

AdMob Mobile Metrics

Metrics Highlights

May 2010

admob ^{((()))}

Metrics Highlights Summary

While mobile Internet requests are growing rapidly worldwide, there are regional differences in the devices used

- 92 countries generated more than 10 million requests in May 2010, up from 27 countries in May 2008
- Nokia leads in Africa, Asia and E. Europe, while Apple leads in N. America, Oceania and W. Europe

Smartphones with touchscreens, WiFi connectivity, and advanced Operating Systems are growing in popularity

- In May 2010, smartphones generated 46% of traffic in the AdMob network, up from 22% two years ago
- 24% of AdMob traffic in the US came over WiFi in May 2010

Mobile Internet Devices like the iPad, iPod touch and Sony PSP are changing the way the mobile Internet is accessed

- Mobile Internet Devices have consistently accounted for at least 10% of AdMob's monthly traffic over the past year

Apple was the top device manufacturer in the AdMob network, driven by the worldwide adoption of iOS devices

- Of the nearly 44 million iOS devices in the AdMob network, 57% of the devices are outside of the US

The launch of new Android devices over the past year has led to rapid growth in the Android platform

- Traffic from the Android platform has grown 29% month-over-month since May 2009
- In May 2010, 14 devices generated 92% of Android traffic, compared to one device a year ago

The iOS and Android platforms show a higher usage than share of handsets sold, primarily due to strong app usage

- Users of the iOS and Android platforms regularly spend at least 79 minutes a day using apps
- Consumers on the iOS and Android platforms download approximately 9 apps a month

Visit <http://metrics.admob.com> for more details.

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.

To learn more about AdMob Mobile Metrics visit metrics.admob.com.

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Mobile Internet Growth

Device Manufacturer and Operating System Share

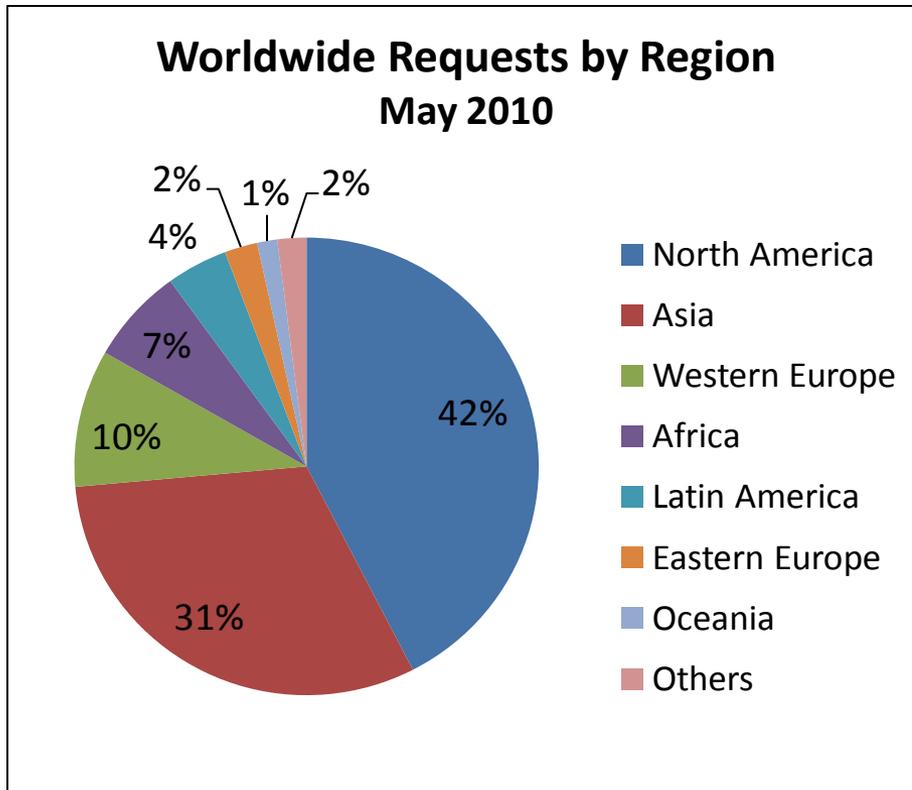
Mobile Internet Devices and WiFi

iPhone and Android Platforms

User Application Survey – March 2010

Mobile Internet usage is global

- 92 countries generated more than 10 million requests in May 2010, up from 27 countries in May 2008



Top Countries by Ad Requests May 2010

| Country | % of Requests |
|-----------------|---------------|
| United States | 40.3% |
| India | 9.9% |
| Indonesia | 5.3% |
| United Kingdom | 3.0% |
| Canada | 2.2% |
| Japan | 2.1% |
| France | 1.9% |
| China | 1.9% |
| Mexico | 1.7% |
| Vietnam | 1.6% |
| Other Countries | 30.1% |
| Total | 100.0% |

The AdMob network consists of more than 23,000 mobile sites and applications.

Mobile traffic from each region has increased at least 4x in the last two years

- North America, Asia, Western Europe, Latin America and Oceania experienced the biggest growth with increases of more than 6x

