



AdMob Mobile Metrics Report

AdMob serves ads for more than 23,000 mobile websites 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.

April 2010

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AdMob Mobile Metrics Report

April 2010

New and Noteworthy

For this month's report, we examined the geographic distribution of unique iPhone and Android devices and compare unique device numbers in the AdMob network. Please visit our blog for more commentary on how to interpret these results: metrics.admob.com.

* The majority of unique iPhone OS devices were located in North America (49%) and Western Europe (28%). The top five countries with the most unique iPhone OS devices in April 2010 were the United States (44%), United Kingdom (9%), France (6%), Canada (5%) and Japan (4%).

* 75% of unique Android devices were located in North America in April 2010, followed by Asia (12%) and Western Europe (11%). The United States had the most unique Android OS devices (75%), followed by China (8%), the UK (3%), France (2%) and Germany (2%).

* In the US there was a 2 to 1 ratio of iPhone OS devices to Android OS devices. Worldwide the ratio of iPhone OS devices to Android devices was 3.5 to 1.

* In AdMob's network there were 8.7 million unique Android OS devices and 10.7 million unique iPhones in the United States in April 2010. When non-phone devices running the iPhone OS – the iPod touch and iPad – are included the number of unique devices jumps to 18.3 million in the US.

* In AdMob's network there were 11.6 million unique Android OS devices and 27.4 million unique iPhones worldwide in April 2010. When non-phone devices running the iPhone OS – the iPod touch and iPad – are included the number of unique devices jumps to 40.8 million worldwide.

* 2 new Android devices, the Sony Ericsson X10i and HTC Desire, entered the top 10 smartphones in the United Kingdom in April 2010.

* AdMob overall worldwide traffic for April 2010 increased 8% month over month to 18.0 billion.

* 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 23,000 mobile websites 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/>.

Contents

Feature Section - Android and iPhone Platform Geographic Distribution

Feature Section - Android and iPhone Platform Unique Devices

Ad Request by Geography

Worldwide: Handset Data

United States: Handset Data

United Kingdom: Handset Data

Indonesia: Handset Data

Philippines: Handset Data

India: Handset Data

South Africa: Handset Data

Methodology

AdMob Mobile Metrics Report

April 2010



Featured: Android and iPhone Platform Geographic Distribution

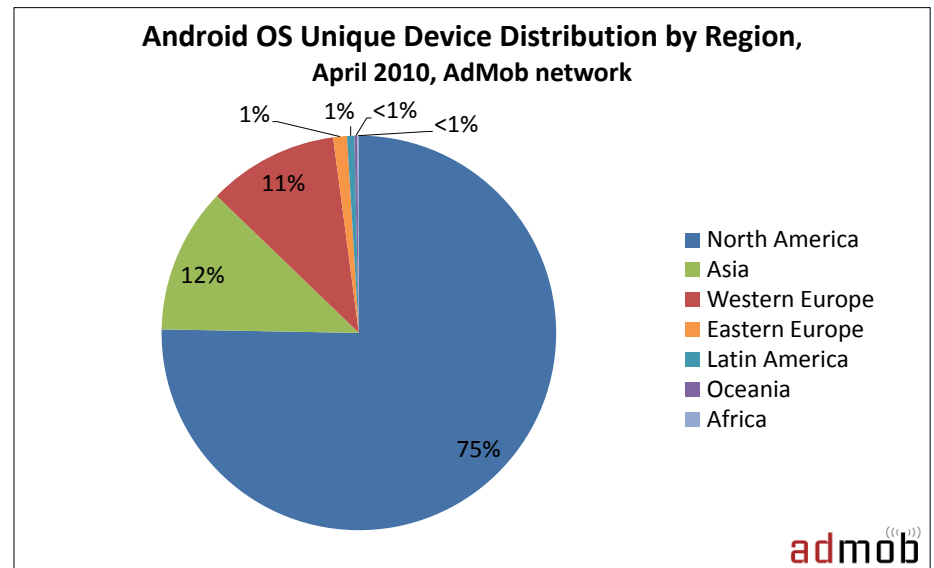
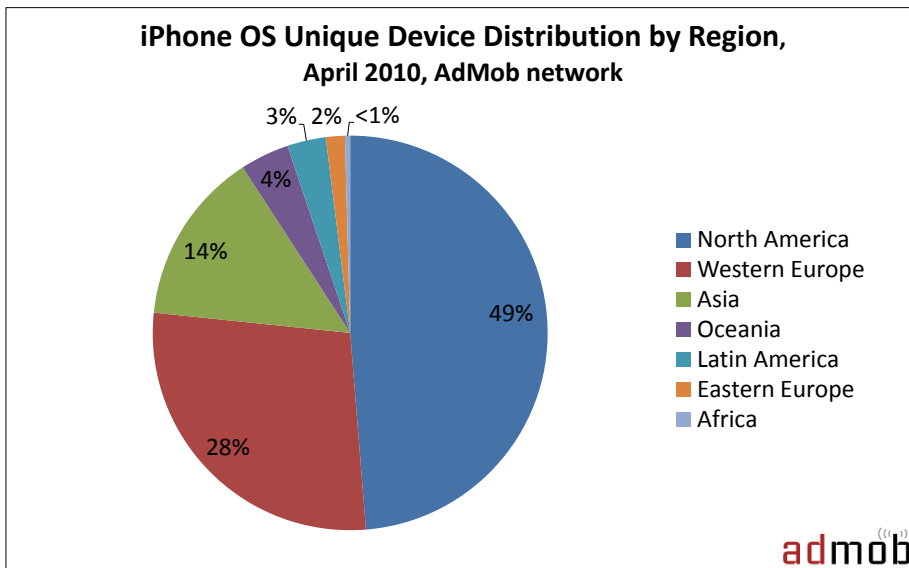
For this month's report, we looked at the distribution of unique iPhone OS⁽¹⁾ and Android OS devices in the AdMob network. The chart on the left represents the breakout of unique iPhone OS devices by region in April 2010, while the chart on the right examines unique Android devices by region.

