



## 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.

May 2010

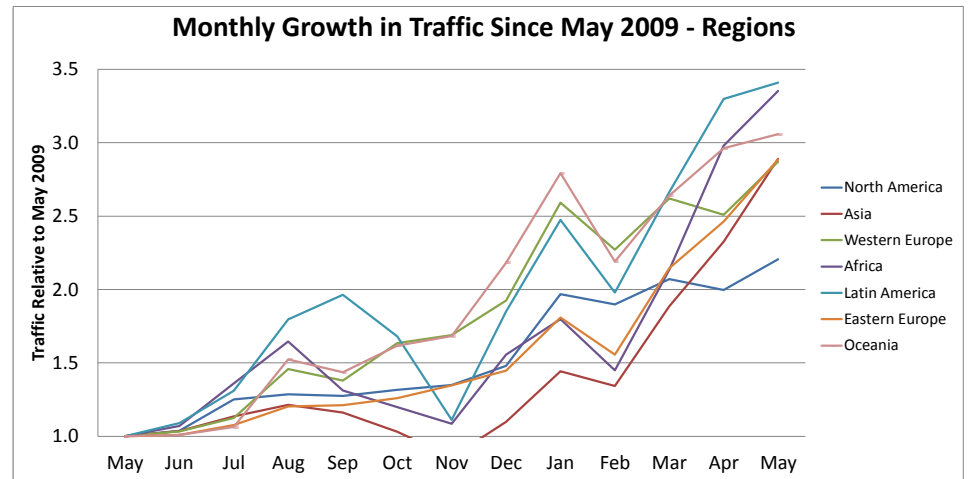
Find archived reports and sign up for future report notifications at [metrics.admob.com](http://metrics.admob.com).



# Ad Requests by Geography - May 2010

Requests: 20,649,968,468

Country	Requests	% of Requests	% Share Change
United States	8,313,623,169	40.3%	-1.3%
India	2,051,594,085	9.9%	0.5%
Indonesia	1,099,740,910	5.3%	0.9%
United Kingdom	627,711,013	3.0%	-0.2%
Canada	447,846,295	2.2%	-0.3%
Japan	433,957,624	2.1%	0.3%
France	399,301,532	1.9%	-0.1%
China	388,871,546	1.9%	0.0%
Mexico	341,201,254	1.7%	-0.3%
Vietnam	326,367,461	1.6%	0.3%
Other Countries <sup>(1) (2)</sup>	6,219,753,579	30.1%	
<b>Total</b>	<b>20,649,968,468</b>	<b>100.0%</b>	



Region	Requests	% of Requests	% Share Change
North America	8,762,111,620	42.4%	-1.6%
Asia	6,431,681,640	31.1%	2.4%
Western Europe	2,004,204,228	9.7%	0.0%
Africa	1,390,899,589	6.7%	-0.1%
Latin America	881,753,239	4.3%	-0.5%
Eastern Europe	472,697,948	2.3%	0.1%
Oceania <sup>(3)</sup>	290,123,815	1.4%	-0.2%
Other <sup>(2)</sup>	416,496,389	2.0%	
<b>Total</b>	<b>20,649,968,468</b>	<b>100.0%</b>	

## Notes

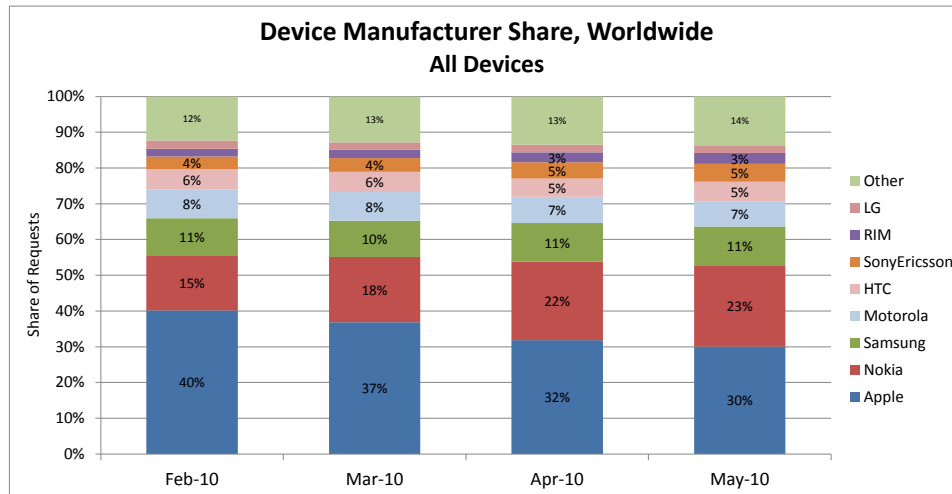
• Month-over-month share change calculated as % of current month requests less percent of prior month requests.

