



## AdMob Mobile Metrics Report

AdMob serves ads for more than 6,000 mobile web sites and 1,000 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.

February 2009

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# AdMob Mobile Metrics Report

February 2009



## New and Noteworthy

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\* For this month's feature, we revisit the top smartphones in our network and the Operating Systems (OS) they run on. The OS is becoming more important as it enables a common distribution platform in the form of application stores.

\* The BlackBerry 8300 series (Curve) has taken over from the BlackBerry 8100 series (Pearl) and is now the most popular RIM series of devices with 45% share of RIM requests. Despite mixed reviews, the Storm generated 38% of all RIM requests from Verizon and is now the top device used to access the mobile Web on the Verizon network. 97% of BlackBerry requests come from OS Version 4.2 or higher. These users will have immediate access to BlackBerry App World when it goes live.

\* The top Symbian and Windows Mobile devices are much older than the top RIM devices. The Nokia N70 is the top Symbian device with 17% worldwide share, while the Samsung Blackjack II is the top Windows Mobile device. A high percentage of the the requests from Symbian and Windows Mobile devices are running OS versions that are several years old.

\* Visit our blog for more information on iPhone OS version and upgrade cycle (<http://blog.admob.com/2009/03/16/iphone-os-upgrade-cycle/>).

\* Android has 5% OS share in the US. The HTC Dream (G1) was the number 13 device in the US with 1.7% share in February and is currently the number one device on the T-Mobile network.

\* Worldwide requests decreased 3% month over month to 6.6 billion in the short month of February.

AdMob publishes the Mobile Metrics report to provide a measure of mobile Web and application usage from our network of more than 6,000 publishers and 1,000 applications worldwide. 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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# AdMob Mobile Metrics Report

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## Featured: Top Smartphones

- \* Smartphones generated 33% of worldwide traffic in February 2009, up from 26% six months ago.
- \* The Symbian OS is still number one with 43% share and six of the top 10 handsets. Windows Mobile and Palm each lost half their worldwide share over last six months.
- \* The iPhone generates 33% of all smartphone traffic worldwide and 50% in the US. Although RIM lost share in the US due to the rapid growth of the iPhone, the overall number of requests from RIM devices increased 48% in the last six months.
- \* The Top 5 US smartphones - Apple iPhone, BlackBerry Curve, BlackBerry Pearl, Palm Centro, and HTC Dream (G1) - generated 77% of traffic in February.
- \* Android has captured 5% of the US smartphone market just three months after launch and is now the #1 device on T-Mobile.

### Top Worldwide Smartphones

Rank	Handset Models	Share of Smart Phone Traffic
1	Apple iPhone	33.0%
2	Nokia N70	7.1%
3	RIM BlackBerry 8300	4.2%
4	Nokia N80	3.5%
5	Nokia N73	3.4%
6	Nokia N95	3.3%
7	RIM BlackBerry 8100	3.2%
8	Nokia 6600	2.8%
9	Palm Centro	2.6%
10	Nokia 6120c	2.5%

### Top US Smartphones

Rank	Handset Models	Share of Smart Phone Traffic
1	Apple iPhone	49.5%
2	RIM BlackBerry 8300	9.1%
3	RIM BlackBerry 8100	6.9%
4	Palm Centro	6.0%
5	HTC Dream (G1)	5.2%
6	Danger Sidekick II	3.4%
7	RIM BlackBerry 9530	1.7%
8	Samsung BlackJack II	1.6%
9	HTC Touch	1.0%
10	Motorola Q9C	0.8%

### Worldwide Operating System Share

Rank	Manufacturer	Feb 09	Aug 08	6 mon Change
1	Symbian	43%	64%	-21%
2	iPhone OS	33%	4%	29%
3	RIM	10%	11%	-1%
4	Windows Mobile	7%	13%	-6%
5	Palm	3%	6%	-3%

### US Operating System Share

Rank	Manufacturer	Feb 09	Aug 08	6 mon Change
1	iPhone OS	50%	10%	40%
2	RIM	21%	32%	-11%
3	Windows Mobile	13%	30%	-17%
4	Palm	7%	19%	-12%
5	Android	5%	--	5%

## Notes

There is no standard industry definition of a smartphone. According to 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 is running a Symbian, RIM, Palm, iPhone, Windows Mobile, Linux, Hiptop, or Android OS. Despite running the iPhone OS, the iPod touch is not a phone, and thus not considered a smartphone based on this definition.

# AdMob Mobile Metrics Report

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## Featured: Research in Motion

\* In Q4 2008, BlackBerry launched a number of new handsets including the Bold on AT&T, the Flip on T-Mobile, and the Storm on Verizon. As BlackBerry users upgrade their devices and new customers are introduced to these new models, the device profile of RIM's user base is rapidly evolving.

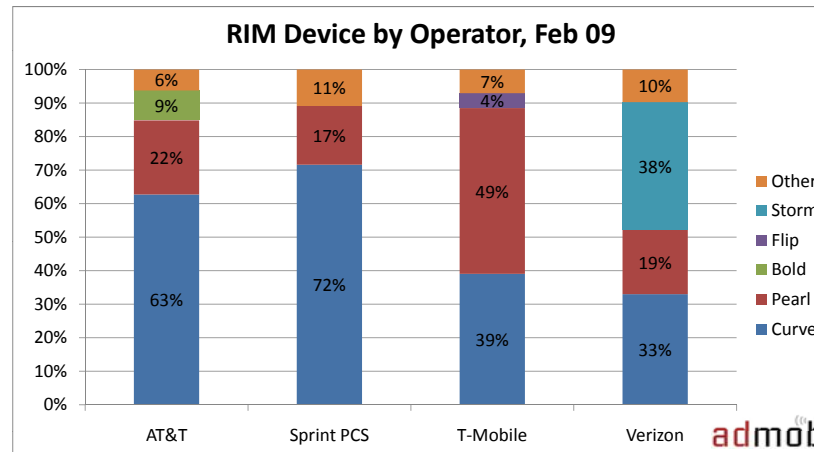
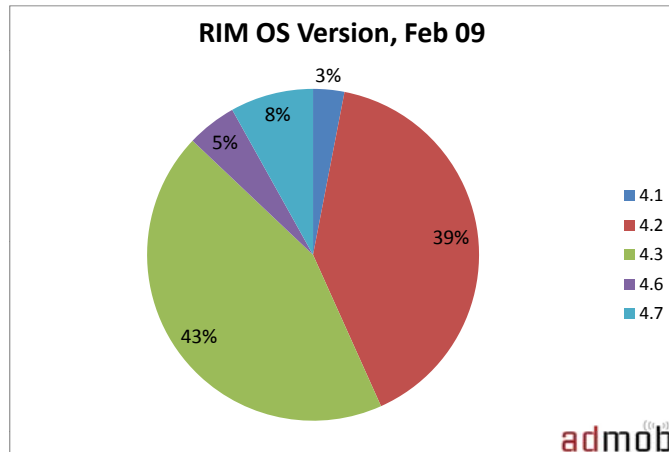
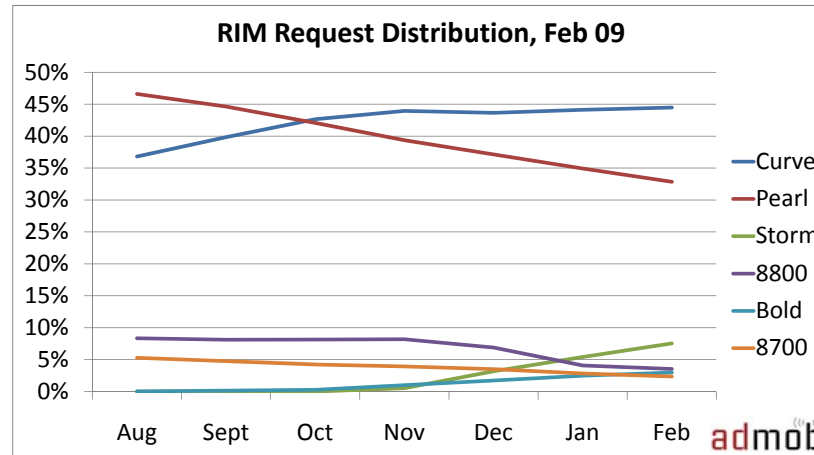
\* The BlackBerry 8300 series (Curve) has over taken from the BlackBerry 8100 series (Pearl) and is now the most popular RIM series of devices with 45% share of requests.