* The majority of unique iPhone OS devices were located in North America (49%) and Western Europe (28%). The top five countries with the most unique iPhone OS devices in April 2010 were the United States (44%), United Kingdom (9%), France (6%), Canada (5%) and Japan (4%).

* Over the past 12 months, the iPhone platform has grown faster internationally than in North America. The iPhone OS experienced its strongest growth in the past year in Asia (474%), Oceania⁽²⁾ (367%) and Western Europe (269%).

* 75% of unique Android devices were located in North America in April 2010, followed by Asia (12%) and Western Europe (11%). The United States was the leading country (75%) in unique devices on the Android platform, followed by China (8%), the UK (3%), France (2%) and Germany (2%).

* China had the second greatest number of unique Android devices in the AdMob network. The top three Android devices in China were the HTC Hero, HTC Magic and HTC Dream. There were more Android devices than iPhones in China in April 2010.



Notes

⁽¹⁾iPhone OS devices include the iPhone, iPod touch and iPad.

⁽²⁾Oceania is defined by Australia, New Zealand and several islands in the Pacific Ocean.

* The data in this feature section is based on the number of unique devices, not ad requests. A unique device represents a device that has seen at least 1 ad request in the AdMob network in a given month.

AdMob Mobile Metrics Report

April 2010



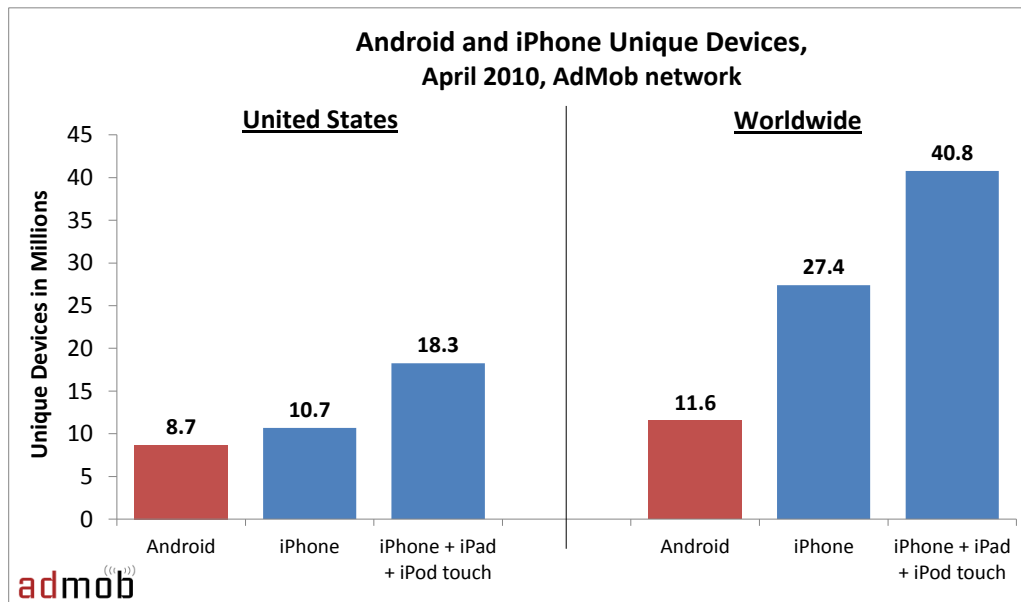
Featured: Android and iPhone Platform Unique Devices

Although Android has a notable presence in the US, the iPhone platform has a much larger global reach. The chart below examines the relative base of US and worldwide unique devices on these two platforms in the AdMob network in April 2010. Please visit our blog for our thoughts on interpreting our unique user statistics: metrics.admob.com.

* In the US there was a 2 to 1 ratio of iPhone OS devices to Android OS devices. Worldwide the ratio of iPhone OS devices to Android devices was 3.5 to 1.

* In AdMob's network there were 8.7 million unique Android OS devices and 10.7 million unique iPhones in the United States in April 2010. When non-phone devices running the iPhone OS – the iPod touch and iPad – are included the number of unique devices jumps to 18.3 million in the US.

* In AdMob's network there were 11.6 million unique Android OS devices and 27.4 million unique iPhones worldwide in April 2010. When non-phone devices running the iPhone OS – the iPod touch and iPad – are included the number of unique devices jumps to 40.8 million worldwide.



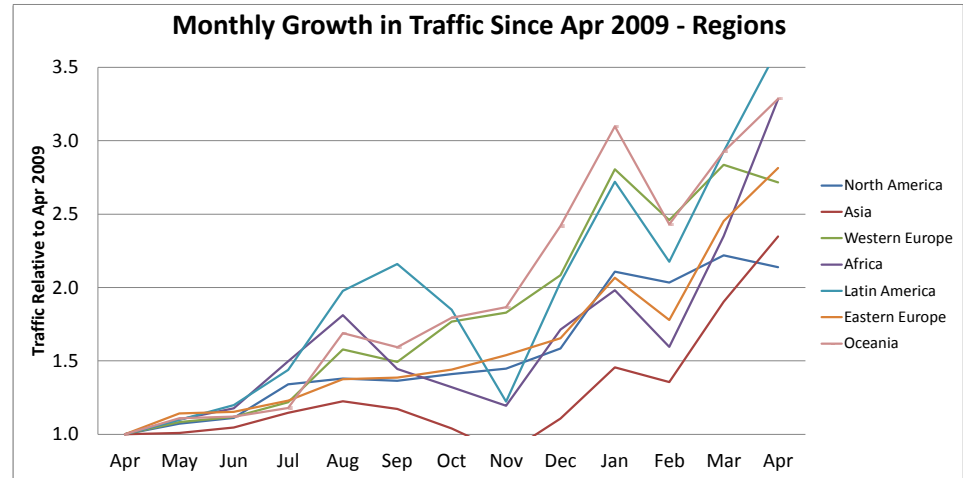
Notes

- The data in this feature section is based on the number of unique devices, not ad requests. A unique device represents a device that has seen at least 1 ad request in the AdMob network in a given month.
- Apple noted last month that they have shipped over 85 million iPhone OS devices worldwide (50 million iPhones + 35 million iPod touch devices): <http://techcrunch.com/2010/04/08/apple-has-sold-450000-ipads-50-million-iphones-to-date/>
- At its recent developer conference, Google announced that 100,000 Android devices are activated each day: <http://gigaom.com/2010/05/24/android-vs-chrome-os/>

