



AdMob Mobile Metrics Report

AdMob serves ads for more than 6,000 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 the network. This monthly report offers a snapshot of this data to provide insight into trends in the mobile ecosystem.

October 2008

Email metrics@admob.com to sign up for future reports.

Find previous reports and other resources at www.admob.com/metrics.



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October 2008



New and Noteworthy

* The iPhone is now the #1 device in the AdMob Network with 4.1% share of requests in October. Since AdMob launched its ad units for iPhone sites and applications, iPhone requests have increased from 28 million requests in July to 236 million requests in October. This month, we break out iPhone requests by country and region.

* 62.8% of iPhone requests were from the US, where the iPhone is the #2 device behind the RAZR. 5.0% of iPhone requests came from the UK, where the iPhone is the #3 device behind the Nokia N95 and Sony Ericsson K800i. Other top markets include Canada, France, Japan, Australia, and Germany.

* As part of our commitment to providing detailed insight into different regions, this month we provide traffic, manufacturer, and device data for Latin America & the Caribbean. Traffic from the region increased 138% in the last 12 months to 109 million requests in October 2008. The fastest growing countries in the region were Puerto Rico, Guyana, Costa Rica, Brazil, and Mexico.

* Motorola, Nokia, and Sony Ericsson all have greater than 20% market share in Latin America and are each leaders in different markets. The Motorola RAZR is the top device in the region with 10.3% share and is a Top 20 Handset in each of the top Latin American markets.

* Worldwide requests grew 13.8% month over month to 5.8 billion. US requests grew 7.9% to 2.2 billion and UK requests grew 16.0% to 229 million in October 2008.

* Sony Ericsson passed Motorola and is now the #2 handset manufacturer worldwide. Apple jumped ahead of LG and RIM and is now the #5 handset manufacturer worldwide.

Note: Handset share in the AdMob Mobile Metrics Report 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 over a certain period.

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Feature - Latin America and the Caribbean region focus

Geographic Distribution of Traffic

Worldwide: Manufacturer and Device Share

United States: Manufacturer and Device Share / Operator Handset Mix

India: Manufacturer and Device Share / Operator Handset Mix

Indonesia: Manufacturer and Device Share / Operator Handset Mix

United Kingdom: Manufacturer and Device Share / Operator Handset Mix

Philippines: Manufacturer and Device Share / Operator Handset Mix

South Africa: Manufacturer and Device Share / Operator Handset Mix

Methodology

AdMob Mobile Metrics Report

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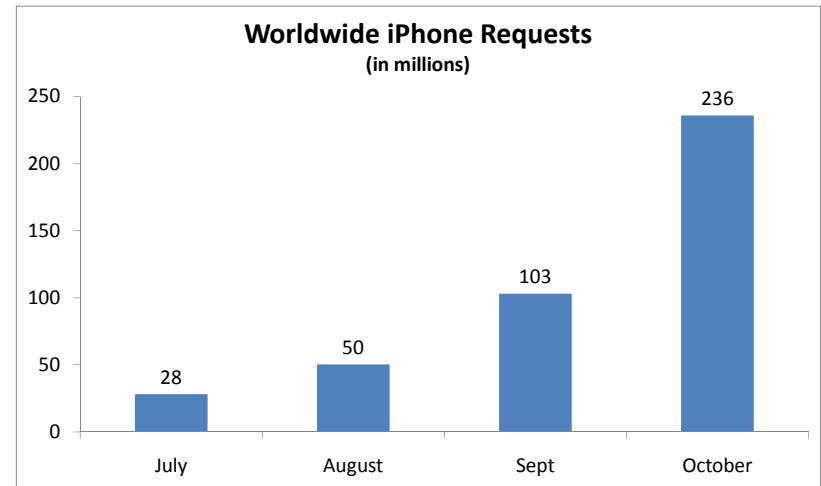


Featured Section: iPhone by Geography

The iPhone is now the #1 device in the AdMob Network with 4.1% share of requests in October. Since AdMob launched its ad units for iPhone sites and applications, iPhone requests have increased from 28 million requests in July to 236 million requests in October.

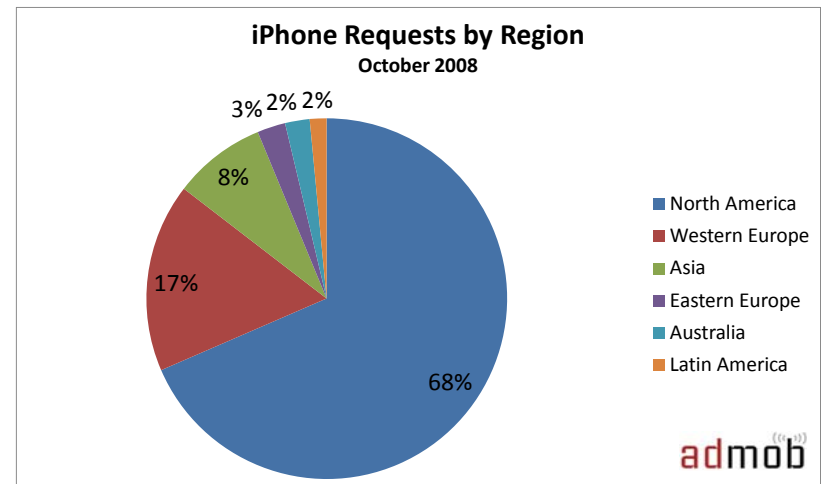
Highlights

- * 62.8% of iPhone requests were from the US, where the iPhone is the #2 device behind the RAZR with 6.9% of US requests.
- * 5.0% of iPhone requests came from the UK, where the iPhone is the #3 device behind the Nokia N95 and Sony Ericsson K800i with 5.1% of UK requests.
- * The iPhone is the number 1 device in each of the following countries: Canada, France, Japan, Australia, Germany, Italy, Singapore, and Switzerland.
- * 17% of iPhone requests were from Western Europe. Top markets include the UK, France, Germany, Italy, and Switzerland.
- * 8% of iPhone requests were from Asia. Top markets include Japan and Singapore.
- * There are currently more than 400 applications and sites in the AdMob's iPhone Network.



Worldwide iPhone Traffic by Country

| Rank | Country | October 2008 | | iPhone Rank in Country |
|------|------------------------------|--------------------|---------------|------------------------|
| | | Requests | % of Requests | |
| 1 | United States | 148,231,995 | 62.8% | 2 |
| 2 | United Kingdom | 11,711,810 | 5.0% | 3 |
| 3 | Canada | 10,477,471 | 4.4% | 1 |
| 4 | France | 7,317,334 | 3.1% | 1 |
| 5 | Japan | 4,914,989 | 2.1% | 1 |
| 6 | Australia | 4,872,570 | 2.1% | 1 |
| 7 | Germany | 4,635,469 | 2.0% | 1 |
| 8 | Italy | 4,346,565 | 1.8% | 1 |
| 9 | Singapore | 3,137,818 | 1.3% | 1 |
| 10 | Switzerland | 2,823,058 | 1.2% | 1 |
| | Other Countries ¹ | 33,391,083 | 14.2% | -- |
| | Total | 235,860,162 | 100.0% | -- |



1) Other Countries includes 9 countries with greater than 1 million requests. In total, 60 countries sent greater than 100k iPhone requests in October.

AdMob Mobile Metrics Report

October 2008



Featured: Latin America and the Caribbean - Traffic, Manufacturers and Devices

We regularly field requests for deeper data on specific regions. This month, we provide traffic, manufacturer and device data for Latin America and the Caribbean.

Highlights

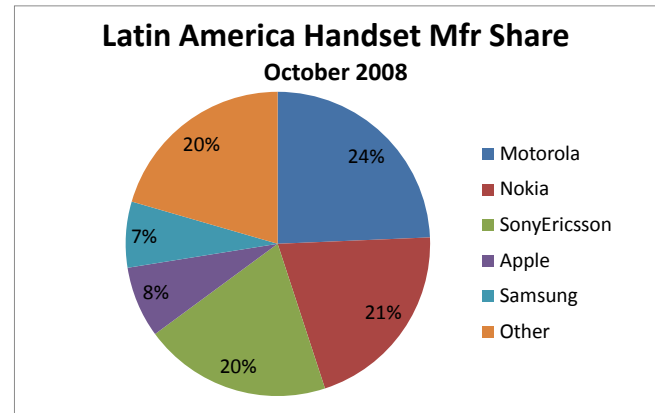
* Traffic from Latin America and the Caribbean increased 138% in the last 12 months to 109 million requests in October 2008.

* The fastest growing countries in the region include Puerto Rico, Guyana, Costa Rica, Brazil and Mexico.

* Motorola, Nokia, and Sony Ericsson each have greater than 20% market share in Latin America and are each leaders in different markets.

* The Motorola RAZR is the top device in the region with 10.3% share and is a Top 20 Handset in each of the top Latin American markets.

* The Apple iPhone is second with 5.5% share and is the number 1 handset in Mexico and Brazil.



