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MOBILE DATABASE · REPORT

ADMOB AUG 2008

Author / organisation	AdMob
Year recorded	2008
Region	Global
Category	Economic
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admob

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.

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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

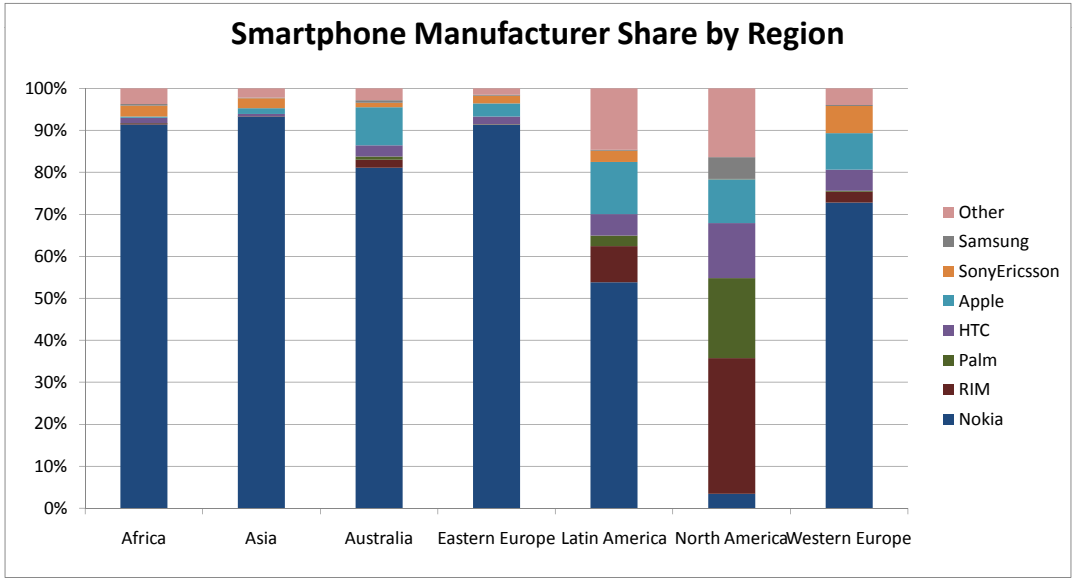
* Smartphones accounted for 25.8% of worldwide traffic in August, up 3.4% since May.

* 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

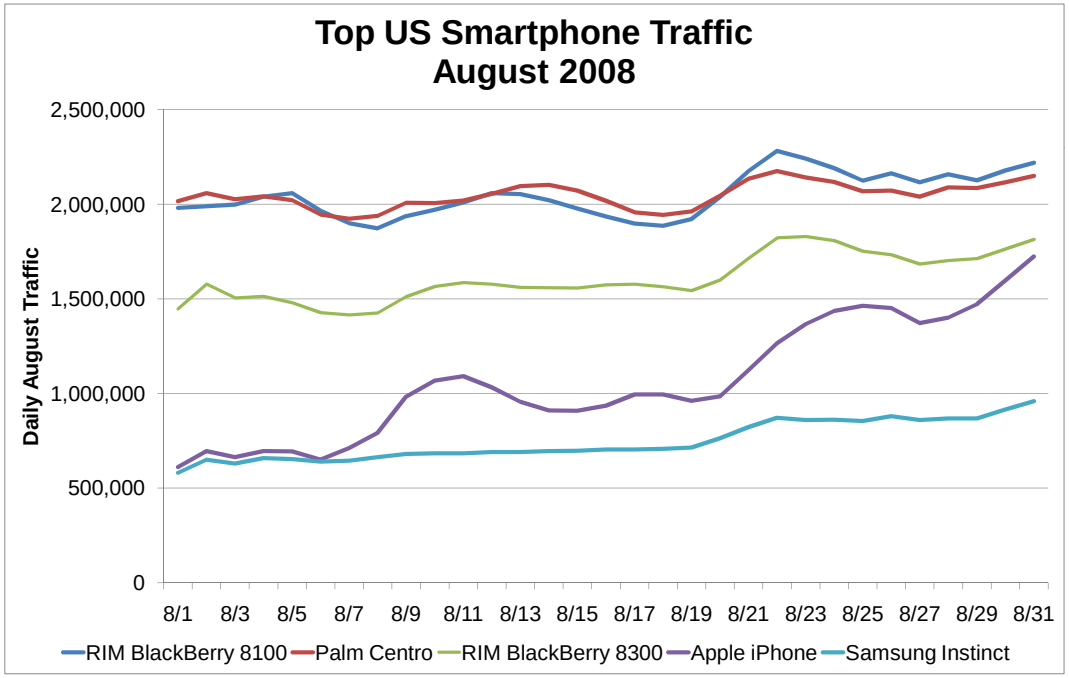
* Smartphones accounted for 23.7% of US traffic in August, up 3.5% since May 2008.