Ad Requests by Geography - April 2010

Requests: 18,013,789,836

Country	Requests	% of Requests	% Share Change
United States	7,489,183,337	41.6%	-4.4%
India	1,705,752,157	9.5%	2.1%
Indonesia	792,762,749	4.4%	0.0%
United Kingdom	585,487,190	3.3%	-0.5%
Canada	440,661,500	2.4%	-0.9%
France	357,828,344	2.0%	-0.1%
Mexico	357,012,217	2.0%	0.3%
China	333,671,744	1.9%	0.1%
Japan	327,072,385	1.8%	0.0%
Australia	252,697,001	1.4%	0.1%
Other Countries ^{(1) (2)}	5,371,661,212	29.8%	
Total	18,013,789,836	100.0%	



Region	Requests	% of Requests	% Share Change
North America	7,930,448,811	44.0%	-5.2%
Asia	5,177,148,057	28.7%	3.6%
Western Europe	1,752,220,853	9.7%	-1.2%
Africa	1,236,355,130	6.9%	1.6%
Latin America	853,270,711	4.7%	0.6%
Eastern Europe	403,343,594	2.2%	0.1%
Oceania ⁽³⁾	280,959,103	1.6%	0.1%
Other ⁽²⁾	380,043,577	2.1%	
Total	18,013,789,836	100.0%	

Notes

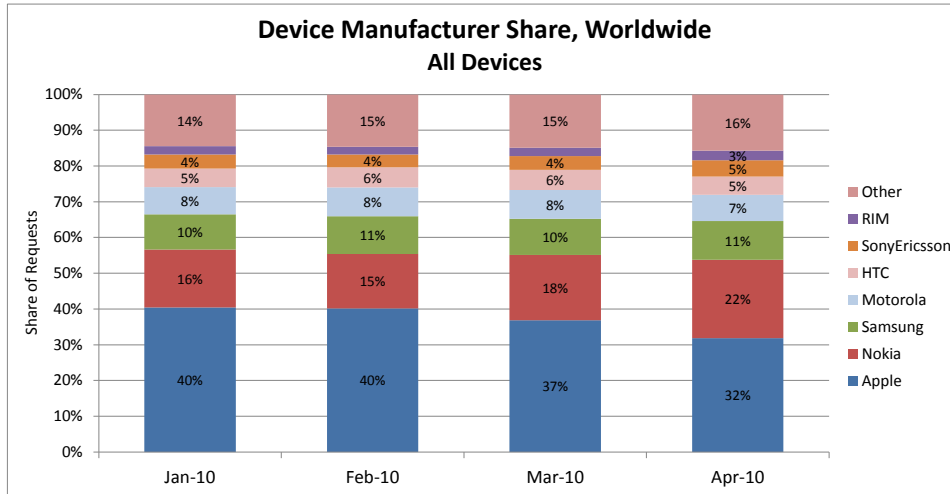
• Month-over-month share change calculated as % of current month requests less percent of prior month requests.

⁽¹⁾Other includes 95 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.

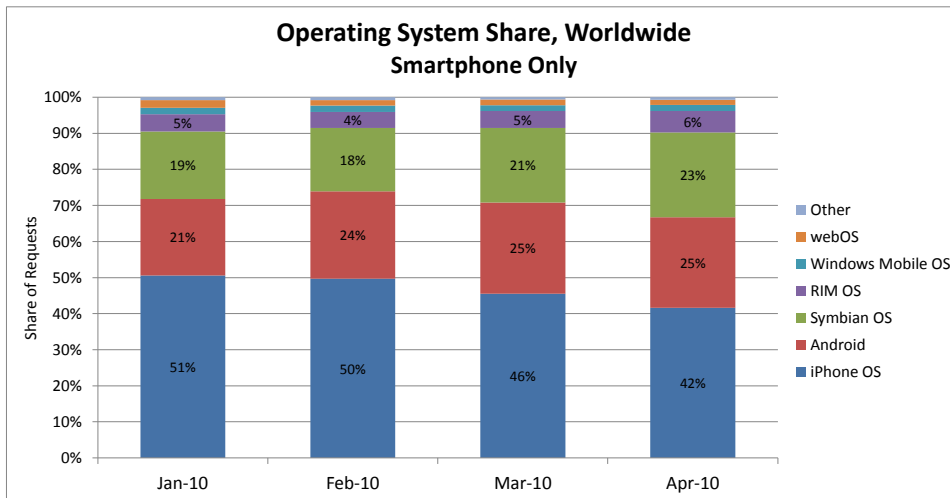
⁽³⁾Oceania is defined by Australia, New Zealand and several islands in the Pacific Ocean.