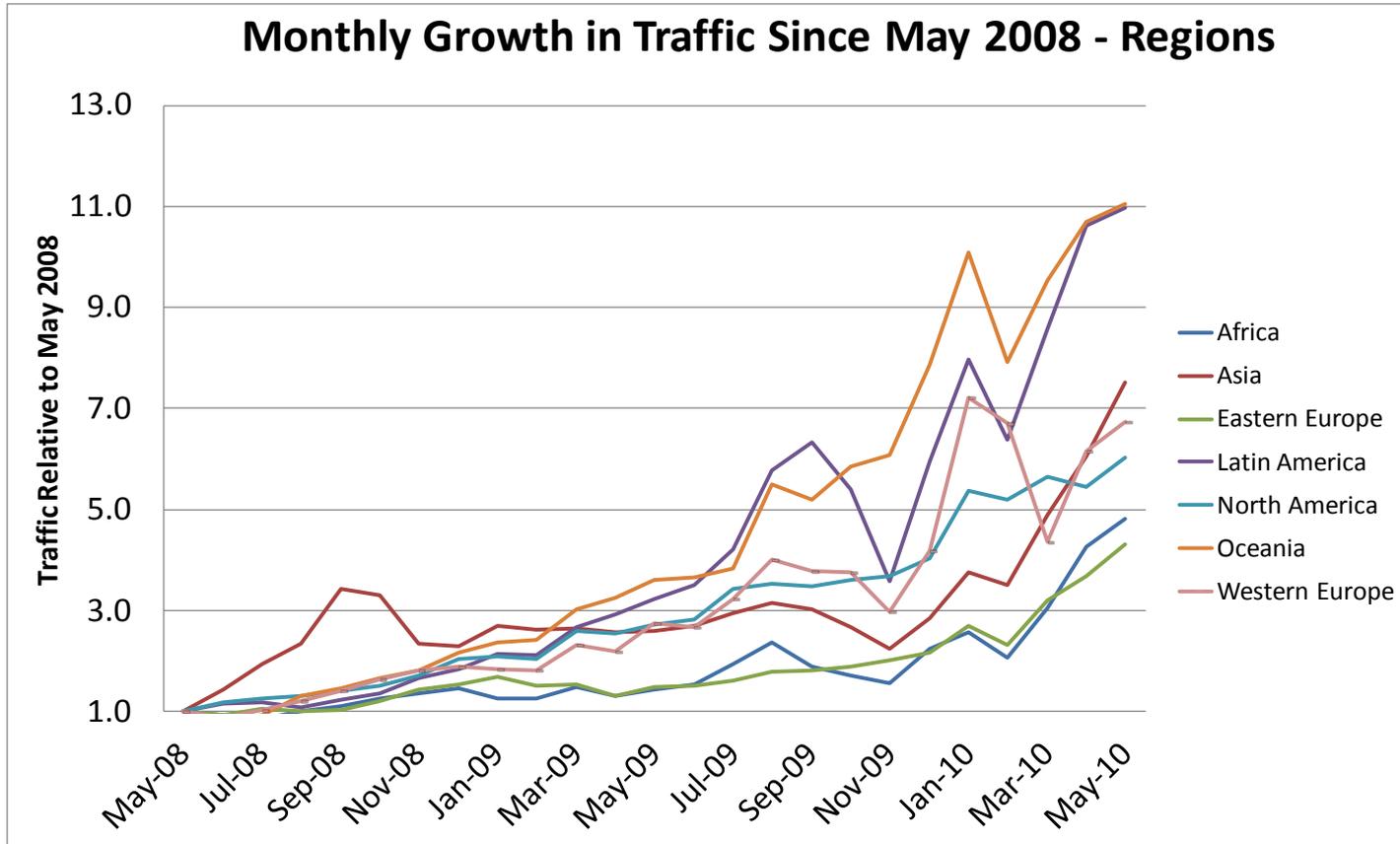


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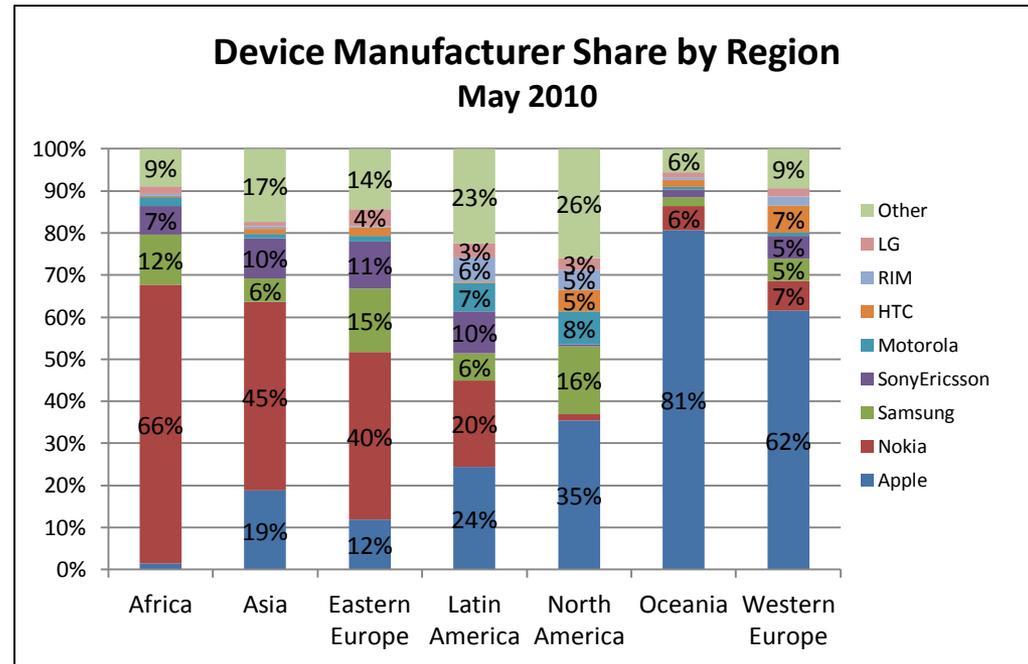
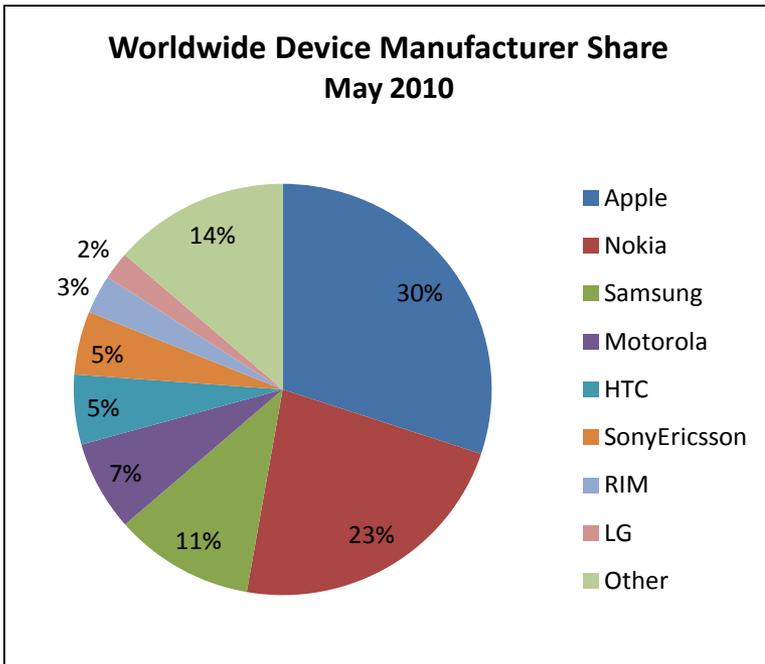
Mobile Internet Devices and WiFi

