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AdMob Mobile Metrics Report

AdMob serves ads for more than 18,000 mobile Web sites and applications around the world. AdMob stores and analyzes the data from every ad request, impression, and click and uses this to optimize ad matching in its network. This monthly report offers a snapshot of its data to provide insight into trends in the mobile ecosystem.

March 2010

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AdMob Mobile Metrics Report
March 2010

New and Noteworthy

For this month's report, we examine the increasing diversity in the Android ecosystem, driven by the launch of new devices from different manufacturers with various form factors, capabilities, and OS versions over the past seven months.

* Two Android devices, the HTC Dream and HTC Magic, collectively represented 96% of Android traffic in September 2009. Seven months later, 11 devices represented 96% of Android traffic in the AdMob network.

* In March 2010, Android traffic share on the AdMob network was divided relatively evenly between the three primary versions of the Android OS: Android 1.5 (38%), Android 2.0 / 2.1 (35%) and Android 1.6 (26%).

* Motorola was the leading Android manufacturer with 44% share of traffic in March 2010 due to the success of the Droid and CLIQ. HTC was a close second with 43% of requests, followed by Samsung with 9%.

* iPhone OS traffic is composed of two device types, iPhone (60%) and iPod touch (40%). The most popular iPhone OS device in the AdMob network is the iPhone 3GS, followed by the 2nd Generation iPod touch. The two most recent versions of the iPhone OS generate 86% of the traffic. In March 2010, 44% of iPhone OS traffic came from devices running iPhone OS 3.1.3 and 42% from iPhone OS 3.1.2.

* The Android platform has experienced significant growth in monthly traffic over the past year. Android traffic has grown at a compounded monthly growth rate of 32% per month, going from 72 million requests in March 2009 to 2.0 billion in March 2010.

* AdMob overall worldwide traffic for March 2010 is up 18% month over month.

* 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 18,000 mobile Web sites and applications. AdMob share is calculated by the percentage of requests received from a particular handset; it is a measure of relative mobile Web and application usage and does not represent handset sales. Please visit this blog post for more information on how to interpret the Metrics report: http://metrics.admob.com/2009/10/placing-admob-metrics-in-context/.

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AdMob Mobile Metrics Report

March 2010

Featured: Android OS Traffic by Handset

This month's feature section looks at the increasing diversity of the Android ecosystem in the AdMob network. In March 2010, there were 34 Android devices from 12 manufacturers available to consumers.[1]

* Two Android devices, the HTC Dream and HTC Magic, collectively represented 96% of Android traffic in September 2009. Seven months later, 11 devices represented 96% of Android traffic in the AdMob network.

* The Motorola Droid was the leading Android handset in March 2010 and generated 32% of worldwide Android traffic. The Google Nexus One only generated 2% of Android traffic in March 2010.

* The top Android devices vary by country. The top three devices in the US were the Motorola Droid, HTC Dream and Motorola CLIQ. In comparison, the top three Android devices in the UK were the HTC Hero, HTC Dream and HTC Magic.

Android OS Traffic by Handset, AdMob network
Worldwide
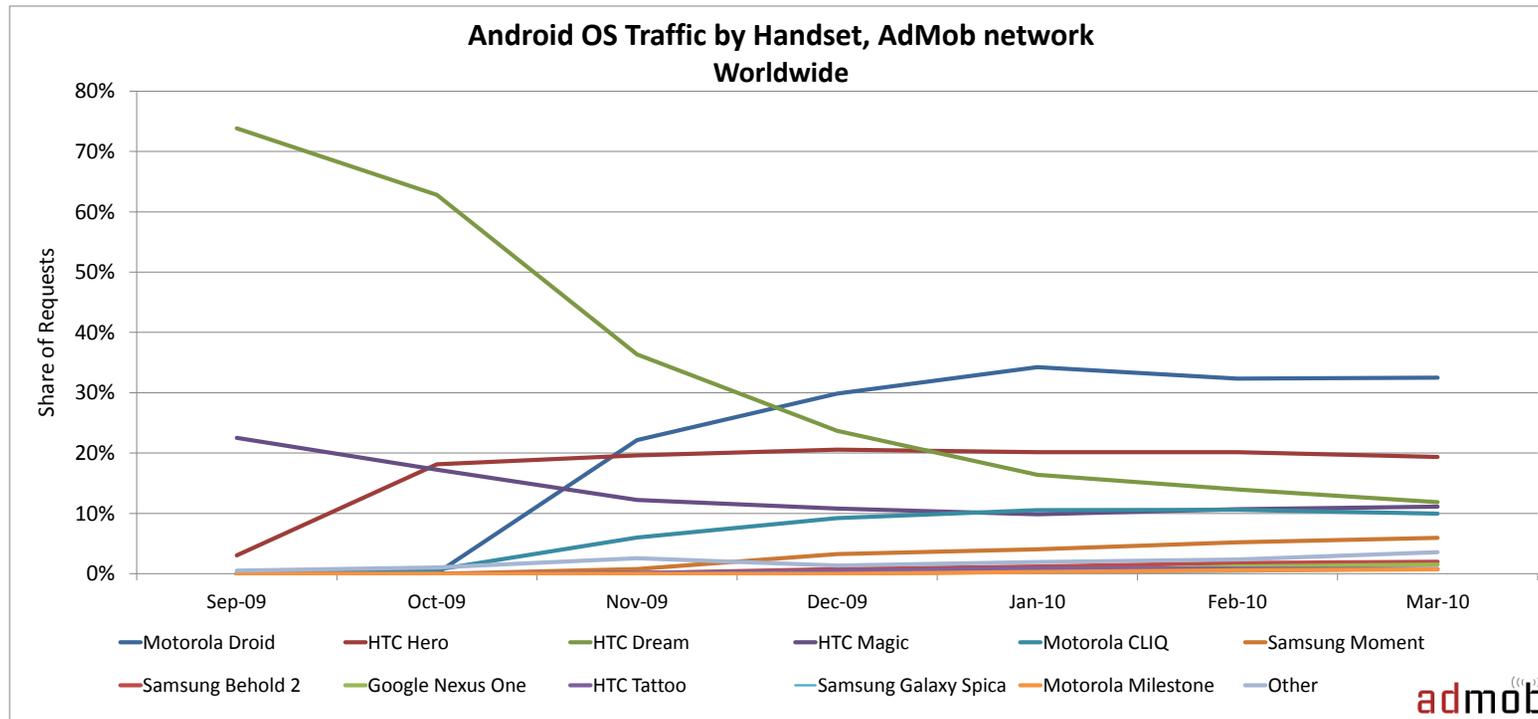
Notes

[1]Jeff Huber - Google Q1 2010 Earnings Call

• In March 2010, AdMob received 2.0 billion requests from Android devices.

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Featured: Android OS Version Share

In the chart below, we breakdown Android traffic share by version of the OS in the AdMob network over the past seven months. The ability for an Android handset to upgrade its version of the OS can be limited by the handset manufacturer and the carrier, causing fragmentation as new versions of the Android OS are released.

* In September 2009, the two devices that accounted for 96% of Android traffic were running version 1.5 of the Android OS (Cupcake).   In October 2009, Android 1.6 (Donut) was adopted rapidly and generated 69% of requests in the AdMob network.

* In November 2009, Android 2.0 (Eclair) gained momentum with the launch of the Motorola Droid. The Motorola Droid continues to generate the vast majority of requests of Android 2.0/2.1.

