



AdMob Mobile Metrics Report

AdMob serves ads for more than 5,000 mobile web sites around the world. We store and analyze the data from every ad request, impression, and click and use this to optimize ad matching in our network. This monthly report offers a snapshot of this data to provide insight into trends in the mobile ecosystem.

August 2008

Email metrics@admob.com to sign up for future reports.

Find previous reports and other resources at www.admob.com/metrics.



AdMob Mobile Metrics Report

August 2008



New and Noteworthy

* Over the past several months, traffic from smartphones has dramatically increased and now accounts for 25.8% of worldwide traffic. For the August report, we break out the top smartphone manufacturers and devices worldwide and in the United States.

* Nokia has 62.4% share of worldwide smartphone traffic in August, with over 50% share in each region except for North America. The top device was the Nokia N70 with 11.7% of total smartphone traffic. Nokia manufactures 13 of the top 20 handsets worldwide.

* The percentage of traffic from smartphones increased to 23.7% in the US based on the strength of the top devices. The Top 5 devices - RIM BlackBerry Pearl, Palm Centro, RIM Blackberry Curve, Apple iPhone, and the Samsung Instinct - combined for 54.1% of US smartphone traffic in August.

* RIM leads with 31.2% of US Smartphone traffic followed by Palm with 18.7% and HTC with 14.2%. Samsung and Apple were the largest share gainers in August due to strength of the iPhone and the Instinct, the two fastest growing devices in US last month.

* Worldwide traffic grew 12.8% to 5.1 billion requests. US requests grew 1.9% month over month to 1.8 billion requests.

* The Nokia N95 had another strong month in the UK with an 9.2% market share in August, up 2.1% since May.

Note: AdMob now serves mobile ads into iPhone applications. The traffic from these applications is included in the Metrics Report.

Contents

Feature - Worldwide Smartphones

Feature - United States Smartphones

Geographic Distribution of Traffic

Worldwide: Manufacturer and Device Share

United States: Manufacturer and Device Share / Operator Handset Mix

India: Manufacturer and Device Share / Operator Handset Mix

Indonesia: Manufacturer and Device Share / Operator Handset Mix

United Kingdom: Manufacturer and Device Share / Operator Handset Mix

Philippines: Manufacturer and Device Share / Operator Handset Mix

South Africa: Manufacturer and Device Share / Operator Handset Mix

Methodology

AdMob Mobile Metrics Report

August 2008

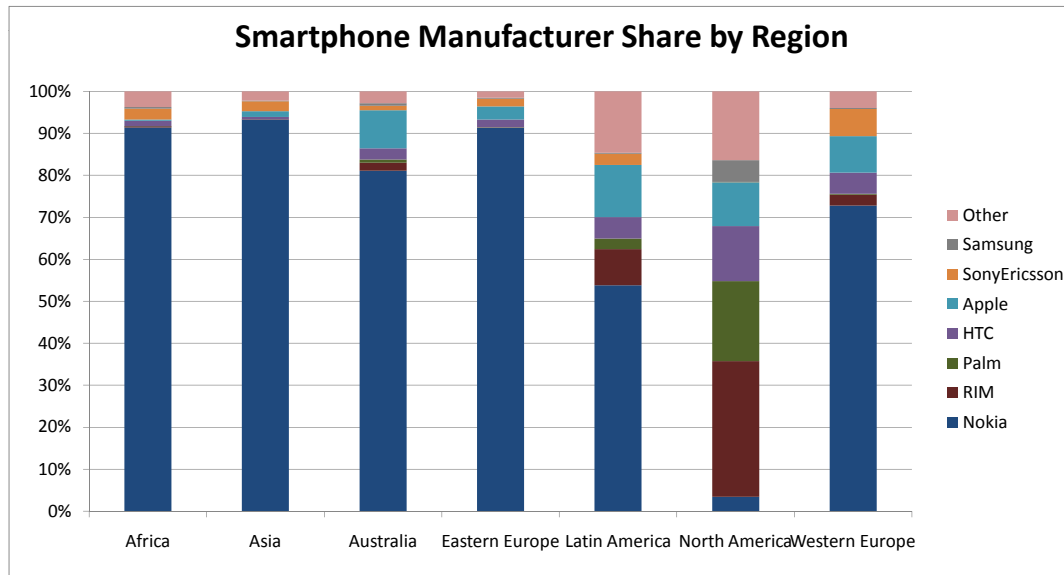


Featured: Worldwide Smartphones

The percentage of mobile traffic coming from smartphones is rapidly increasing. The anticipated launch of devices including the RIM Bold, Nokia N96, and the first of Google's Android phones in the coming weeks is a strong indication that smartphone growth is likely to continue in 2008.

Highlights

- * Smartphones accounted for 25.8% of worldwide traffic in August, up 3.4% since May.
- * Nokia has 62.4% share of worldwide smartphone traffic in August, with over 50% share in each region except North America. Nokia manufactures 13 of the top 20 handsets worldwide.
- * RIM is second worldwide with 10.8% share of traffic with the large majority coming from North America. The Pearl and Curve are the 5th and 8th most popular worldwide devices, respectively.
- * The iPhone saw the largest share increase of any smartphone in August and is now the 9th ranked handset by share of traffic.
- * While Motorola and SonyEricsson have a large share of overall mobile traffic, neither has a smartphone ranked in the top 20 worldwide.



Notes

There is no standard industry definition of a smartphone. We automatically classify a device as a smartphone when it has an identifiable operating system and continually update our list as new phones with advanced functionality enter the market.

Top Worldwide Smartphones

Rank	Handset Models	Share of Smart Phone Traffic	Monthly Change
1	Nokia N70	11.7%	0.1%
2	Nokia N95	5.7%	0.1%
3	Nokia N73	5.1%	-0.2%
4	Nokia N80	5.1%	0.5%
5	RIM BlackBerry 8100	5.1%	-0.2%
6	Nokia 6600	5.0%	-0.3%
7	Palm Centro	4.8%	-0.1%
8	RIM BlackBerry 8300	4.0%	0.4%
9	Apple iPhone	3.8%	1.3%
10	Nokia 7610	3.5%	0.1%
11	Nokia 3230	3.2%	0.0%
12	Nokia 6120c	3.2%	0.3%
13	Nokia 6630	2.9%	-0.2%
14	Nokia 6680	2.2%	-0.1%
15	Nokia N81	2.1%	0.3%
16	Samsung Instinct (M800)	1.8%	0.7%
17	Danger Sidekick II	1.8%	-0.5%
18	Samsung BlackJack II (i617)	1.1%	0.0%
19	Nokia N72	1.0%	-0.1%
20	Nokia 3250	1.0%	0.0%
Total		74.0%	

Top Smartphone Manufacturers

Rank	Manufacturer	Share of Smart Phone Traffic	Monthly Change
1	Nokia	62.4%	1.0%
2	RIM	10.8%	0.1%
3	Palm	6.2%	-0.2%
4	HTC	5.0%	-0.5%
5	Apple	3.8%	1.3%
Total		88.2%	