iPhone and Android Platforms

User Application Survey – March 2010

Regional differences exist in Device Manufacturer Share

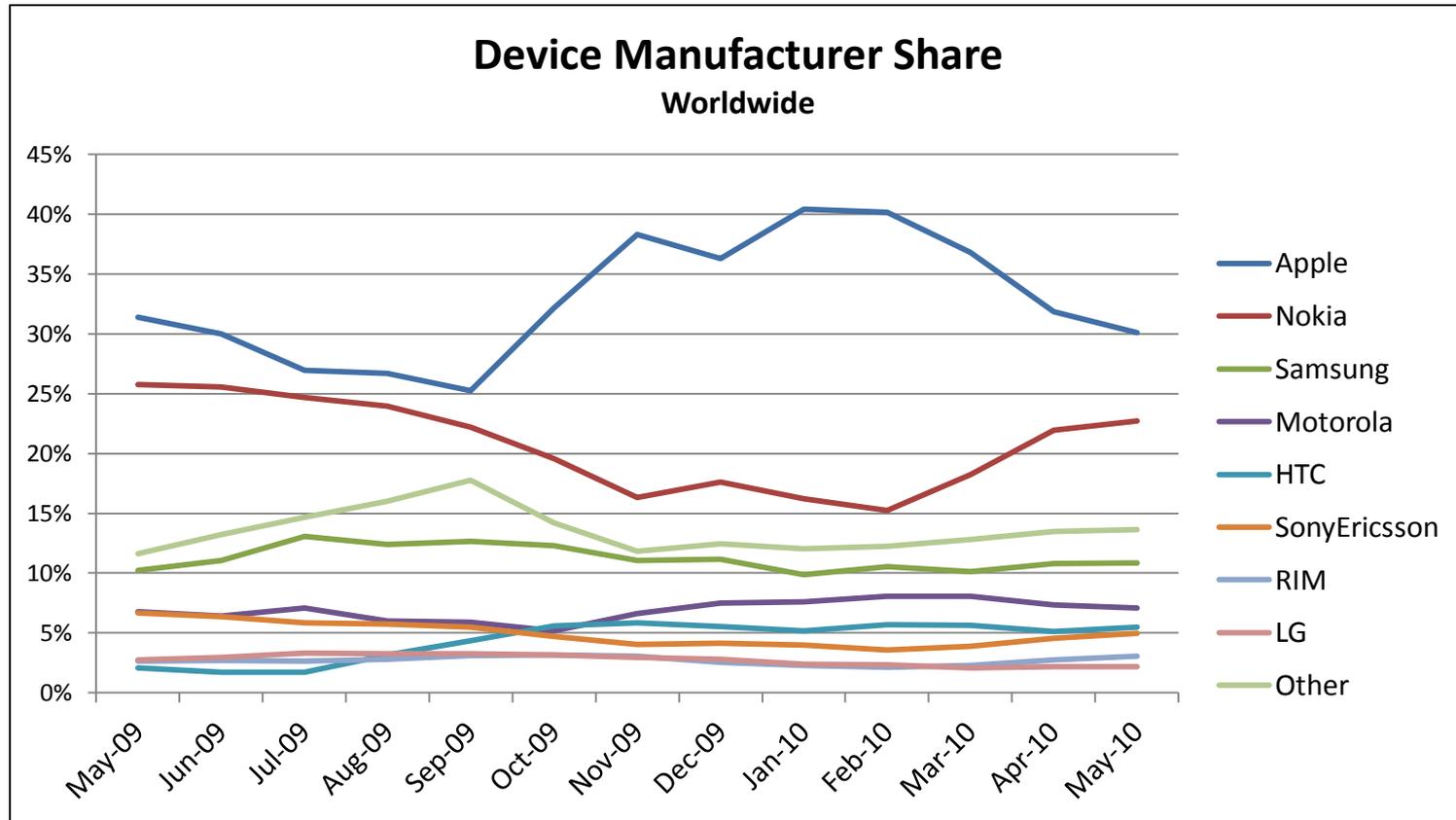
- Nokia is the leading device manufacturer in Africa, Asia and Eastern Europe, while Apple leads in North America, Oceania and Western Europe



Device manufacturer share includes ad requests from all mobile devices.

Device Manufacturer Share similar to last year

- Device Manufacturer Share reflects the geographic distribution of AdMob ad requests



Device manufacturer share includes ad requests from all mobile devices.

Mobile devices are dramatically more advanced in 2010

- Many of the top devices in 2010 have touchscreens and are WiFi capable

Top Devices, May 2008

| Brand | Model | % of Requests |
|--------------|-----------------|---------------|
| Motorola | RAZR V3 | 5.1% |
| Motorola | KRZR K1c | 4.1% |
| Motorola | W385m | 2.9% |
| Nokia | N70 | 2.7% |
| RIM | Blackberry 8100 | 1.6% |
| Motorola | Z6m | 1.5% |
| Kyocera | K24 | 1.3% |
| Palm | Centro | 1.3% |
| Nokia | N73 | 1.2% |
| Nokia | N95 | 1.1% |
| Total | | 22.8% |

Top Devices, May 2009

| Brand | Model | % of Requests |
|--------------|------------|---------------|
| Apple | iPhone | 18.6% |
| Apple | iPod touch | 12.8% |
| Samsung | R450 | 2.2% |
| Motorola | RAZR V3 | 1.9% |
| Nokia | N70 | 1.9% |
| Nokia | 3110c | 1.3% |
| HTC | Dream | 1.3% |
| Nokia | 6300 | 1.2% |
| Motorola | Z6M | 1.0% |
| Nokia | N80 | 1.0% |
| Total | | 43.2% |

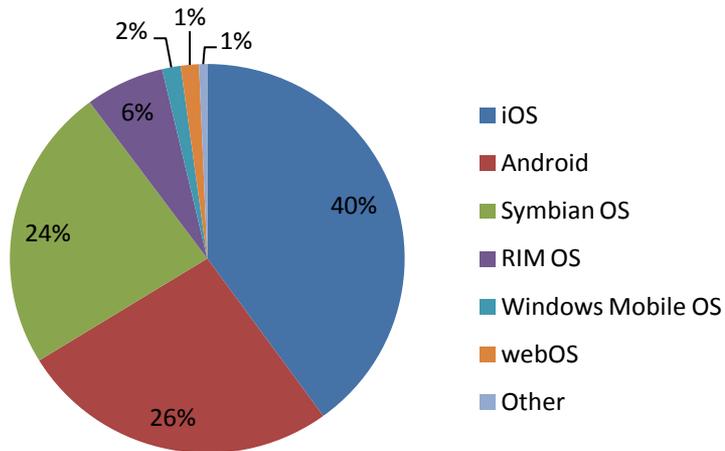
Top Devices, May 2010

| Brand | Model | % of Requests |
|--------------|------------|---------------|
| Apple | iPhone | 18.8% |
| Apple | iPod touch | 11.0% |
| Motorola | Droid | 3.2% |
| Samsung | SCH R350 | 1.6% |
| Nokia | 5130 | 1.5% |
| HTC | Magic | 1.4% |
| Nokia | 3110c | 1.4% |
| Nokia | N70 | 1.2% |
| HTC | Hero | 1.1% |
| Nokia | 6300 | 1.1% |
| Total | | 42.2% |