Latin America & the Caribbean Traffic Data by Country

| Country | October 2008 | | October 2007 | | Y-o-Y |
|----------------------|--------------------|---------------|-------------------|---------------|-------------|
| | Traffic | % of Reqs | Traffic | % of Reqs | Growth |
| Puerto Rico | 15,648,462 | 14.4% | 3,662,412 | 8.0% | 327% |
| Mexico | 14,592,013 | 13.4% | 6,498,140 | 14.2% | 125% |
| Jamaica | 8,671,393 | 8.0% | 6,641,809 | 14.5% | 31% |
| Argentina | 8,254,499 | 7.6% | 6,074,679 | 13.3% | 36% |
| Guatemala | 8,229,464 | 7.5% | 5,270,810 | 11.5% | 56% |
| Venezuela | 7,778,478 | 7.1% | 3,691,213 | 8.1% | 111% |
| Uruguay | 7,212,407 | 6.6% | 3,366,486 | 7.4% | 114% |
| Guyana | 6,387,620 | 5.9% | 2,136,586 | 4.7% | 199% |
| Costa Rica | 6,165,466 | 5.7% | 2,084,359 | 4.6% | 196% |
| Brazil | 4,466,690 | 4.1% | 1,870,615 | 4.1% | 139% |
| Other ⁽¹⁾ | 21,622,048 | 19.8% | 4,505,336 | 9.8% | 380% |
| Total | 109,028,540 | 100.0% | 45,802,445 | 100.0% | 138% |

Top Handsets

| Top Handset Models | | % of Latin Am Reqs |
|--------------------|------------|--------------------|
| Motorola | RAZR V3 | 10.3% |
| Apple | iPhone | 5.5% |
| Motorola | W385 | 2.7% |
| Nokia | 5200 | 2.3% |
| SonyEricsson | W810i | 2.1% |
| Apple | iPod Touch | 2.1% |
| SonyEricsson | W300i | 2.0% |
| SonyEricsson | W580i | 1.8% |
| SonyEricsson | W200i | 1.7% |
| SonyEricsson | W200a | 1.6% |
| SonyEricsson | K310i | 1.5% |
| Total | | 33.6% |

(1) Other includes 6 countries with greater than 1 million requests and 10 additional countries with greater than 100k requests.

Note: Mexico has been added to this featured section as part of the Latin American region. Mexico is typically included as part of the North America region in the the Metrics Report.

Featured: Central America & the Caribbean Handset Data - October 2008



| Puerto Rico | | |
|--------------------|-----------------|---------------|
| Oct. Requests | | 15,648,462 |
| Top Handset Models | | % of Requests |
| Motorola | RAZR V3 | 45.2% |
| Motorola | W385 | 17.7% |
| RIM | BlackBerry 8300 | 6.2% |
| Motorola | Spark | 5.5% |
| Kyocera | K312 | 4.8% |
| RIM | BlackBerry 8100 | 3.2% |
| Kyocera | K24 | 2.2% |
| Kyocera | K132 | 1.4% |
| UTStarcom | Slice PCS-1400 | 1.4% |
| Apple | iPhone | 1.0% |
| Motorola | V266 | 0.9% |
| Motorola | KRZR K1c | 0.9% |
| CDM | 8935 | 0.8% |
| RIM | BlackBerry 8330 | 0.8% |
| Apple | iPod Touch | 0.8% |
| Sony | PSP | 0.7% |
| Kyocera | E2000 | 0.7% |
| Kyocera | K612B | 0.7% |
| Kyocera | KX5B | 0.5% |
| Samsung | F250 | 0.2% |
| Total | | 95.5% |

| Mexico | | |
|--------------------|-----------------|---------------|
| Oct. Requests | | 14,592,013 |
| Top Handset Models | | % of Requests |
| Apple | iPhone | 16.7% |
| Apple | iPod Touch | 8.3% |
| LG | MX380 | 7.9% |
| LG | MX8500 | 3.8% |
| Motorola | RAZR V3 | 3.5% |
| Sony | PSP | 3.1% |
| Nokia | N95 | 2.3% |
| Nokia | 6276 | 2.3% |
| SonyEricsson | W580i | 2.2% |
| Motorola | Spark | 1.9% |
| RIM | BlackBerry 8100 | 1.4% |
| SonyEricsson | W200a | 1.3% |
| SonyEricsson | W300i | 1.3% |
| RIM | BlackBerry 8300 | 1.3% |
| Nokia | 5200 | 1.2% |
| LG | MX510 | 1.2% |
| SonyEricsson | W810i | 1.0% |
| Motorola | W385 | 1.0% |
| SonyEricsson | K310a | 0.8% |
| LG | MX275 | 0.7% |
| Total | | 63.1% |

| Jamaica | | |
|--------------------|---------|---------------|
| Oct. Requests | | 8,671,393 |
| Top Handset Models | | % of Requests |
| Nokia | 6030b | 5.8% |
| Nokia | 6230 | 3.3% |
| Motorola | RAZR V3 | 3.2% |
| Nokia | 6030 | 3.0% |
| Samsung | C165 | 2.8% |
| Motorola | SLVR L7 | 2.8% |
| SonyEricsson | K310i | 2.7% |
| SonyEricsson | W810i | 2.4% |
| Motorola | V175 | 1.9% |
| Nokia | 2610 | 1.8% |
| SonyEricsson | K800i | 1.8% |
| SonyEricsson | W200a | 1.6% |
| Motorola | V177 | 1.4% |
| Motorola | L6 | 1.4% |
| SonyEricsson | T230 | 1.1% |
| Motorola | W230 | 1.0% |
| Nokia | 3220 | 1.0% |
| Nokia | 3100 | 1.0% |
| Samsung | E250 | 0.9% |
| Nokia | 2630 | 0.9% |
| Total | | 41.9% |

| Guatemala | | |
|--------------------|---------|---------------|
| Oct. Requests | | 8,229,464 |
| Top Handset Models | | % of Requests |
| SonyEricsson | Z310a | 6.6% |
| SonyEricsson | W300i | 6.5% |
| Motorola | RAZR V3 | 5.6% |
| Samsung | C420L | 5.4% |
| Samsung | C166 | 5.1% |
| Nokia | 5070b | 4.7% |
| SonyEricsson | W200i | 4.2% |
| Samsung | C426 | 4.1% |
| Nokia | 6125 | 4.0% |
| Nokia | 6230i | 3.6% |
| SonyEricsson | W580i | 2.6% |
| SonyEricsson | W810i | 2.5% |
| Samsung | X686 | 2.2% |
| Motorola | KRZR K1 | 1.8% |
| Apple | iPhone | 1.7% |
| SonyEricsson | W350i | 1.5% |
| Motorola | Z3 | 1.2% |
| Samsung | X566 | 1.0% |
| SonyEricsson | W200a | 0.9% |
| Motorola | W510 | 0.9% |
| Total | | 65.9% |

| Top Device Mfrs | | % of Requests |
|-----------------|--|---------------|
| Motorola | | 70.3% |
| RIM | | 10.5% |
| Kyocera | | 10.3% |
| Apple | | 1.8% |
| UTStarcom | | 1.4% |
| Total | | 94.4% |

| Top Device Mfrs | | % of Requests |
|-----------------|--|---------------|
| Apple | | 25.0% |
| LG | | 15.2% |
| Nokia | | 14.9% |
| SonyEricsson | | 13.1% |
| Motorola | | 9.6% |
| Total | | 77.7% |

| Top Device Mfrs | | % of Requests |
|-----------------|--|---------------|
| Nokia | | 33.7% |
| Motorola | | 19.6% |
| SonyEricsson | | 19.0% |
| Samsung | | 9.3% |
| LG | | 1.3% |
| Total | | 82.8% |

| Top Device Mfrs | | % of Requests |
|-----------------|--|---------------|
| SonyEricsson | | 31.6% |
| Samsung | | 23.0% |
| Motorola | | 19.3% |
| Nokia | | 17.8% |
| Apple | | 1.9% |
| Total | | 93.6% |

Featured: South American Handset Data - October 2008

| Argentina | | |
|--------------------|---------------|-----------|
| Oct. Requests | | 8,254,499 |
| Top Handset Models | % of Requests | |
| Nokia | 6131 | 8.3% |
| SonyEricsson | W200a | 6.4% |
| Apple | iPhone | 6.4% |
| Nokia | 5200 | 4.4% |
| SonyEricsson | W300i | 3.1% |
| Nokia | N95 | 2.9% |
| SonyEricsson | K310i | 2.9% |
| Motorola | W5 | 2.2% |
| SonyEricsson | W580i | 2.0% |
| SonyEricsson | w380a | 2.0% |
| Motorola | RAZR V3 | 1.8% |
| Alcatel | C701 | 1.7% |
| Nokia | 3220 | 1.6% |
| Samsung | X576 | 1.4% |
| Nokia | 2760 | 1.2% |
| Apple | iPod Touch | 1.2% |
| Samsung | F250 | 1.1% |
| Motorola | V235 | 1.1% |
| LG | KP215 | 1.0% |
| Nokia | 5310 | 1.0% |
| Total | 53.6% | |

| Venezuela | | |
|--------------------|-----------------|-----------|
| Oct. Requests | | 7,778,478 |
| Top Handset Models | % of Requests | |
| Nokia | 5200 | 8.6% |
| Motorola | RAZR V3 | 4.8% |
| SonyEricsson | W200a | 3.1% |
| Nokia | 2630 | 3.0% |
| Nokia | 5070b | 2.9% |
| SonyEricsson | W580i | 2.8% |
| Motorola | KRZR K1c | 2.7% |
| Nokia | 6300 | 2.6% |
| Apple | iPhone | 2.5% |
| SonyEricsson | W200i | 2.5% |
| Nokia | N95 | 2.4% |
| Nokia | 5310 | 2.3% |
| RIM | BlackBerry 8300 | 2.2% |
| Nokia | 3500c | 1.8% |
| Nokia | 2760 | 1.7% |
| SonyEricsson | K510i | 1.7% |
| Nokia | N73 | 1.6% |
| SonyEricsson | K310a | 1.5% |
| Nokia | N80 | 1.4% |
| Motorola | W5 | 1.3% |
| Total | 53.3% | |