* 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%	

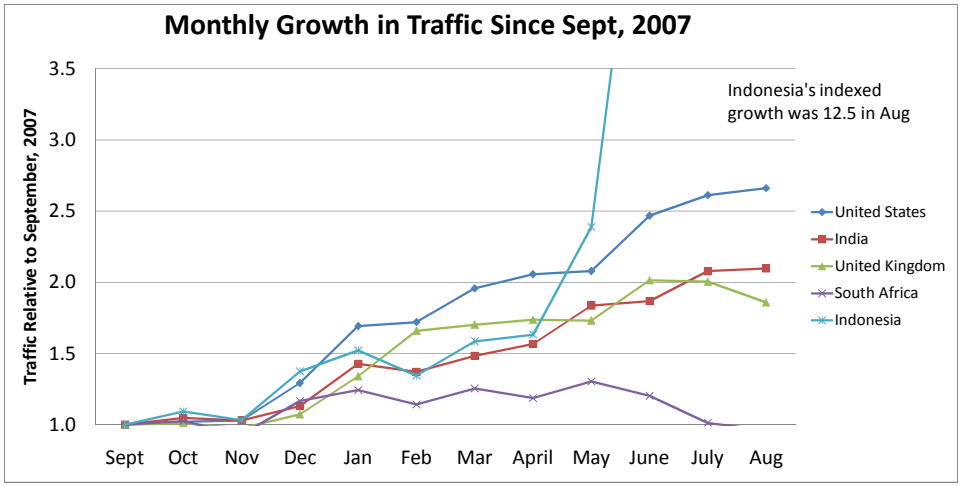
Top Smartphone Manufacturers

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%	

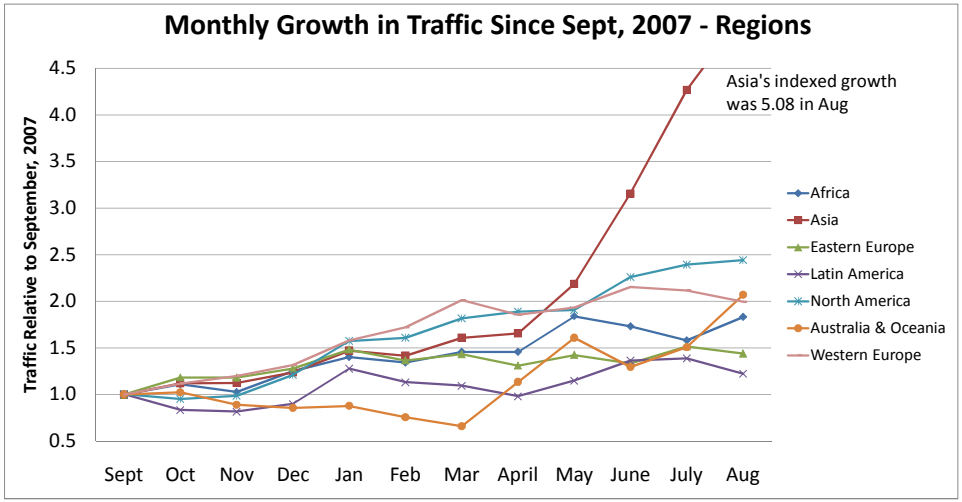
Ad Requests by Geography - August 2008

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.

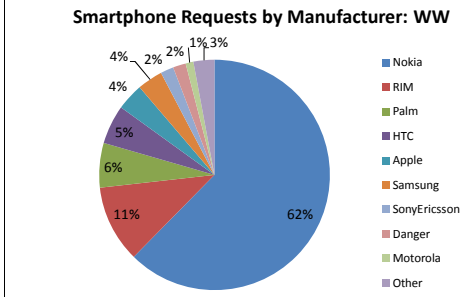
Worldwide Handset Data - August 2008

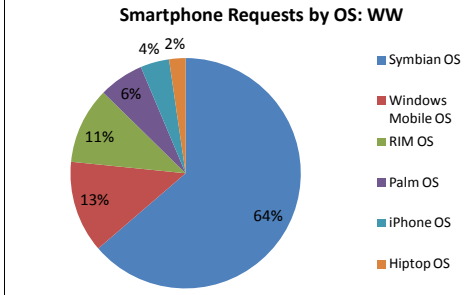
Ads Served: 3,589,584,173
Requests: 5,115,104,244

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

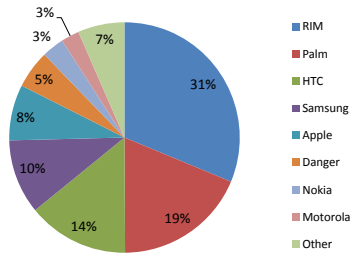
Ads Served: 1,481,174,757
Requests: 1,831,587,337

