



AdMob Mobile Metrics Report

AdMob serves ads for more than 5000 mobile web sites. This monthly report offers a snapshot of the data in our network to provide insight into trends in the mobile ecosystem.

May 2008

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AdMob Mobile Metrics Report

May 2008



New and Noteworthy

We created monthly growth charts by indexing traffic growth relative to September 2007. In May, AdMob added a very large publisher with heavy Indonesian traffic. This can be seen in the monthly growth charts on the requests by geography page. Indonesia is now our #3 market.

We fielded a number of requests for more detailed data for specific regions. This month we provide traffic, manufacturer and device data for Western Europe. We plan to profile a region every other month.

- * Network ad impressions increased 16.9% (3,034,661,966 for May vs. 2,595,092,049 for April). We now serve more than 100 million impressions daily.
- * AdMob served ads in 230 countries in May with 89 countries having more than 1 million impressions.
- * 22.4% of ad requests in the AdMob network worldwide were from Smartphones.
- * US requests grew 1% May over April which was slower than network growth.
- * Indonesian requests grew 46.3% May over April which dramatically outpaced network growth. This was driven primarily by new publishers in the AdMob network with significant Indonesian inventory.
- * The RAZR V3, Nokia N70 and SonyEricsson K800i retained the top device spots in the US, India and UK respectively. We saw new top devices in South Africa (Samsung e250) and Indonesia (Nokia N70).
- * The Palm Centro makes its first appearance in the Top 20 devices worldwide in May as the #8 device. We will be closely tracking this device as it launches on more carriers.

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South Africa: Operator Handset Mix

Methodology

AdMob Mobile Metrics Report

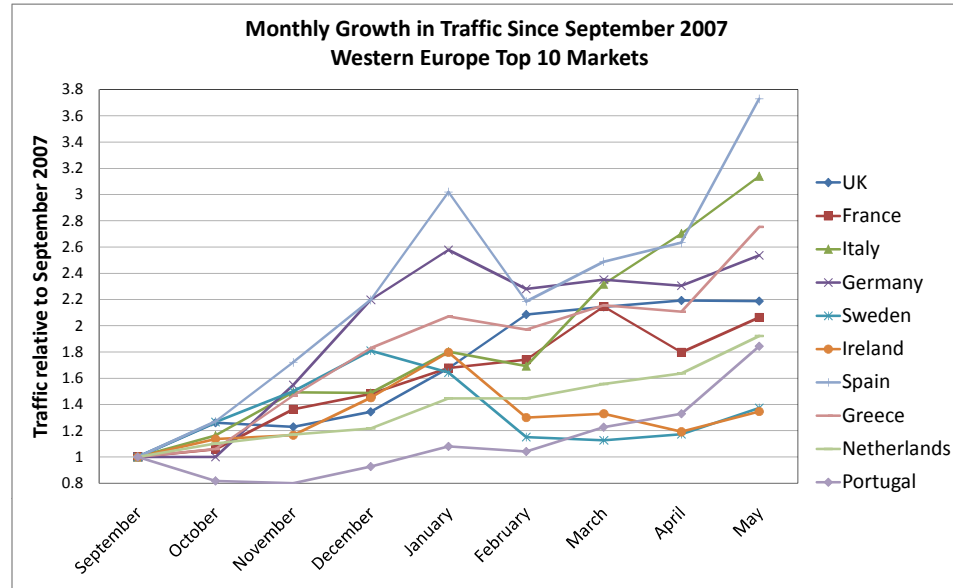
May 2008



Featured: Western Europe Data - Traffic, Manufacturers and Devices

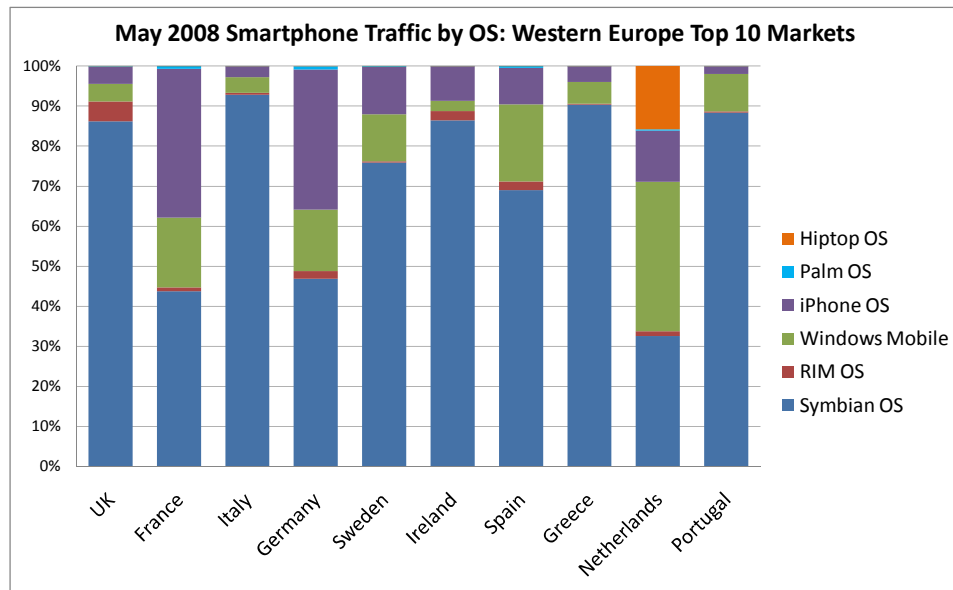
We fielded a number of requests for deeper data on specific regions. This month, we provide traffic, manufacturer and device data for Western Europe. We plan to profile a region every other month.

Country	Requests	% of WEur Reqs
United Kingdom	196,323,883	65.1%
France	27,736,481	9.2%
Italy	24,214,823	8.0%
Germany	7,738,664	2.6%
Sweden	7,070,379	2.3%
Ireland	6,534,544	2.2%
Spain	6,355,413	2.1%
Greece	5,744,301	1.9%
Netherlands	5,673,398	1.9%
Portugal	4,544,320	1.5%
Other	9,767,260	3.2%
Total	301,703,466	100%



Noteworthy: Western Europe

- * We have seen broad traffic growth on our sites led by Spain, Italy and Germany.
- * The traffic data shows Symbian and Nokia market share dominance.
- * In countries where iPhone is sold through Operator partnerships, iPhone is among the top devices by traffic. The exception is Ireland where Apple's formal partnership is relatively new.
- * In most markets where the iPhone is in the top 20 devices, the iTouch is also in the top 20 devices.
- * Smartphones dominate traffic in the Netherlands. There is great diversity of Smartphone OS and devices in the Netherlands, with the Hiptop grabbing the #1 device commanding 8.7% share of traffic.
- * Compared to other markets covered in this report, Western Europe is a highly fragmented market for device manufacturers. For example, in India the top five device manufacturers account for > 91% of all requests, whereas in Western European countries such as Germany, Spain, the Netherlands, and Portugal the top five device manufacturers represent < 70% of requests.