Worldwide Handset Data - April 2010



Top Devices, April 2010

Brand	Model	% of Requests	Share Chg % ⁽¹⁾
Apple	iPhone	19.2%	-3.0%
Apple	iPod Touch	12.5%	-2.1%
Motorola	Droid	3.4%	-0.6%
Samsung	SCH R350	1.6%	0.1%
Nokia	5130	1.4%	0.4%
Nokia	3110c	1.4%	0.4%
HTC	Magic	1.3%	0.0%
HTC	Hero	1.2%	-0.3%
HTC	Dream	1.2%	-0.3%
Nokia	N70	1.1%	0.1%
Total		44.2%	



Top Smartphones, April 2010

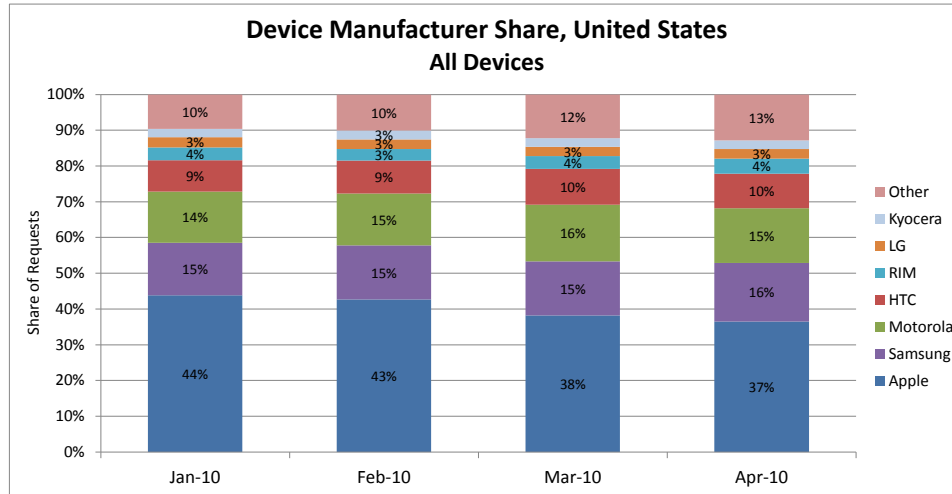
Brand	Model	% of Requests	Share Chg % ⁽¹⁾
Apple	iPhone	41.6%	-3.9%
Motorola	Droid	7.3%	-0.9%
HTC	Magic	2.9%	0.1%
HTC	Hero	2.6%	-0.4%
HTC	Dream	2.6%	-0.5%
Nokia	N70	2.5%	0.4%
Nokia	6300	2.3%	0.6%
Motorola	CLIQ	2.1%	-0.4%
HTC	Droid Eris	1.9%	-0.1%
Samsung	Moment	1.5%	0.0%
Total		67.3%	

Notes

- Other includes unclassified impressions and other manufacturers with < 1% share.
- We received 18.0 billion requests Worldwide in April 2010. In April 2010, smartphone traffic share was 45%. Please see page 13 for our definition of a smartphone.

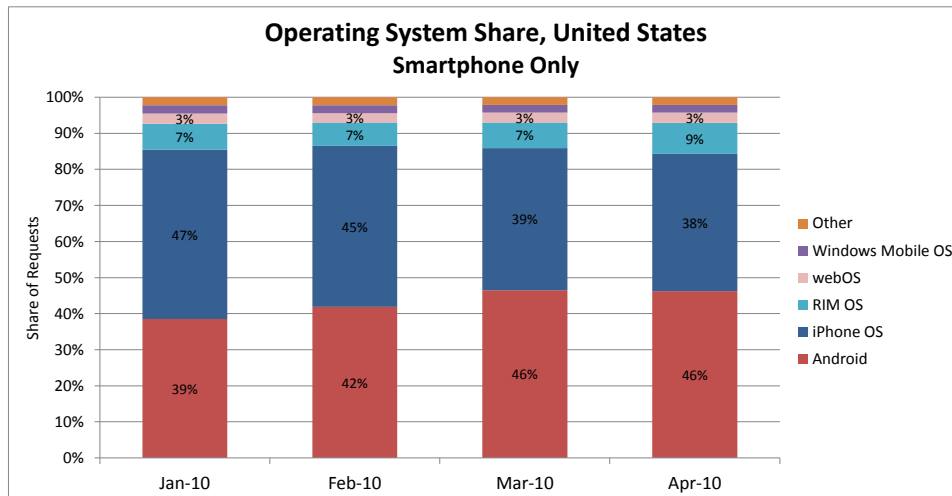
⁽¹⁾Share change calculated as percent of April 2010 requests less percent of March 2010 requests.

United States Handset Data - April 2010



Top Devices, April 2010

Brand	Model	% of Requests	Share Chg % ⁽¹⁾
Apple	iPhone	18.7%	-1.2%
Apple	iPod Touch	17.6%	-0.7%
Motorola	Droid	7.9%	-0.7%
Samsung	SCH R350	3.6%	0.5%
HTC	Magic	2.6%	0.2%
HTC	Dream	2.5%	-0.4%
Motorola	CLIQ	2.2%	-0.3%
HTC	Droid Eris	2.1%	0.0%
HTC	Hero	2.1%	-0.3%
Samsung	Moment	1.6%	0.1%
Total		61.1%	