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%**	

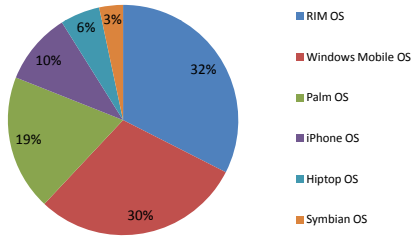
Top Handset Models		% of Requests	Share Chg %
Motorola	RAZR V3	9.2%	0.0%
Motorola	KRZR K1c	6.4%	-0.9%
Motorola	W385	5.5%	-0.4%
Motorola	Z6m	4.1%	0.2%
RIM	BlackBerry 8100	3.5%	0.2%
Palm	Centro	3.5%	0.3%
Kyocera	K24	3.1%	-0.2%
RIM	BlackBerry 8300	2.8%	0.5%
LG	LX260	2.1%	0.3%
Apple	iPhone	1.9%	0.8%
Samsung	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%

Smartphone Requests by Manufacturer: US



Smartphone Requests by OS: US



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.

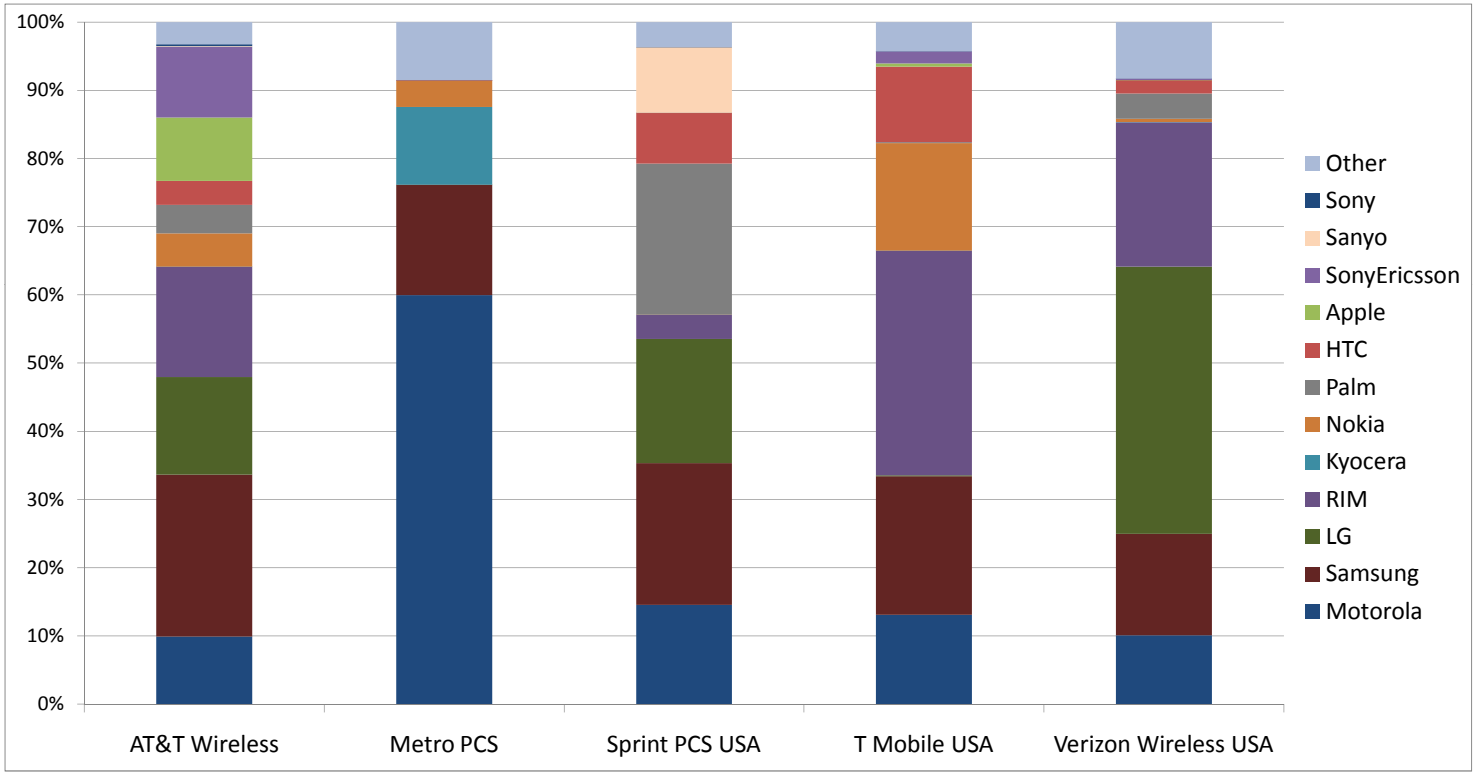
United States Handset Data

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.

