



AdMob Mobile Metrics Report

AdMob serves ads for more than 7,000 mobile Web sites and 2,500 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 the network. This monthly report offers a snapshot of the data to provide insight into trends in the mobile ecosystem.

May 2009

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AdMob Mobile Metrics Report

May 2009

New and Noteworthy

For this month's feature, we look at the distribution of usage among the 2,309 iPhone applications in AdMob's network. As is true with many other forms of media, the most popular applications in the Apple App Store generated the majority of usage by consumers. The App Store ranking system feeds the success of these top applications, some of which were accessed by more than 1 million users in May.

* 5 percent of applications had more than 100,000 active users in May 2009, representing 116 applications in AdMob's iPhone network.

* Few applications may reach this blockbuster of success, but there is also significant percentage of popular applications have built a strong base of tens of thousands of users. 14% of applications had between 10,000 - 100,000 active users.

* The long tail of applications that make up the majority of the App Store generated a minority of the total users. 54% of applications had less than 1,000 active users.

* Five days after its launch, the iPhone 3.0 Operating System (OS) represented 44% of iPhone ad requests. In contrast, only 1% of iPod touch requests came from devices running the iPhone 3.0 OS. Visit our blog at <http://metrics.admob.com> for more information.

* Worldwide requests increased 6% month over month to 8.0 billion in May.

* 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 7,000 publishers and 2,500 applications worldwide. AdMob market 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.

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Methodology

AdMob Mobile Metrics Report

May 2009



Featured: Distribution of Free iPhone Applications

For this month's feature, we look at the distribution of usage among the 2,309 iPhone applications in AdMob's network. As is true with many other forms of media, the most popular applications in the Apple App Store generated the majority of usage by consumers. There is also significant percentage of popular applications have built a strong base of tens of thousands of users. Please see the notes section below and our visit our blog at metrics.admob.com for more details on methodology.

* 5% of applications had more than 100,000 active users⁽¹⁾ in the AdMob Network in May 2009. The distribution of the 166 applications that fall into this category is shown in the graph in the upper right.

* 14% of applications had between 10,000 - 100,000 active users, representing 322 applications. This graph is shown in the bottom right.

* 54% of the applications had less than 1,000 active users. There are any number of reasons that an application could fall into this low usage category, the apps could be brand new, very old, targeted to a niche market, or not provide a good user experience.

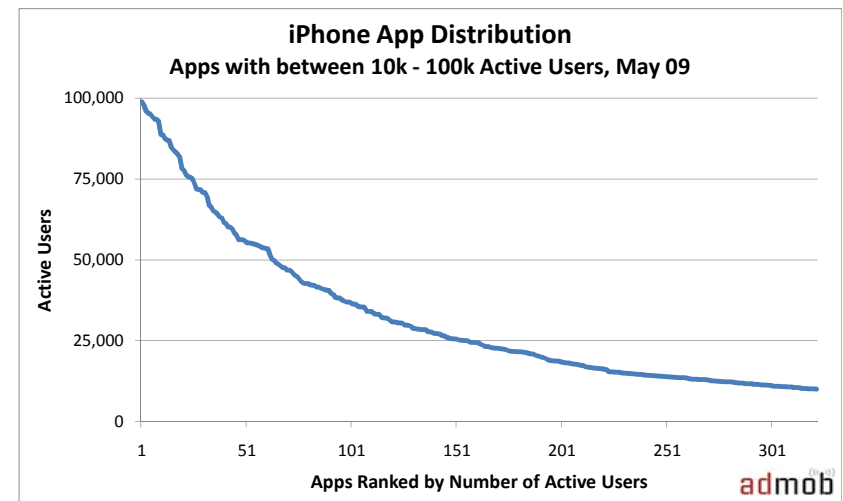
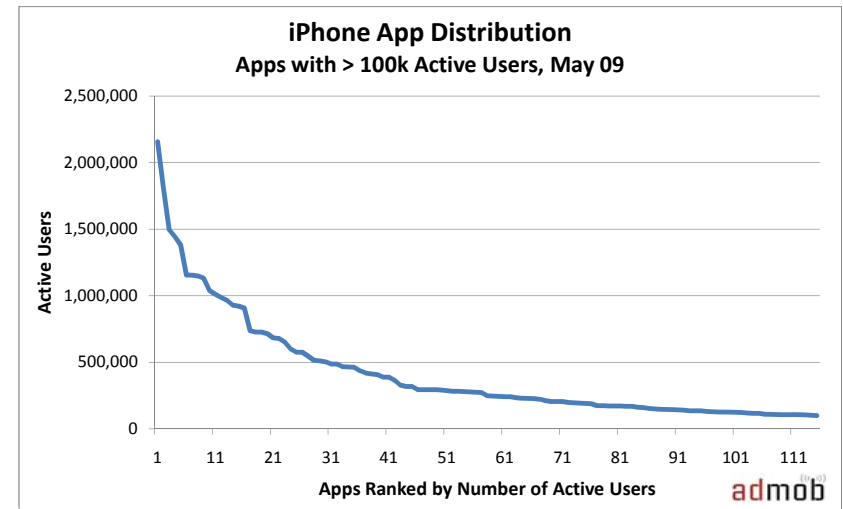
AdMob iPhone App Distribution, May 2009

Active Users	Number of Applications	% of Applications
>100,000	116	5%
10k - 100k	322	14%
1k - 10k	625	27%
< 1,000	1,246	54%
Total	2,309	100%

Notes

There were 15.1 million unique users on iPhone and iPod touch devices in May 2009 in the AdMob Network. The data in this feature section is based on the number of users of iPhone applications, not ad requests. The rest of the report is based on ad requests as usual.

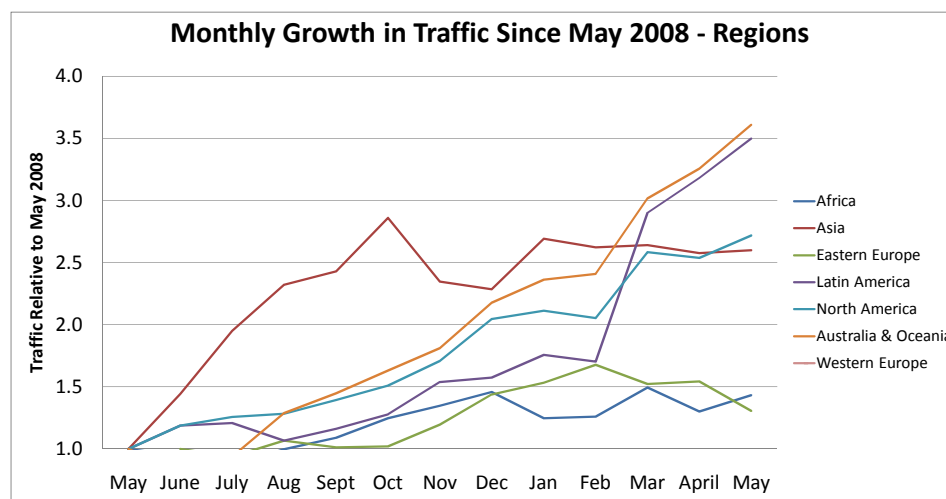
(1) An active user is defined as someone who accessed a particular application at least once in May 2009. For this report, an active user is defined as someone who generated at least one ad request inside an application in May.