* In March 2010, Android traffic share on the AdMob network was divided relatively evenly between the three primary versions of the OS: Android 1.5 (38%), Android 2.0 / 2.1 (35%) and Android 1.6 (26%).[1]

Android OS Version Traffic Share, AdMob Network
Worldwide
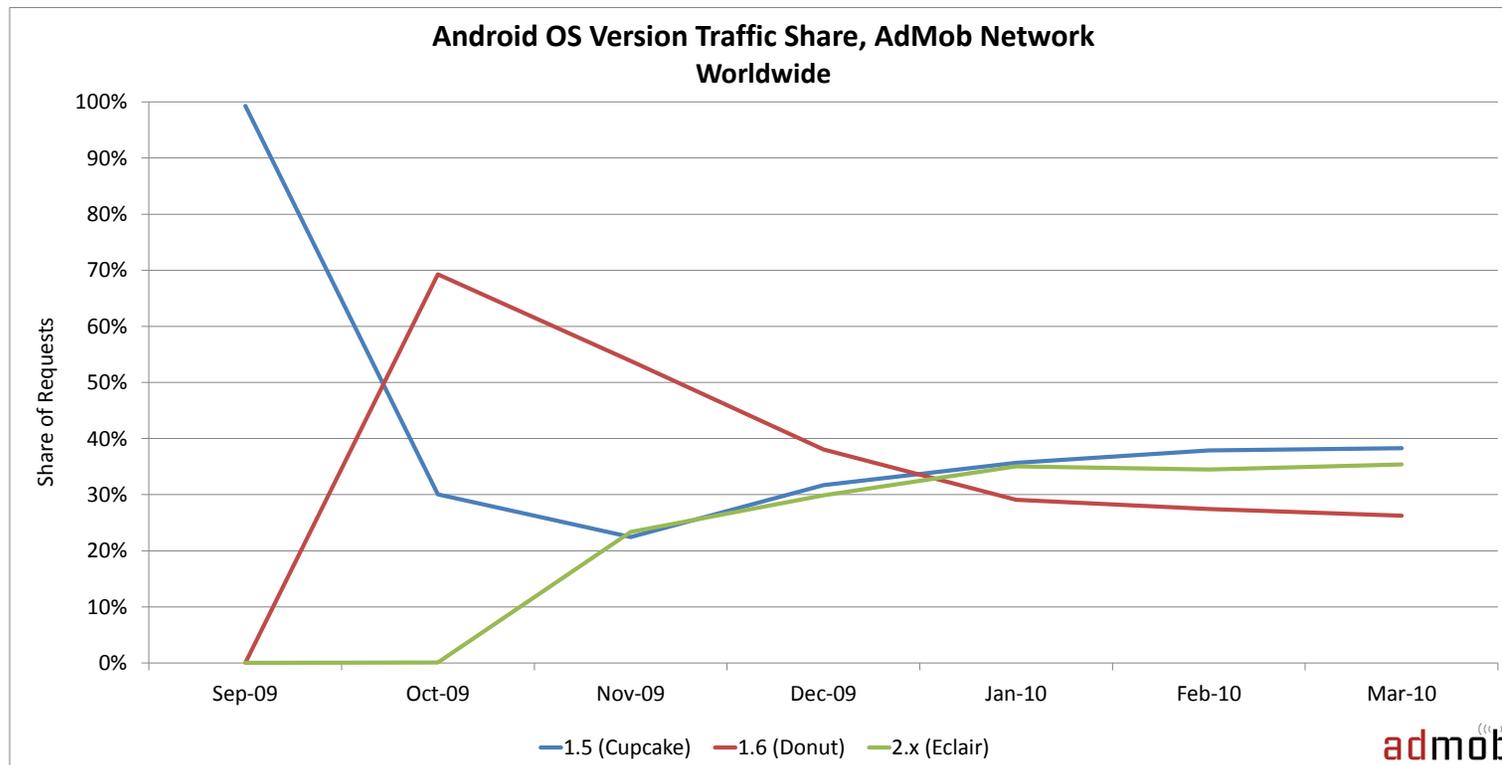
Notes

[1]Google has published data on the relative number of active devices running a given version of the Android platform: http://developer.android.com/resources/dashboard/platform-versions.html

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AdMob Mobile Metrics Report

March 2010

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Featured: Android Device Characteristics

Until the launch of the iPad, iPhone OS developers only had to consider a single form factor when designing their applications. In contrast, the Android platform supports many devices with different characteristics that must be taken into account when developing for the platform. In the table below, we explore the various characteristics of the handsets that generate the largest percentage of Android traffic in the AdMob network.[1]

* Motorola was the leading Android manufacturer with 44% share of traffic in March 2010 due to the success of the Droid and CLIQ. HTC was a close second with 43% of requests, followed by Samsung with 9%.

* Six of the top eight Android handsets have a display resolution of 320 x 480. These devices generated 60% of traffic in March 2010. The Motorola Droid (854 x 480) and Google Nexus One (800 x 480) are the two devices with different resolutions.

* At least 54% of Android traffic came from devices with a QWERTY keyboard. These include three of the top five Android devices, the Motorola Droid, HTC Dream, and Motorola CLIQ.

* 92% of traffic came from Android devices with a CPU slower than 600 MHz in March 2010.

Handset	% of March 2010 Android Traffic	Operating System[2]	Manufacturer	Resolution (px)	Keyboard	CPU	ROM; (expandable)	RAM
Motorola Droid	32%	2.1	Motorola	854 x 480	Yes	550 MHz	512 MB; (32 GB)	256 MB
HTC Hero	19%	1.5	HTC	320 x 480	No	528 MHz	256 MB; (16 GB)	288 MB
HTC Dream	11%	1.6	HTC	320 x 480	Yes	528 MHz	256 MB; (16 GB)	192 MB
HTC Magic	11%	1.6	HTC	320 x 480	No	528 MHz	512 MB; (16 GB)	192/288 MB
Motorola CLIQ	10%	1.5	Motorola	320 x 480	Yes	528 MHz	512 MB; (32 GB)	256 MB
Samsung Moment	6%	1.5	Samsung	320 x 480	No	800 MHz	512 MB; (16 GB)	256 MB
Samsung Behold 2	2%	1.5	Samsung	320 x 480	No	528 MHz	512 MB; (16 GB)	320 MB
Google Nexus One	2%	2.1	HTC	800 x 480	No	1 GHz	512 MB; (32 GB)	512 MB
Other	6%	-	-	-	-	-	-	-

Notes

[1]Wikipedia and gdgt.com have useful information on Android device characteristics. We used publicly available sources to construct this table.

[2]Reflects the latest version of Android OS supported by the handset.

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AdMob Mobile Metrics Report

March 2010

Featured: iPhone OS Handset and Operating System Distribution

As of March 2010 and prior to the launch of the iPad, there were six devices running the iPhone OS. While each of the iPhone and iPod touch devices have slightly different characteristics, they have the same form factor and can run the same versions of the iPhone OS.

* iPhone OS traffic is composed of two device types, iPhone (60%) and iPod touch (40%). The most popular iPhone OS device in the AdMob network is the iPhone 3GS, followed by the 2nd Generation iPod touch.

* Driven by new buyers and upgrades from existing owners, iPhone 3GS traffic share has increased from 30% in September 2009 to 39% in March 2010. The 1st Generation iPhone only generated 2% of iPhone OS requests in March 2010.

* The 2nd Generation iPod touch generated over two times more traffic than the 3rd Generation iPod touch, which was released in September 2009.