<sup>(1)</sup>Other includes 82 countries having more than 10 million requests.

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

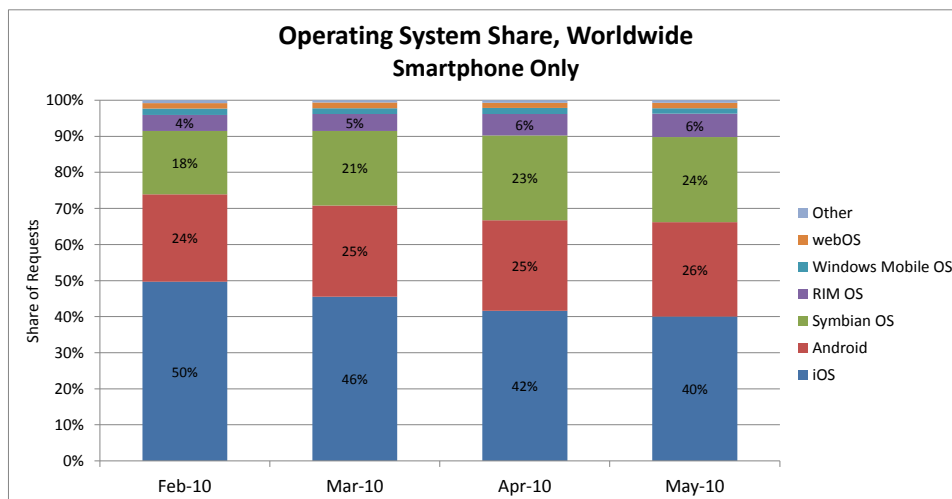
<sup>(3)</sup>Oceania is defined by Australia, New Zealand and several islands in the Pacific Ocean.

# Worldwide Handset Data - May 2010



## Top Devices, May 2010

Brand	Model	% of Requests	Share Chg % <sup>(1)</sup>
Apple	iPhone	18.8%	-0.4%
Apple	iPod Touch	11.0%	-1.5%
Motorola	Droid	3.2%	-0.3%
Samsung	SCH R350	1.6%	0.1%
Nokia	5130	1.5%	0.1%
HTC	Magic	1.4%	0.0%
Nokia	3110c	1.4%	0.0%
Nokia	N70	1.2%	0.0%
HTC	Hero	1.1%	-0.1%
Nokia	6300	1.1%	0.0%
<b>Total</b>		<b>42.2%</b>	



## Top Smartphones, May 2010

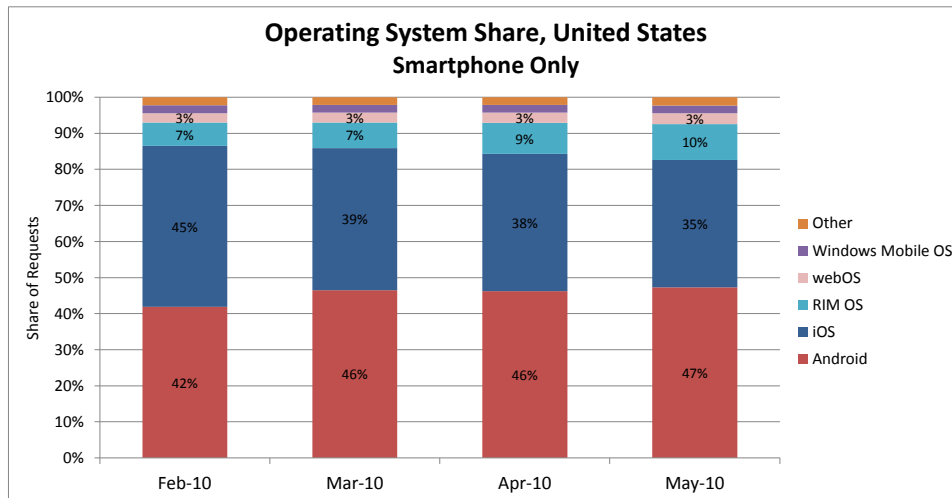
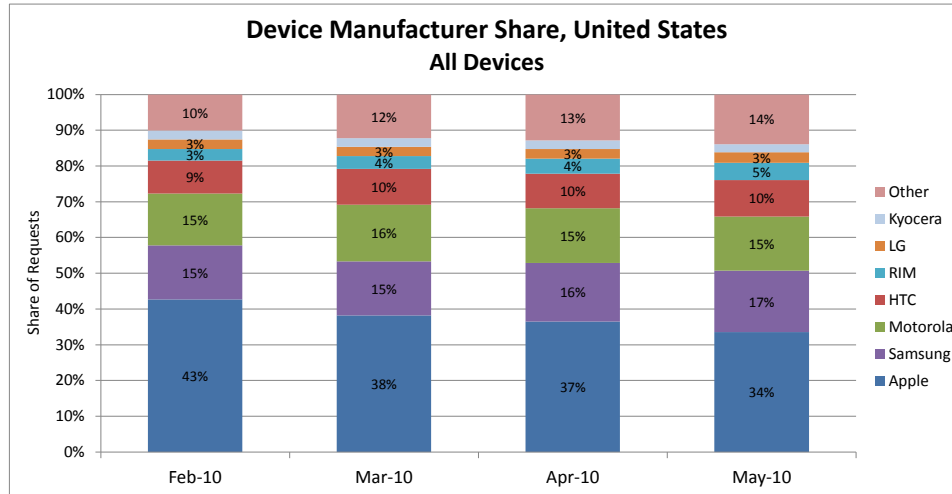
Brand	Model	% of Requests	Share Chg % <sup>(1)</sup>
Apple	iPhone	39.9%	-1.7%
Motorola	Droid	6.8%	-0.7%
HTC	Magic	2.9%	-0.1%
Nokia	N70	2.5%	0.0%
HTC	Hero	2.4%	-0.3%
Nokia	6300	2.3%	0.0%
HTC	Dream	2.1%	-0.5%
Motorola	CLIQ	1.8%	-0.3%
HTC	Droid Eris	1.8%	-0.1%
Samsung	Moment	1.5%	0.0%
<b>Total</b>		<b>64.1%</b>	