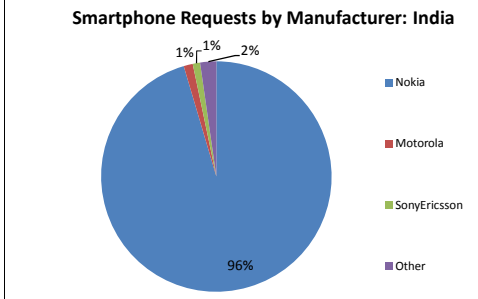
India Handset Data - August 2008

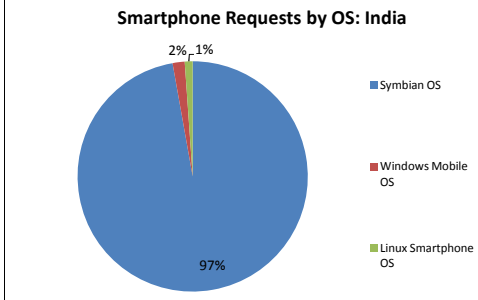
Ads Served: 379,629,569
Requests: 395,445,917

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.

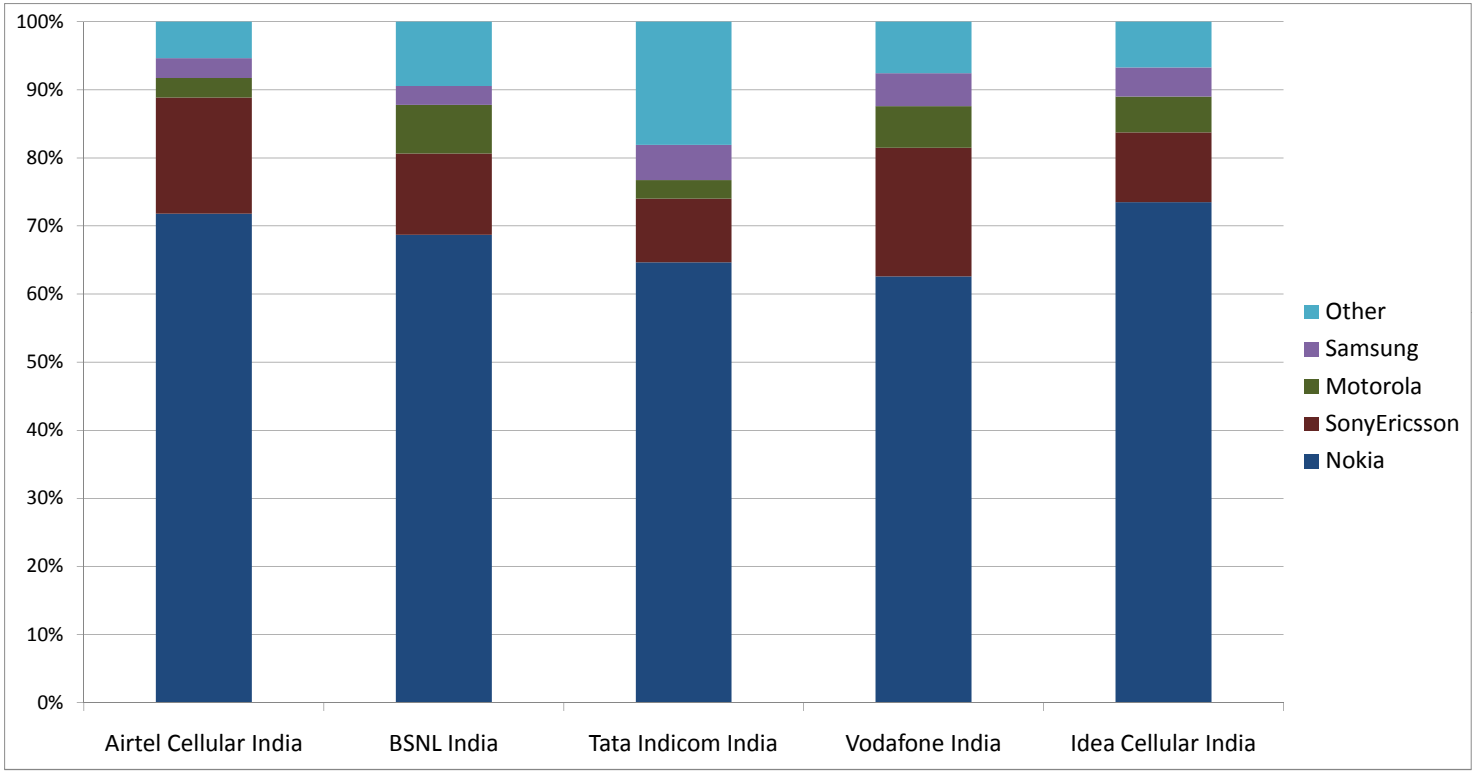
India Handset Data

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.