\* The Storm generated 38% of all RIM requests from Verizon and is now the top device used to access the mobile Web on the Verizon network.

\* 97% of BlackBerry requests come from OS Version 4.2 or higher. These users will have immediate access to BlackBerry App World when it goes live<sup>(2)</sup>.

### Research in Motion Handsets

Rank	Handset Models <sup>(1)</sup>	Share in Feb 09
1	BlackBerry 8300 Curve	44.5%
2	BlackBerry 8100 Pearl	32.9%
3	BlackBerry 9530 Storm	7.6%
4	BlackBerry 8800	5.1%
5	BlackBerry 9000 Bold	3.0%
6	BlackBerry 8700	2.4%
7	BlackBerry 8220 Flip	1.1%
Other		3.5%



### Notes

(1) RIM handsets in the same series (e.g. Pearl, Curve) with slight differences by operator are grouped together for comparison purposes.

(2) <http://na.blackberry.com/eng/services/appworld/>.

WURFL, an open source platform (<http://wurfl.sourceforge.net/>), was used to determine the OS version for each device.

# AdMob Mobile Metrics Report

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## Featured: Symbian and Windows Mobile

\* Symbian and Windows Mobile have rapidly lost smartphone market share to the iPhone and RIM devices. Nokia's Ovi Platform and Microsoft's Marketplace are set to launch later this year; however many of the devices in current use may be unable to access the stores due to their legacy OS.

\* The top 10 Symbian devices are the same as they were six months ago with the Nokia N70 the top device with 17% share.

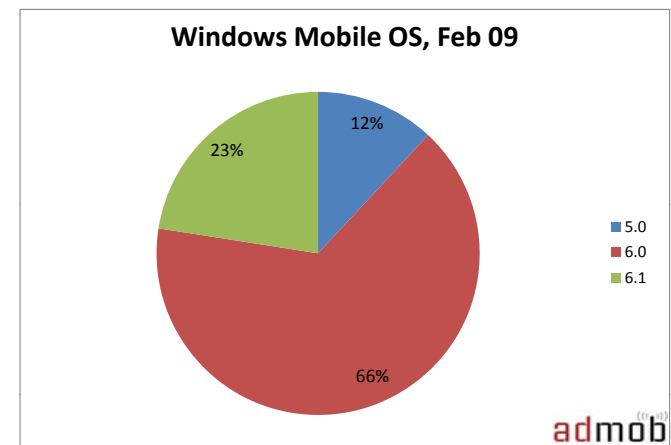
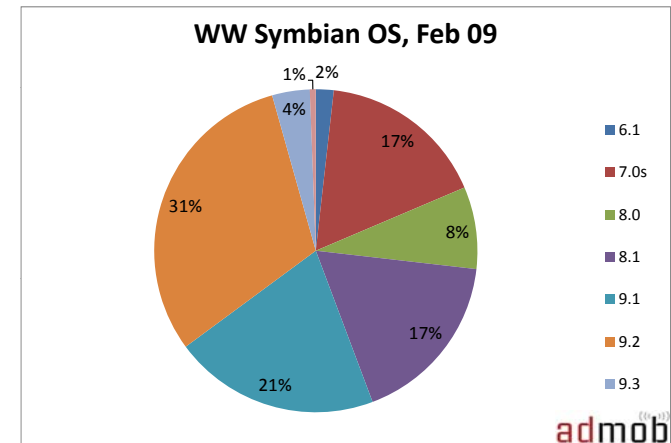
\* HTC makes six of the top 10 Windows Mobile devices including the Touch, Dash, Mogul, Touch Pro, Shadow, and Herald.

### Top Symbian Smartphones

Rank	Handset Models	% of Reqs
1	Nokia N70	16.7%
2	Nokia N80	8.1%
3	Nokia N73	7.9%
4	Nokia N95	7.8%
5	Nokia 6600	6.6%
6	Nokia 6120c	5.8%
7	Nokia 7610	4.7%
8	Nokia 6630	4.2%
9	Nokia N81	3.7%
10	Nokia 3230	3.5%
11	Nokia 6680	2.8%
12	Nokia N82	2.0%
13	Nokia N72	1.9%
14	Nokia E65	1.5%
15	Nokia N95-1	1.5%
16	Nokia E71	1.3%
17	Nokia 5320	1.2%
18	Nokia 3250	1.1%
19	Nokia E51	0.9%
20	Nokia 5700	0.9%

### Top Windows Mobile Smartphones

Rank	Handset Models	% of Reqs
1	Samsung BlackJack II	9.6%
2	HTC Touch	9.3%
3	HTC Dash	5.3%
4	Motorola Q9C	4.6%
5	HTC Mogul	4.5%
6	HTC Touch Pro	4.0%
7	Lenovo i921	3.4%
8	HTC Shadow	3.1%
9	HTC Herald	2.6%
10	Samsung BlackJack	2.0%
11	Samsung SGH-i900	1.6%
12	HTC 8900B	1.5%
13	Motorola MotoQ	1.5%
14	Asus GalaxyII	1.4%
15	Pantech C810	1.3%
16	HTC Pilgrim	1.2%
17	Palm Treo 800	1.2%
18	Samsung SCH i910	0.8%
19	Motorola i920B	0.7%
20	LG CT810	0.7%



### Notes

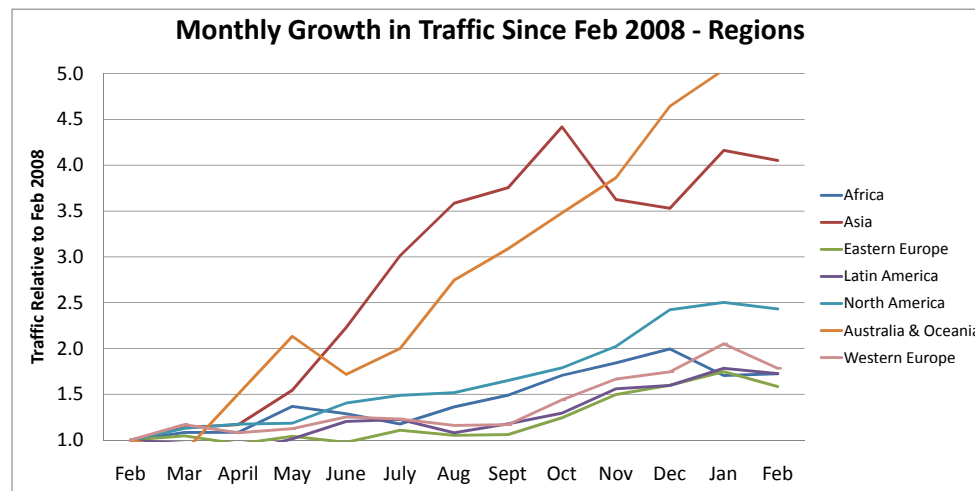
The Windows Mobile OS Version was classified on 72% of requests. The Symbian OS Version was classified on 95% of requests.

