

Smartphone Traffic Share	47.1%

WW Smartphone Requests by Mfr: Jan 10

- Apple 50%
- Nokia 18%
- HTC 11%
- Motorola 10%
- RIM 5%
- Palm 2%
- Samsung 2%
- Other 2%

WW Smartphone Requests by OS: Jan 10

- iPhone OS 50%
- Android 21%
- Symbian OS 19%
- RIM OS 5%
- webOS 2%
- Windows Mobile OS 2%
- Other 1%

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	67.9%
Supports Streaming Video	76.5%
Able to Download Video Clips	74.4%
Supports WAP Push Messages	43.3%

MMA Standard Screen Size	Share %
Small	11.0%
Medium	11.1%
Large	17.4%
X-Large	60.5%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Samsung SCH R350 and HTC Droid Eris.
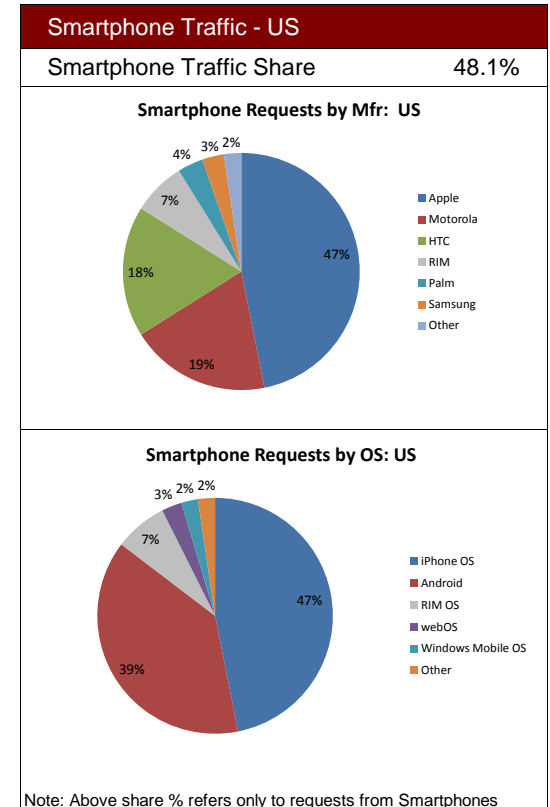- Some of the Samsung handsets include revised naming conventions.

[1]Includes unclassified impressions and other manufacturers with < 2% share.

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United States Handset Data - January 2010

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Requests: 7,325,028,892

Top Device Mfrs	% of Requests	Share Chg %
Apple	43.8%	7.3%
Samsung	14.7%	-2.7%
Motorola	14.4%	0.1%
HTC	8.8%	-0.8%
RIM	3.6%	-0.7%
LG	2.9%	-0.9%
Kyocera	2.3%	-0.5%
Palm	1.7%	-0.2%
Nokia	1.3%	-0.4%
Huawei	1.3%	-0.1%
Other[1]	5.4%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Apple	iPhone	23.0%	0.4%
Apple	iPod touch	20.8%	6.9%
Motorola	Droid	7.2%	1.4%
HTC	Dream	3.1%	-1.0%
Samsung	SCH-R450	2.2%	-1.0%
Motorola	CLIQ	2.1%	0.4%
HTC	Hero	1.9%	-0.2%
Samsung	SCH R350	1.8%	0.7%
HTC	Magic	1.6%	0.0%
HTC	Droid Eris	1.6%	0.5%
RIM	BlackBerry 8300	1.5%	-0.3%
Palm	Pre	1.3%	-0.1%
Huawei	M750	1.0%	0.0%
Motorola	RAZR V3	1.0%	-0.4%
Samsung	R560	0.9%	-0.2%
Kyocera	S1300	0.9%	-0.6%
Samsung	Moment	0.8%	0.2%
Samsung	R430	0.7%	-0.3%
Samsung	SCH-R810	0.7%	0.0%
Samsung	SCH R420	0.6%	-0.2%
Total		**74.9%**	

Smartphone Traffic - US	
Smartphone Traffic Share	48.1%

Smartphone Requests by Mfr: US

- Apple 47%
- Motorola 19%
- HTC 18%
- RIM 7%
- Palm 4%
- Samsung 3%
- Other 2%

Smartphone Requests by OS: US

- iPhone OS 47%
- Android 39%
- RIM OS 7%
- webOS 3%
- Windows Mobile OS 2%
- Other 2%

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	51.1%
Supports Streaming Video	73.2%
Able to Download Video Clips	62.3%
Supports WAP Push Messages	35.6%

MMA Standard Screen Size	Share %
Small	9.6%
Medium	7.2%
Large	11.8%
X-Large	71.5%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Samsung Moment and Samsung SCH-R810.
- Some of the Samsung handsets include revised naming conventions.

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

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United States Handset Data

January 2010

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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
- Huawei
- Nokia
- Palm
- Kyocera
- LG
- RIM
- HTC
- Motorola
- Samsung
- Apple

Y-axis: 0% to 100%

X-axis categories: 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 - January 2010