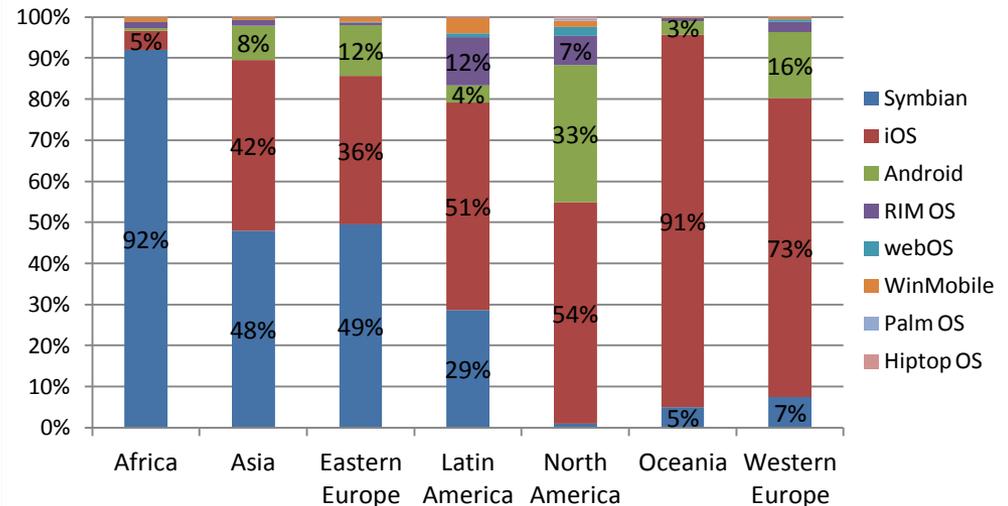
Regional differences exist in Operating System Share

- 90% of worldwide smartphone requests were generated by iOS, Android and Symbian

Worldwide Operating System Share
May 2010



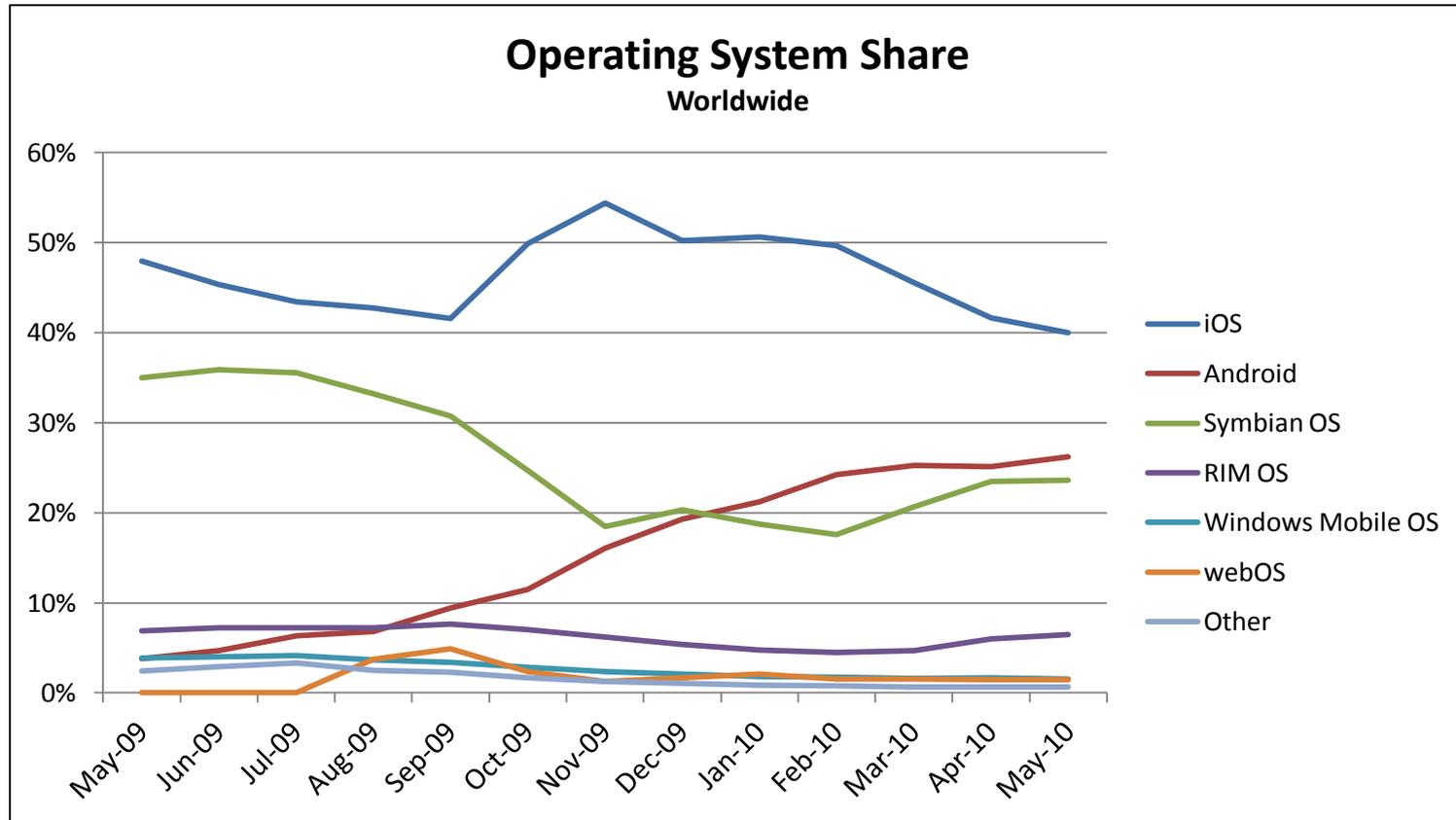
Operating System Share by Region
May 2010



AdMob's definition of a Smartphone is a phone that has an identifiable Operating System. Although they run the iOS, the Apple iPod touch and iPad were not included in this analysis because they are not phones.