WURFL, an open source platform (<http://wurfl.sourceforge.net/>), was used to determine the OS version for each device.

## Ad Requests by Geography - February 2009

Requests: 6,555,217,223

Country	Requests	% of Requests	% Share Change
United States	2,856,961,160	43.6%	0.2%
Indonesia	941,747,404	14.4%	-1.9%
India	488,955,061	7.5%	0.8%
Philippines	257,382,589	3.9%	1.1%
United Kingdom	186,809,433	2.8%	-0.9%
Nigeria	111,796,969	1.7%	0.5%
South Africa	107,249,591	1.6%	-0.2%
Canada	96,088,074	1.5%	0.1%
Saudi Arabia	85,542,945	1.3%	0.2%
Romania	82,876,469	1.3%	-0.1%
Other Countries <sup>(1) (2)</sup>	1,339,807,528	20.4%	
<b>Total</b>	<b>6,555,217,223</b>	<b>100.0%</b>	



Region	Requests	% of Requests	% Share Change
North America	2,997,465,868	45.7%	0.3%
Asia	2,246,397,484	34.3%	0.3%
Western Europe	478,297,963	7.3%	-0.8%
Africa	364,987,191	5.6%	0.3%
Eastern Europe	166,135,447	2.5%	-0.2%
Latin America	125,787,660	1.9%	0.0%
Oceania	63,287,996	1.0%	0.1%
Other <sup>(2)</sup>	112,857,614	1.7%	
<b>Total</b>	<b>6,555,217,223</b>	<b>100.0%</b>	

### Notes

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

(1) Other includes 47 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 - February 2009

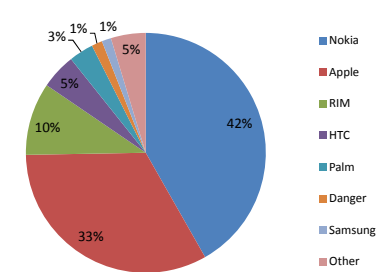
Requests: 6,555,217,223

Top Device Mfrs	% of Requests	Share Chg %
Nokia	30.2%	0.1%
Apple	17.9%	-0.4%
Samsung	9.8%	0.2%
Motorola	9.4%	-0.5%
SonyEricsson	9.0%	-0.8%
LG	3.6%	-0.2%
RIM	3.3%	0.2%
Kyocera	2.1%	1.0%
HTC	1.6%	0.0%
Palm	1.1%	-0.1%
Other <sup>(1)</sup>	11.9%	
<b>Total</b>	<b>100.0%</b>	

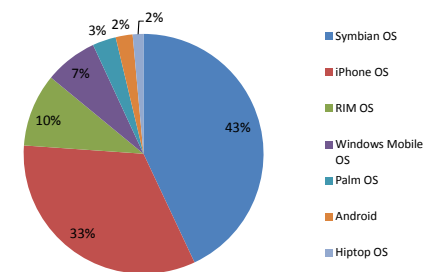
Top Handset Models	% of Requests	Share Chg %
Apple iPhone	11.2%	0.2%
Apple iPod Touch	6.7%	-0.7%
Motorola RAZR V3	2.9%	-0.1%
Nokia N70	2.4%	-0.1%
Nokia 3110c	1.6%	0.2%
Motorola Z6m	1.5%	0.0%
RIM BlackBerry 8300	1.4%	0.1%
Nokia 6300	1.4%	0.0%
Samsung R450	1.3%	0.5%
Motorola KRZR K1c	1.2%	-0.2%
Nokia N73	1.1%	-0.1%
Nokia N95	1.1%	-0.1%
RIM BlackBerry 8100	1.1%	0.0%
Nokia N80	1.1%	0.0%
Kyocera S1300	1.0%	1.0%
Motorola W385	1.0%	-0.2%
Nokia 6600	1.0%	0.0%
Samsung M800	1.0%	0.1%
Palm Centro	0.9%	-0.1%
Nokia 5300	0.8%	-0.1%
<b>Total</b>	<b>41.6%</b>	

Smartphone Traffic - Worldwide	
Smartphone Traffic Share	33.4%

Smartphone Requests by Mfr: WW



Smartphone Requests by OS: WW



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	73.0%
Supports Streaming Video	62.4%
Able to Download Video Clips	76.0%
Supports WAP Push Messages	71.0%

MMA Standard Screen Size	Share %
Small	23.5%
Medium	21.7%
Large	23.7%
X-Large	31.1%

## Notes

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

• New models in Top 20: Kyocera S1300.

(1) Includes unclassified impressions and other manufacturers with < 1% share.

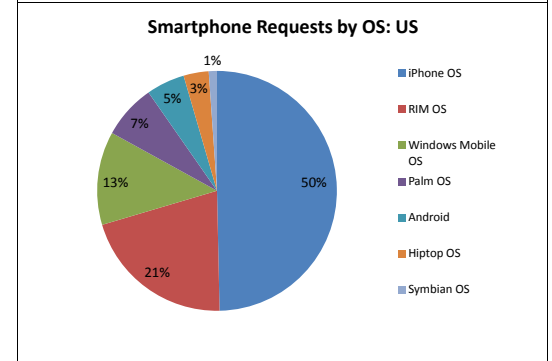
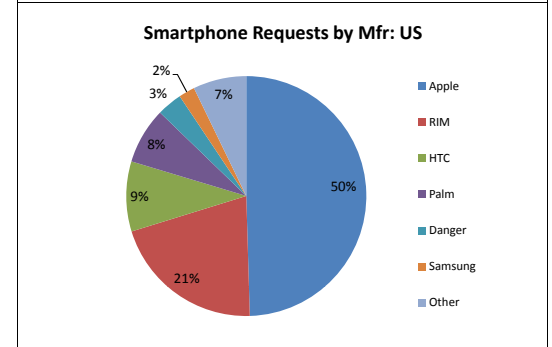
# United States Handset Data - February 2009

Requests: 2,856,961,160

Top Device Mfrs	% of Requests	Share Chg %
Apple	27.1%	-2.1%
Motorola	18.4%	-0.9%
Samsung	16.1%	0.9%
RIM	6.9%	0.5%
LG	6.2%	-0.2%
Kyocera	4.7%	2.2%
HTC	3.1%	-0.1%
Nokia	3.0%	-0.5%
Palm	2.5%	-0.3%
Huawei	1.5%	0.3%
UTStarcom	1.5%	0.4%
ZTE	1.2%	0.2%
SonyEricsson	1.2%	-0.3%
Danger	1.1%	0.0%
Other <sup>(1)</sup>	5.7%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models		% of Requests	Share Chg %
Apple	iPhone	16.4%	-0.4%
Apple	iPod Touch	10.6%	-1.7%
Motorola	RAZR V3	5.9%	0.0%
Motorola	Z6m	3.5%	0.0%
RIM	BlackBerry 8300	3.0%	0.2%
Samsung	R450	3.0%	1.1%
Motorola	KRZR K1c	2.7%	-0.4%
Kyocera	S1300	2.3%	2.3%
RIM	BlackBerry 8100	2.3%	0.0%
Motorola	W385	2.1%	-0.5%
Samsung	M800	2.1%	0.3%
Palm	Centro	2.0%	-0.3%
HTC	Dream	1.7%	0.8%
Samsung	R430	1.4%	0.2%
Huawei	M328	1.3%	0.4%
Samsung	R210	1.3%	-0.2%
Kyocera	K24	1.3%	-0.1%
LG	LX260	1.2%	-0.2%
Danger	Sidekick II	1.1%	0.0%
LG	CU920	1.0%	0.2%
<b>Total</b>		<b>66.4%</b>	

Smartphone Traffic - US	
Smartphone Traffic Share	32.7%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	56.3%
Supports Streaming Video	42.7%
Able to Download Video Clips	63.4%
Supports WAP Push Messages	62.3%

MMA Standard Screen Size	Share %
Small	18.6%
Medium	20.7%
Large	17.5%
X-Large	43.2%

## Notes

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

• New models in Top 20: Kyocera S1300.