* The two most recent versions of the iPhone OS generate 86% of the traffic. In March 2010, 44% of iPhone OS traffic came from devices running iPhone OS 3.1.3 and 42% from iPhone OS 3.1.2.

iPhone OS Handset Distribution, Worldwide
March 2010

- iPhone 1st Gen
- iPhone 3G
- iPhone 3GS
- iPod touch 1st Gen
- iPod touch 2nd Gen
- iPod touch 3rd Gen

iPhone OS Version Distribution, Worldwide
March 2010

- 2.x + 1.x
- 3.0
- 3.0.1
- 3.1
- 3.1.1
- 3.1.2
- 3.1.3
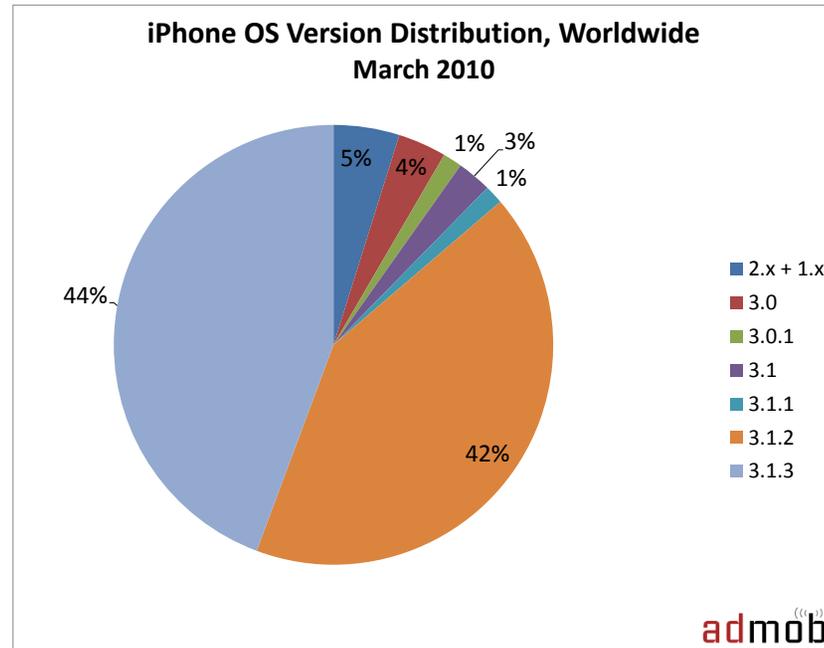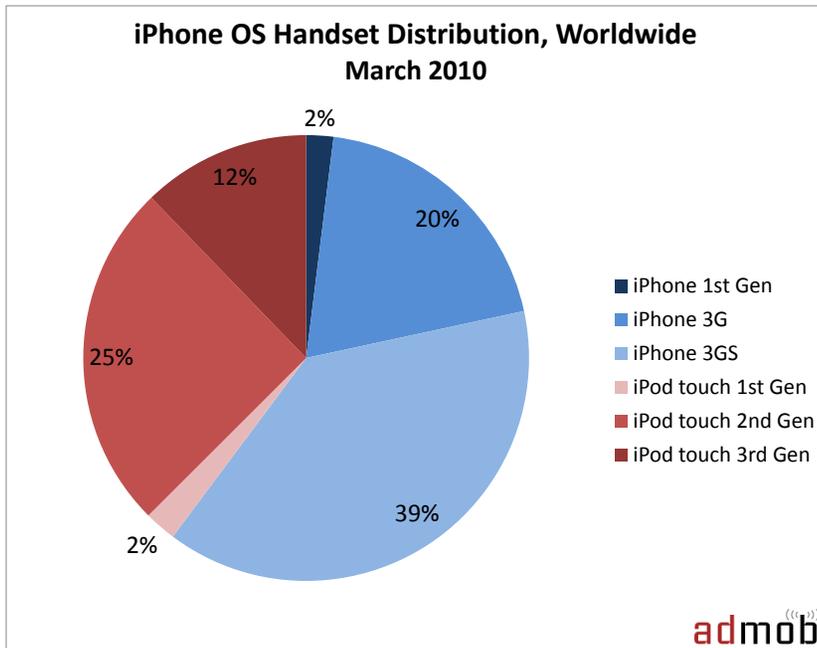
Notes

• In March 2010, AdMob received 6.1 billion requests from iPhone OS devices.

• This is the first time the Mobile Metrics Report has broken out traffic by generation of iPhone OS device. In the rest of the report, iPhone OS traffic is split into the iPhone and iPod touch only.

Ad Requests by Geography - March 2010

Requests: 16,697,266,967

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Country	Requests	% of Requests	% Share Change
United States	7,670,208,973	45.9%	-4.6%
India	1,231,754,039	7.4%	1.5%
Indonesia	727,912,984	4.4%	0.7%
United Kingdom	620,598,216	3.7%	-0.5%
Canada	554,076,630	3.3%	0.4%
France	350,975,247	2.1%	0.0%
Japan	300,280,468	1.8%	0.1%
China	299,797,197	1.8%	0.4%
Mexico	283,936,786	1.7%	0.0%
South Africa	231,259,272	1.4%	-0.3%
Other Countries [1] [2]	4,426,467,155	26.5%	
Total	16,697,266,967	100.0%	

Monthly Growth in Traffic Since Mar 2009 - Regions

Legend: North America, Asia, Western Europe, Africa, Latin America, Eastern Europe, Oceania
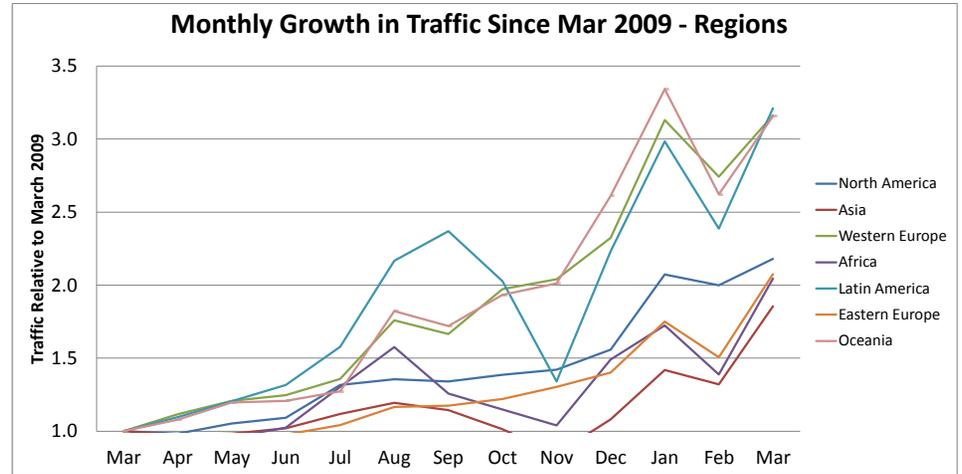
Region	Requests	% of Requests	% Share Change
North America	8,224,752,143	49.3%	-4.2%
Asia	4,197,004,360	25.1%	3.9%
Western Europe	1,830,108,169	11.0%	-0.3%
Africa	885,066,330	5.3%	1.0%
Latin America	688,878,785	4.1%	0.5%
Eastern Europe	351,247,294	2.1%	0.3%
Oceania [3]	250,300,196	1.5%	0.0%
Other [2]	269,909,690	1.6%	
Total	16,697,266,967	100.0%	

Notes

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

[1] Other includes 76 countries having more than 10 million requests.

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

[3] Oceania is defined by Australia, New Zealand and several islands in the Pacific Ocean.