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Requests: 777,810,402

Top Device Mfrs	% of Requests	Share Chg %
Nokia	59.7%	-0.1%
SonyEricsson	9.4%	-0.3%
Samsung	7.5%	0.9%
Motorola	2.0%	0.9%
Apple	1.9%	0.1%
Other [1]	19.5%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Nokia	3110c	6.1%	-0.3%
Nokia	5130	5.9%	0.1%
Nokia	N70	4.7%	0.6%
Nokia	7210	3.7%	0.2%
Nokia	N2700 Classic	2.6%	0.6%
Nokia	N80	2.5%	-0.1%
Nokia	N73	2.5%	0.0%
Nokia	6300	2.5%	-0.1%
Nokia	6233	2.0%	-0.1%
Nokia	N72	1.6%	0.0%
Nokia	2626	1.6%	-0.1%
Apple	iPhone	1.6%	0.1%
Nokia	6600	1.3%	-0.1%
Nokia	6303 Classic	1.2%	0.3%
SonyEricsson	W200i	1.1%	-0.1%
Nokia	5310	1.1%	0.0%
Samsung	GT-S3310	0.9%	0.2%
Nokia	5300	0.9%	0.0%
Nokia	7610	0.9%	-0.1%
Nokia	5800 XpressMus	0.9%	0.0%
Total		**45.7%**	

Smartphone Traffic - India

Smartphone Traffic Share	28.7%

Smartphone Requests by Mfr: India

2% 1% 1% 3%
5%
88%

- Nokia
- Apple
- RIM
- Motorola
- HTC
- Other

Smartphone Requests by OS: India

2% 2% 1% <1%
6%
89%

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

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	76.3%
Supports Streaming Video	74.6%
Able to Download Video Clips	84.8%
Supports WAP Push Messages	84.8%

MMA Standard Screen Size	Share %
Small	21.1%
Medium	22.3%
Large	39.5%
X-Large	17.1%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Samsung GT-S3310.

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

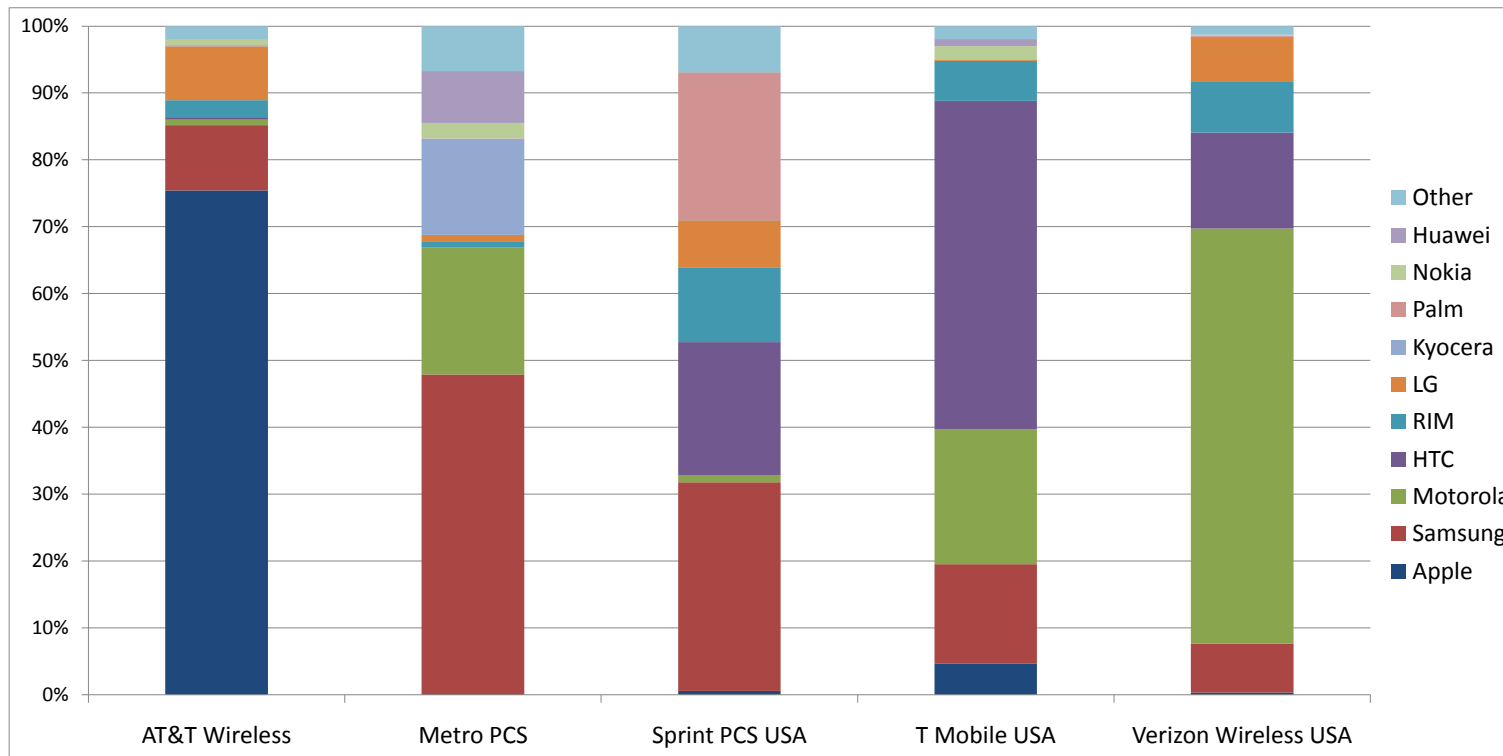Find previous reports and sign up for future report notifications at metrics.admob.com.