(1) Includes unclassified impressions and other manufacturers with < 1% share.



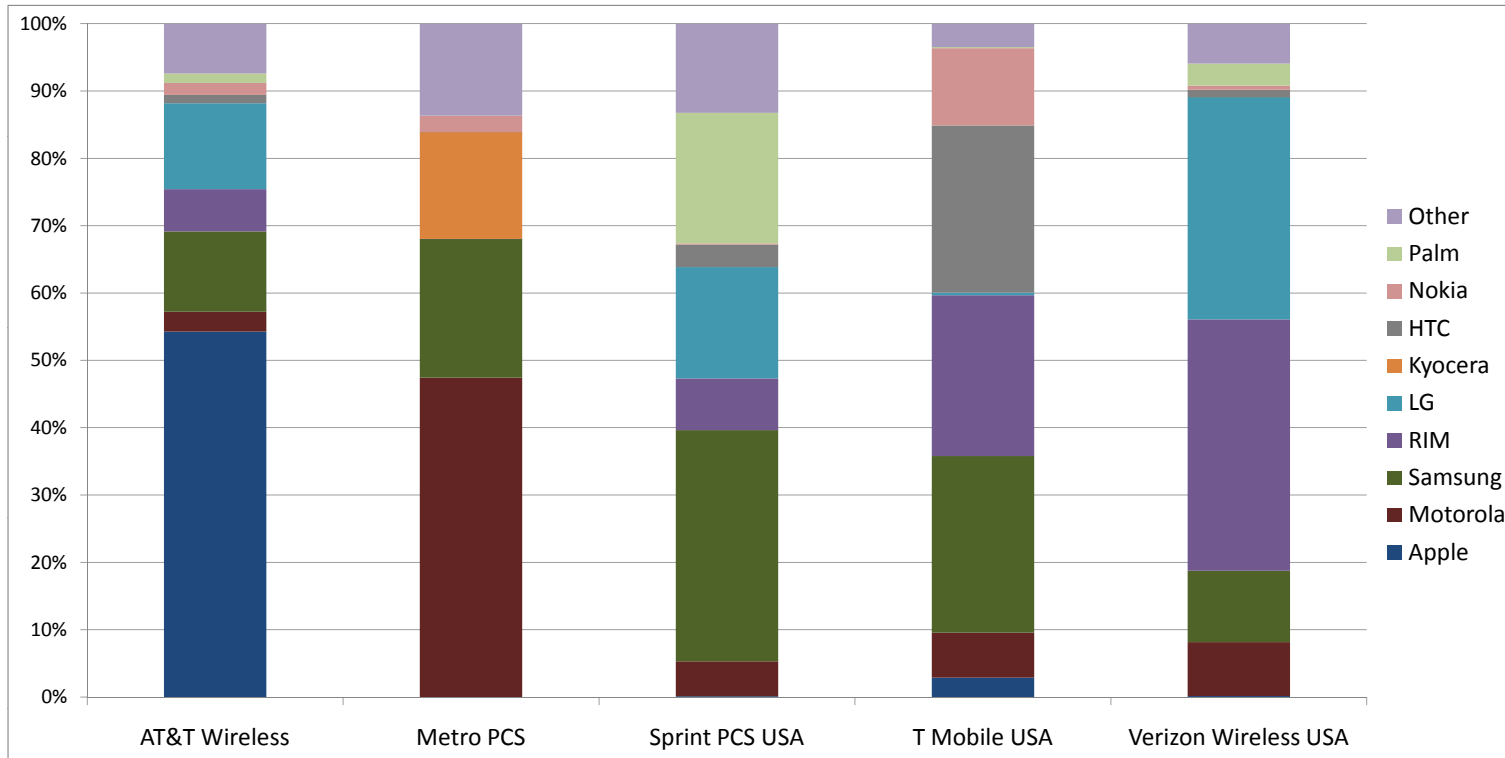
# United States Handset Data

February 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 2.0% share.

# India Handset Data - February 2009

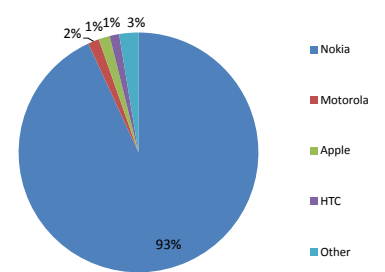
Requests: 488,955,061

Top Device Mfrs	% of Requests	Share Chg %
Nokia	62.2%	1.0%
SonyEricsson	12.5%	0.0%
Samsung	3.3%	0.3%
Motorola	2.3%	0.0%
Other <sup>(1)</sup>	19.6%	
<b>Total</b>	<b>100.0%</b>	

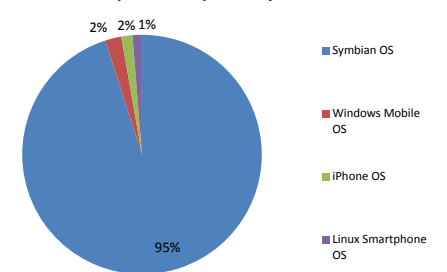
Top Handset Models	% of Requests	Share Chg %
Nokia 3110c	7.3%	0.9%
Nokia N70	6.4%	-0.4%
Nokia 6233	3.7%	-0.1%
Nokia N80	3.1%	-0.2%
Nokia N73	2.7%	-0.2%
Nokia 6300	2.6%	0.2%
Nokia 2626	2.5%	0.4%
Nokia 6600	2.5%	0.0%
SonyEricsson W200i	2.2%	0.1%
Nokia 3500c	2.1%	0.1%
Nokia N72	2.1%	-0.1%
Nokia 6030	1.8%	0.1%
Nokia 5300	1.6%	0.0%
Nokia 5200	1.6%	0.0%
Nokia 7610	1.4%	0.0%
Nokia 6630	1.4%	-0.1%
Nokia 3230	1.2%	0.0%
Nokia 2600c	1.1%	0.1%
SonyEricsson K750i	1.0%	-0.1%
Nokia 5310	0.9%	0.1%
<b>Total</b>	<b>49.1%</b>	

Smartphone Traffic - India	
Smartphone Traffic Share	30.2%

Smartphone Requests by Mfr: India



Smartphone Requests by OS: India



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	80.7%
Supports Streaming Video	75.0%
Able to Download Video Clips	84.7%
Supports WAP Push Messages	84.2%

MMA Standard Screen Size	Share %
Small	30.9%
Medium	27.9%
Large	23.8%
X-Large	17.5%