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Worldwide Handset Data - March 2010

Device Manufacturer Share, Worldwide
All Devices

Legend (top to bottom):
- Other
- RIM
- SonyEricsson
- HTC
- Motorola
- Samsung
- Nokia
- Apple

	Dec-09	Jan-10	Feb-10	Mar-10
Other	15%	15%	15%	15%
RIM	3%			
SonyEricsson	4%	4%	4%	4%
HTC	6%	5%	6%	6%
Motorola	7%	8%	8%	8%
Samsung	11%	10%	11%	10%
Nokia	18%	16%	15%	18%
Apple	36%	40%	40%	37%

Operating System Share, Worldwide
Smartphone Only

Legend (top to bottom):
- Other
- webOS
- Windows Mobile OS
- RIM OS
- Symbian OS
- Android
- iPhone OS

	Dec-09	Jan-10	Feb-10	Mar-10
RIM OS	5%	5%	4%	5%
Symbian OS	20%	19%	18%	21%
Android	19%	21%	24%	25%
iPhone OS	50%	51%	50%	46%

Top Devices, March 2010

Brand	Model	% of Requests	Share Chg %[1]
Apple	iPhone	22.2%	-1.8%
Apple	iPod touch	14.7%	-1.5%
Motorola	Droid	4.0%	0.2%
Samsung	SCH R350	1.5%	0.0%
HTC	Hero	1.5%	0.0%
HTC	Magic	1.4%	0.1%
HTC	Dream	1.4%	-0.2%
Motorola	CLIQ	1.2%	0.0%
Nokia	N70	1.0%	0.1%
Nokia	3110c	1.0%	0.2%
Total		**49.7%**	
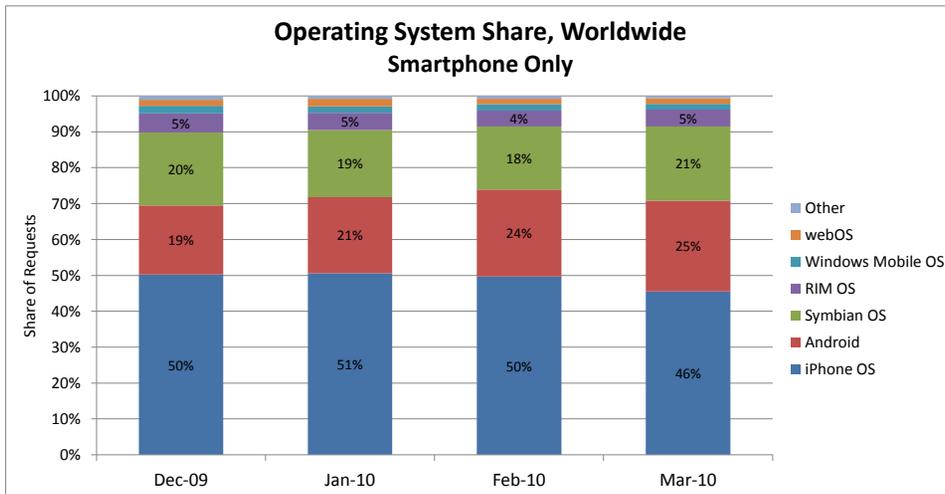
Top Smartphones, March 2010

Brand	Model	% of Requests	Share Chg %[1]
Apple	iPhone	45.5%	-4.1%
Motorola	Droid	8.2%	0.4%
HTC	Hero	3.0%	0.0%
HTC	Magic	2.8%	0.2%
HTC	Dream	2.8%	-0.4%
Motorola	CLIQ	2.5%	-0.1%
Nokia	N70	2.1%	0.1%
HTC	Droid Eris	1.9%	0.0%
Nokia	6300	1.7%	0.4%
RIM	BlackBerry 8300	1.4%	-0.1%
Total		**71.9%**	

Notes

• Other includes unclassified impressions and other manufacturers with < 1% share.

• We received 16.7 billion requests Worldwide in March 2010. In March 2010, smartphone traffic share was 48%. Please see page 12 for our definition of a smartphone.

[1]Share change calculated as percent of March 2010 requests less percent of February 2010 requests.

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United States Handset Data - March 2010

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Device Manufacturer Share, United States
All Devices

Legend: Other, LG, RIM, HTC, Samsung, Motorola, Apple

Dec-09	Jan-10	Feb-10	Mar-10
Other 14%	12%	13%	15%
LG 4%	3%	3%	3%
RIM 4%	4%	3%	4%
HTC 10%	9%	9%	10%
Samsung 17%	15%	15%	15%
Motorola 14%	14%	15%	16%
Apple 37%	44%	43%	38%
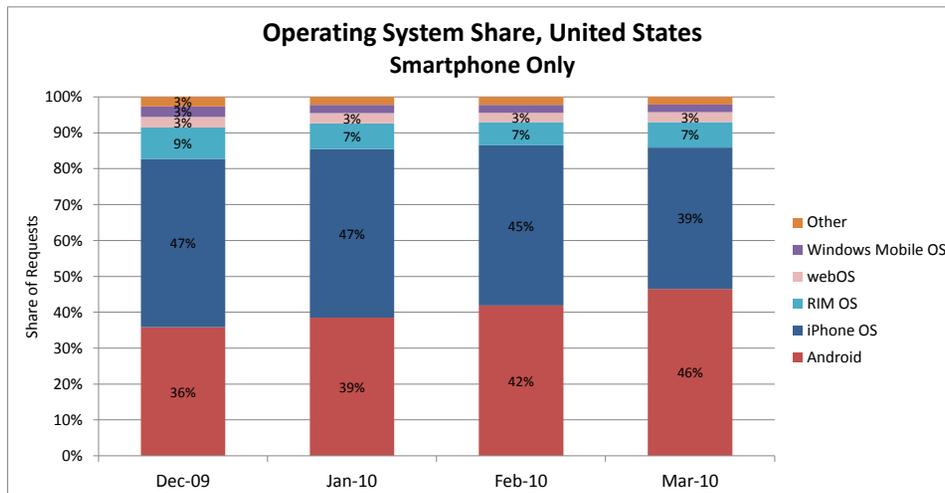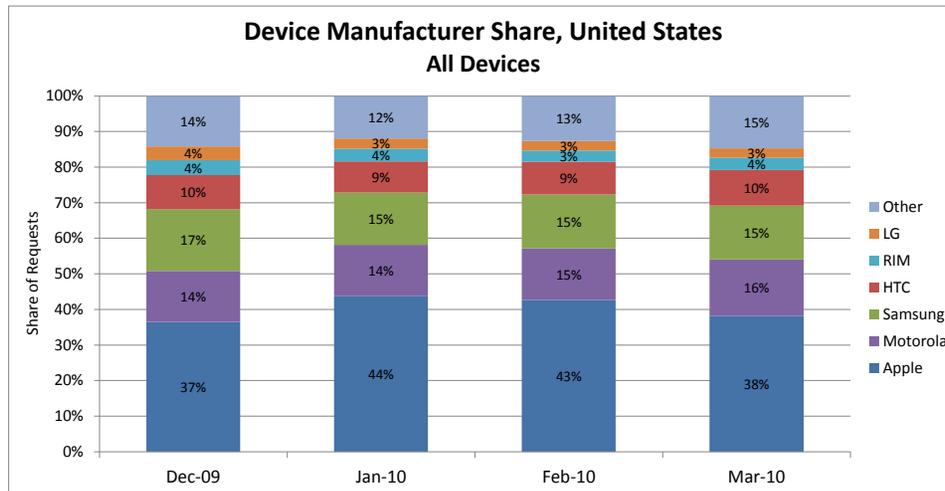
Top Devices, March 2010