Featured: Western Europe Handset Data - May 2008



France		
Total Requests		27,736,481
Top Handset Models		% of Requests
SonyEricsson	W810i	4.3%
Apple	iPhone	3.9%
Samsung	E250	3.2%
Nokia	5200	3.1%
SonyEricsson	W580i	2.9%
Apple	iPod Touch	2.8%
SonyEricsson	W300i	2.4%
SonyEricsson	K550i	1.9%
LG	KU990	1.7%
Nokia	N95	1.7%
Samsung	E900	1.2%
SonyEricsson	S500i	1.2%
SonyEricsson	W200i	1.2%
Nokia	N70	1.1%
SonyEricsson	W910i	1.1%
Samsung	Z170	1.1%
Samsung	U600	1.1%
Samsung	E840	1.0%
SonyEricsson	K800i	1.0%
SonyEricsson	K610i	0.9%
Total		38.8%
Top Device Manufacturers		% of Requests
SonyEricsson		25.2%
Samsung		19.6%
Nokia		17.3%
Apple		6.7%
Sagem		6.4%
Total		75.2%

Italy		
Total Requests		24,214,823
Top Handset Models		% of Requests
Nokia	N70	13.5%
Nokia	6630	7.4%
Nokia	N73	5.6%
Nokia	N95	3.9%
Motorola	RAZR V3	2.5%
Nokia	N80	2.2%
Nokia	6680	2.1%
Nokia	6120c	1.6%
Samsung	ZV40	1.5%
Nokia	5300	1.4%
Nokia	5200	1.3%
SonyEricsson	V640i	1.2%
Motorola	V1075	1.2%
Samsung	ZV60	1.1%
Nokia	6234	1.1%
SonyEricsson	V800	0.9%
Apple	iPhone	0.9%
Samsung	Z140	0.8%
Nokia	E65	0.8%
Samsung	E250	0.7%
Total		51.7%
Top Device Manufacturers		% of Requests
Nokia		50.8%
Samsung		12.7%
Motorola		6.9%
SonyEricsson		6.0%
LG		2.4%
Total		78.8%

Germany		
Total Requests		7,738,664
Top Handset Models		% of Requests
Apple	iPhone	8.8%
Apple	iPod Touch	5.7%
Nokia	N95	5.0%
SonyEricsson	K800i	4.1%
IXI	OGO-CT1X	3.3%
Nokia	N70	3.3%
Nokia	N73	2.1%
SonyEricsson	W910i	1.3%
Nokia	6280	1.0%
SonyEricsson	K610i	0.9%
Nokia	N80	0.9%
Motorola	RAZR V3	0.8%
SonyEricsson	W810i	0.7%
HP	iPAQ HX4700	0.7%
Samsung	D600	0.7%
HTC	P4550	0.7%
Nokia	6630	0.7%
SonyEricsson	W850i	0.6%
MiTAC	Mio8390	0.6%
Nokia	6233	0.5%
Total		42.4%
Top Device Manufacturers		% of Requests
Nokia		25.6%
Apple		14.6%
SonyEricsson		13.6%
Samsung		3.9%
IXI		3.3%
Total		61.0%

Featured: Western Europe Handset Data - May 2008



Sweden		
Total Requests		7,070,379
Top Handset Models		% of Requests
SonyEricsson	W200i	2.7%
Nokia	6300	2.5%
Nokia	5200	2.4%
Nokia	6230i	1.9%
Nokia	6085	1.7%
SonyEricsson	K750i	1.7%
SonyEricsson	K550i	1.7%
Nokia	6610i	1.6%
Nokia	N95	1.5%
SonyEricsson	W580i	1.5%
SonyEricsson	K800i	1.5%
Nokia	6070	1.5%
Nokia	6020	1.4%
Nokia	5300	1.4%
SonyEricsson	W810i	1.3%
Nokia	3110c	1.3%
Nokia	2610	1.3%
Nokia	6233	1.2%
Nokia	6030	1.1%
Nokia	3220	1.1%
Total		32.6%
Top Device Manufacturers		% of Requests
Nokia		43.3%
SonyEricsson		30.3%
Samsung		9.5%
Motorola		2.0%
Siemens		1.7%
Total		86.8%

Ireland		
Total Requests		6,534,544
Top Handset Models		% of Requests
SonyEricsson	K800i	6.8%
Nokia	6300	6.2%
SonyEricsson	V630i	5.1%
Nokia	N70	4.5%
Nokia	5200	4.5%
SonyEricsson	K610i	4.3%
Nokia	6234	3.1%
Nokia	6230i	3.0%
Nokia	N95	3.0%
Nokia	E65	1.9%
Nokia	6280	1.7%
Nokia	N73	1.6%
Nokia	6680	1.4%
Nokia	6120c	1.4%
Motorola	RAZR V3	1.3%
Samsung	C510V	1.3%
Nokia	2630	1.3%
Nokia	6630	1.2%
Samsung	E250	1.2%
Sagem	myV-55	1.2%
Total		56.3%
Top Device Manufacturers		% of Requests
Nokia		46.1%
SonyEricsson		23.4%
Samsung		4.4%
Motorola		3.8%
Sagem		1.8%
Total		79.6%

Spain		
Total Requests		6,355,413
Top Handset Models		% of Requests
Nokia	N70	6.2%
Nokia	N95	3.8%
Nokia	5200	3.5%
SonyEricsson	K610i	3.2%
Nokia	6120c	2.4%
Nokia	E65	2.3%
Apple	iPhone	1.9%
Nokia	6234	1.9%
Nokia	N73	1.7%
SonyEricsson	K530i	1.7%
SonyEricsson	Z610i	1.7%
LG	KU250	1.5%
SonyEricsson	Z310i	1.5%
Nokia	6288	1.5%
Motorola	RAZR V3	1.3%
Nokia	6085	1.3%
Motorola	V360	1.3%
Samsung	L760	1.3%
Sharp	TQ-GX17	1.2%
Nokia	N80	1.2%
Total		42.4%
Top Device Manufacturers		% of Requests
Nokia		38.9%
SonyEricsson		14.4%
Samsung		5.5%
Motorola		4.6%
LG		4.2%
Total		67.5%

Featured: Western Europe Handset Data - May 2008



Greece		
Total Requests		5,744,301
Top Handset Models		% of Requests
SonyEricsson	K800i	6.8%
SonyEricsson	K550i	3.8%
Nokia	N95	3.4%
SonyEricsson	W810i	3.3%
SonyEricsson	K750i	2.7%
SonyEricsson	K610i	2.6%
SonyEricsson	K810i	2.5%
Nokia	N73	2.4%
Nokia	N70	2.3%
SonyEricsson	K510i	2.1%
Nokia	5300	1.6%
Nokia	6280	1.5%
Nokia	6131	1.4%
Nokia	N80	1.4%
SonyEricsson	W580i	1.4%
SonyEricsson	W850i	1.4%
SonyEricsson	Z610i	1.3%
Motorola	L6imode	1.3%
Motorola	L7imode	1.1%
SonyEricsson	K310i	1.1%
Total		45.2%
Top Device Manufacturers		% of Requests
SonyEricsson		40.9%
Nokia		33.2%
Motorola		7.0%
Samsung		2.7%
Sharp		2.2%
Total		86.0%

Netherlands		
Total Requests		5,673,398
Top Handset Models		% of Requests
Danger	hiptop	8.1%
Nokia	N95	7.5%
Apple	iPhone	4.5%
SonyEricsson	W880i	4.0%
T-Mobile	MDA Vario	3.6%
HTC	Hermes	2.7%
SonyEricsson	K800i	2.2%
HTC	P3450 Elf	2.2%
Apple	iPod Touch	2.0%
Nokia	N80	1.8%
HTC	P4550	1.7%
HTC	Touch Cruise	1.6%
SonyEricsson	W810i	1.4%
Nokia	N73	1.4%
HP	iPAQ HX4700	1.2%
Sony	PlayStation Portable	1.1%
HTC	S730	1.0%
Samsung	S401i	0.9%
Nokia	6680	0.9%
SonyEricsson	W300i	0.9%
Total		50.7%
Top Device Manufacturers		% of Requests
Nokia		20.3%
SonyEricsson		16.2%
HTC		12.2%
Danger		8.1%
Apple		6.5%
Total		63.2%