Ad Requests by Geography - May 2009

Requests: 7,997,946,483

Country	Requests	% of Requests	% Share Change
United States	3,804,373,544	47.6%	0.6%
Indonesia	707,781,152	8.8%	-2.0%
India	471,172,335	5.9%	0.0%
Philippines	304,062,315	3.8%	-0.2%
United Kingdom	282,493,761	3.5%	0.2%
Canada	167,150,242	2.1%	-0.1%
South Africa	132,057,691	1.7%	0.0%
Saudi Arabia	123,719,899	1.5%	0.2%
France	106,622,477	1.3%	0.1%
Mexico	102,062,504	1.3%	0.0%
Other Countries ^{(1) (2)}	1,796,450,563	22.5%	
Total	7,997,946,483	100.0%	



Region	Requests	% of Requests	% Share Change
North America	3,971,764,661	49.7%	0.5%
Asia	2,225,415,387	27.8%	-1.5%
Western Europe	699,139,365	8.7%	0.2%
Africa	414,887,114	5.2%	0.2%
Latin America	258,725,088	3.2%	0.1%
Eastern Europe	163,023,048	2.0%	0.2%
Oceania	94,839,892	1.2%	0.1%
Other ⁽²⁾	170,151,928	2.1%	
Total	7,997,946,483	100.0%	

Notes

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

(1) Other includes 50 countries having more than 10 million requests.

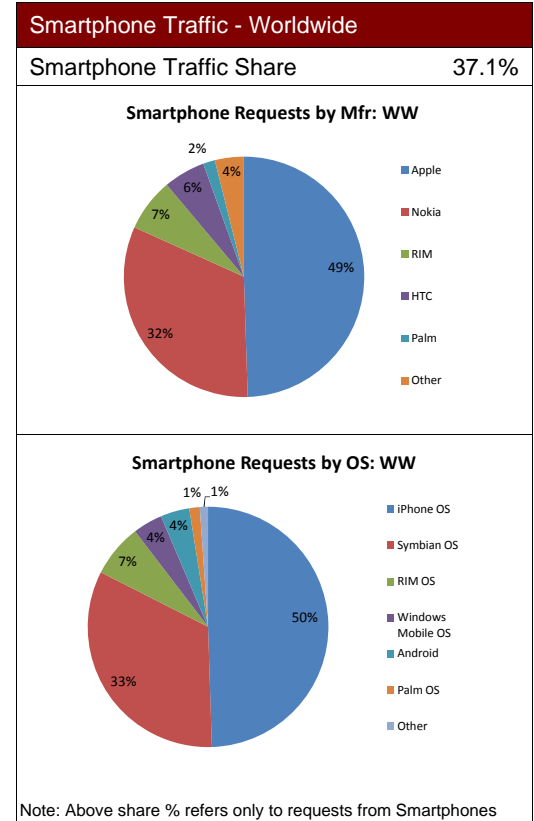
(2) Other includes unclassified requests where the country of origin could not be determined. Targeted ads were not shown to these requests.

Worldwide Handset Data - May 2009

Requests: 7,997,946,483

Top Device Mfrs	% of Requests	Share Chg %
Apple	31.4%	5.2%
Nokia	25.8%	-0.1%
Samsung	10.2%	-1.1%
Motorola	6.8%	-1.4%
SonyEricsson	6.7%	-0.4%
LG	2.8%	-0.3%
RIM	2.7%	-0.3%
HTC	2.1%	0.2%
Kyocera	1.5%	-0.6%
Other ⁽¹⁾	10.1%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Apple iPhone	18.6%	3.4%
Apple iPod Touch	12.8%	1.8%
Samsung R450	2.2%	-0.3%
Motorola RAZR V3	1.9%	-0.4%
Nokia N70	1.9%	-0.1%
Nokia 3110c	1.3%	0.0%
HTC Dream	1.3%	0.1%
Nokia 6300	1.2%	0.0%
Motorola Z6M	1.0%	-0.2%
Nokia N80	1.0%	0.0%
Nokia N95	1.0%	0.0%
Nokia N73	1.0%	0.0%
Nokia 1006	0.9%	0.6%
Sony PSP	0.9%	-0.1%
Samsung R430	0.8%	-0.1%
Kyocera S1300	0.8%	-0.4%
Nokia 6120c	0.8%	0.0%
RIM BlackBerry 8100	0.7%	-0.1%
Nokia 6600	0.6%	-0.1%
Motorola KRZR K1c	0.6%	-0.2%
Total	51.2%	



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	76.9%
Supports Streaming Video	70.2%
Able to Download Video Clips	77.7%
Supports WAP Push Messages	59.0%

MMA Standard Screen Size	Share %
Small	19.9%
Medium	17.1%
Large	19.9%
X-Large	43.1%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Nokia 1006.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

United States Handset Data - May 2009

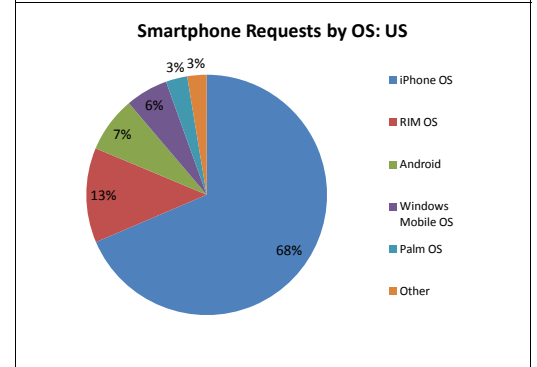
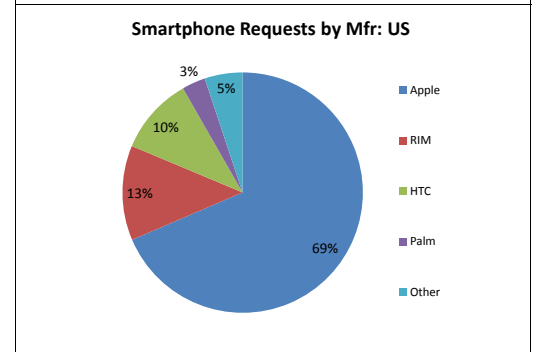
Requests: 3,804,373,544