| Uruguay | | |
|--------------------|---------------|-----------|
| Oct. Requests | | 7,212,407 |
| Top Handset Models | % of Requests | |
| SonyEricsson | K310i | 11.3% |
| SonyEricsson | J300i | 10.4% |
| SonyEricsson | W200i | 9.5% |
| Nokia | 5200 | 7.8% |
| SonyEricsson | W300i | 6.9% |
| SonyEricsson | Z310i | 5.3% |
| Motorola | V360 | 3.8% |
| Alcatel | C701 | 2.7% |
| Samsung | F250 | 2.6% |
| SonyEricsson | W580i | 2.3% |
| Motorola | RAZR V3 | 2.2% |
| Nokia | 3220 | 2.1% |
| LG | KU250 | 1.8% |
| Nokia | 6131 | 1.8% |
| Nokia | 2760 | 1.4% |
| Motorola | L6 | 1.4% |
| SonyEricsson | K320i | 1.1% |
| SonyEricsson | Z300i | 1.0% |
| SonyEricsson | W200a | 0.7% |
| Apple | iPhone | 0.7% |
| Total | 76.7% | |

| Brazil | | |
|--------------------|-----------------|-----------|
| Oct. Requests | | 4,466,690 |
| Top Handset Models | % of Requests | |
| Apple | iPhone | 26.8% |
| Apple | iPod Touch | 5.0% |
| Nokia | N95 | 3.5% |
| Nokia | 5200 | 2.8% |
| Nokia | 2760 | 1.8% |
| Motorola | RAZR V3 | 1.6% |
| SonyEricsson | K550i | 1.4% |
| SonyEricsson | W200a | 1.4% |
| RIM | BlackBerry 8100 | 1.2% |
| Nokia | 6085 | 1.1% |
| Nokia | 2630 | 1.1% |
| SonyEricsson | W200i | 1.0% |
| SonyEricsson | W580i | 1.0% |
| Nokia | 6120c | 0.9% |
| Nokia | 6101 | 0.7% |
| Nokia | N80 | 0.7% |
| Nokia | 6111 | 0.7% |
| HTC | P3451 | 0.6% |
| Nokia | N81 | 0.6% |
| Nokia | N73 | 0.6% |
| Total | 54.4% | |

| Top Device Mfrs | % of Requests | |
|-----------------|---------------|--|
| Nokia | 28.6% | |
| SonyEricsson | 20.7% | |
| Motorola | 16.6% | |
| Samsung | 8.5% | |
| Apple | 7.6% | |
| Total | 81.9% | |

| Top Device Mfrs | % of Requests | |
|-----------------|---------------|--|
| Nokia | 39.9% | |
| SonyEricsson | 19.8% | |
| Motorola | 15.1% | |
| Samsung | 6.0% | |
| Apple | 3.8% | |
| Total | 84.6% | |

| Top Device Mfrs | % of Requests | |
|-----------------|---------------|--|
| SonyEricsson | 51.8% | |
| Nokia | 18.8% | |
| Motorola | 10.0% | |
| Samsung | 3.7% | |
| Alcatel | 3.2% | |
| Total | 87.5% | |

| Top Device Mfrs | % of Requests | |
|-----------------|---------------|--|
| Apple | 31.8% | |
| Nokia | 22.0% | |
| SonyEricsson | 8.5% | |
| Motorola | 3.9% | |
| HTC | 1.8% | |
| Total | 68.0% | |

Ad Requests by Geography - October 2008

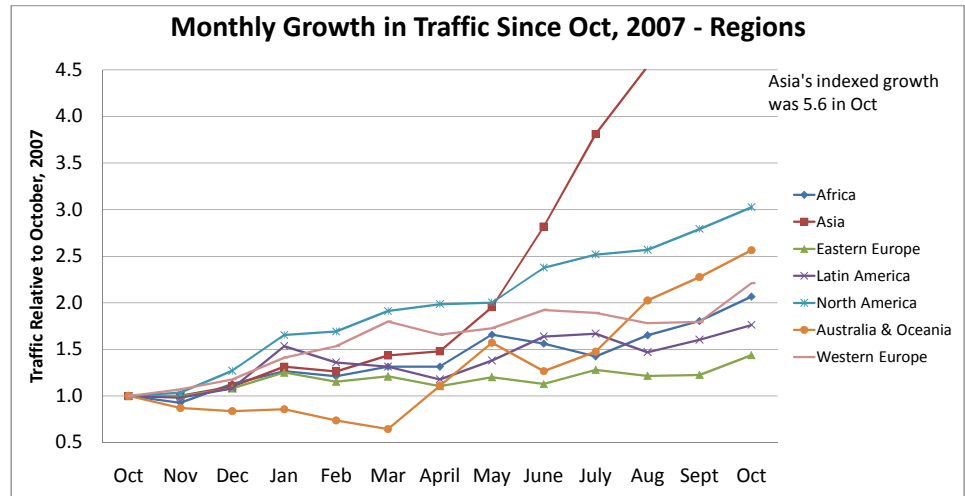
Ads Served: 4,997,094,712
 Requests: 5,769,621,222



| Country | Requests | % of Requests | % Share Change |
|------------------------------------|----------------------|---------------|----------------|
| United States | 2,150,711,475 | 37.3% | -2.0% |
| Indonesia | 1,376,258,268 | 23.9% | 1.5% |
| India | 425,944,505 | 7.4% | -0.3% |
| United Kingdom | 228,925,398 | 4.0% | 0.1% |
| Philippines | 165,876,492 | 2.9% | 0.0% |
| Nigeria | 123,793,545 | 2.1% | 0.4% |
| South Africa | 113,722,968 | 2.0% | -0.2% |
| Romania | 73,834,073 | 1.3% | 0.1% |
| China | 69,600,853 | 1.2% | 0.1% |
| Malaysia | 55,024,432 | 1.0% | 0.0% |
| Other Countries ^{(1) (2)} | 985,929,213 | 17.1% | 0.4% |
| Total | 5,769,621,222 | 100.0% | |



| Region | Requests | % of Requests | % Share Change |
|----------------------|----------------------|---------------|----------------|
| Asia | 2,449,456,949 | 42.5% | 1.4% |
| North America | 2,205,201,408 | 38.2% | -1.9% |
| Western Europe | 385,958,352 | 6.7% | 0.5% |
| Africa | 361,052,615 | 6.3% | 0.0% |
| Eastern Europe | 130,586,672 | 2.3% | 0.1% |
| Latin America | 94,371,421 | 1.6% | -0.1% |
| Oceania | 42,831,659 | 0.7% | 0.0% |
| Other ⁽²⁾ | 100,162,146 | 1.7% | -0.1% |
| Total | 5,769,621,222 | 100.0% | |



Notes

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

(1) Other includes 39 countries having more than 10 million requests.

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

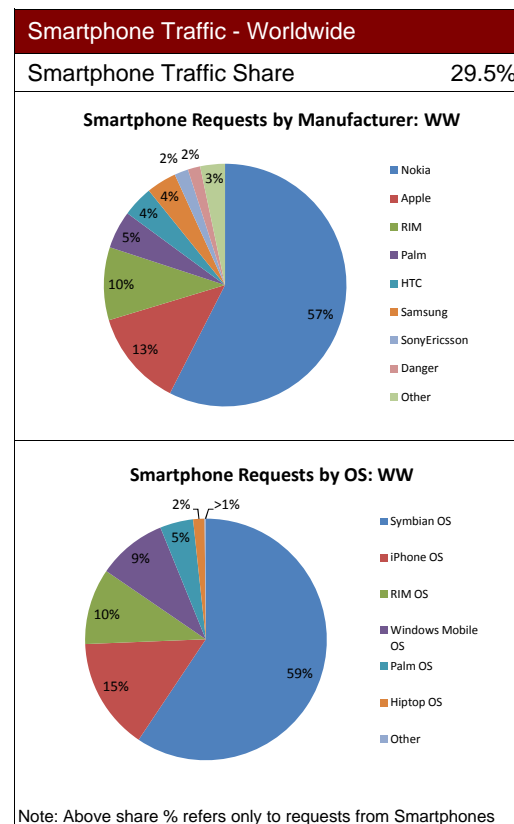
Worldwide Handset Data - October 2008

Ads Served: 4,997,094,712

Requests: 5,769,621,222

| Top Device Mfrs | % of Requests | Share Chg % |
|----------------------|---------------|-------------|
| Nokia | 36.3% | 1.0% |
| SonyEricsson | 12.6% | 0.4% |
| Motorola | 12.2% | -1.6% |
| Samsung | 9.6% | -0.5% |
| Apple | 5.1% | 2.5% |
| LG | 4.0% | -0.1% |
| RIM | 3.5% | -0.1% |
| Kyocera | 1.7% | -0.4% |
| Palm | 1.6% | -0.2% |
| HTC | 1.5% | -0.1% |
| Other ⁽¹⁾ | 12.0% | |
| Total | 100.0% | |

| Top Handset Models | % of Requests | Share Chg % |
|---------------------|---------------|-------------|
| Apple iPhone | 4.1% | 2.1% |
| Motorola RAZR V3 | 3.4% | -0.6% |
| Nokia N70 | 3.2% | 0.0% |
| Motorola KRZR K1c | 1.8% | -0.4% |
| Motorola W385 | 1.7% | -0.3% |
| Nokia 6300 | 1.6% | 0.1% |
| Nokia 3110c | 1.5% | 0.2% |
| Nokia N73 | 1.5% | 0.0% |
| Motorola Z6m | 1.5% | -0.1% |
| RIM BlackBerry 8300 | 1.5% | 0.1% |
| RIM BlackBerry 8100 | 1.5% | -0.1% |
| Nokia 6600 | 1.4% | -0.1% |
| Nokia N95 | 1.4% | 0.0% |
| Nokia 5300 | 1.4% | 0.0% |
| Palm Centro | 1.2% | -0.2% |
| Nokia N80 | 1.2% | 0.1% |
| Nokia 7610 | 1.0% | 0.0% |
| Nokia 5200 | 1.0% | 0.0% |
| Nokia 6120c | 0.9% | 0.1% |
| Apple iPod Touch | 0.9% | 0.5% |
| Total | 33.8% | |



| Handset Capabilities | % Capable |
|-------------------------------|-----------|
| Supports Polyphonic Ringtones | 77.7% |
| Supports Streaming Video | 61.0% |
| Able to Download Video Clips | 76.5% |
| Supports WAP Push Messages | 84.0% |

| MMA Standard Screen Size | Share % |
|--------------------------|---------|
| Small | 28.6% |
| Medium | 28.2% |
| Large | 26.8% |
| X-Large | 16.5% |