## Notes

- Other includes unclassified impressions and other manufacturers with < 1% share.
- We received 20.6 billion requests Worldwide in May 2010. In May 2010, smartphone traffic share was 46%. Please see page 10 for our definition of a smartphone.

<sup>(1)</sup>Share change calculated as percent of May 2010 requests less percent of April 2010 requests.

# United States Handset Data - May 2010



## Top Devices, May 2010

Brand	Model	% of Requests	Share Chg % <sup>(1)</sup>
Apple	iPhone	17.2%	-1.5%
Apple	iPod Touch	15.9%	-1.7%
Motorola	Droid	7.5%	-0.5%
Samsung	SCH R350	3.9%	0.3%
HTC	Magic	2.7%	0.1%
HTC	Dream	2.1%	-0.4%
HTC	Droid Eris	2.1%	0.0%
HTC	Hero	2.0%	-0.1%
Motorola	CLIQ	2.0%	-0.3%
Samsung	Moment	1.7%	0.1%
<b>Total</b>		<b>57.2%</b>	

## Top Smartphones, May 2010

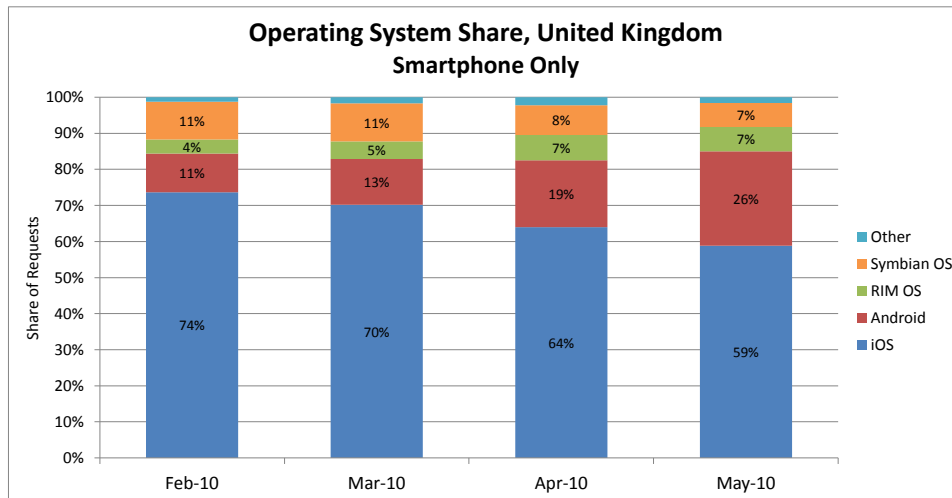
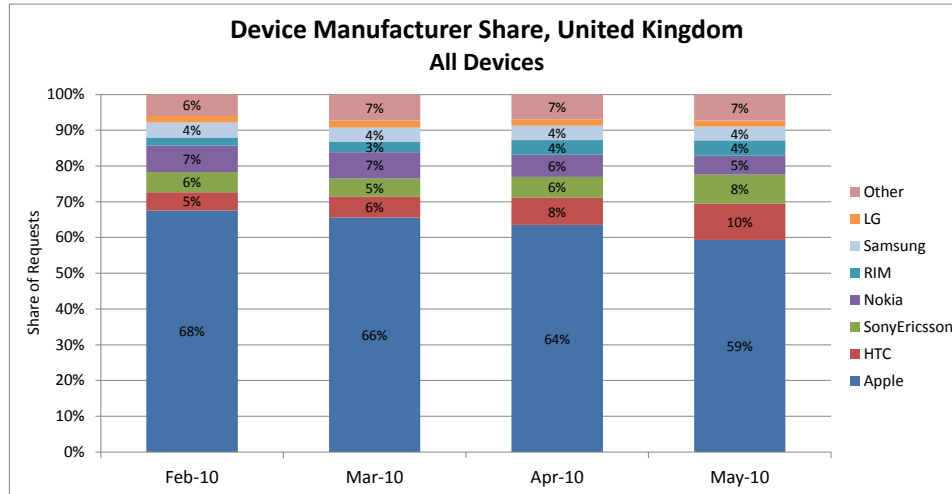
Brand	Model	% of Requests	Share Chg % <sup>(1)</sup>
Apple	iPhone	35.3%	-2.7%
Motorola	Droid	15.4%	-0.8%
HTC	Magic	5.5%	0.2%
HTC	Dream	4.3%	-0.7%
HTC	Droid Eris	4.3%	0.0%