Brand	Model	% of Requests	Share Chg %[1]
Apple	iPhone	19.9%	-1.8%
Apple	iPod touch	18.3%	-2.6%
Motorola	Droid	8.6%	1.2%
Samsung	SCH R350	3.1%	0.3%
HTC	Dream	2.8%	-0.1%
Motorola	CLIQ	2.5%	0.2%
HTC	Magic	2.4%	0.5%
HTC	Hero	2.4%	0.2%
HTC	Droid Eris	2.0%	0.2%
Samsung	SCH-R450	1.5%	-0.4%
Total		**63.5%**	

Operating System Share, United States
Smartphone Only

Legend: Other, Windows Mobile OS, webOS, RIM OS, iPhone OS, Android

Dec-09	Jan-10	Feb-10	Mar-10
Other 3%	3%	3%	3%
Windows Mobile OS 3%			
webOS 3%			
RIM OS 9%	7%	7%	7%
iPhone OS 47%	47%	45%	39%
Android 36%	39%	42%	46%

Top Smartphones, March 2010

Brand	Model	% of Requests	Share Chg %[1]
Apple	iPhone	39.4%	-5.1%
Motorola	Droid	17.0%	1.8%
HTC	Dream	5.5%	-0.3%
Motorola	CLIQ	5.0%	0.2%
HTC	Magic	4.8%	0.8%
HTC	Hero	4.7%	0.3%
HTC	Droid Eris	4.0%	0.3%
RIM	BlackBerry 8300	2.5%	-0.1%
Palm	Pre	2.4%	0.1%
Samsung	Moment	2.1%	-0.2%
Total		**87.5%**	

Notes

• Other includes unclassified impressions and other manufacturers with < 1% share.

• We received 7.7 billion requests from United States in March 2010. In March 2010, smartphone traffic share was 50%. Please see page 12 for our definition of a smartphone.

[1]Share change calculated as percent of March 2010 requests less percent of February 2010 requests.

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United Kingdom Handset Data - March 2010

Device Manufacturer Share, United Kingdom
All Devices

Legend: Other, RIM, Samsung, HTC, SonyEricsson, Nokia, Apple

	Dec-09	Jan-10	Feb-10	Mar-10
Other	7%	7%	9%	11%
RIM	2%	2%	2%	3%
Samsung	3%	3%	4%	4%
HTC	6%	5%	4%	4%
SonyEricsson	4%	4%	5%	5%
Nokia	6%	5%	7%	7%
Apple	71%	75%	68%	66%
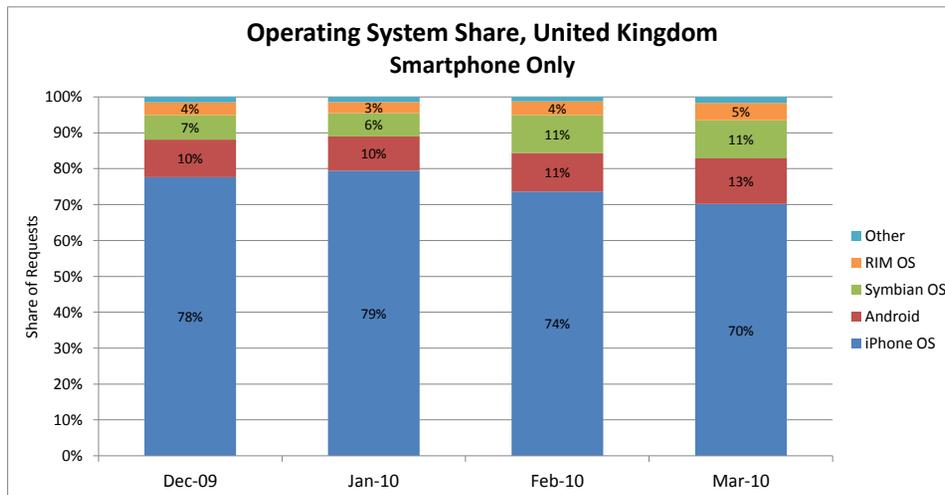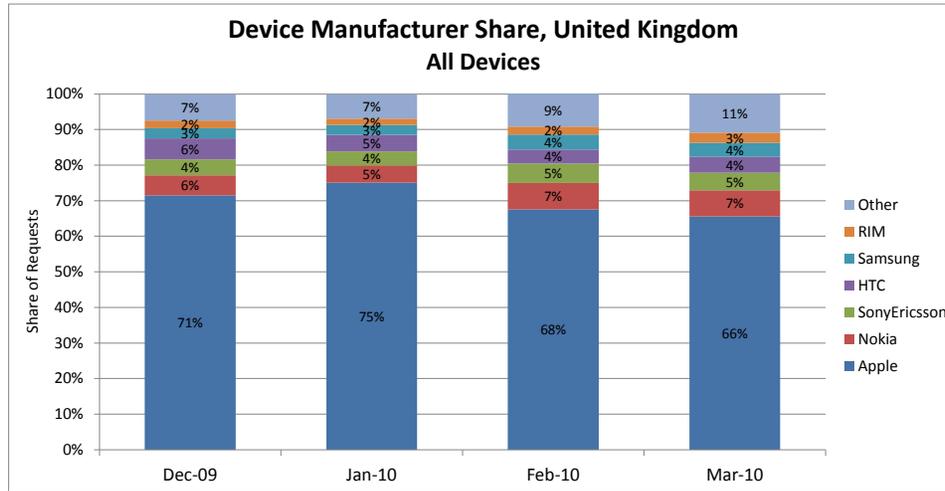
Top Devices, March 2010

Brand	Model	% of Requests	Share Chg %[1]
Apple	iPhone	40.8%	-1.7%
Apple	iPod touch	24.8%	-0.2%
HTC	Hero	2.7%	0.2%
HTC	Dream	1.5%	0.1%
Sony	PSP	1.3%	0.9%
Nokia	N73	1.2%	-0.3%
Samsung	GT S5230	0.9%	0.1%
Nokia	5800 XpressMusic	0.9%	0.1%
RIM	BlackBerry 8520	0.9%	0.3%
Nokia	N95	0.7%	-0.1%
Total		**75.6%**	

Operating System Share, United Kingdom
Smartphone Only

Legend: Other, RIM OS, Symbian OS, Android, iPhone OS

	Dec-09	Jan-10	Feb-10	Mar-10
RIM OS	4%	3%	4%	5%
Symbian OS	7%	6%	11%	11%
Android	10%	10%	11%	13%
iPhone OS	78%	79%	74%	70%

Top Smartphones, March 2010

| Brand	Model	% of Requests	Share Chg %[1]
Apple	iPhone	70.2%	-3.4%
HTC	Hero	4.7%	0.4%
HTC	Dream	2.8%	0.3%
Nokia	N73	2.1%	-0.5%
Nokia	5800 XpressMusic	1.5%	0.2%
RIM	BlackBerry 8520	1.5%	0.5%
Nokia	N95	1.2%	-0.2%
Nokia	N97	1.1%	0.5%
HTC	Magic	1.0%	0.0%
Motorola	CLIQ	1.0%	0.2%
Total		**86.9%**	

Notes

• Other includes unclassified impressions and other manufacturers with < 1% share.

• We received 621 million requests from United Kingdom in March 2010. In March 2010, smartphone traffic share was 58%. Please see page 12 for our definition of a smartphone.

[1]Share change calculated as percent of March 2010 requests less percent of February 2010 requests.