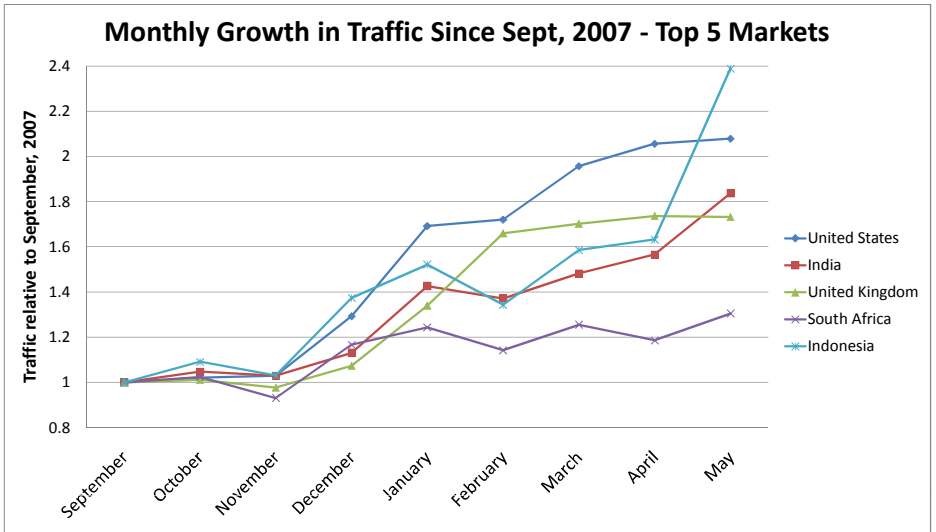
Portugal		
Total Requests		4,544,320
Top Handset Models		% of Requests
Nokia	N70	6.1%
Nokia	6630	5.6%
Nokia	N80	3.9%
Nokia	N73	3.3%
Nokia	6288	2.7%
Nokia	6280	2.5%
SonyEricsson	K800i	2.2%
Nokia	5200	2.1%
SonyEricsson	K610i	1.8%
Nokia	N95	1.7%
Nokia	6600	1.5%
Nokia	5300	1.4%
Nokia	6230i	1.2%
Nokia	6680	1.1%
Motorola	RAZR V3	1.1%
Nokia	6233	1.1%
Samsung	E250	0.9%
Nokia	3100	0.9%
Motorola	E1000	0.8%
Motorola	V975	0.7%
Total		42.4%
Top Device Manufacturers		% of Requests
Nokia		41.5%
SonyEricsson		11.0%
Motorola		6.7%
Samsung		5.1%
HTC		2.2%
Total		66.5%

Ad Requests by Geography - May 2008

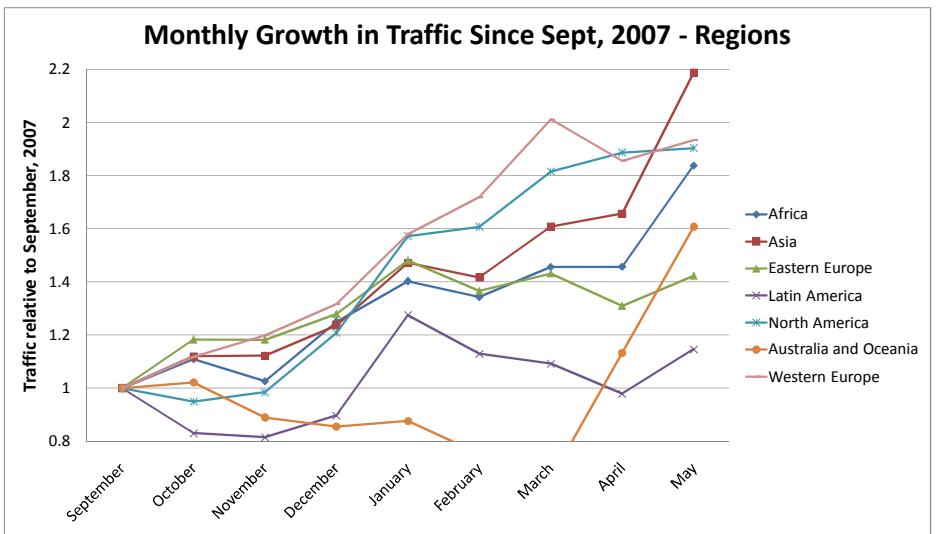
Ads Served: 3,034,661,966
 Requests: 3,179,506,150



Country	Requests	% of Requests	% Share Change
United States	1,430,976,098	45.0%	-4.6%
India	346,457,997	10.9%	0.6%
Indonesia	201,640,283	6.3%	1.5%
United Kingdom	196,323,883	6.2%	-0.7%
South Africa	159,168,048	5.0%	-0.1%
Philippines	65,766,537	2.1%	0.8%
Romania	52,984,295	1.7%	-0.1%
Nigeria	41,132,288	1.3%	0.6%
Bangladesh	33,832,897	1.1%	0.1%
Israel	32,688,346	1.0%	0.1%
Other Countries ^{(1) (2)}	618,535,478	19.5%	1.8%
Total	3,179,506,150	100.0%	



Region	Requests	% of Requests	% Share Change
North America	1,460,467,789	45.9%	-4.8%
Asia	856,422,092	26.9%	4.2%
Western Europe	301,703,466	9.5%	-0.7%
Africa	289,603,605	9.1%	1.1%
Eastern Europe	109,225,752	3.4%	-0.1%
Latin America	73,921,321	2.3%	0.1%
Oceania	26,271,831	0.8%	0.2%
Other ⁽³⁾	61,890,294	1.9%	-0.1%
Total	3,179,506,150	100.0%	



Notes

- Month-over-month share change calculated as % of current month requests less percent of prior month requests.
- (1) Includes 230 countries with 89 countries having greater than 1 million requests.
- (2) Other includes unclassified requests (0.8%) where the country of origin could not be determined. Targeted ads were not shown to these requests.
- (3) Includes other and unclassified requests.

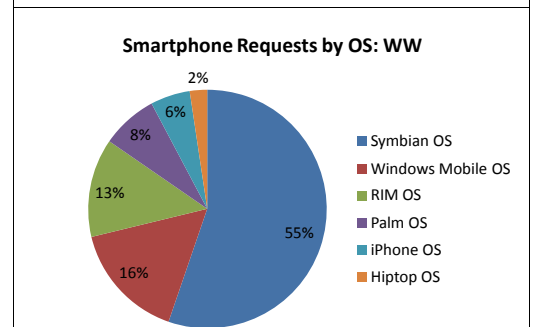
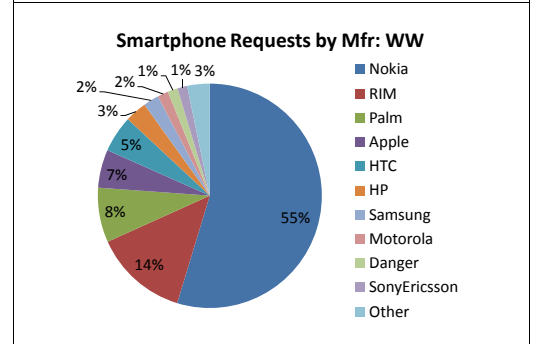
Worldwide Handset Data - May 2008

Ads Served: 3,034,661,966
 Requests: 3,179,506,150

Top Device Mfrs	% of Requests	Share Chg %
Nokia	29.9%	3.5%
Motorola	21.1%	0.4%
SonyEricsson	11.0%	0.7%
Samsung	10.7%	0.3%
LG	4.1%	-0.5%
RIM	3.2%	-3.5%
Kyocera	2.3%	0.3%
Palm	1.8%	0.4%
Apple	1.3%	0.1%
HTC	1.2%	-0.3%
Other (1)	13.4%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Motorola RAZR V3	5.1%	-0.1%
Motorola KRZR K1c	4.1%	-0.1%
Motorola W385m	2.9%	-0.3%
Nokia N70	2.7%	0.6%
RIM Blackberry 8100	1.6%	-1.0%
Motorola Z6m	1.5%	0.2%
Kyocera K24	1.3%	0.1%
Palm Centro	1.3%	1.1%
Nokia N73	1.2%	0.2%
Nokia N95	1.1%	0.1%
Nokia 6300	1.0%	0.2%
SonyEricsson K800i	1.0%	0.0%
Samsung E250	1.0%	0.1%
RIM Blackberry 8300	0.9%	-0.6%
Apple iPhone	0.9%	0.1%
Nokia 5300	0.9%	0.1%
Nokia 5200	0.8%	0.1%
Nokia 6030	0.8%	-0.1%
Nokia N80	0.8%	0.1%
Nokia 6630	0.8%	0.1%
Total	31.7%	