HTC	Hero	4.2%	-0.1%
Motorola	CLIQ	4.0%	-0.5%
Samsung	Moment	3.6%	0.2%
RIM	BlackBerry 8300	2.9%	0.1%
HTC	Incredible	2.0%	2.0%
<b>Total</b>		<b>81.5%</b>	

### Notes

- Other includes unclassified impressions and other manufacturers with < 1% share.
- We received 8.3 billion requests from United States in May 2010. In May 2010, smartphone traffic share was 48%. Please see page 10 for our definition of a smartphone.

<sup>(1)</sup>Share change calculated as percent of May 2010 requests less percent of April 2010 requests.

# United Kingdom Handset Data - May 2010



## Top Devices, May 2010

Brand	Model	% of Requests	Share Chg % <sup>(1)</sup>
Apple	iPhone	38.0%	0.3%
Apple	iPod Touch	21.1%	-4.7%
SonyEricsson	Xperia X10i	4.3%	2.8%
HTC	Desire	4.1%	2.8%
HTC	Hero	3.1%	-0.1%
RIM	BlackBerry 8520	1.4%	0.1%
HTC	Dream	1.3%	-0.3%
Samsung	Galaxy Spica	1.0%	0.3%
Samsung	GT S5230	0.7%	-0.1%
RIM	BlackBerry 9700	0.7%	0.1%
<b>Total</b>		<b>75.6%</b>	

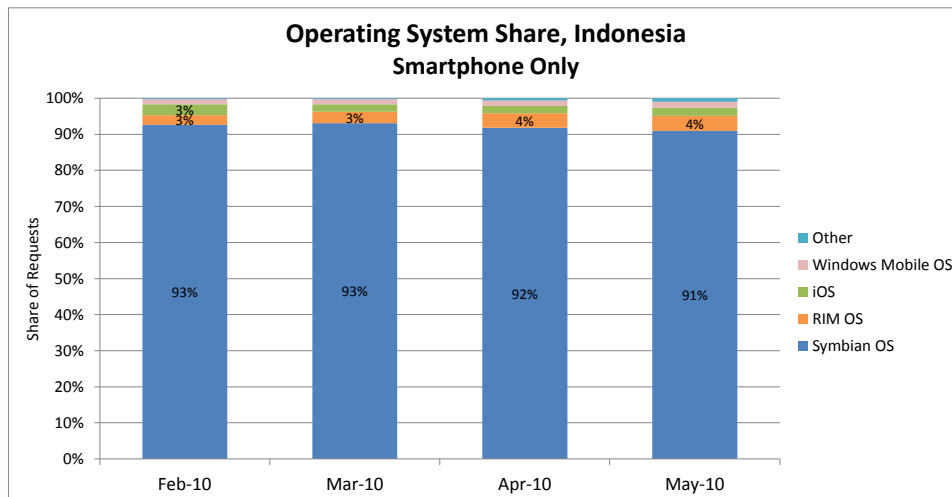
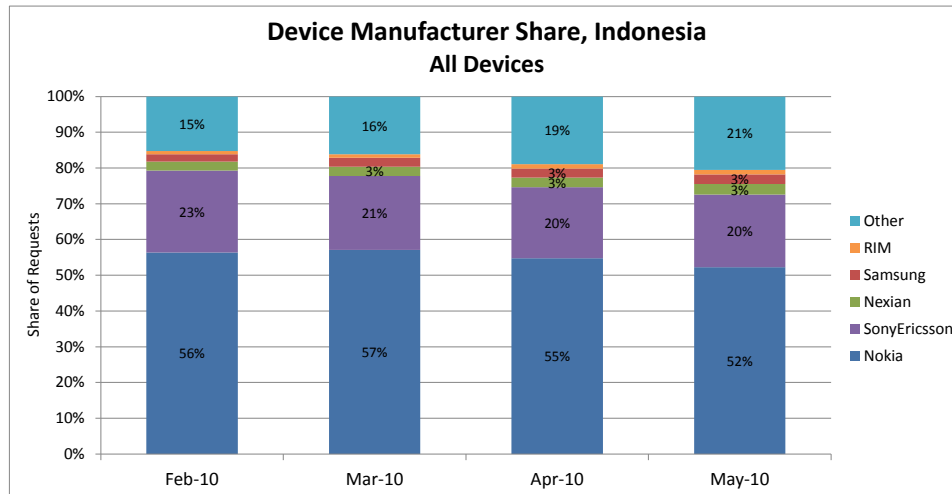
## Top Smartphones, May 2010