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India Handset Data

January 2010

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.
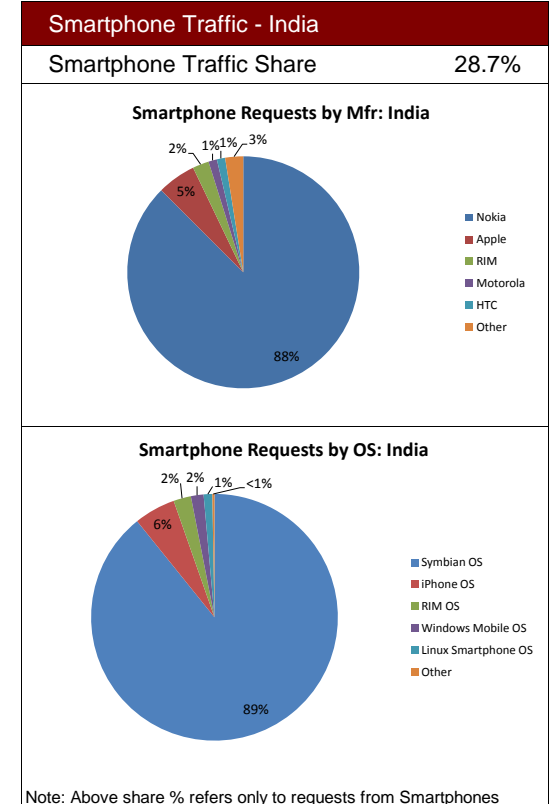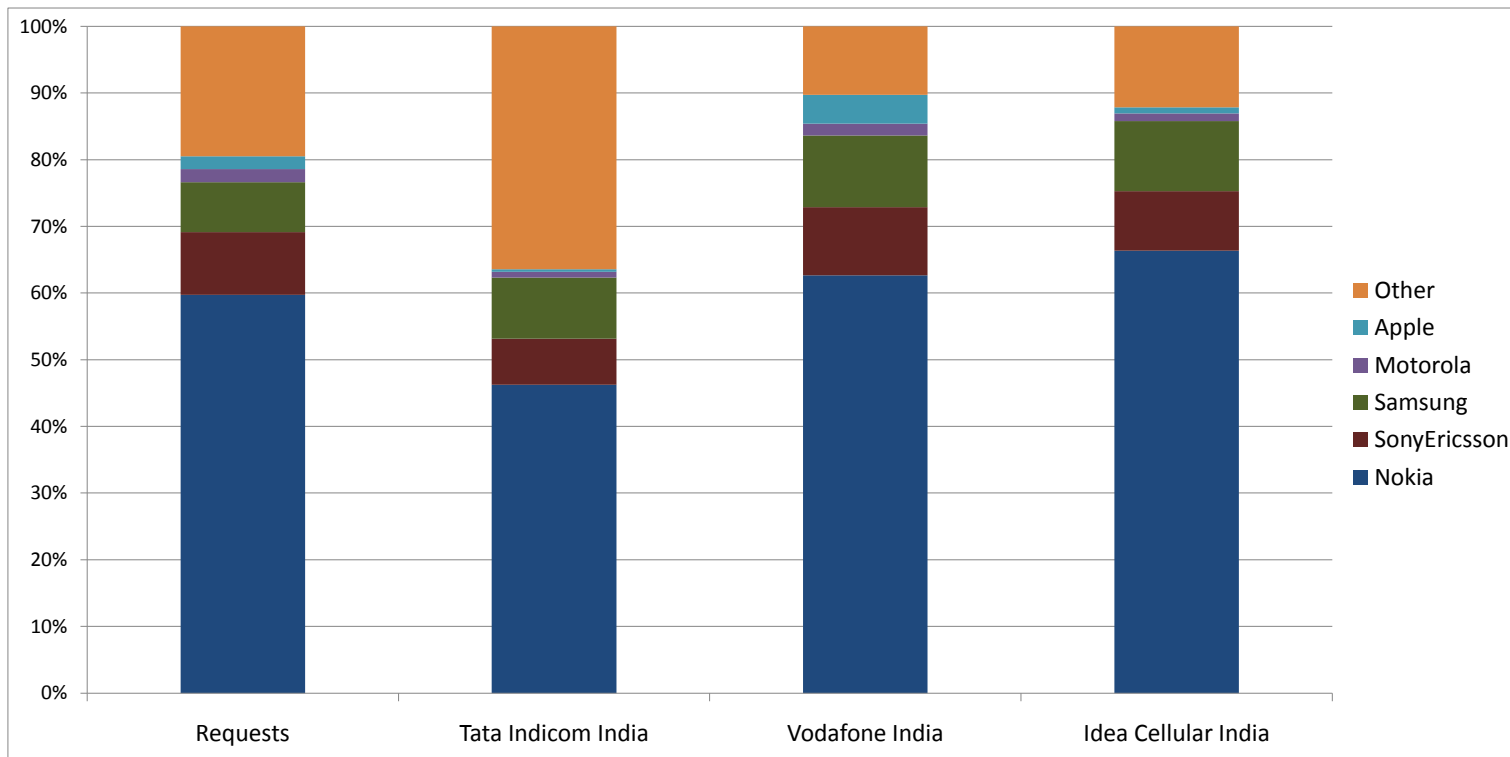
Share of Requests by Operator and Manufacturer - India

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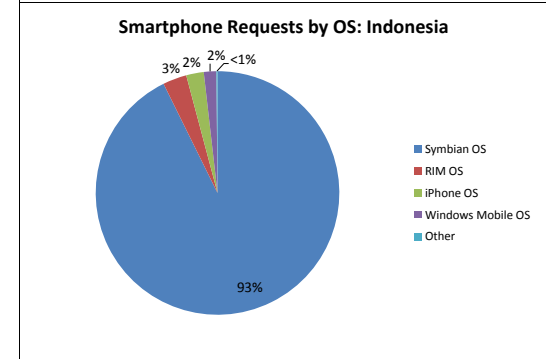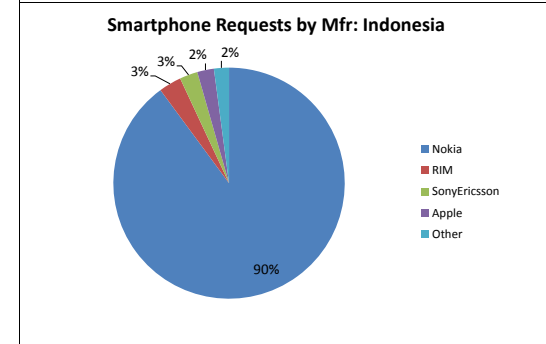
• Other includes all manufacturers with less than 1% share.