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Indonesia Handset Data - March 2010

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Device Manufacturer Share, Indonesia
All Devices

Legend: Other, RIM, Opera, Samsung, Nexian, SonyEricsson, Nokia

	Dec-09	Jan-10	Feb-10	Mar-10
Other	14%	13%	14%	15%
SonyEricsson	24%	24%	23%	20%
			3%	3%
Nokia	57%	57%	56%	57%
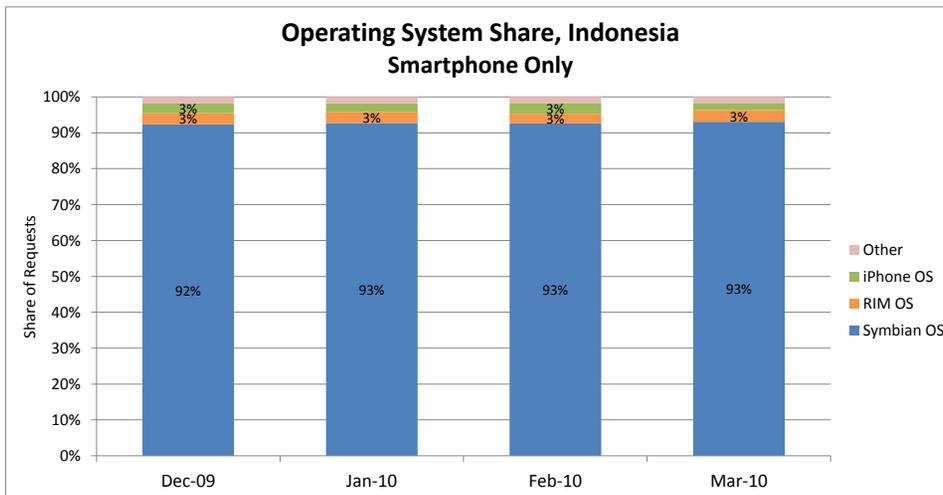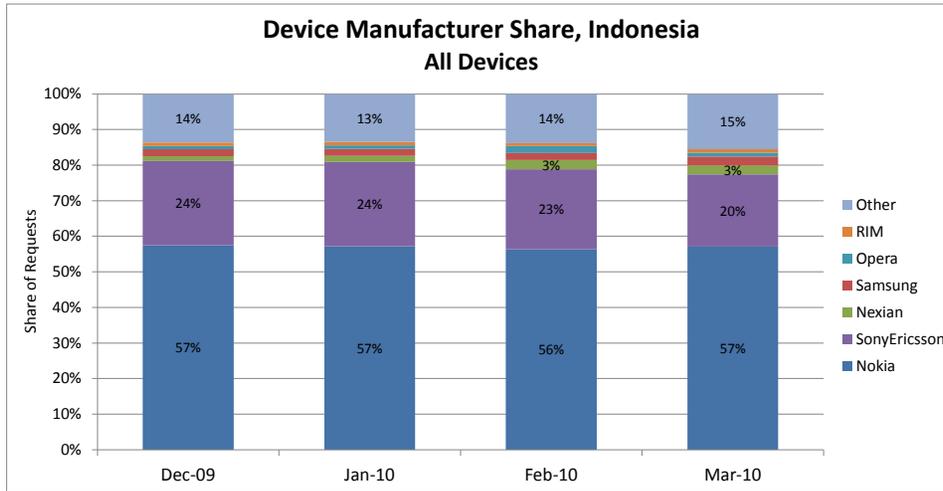
Top Devices, March 2010

Brand	Model	% of Requests	Share Chg %[1]
Nokia	E63	4.2%	1.4%
Nokia	5130	3.4%	0.6%
Nokia	N70	3.1%	-1.0%
Nokia	6300	2.5%	0.1%
Nokia	6600	2.4%	-0.1%
Nokia	3110c	2.2%	0.1%
Nokia	E71	2.1%	0.6%
SonyEricsson	W200i	2.0%	-0.3%
Nexian	NX G922	1.9%	-0.2%
Nokia	7610	1.8%	-0.3%
Total		**25.6%**	

Operating System Share, Indonesia
Smartphone Only

Legend: Other, iPhone OS, RIM OS, Symbian OS

	Dec-09	Jan-10	Feb-10	Mar-10
	3%	3%	3%	3%
	3%		3%	
Symbian OS	92%	93%	93%	93%

Top Smartphones, March 2010

Brand	Model	% of Requests	Share Chg %[1]
Nokia	E63	12.7%	4.1%
Nokia	N70	9.3%	-3.3%
Nokia	6300	7.6%	0.1%
Nokia	6600	7.2%	-0.5%
Nokia	E71	6.4%	1.8%
Nokia	7610	5.5%	-0.9%
Nokia	N73	4.6%	-0.7%
Nokia	6120c	4.2%	-0.3%
Nokia	3230	3.6%	-0.4%
Nokia	5320	2.7%	0.4%
Total		**63.7%**	

Notes

• Other includes unclassified impressions and other manufacturers with < 1% share.

• We received 728 million requests from Indonesia in March 2010. In March 2010, smartphone traffic share was 32%. Please see page 12 for our definition of a smartphone.

[1]Share change calculated as percent of March 2010 requests less percent of February 2010 requests.

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Philippines Handset Data - March 2010

Device Manufacturer Share, Philippines
All Devices

Legend
Other
Sony
Samsung
Apple
SonyEricsson
Nokia
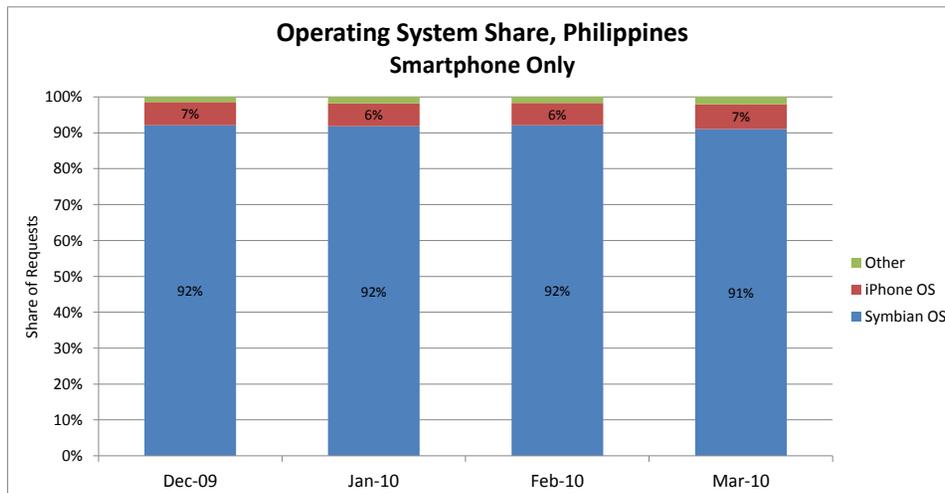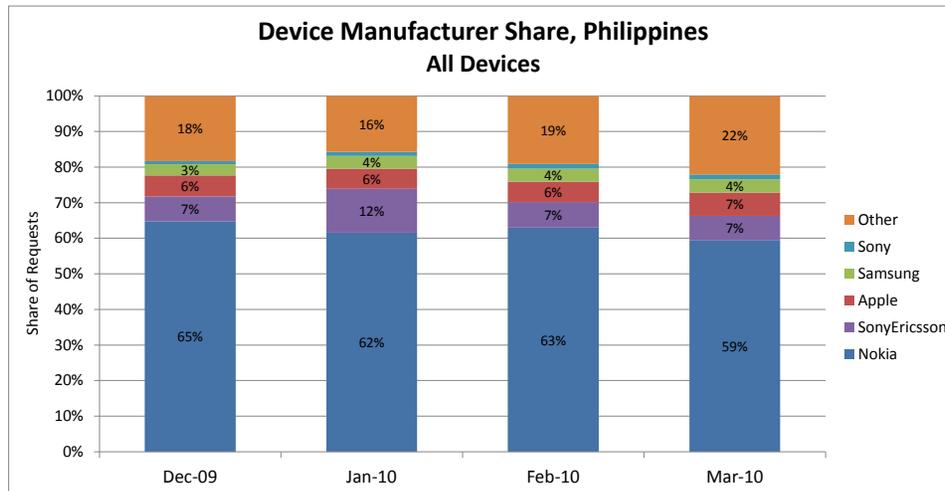
Top Devices, March 2010