Android gained significant momentum in the last year

- Smartphones generated 46% of traffic in May 2010, up from 22% in May 2008



AdMob's definition of a Smartphone is a phone that has an identifiable Operating System.

The iPhone is by far the leading device; however, 7 of the top 10 smartphones run on Android

- Over the past two years, the Nokia N70 and Nokia 6300 have consistently remained in the top smartphones list

Top Smartphones, May 2008

| Brand | Model | % of Requests |
|--------------|-----------------|---------------|
| Nokia | N70 | 10.8% |
| Palm | Centro | 5.4% |
| Nokia | N73 | 4.9% |
| Nokia | 6600 | 4.8% |
| RIM | Blackberry 8100 | 4.4% |
| Nokia | 6300 | 4.0% |
| Apple | iPhone | 3.5% |
| Nokia | N80 | 3.4% |
| Nokia | 6630 | 3.3% |
| Nokia | N95 | 3.3% |
| Total | | 47.8% |

Top Smartphones, May 2009

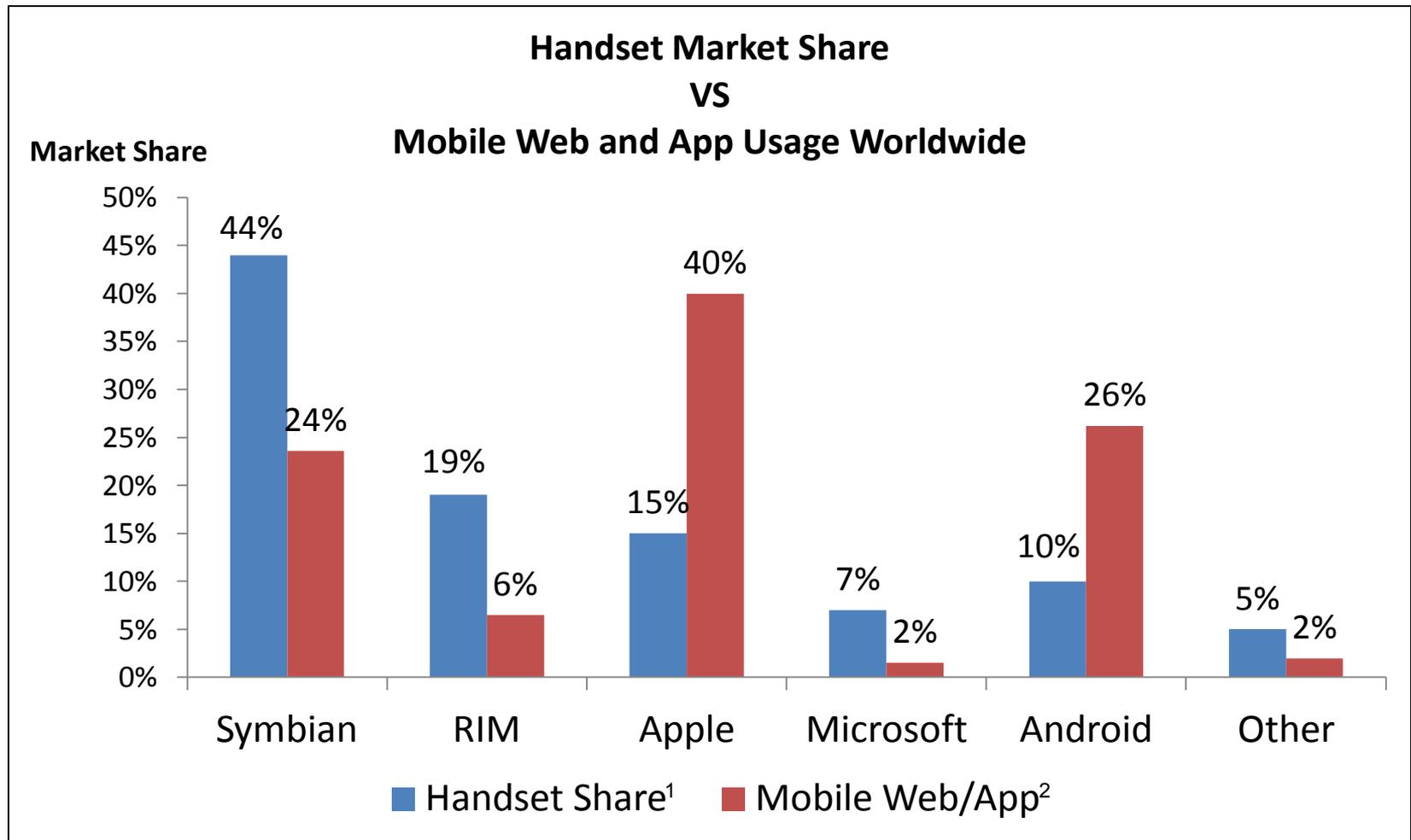
| Brand | Model | % of Requests |
|--------------|-----------------|---------------|
| Apple | iPhone | 47.9% |
| Nokia | N70 | 3.9% |
| HTC | Dream | 3.5% |
| Nokia | 6300 | 3.0% |
| Nokia | N80 | 2.6% |
| Nokia | N73 | 2.4% |
| Nokia | N95 | 2.1% |
| Nokia | 6120c | 2.0% |
| Nokia | 6600 | 1.7% |
| RIM | BlackBerry 8300 | 1.6% |
| Total | | 70.7% |

Top Smartphones, May 2010

| Brand | Model | % of Requests |
|--------------|------------|---------------|
| Apple | iPhone | 39.9% |
| Motorola | Droid | 6.8% |
| HTC | Magic | 2.9% |
| Nokia | N70 | 2.5% |
| HTC | Hero | 2.4% |
| Nokia | 6300 | 2.3% |
| HTC | Dream | 2.1% |
| Motorola | CLIQ | 1.8% |
| HTC | Droid Eris | 1.8% |
| Samsung | Moment | 1.5% |
| Total | | 64.1% |

AdMob's definition of a smartphone is a phone that has an identifiable Operating System.

iOS and Android show higher usage than share of handsets sold, primarily due to strong app usage



¹Gartner Q1 2010: Market Share.

²AdMob Operating System Share, May 2010.