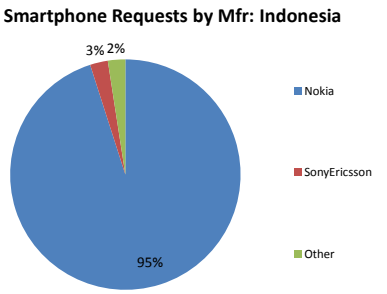
Indonesia Handset Data - August 2008

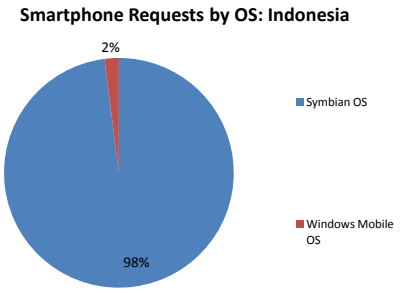
Ads Served: 679,414,165
Requests: 1,056,467,549

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.

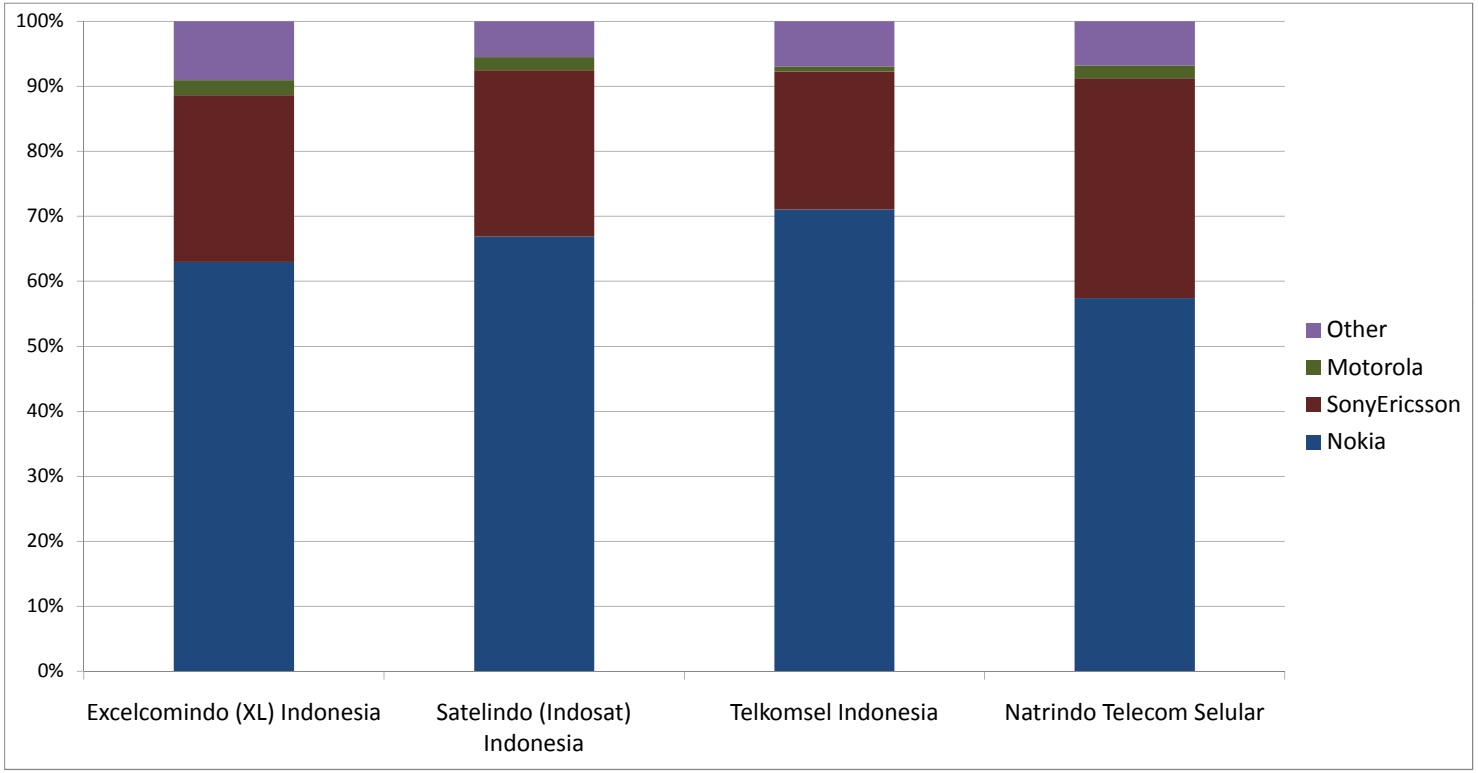
Indonesia Handset Data

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.