Brand	Model	% of Requests	Share Chg %[1]
Nokia	N70	8.1%	-1.4%
Nokia	6630	4.2%	-0.2%
Apple	iPod touch	3.7%	0.7%
Apple	iPhone	2.8%	0.1%
Nokia	3110c	2.5%	0.0%
Nokia	6680	2.3%	-0.3%
Nokia	6120c	2.0%	-0.3%
Nokia	N73	2.0%	-0.4%
Nokia	6300	2.0%	-0.1%
Nokia	N80	1.7%	-0.1%
Total		**31.3%**	

Operating System Share, Philippines
Smartphone Only

Legend
Other
iPhone OS
Symbian OS

Top Smartphones, March 2010

| Brand	Model	% of Requests	Share Chg %[1]
Nokia	N70	20.0%	-1.7%
Nokia	6630	10.4%	0.3%
Apple	iPhone	6.9%	0.8%
Nokia	6680	5.6%	-0.3%
Nokia	6120c	4.9%	-0.4%
Nokia	N73	4.9%	-0.6%
Nokia	6300	4.9%	0.2%
Nokia	N80	4.1%	0.0%
Nokia	6600	3.7%	0.3%
Nokia	5800 XpressMusic	3.6%	0.1%
Total		**69.1%**	

Notes

• Other includes unclassified impressions and other manufacturers with < 1% share.

• We received 209 million requests from Philippines in March 2010. In March 2010, smartphone traffic share was 39%. Please see page 12 for our definition of a smartphone.

[1]Share change calculated as percent of March 2010 requests less percent of February 2010 requests.

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India Handset Data - March 2010

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Device Manufacturer Share, India
All Devices

Legend:
- Other
- LG
- Apple
- SonyEricsson
- Samsung
- Nokia
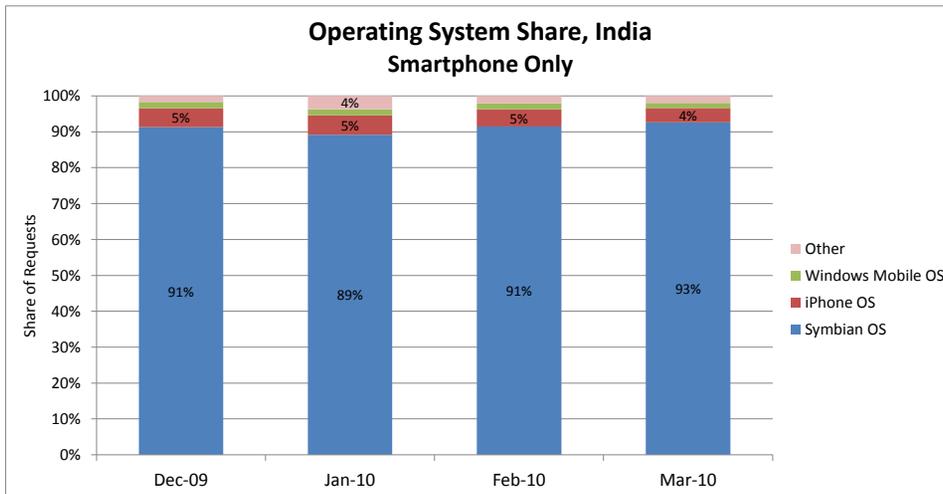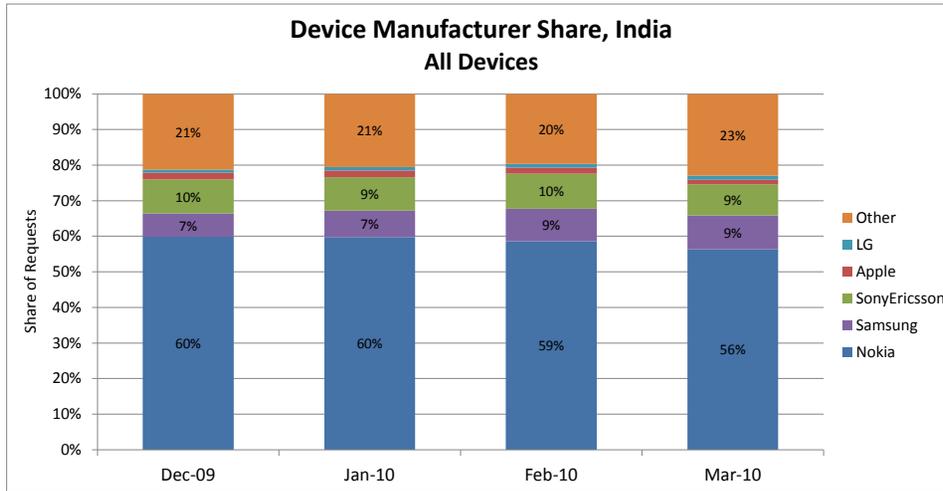
Top Devices, March 2010

Brand	Model	% of Requests	Share Chg %[1]
Nokia	3110c	5.6%	0.1%
Nokia	5130	5.4%	-0.5%
Nokia	7210	3.5%	-0.1%
Nokia	N70	3.4%	-0.6%
Nokia	N2700 Classic	3.2%	0.1%
Nokia	N80	2.4%	-0.2%
Nokia	6300	2.2%	-0.1%
Nokia	N73	2.2%	-0.3%
Nokia	6233	1.8%	-0.1%
Nokia	2626	1.5%	0.1%
Total		**31.2%**	

Operating System Share, India
Smartphone Only

Legend:
- Other
- Windows Mobile OS
- iPhone OS
- Symbian OS

Top Smartphones, March 2010

Brand	Model	% of Requests	Share Chg %[1]
Nokia	N70	13.0%	-0.8%
Nokia	N80	9.0%	0.2%
Nokia	6300	8.6%	0.3%
Nokia	N73	8.4%	-0.3%
Nokia	N72	5.4%	-0.4%
Nokia	5800 XpressMusic	4.3%	0.4%
Apple	iPhone	4.0%	-0.8%
Nokia	6600	3.9%	-0.4%
Nokia	7610	3.3%	0.0%
Nokia	N95	3.2%	0.3%
Total		**63.1%**	

Notes

• Other includes unclassified impressions and other manufacturers with < 1% share.

• We received 1.2 billion requests from India in March 2010. In March 2010, smartphone traffic share was 26%. Please see page 12 for our definition of a smartphone.

[1]Share change calculated as percent of March 2010 requests less percent of February 2010 requests.