AdMob Mobile Metrics Report

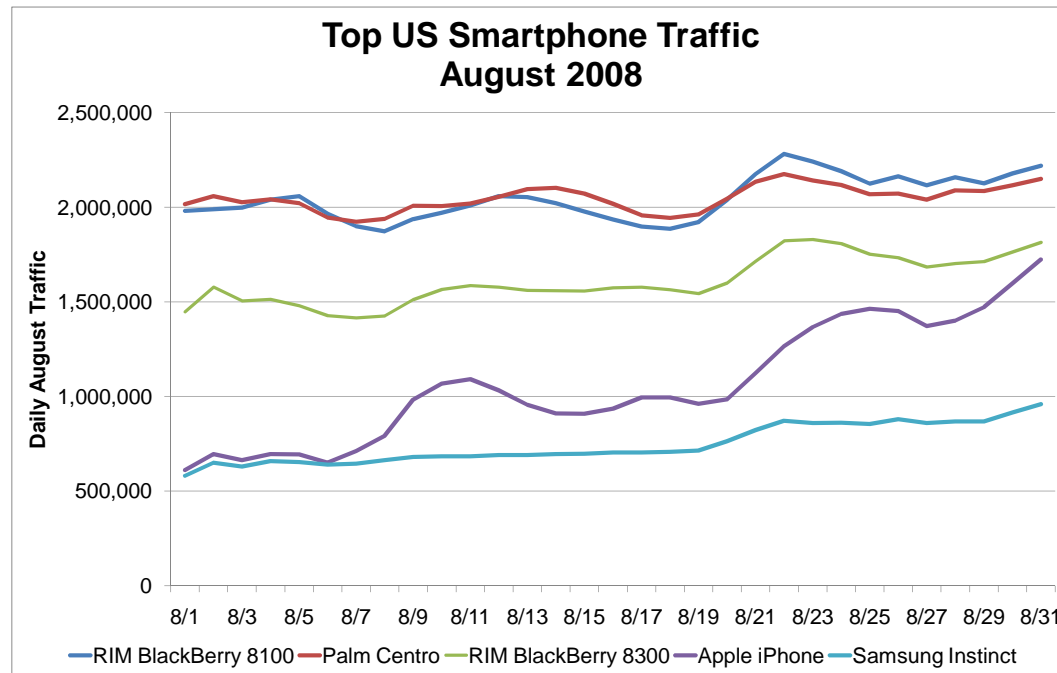
August 2008



Featured: United States Smartphones

Highlights

- * Smartphones accounted for 23.7% of US traffic in August, up 3.5% since May 2008.
- * The Top 5 devices - RIM BlackBerry Pearl, Palm Centro, RIM BlackBerry Curve, Apple iPhone, and the Samsung Instinct - generated 54.1% of US smartphone traffic in August. The graph below charts the daily traffic for August for these devices.
- * RIM leads with 31.2% of US Smartphone traffic and manufactures 3 of the top 10 devices.
- * The Palm Centro is the number two smartphone and is responsible for 78% of Palm's traffic.
- * Samsung and Apple saw the largest month over month share increases due to the strong performance of the iPhone and the Instinct, the two fastest growing handsets in the US.



Notes

There is no standard industry definition of a smartphone. We automatically classify a device as a smartphone when it has an identifiable operating system and continually update our list as new phones with advanced functionality enter the market.

Top US Smartphones

Rank	Handset Models	Share of Smart Phone Traffic	Monthly Change
1	RIM BlackBerry 8100	14.7%	-0.6%
2	Palm Centro	14.6%	-0.1%
3	RIM BlackBerry 8300	11.5%	1.2%
4	Apple iPhone	7.8%	2.6%
5	Samsung Instinct (M800)	5.4%	2.1%
6	Danger Sidekick II	5.3%	-1.4%
7	Samsung BlackJack II (i617)	3.5%	0.1%
8	HTC PPC6800 Mogul	2.9%	0.1%
9	HTC Dash	2.7%	-0.3%
10	RIM BlackBerry 8800	2.6%	-0.1%
11	HTC PPC6900	2.1%	-0.7%
12	HTC Herald/Wing	2.0%	-0.3%
13	Palm Treo 755p	1.9%	-0.1%
14	HP iPAQ HX4700	1.7%	-0.3%
15	RIM BlackBerry 8700	1.6%	-0.1%
16	HTC Shadow	1.4%	-0.2%
17	Samsung i607 (BlackJack)	1.4%	-0.2%
18	Motorola Q	1.1%	-0.1%
19	HTC Pilgrim	0.9%	0.1%
20	Palm Treo 700P	0.8%	-0.1%
Total		85.7%	

Top Smartphone Manufacturers

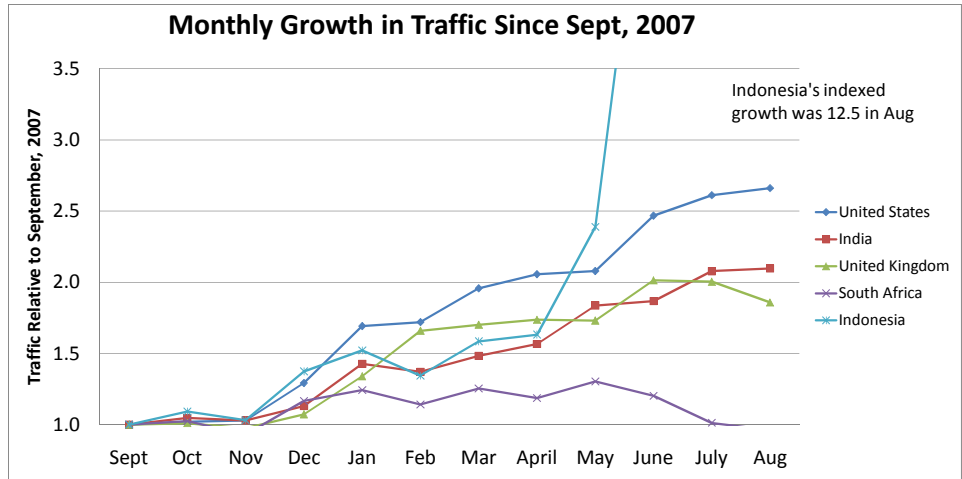
Rank	Manufacturer	Share of Smart Phone Traffic	Monthly Change
1	RIM	31.2%	0.2%
2	Palm	18.7%	-0.3%
3	HTC	14.2%	-1.7%
4	Samsung	10.5%	1.9%
5	Apple	7.8%	2.6%
Total		82.4%	

Ad Requests by Geography - August 2008

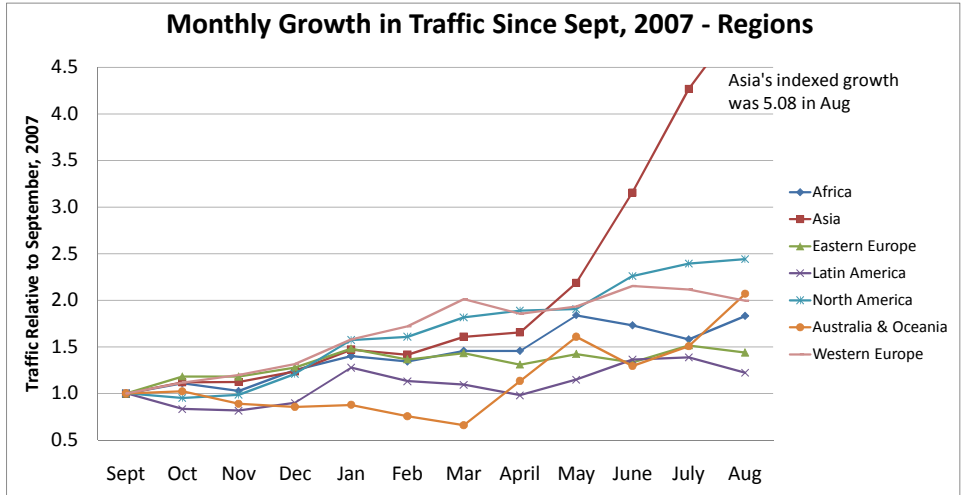
Ads Served: 3,589,584,173
 Requests: 5,115,104,244



Country	Requests	% of Requests	% Share Change
United States	1,831,587,337	35.8%	-3.8%
Indonesia	1,056,467,549	20.7%	3.1%
India	395,445,917	7.7%	-0.9%
United Kingdom	210,668,846	4.1%	-0.9%
Philippines	152,652,815	3.0%	0.2%
South Africa	117,412,076	2.3%	-0.4%
Nigeria	67,261,391	1.3%	0.6%
Romania	60,461,118	1.2%	0.0%
Malaysia	54,345,004	1.1%	0.0%
Israel	39,072,607	0.8%	-0.2%
Other Countries ^{(1) (2)}	1,129,729,584	22.1%	2.3%
Total	5,115,104,244	100.0%	



Region	Requests	% of Requests	% Share Change
Asia	1,988,169,012	38.9%	2.0%
North America	1,871,885,608	36.6%	-3.9%
Western Europe	311,017,946	6.1%	-1.2%
Africa	288,447,062	5.6%	0.2%
Eastern Europe	110,428,003	2.2%	-0.4%
Latin America	78,704,226	1.5%	-0.4%
Oceania	33,811,777	0.7%	0.1%
Other ⁽²⁾	432,640,610	8.5%	3.6%
Total	5,115,104,244	100.0%	



Notes

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

(1) Other includes 22 countries having greater than 10 million requests.