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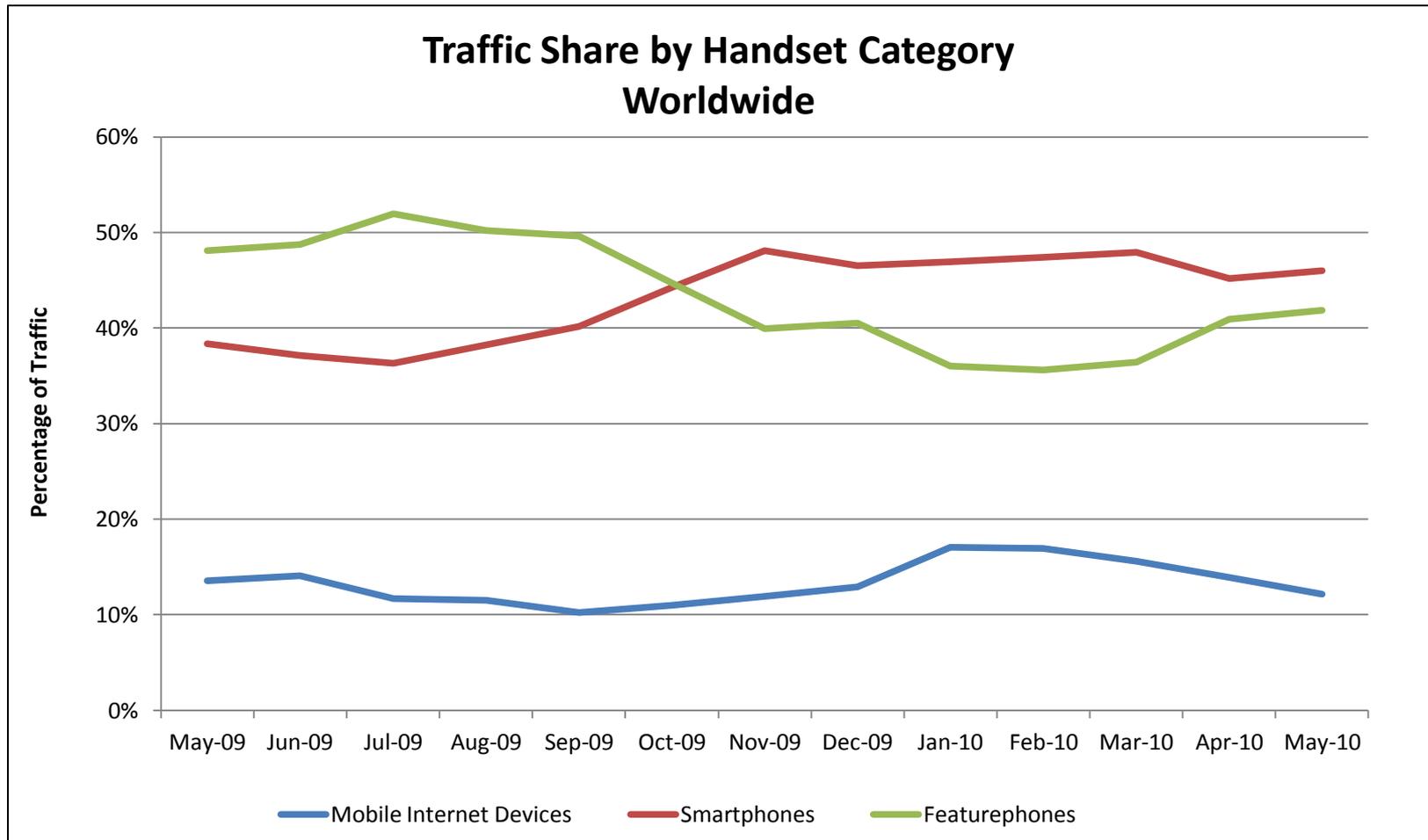
Device Manufacturer and Operating System Share

Mobile Internet Devices and WiFi

iPhone and Android Platforms

User Application Survey – March 2010

Smartphones generated 46% of traffic in May 2010



For the purpose of categorization, AdMob considers a smartphone to run an identifiable Operating System, a feature phone to be mobile phone that does not fit into the smartphone category, and a Mobile Internet Device to be a handheld device that connects to the mobile Internet but is not a phone.

24% of traffic in the US came over WiFi in May 2010

- 60% of US traffic came from WiFi capable devices
- The iPhone is used more on WiFi than other smartphones

| Brand | Model | WiFi Requests | % of WiFi Requests | % of Handset Traffic on WiFi |
|--------------|------------|----------------------|--------------------|------------------------------|
| Apple | iPod touch | 1,204,492,268 | 63% | 100% |
| Apple | iPhone | 456,513,877 | 24% | 35% |
| Motorola | Droid | 40,126,717 | 2% | 7% |
| Sony | PSP | 32,916,190 | 2% | 100% |
| Apple | iPad | 31,847,931 | 2% | 91% |
| HTC | Dream | 15,985,823 | 1% | 9% |
| HTC | Magic | 14,372,581 | 1% | 7% |
| HTC | Hero | 13,781,436 | 1% | 8% |
| Palm | Pre | 13,581,160 | 1% | 19% |
| HTC | Droid Eris | 11,641,775 | 1% | 7% |
| Total | | 1,835,259,758 | 95% | - |

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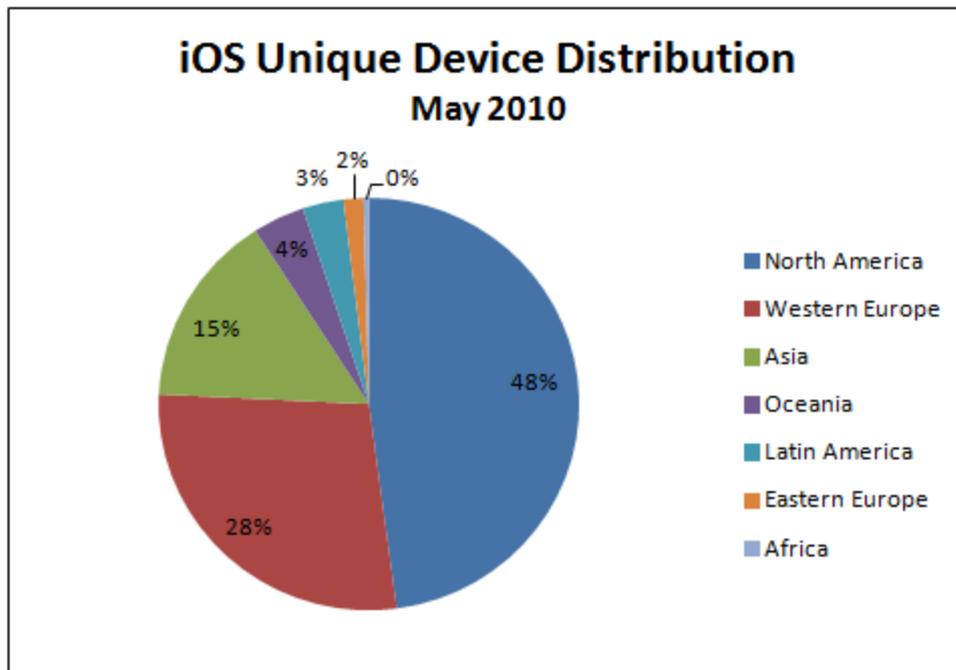
iPhone and Android Platforms