Smartphone Traffic - Worldwide	
Smartphone Traffic Share	22.4%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	76.7%
Supports Streaming Video	48.6%
Able to Download Video Clips	70.6%
Supports WAP Push Messages	86.1%

MMA Standard Screen Size	Share %
Small	33.0%
Medium	33.7%
Large	22.2%
X-Large	11.2%

- Notes**
- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
 - New models in Top 20: Palm Centro, SonyEricsson K800i, Nokia 5300, Nokia 5200, Nokia N80 and Nokia 6630.
 - (1) Includes unclassified impressions and other manufacturers with < 1% share.

United States Handset Data - May 2008

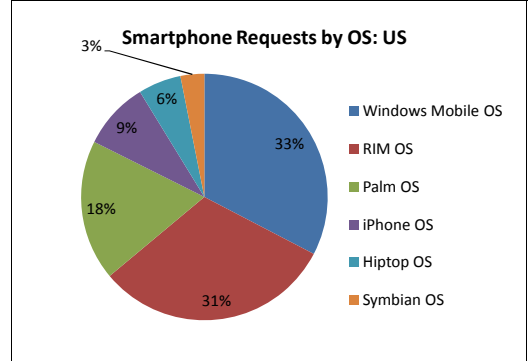
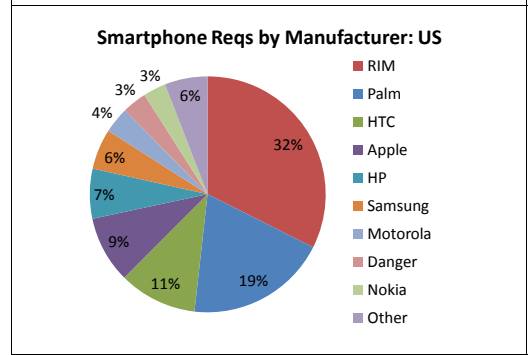
Ads Served: 1,409,028,738
 Requests: 1,430,976,098

Top Device Mfrs	% of Requests	Share Chg %
Motorola	38.6%	4.5%
Samsung	12.8%	1.6%
Nokia	6.8%	0.5%
RIM	6.6%	-6.2%
LG	6.5%	-0.3%
Kyocera	5.0%	1.1%
Palm	4.0%	1.1%
HTC	2.2%	-0.4%
Sanyo	2.0%	-0.5%
SonyEricsson	1.9%	0.3%
Apple	1.9%	0.3%
Other (1)	11.7%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Motorola RAZR V3	10.2%	1.1%
Motorola KRZR K1c	9.0%	0.8%
Motorola W385m	6.3%	0.0%
RIM Blackberry 8100	3.5%	-1.7%
Motorola Z6m	3.3%	0.7%
Kyocera K24	2.9%	0.6%
Palm Centro	2.9%	2.4%
RIM Blackberry 8300	1.9%	-1.0%
Motorola C155	1.7%	0.4%
Motorola V323i	1.7%	0.1%
LG LX260	1.5%	0.2%
Apple iPhone	1.3%	0.2%
Samsung R410	1.3%	0.6%
Nokia 2865i	1.3%	0.0%
Kyocera K612B Strobe	1.2%	0.0%
Samsung A870	1.2%	0.4%
Danger Sidekick II	1.2%	0.3%
HP iPAQ 510	0.9%	0.1%
SonyEricsson W580i	0.9%	0.1%
Samsung R400	0.8%	0.3%
Total	54.9%	

Smartphone Traffic - US

Smartphone Traffic Share 20.2%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities % Capable

Supports Polyphonic Ringtones	59.8%
Supports Streaming Video	24.4%
Able to Download Video Clips	59.2%
Supports WAP Push Messages	85.3%

MMA Standard Screen Size Share %

Small	28.6%
Medium	37.6%
Large	19.8%
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: Palm Centro, Samsung R410, HP iPAQ 510, SonyEricsson W580i and Samsung R400.
 - (1) Includes unclassified impressions and other manufacturers with < 1% share.

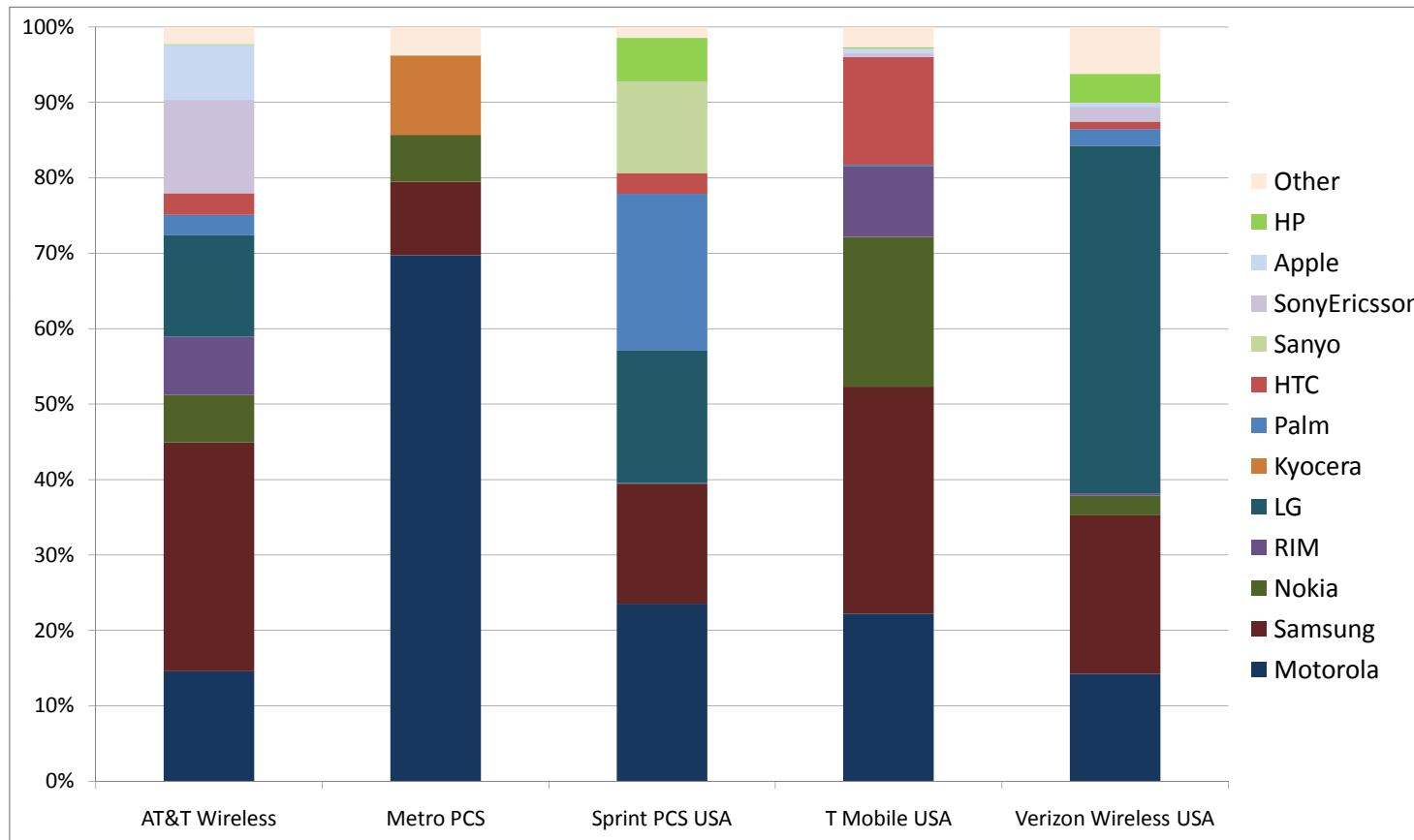
United States Handset Data

May 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator. The listed Operators represent 72% of ad requests in the US.