Top Device Mfrs	% of Requests	Share Chg %
Apple	45.1%	10.4%
Samsung	16.0%	-2.6%
Motorola	11.9%	-3.0%
RIM	4.8%	-0.8%
LG	3.9%	-0.8%
HTC	3.9%	0.6%
Nokia	3.6%	0.7%
Kyocera	3.0%	-1.3%
Palm	1.2%	-0.5%
Other ⁽¹⁾	6.6%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Apple iPhone	25.7%	5.7%
Apple iPod Touch	19.4%	4.7%
Samsung R450	4.5%	-0.6%
Motorola RAZR V3	3.4%	-0.9%
HTC Dream	2.6%	0.3%
Motorola Z6M	2.1%	-0.5%
Nokia 1006	2.0%	1.2%
RIM BlackBerry 8300	1.8%	-0.5%
Samsung R430	1.8%	-0.3%
Kyocera S1300	1.8%	-0.9%
RIM BlackBerry 8100	1.3%	-0.3%
Motorola KRZR K1c	1.3%	-0.5%
Samsung M800	1.2%	-0.3%
LG CU920	1.0%	-0.1%
Motorola W385	0.9%	-0.3%
Palm Centro	0.9%	-0.4%
Samsung R210	0.9%	-0.3%
Samsung T919	0.7%	-0.1%
Huawei M328	0.7%	-0.3%
Samsung R810	0.6%	0.3%
Total	74.6%	

Smartphone Traffic - US

Smartphone Traffic Share 37.3%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	66.0%
Supports Streaming Video	62.4%
Able to Download Video Clips	70.2%
Supports WAP Push Messages	47.2%

MMA Standard Screen Size	Share %
Small	15.5%
Medium	15.3%
Large	11.4%
X-Large	57.8%

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 1006, Samsung R810.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

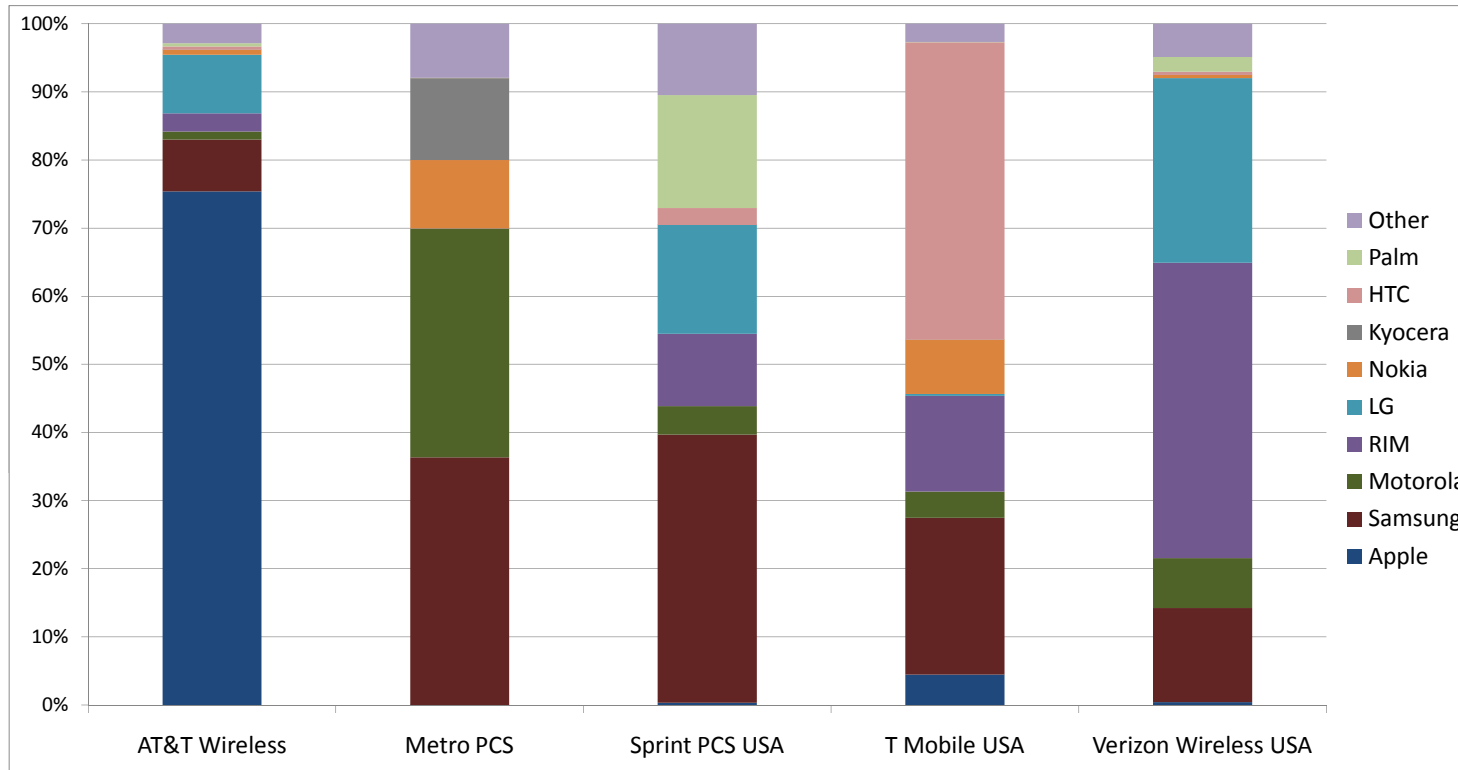
United States Handset Data

May 2009

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - US



Notes

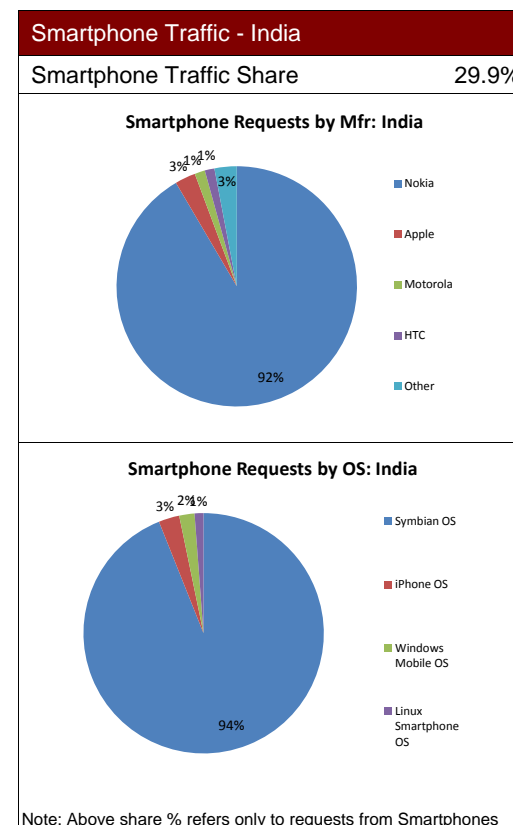
- Other includes all manufacturers with less than 1.5% share.