(2) Other includes unclassified requests where the country of origin could not be determined. Targeted ads were not shown to these requests.

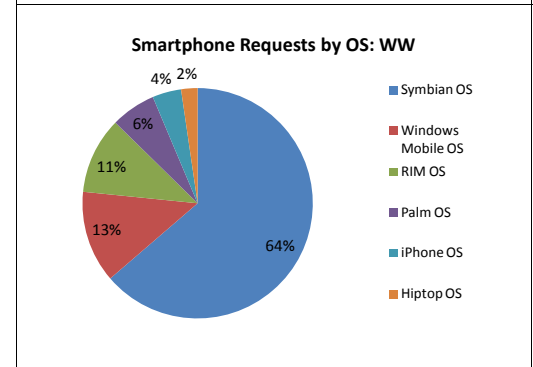
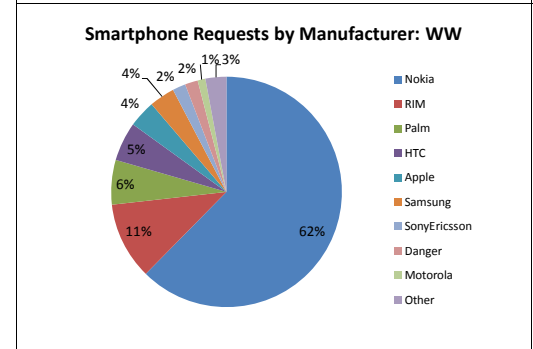
Worldwide Handset Data - August 2008

Ads Served: 3,589,584,173
 Requests: 5,115,104,244

Top Device Mfrs	% of Requests	Share Chg %
Nokia	33.7%	0.9%
Motorola	13.7%	-2.4%
SonyEricsson	11.5%	0.0%
Samsung	9.0%	-0.7%
LG	3.7%	-0.1%
RIM	2.8%	0.1%
Kyocera	2.1%	-0.5%
Palm	1.6%	0.0%
HTC	1.3%	-0.1%
Apple	1.3%	0.2%
Other ⁽¹⁾	19.2%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Motorola RAZR V3	3.7%	0.0%
Nokia N70	3.1%	0.1%
Motorola KRZR K1c	2.3%	-0.6%
Motorola W385	2.1%	0.2%
Nokia N95	1.5%	0.1%
Motorola Z6m	1.5%	-0.1%
Nokia 6300	1.4%	0.1%
Nokia N73	1.3%	-0.1%
Nokia N80	1.3%	0.1%
RIM BlackBerry 8100	1.3%	0.0%
Nokia 5300	1.3%	0.1%
Nokia 6600	1.3%	-0.1%
Palm Centro	1.3%	0.0%
Nokia 3110c	1.2%	0.2%
Kyocera K24	1.1%	-0.2%
RIM BlackBerry 8300	1.0%	0.1%
Apple iPhone	1.0%	0.4%
Nokia 5200	1.0%	0.1%
Nokia 7610	0.9%	0.0%
SonyEricsson W200i	0.9%	0.1%
Total	30.4%	

Smartphone Traffic - Worldwide	
Smartphone Traffic Share	25.8%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	78.0%
Supports Streaming Video	52.1%
Able to Download Video Clips	68.9%
Supports WAP Push Messages	80.1%

MMA Standard Screen Size	Share %
Small	35.0%
Medium	29.1%
Large	23.6%
X-Large	12.3%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: BlackBerry 8300 and Apple iPhone.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

United States Handset Data - August 2008

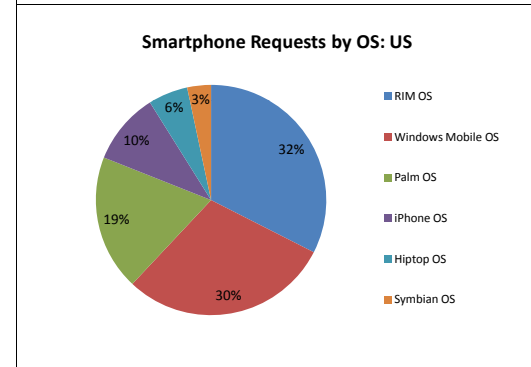
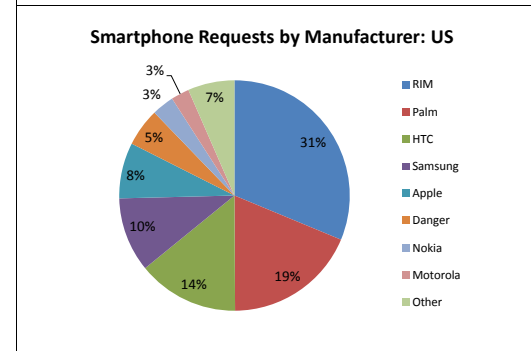
Ads Served: 1,481,174,757
 Requests: 1,831,587,337

Top Device Mfrs	% of Requests	Share Chg %
Motorola	31.9%	-2.2%
Samsung	16.3%	0.6%
LG	7.7%	0.6%
RIM	7.5%	0.8%
Kyocera	5.8%	-0.7%
Nokia	5.4%	-0.4%
Palm	4.5%	0.4%
HTC	3.1%	0.0%
Apple	2.3%	0.6%
SonyEricsson	1.7%	-0.1%
Sanyo	1.6%	-0.1%
Sony	1.1%	0.5%
Other ⁽¹⁾	11.3%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Motorola RAZR V3	9.2%	0.0%
Motorola KRZR K1c	6.4%	-0.9%
Motorola W385	5.5%	-0.4%
Motorola Z6m	4.1%	0.2%
RIM BlackBerry 8100	3.5%	0.2%
Palm Centro	3.5%	0.3%
Kyocera K24	3.1%	-0.2%
RIM BlackBerry 8300	2.8%	0.5%
LG LX260	2.1%	0.3%
Apple iPhone	1.9%	0.8%
Samsung R410	1.7%	0.0%
Samsung R430	1.3%	0.3%
Samsung Instinct (M800)	1.3%	0.6%
Danger Sidekick II	1.2%	-0.2%
Motorola V323i	1.1%	-0.2%
Sony PSP	1.1%	0.5%
Samsung A870	1.0%	-0.2%
SonyEricsson W580i	0.9%	0.0%
Motorola R38	0.9%	-0.1%
Samsung R400	0.9%	-0.1%
Total	53.3%	

Smartphone Traffic - US

Smartphone Traffic Share 23.7%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities % Capable

Supports Polyphonic Ringtones	54.2%
Supports Streaming Video	25.4%
Able to Download Video Clips	57.5%
Supports WAP Push Messages	84.1%