Share of Requests by Operator and Manufacturer - US



Notes

- Includes operators with greater than 6% share.
- Includes all manufacturers with greater than 1% share.
- The small amount of Apple traffic on Sprint PCS & Verizon can be attributed to WiFi traffic on EVDO-to-WiFi bridging routers or traffic on these operators' ISPs.

India Handset Data - May 2008

Ads Served: 344,697,252
 Requests: 346,457,997

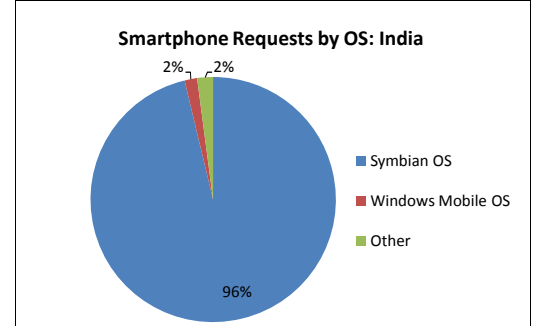
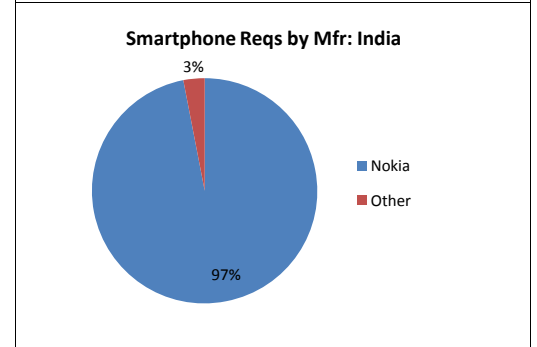


Top Device Mfrs	% of Requests	Share Chg %
Nokia	66.7%	1.0%
SonyEricsson	14.8%	-0.1%
Motorola	4.7%	-0.3%
Samsung	3.5%	0.0%
LG	1.4%	-0.2%
Fly	1.4%	0.0%
Haier	1.0%	0.0%
Other (1)	6.5%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Nokia N70	8.2%	1.9%
Nokia 6600	4.5%	0.7%
Nokia 6233	3.7%	0.3%
Nokia 6030	3.2%	-0.4%
Nokia N73	3.1%	0.0%
Nokia 3110c	2.8%	0.5%
Nokia N80	2.6%	0.2%
Nokia 2626	2.5%	0.0%
Nokia 7610	2.4%	0.0%
Nokia 3230	2.3%	0.3%
Nokia 5200	2.2%	0.1%
Nokia 6630	2.2%	0.3%
Nokia N72	2.2%	0.0%
Nokia 6300	2.0%	0.1%
SonyEricsson W200i	2.0%	0.1%
Nokia 5300	2.0%	0.1%
Nokia 6681	1.5%	0.2%
SonyEricsson K750i	1.5%	0.1%
Nokia 6070	1.5%	0.1%
Nokia 3500c	1.4%	0.2%
Total	53.5%	

Smartphone Traffic - India

Smartphone Traffic Share 34.6%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities % Capable

Supports Polyphonic Ringtones	91.5%
Supports Streaming Video	79.4%
Able to Download Video Clips	82.7%
Supports WAP Push Messages	91.6%

MMA Standard Screen Size Share %

Small	35.7%
Medium	37.5%
Large	19.0%
X-Large	7.8%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Nokia 3500c.
- (1) Includes unclassified impressions and other manufacturers with < 0.1% share.

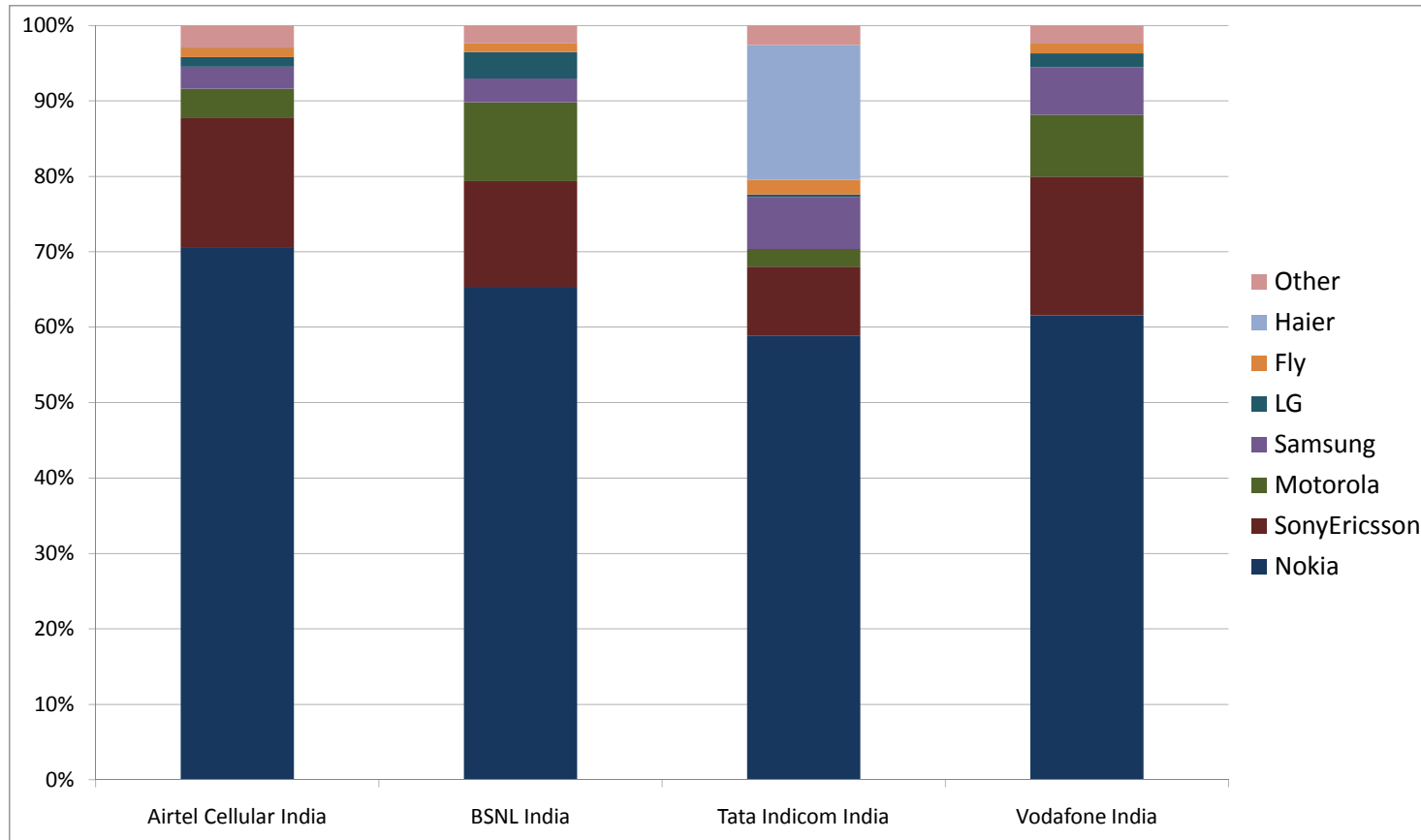
India Handset Data

May 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator. The listed Operators represent 73% of ad requests in India.