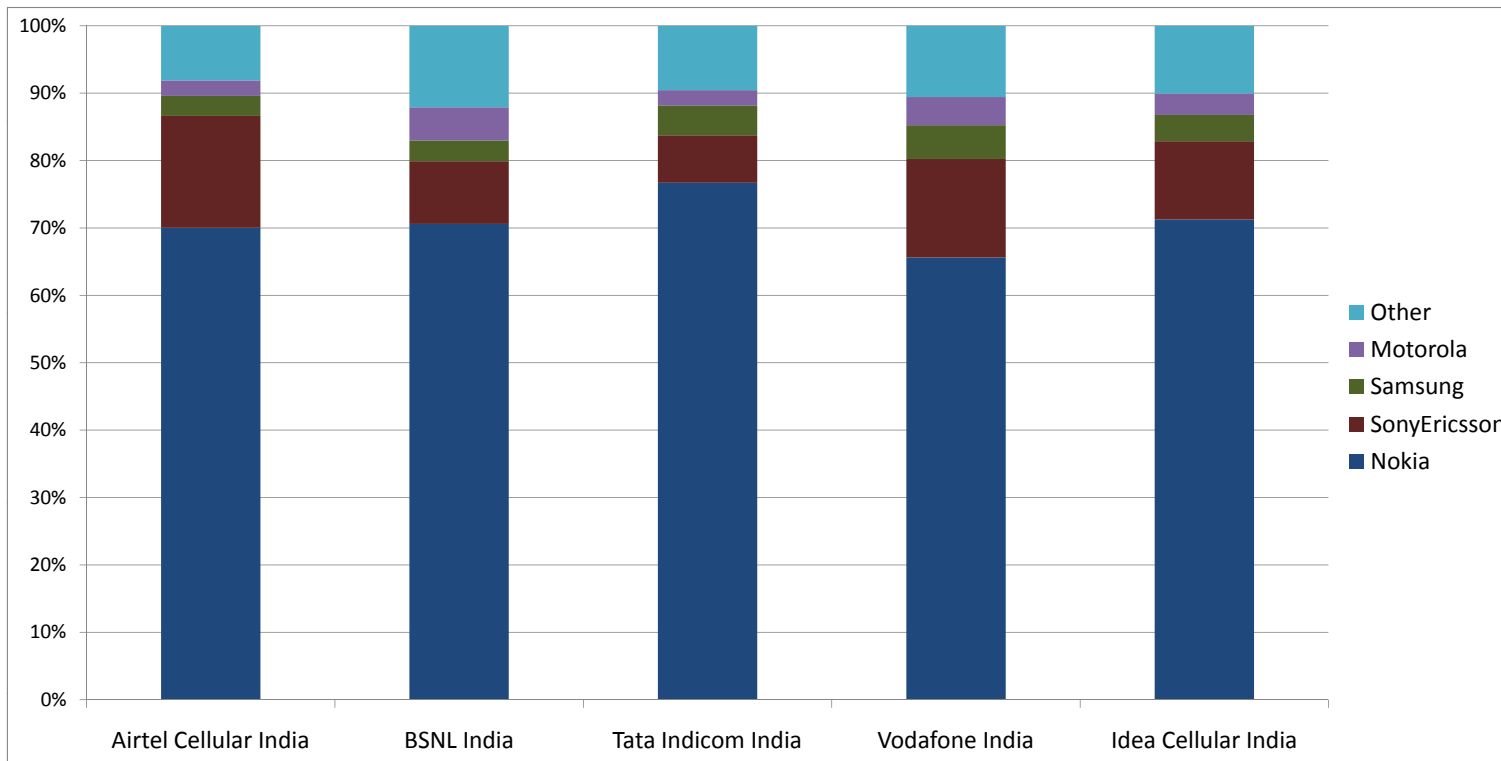
## Notes

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



### Notes

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

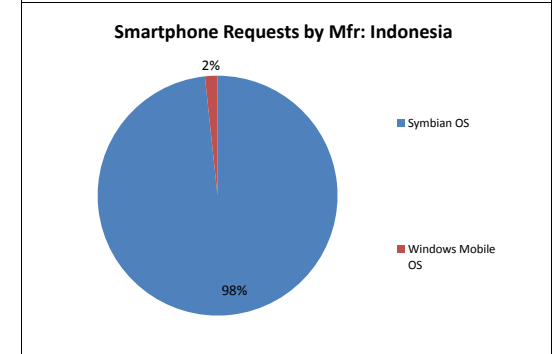
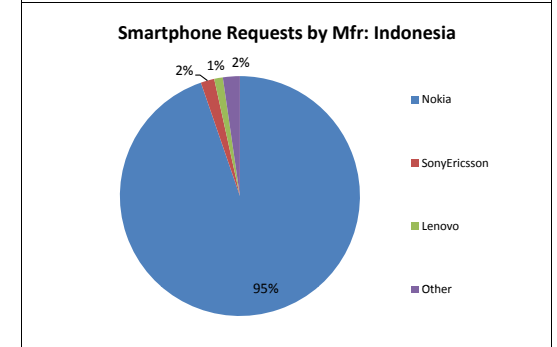
# Indonesia Handset Data - February 2009

Requests: 941,747,404

Top Device Mfrs	% of Requests	Share Chg %
Nokia	63.9%	-0.8%
SonyEricsson	26.6%	0.2%
Motorola	1.2%	-0.1%
Samsung	1.2%	0.1%
Other <sup>(1)</sup>	7.1%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models	% of Requests	Share Chg %
Nokia N70	5.3%	-0.2%
Nokia 6600	3.5%	-0.1%
Nokia 6300	3.5%	-0.1%
Nokia 5300	3.2%	-0.3%
Nokia 3110c	2.8%	0.0%
Nokia 7610	2.8%	-0.1%
SonyEricsson W200i	2.5%	0.1%
Nokia 3500c	2.3%	-0.2%
Nokia N73	2.3%	-0.1%
Nokia 3230	2.2%	-0.1%
Nokia 5200	2.1%	-0.1%
Nokia 5310	2.0%	0.0%
Nokia 6120c	1.8%	-0.1%
Nokia 2630	1.7%	0.1%
Nokia N80	1.6%	0.0%
Nokia 6030	1.5%	0.0%
SonyEricsson K550i	1.5%	-0.1%
SonyEricsson K530i	1.5%	0.0%
SonyEricsson K310i	1.4%	0.1%
Nokia 2600c	1.4%	0.1%
<b>Total</b>	<b>46.8%</b>	

Smartphone Traffic - Indonesia	
Smartphone Traffic Share	30.9%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	92.9%
Supports Streaming Video	84.9%
Able to Download Video Clips	87.6%
Supports WAP Push Messages	93.8%

MMA Standard Screen Size	Share %
Small	33.7%
Medium	31.6%
Large	29.7%
X-Large	4.9%