India Handset Data - May 2009

Requests: 471,172,335

Top Device Mfrs	% of Requests	Share Chg %
Nokia	63.8%	0.7%
SonyEricsson	10.7%	-0.6%
Samsung	3.6%	0.2%
Motorola	2.0%	-0.1%
Other ⁽¹⁾	19.9%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Nokia 3110c	7.8%	0.4%
Nokia N70	5.7%	-0.3%
Nokia N80	3.6%	0.1%
Nokia 6233	3.5%	0.0%
Nokia 6300	3.0%	0.1%
Nokia N73	2.8%	0.0%
Nokia 2626	2.4%	-0.2%
Nokia 6600	2.2%	-0.3%
Nokia 7210	2.1%	0.5%
Nokia N72	2.1%	-0.1%
Nokia 6030	1.6%	-0.1%
SonyEricsson W200i	1.6%	-0.3%
Nokia 5300	1.5%	-0.1%
Nokia 5200	1.4%	-0.1%
Nokia 6630	1.3%	-0.1%
Nokia 2600c	1.3%	0.0%
Nokia 3500 Classic	1.2%	0.1%
Nokia 7610	1.2%	-0.2%
Nokia 5310	1.1%	0.0%
Nokia 3230	0.9%	-0.1%
Total	48.1%	



Handset Capabilities	% Capable
Supports Polyphonic Ringtones	81.6%
Supports Streaming Video	72.6%
Able to Download Video Clips	80.6%
Supports WAP Push Messages	83.3%

MMA Standard Screen Size	Share %
Small	30.9%
Medium	25.4%
Large	26.4%
X-Large	17.3%

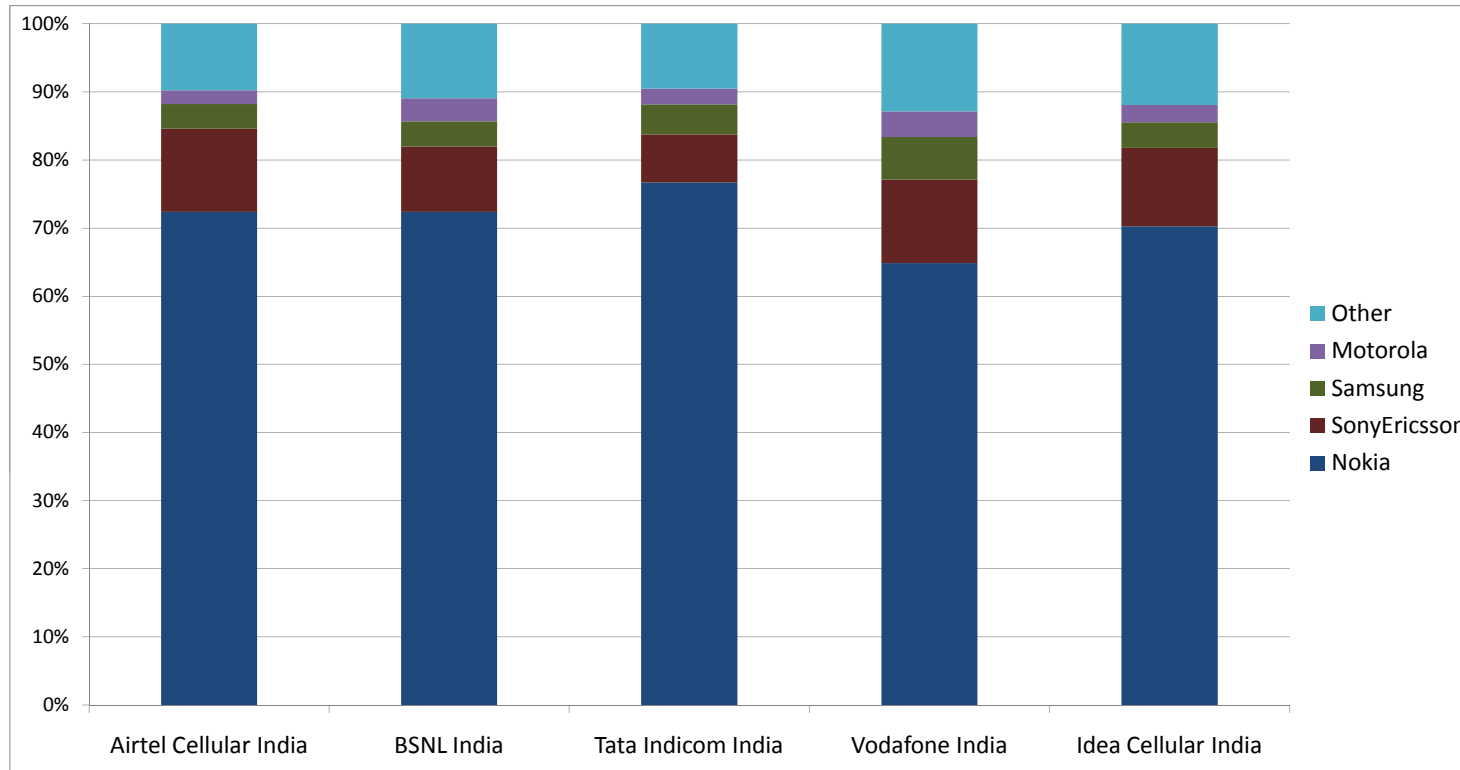
Notes

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

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.