Brand	Model	% of Requests	Share Chg % <sup>(1)</sup>
Apple	iPhone	58.8%	-5.1%
SonyEricsson	Xperia X10i	6.7%	4.2%
HTC	Desire	6.3%	4.2%
HTC	Hero	4.7%	-0.7%
RIM	BlackBerry 8520	2.2%	0.0%
HTC	Dream	2.0%	-0.7%
Samsung	Galaxy Spica	1.5%	0.4%
RIM	BlackBerry 9700	1.1%	0.1%
RIM	BlackBerry 8900	1.1%	-0.1%
HTC	Magic	1.0%	-0.2%
<b>Total</b>		<b>85.4%</b>	

### Notes

- Other includes unclassified impressions and other manufacturers with < 1% share.
- We received 627 million requests from United Kingdom in May 2010. In May 2010, smartphone traffic share was 63%. Please see page 10 for our definition of a smartphone.

<sup>(1)</sup>Share change calculated as percent of May 2010 requests less percent of April 2010 requests.



## Top Devices, May 2010

Brand	Model	% of Requests	Share Chg % <sup>(1)</sup>
Nokia	5130	3.7%	0.0%
Nokia	E63	3.4%	-0.1%
Nokia	N70	3.1%	0.0%
Nokia	6300	2.3%	-0.1%
Nokia	6600	2.2%	-0.4%
SonyEricsson	W200i	2.1%	0.1%
Nexian	NX G922	2.1%	0.1%
Nokia	3110c	1.9%	-0.2%
Nokia	7610	1.8%	-0.2%
Nokia	2600c	1.7%	0.0%
<b>Total</b>		<b>24.2%</b>	