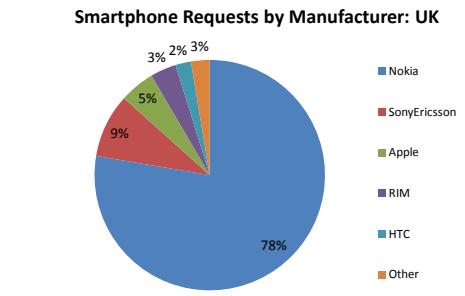
United Kingdom Handset Data - August 2008

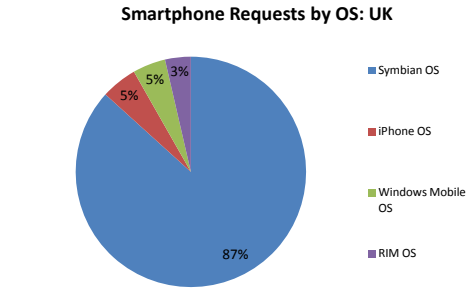
Ads Served: 202,020,100
Requests: 210,668,846

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.

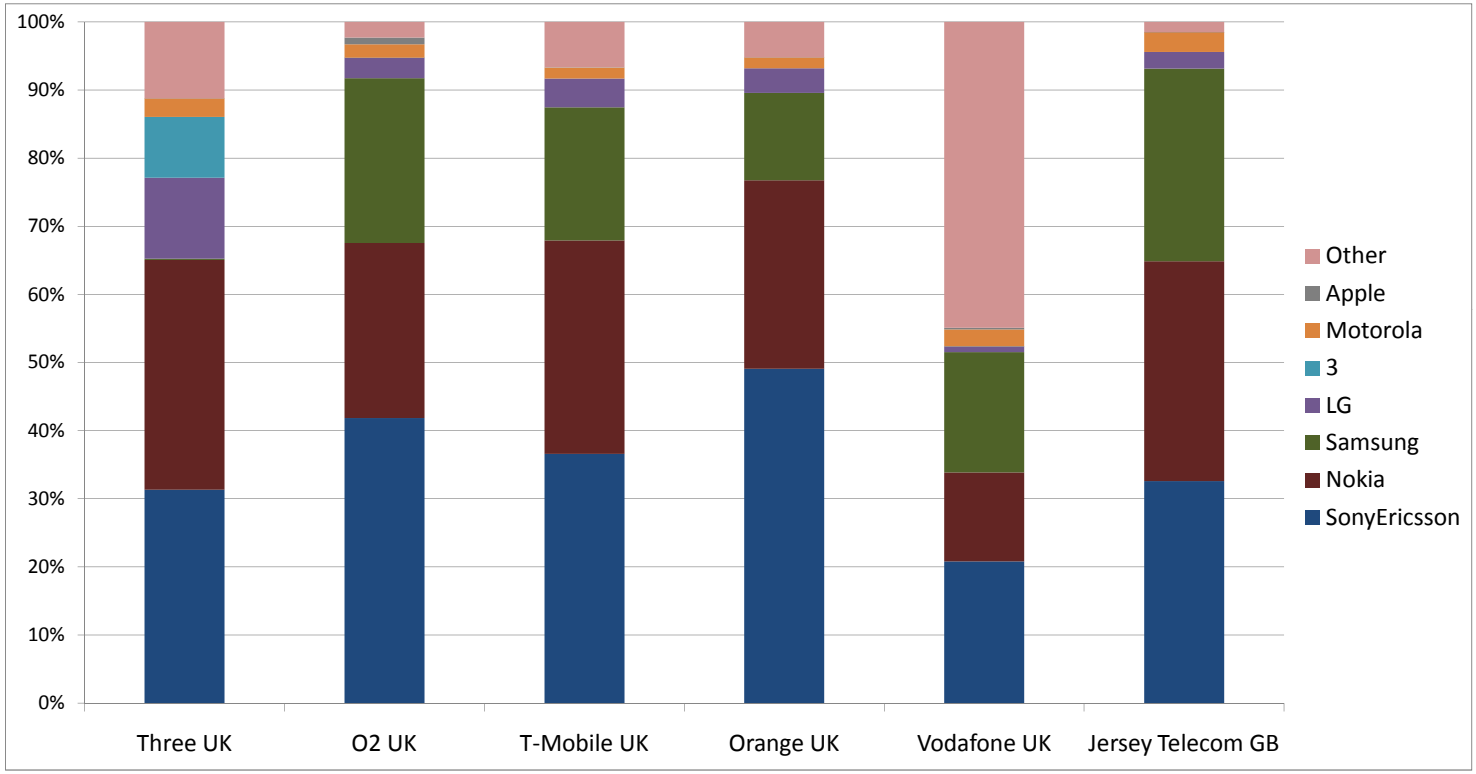
United Kingdom Handset Data

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.