Top Smartphones, April 2010

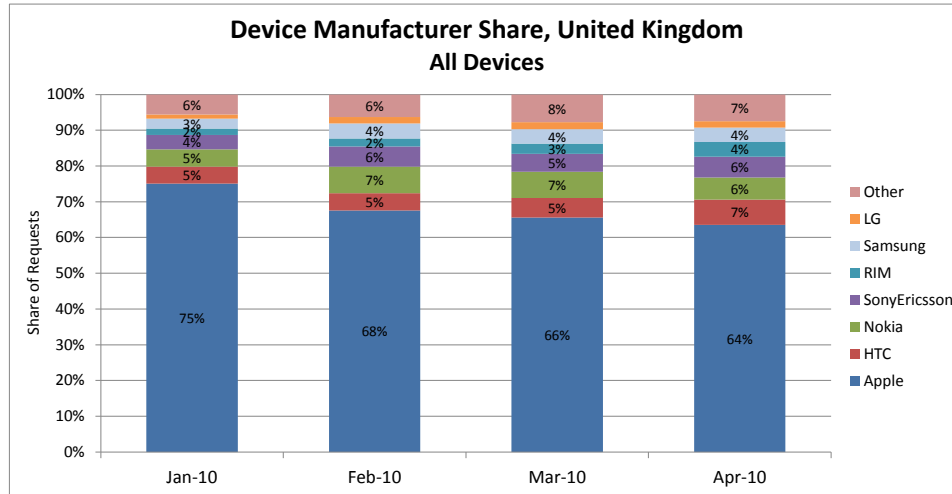
Brand	Model	% of Requests	Share Chg % ⁽¹⁾
Apple	iPhone	38.0%	-1.4%
Motorola	Droid	16.1%	-0.9%
HTC	Magic	5.3%	0.5%
HTC	Dream	5.0%	-0.6%
Motorola	CLIQ	4.5%	-0.5%
HTC	Droid Eris	4.3%	0.2%
HTC	Hero	4.3%	-0.5%
Samsung	Moment	3.3%	0.2%
RIM	BlackBerry 8300	2.8%	0.3%
Palm	Pre	2.1%	-0.3%
Total		85.8%	

Notes

- Other includes unclassified impressions and other manufacturers with < 1% share.
- We received 7.5 billion requests from United States in April 2010. In April 2010, smartphone traffic share was 49%. Please see page 13 for our definition of a smartphone.

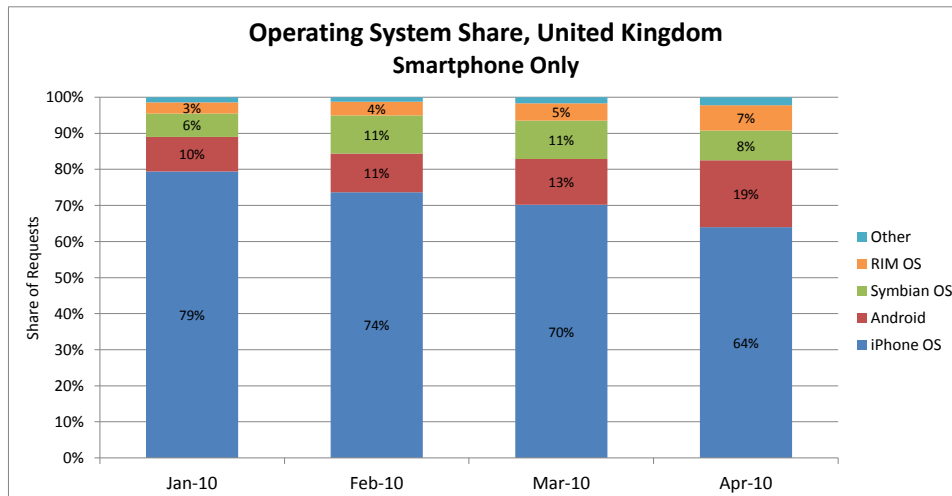
⁽¹⁾Share change calculated as percent of April 2010 requests less percent of March 2010 requests.

United Kingdom Handset Data - April 2010



Top Devices, April 2010

Brand	Model	% of Requests	Share Chg % ⁽¹⁾
Apple	iPhone	37.7%	-3.1%
Apple	iPod Touch	25.8%	1.0%
HTC	Hero	2.7%	-0.1%
HTC	Dream	1.6%	0.0%
SonyEricsson	X10i	1.5%	1.5%
RIM	BlackBerry 8520	1.3%	0.5%
HTC	Desire	1.2%	1.2%
Samsung	GT S5230	0.8%	-0.1%
Nokia	5800 XpressMusic	0.7%	-0.1%
HTC	Magic	0.7%	0.2%
Total		74.0%	

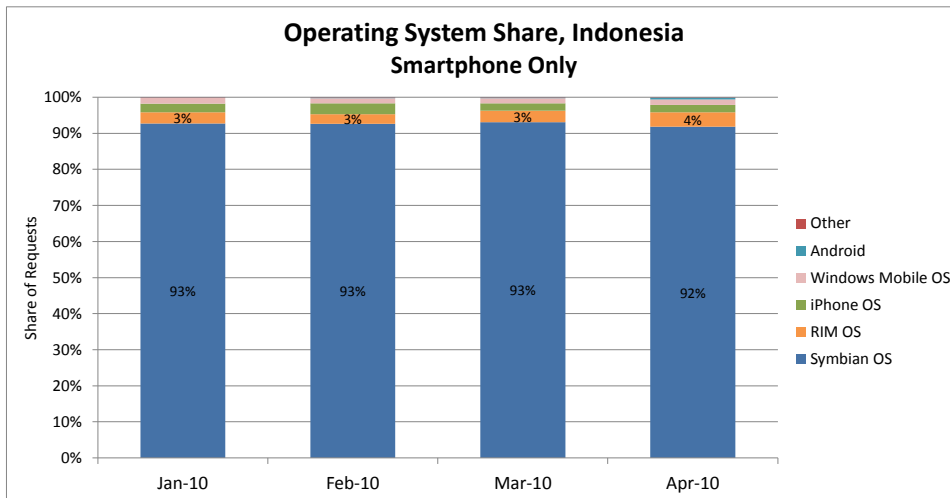
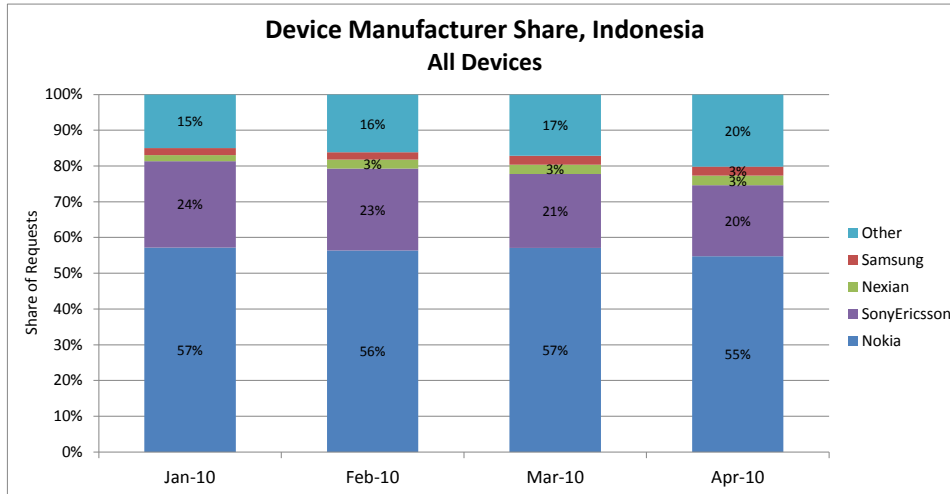