Share of Requests by Operator and Manufacturer - India



Notes

- Includes operators with greater than 4% share.
- Includes all manufacturers with greater than 1% share.

Indonesia Handset Data - May 2008

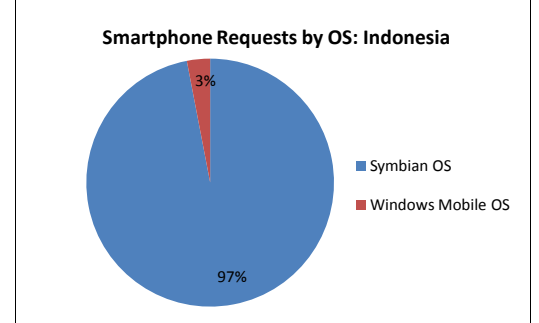
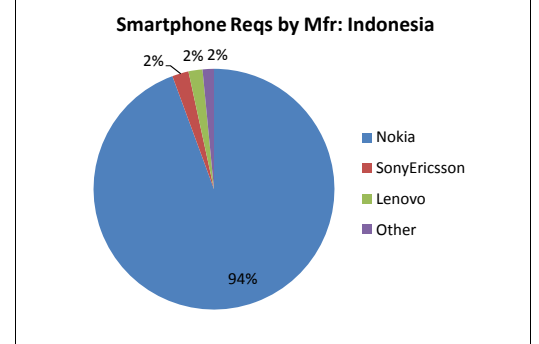
Ads Served: 195,778,820
 Requests: 201,640,283

Top Device Mfrs	% of Requests	Share Chg %
Nokia	53.8%	4.7%
SonyEricsson	33.3%	-2.2%
Motorola	3.4%	-1.1%
Samsung	1.8%	-1.2%
Other ⁽¹⁾	7.6%	
Total	100.0%	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	4.8%	1.5%
Nokia	6600	4.6%	0.8%
Nokia	3230	3.2%	0.4%
Nokia	7610	2.8%	0.3%
SonyEricsson	K510i	2.7%	-0.2%
Nokia	6030	2.3%	-0.9%
SonyEricsson	K310i	2.3%	-0.5%
Nokia	N73	2.2%	0.8%
SonyEricsson	W200i	2.0%	0.1%
SonyEricsson	K750i	1.9%	0.1%
Nokia	5300	1.9%	0.4%
Nokia	6300	1.6%	0.4%
Nokia	3100	1.5%	-0.5%
SonyEricsson	J230i	1.5%	-1.0%
SonyEricsson	K700i	1.5%	-0.1%
SonyEricsson	K610i	1.4%	0.1%
SonyEricsson	K550i	1.4%	0.2%
Nokia	3110c	1.3%	0.2%
SonyEricsson	W830i	1.3%	0.3%
Nokia	6070	1.3%	-0.2%
Total		43.4%	

Smartphone Traffic - Indonesia

Smartphone Traffic Share 28.2%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	96.1%
Supports Streaming Video	72.6%
Able to Download Video Clips	79.5%
Supports WAP Push Messages	93.0%

MMA Standard Screen Size	Share %
Small	43.2%
Medium	36.8%
Large	15.8%
X-Large	4.2%

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 K310i, Nokia 6300, SonyEricsson K550i, Nokia 3110c and SonyEricsson W830i.
- (1) Includes unclassified impressions and other manufacturers with < 0.9% share.

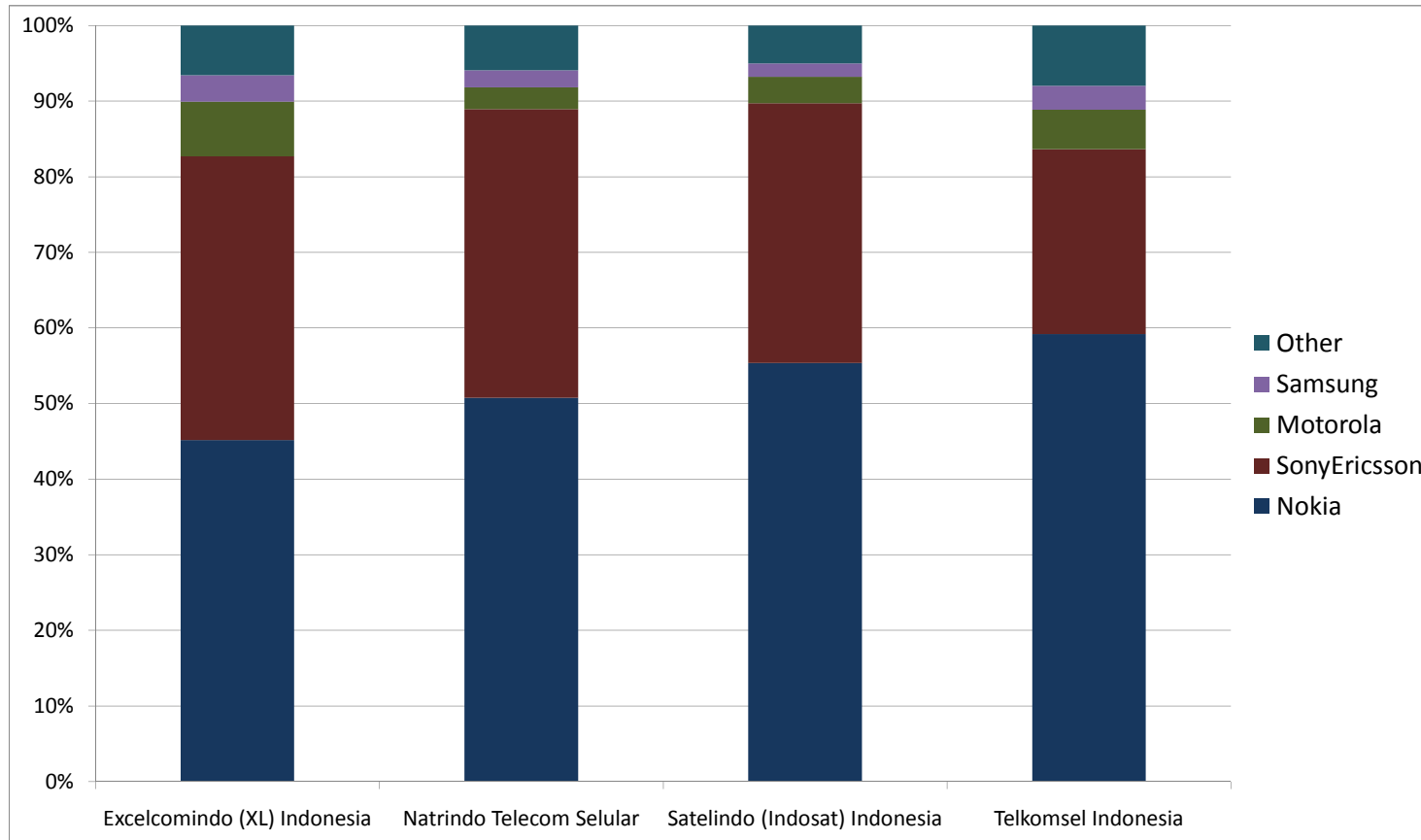
Indonesia Handset Data

May 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator. The listed Operators represent 93% of ad requests in Indonesia.

Share of Requests by Operator and Manufacturer - Indonesia



Notes

- Includes operators with greater than 4% share.
- Includes all manufacturers with greater than 1% share.