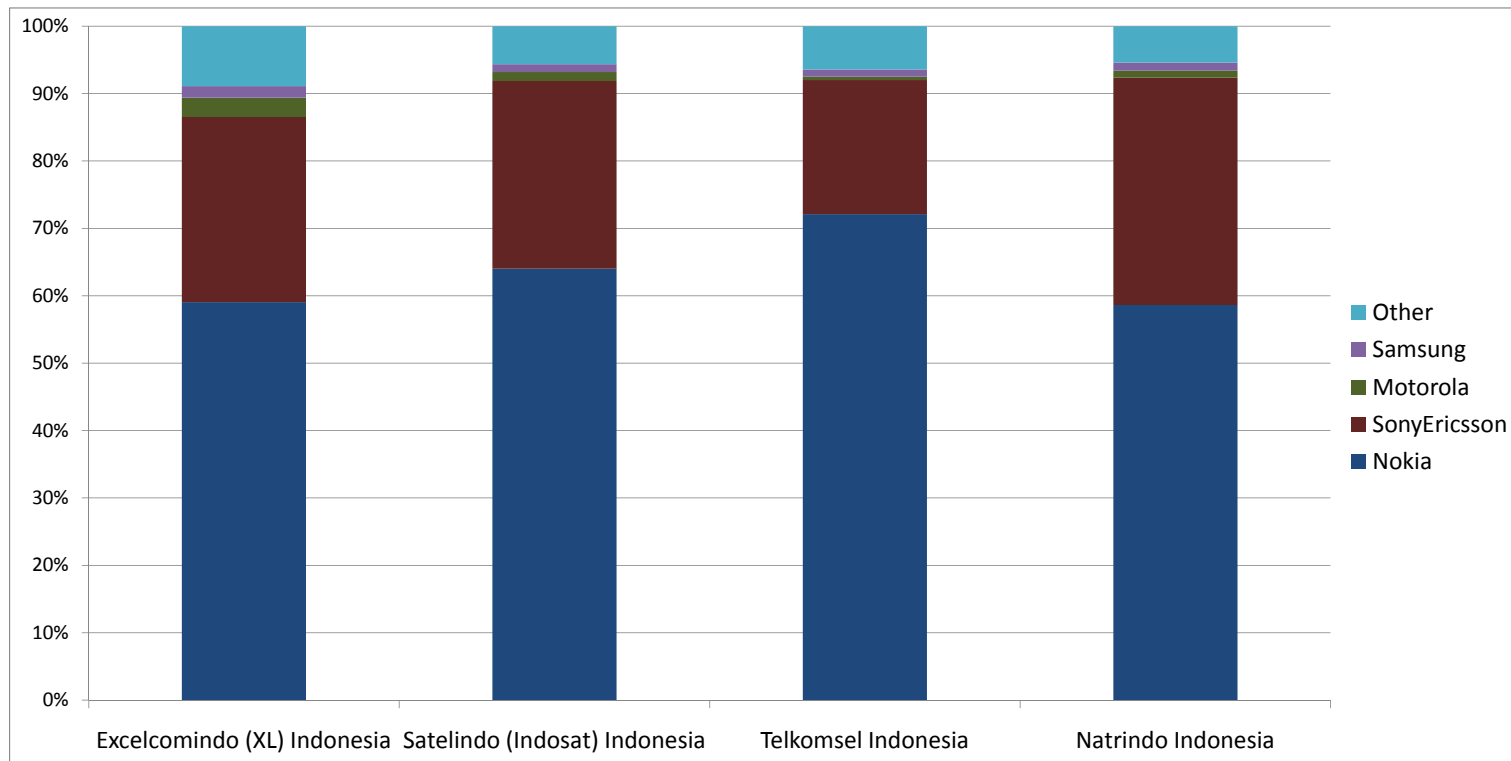
## Notes

- 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.
- (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.

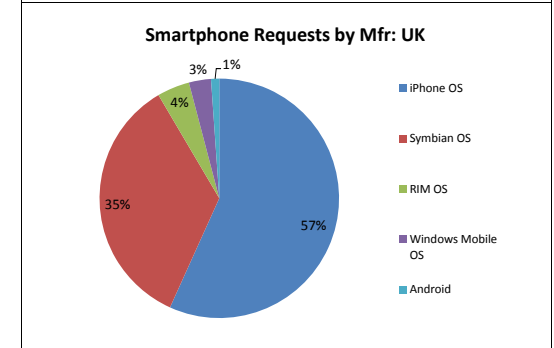
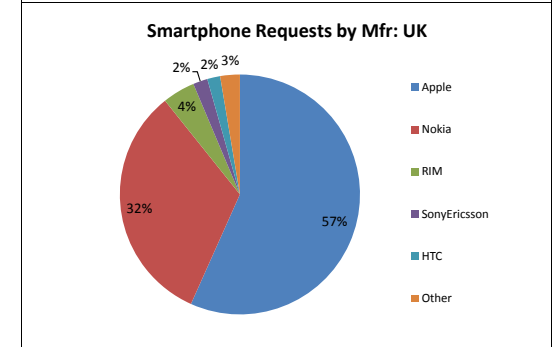
# United Kingdom Handset Data - February 2009

Requests: 186,809,433

Top Device Mfrs	% of Requests	Share Chg %
Apple	33.7%	10.1%
SonyEricsson	20.6%	-5.5%
Nokia	17.9%	-1.6%
Samsung	9.7%	-3.0%
LG	3.6%	-0.4%
RIM	1.5%	0.1%
Amoi	1.4%	-0.6%
Other <sup>(1)</sup>	11.7%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models	% of Requests	Share Chg %
Apple iPhone	19.4%	7.0%
Apple iPod Touch	14.3%	3.1%
Nokia N95	4.7%	-0.7%
SonyEricsson K800i	3.2%	-0.9%
SonyEricsson W910i	1.8%	-0.4%
SonyEricsson W580i	1.6%	-0.5%
SonyEricsson W810i	1.5%	-0.2%
Samsung G600	1.3%	-0.5%
Nokia 6300	1.2%	-0.2%
SonyEricsson W880i	1.0%	-0.3%
SonyEricsson C902	1.0%	-0.5%
Nokia 6500s	1.0%	-0.3%
Amoi 8512	0.9%	-0.5%
LG KU990	0.9%	-0.3%
Nokia N73	0.9%	0.1%
Samsung E250	0.9%	-0.3%
SonyEricsson W350i	0.8%	-0.2%
Nokia N96	0.8%	0.0%
SonyEricsson W200i	0.8%	-0.2%
Samsung J700	0.7%	-0.2%
<b>Total</b>	<b>58.9%</b>	

Smartphone Traffic - UK	
Smartphone Traffic Share	33.8%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	78.8%
Supports Streaming Video	82.2%
Able to Download Video Clips	91.7%
Supports WAP Push Messages	56.2%

MMA Standard Screen Size	Share %
Small	7.5%
Medium	9.9%
Large	38.5%
X-Large	44.1%

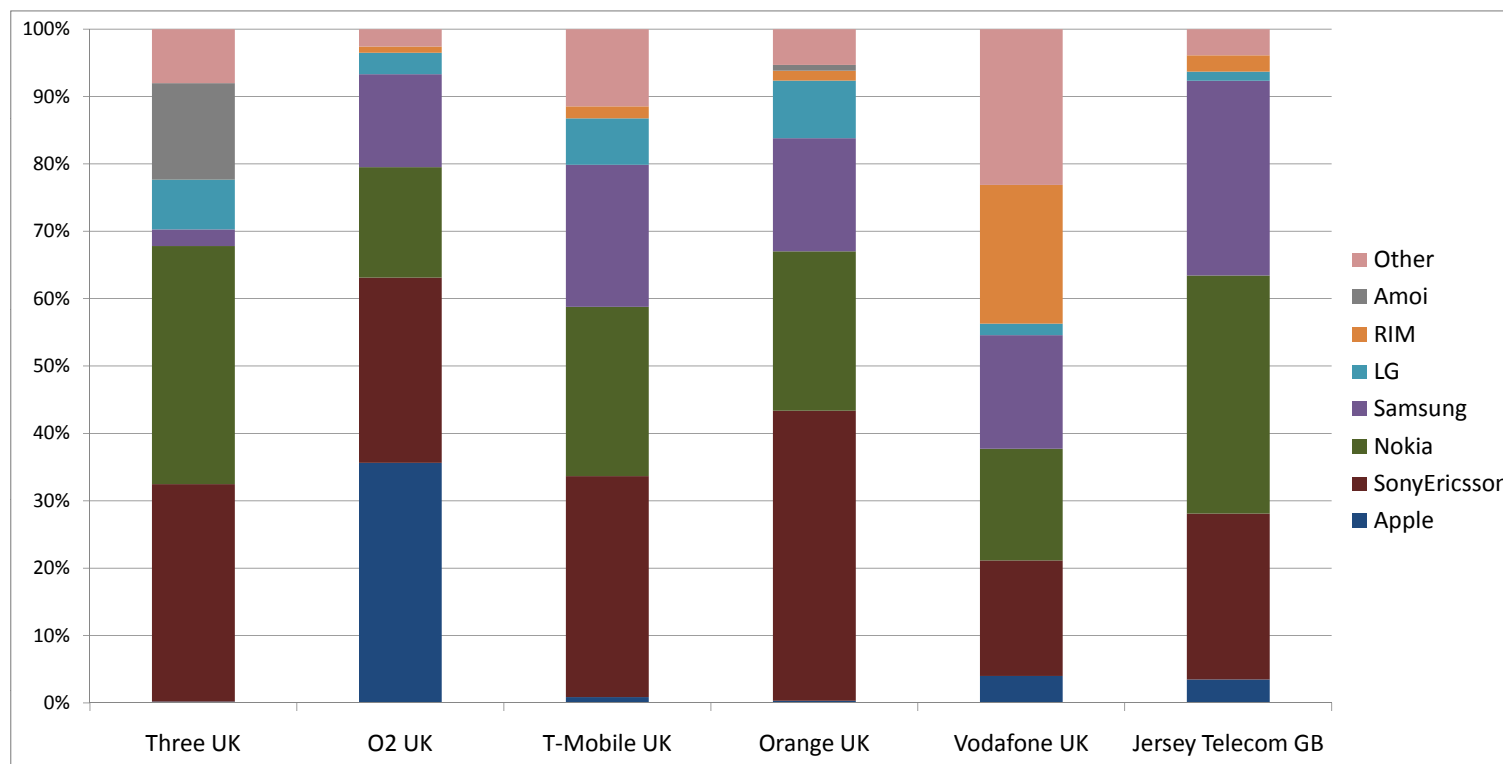
## Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Nokia N96 and N73.
- (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.