MMA Standard Screen Size Share %

Small	26.6%
Medium	34.5%
Large	20.2%
X-Large	18.6%

Notes

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

United States Handset Data

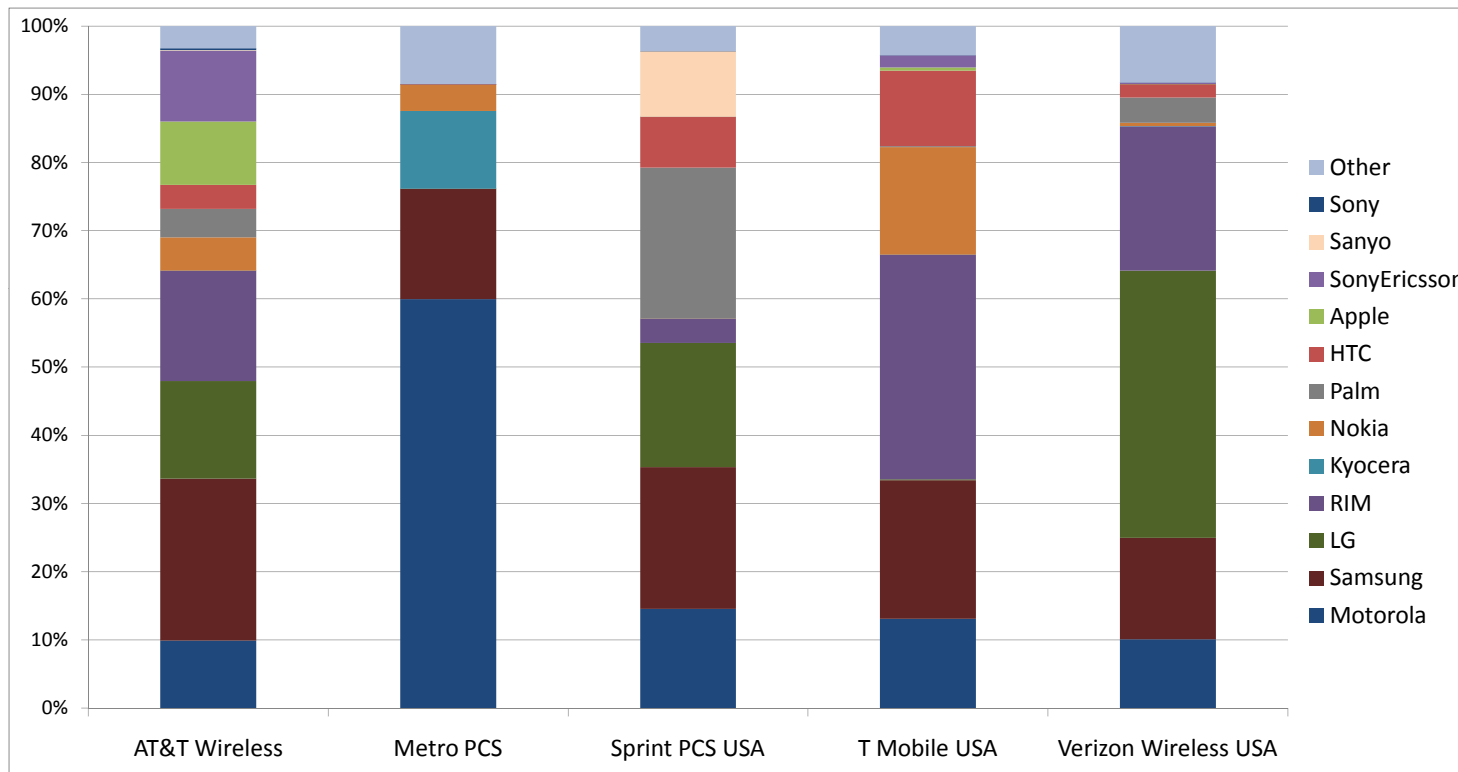
August 2008



Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - US



Notes

- 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 - August 2008

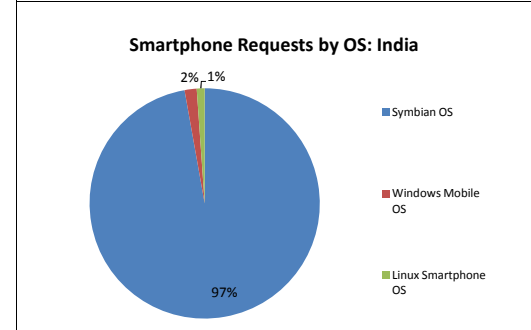
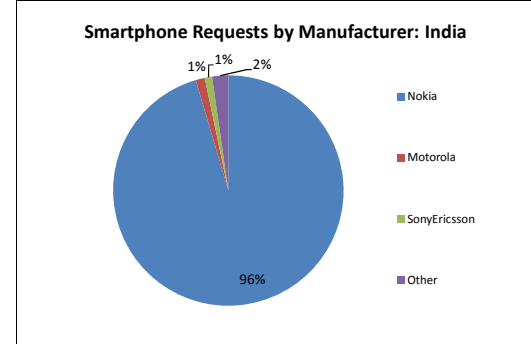
Ads Served: 379,629,569
 Requests: 395,445,917

Top Device Mfrs	% of Requests	Share Chg %
Nokia	66.0%	-0.1%
SonyEricsson	14.3%	-0.3%
Motorola	3.2%	-0.7%
Samsung	3.1%	-0.2%
Other ⁽¹⁾	13.4%	
Total	100.0%	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	7.8%	0.0%
Nokia	3110c	4.6%	0.7%
Nokia	6233	4.1%	0.3%
Nokia	6600	3.5%	-0.2%
Nokia	6030	3.2%	-0.3%
Nokia	N73	3.2%	0.1%
Nokia	2626	3.0%	0.0%
Nokia	N80	2.9%	0.2%
SonyEricsson	W200i	2.4%	0.1%
Nokia	5300	2.1%	0.1%
Nokia	6300	2.1%	0.0%
Nokia	5200	2.1%	-0.1%
Nokia	N72	2.1%	0.0%
Nokia	7610	1.9%	-0.2%
Nokia	6630	1.8%	-0.1%
Nokia	3500c	1.7%	0.1%
Nokia	3230	1.7%	-0.2%
SonyEricsson	K750i	1.4%	0.0%
Nokia	6070	1.3%	-0.2%
Nokia	6681	1.1%	-0.1%
Total		54.0%	

Smartphone Traffic - India

Smartphone Traffic Share 32.6%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	87.3%
Supports Streaming Video	79.3%
Able to Download Video Clips	84.7%
Supports WAP Push Messages	88.6%

MMA Standard Screen Size	Share %
Small	34.7%
Medium	32.4%
Large	20.7%
X-Large	12.2%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Nokia 6681.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