Indonesia Handset Data - May 2009

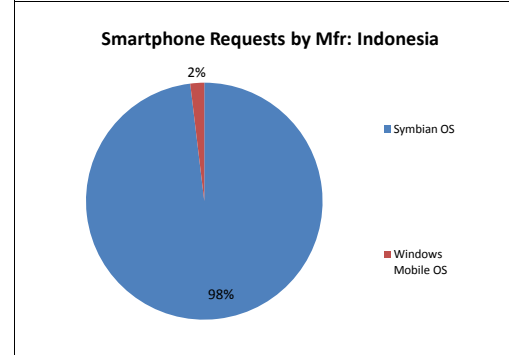
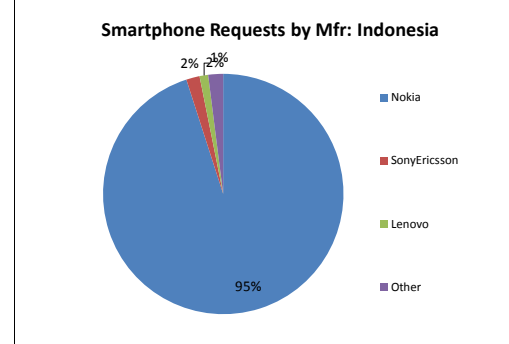
Requests: 707,781,152

Top Device Mfrs	% of Requests	Share Chg %
Nokia	64.1%	-0.9%
SonyEricsson	25.7%	0.6%
Samsung	1.3%	0.0%
Other ⁽¹⁾	9.0%	
Total	100.0%	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	4.9%	-0.2%
Nokia	6300	3.5%	-0.1%
Nokia	6600	3.2%	-0.2%
Nokia	3110c	3.1%	0.2%
Nokia	5300	3.0%	-0.2%
Nokia	7610	2.8%	-0.1%
SonyEricsson	W200i	2.5%	0.1%
Nokia	N73	2.1%	-0.1%
Nokia	2630	2.0%	0.2%
Nokia	5200	2.0%	-0.1%
Nokia	3230	2.0%	0.0%
Nokia	5310	1.8%	-0.2%
Nokia	2600c	1.8%	0.2%
Nokia	6120c	1.6%	-0.1%
Nokia	6030	1.6%	0.0%
SonyEricsson	K310i	1.5%	0.1%
Nokia	2626	1.4%	0.0%
SonyEricsson	K530i	1.4%	0.0%
Nokia	N80	1.4%	-0.2%
SonyEricsson	K510	1.3%	0.1%
Total		45.0%	

Smartphone Traffic - Indonesia

Smartphone Traffic Share 28.7%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	92.8%
Supports Streaming Video	83.0%
Able to Download Video Clips	84.1%
Supports WAP Push Messages	92.9%

MMA Standard Screen Size	Share %
Small	36.0%
Medium	29.3%
Large	29.1%
X-Large	5.5%

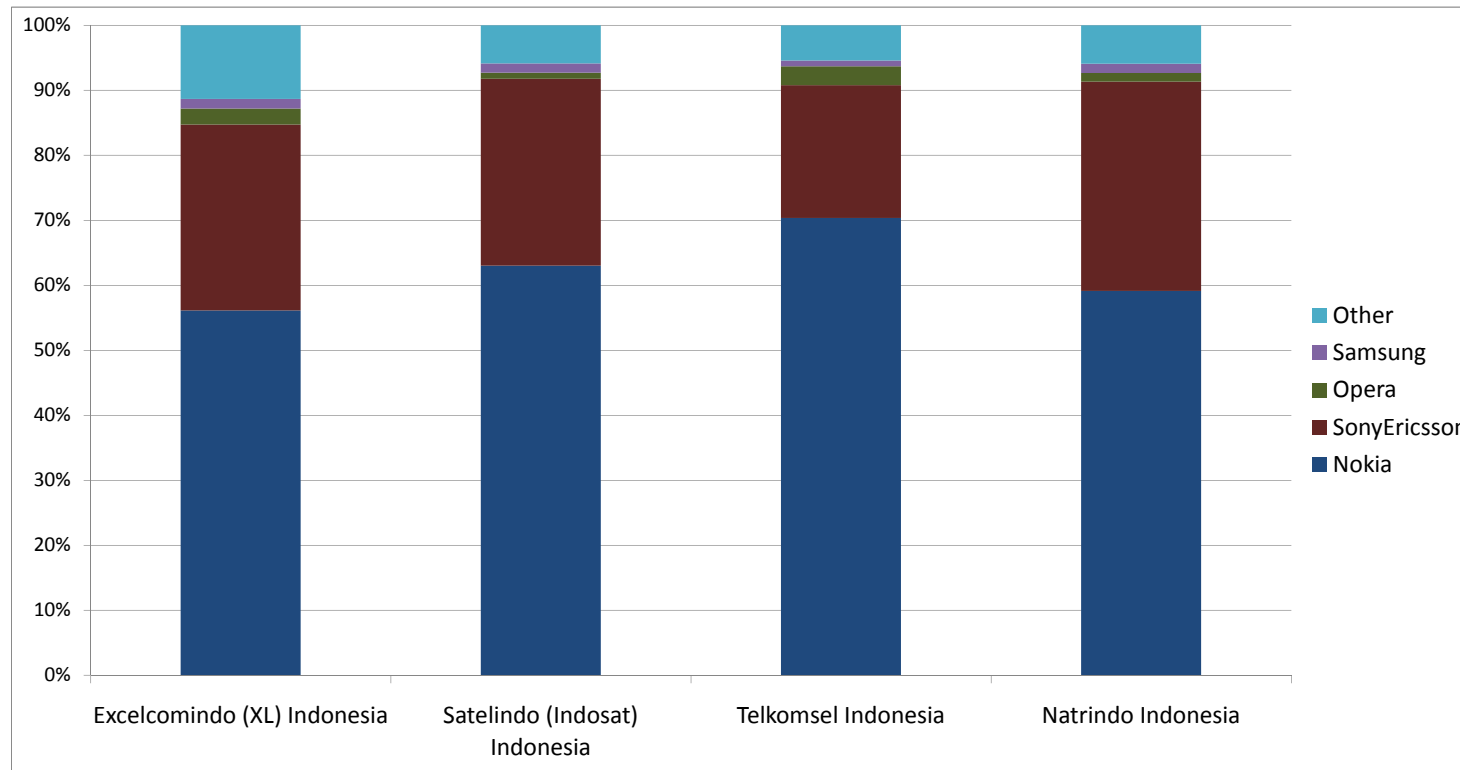
Notes

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

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - Indonesia



Notes

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

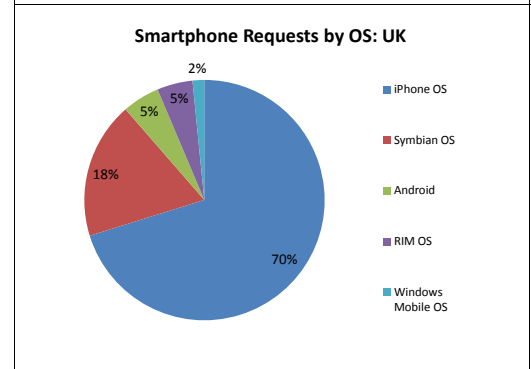
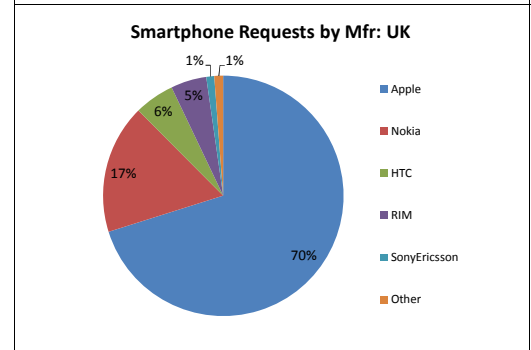
United Kingdom Handset Data - May 2009