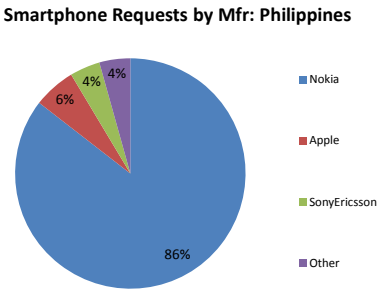
Philippines Handset Data - August 2008

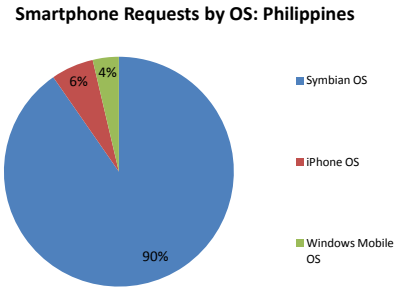
Ads Served: 89,773,254
Requests: 152,652,815

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%**	

Smartphone Traffic - Philippines	
Smartphone Traffic Share	36.0%





Note: Above share % refers only to requests from Smartphones

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.

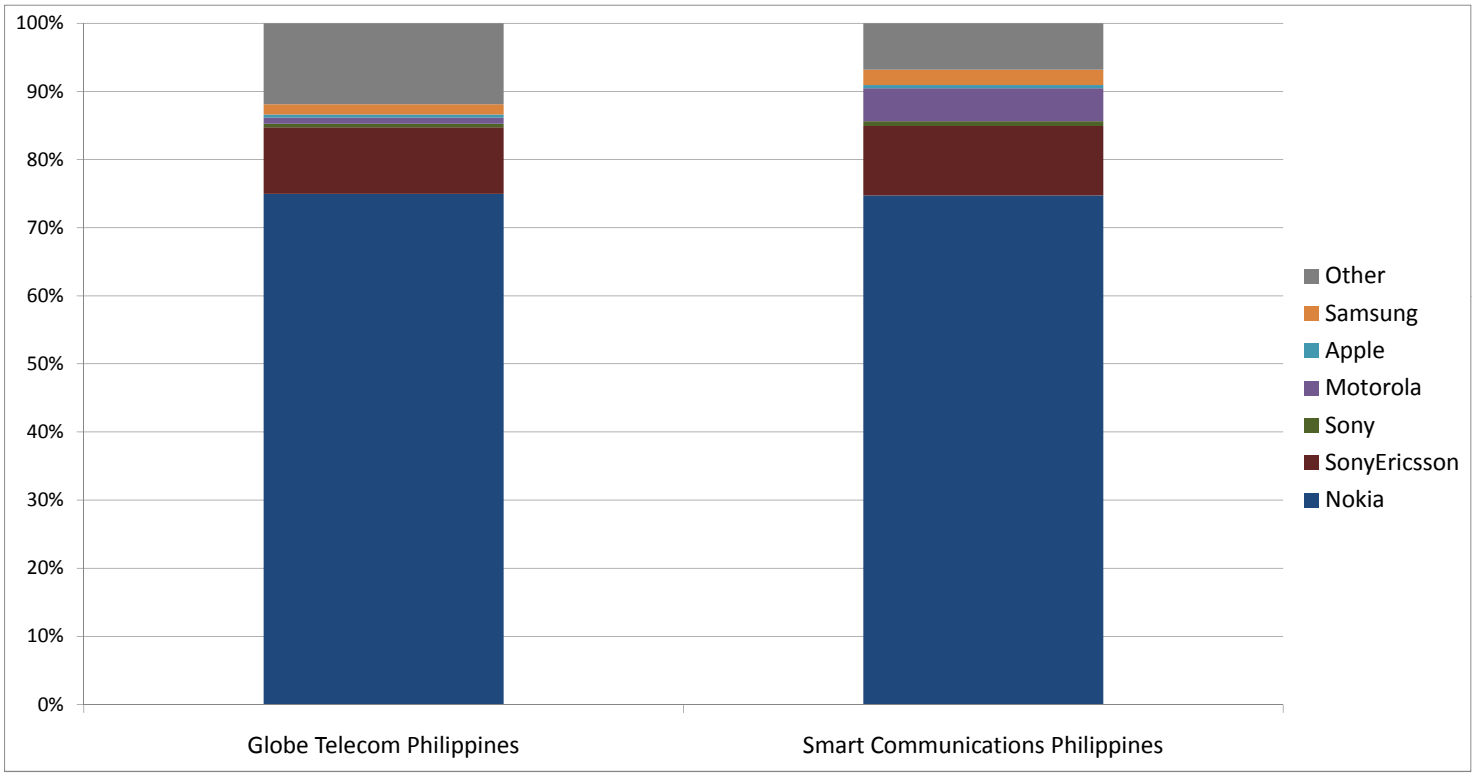
Philippines Handset Data

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.