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Indonesia Handset Data - January 2010

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Requests: 623,823,484

Top Device Mfrs	% of Requests	Share Chg %
Nokia	57.2%	-0.3%
SonyEricsson	24.2%	0.0%
Samsung	2.0%	0.1%
Nexian	1.7%	0.3%
RIM	1.0%	0.0%
Other[1]	13.9%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	4.4%	0.2%
Nokia	5130	2.8%	0.0%
Nokia	6600	2.6%	-0.3%
Nokia	6300	2.5%	0.0%
Nokia	E63	2.4%	0.1%
SonyEricsson	W200i	2.4%	0.1%
Nokia	3110c	2.3%	-0.1%
Nokia	7610	2.2%	-0.2%
Nokia	2600c	2.0%	0.0%
Nokia	N73	1.9%	0.0%
Nokia	2630	1.8%	0.0%
Nokia	6120c	1.6%	0.0%
SonyEricsson	K310i	1.5%	0.2%
Nokia	E71	1.5%	-0.1%
Nokia	5300	1.5%	0.0%
Nokia	3230	1.4%	-0.2%
SonyEricsson	K510	1.3%	0.1%
Nexian	NX G922	1.3%	0.4%
Nokia	5200	1.2%	0.0%
SonyEricsson	K320i	1.1%	0.1%
Total		**39.6%**	

Smartphone Traffic - Indonesia

Smartphone Traffic Share	32.5%

Smartphone Requests by Mfr: Indonesia

3% 3% 2% 2%

- Nokia
- RIM
- SonyEricsson
- Apple
- Other

90%

Smartphone Requests by OS: Indonesia

3% 2% 2% <1%

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

93%

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	86.3%
Supports Streaming Video	76.8%
Able to Download Video Clips	83.7%
Supports WAP Push Messages	89.6%

MMA Standard Screen Size	Share %
Small	27.7%
Medium	29.9%
Large	28.4%
X-Large	14.0%

Notes

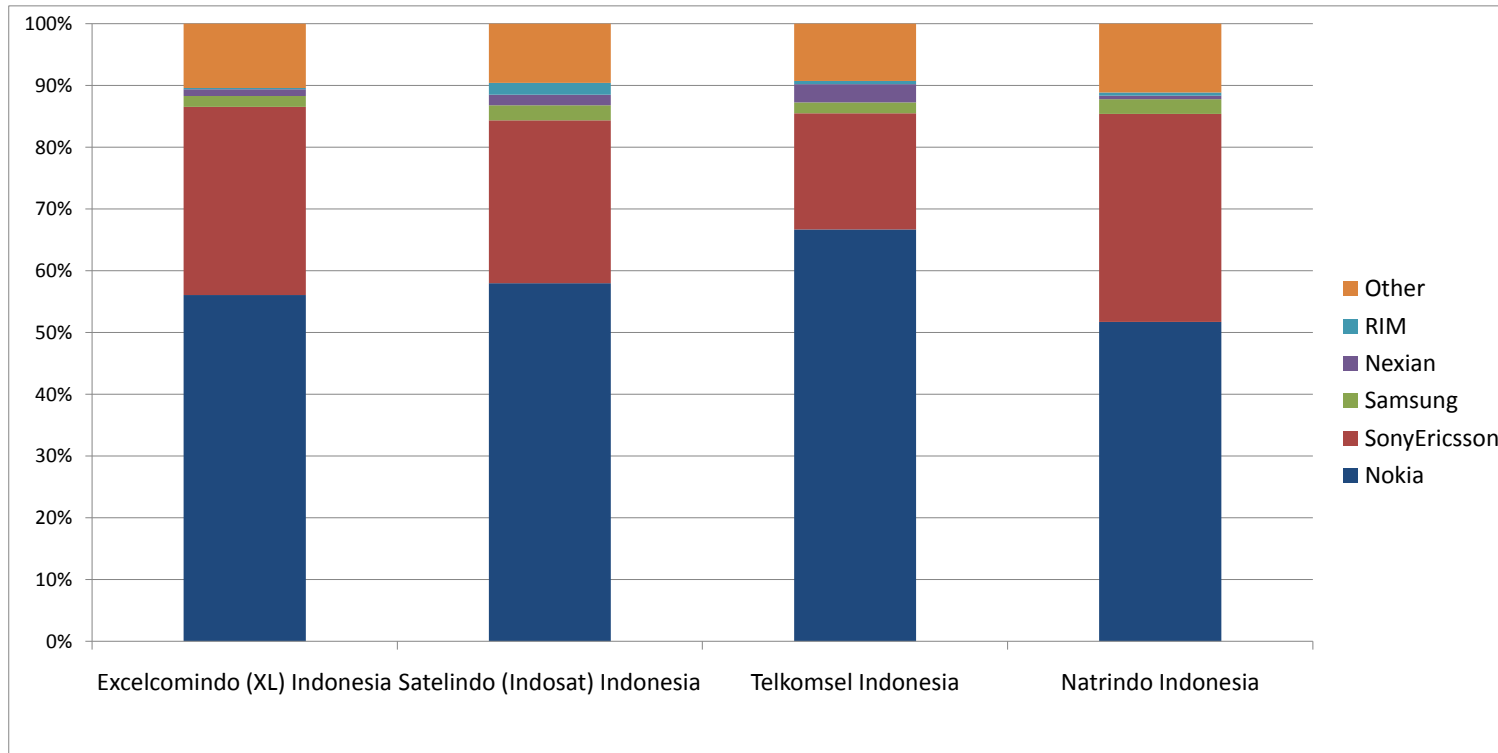- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Nexian NX G922 and SonyEricsson K320i.