## Top Smartphones, May 2010

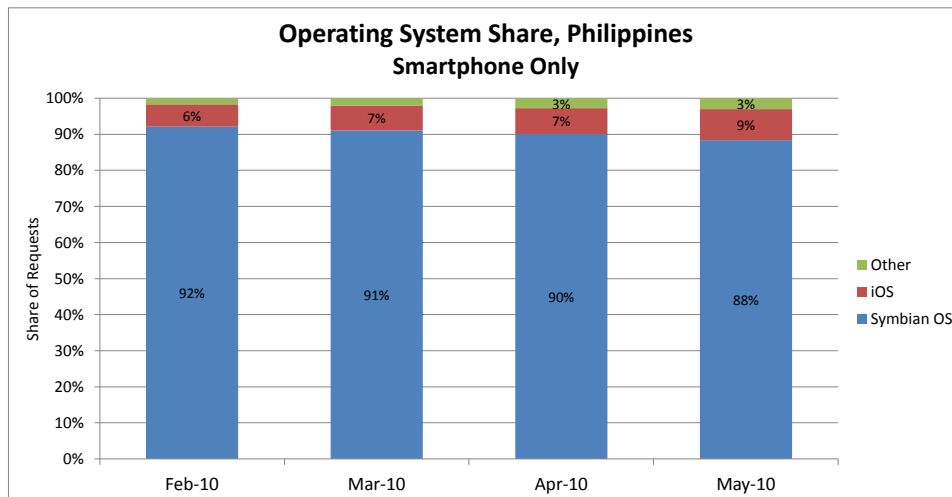
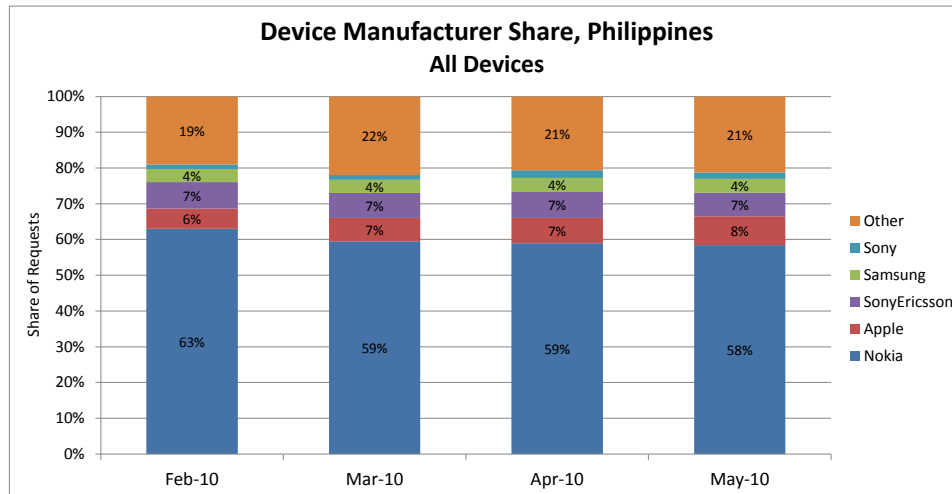
Brand	Model	% of Requests	Share Chg % <sup>(1)</sup>
Nokia	E63	11.7%	0.2%
Nokia	N70	10.4%	0.5%
Nokia	6300	7.8%	0.0%
Nokia	6600	7.3%	-0.9%
Nokia	7610	6.2%	-0.4%
Nokia	E71	4.9%	-0.2%
Nokia	N73	4.1%	-0.2%
Nokia	3230	4.0%	-0.3%
Nokia	6120c	3.7%	-0.1%
Nokia	N80	2.6%	-0.5%
<b>Total</b>		<b>62.6%</b>	

### Notes

- Other includes unclassified impressions and other manufacturers with < 1% share.
- We received 1.1 billion requests from Indonesia in May 2010. In May 2010, smartphone traffic share was 29%. Please see page 10 for our definition of a smartphone.

<sup>(1)</sup>Share change calculated as percent of May 2010 requests less percent of April 2010 requests.

# Philippines Handset Data - May 2010



## Top Devices, May 2010

Brand	Model	% of Requests	Share Chg % <sup>(1)</sup>
Nokia	N70	7.2%	-0.1%
Apple	iPod Touch	4.6%	0.3%
Apple	iPhone	3.3%	0.6%
Nokia	6630	3.1%	0.0%
Nokia	3110c	2.7%	0.0%
Nokia	6120c	2.2%	0.1%
Nokia	5130	2.0%	0.2%
Nokia	6300	2.0%	-0.2%
Nokia	N73	2.0%	-0.1%
Sony	PlayStation Portable	1.8%	-0.4%
<b>Total</b>		<b>30.9%</b>	