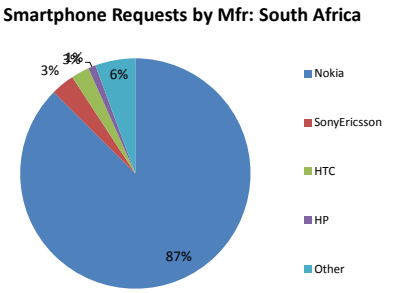
South Africa Handset Data - August 2008

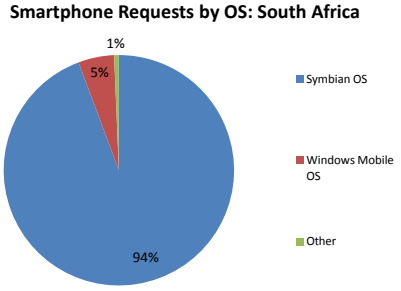
Ads Served: 110,602,176
Requests: 117,412,076

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%**	

Smartphone Traffic - South Africa	
Smartphone Traffic Share	17.6%





Note: Above share % refers only to requests from Smartphones

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.

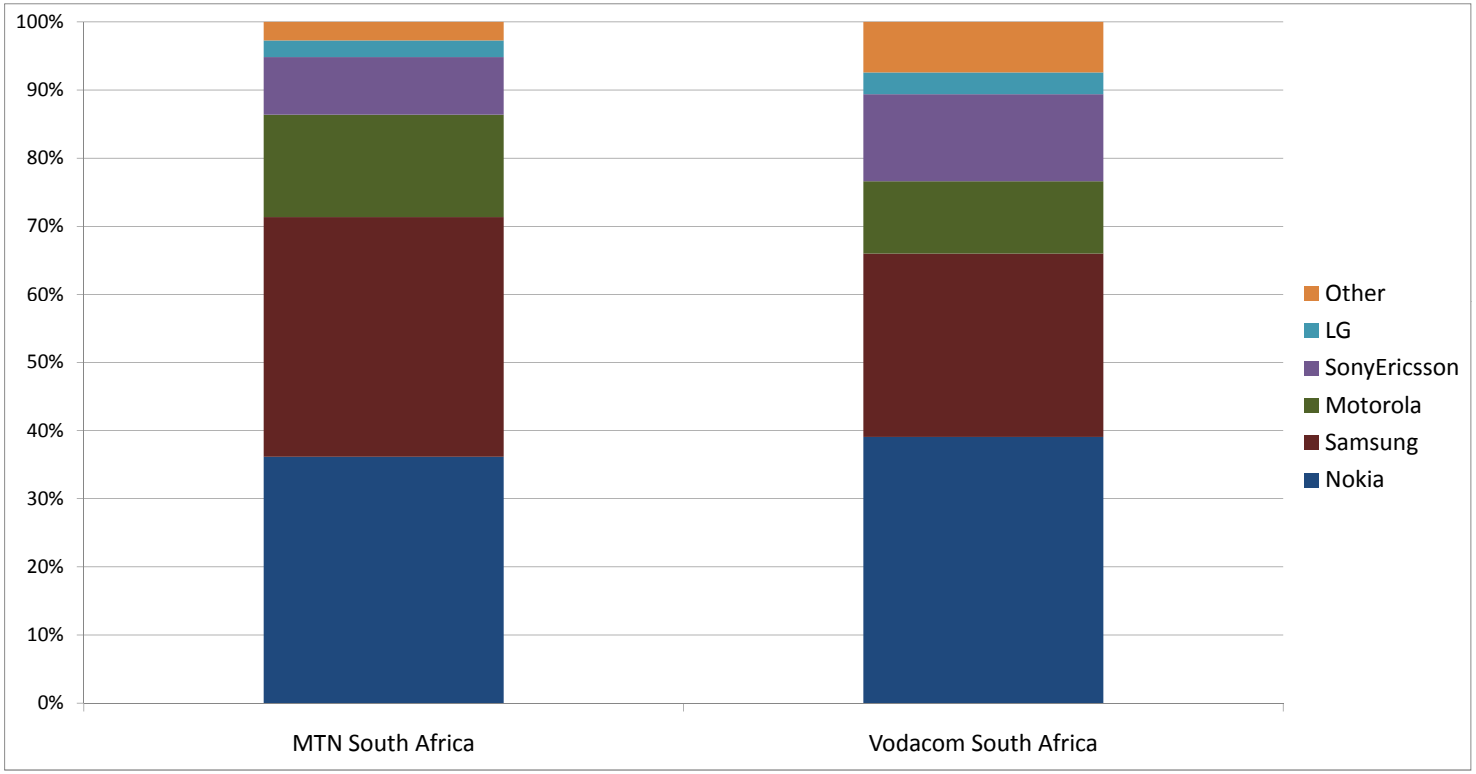
South Africa Handset Data

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.