Requests: 282,493,761

Top Device Mfrs	% of Requests	Share Chg %
Apple	48.7%	1.5%
SonyEricsson	14.4%	-0.3%
Nokia	11.4%	-1.3%
Samsung	7.2%	-0.2%
LG	2.7%	-0.1%
RIM	2.0%	0.3%
Sony	1.8%	-0.3%
HTC	1.5%	-0.1%
Other ⁽¹⁾	10.5%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Apple iPhone	28.4%	4.5%
Apple iPod Touch	20.2%	-3.0%
Nokia N95	2.7%	-0.5%
SonyEricsson K800i	2.0%	-0.1%
Sony PSP	1.8%	-0.2%
SonyEricsson W910i	1.4%	0.0%
HTC Dream	1.3%	0.0%
SonyEricsson W580i	1.1%	-0.1%
Samsung G600	1.0%	0.0%
SonyEricsson W810i	0.9%	-0.1%
SonyEricsson C902	0.8%	0.0%
Nokia 6300	0.8%	-0.1%
LG KU990	0.7%	-0.1%
SonyEricsson C905	0.7%	0.0%
SonyEricsson W880i	0.7%	0.0%
SonyEricsson W350i	0.6%	0.0%
Nokia N96	0.6%	-0.1%
Nokia 6500 Slide	0.6%	-0.1%
Nokia 5800 XpressMus	0.6%	0.1%
Samsung E250	0.5%	0.0%
Total	67.3%	

Smartphone Traffic - UK	Smartphone Traffic Share
	40.3%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	80.1%
Supports Streaming Video	83.3%
Able to Download Video Clips	91.7%
Supports WAP Push Messages	40.1%

MMA Standard Screen Size	Share %
Small	5.3%
Medium	5.5%
Large	26.9%
X-Large	62.4%

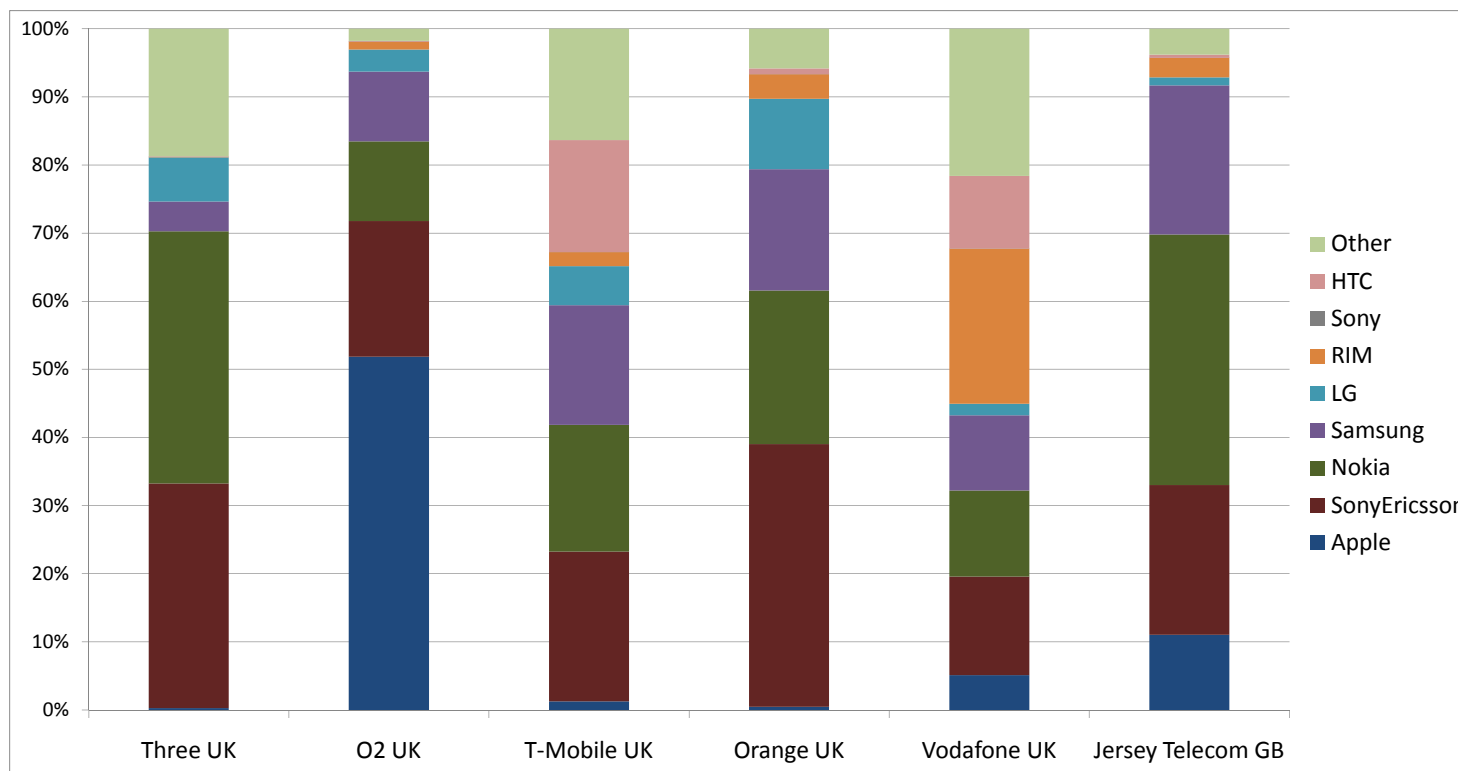
Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Nokia 5800 XpressMusic and Samsung E250.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

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.