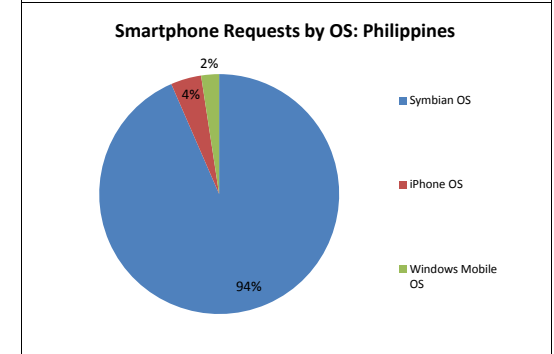
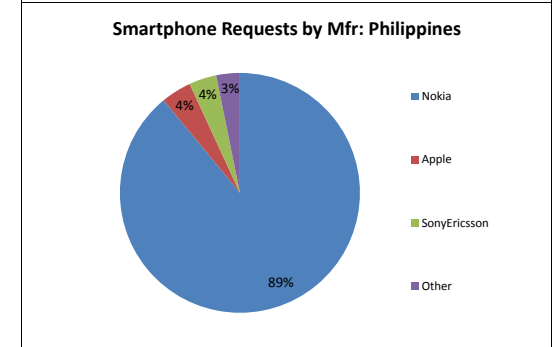
# Philippines Handset Data - February 2009

Requests: 257,382,589

Top Device Mfrs	% of Requests	Share Chg %
Nokia	66.1%	1.5%
SonyEricsson	8.1%	-0.2%
Samsung	2.2%	0.1%
Apple	1.8%	-0.3%
Sony	1.5%	-0.1%
Other <sup>(1)</sup>	20.4%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models	% of Requests	Share Chg %
Nokia N70	4.4%	-0.2%
Nokia 3110c	3.4%	0.6%
Nokia 6070	3.4%	0.3%
Nokia 2630	3.2%	0.6%
Nokia 2600c	3.0%	0.5%
Nokia 6020	2.5%	-0.1%
Nokia 6630	2.5%	-0.1%
Nokia 6300	2.4%	0.4%
Nokia 3220	2.3%	0.0%
Nokia 6600	2.1%	0.1%
Nokia 1680c	1.6%	0.6%
Nokia 3510i	1.6%	-0.8%
Nokia 6680	1.5%	0.0%
Sony PSP	1.5%	-0.1%
Nokia 5300	1.4%	0.1%
Nokia 7360	1.4%	0.0%
Nokia 6120c	1.3%	0.0%
Nokia N95	1.3%	-0.2%
Nokia 5200	1.3%	0.2%
Apple iPhone	1.0%	-0.3%
<b>Total</b>	<b>43.1%</b>	

Smartphone Traffic - Philippines	
Smartphone Traffic Share	23.9%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	84.8%
Supports Streaming Video	70.4%
Able to Download Video Clips	81.9%
Supports WAP Push Messages	80.8%

MMA Standard Screen Size	Share %
Small	41.3%
Medium	21.1%
Large	18.7%
X-Large	18.9%