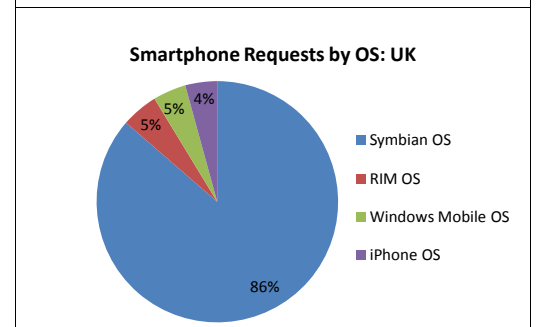
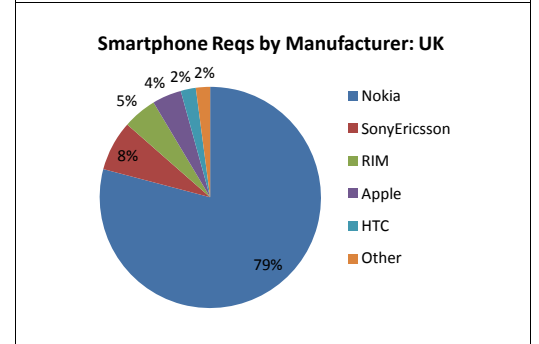
United Kingdom Handset Data - May 2008

Ads Served: 190,020,527
 Requests: 196,323,883

Top Device Mfrs	% of Requests	Share Chg %
SonyEricsson	34.0%	-0.3%
Nokia	28.4%	0.3%
Samsung	11.1%	1.5%
LG	5.1%	-0.9%
Amoi	2.7%	0.0%
Motorola	2.5%	-0.2%
NEC	2.2%	-0.7%
ZTE	1.5%	-0.5%
RIM	1.0%	0.2%
Apple	0.9%	0.1%
Other ⁽¹⁾	10.8%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
SonyEricsson K800i	7.9%	0.1%
Nokia N95	7.1%	0.6%
SonyEricsson W810i	2.9%	-0.1%
Three (Amoi) Skypephone	2.7%	0.0%
SonyEricsson W850i	2.5%	-0.2%
SonyEricsson K610i	2.3%	-0.5%
Nokia N73	2.1%	-0.2%
SonyEricsson W880i	1.8%	0.3%
SonyEricsson W580i	1.8%	0.3%
Nokia 6300	1.7%	0.1%
SonyEricsson W910i	1.6%	0.1%
Samsung G600	1.6%	0.2%
Nokia 6120c	1.5%	-0.1%
ZTE F866	1.5%	-0.5%
Samsung E250	1.4%	0.3%
SonyEricsson K850i	1.4%	0.2%
Nokia 6288	1.2%	-0.3%
Nokia 6500s	1.2%	0.2%
Nokia 6280	1.1%	-0.2%
LG U300	1.1%	-0.4%
Total	46.1%	

Smartphone Traffic - UK	
Smartphone Traffic Share	19.8%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	88.9%
Supports Streaming Video	75.1%
Able to Download Video Clips	92.2%
Supports WAP Push Messages	88.1%

MMA Standard Screen Size	Share %
Small	13.1%
Medium	27.5%
Large	49.7%
X-Large	9.7%

- Notes**
- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
 - New models in Top 20: Samsung e250, SonyEricsson K850i and Nokia 6500s.
 - (1) Includes unclassified impressions and other manufacturers with < 0.6% share.

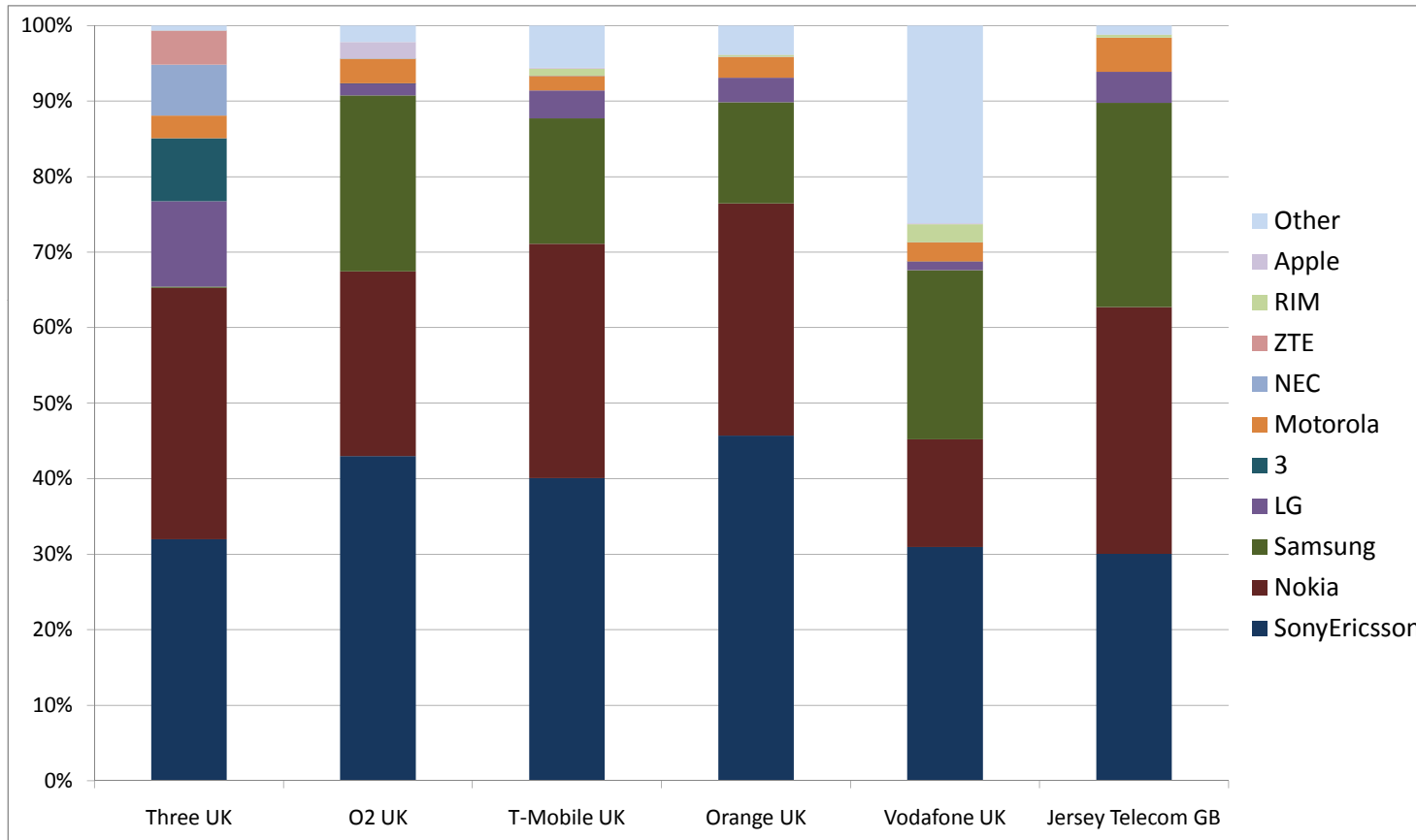
United Kingdom Handset Data

May 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator. The listed Operators represent 63% of ad requests in the UK.