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Nokia 6120c and Apple iPod Touch.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

United States Handset Data - October 2008



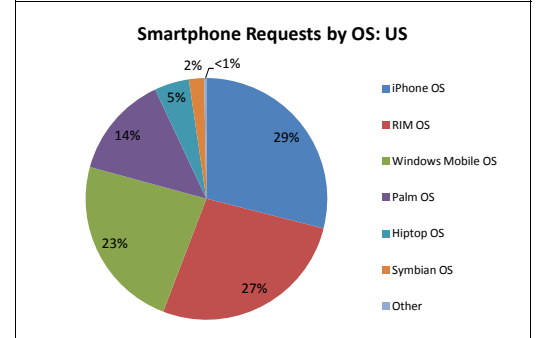
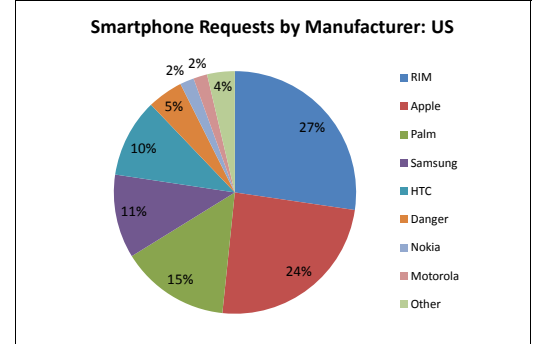
Ads Served: 2,009,586,038
 Requests: 2,150,711,475

| Top Device Mfrs | % of Requests | Share Chg % |
|----------------------|---------------|-------------|
| Motorola | 26.9% | -2.1% |
| Samsung | 17.3% | -0.2% |
| Apple | 8.4% | 4.5% |
| LG | 8.2% | 0.0% |
| RIM | 7.8% | 0.0% |
| Nokia | 4.5% | -0.2% |
| Kyocera | 4.4% | -0.7% |
| Palm | 4.1% | -0.3% |
| HTC | 3.5% | -0.1% |
| SonyEricsson | 1.8% | 0.1% |
| Sony | 1.6% | -0.1% |
| Sanyo | 1.5% | -0.1% |
| Danger | 1.4% | 0.0% |
| UTStarcom | 1.3% | -0.1% |
| Other ⁽¹⁾ | 7.4% | -0.7% |
| Total | 100.0% | |

| Top Handset Models | % of Requests | Share Chg % |
|-----------------------------|---------------|-------------|
| Motorola RAZR V3 | 7.7% | -1.0% |
| Apple iPhone | 6.9% | 3.7% |
| Motorola KRZR K1c | 4.8% | -0.7% |
| Motorola W385 | 4.3% | -0.4% |
| Motorola Z6m | 3.9% | 0.1% |
| RIM BlackBerry 8100 | 3.5% | -0.2% |
| RIM BlackBerry 8300 | 3.3% | 0.2% |
| Palm Centro | 3.2% | -0.2% |
| Kyocera K24 | 2.3% | -0.3% |
| LG LX260 | 2.2% | 0.1% |
| Samsung M800 (Instinct) | 1.9% | 0.2% |
| Sony PSP | 1.5% | -0.1% |
| Apple iPod Touch | 1.5% | 0.8% |
| Samsung R430 | 1.5% | 0.0% |
| Samsung R410 | 1.4% | -0.3% |
| Danger Sidekick II | 1.4% | 0.0% |
| Samsung R450 | 1.4% | 0.4% |
| Samsung R210 | 1.0% | 0.2% |
| LG CU720 | 0.9% | 0.1% |
| Samsung I617 (BlackJack II) | 0.9% | 0.0% |
| Total | 55.4% | |

Smartphone Traffic - US

Smartphone Traffic Share 28.2%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities % Capable

| | |
|-------------------------------|-------|
| Supports Polyphonic Ringtones | 54.9% |
| Supports Streaming Video | 30.8% |
| Able to Download Video Clips | 60.8% |
| Supports WAP Push Messages | 78.0% |

MMA Standard Screen Size Share %

| | |
|---------|-------|
| Small | 23.5% |
| Medium | 27.4% |
| Large | 22.3% |
| X-Large | 26.8% |

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Apple iPod Touch, Samsung R210, and the LG CU720.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

United States Handset Data

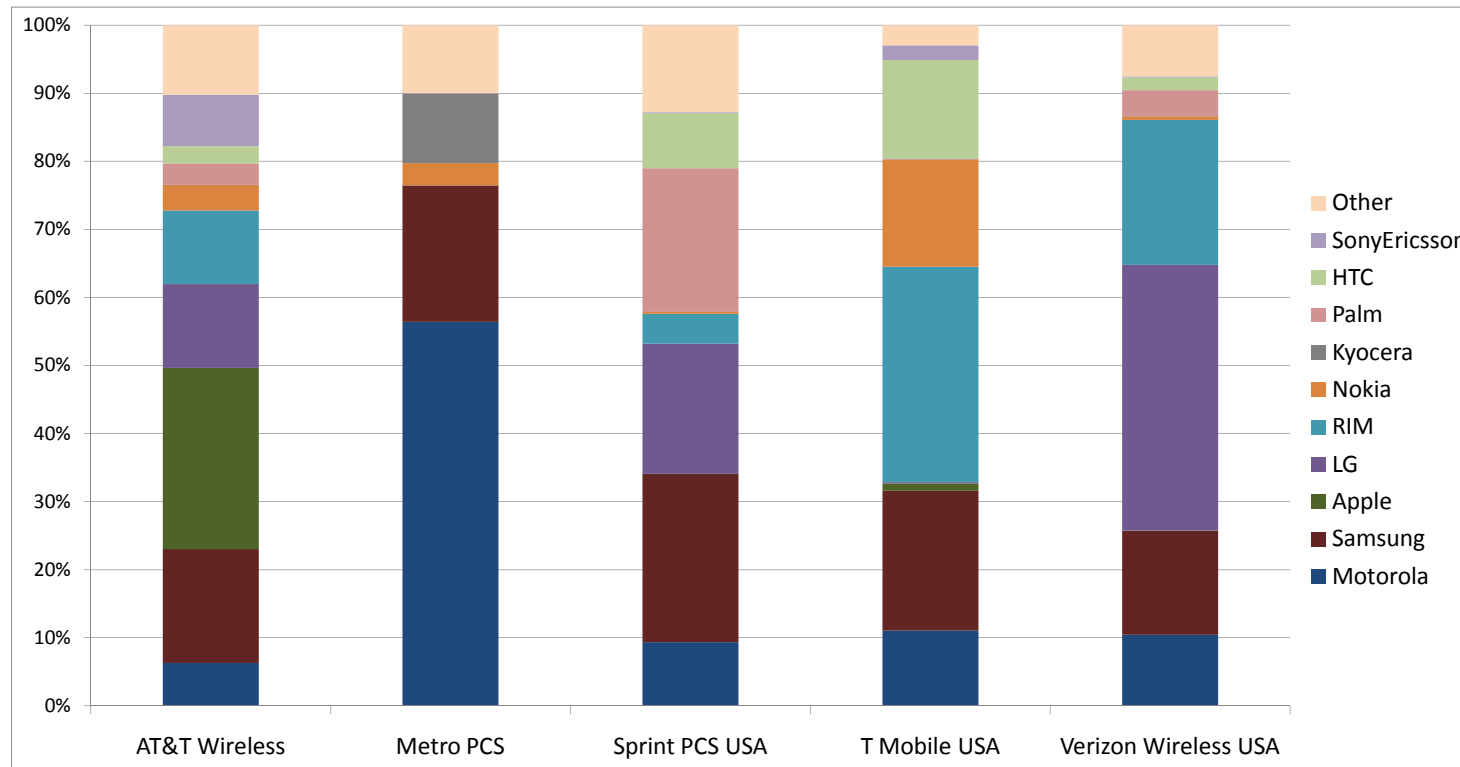
October 2008



Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - US



Notes

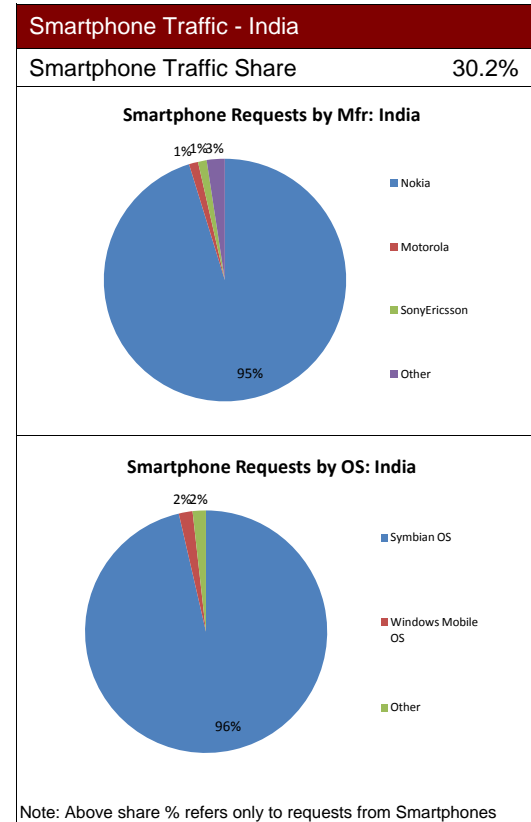
- The small amount of Apple traffic on Sprint PCS & Verizon can be attributed to WiFi traffic on EVDO-to-WiFi bridging routers or traffic on these operators' ISPs.
- Other includes all manufacturers with greater than 1.5% share.