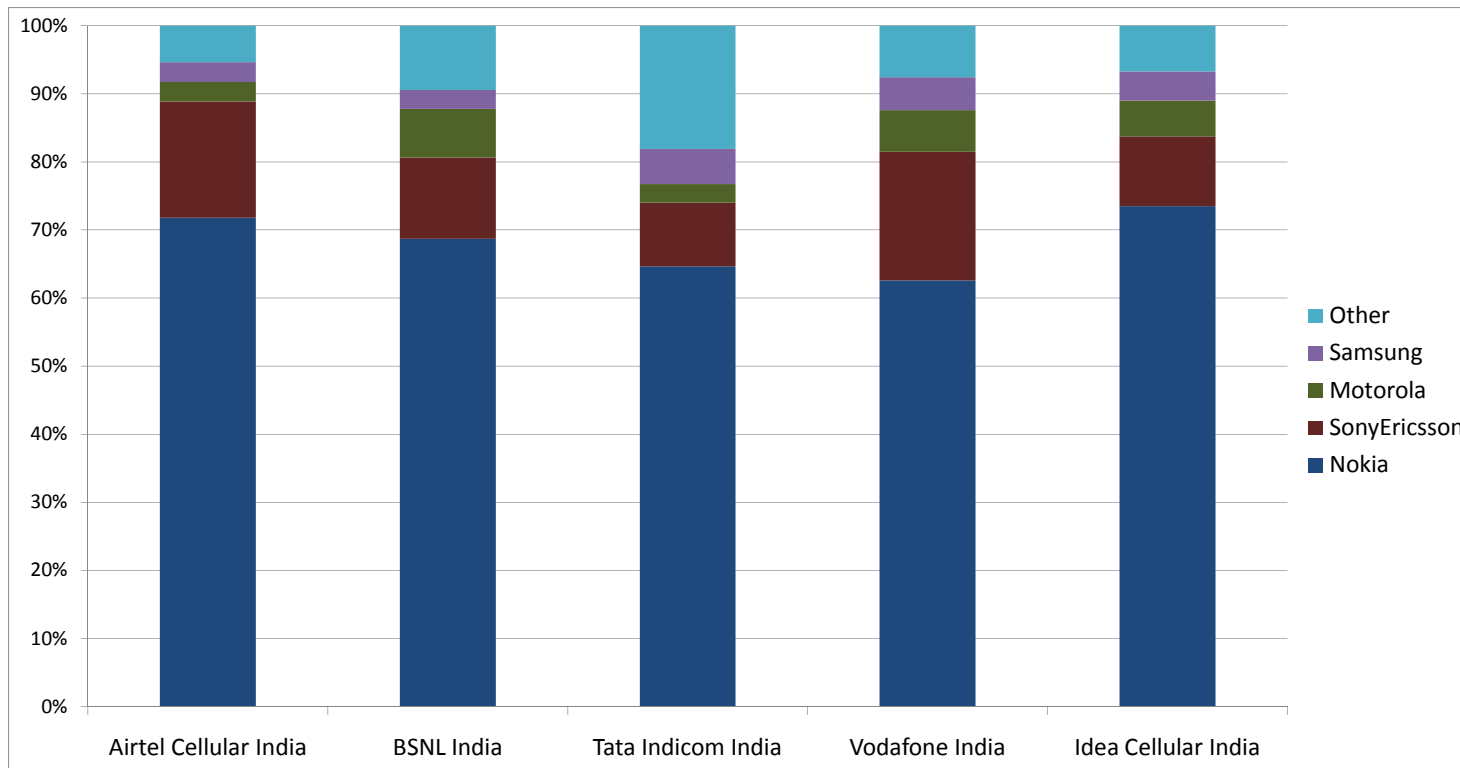
India Handset Data

August 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - India



Notes

- Includes all manufacturers with greater than 1% share.

Indonesia Handset Data - August 2008

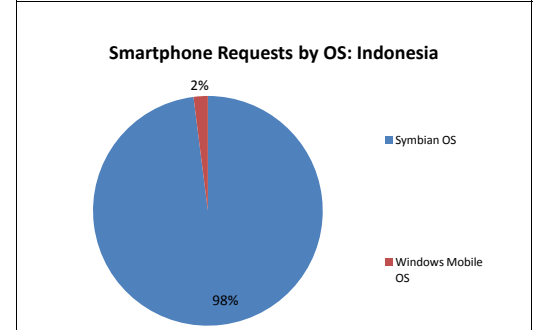
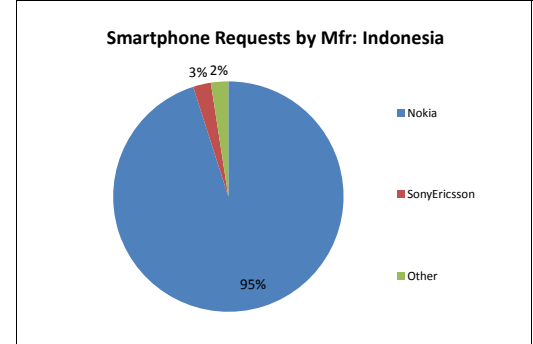
Ads Served: 679,414,165
 Requests: 1,056,467,549

Top Device Mfrs	% of Requests	Share Chg %
Nokia	66.2%	1.7%
SonyEricsson	25.4%	-0.5%
Motorola	1.9%	-0.4%
Other ⁽¹⁾	6.6%	
Total	100.0%	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	6.5%	0.0%
Nokia	5300	3.9%	0.5%
Nokia	6600	3.7%	-0.7%
Nokia	6300	3.3%	0.3%
Nokia	3230	3.0%	-0.3%
Nokia	N80	2.9%	0.5%
Nokia	7610	2.9%	-0.1%
Nokia	N73	2.6%	-0.2%
Nokia	5200	2.3%	0.3%
Nokia	3110c	2.1%	0.3%
SonyEricsson	K510i	1.9%	0.0%
Nokia	3500c	1.9%	0.1%
Nokia	6120c	1.8%	0.1%
SonyEricsson	W200i	1.8%	0.1%
Nokia	6030	1.7%	0.0%
Nokia	5310	1.6%	0.3%
Nokia	6070	1.5%	0.1%
SonyEricsson	K310i	1.3%	0.0%
SonyEricsson	K550i	1.3%	0.0%
Nokia	6630	1.3%	-0.1%
Total		49.1%	

Smartphone Traffic - Indonesia

Smartphone Traffic Share 36.9%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	97.2%
Supports Streaming Video	85.5%
Able to Download Video Clips	89.6%
Supports WAP Push Messages	95.0%

MMA Standard Screen Size	Share %
Small	31.4%
Medium	35.7%
Large	27.9%
X-Large	5.0%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: None.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