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South Africa Handset Data - March 2010

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Device Manufacturer Share, South Africa
All Devices

Legend (top to bottom):
- Other
- Motorola
- LG
- SonyEricsson
- Samsung
- Nokia

	Dec-09	Jan-10	Feb-10	Mar-10
Other	8%	9%	10%	10%
Motorola	5%	5%	4%	4%
LG	8%	8%	8%	7%
SonyEricsson	8%	8%	7%	7%
Samsung	36%	36%	35%	34%
Nokia	35%	35%	36%	37%
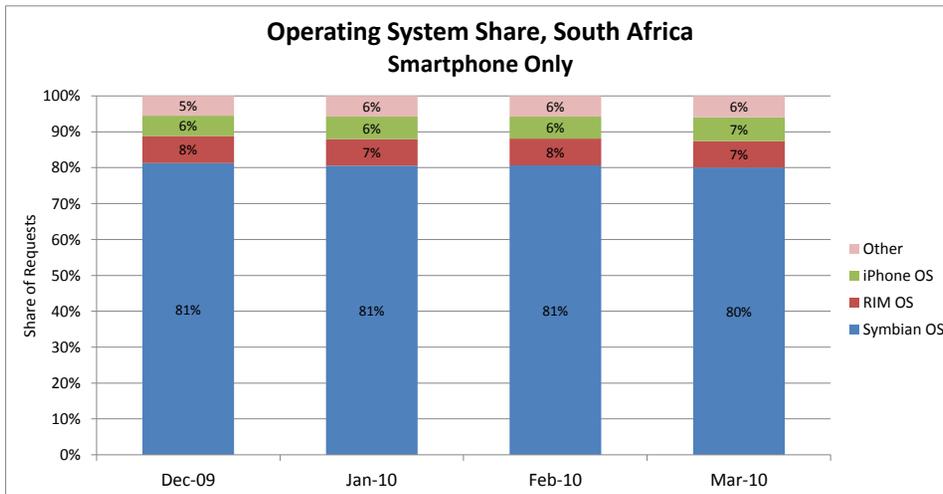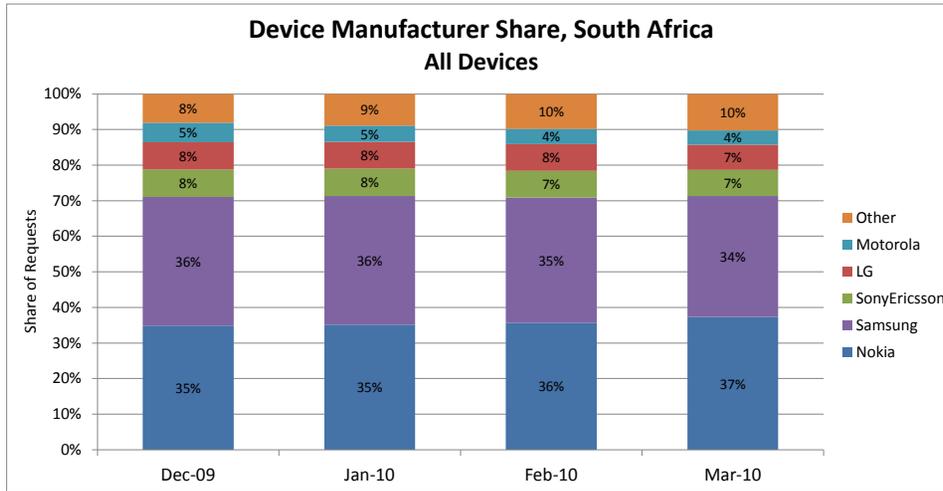
Top Devices, March 2010

Brand	Model	% of Requests	Share Chg %[1]
Samsung	SGH E250	5.6%	0.1%
Samsung	SGH-M620	3.5%	-0.3%
LG	KS360	3.4%	-0.4%
Nokia	N70	2.9%	-0.2%
Samsung	SGH E250i	2.7%	0.3%
Motorola	V360	2.7%	-0.1%
Samsung	GT S5233A	2.4%	0.1%
Samsung	SGH J750	2.1%	-0.2%
Samsung	SGH-J700	2.0%	-0.2%
SonyEricsson	W350i	1.8%	-0.1%
Total		**28.9%**	

Operating System Share, South Africa
Smartphone Only

Legend (top to bottom):
- Other
- iPhone OS
- RIM OS
- Symbian OS

	Dec-09	Jan-10	Feb-10	Mar-10
Other	5%	6%	6%	6%
iPhone OS	6%	6%	6%	7%
RIM OS	8%	7%	8%	7%
Symbian OS	81%	81%	81%	80%

Top Smartphones, March 2010

Brand	Model	% of Requests	Share Chg %[1]
Nokia	N70	12.3%	-1.0%
Apple	iPhone	6.6%	0.6%
Nokia	6300	6.4%	0.5%
Nokia	E63	5.1%	-0.3%
Nokia	5800 XpressMusic	5.0%	0.5%
RIM	BlackBerry 8520	4.6%	0.2%
Nokia	N73	4.4%	-0.9%
Nokia	6110	3.7%	-0.3%
Nokia	6210	3.7%	0.2%
Nokia	N97	3.4%	1.8%
Total		**55.2%**	

Notes

• Other includes unclassified impressions and other manufacturers with < 1% share.

• We received 231 million requests from South Africa in March 2010. In March 2010, smartphone traffic share was 23%. Please see page 12 for our definition of a smartphone.

[1]Share change calculated as percent of March 2010 requests less percent of February 2010 requests.

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AdMob Mobile Metrics Report

March 2010

About AdMob

AdMob is one of the world's largest mobile advertising networks, serving billions of mobile banner and text ads a month across a wide range of leading mobile Web sites and applications. AdMob helps advertisers connect with a relevant audience of consumers on mobile devices and gives publishers the ability to effectively monetize their mobile traffic. Incorporated in April 2006, AdMob provides the tools, data, and business models fueling the explosive growth of mobile media in more than 160 countries and territories worldwide.

About AdMob Mobile Metrics

AdMob serves ads for more than 18,000 mobile Web sites and applications around the world. AdMob stores and analyzes the data from every ad request, impression, and click and uses this to optimize ad matching in its network. AdMob's monthly report offers a snapshot of its data to provide insight into trends in the mobile ecosystem.

Methodology

For every ad request AdMob analyzes information available in the user's mobile browser. From this, AdMob determines device capabilities and more using open source tools and a variety of proprietary techniques. The result is a snapshot of the devices viewing the more than 10 billion monthly ad requests and impressions that flow through AdMob's network. We believe this data will be valuable in identifying and tracking trends, evaluating market readiness and more. AdMob also serves mobile ads into iPhone and Android applications. The traffic from these applications is included in the Metrics report.

There is no standard industry definition of a smartphone. AdMob's definition is based on Wikipedia: "A smartphone is a phone that runs complete operating system software providing a standardized interface and platform for application developers" (http://en.wikipedia.org/wiki/Smartphone). AdMob classifies a phone as a smartphone when it has an identifiable operating system and we continually update our list as new phones enter the market. Despite running the iPhone OS, the iPod touch is not a phone, and thus not considered a smartphone based on this definition.

Limits of this Data

Representativeness - AdMob does not claim that this information will be necessarily representative of the mobile Web as a whole or of any particular country-market. AdMob's traffic is driven by publisher relationships and may be influenced accordingly. Because the data is pulled across ads served on more than 15,000 sites and applications, we feel the data will be useful and may help inform business decision making.

Ad Request Classification - For some handsets and operator networks, it is difficult to collect full handset data. AdMob categorizes these requests as "unclassified" and does not serve targeted ads to these requests.

Please visit this blog post for more details on interpreting this report: http://metrics.admob.com/2009/10/placing-admob-metrics-in-context/

Questions

Email **metrics@admob.com** if you have any questions or feedback for future reports.

Email metrics@admob.com to sign up for future reports. Find previous reports and other resources at metrics.admob.com.

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