Top Smartphones, April 2010

Brand	Model	% of Requests	Share Chg % ⁽¹⁾
Apple	iPhone	63.9%	-6.3%
HTC	Hero	4.5%	-0.2%
HTC	Dream	2.7%	0.0%
SonyEricsson	X10i	2.5%	2.5%
RIM	BlackBerry 8520	2.2%	0.8%
HTC	Desire	2.1%	2.1%
Nokia	5800 XpressMusic	1.3%	-0.2%
HTC	Magic	1.3%	0.2%
Samsung	Galaxy Spica	1.2%	0.5%
Palm	Pre	1.1%	0.3%
Total		82.8%	

Notes

- Other includes unclassified impressions and other manufacturers with < 1% share.
- We received 585 million requests from United Kingdom in April 2010. In April 2010, smartphone traffic share was 58%. Please see page 13 for our definition of a smartphone.
- ⁽¹⁾Share change calculated as percent of April 2010 requests less percent of March 2010 requests. Two new smartphones, the SonyEricsson X10i and HTC Desire, were launched in the UK.



Top Devices, April 2010

Brand	Model	% of Requests	Share Chg % ⁽¹⁾
Nokia	5130	3.7%	0.3%
Nokia	E63	3.5%	-0.7%
Nokia	N70	3.0%	0.0%
Nokia	6600	2.5%	0.2%
Nokia	6300	2.4%	-0.1%
SonyEricsson	W200i	2.1%	0.1%
Nokia	3110c	2.1%	-0.2%
Nokia	7610	2.0%	0.2%
Nexian	NX G922	2.0%	0.1%
Nokia	2600c	1.7%	0.0%
Total		25.0%	

Top Smartphones, April 2010

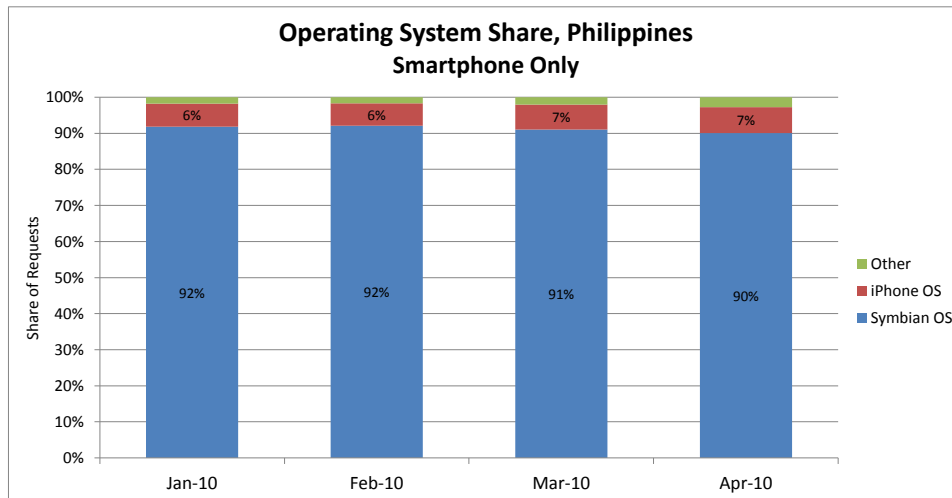
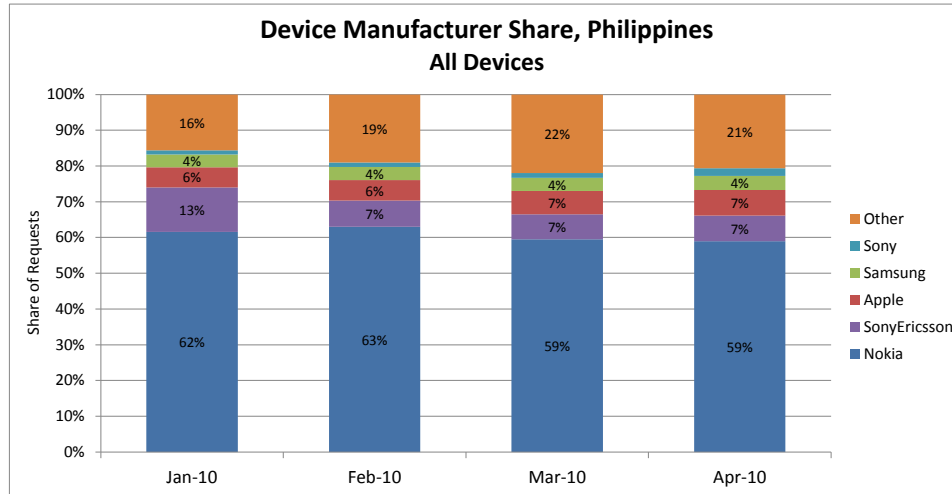
Brand	Model	% of Requests	Share Chg % ⁽¹⁾
Nokia	E63	11.5%	-1.2%
Nokia	N70	9.9%	0.6%
Nokia	6600	8.2%	1.0%
Nokia	6300	7.9%	0.3%
Nokia	7610	6.6%	1.0%
Nokia	E71	5.1%	-1.3%
Nokia	N73	4.4%	-0.3%
Nokia	3230	4.3%	0.7%
Nokia	6120c	3.8%	-0.4%
Nokia	N80	3.0%	0.7%
Total		64.5%	

Notes

- Other includes unclassified impressions and other manufacturers with < 1% share.
- We received 793 million requests from Indonesia in April 2010. In April 2010, smartphone traffic share was 30%. Please see page 13 for our definition of a smartphone.