User Application Survey – March 2010

Less than half of iOS Devices are in North America

- The iOS experienced its strongest growth in unique devices in the past year in Asia, Oceania and Western Europe

iOS Devices by Country

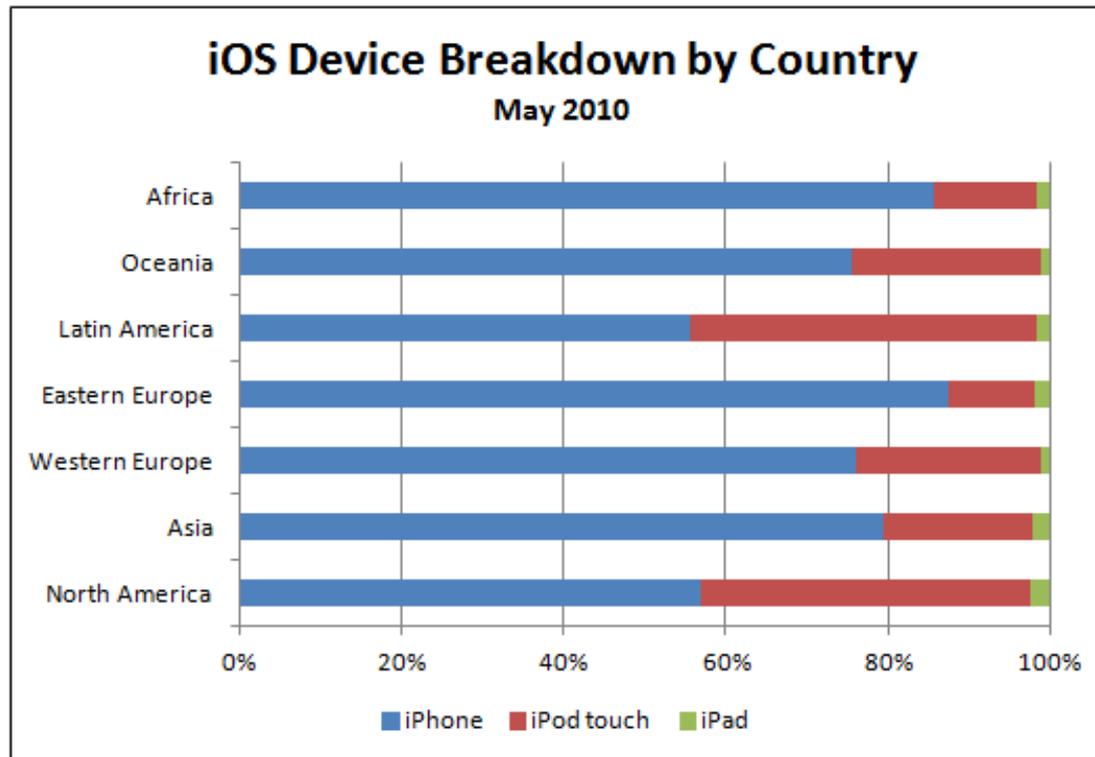


| Rank | Country | % of Users |
|------|-------------------|------------|
| 1 | United States | 43% |
| 2 | United Kingdom | 9% |
| 3 | France | 6% |
| 4 | Canada | 5% |
| 5 | Japan | 4% |
| 6 | Australia | 4% |
| 7 | Germany | 4% |
| 8 | China | 2% |
| 9 | Republic of Korea | 2% |
| 10 | Italy | 2% |

Data based on the 43.8 million iOS devices in the AdMob network in May 2010.

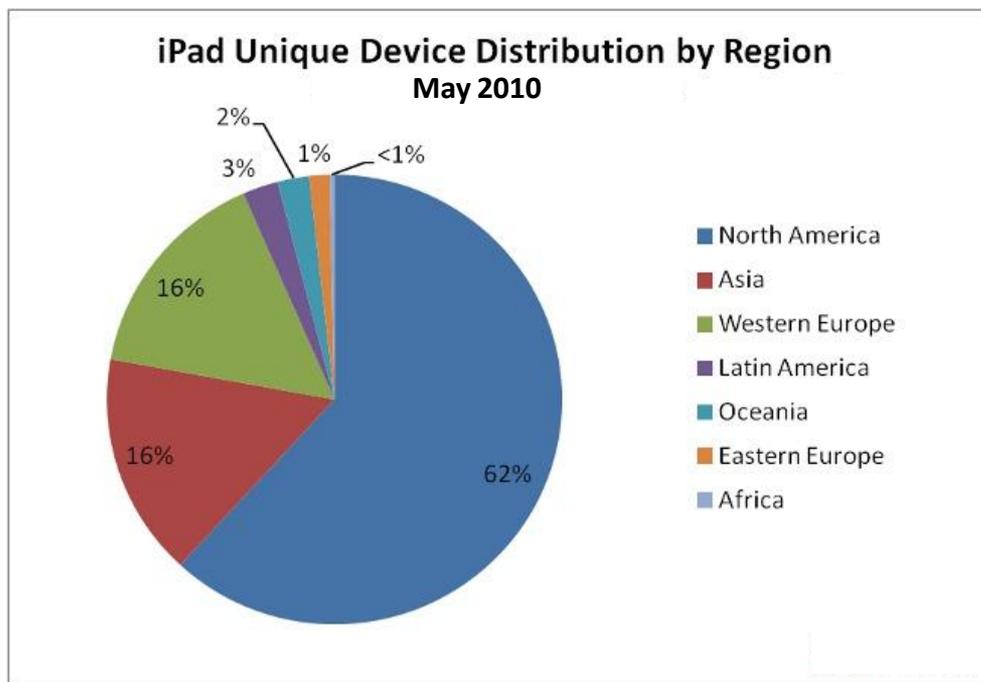
iOS device mix varies by region

- The worldwide breakdown of the iOS platform is iPhone 67%, iPod touch 31% and iPad 2%