India Handset Data - October 2008

Ads Served: 391,868,945
 Requests: 425,944,505

| Top Device Mfrs | % of Requests | Share Chg % |
|----------------------|---------------|-------------|
| Nokia | 66.1% | 0.4% |
| SonyEricsson | 13.1% | -0.5% |
| Samsung | 2.8% | 0.0% |
| Motorola | 2.6% | -0.1% |
| Other ⁽¹⁾ | 15.4% | 0.2% |
| Total | 100.0% | |

| Top Handset Models | | % of Requests | Share Chg % |
|--------------------|-------|---------------|-------------|
| Nokia | N70 | 7.4% | 0.0% |
| Nokia | 3110c | 5.6% | 0.6% |
| Nokia | 6233 | 4.2% | 0.1% |
| Nokia | 6600 | 3.2% | -0.1% |
| Nokia | N73 | 3.2% | -0.2% |
| Nokia | N80 | 3.1% | 0.2% |
| Nokia | 2626 | 3.1% | 0.0% |
| Nokia | 6030 | 2.9% | 0.0% |
| SonyEricsson | W200i | 2.3% | -0.1% |
| Nokia | 6300 | 2.3% | 0.1% |
| Nokia | N72 | 2.2% | 0.1% |
| Nokia | 5200 | 2.1% | -0.1% |
| Nokia | 5300 | 2.0% | -0.1% |
| Nokia | 3500c | 2.0% | 0.1% |
| Nokia | 7610 | 1.7% | -0.1% |
| Nokia | 6630 | 1.6% | 0.0% |
| Nokia | 3230 | 1.6% | -0.1% |
| SonyEricsson | K750i | 1.2% | -0.1% |
| Nokia | 6070 | 1.1% | -0.1% |
| Nokia | 2600c | 1.1% | 0.0% |
| Total | | 53.8% | |



| Handset Capabilities | % Capable |
|-------------------------------|-----------|
| Supports Polyphonic Ringtones | 85.5% |
| Supports Streaming Video | 78.4% |
| Able to Download Video Clips | 84.6% |
| Supports WAP Push Messages | 87.1% |

| MMA Standard Screen Size | Share % |
|--------------------------|---------|
| Small | 33.7% |
| Medium | 30.5% |
| Large | 21.8% |
| X-Large | 14.0% |

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.

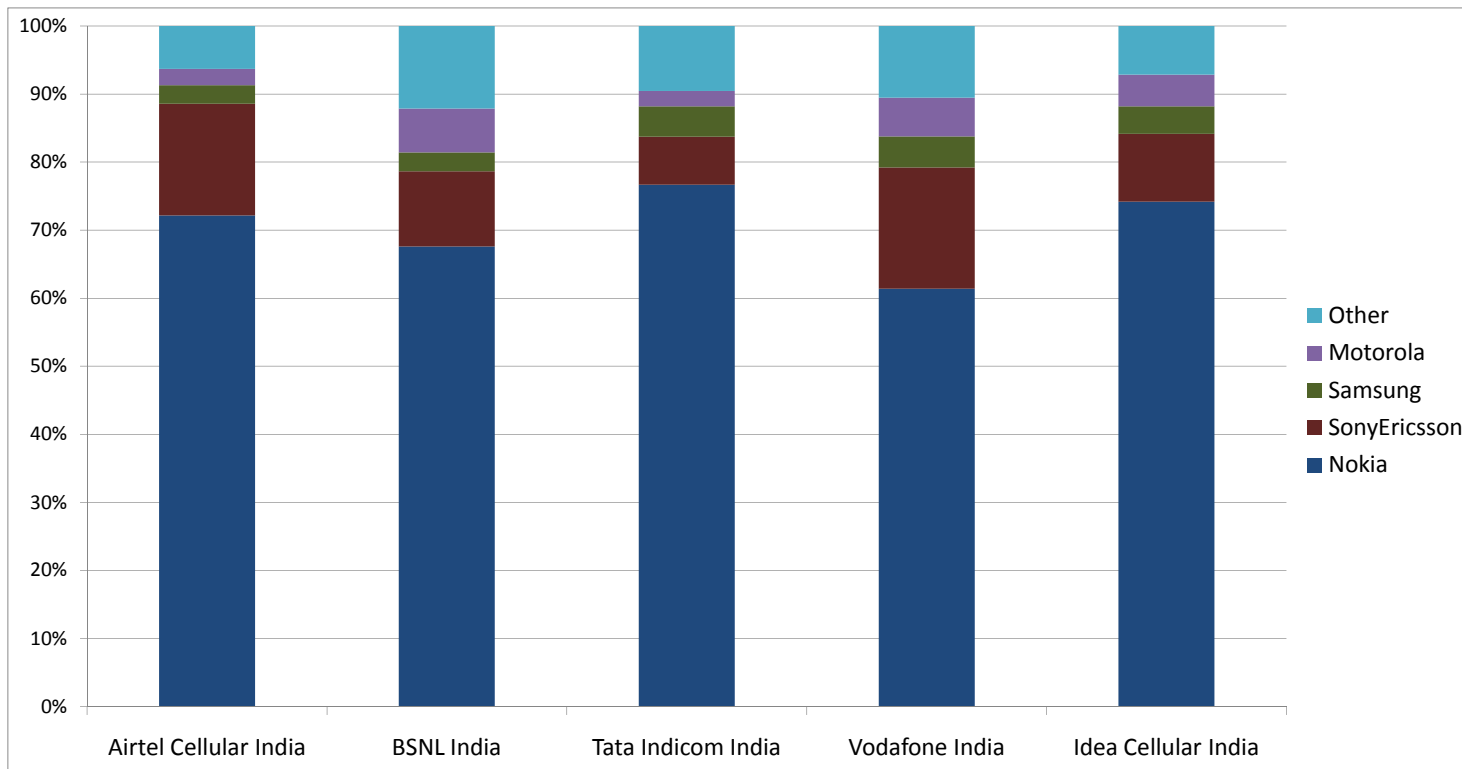
India Handset Data

October 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - India



Notes

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

Indonesia Handset Data - October 2008

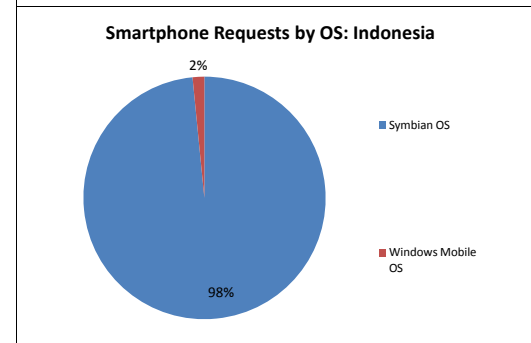
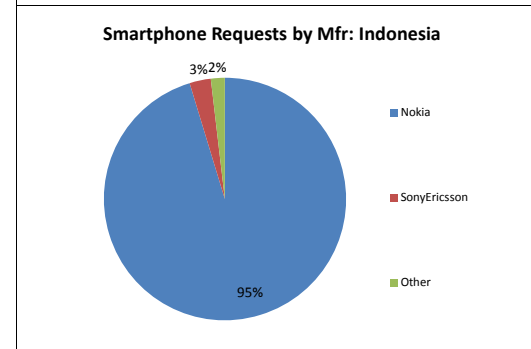
Ads Served: 1,080,774,004
 Requests: 1,376,258,268

| Top Device Mfrs | % of Requests | Share Chg % |
|----------------------|---------------|-------------|
| Nokia | 65.0% | -1.9% |
| SonyEricsson | 26.5% | 1.3% |
| Motorola | 1.6% | -0.1% |
| Other ⁽¹⁾ | 6.9% | 0.6% |
| Total | 100.0% | |

| Top Handset Models | | % of Requests | Share Chg % |
|--------------------|-------|---------------|-------------|
| Nokia | N70 | 6.3% | -0.2% |
| Nokia | 6600 | 3.8% | -0.4% |
| Nokia | 5300 | 3.7% | -0.3% |
| Nokia | 6300 | 3.5% | 0.0% |
| Nokia | 7610 | 3.0% | -0.2% |
| Nokia | 3230 | 2.8% | -0.2% |
| Nokia | N73 | 2.7% | 0.0% |
| Nokia | 3110c | 2.5% | 0.1% |
| Nokia | 3500c | 2.4% | 0.2% |
| Nokia | 5200 | 2.3% | -0.1% |
| SonyEricsson | W200i | 2.1% | 0.2% |
| Nokia | N80 | 2.1% | -0.4% |
| SonyEricsson | K510i | 1.9% | 0.0% |
| Nokia | 6120c | 1.9% | 0.1% |
| Nokia | 5310 | 1.9% | 0.0% |
| SonyEricsson | K550i | 1.5% | 0.1% |
| Nokia | 6030 | 1.5% | -0.1% |
| Nokia | 2630 | 1.3% | 0.1% |
| Nokia | 6070 | 1.3% | -0.1% |
| SonyEricsson | K310i | 1.3% | 0.0% |
| Total | | 49.5% | |