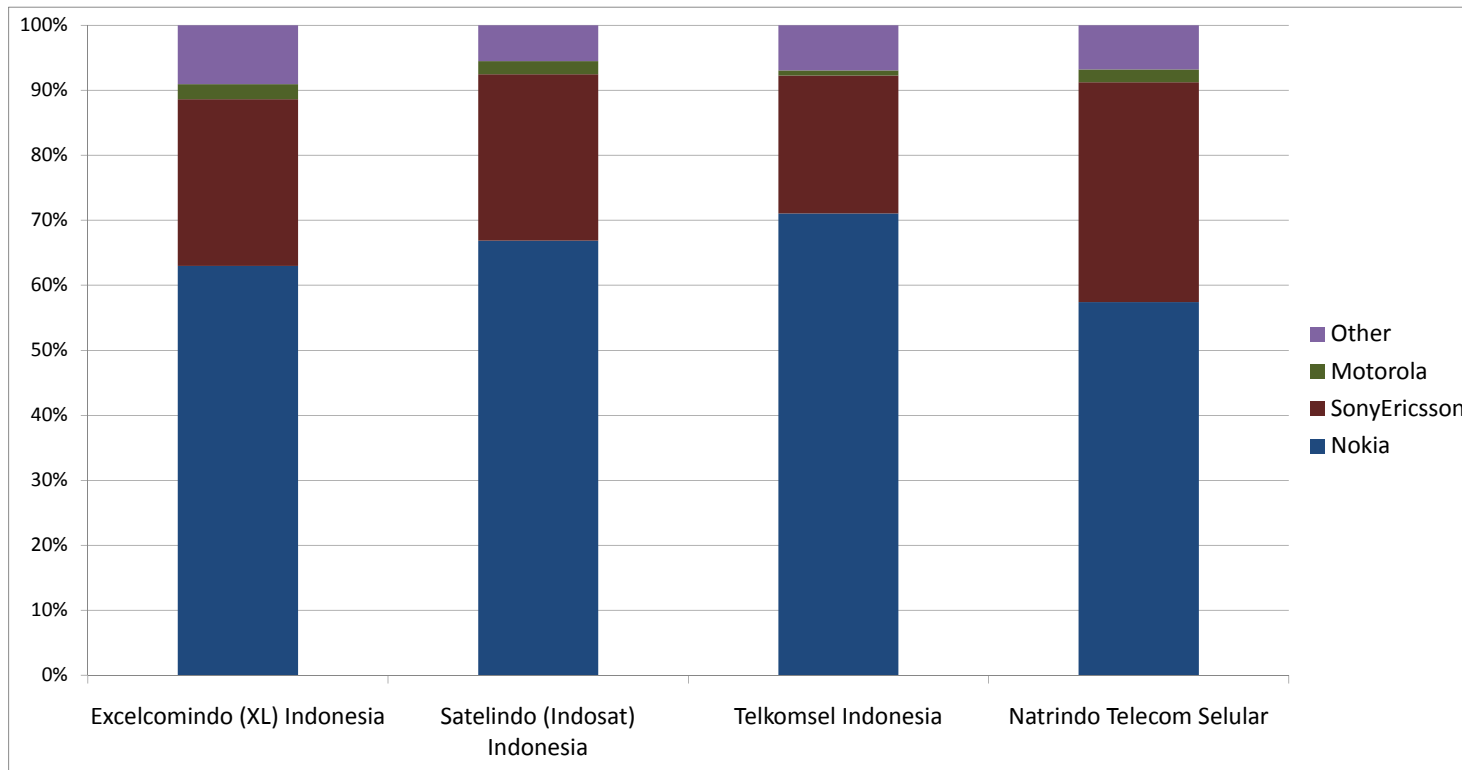
Indonesia Handset Data

August 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - Indonesia



Notes

- Includes all manufacturers with greater than 1% share.

United Kingdom Handset Data - August 2008

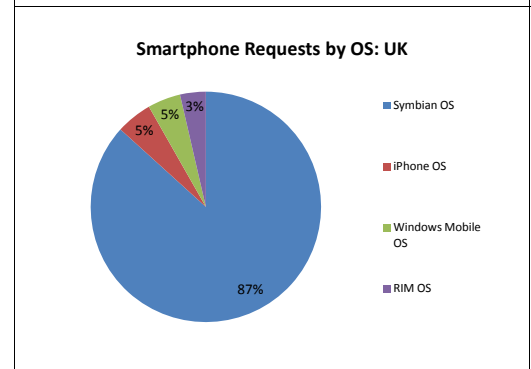
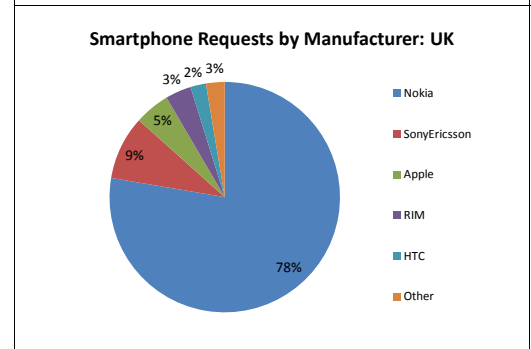
Ads Served: 202,020,100
 Requests: 210,668,846

Top Device Mfrs	% of Requests	Share Chg %
SonyEricsson	34.5%	0.9%
Nokia	26.8%	-0.7%
Samsung	14.5%	1.9%
LG	4.6%	-1.0%
Amoi	2.5%	-0.8%
Motorola	1.8%	-0.4%
Apple	1.0%	0.4%
Other ⁽¹⁾	14.4%	
Total	100.0%	

Top Handset Models		% of Requests	Share Chg %
Nokia	N95	9.2%	0.9%
SonyEricsson	K800i	7.4%	0.0%
SonyEricsson	W810i	2.7%	0.1%
Amoi	Skypephone	2.5%	-0.8%
SonyEricsson	W580i	2.4%	0.3%
Samsung	G600	2.3%	0.4%
SonyEricsson	W910i	2.0%	0.2%
SonyEricsson	W880i	2.0%	0.3%
Nokia	6300	1.9%	0.1%
SonyEricsson	W850i	1.6%	-0.3%
SonyEricsson	K850i	1.5%	0.0%
Nokia	6500s	1.5%	-0.2%
SonyEricsson	W200i	1.4%	0.2%
Nokia	N73	1.4%	-0.3%
SonyEricsson	K610i	1.2%	-0.6%
Samsung	E250	1.2%	0.2%
Nokia	6120c	1.2%	-0.3%
LG	KU990	1.1%	0.2%
Samsung	E900	1.1%	0.0%
Samsung	D900i	1.1%	0.1%
Total		46.5%	

Smartphone Traffic - UK

Smartphone Traffic Share 20.2%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	84.7%
Supports Streaming Video	77.2%
Able to Download Video Clips	91.7%
Supports WAP Push Messages	87.0%

MMA Standard Screen Size	Share %
Small	13.0%
Medium	20.6%
Large	55.8%
X-Large	10.6%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: LG KU990 and Samsung D900i.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