Philippines Handset Data - May 2009

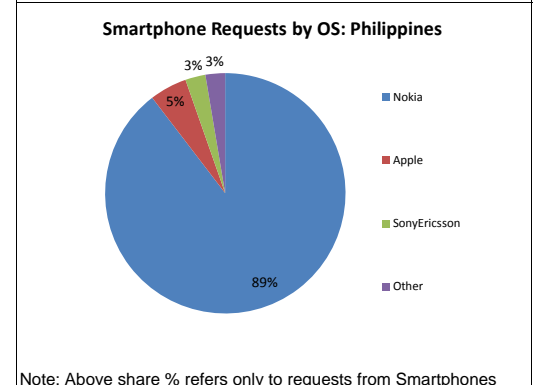
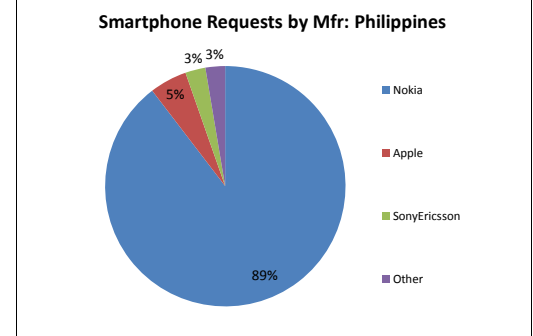
Requests: 304,062,315

Top Device Mfrs	% of Requests	Share Chg %
Nokia	71.1%	1.8%
SonyEricsson	8.4%	-0.1%
Apple	2.9%	-0.1%
Samsung	2.5%	0.2%
Sony	1.9%	-0.3%
Other ⁽¹⁾	13.1%	
Total	100.0%	

Top Handset Models		% of Requests	Share Chg %
Nokia	N70	5.1%	0.3%
Nokia	3110c	4.2%	0.4%
Nokia	2600c	3.5%	0.4%
Nokia	2630	3.4%	0.3%
Nokia	6070	3.3%	0.1%
Nokia	6300	3.2%	0.2%
Nokia	6020	2.4%	0.0%
Nokia	6600	2.1%	0.2%
Sony	PSP	1.9%	-0.3%
Nokia	6630	1.9%	0.1%
Nokia	1680c	1.9%	0.3%
Nokia	3220	1.9%	-0.1%
Nokia	5300	1.7%	0.1%
Nokia	6120c	1.6%	0.0%
Apple	iPod Touch	1.6%	0.0%
Nokia	7210	1.5%	0.1%
Nokia	5200	1.4%	0.2%
Nokia	N73	1.4%	0.1%
Nokia	N95	1.3%	-0.3%
Nokia	5310	1.3%	0.1%
Total		46.7%	

Smartphone Traffic - Philippines

Smartphone Traffic Share 25.8%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	91.8%
Supports Streaming Video	76.2%
Able to Download Video Clips	80.1%
Supports WAP Push Messages	86.3%

MMA Standard Screen Size	Share %
Small	41.8%
Medium	21.0%
Large	23.9%
X-Large	13.4%

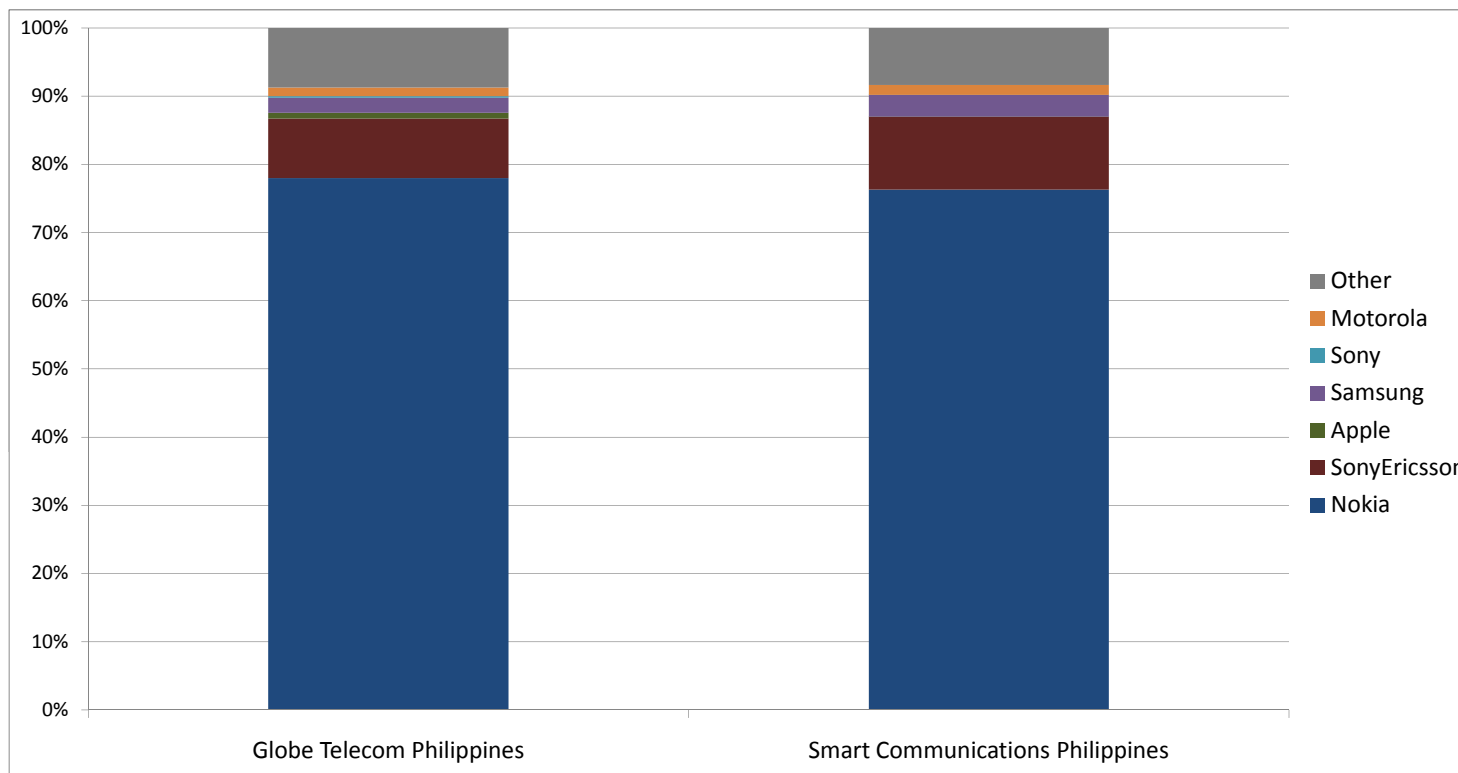
Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Nokia N73 and Nokia 5310.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

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.