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

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Indonesia Handset Data
January 2010

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - Indonesia

Legend:
- Other
- RIM
- 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.

United Kingdom Handset Data - January 2010

admob

Requests: 628,453,460

Top Device Mfrs	% of Requests	Share Chg %
Apple	75.1%	3.7%
Nokia	4.8%	-0.9%
HTC	4.7%	-1.2%
SonyEricsson	4.1%	-0.6%
Samsung	2.8%	-0.1%
RIM	1.8%	-0.4%
LG	1.2%	0.0%
Other [1]	5.6%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Apple	iPhone	45.3%	-1.5%
Apple	iPod touch	29.8%	5.2%
HTC	Hero	2.4%	-0.5%
HTC	Dream	1.4%	-0.7%
Nokia	N95	0.7%	-0.2%
HTC	Magic	0.6%	-0.1%
Samsung	GT S5230	0.6%	0.1%
Nokia	5800 XpressMusic	0.5%	-0.1%
Palm	Pre	0.5%	-0.1%
SonyEricsson	K800i	0.4%	-0.1%
RIM	BlackBerry 8900	0.4%	-0.1%
RIM	BlackBerry 9000	0.4%	-0.2%
LG	KP500	0.4%	0.0%
Motorola	CLIQ	0.3%	0.0%
RIM	BlackBerry 8520	0.3%	0.0%
SonyEricsson	W995	0.3%	0.0%
Nokia	E71	0.3%	0.0%
Nokia	6300	0.3%	0.0%
SonyEricsson	W910i	0.3%	0.0%
Nokia	N97	0.3%	-0.1%
Total		**85.3%**	

Smartphone Traffic - UK

Smartphone Traffic Share	56.6%

Smartphone Requests by Mfr: UK

- Apple 80%
- HTC 8%
- Nokia 6%
- RIM 3%
- Other 3%

Smartphone Requests by OS: UK

- iPhone OS 79%
- Android 10%
- Symbian OS 7%
- RIM OS 3%
- Other <1%

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	83.9%
Supports Streaming Video	94.3%
Able to Download Video Clips	93.5%
Supports WAP Push Messages	18.2%

MMA Standard Screen Size	Share %
Small	1.4%
Medium	1.8%
Large	9.3%
X-Large	87.5%

Notes

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

• No new models in Top 20.

[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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United Kingdom Handset Data