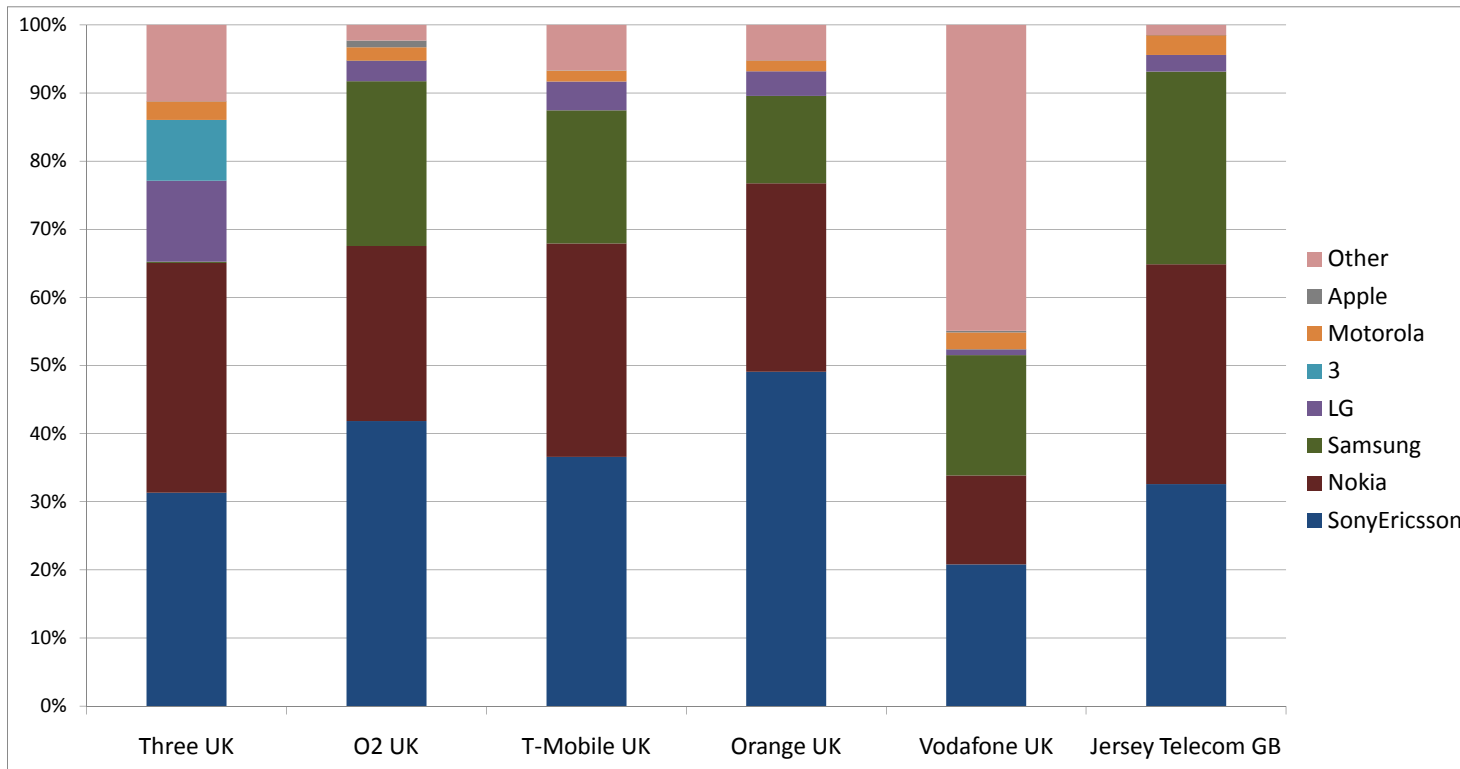
United Kingdom Handset Data

August 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - United Kingdom



Notes

- Includes all manufacturers with greater than 1% share.

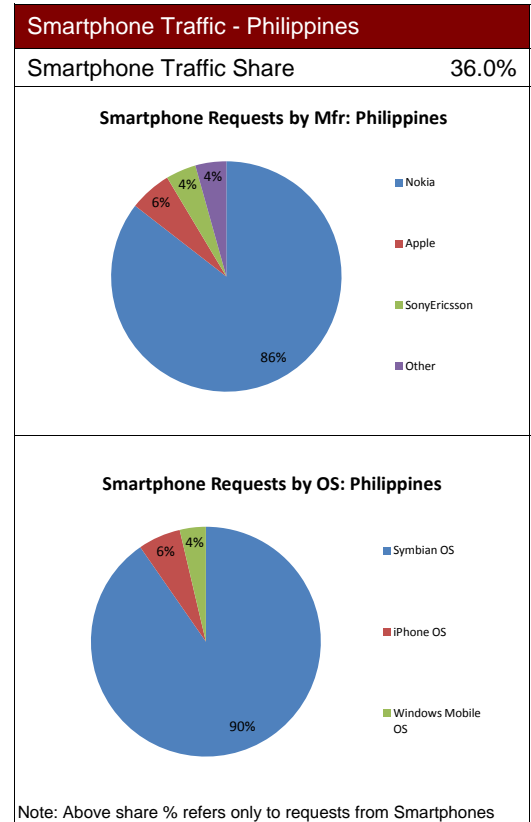
Philippines Handset Data - August 2008

Ads Served: 89,773,254

Requests: 152,652,815

Top Device Mfrs	% of Requests	Share Chg %
Nokia	64.0%	0.3%
SonyEricsson	8.7%	-0.7%
Sony	2.7%	0.1%
Motorola	2.2%	0.7%
Apple	2.2%	0.0%
Samsung	1.5%	0.3%
Other ⁽¹⁾	18.7%	
Total	100.0%	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	5.3%	0.8%
Nokia	N95	3.9%	0.0%
Sony	PSP	2.7%	0.1%
Nokia	6630	2.7%	0.2%
Nokia	6070	2.6%	0.6%
Nokia	3510i	2.5%	-3.0%
Nokia	6600	2.5%	0.2%
Nokia	6020	2.3%	0.4%
Nokia	N80	2.3%	-0.3%
Nokia	3220	2.0%	0.2%
Nokia	6120c	2.0%	0.3%
Nokia	6680	1.9%	0.3%
Nokia	6300	1.8%	0.4%
Nokia	3110c	1.7%	0.4%
Nokia	2630	1.7%	0.5%
Nokia	3650	1.5%	-0.2%
Nokia	3100	1.3%	-1.1%
Nokia	7360	1.3%	0.3%
Apple	iPod Touch	1.2%	-0.1%
Nokia	2600c	1.1%	0.7%
Total		44.3%	



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	85.3%
Supports Streaming Video	65.2%
Able to Download Video Clips	83.6%
Supports WAP Push Messages	78.3%

MMA Standard Screen Size	Share %
Small	33.8%
Medium	23.8%
Large	21.0%
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: Nokia 2600c and Nokia 7360.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