South Africa Handset Data - May 2009

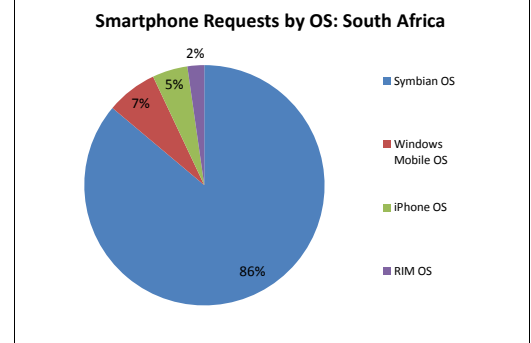
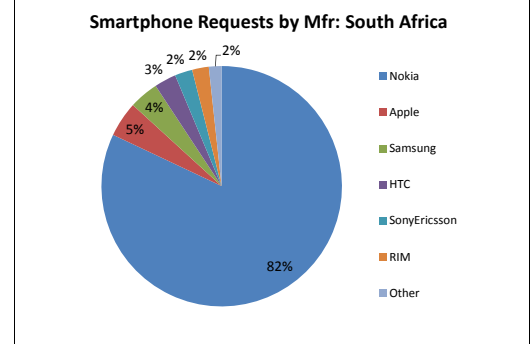
Requests: 132,057,691

Top Device Mfrs	% of Requests	Share Chg %
Nokia	36.4%	-0.6%
Samsung	31.3%	-1.7%
SonyEricsson	9.0%	-0.2%
Motorola	8.0%	-0.7%
LG	5.5%	-0.1%
Apple	1.1%	0.0%
Other ⁽¹⁾	8.9%	
Total	100.0%	

Top Handset Models		% of Requests	Share Chg %
Samsung	E250	8.9%	-0.3%
Motorola	V360	5.1%	-0.5%
Nokia	N70	3.0%	-0.5%
Samsung	J750	2.9%	-0.2%
Samsung	J700	2.3%	-0.1%
LG	KS360	2.3%	0.1%
Samsung	M620	2.3%	0.0%
Samsung	D900i	1.9%	-0.1%
LG	KG290	1.8%	-0.1%
Nokia	N73	1.5%	-0.1%
Nokia	6234	1.5%	-0.1%
Samsung	E370	1.5%	0.0%
Nokia	6300	1.4%	-0.1%
Nokia	2760	1.4%	0.0%
Nokia	N81	1.2%	0.0%
Nokia	6110	1.1%	-0.1%
Nokia	2630	1.1%	0.0%
Nokia	5200	1.0%	0.0%
Nokia	5000d	1.0%	0.1%
Nokia	6500 Slide	1.0%	0.0%
Total		44.1%	

Smartphone Traffic - South Africa

Smartphone Traffic Share 19.1%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	84.0%
Supports Streaming Video	66.1%
Able to Download Video Clips	75.8%
Supports WAP Push Messages	91.1%

MMA Standard Screen Size	Share %
Small	40.4%
Medium	20.4%
Large	33.3%
X-Large	6.0%

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Nokia 5000d.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

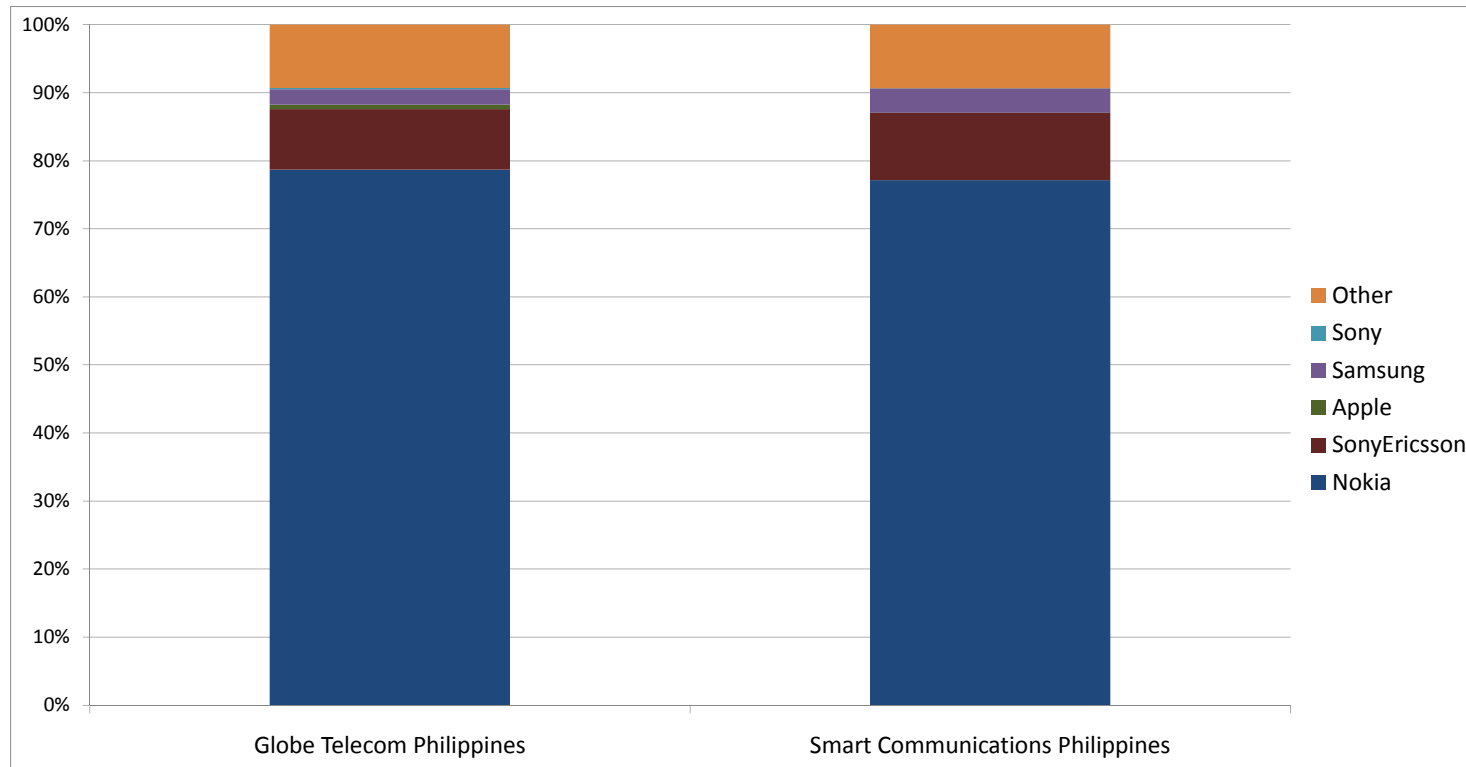
South Africa Handset Data

May 2009

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - South Africa



Notes

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

AdMob Mobile Metrics Report

May 2009



About AdMob

AdMob serves Graphical Banner and Text Link ads on mobile web pages for more than 6,000 publishers. AdMob has served more than 80 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 7 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 7,000 sites, 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.



Questions

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