January 2010

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - United Kingdom

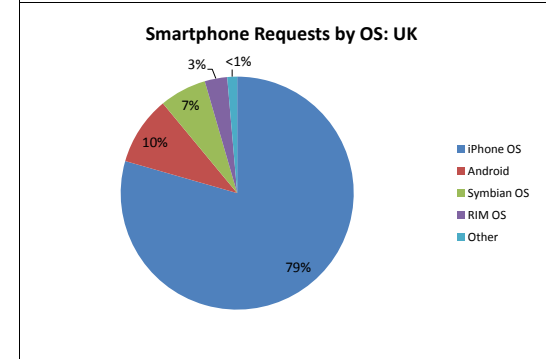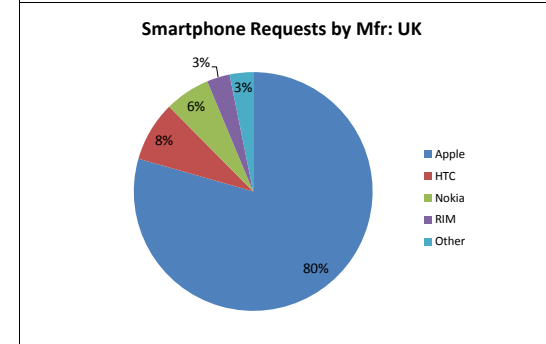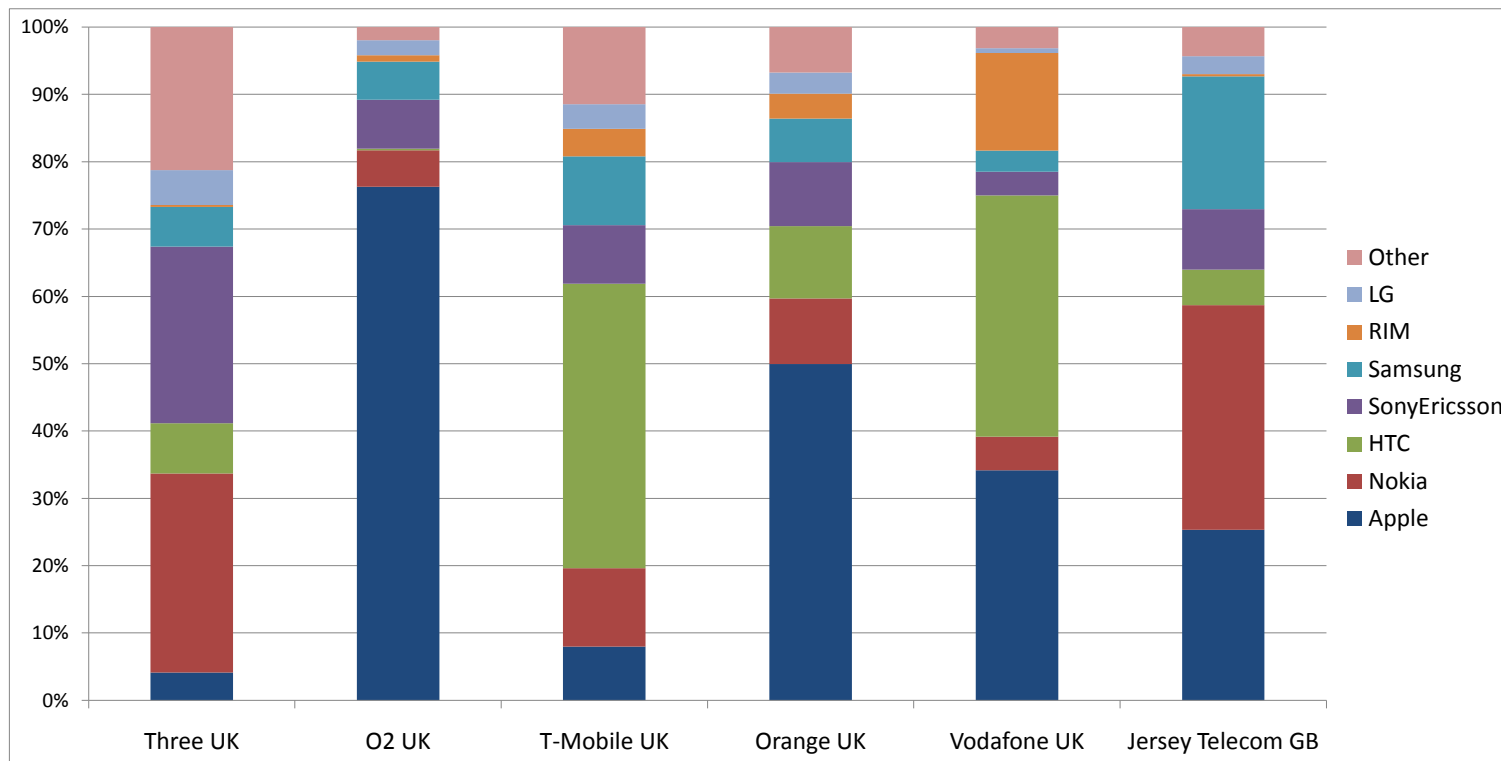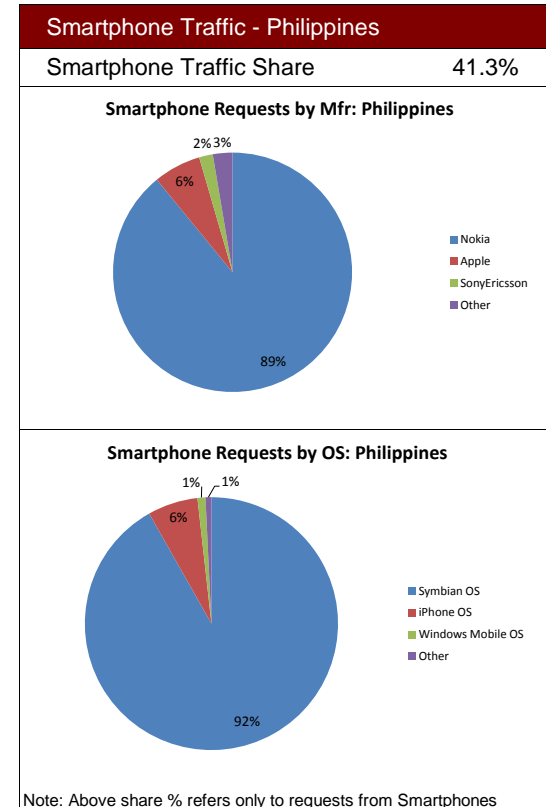**Notes**

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

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Philippines Handset Data - January 2010

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Requests: 244,831,621

Top Device Mfrs	% of Requests	Share Chg %
Nokia	61.5%	-3.3%
SonyEricsson	12.5%	5.5%
Apple	5.6%	-0.3%
Samsung	3.6%	0.5%
Sony	1.2%	0.2%
Other [1]	15.6%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	8.6%	-0.5%
SonyEricsson	W580i	6.0%	5.9%
Nokia	6630	4.1%	-0.9%
Apple	iPod touch	2.9%	-0.1%
Nokia	6120c	2.8%	0.0%
Apple	iPhone	2.7%	-0.2%
Nokia	N73	2.4%	0.2%
Nokia	6680	2.3%	-0.6%
Nokia	3110c	2.2%	-0.3%
Nokia	6300	2.1%	0.1%
Nokia	N95	1.7%	0.1%
Nokia	N80	1.5%	-0.2%
Nokia	5800 XpressMus	1.3%	0.2%
Nokia	5130	1.3%	0.2%
Nokia	7210	1.3%	0.1%
Nokia	3120c	1.3%	0.2%
Nokia	6600	1.3%	-0.8%
Nokia	2600c	1.3%	-0.4%
Sony	PSP	1.2%	0.2%
Nokia	E63	1.1%	0.1%
Total		**49.3%**	

Smartphone Traffic - Philippines	
Smartphone Traffic Share	41.3%

Smartphone Requests by Mfr: Philippines

- Nokia
- Apple
- SonyEricsson
- Other

2% 3%
6%
89%

Smartphone Requests by OS: Philippines

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

1% 1%
6%
92%

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	85.3%
Supports Streaming Video	77.2%
Able to Download Video Clips	91.1%
Supports WAP Push Messages	81.3%

| MMA Standard Screen Size	Share %
Small	16.8%
Medium	25.6%
Large	36.3%
X-Large	21.4%

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 W580i, Nokia 3120c, Nokia E63 and Sony PSP.
- SonyEricsson devices reflected considerable month-over-month growth largely due to revised handset classifications.