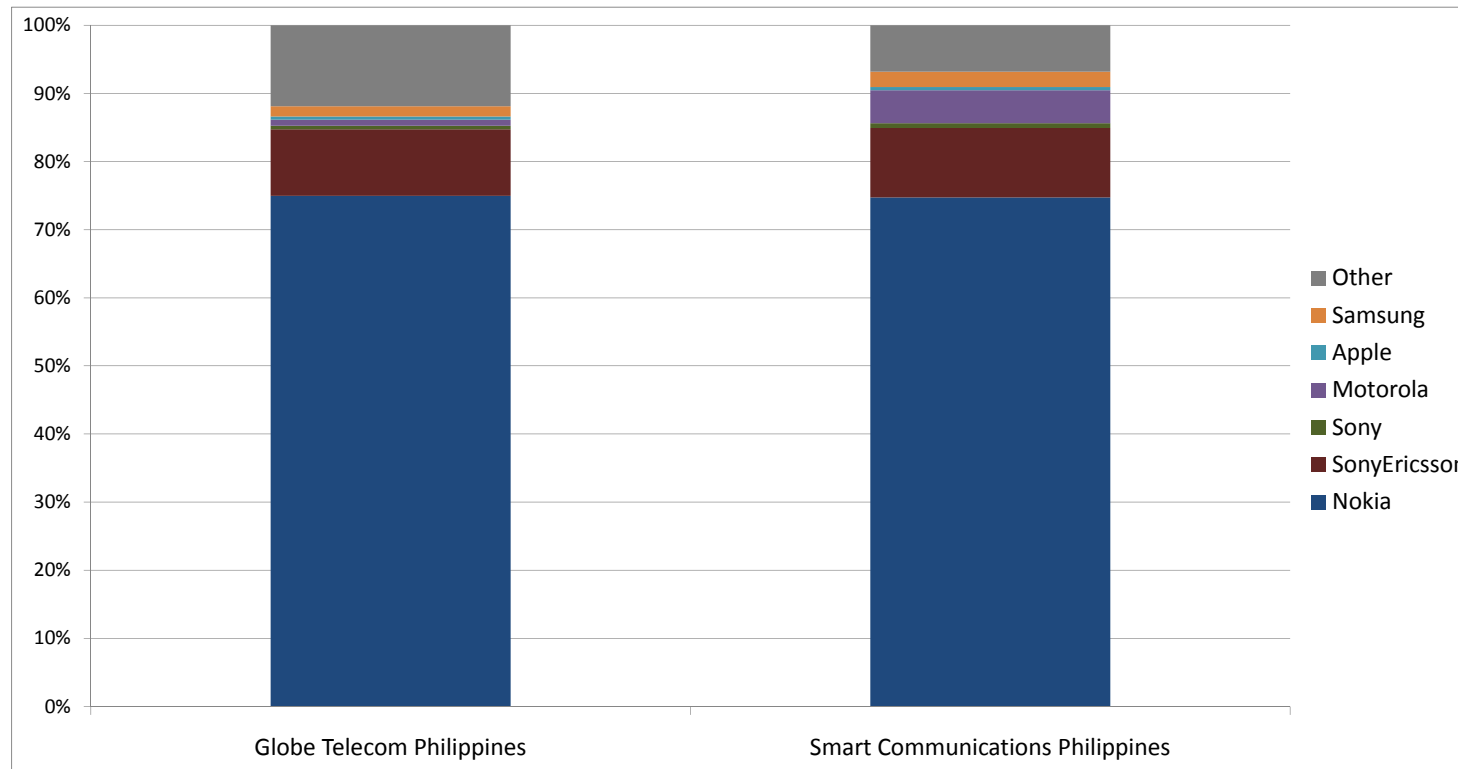
Philippines Handset Data

August 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - Philippines



Notes

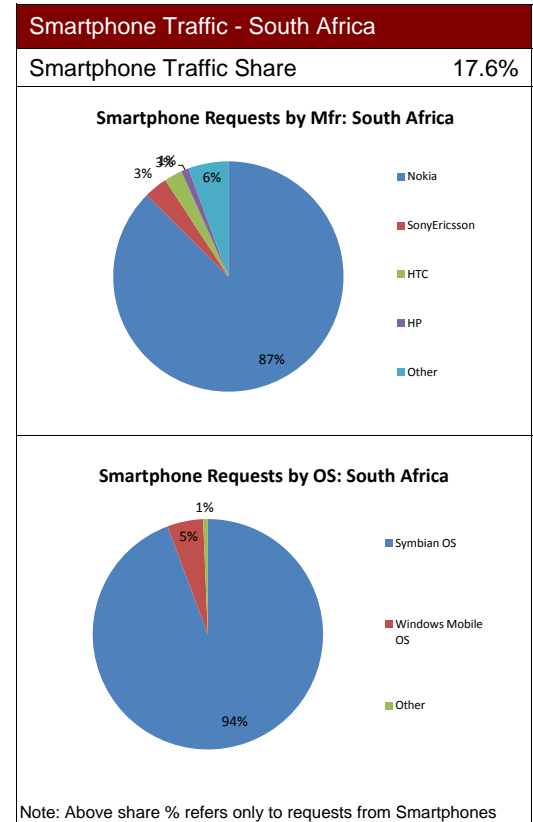
- Includes all manufacturers with greater than 1% share.

South Africa Handset Data - August 2008

Ads Served: 110,602,176
 Requests: 117,412,076

Top Device Mfrs	% of Requests	Share Chg %
Nokia	37.6%	0.8%
Samsung	30.7%	-0.6%
Motorola	12.1%	-0.7%
SonyEricsson	10.5%	-0.3%
LG	2.8%	-0.1%
Other ⁽¹⁾	6.3%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Samsung E250	9.6%	0.2%
Motorola V360	7.6%	-0.3%
Nokia N70	4.6%	0.1%
Samsung J750	3.4%	0.1%
Samsung E370	2.4%	0.0%
Nokia 6234	2.1%	-0.1%
Nokia N73	1.8%	0.0%
Samsung D900i	1.8%	-0.1%
Nokia 5200	1.6%	-0.1%
Nokia 6300	1.4%	0.1%
Samsung U700	1.3%	-0.1%
Nokia N80	1.3%	0.1%
Nokia 2760	1.3%	0.1%
Samsung D500	1.2%	-0.1%
Nokia 6085	1.2%	0.0%
SonyEricsson K800i	1.2%	-0.1%
Nokia 6110 Navigator	1.1%	0.0%
Nokia 6111	1.1%	0.0%
LG KG290	1.1%	0.1%
Samsung D900	1.0%	-0.1%
Total	48.2%	



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	93.6%
Supports Streaming Video	69.0%
Able to Download Video Clips	83.4%
Supports WAP Push Messages	93.6%

MMA Standard Screen Size	Share %
Small	38.8%
Medium	27.9%
Large	28.8%
X-Large	4.6%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: LG KG290.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

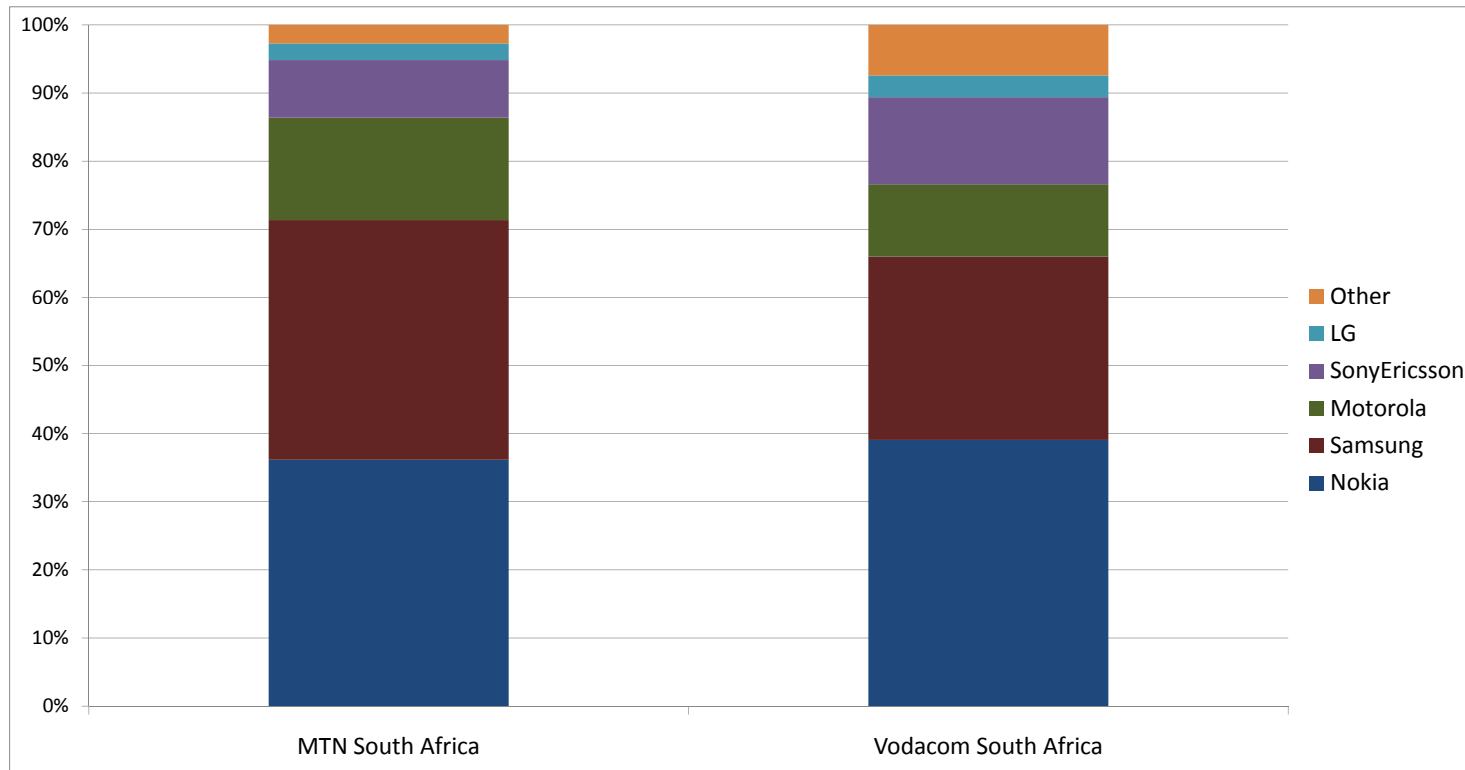
South Africa Handset Data

August 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - South Africa



Notes

- Includes all manufacturers with greater than 1% share.

AdMob Mobile Metrics Report

August 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 38 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 5 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.

Data Quality

As part of our ongoing quality initiatives, AdMob implemented certain minimum thresholds to limit ads served in low performing inventory. These initiatives cause a slight decline in fill rate, or the percentage of requests for which we serve an ad.

Questions

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