Smartphone Traffic - Indonesia

Smartphone Traffic Share 34.5%



Note: Above share % refers only to requests from Smartphones

| Handset Capabilities | % Capable |
|-------------------------------|-----------|
| Supports Polyphonic Ringtones | 96.0% |
| Supports Streaming Video | 85.7% |
| Able to Download Video Clips | 88.8% |
| Supports WAP Push Messages | 94.5% |

| MMA Standard Screen Size | Share % |
|--------------------------|---------|
| Small | 32.3% |
| Medium | 35.0% |
| Large | 28.9% |
| X-Large | 3.9% |

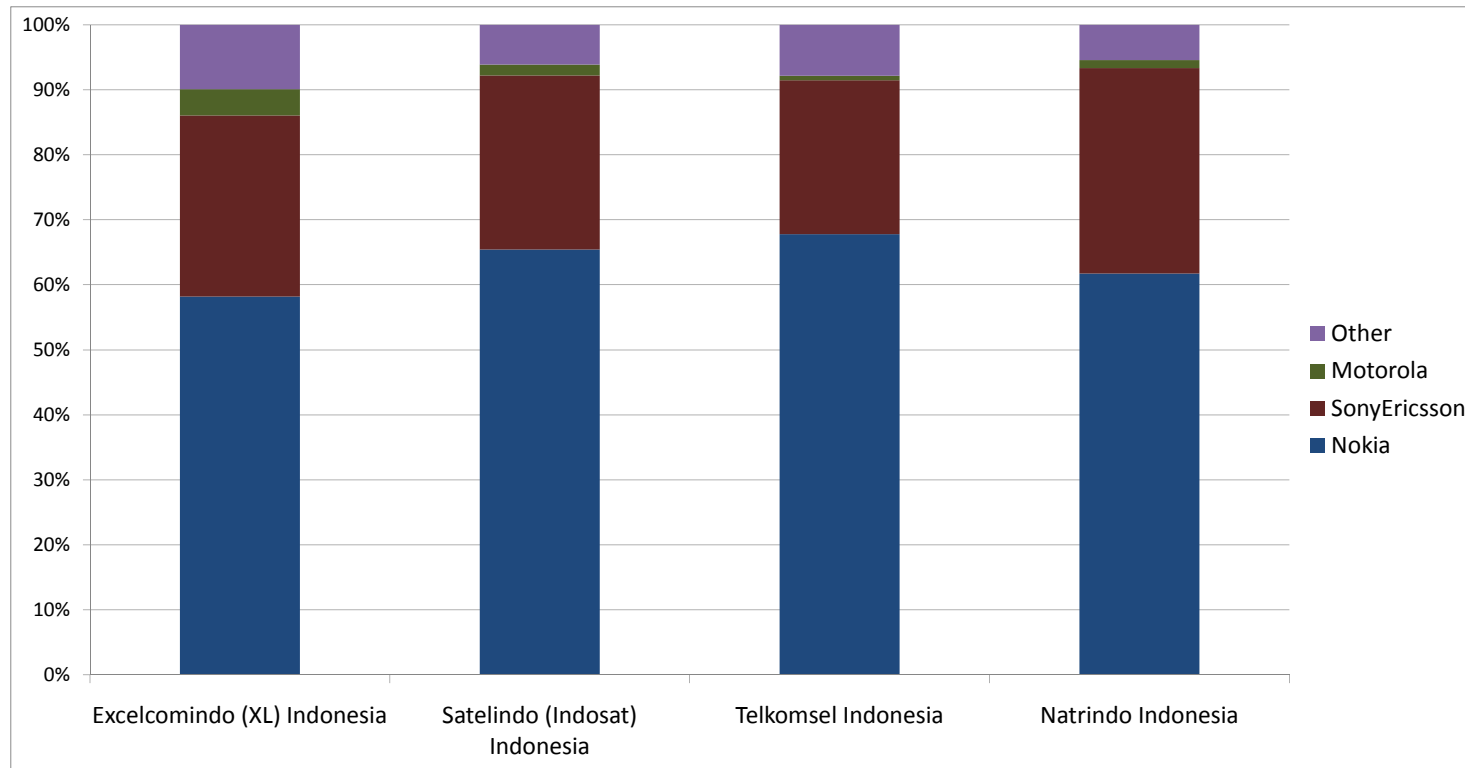
Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Nokia 2630.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - Indonesia



Notes

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

United Kingdom Handset Data - October 2008



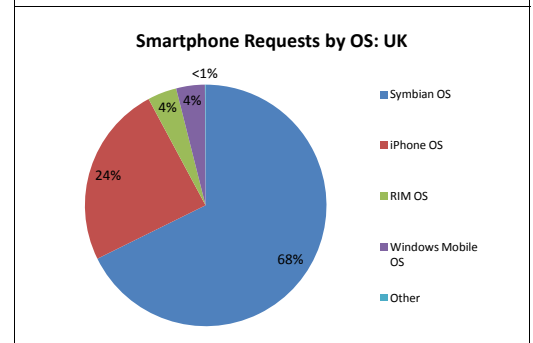
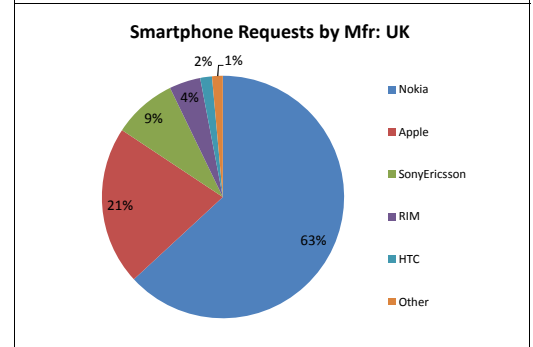
Ads Served: 219,768,382
 Requests: 228,925,398

| Top Device Mfrs | % of Requests | Share Chg % |
|----------------------|---------------|-------------|
| SonyEricsson | 33.4% | -0.8% |
| Nokia | 25.5% | -1.4% |
| Samsung | 14.9% | 0.0% |
| Apple | 6.4% | 3.6% |
| LG | 4.2% | -0.1% |
| Amoi | 2.6% | 0.5% |
| Motorola | 1.5% | -0.1% |
| RIM | 1.0% | 0.2% |
| Other ⁽¹⁾ | 10.7% | -1.9% |
| Total | 100.0% | |

| Top Handset Models | % of Requests | Share Chg % |
|--------------------|---------------|-------------|
| Nokia N95 | 8.8% | -0.9% |
| SonyEricsson K800i | 6.9% | -0.5% |
| Apple iPhone | 5.1% | 3.0% |
| SonyEricsson W810i | 2.3% | -0.2% |
| SonyEricsson W580i | 2.3% | -0.2% |
| Amoi Skypephone | 2.3% | 0.2% |
| SonyEricsson W910i | 2.2% | 0.1% |
| Samsung G600 | 2.2% | 0.0% |
| Samsung E250 | 2.0% | 0.1% |
| SonyEricsson W880i | 2.0% | -0.1% |
| Nokia 6300 | 1.7% | -0.2% |
| Nokia 6500s | 1.5% | -0.1% |
| SonyEricsson C902 | 1.4% | 0.4% |
| Samsung J700 | 1.4% | 0.2% |
| SonyEricsson K850i | 1.4% | -0.1% |
| Apple iPod Touch | 1.3% | 0.6% |
| SonyEricsson W200i | 1.3% | -0.1% |
| SonyEricsson W850i | 1.2% | -0.1% |
| LG KU990 | 1.2% | 0.0% |
| SonyEricsson K610i | 1.1% | -0.1% |
| Total | 49.3% | |

Smartphone Traffic - UK

Smartphone Traffic Share 23.0%



Note: Above share % refers only to requests from Smartphones

Handset Capabilities % Capable

| | |
|-------------------------------|-------|
| Supports Polyphonic Ringtones | 80.7% |
| Supports Streaming Video | 79.8% |
| Able to Download Video Clips | 90.3% |
| Supports WAP Push Messages | 84.6% |

MMA Standard Screen Size Share %

| | |
|---------|-------|
| Small | 11.4% |
| Medium | 17.9% |
| Large | 56.5% |
| X-Large | 14.2% |

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Apple iPod Touch.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