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

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Philippines Handset Data

January 2010

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Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - Philippines
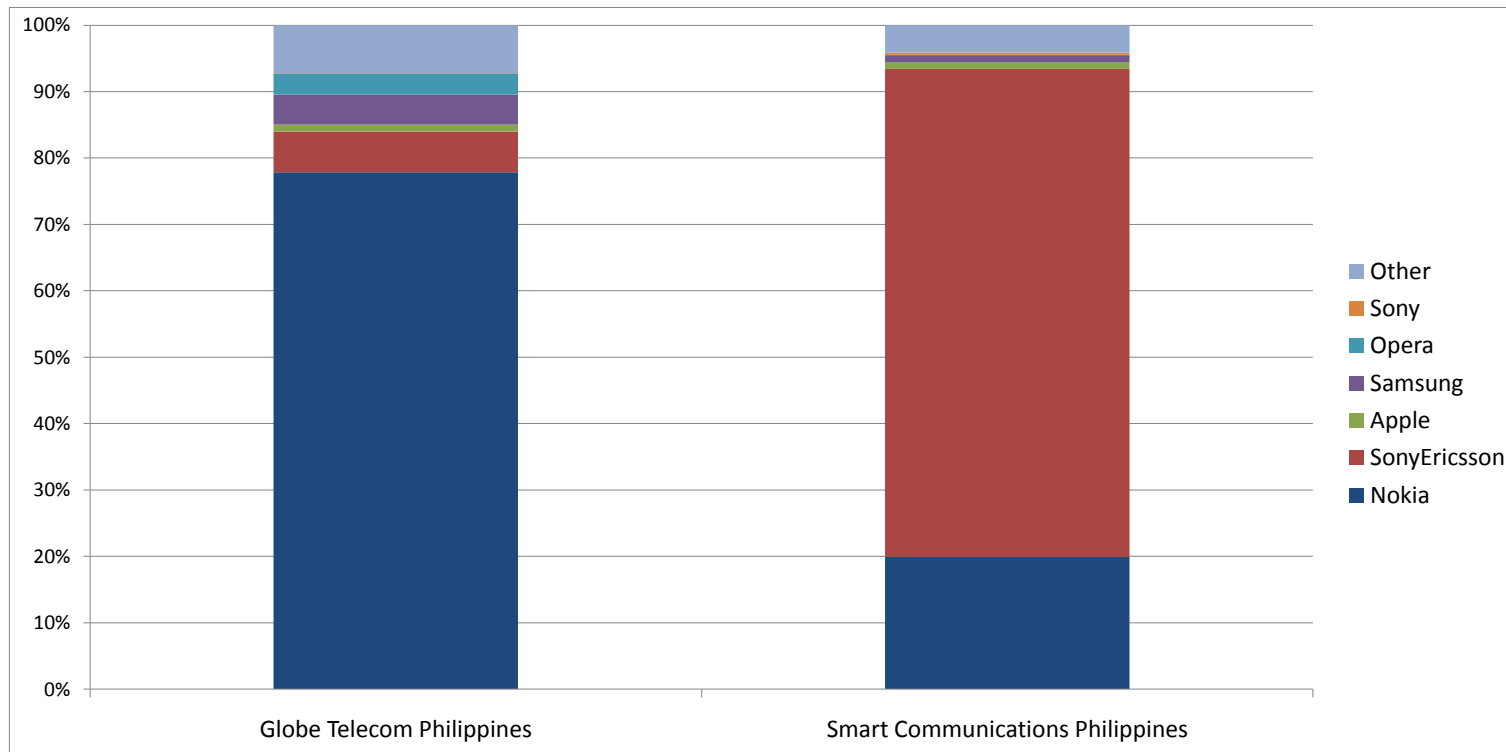
Notes

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

• SonyEricsson reflected considerable month-over-month growth largely due to revised handset classifications.
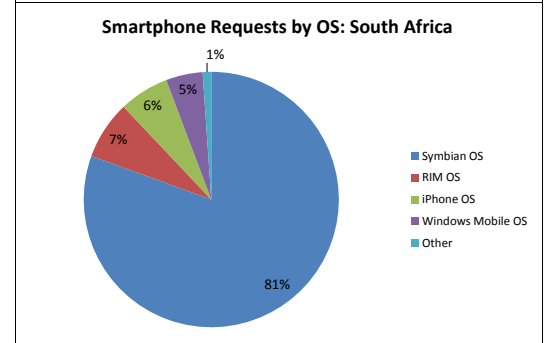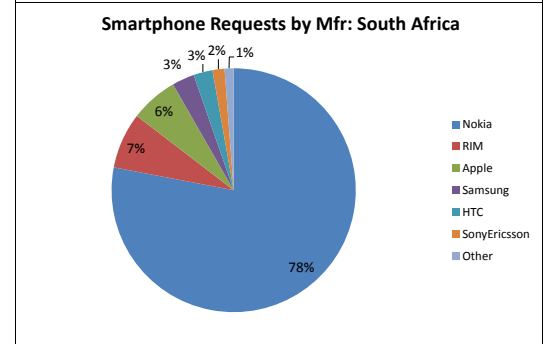
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South Africa Handset Data - January 2010