⁽¹⁾Share change calculated as percent of April 2010 requests less percent of March 2010 requests.

Philippines Handset Data - April 2010



Top Devices, April 2010

Brand	Model	% of Requests	Share Chg % ⁽¹⁾
Nokia	N70	7.4%	-0.7%
Apple	iPod Touch	4.3%	0.6%
Nokia	6630	3.1%	-1.1%
Apple	iPhone	2.8%	0.0%
Nokia	3110c	2.6%	0.1%
Sony	PlayStation Portable	2.1%	0.8%
Nokia	6300	2.1%	0.2%
Nokia	N73	2.1%	0.1%
Nokia	6120c	2.1%	0.1%
Nokia	6680	1.9%	-0.4%
Total		30.6%	

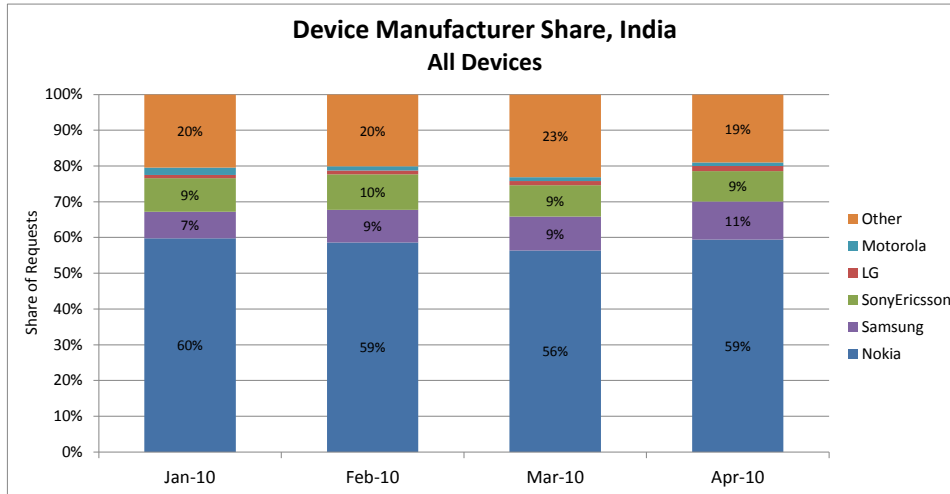
Top Smartphones, April 2010

Brand	Model	% of Requests	Share Chg % ⁽¹⁾
Nokia	N70	19.0%	-1.1%
Nokia	6630	8.1%	-2.4%
Apple	iPhone	7.1%	0.2%
Nokia	6300	5.5%	0.6%
Nokia	6120c	5.4%	0.5%
Nokia	N73	5.4%	0.5%
Nokia	6680	4.8%	-0.8%
Nokia	N80	4.3%	0.1%
Nokia	5800 XpressMusic	4.0%	0.4%
Nokia	6600	3.4%	-0.3%
Total		66.8%	

Notes

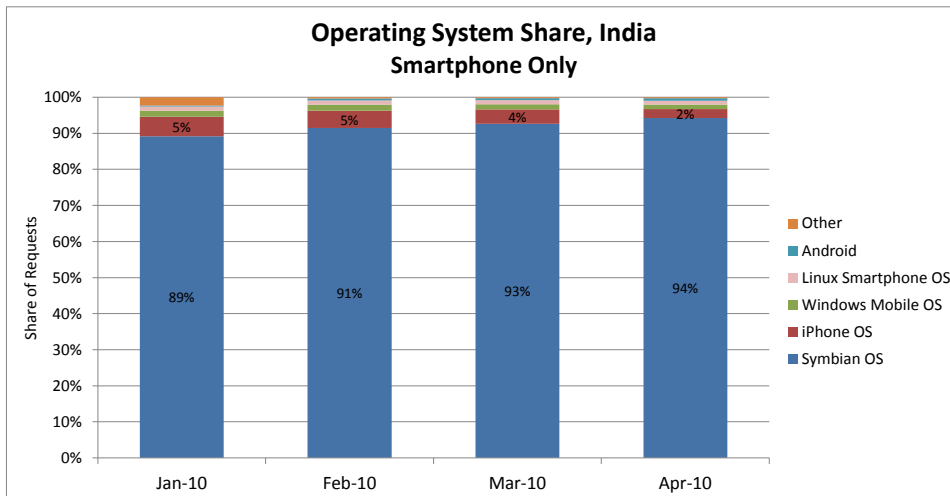
- Other includes unclassified impressions and other manufacturers with < 1% share.
- We received 246 million requests from Philippines in April 2010. In April 2010, smartphone traffic share was 37%. Please see page 13 for our definition of a smartphone.

⁽¹⁾Share change calculated as percent of April 2010 requests less percent of March 2010 requests.