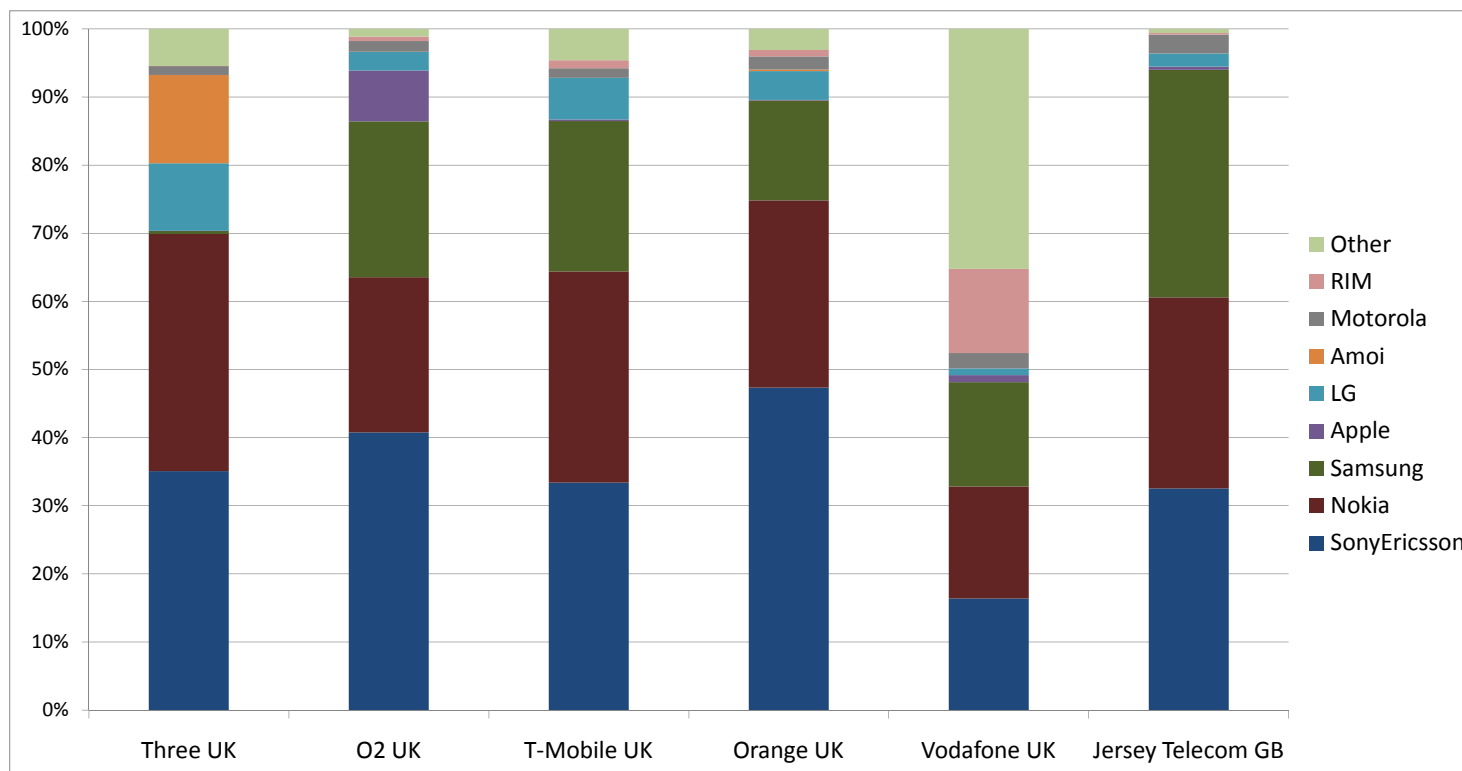
United Kingdom Handset Data

October 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - United Kingdom



Notes

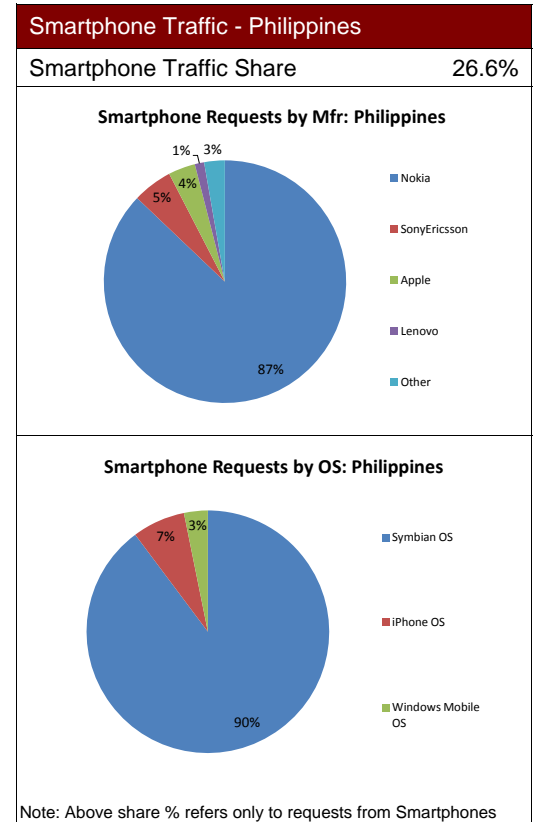
- Other includes all manufacturers with greater than 1% share.

Philippines Handset Data - October 2008

Ads Served: 128,405,604
 Requests: 165,876,492

| Top Device Mfrs | % of Requests | Share Chg % |
|----------------------|---------------|-------------|
| Nokia | 65.1% | 3.6% |
| SonyEricsson | 9.6% | 0.4% |
| Motorola | 3.6% | 0.1% |
| Apple | 2.1% | -0.3% |
| Sony | 2.0% | -0.5% |
| Samsung | 1.8% | 0.1% |
| Other ⁽¹⁾ | 15.8% | -3.4% |
| Total | 100.0% | |

| Top Handset Models | | % of Requests | Share Chg % |
|--------------------|-------|---------------|-------------|
| Nokia | N70 | 4.3% | -0.5% |
| Nokia | 3510i | 4.2% | 1.3% |
| Nokia | N95 | 2.9% | -0.8% |
| Nokia | 6070 | 2.4% | 0.3% |
| Nokia | 3110c | 2.1% | 0.4% |
| Nokia | 6300 | 2.0% | 0.1% |
| Sony | PSP | 2.0% | -0.5% |
| Nokia | 6630 | 1.9% | -0.3% |
| Nokia | 3100 | 1.9% | 0.4% |
| Nokia | 6020 | 1.9% | 0.2% |
| Nokia | 2630 | 1.9% | 0.3% |
| Nokia | 3200 | 1.9% | 0.2% |
| Nokia | 3650 | 1.9% | -0.2% |
| Nokia | 3220 | 1.8% | 0.3% |
| Nokia | 6120c | 1.6% | -0.2% |
| Nokia | 6600 | 1.6% | -0.3% |
| Nokia | N80 | 1.6% | -0.4% |
| Nokia | 2600c | 1.5% | 0.4% |
| Nokia | 6610i | 1.5% | 0.4% |
| Nokia | 6680 | 1.4% | -0.1% |
| Total | | 42.4% | |



| Handset Capabilities | % Capable |
|-------------------------------|-----------|
| Supports Polyphonic Ringtones | 88.4% |
| Supports Streaming Video | 61.9% |
| Able to Download Video Clips | 75.9% |
| Supports WAP Push Messages | 82.5% |

| MMA Standard Screen Size | Share % |
|--------------------------|---------|
| Small | 41.3% |
| Medium | 22.0% |
| Large | 20.1% |
| X-Large | 16.7% |

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 6610i and Nokia 2600c.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