## Top Smartphones, May 2010

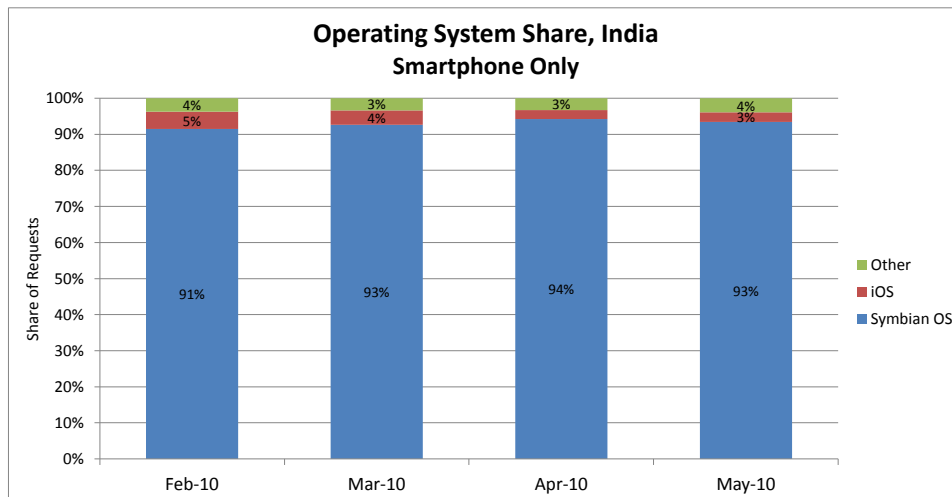
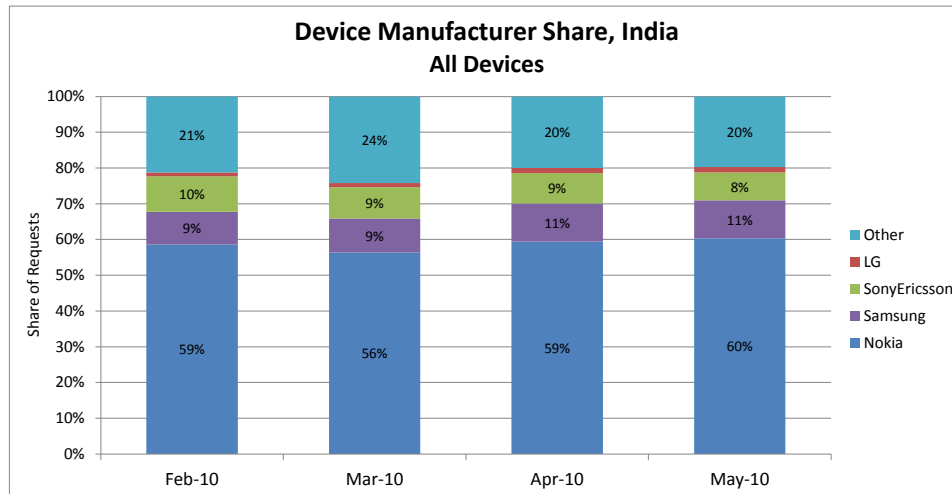
Brand	Model	% of Requests	Share Chg % <sup>(1)</sup>
Nokia	N70	18.7%	-0.2%
Apple	iPhone	8.6%	1.5%
Nokia	6630	8.0%	0.0%
Nokia	6120c	5.7%	0.3%
Nokia	6300	5.1%	-0.4%
Nokia	N73	5.1%	-0.3%
Nokia	6680	4.5%	-0.3%
Nokia	5800 XpressMusic	4.2%	0.2%
Nokia	N80	3.9%	-0.3%
Nokia	N95	3.3%	-0.1%
<b>Total</b>		<b>67.2%</b>	

### Notes

- Other includes unclassified impressions and other manufacturers with < 1% share.
- We received 275 million requests from Philippines in May 2010. In May 2010, smartphone traffic share was 37%. Please see page 10 for our definition of a smartphone.

<sup>(1)</sup>Share change calculated as percent of May 2010 requests less percent of April 2010 requests.

# India Handset Data - May 2010



## Top Devices, May 2010

Brand	Model	% of Requests	Share Chg % <sup>(1)</sup>
Nokia	5130	7.0%	0.7%
Nokia	3110c	5.9%	-0.2%
Nokia	N2700 Classic	4.8%	0.8%
Nokia	7210	3.8%	0.0%
Nokia	N70	3.1%	-0.2%
Nokia	6300	2.4%	0.0%
Nokia	N73	1.8%	-0.1%
Nokia	N80	1.7%	-0.2%
Nokia	6233	1.7%	0.0%
Samsung	GT-S3310	1.7%	0.1%
<b>Total</b>		<b>33.8%</b>	

## Top Smartphones, May 2010

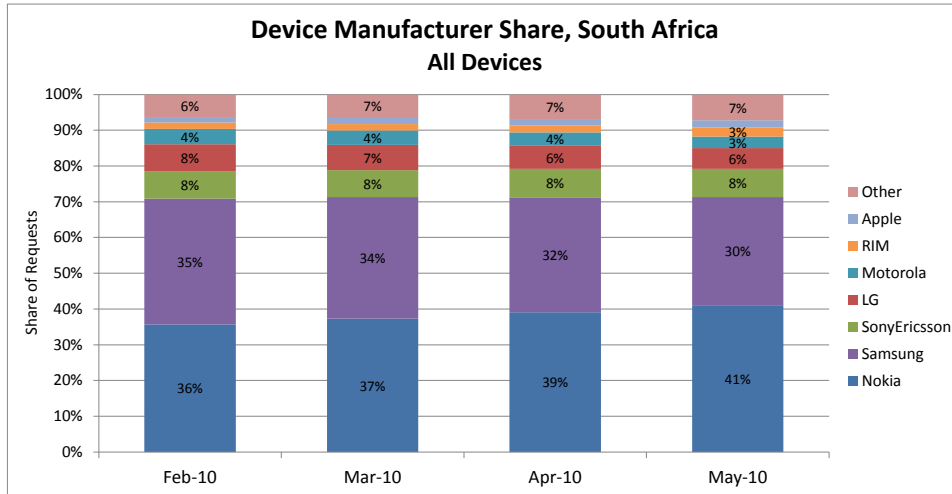
Brand	Model	% of Requests	Share Chg % <sup>(1)</sup>
Nokia	N70	13.1%	-0.6%
Nokia	6300	10.0%	0.0%
Nokia	N73	7.4%	-0.3%
Nokia	N80	7.1%	-0.8%
Nokia	5233	6.1%	2.0%
Nokia	N72	5.8%	-0.1%
Nokia	5800 XpressMusic	4.1%	0.4%
Nokia	6600	3.6%	-0.5%
Nokia	E63	3.4%	0.1%
Nokia	7610	3.2%	-0.2%
<b>Total</b>		<b>63.7%</b>	