Share of Requests by Operator and Manufacturer - UK



Notes

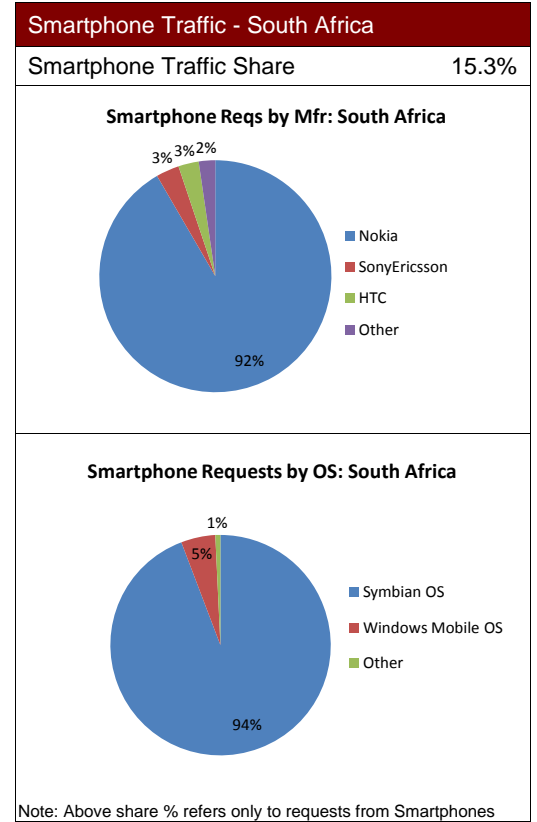
- Includes operators with greater than 2% share.
- Includes all manufacturers with greater than 1% share.

South Africa Handset Data - May 2008

Ads Served: 158,723,969
 Requests: 159,168,048

Top Device Mfrs	% of Requests	Share Chg %
Nokia	36.1%	0.7%
Samsung	31.3%	0.1%
Motorola	14.6%	-1.1%
Sony Ericsson	11.5%	0.2%
LG	2.9%	-0.1%
Other (1)	3.6%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Samsung E250	9.5%	0.3%
Motorola V360	9.0%	-0.7%
Nokia N70	4.4%	0.3%
Samsung J750	2.8%	0.3%
Samsung E370	2.5%	-0.1%
Nokia 6234	2.5%	0.0%
Samsung D900i	2.0%	0.0%
Nokia N73	1.8%	0.1%
Nokia 5200	1.7%	0.1%
Samsung D500	1.6%	-0.1%
Samsung U700	1.5%	0.0%
SonyEricsson K800i	1.4%	0.0%
Nokia 6085	1.4%	0.0%
Nokia 6111	1.3%	-0.1%
SonyEricsson W810i	1.3%	0.0%
Nokia 6230i	1.3%	-0.1%
Samsung D900	1.3%	-0.1%
Nokia N80	1.3%	0.1%
Nokia 6300	1.2%	0.0%
Nokia 6610i	1.1%	0.0%
Total	50.9%	



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	97.4%
Supports Streaming Video	68.9%
Able to Download Video Clips	84.4%
Supports WAP Push Messages	95.7%

MMA Standard Screen Size	Share %
Small	38.3%
Medium	30.7%
Large	27.5%
X-Large	3.5%

- 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 6610i.
 - (1) Includes unclassified impressions and other manufacturers with < 0.5% share.

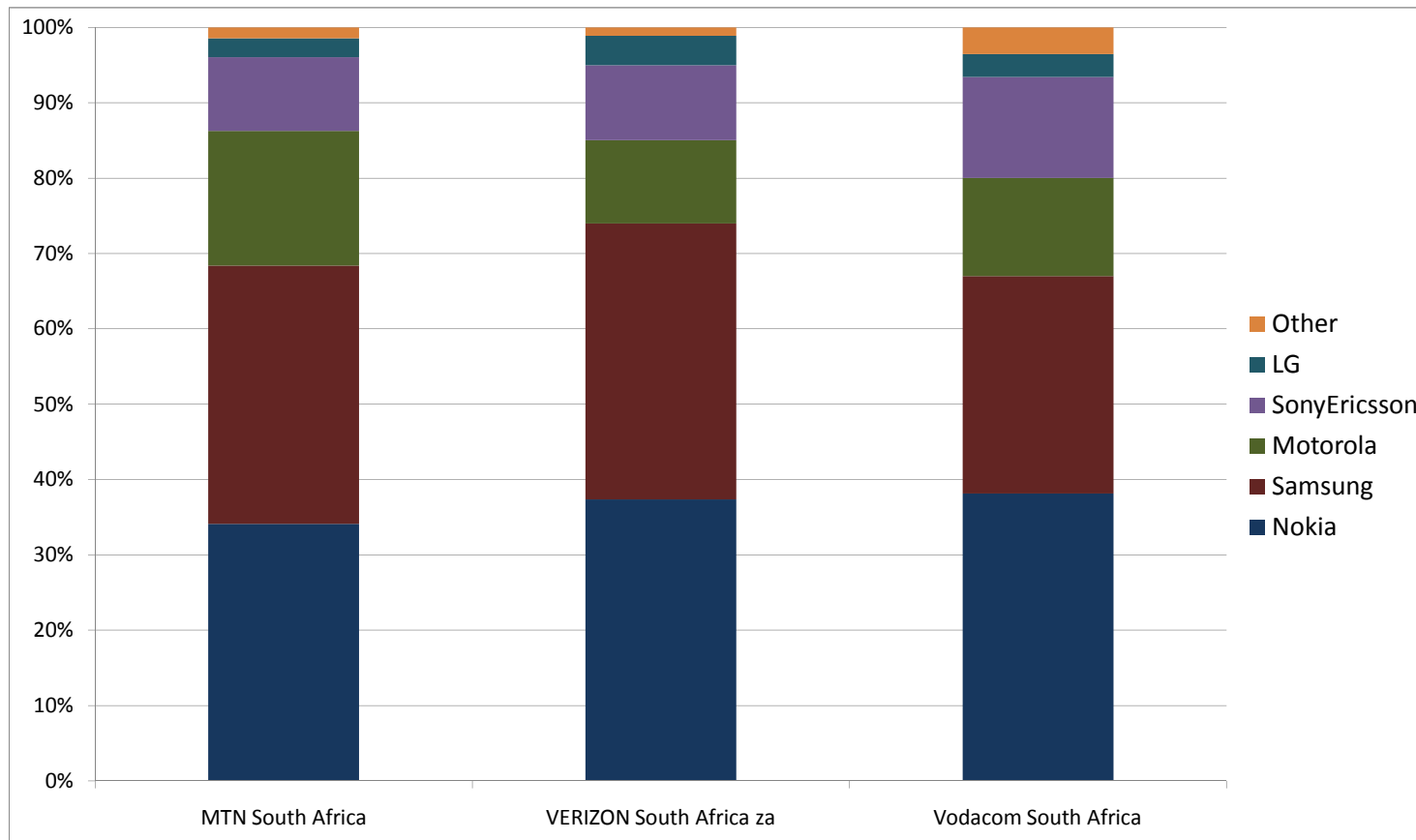
South Africa Handset Data

May 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator. The listed Operators represent 96% of ad requests in South Africa.

Share of Requests by Operator and Manufacturer - South Africa



Notes

- Includes operators with greater than 10% share.
- Includes all manufacturers with greater than 1% share.

AdMob Mobile Metrics Report

May 2008



About AdMob

AdMob serves Graphical Banner and Text Link ads on mobile web pages for more than 5,000 publishers. AdMob has served more than 27 billion ads since launching in January 2006, and currently serves more than 3 billion ads monthly. 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 3 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.

Limits of this Data

Representativeness - AdMob does not claim that this information will be necessarily representative of the mobile internet as a whole or of any particular country-market. AdMob's traffic is driven by publisher relationships and may be influenced accordingly. Because the data is pulled across ads served on more than 5,000 sites, we feel the data will be useful and may help inform your business decision making.

Ad Request Classification - For some handsets and operator networks, it is difficult to collect full handset data. AdMob categorizes these requests as "unclassified" and does not serve targeted ads to these requests. Unclassified data has been omitted from the handset data in this report. Less than 1% of requests are unclassified by geography and approximately 7% of requests are unclassified by handset.

Questions

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