Top Devices, April 2010

Brand	Model	% of Requests	Share Chg % ⁽¹⁾
Nokia	5130	6.4%	1.0%
Nokia	3110c	6.1%	0.5%
Nokia	N2700 Classic	4.1%	0.9%
Nokia	7210	3.8%	0.2%
Nokia	N70	3.3%	-0.1%
Nokia	6300	2.4%	0.2%
Nokia	N80	1.9%	-0.5%
Nokia	N73	1.9%	-0.3%
Nokia	2626	1.7%	0.3%
Nokia	6233	1.7%	-0.1%
Total		33.2%	



Top Smartphones, April 2010

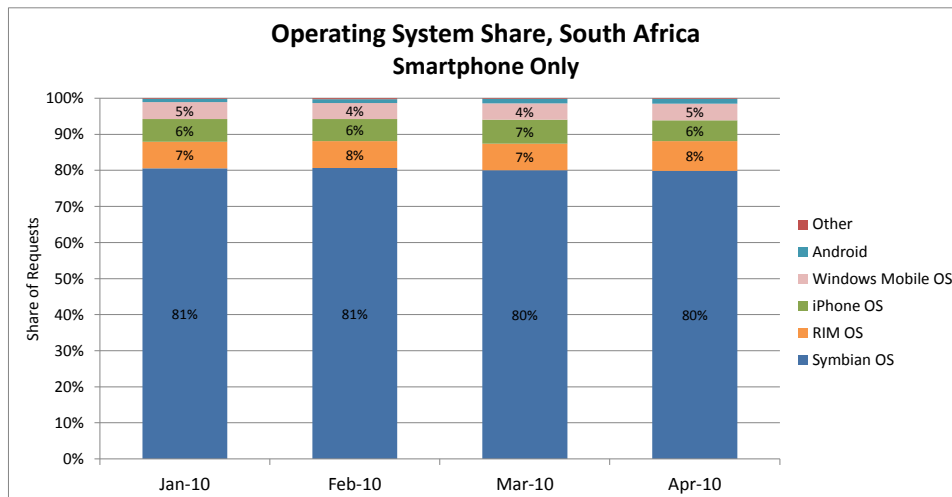
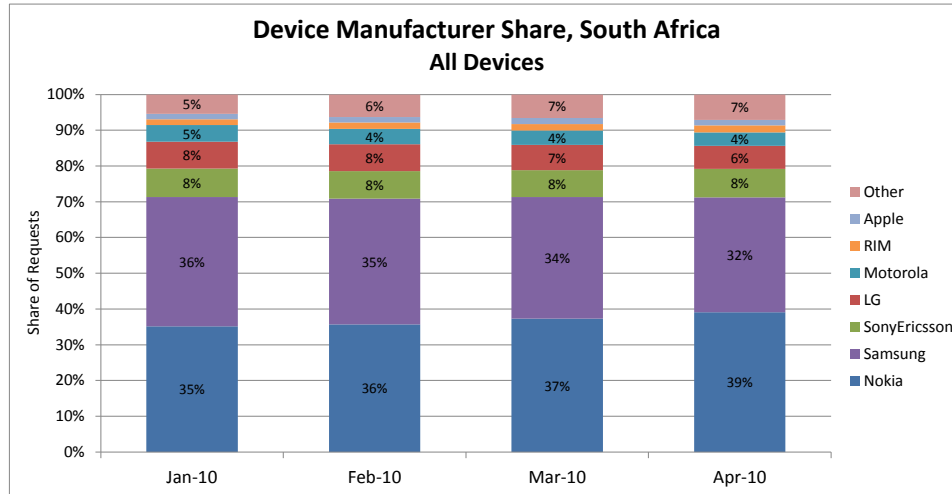
Brand	Model	% of Requests	Share Chg % ⁽¹⁾
Nokia	N70	13.7%	0.6%
Nokia	6300	10.0%	1.4%
Nokia	N80	7.9%	-1.2%
Nokia	N73	7.8%	-0.6%
Nokia	N72	5.9%	0.5%
Nokia	6600	4.1%	0.1%
Nokia	5233	4.1%	1.7%
Nokia	5800 XpressMusic	3.7%	-0.6%
Nokia	7610	3.4%	0.2%
Nokia	E63	3.3%	0.3%
Total		63.8%	

Notes

- Other includes unclassified impressions and other manufacturers with < 1% share.
- We received 1.7 billion requests from India in April 2010. In April 2010, smartphone traffic share was 24%. Please see page 13 for our definition of a smartphone.

⁽¹⁾Share change calculated as percent of April 2010 requests less percent of March 2010 requests.

South Africa Handset Data - April 2010



Top Devices, April 2010

Brand	Model	% of Requests	Share Chg % ⁽¹⁾
Samsung	SGH E250	5.1%	-0.6%
Samsung	SGH E250i	3.2%	0.5%
LG	KS360	3.0%	-0.3%
Samsung	SGH-M620	3.0%	-0.4%
Nokia	N70	2.7%	-0.2%
Motorola	V360	2.6%	-0.1%
Samsung	GT S5233A	2.5%	0.1%
Nokia	5130	2.2%	0.8%
Samsung	SGH J750	2.0%	-0.1%
SonyEricsson	W350i	1.7%	0.0%
Total		27.9%	

Top Smartphones, April 2010

Brand	Model	% of Requests	Share Chg % ⁽¹⁾
Nokia	N70	11.1%	-1.1%
Nokia	6300	6.5%	0.1%
Nokia	E63	5.9%	0.9%
Apple	iPhone	5.7%	-0.9%
Nokia	5800 XpressMusic	5.4%	0.4%
RIM	BlackBerry 8520	5.1%	0.5%
Nokia	N73	4.4%	0.0%
Nokia	E71	3.8%	0.4%
Nokia	6210	3.5%	-0.2%
Nokia	6110	3.5%	-0.3%
Total		54.9%	

Notes

- Other includes unclassified impressions and other manufacturers with < 1% share.
- We received 225 million requests from South Africa in April 2010. In April 2010, smartphone traffic share was 24%. Please see page 13 for our definition of a smartphone.

⁽¹⁾Share change calculated as percent of April 2010 requests less percent of March 2010 requests.

AdMob Mobile Metrics Report

April 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 23,000 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 23,000 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.