## 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.



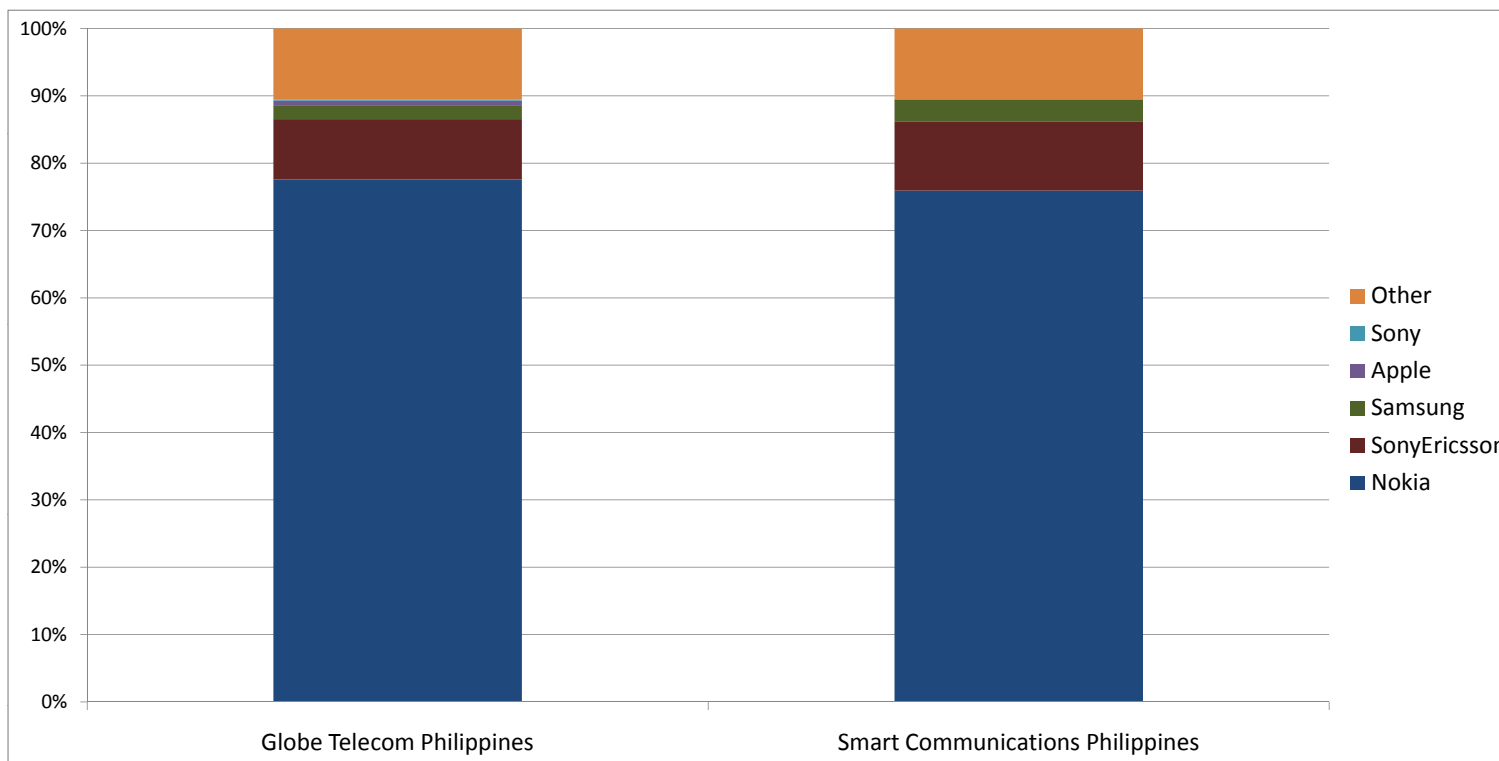
# Philippines Handset Data

February 2009

## 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.

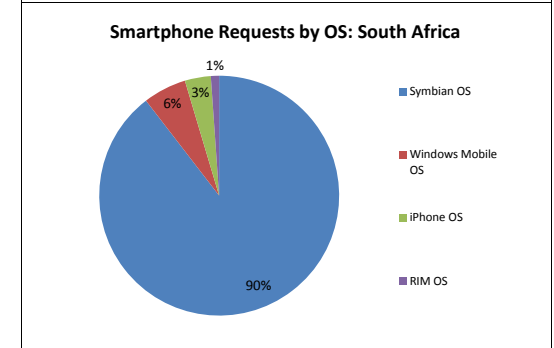
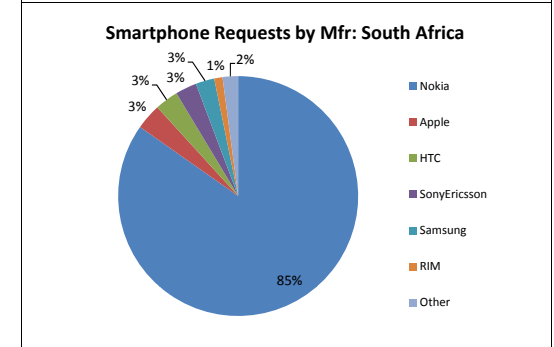
# South Africa Handset Data - February 2009

Requests: 107,249,591

Top Device Mfrs	% of Requests	Share Chg %
Nokia	37.4%	0.0%
Samsung	33.0%	0.7%
SonyEricsson	9.6%	-0.1%
Motorola	8.4%	-0.7%
LG	3.8%	0.1%
Other <sup>(1)</sup>	7.8%	
<b>Total</b>	<b>100.0%</b>	

Top Handset Models	% of Requests	Share Chg %
Samsung E250	10.4%	0.0%
Motorola V360	5.4%	-0.4%
Nokia N70	4.1%	-0.1%
Samsung J750	3.3%	0.0%
Samsung D900i	2.2%	0.1%
Samsung E370	1.9%	-0.1%
Samsung J700	1.7%	-0.1%
Samsung M620	1.7%	0.3%
Nokia 6300	1.6%	0.0%
Nokia 6234	1.6%	0.0%
Nokia N73	1.6%	-0.1%
Nokia 2760	1.3%	0.0%
Nokia 5200	1.3%	0.0%
Nokia 6110	1.2%	-0.1%
LG KG290	1.2%	0.0%
LG KS360	1.1%	0.2%
Samsung L760	1.1%	0.1%
Nokia 2630	1.1%	0.0%
Nokia N81	1.0%	0.0%
Nokia 6111	1.0%	-0.1%
<b>Total</b>	<b>45.7%</b>	

Smartphone Traffic - South Africa	
Smartphone Traffic Share	18.4%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	85.3%
Supports Streaming Video	68.5%
Able to Download Video Clips	83.5%
Supports WAP Push Messages	92.9%

MMA Standard Screen Size	Share %
Small	37.4%
Medium	22.7%
Large	33.1%
X-Large	6.9%

## 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 KS360.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

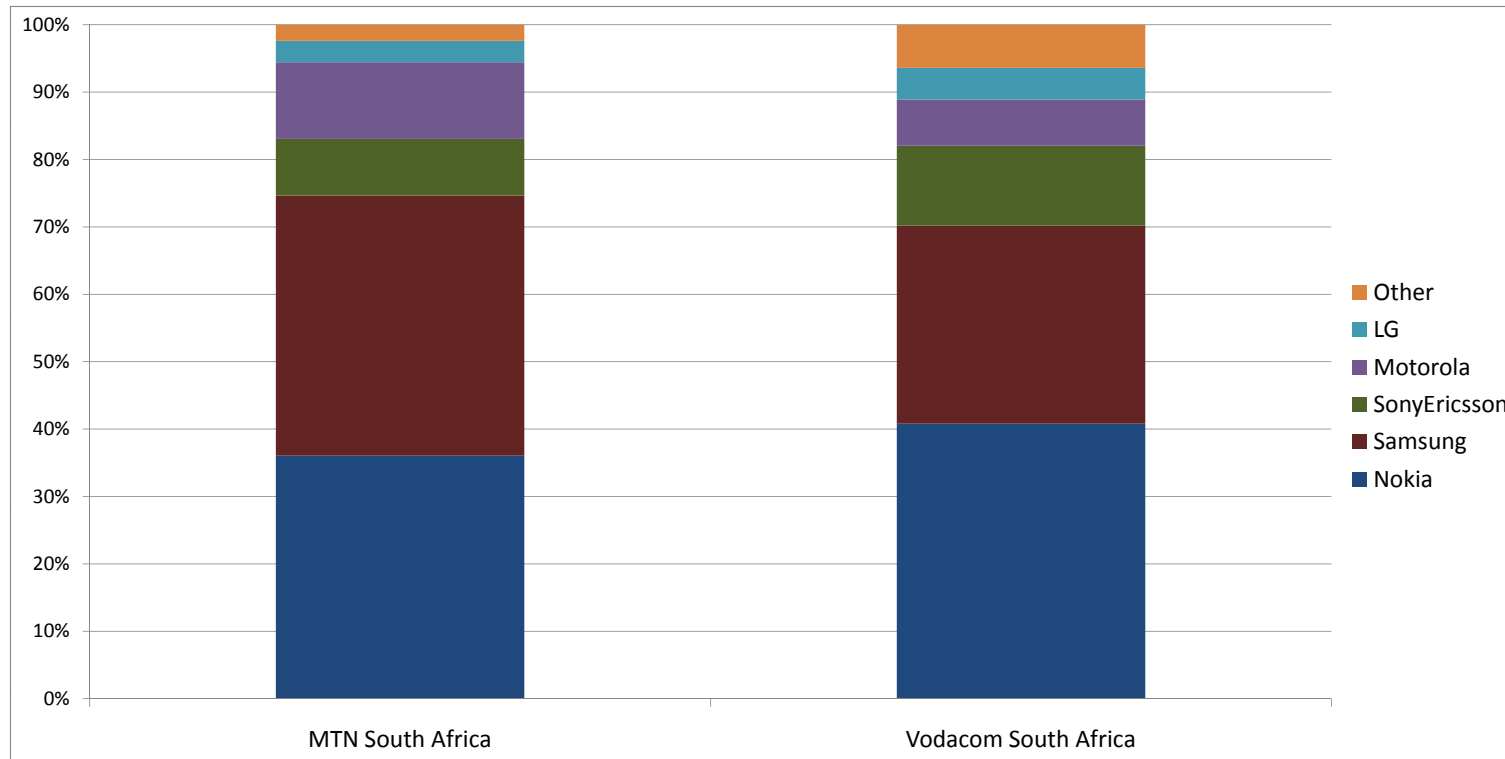
# South Africa Handset Data

February 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

February 2009



## About AdMob

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AdMob serves Graphical Banner and Text Link ads on mobile web pages for more than 6,000 publishers. AdMob has served more than 50 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

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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

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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. AdMob now also serves mobile ads into iPhone 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

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*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 6,000 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.



## Questions

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Email [metrics@admob.com](mailto:metrics@admob.com) to receive future AdMob Mobile Metrics distributions or if you have any questions or feedback for future releases.