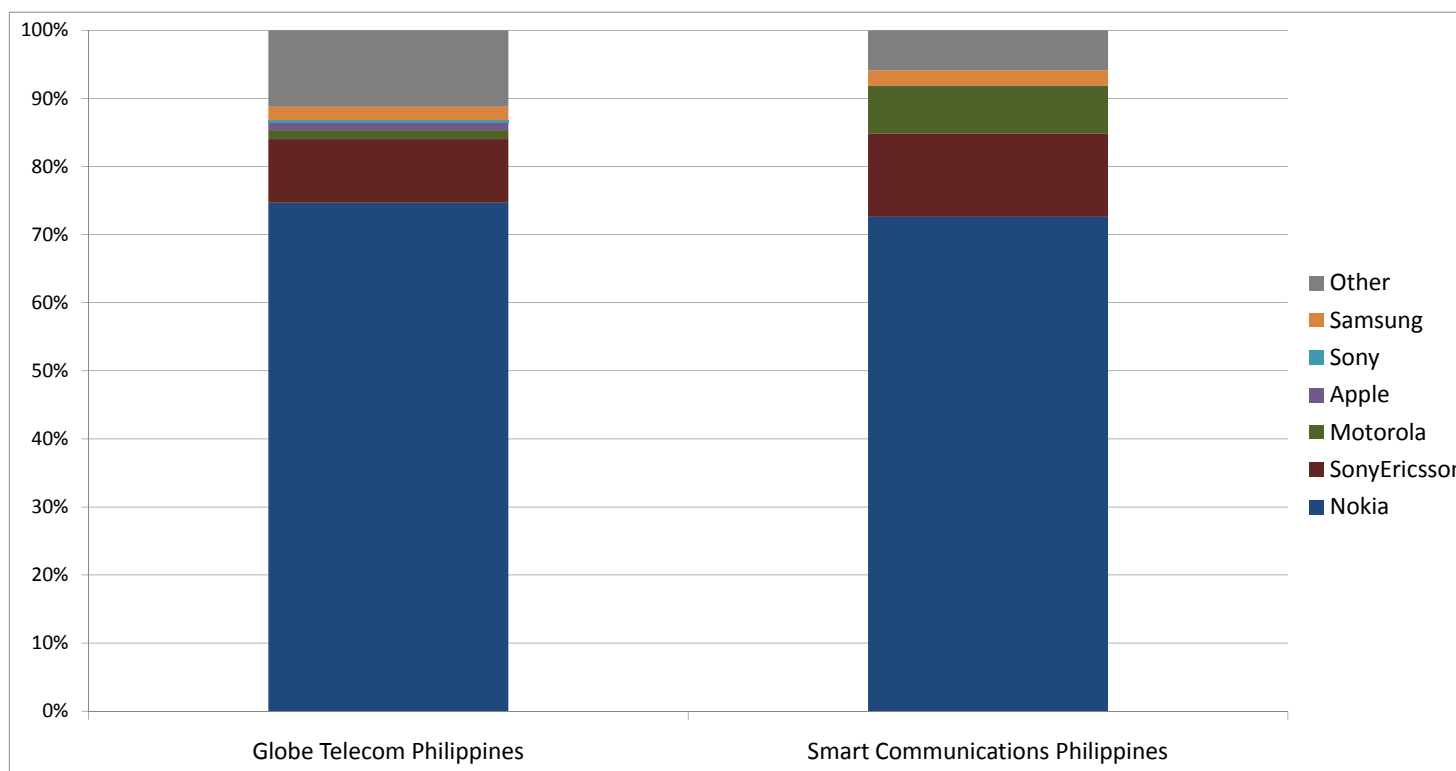
Philippines Handset Data

October 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - Philippines



Notes

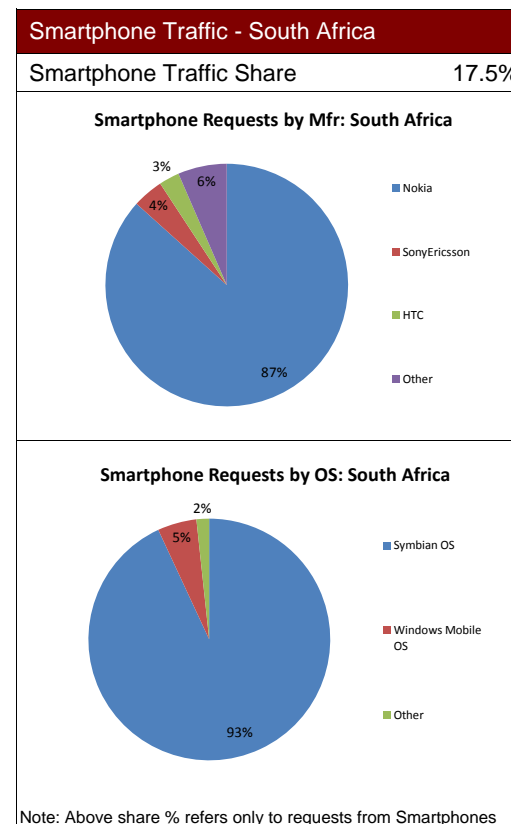
- Other includes all manufacturers with greater than 1% share.

South Africa Handset Data - October 2008

Ads Served: 106,899,589
 Requests: 113,722,968

| Top Device Mfrs | % of Requests | Share Chg % |
|----------------------|---------------|-------------|
| Nokia | 38.5% | 0.7% |
| Samsung | 30.2% | -0.8% |
| Motorola | 11.5% | -0.3% |
| SonyEricsson | 10.6% | 0.2% |
| LG | 2.5% | -0.2% |
| Other ⁽¹⁾ | 6.8% | 0.3% |
| Total | 100.0% | |

| Top Handset Models | % of Requests | Share Chg % |
|--------------------|---------------|-------------|
| Samsung E250 | 9.6% | -0.3% |
| Motorola V360 | 7.2% | -0.2% |
| Nokia N70 | 4.4% | 0.0% |
| Samsung J750 | 3.3% | -0.1% |
| Samsung E370 | 2.2% | -0.1% |
| Nokia 6234 | 1.9% | 0.0% |
| Nokia N73 | 1.8% | 0.0% |
| Samsung D900i | 1.8% | -0.1% |
| Nokia 6300 | 1.6% | 0.1% |
| Nokia 5200 | 1.6% | -0.1% |
| Nokia 2760 | 1.3% | 0.0% |
| Nokia 6110 | 1.2% | 0.1% |
| Samsung U700 | 1.2% | -0.1% |
| Nokia 6111 | 1.2% | 0.0% |
| Samsung J700 | 1.2% | 0.1% |
| Motorola RAZR V3 | 1.1% | 0.0% |
| Samsung D500 | 1.1% | -0.1% |
| Nokia 6085 | 1.1% | 0.0% |
| Nokia N95 | 1.0% | 0.0% |
| SonyEricsson K800i | 1.0% | -0.1% |
| Total | 46.8% | |



| Handset Capabilities | % Capable |
|-------------------------------|-----------|
| Supports Polyphonic Ringtones | 91.6% |
| Supports Streaming Video | 70.0% |
| Able to Download Video Clips | 83.4% |
| Supports WAP Push Messages | 93.6% |

| MMA Standard Screen Size | Share % |
|--------------------------|---------|
| Small | 37.5% |
| Medium | 26.6% |
| Large | 30.9% |
| X-Large | 4.9% |

Notes

- Month-over-month share change calculated as percent of current month requests less percent of prior month requests.
- New models in Top 20: Nokia N95 and Samsung J700.
- (1) Includes unclassified impressions and other manufacturers with < 1% share.

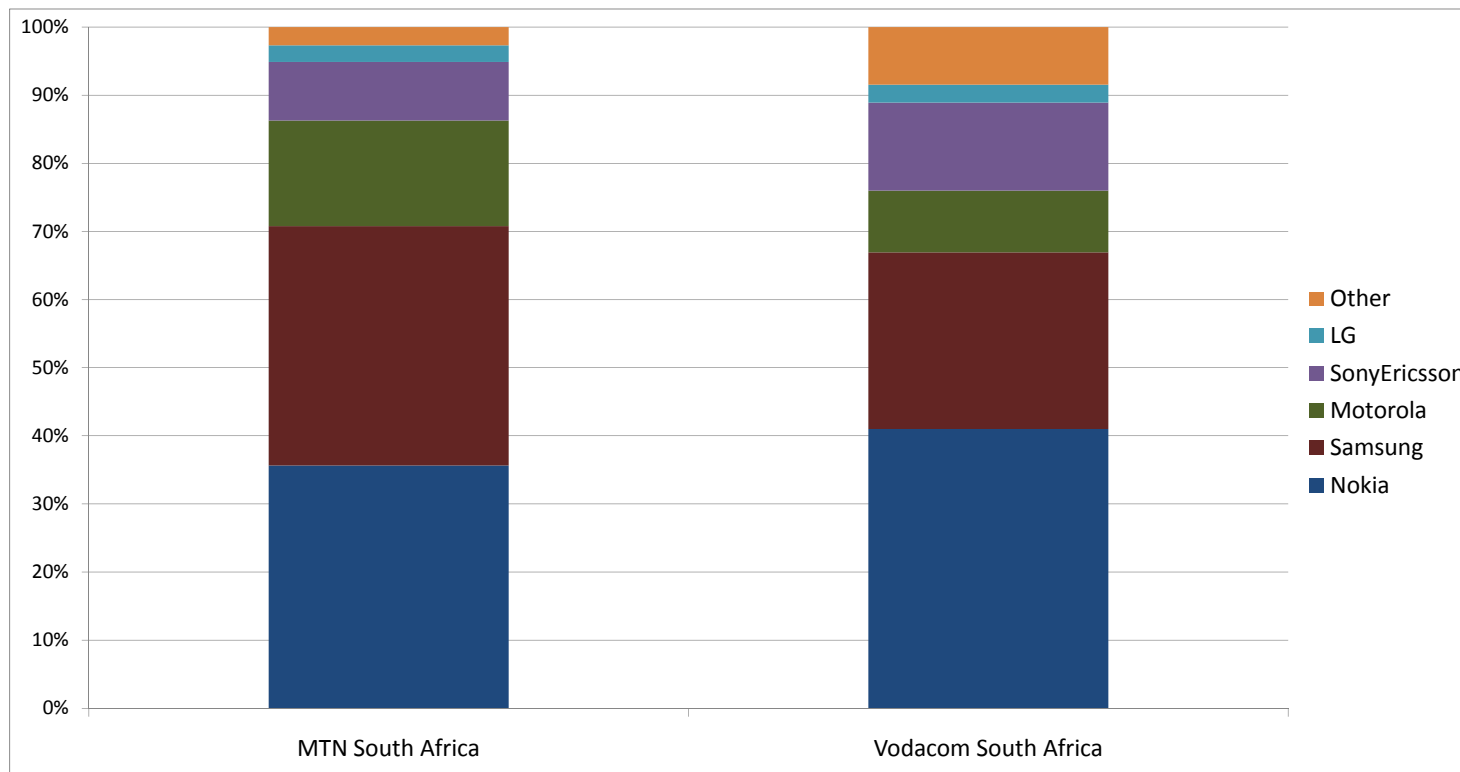
South Africa Handset Data

October 2008

Operator Handset Mix

Operator breakdown and visibility into manufacturer share by Operator.

Share of Requests by Operator and Manufacturer - South Africa



Notes

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

AdMob Mobile Metrics Report

October 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. AdMob now also serves mobile ads into iPhone applications. The traffic from these applications is included in the Metrics report.

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 6,000 sites, we feel the data will be useful and may help inform your business decision making.

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

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.