Requests: 288,822,564

Top Device Mfrs	% of Requests	Share Chg %
Samsung	36.1%	-0.1%
Nokia	35.2%	0.3%
SonyEricsson	8.0%	0.0%
LG	7.5%	-0.2%
Motorola	4.6%	-0.9%
RIM	1.7%	0.0%
Apple	1.6%	0.2%
Other [1]	5.4%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Samsung	SGH E250	5.8%	-0.6%
Samsung	SGH-M620	3.8%	-0.3%
LG	KS360	3.7%	0.0%
Nokia	N70	3.0%	0.0%
Motorola	V360	2.9%	-0.5%
Samsung	SGH J750	2.5%	0.0%
Samsung	SGH-J700	2.4%	-0.2%
Samsung	SGH E250i	2.3%	0.3%
Samsung	GT-S5233A	2.1%	0.5%
SonyEricsson	W350i	1.9%	0.2%
LG	KG290	1.6%	-0.3%
Nokia	2630	1.5%	0.0%
Samsung	SGH-E370	1.5%	0.0%
Apple	iPhone	1.4%	0.2%
Samsung	SGH D900i	1.3%	0.0%
Nokia	5000d	1.3%	0.0%
Nokia	6300	1.3%	0.0%
Nokia	N73	1.3%	0.1%
Nokia	1680c	1.2%	0.0%
Samsung	SGH-B100	1.1%	-0.1%
Total		**43.6%**	

Smartphone Traffic - South Africa

Smartphone Traffic Share	22.3%

Smartphone Requests by Mfr: South Africa

Legend: Nokia, RIM, Apple, Samsung, HTC, SonyEricsson, Other
Values: 78%, 7%, 6%, 3%, 3%, 2%, 1%

Smartphone Requests by OS: South Africa

Legend: Symbian OS, RIM OS, iPhone OS, Windows Mobile OS, Other
Values: 81%, 7%, 6%, 5%, 1%

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	70.1%
Supports Streaming Video	69.5%
Able to Download Video Clips	88.0%
Supports WAP Push Messages	94.8%

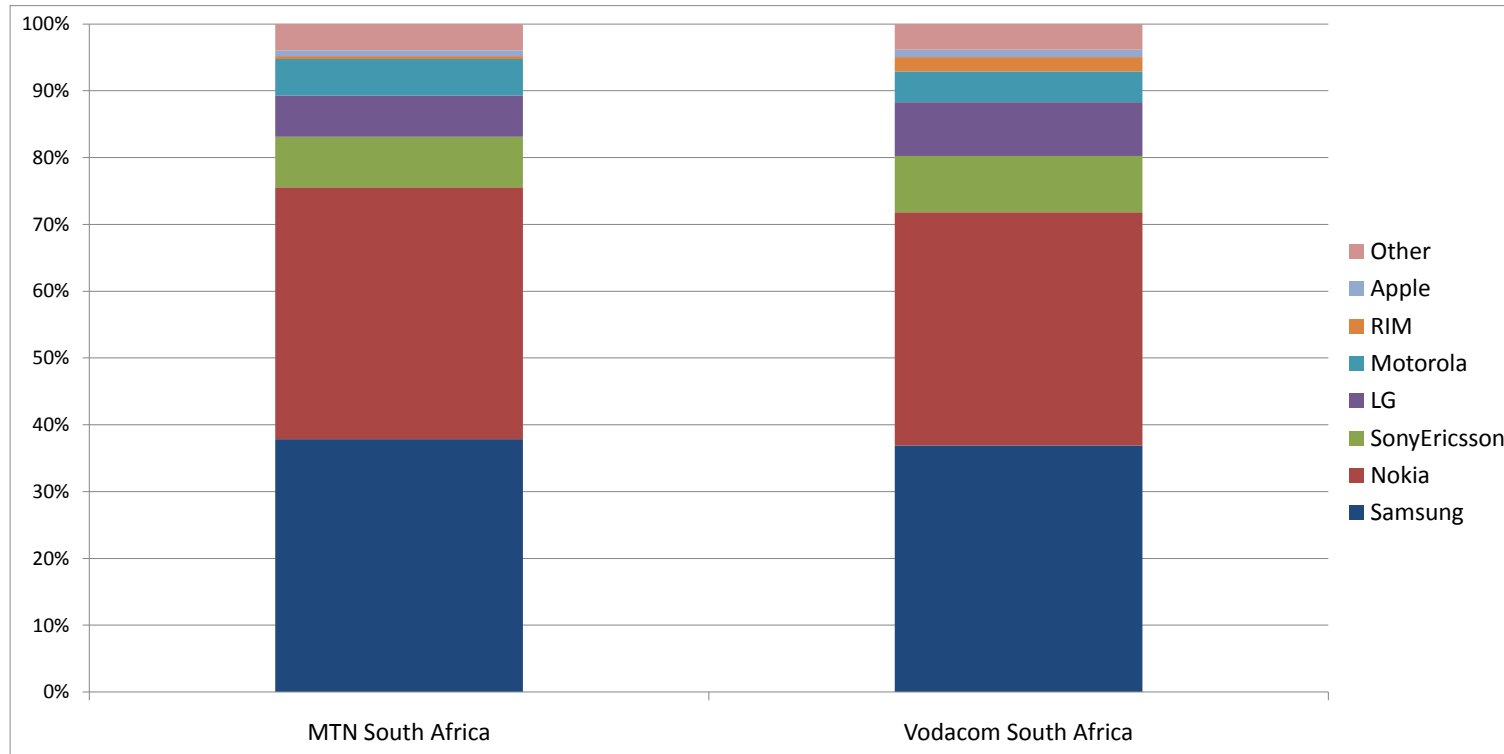| MMA Standard Screen Size	Share %
Small	36.9%
Medium	17.2%
Large	35.6%
X-Large	10.3%

Notes

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

• No new models in Top 20.

• Some of the Samsung handsets include revised naming conventions.

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

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South Africa Handset Data

January 2010

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

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Share of Requests by Operator and Manufacturer - South Africa

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

Notes

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

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AdMob Mobile Metrics Report

January 2010

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 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** 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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