### Notes

- Other includes unclassified impressions and other manufacturers with < 1% share.
- We received 2.1 billion requests from India in May 2010. In May 2010, smartphone traffic share was 23%. Please see page 10 for our definition of a smartphone.

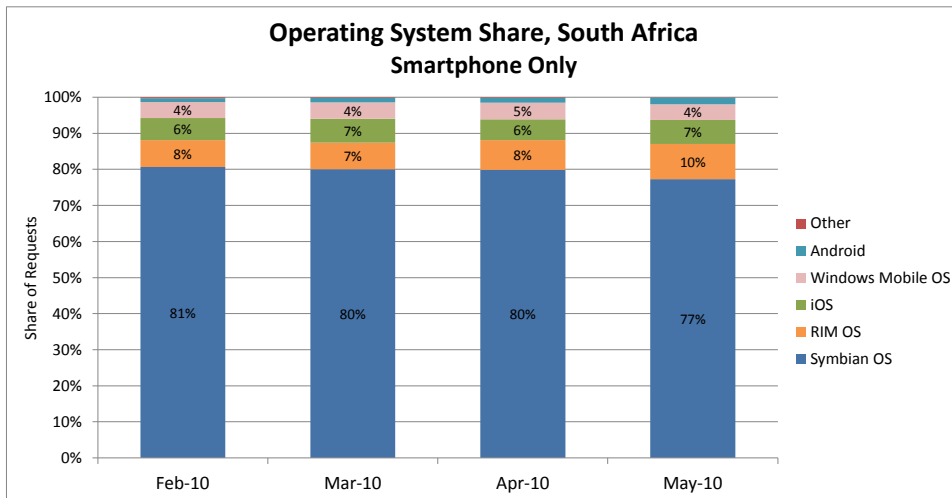
<sup>(1)</sup>Share change calculated as percent of May 2010 requests less percent of April 2010 requests.

# South Africa Handset Data - May 2010



## Top Devices, May 2010

Brand	Model	% of Requests	Share Chg % <sup>(1)</sup>
Samsung	SGH E250	4.6%	-0.4%
Samsung	SGH E250i	3.2%	0.0%
Nokia	5130	2.9%	0.6%
LG	KS360	2.8%	-0.3%
Samsung	SGH-M620	2.7%	-0.3%
Samsung	GT S5233A	2.6%	0.2%
Nokia	N70	2.6%	-0.1%
Motorola	V360	2.1%	-0.4%
Nokia	N2700 Classic	1.8%	0.3%
Apple	iPhone	1.8%	0.4%
<b>Total</b>		<b>27.1%</b>	



## Top Smartphones, May 2010

Brand	Model	% of Requests	Share Chg % <sup>(1)</sup>
Nokia	N70	9.9%	-1.2%
Apple	iPhone	6.7%	1.0%
Nokia	E63	6.6%	0.6%
RIM	BlackBerry 8520	6.3%	1.2%
Nokia	6300	5.9%	-0.5%
Nokia	5800 XpressMusic	5.5%	0.1%
Nokia	N73	4.0%	-0.3%
Nokia	N97	3.5%	1.4%
Nokia	6210	3.4%	-0.1%
Nokia	6110	3.2%	-0.3%
<b>Total</b>		<b>54.9%</b>	

## Notes

- Other includes unclassified impressions and other manufacturers with < 1% share.
- We received 229 million requests from South Africa in May 2010. In May 2010, smartphone traffic share was 26%. Please see page 10 for our definition of a smartphone.

<sup>(1)</sup>Share change calculated as percent of May 2010 requests less percent of April 2010 requests.

# AdMob Mobile Metrics Report

May 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 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. 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](mailto:metrics@admob.com) if you have any questions or feedback for future reports.