58% of iPad users were in the US in May 2010

- The iPad was popular in Japan and China; they respectively ranked 2nd and 4th for the most iPad uniques



iPad Devices by Country

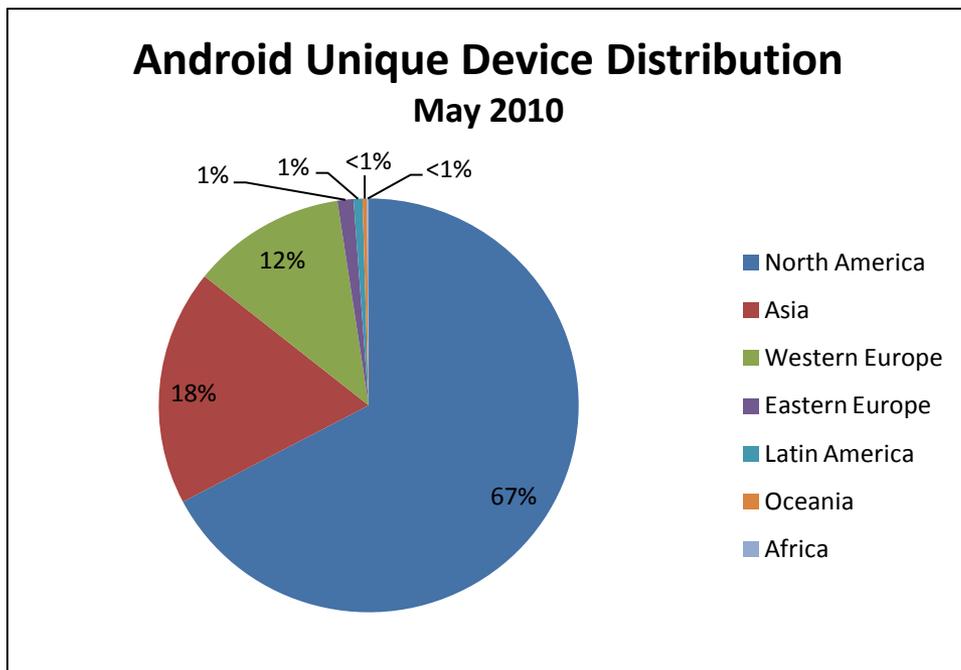
| | Country | Users |
|----|----------------|-------|
| 1 | United States | 58% |
| 2 | Japan | 5% |
| 3 | United Kingdom | 4% |
| 4 | China | 4% |
| 5 | Canada | 3% |
| 6 | Germany | 3% |
| 7 | France | 2% |
| 8 | Australia | 2% |
| 9 | Italy | 1% |
| 10 | Switzerland | 1% |

Data based on the 850,000 iPad devices in the AdMob network in May 2010.

67% of Android users are in North America

- China was the second largest Android market with 13% of users

Android Devices by Country



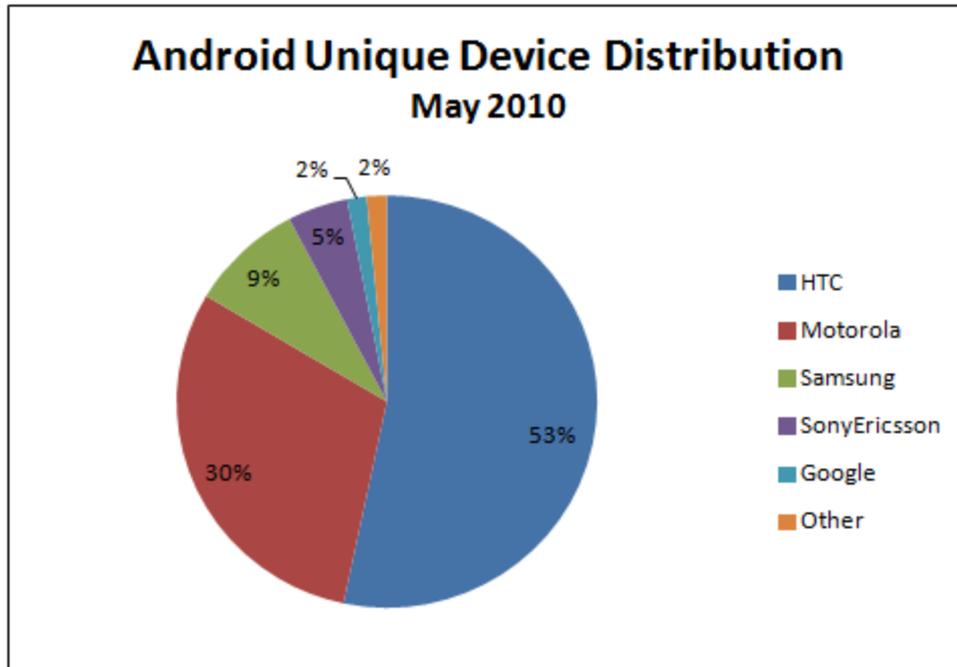
| | Country | Users |
|----|-------------------|-------|
| 1 | United States | 66% |
| 2 | China | 13% |
| 3 | United Kingdom | 4% |
| 4 | France | 2% |
| 5 | Japan | 2% |
| 6 | Germany | 2% |
| 7 | Republic of Korea | 1% |
| 8 | Spain | 1% |
| 9 | Canada | 1% |
| 10 | Sweden | 1% |

Data based on the 12.7 million Android devices in the AdMob network in May 2010

HTC and Motorola represent 83% of Android devices

- The Motorola Droid is the number one Android handset with 21% of the unique users

Android Devices by Model



| | Country | Users |
|----|------------------|-------|
| 1 | Motorola Droid | 21% |
| 2 | HTC Hero | 16% |
| 3 | HTC Magic | 10% |
| 4 | HTC Dream | 9% |
| 5 | HTC Droid Eris | 8% |
| 6 | Samsung Moment | 5% |
| 7 | Motorola CLIQ | 5% |
| 8 | HTC Desire | 3% |
| 9 | HTC Legend | 3% |
| 10 | Google Nexus One | 2% |

Data based on the 12.7 million Android devices in the AdMob network in May 2010.

The iOS platform has a larger global reach than Android

- In the US the ratio of iOS devices to Android devices was approximately 2 to 1
- Worldwide the ratio of iOS devices to Android devices was approximately 3.5 to 1

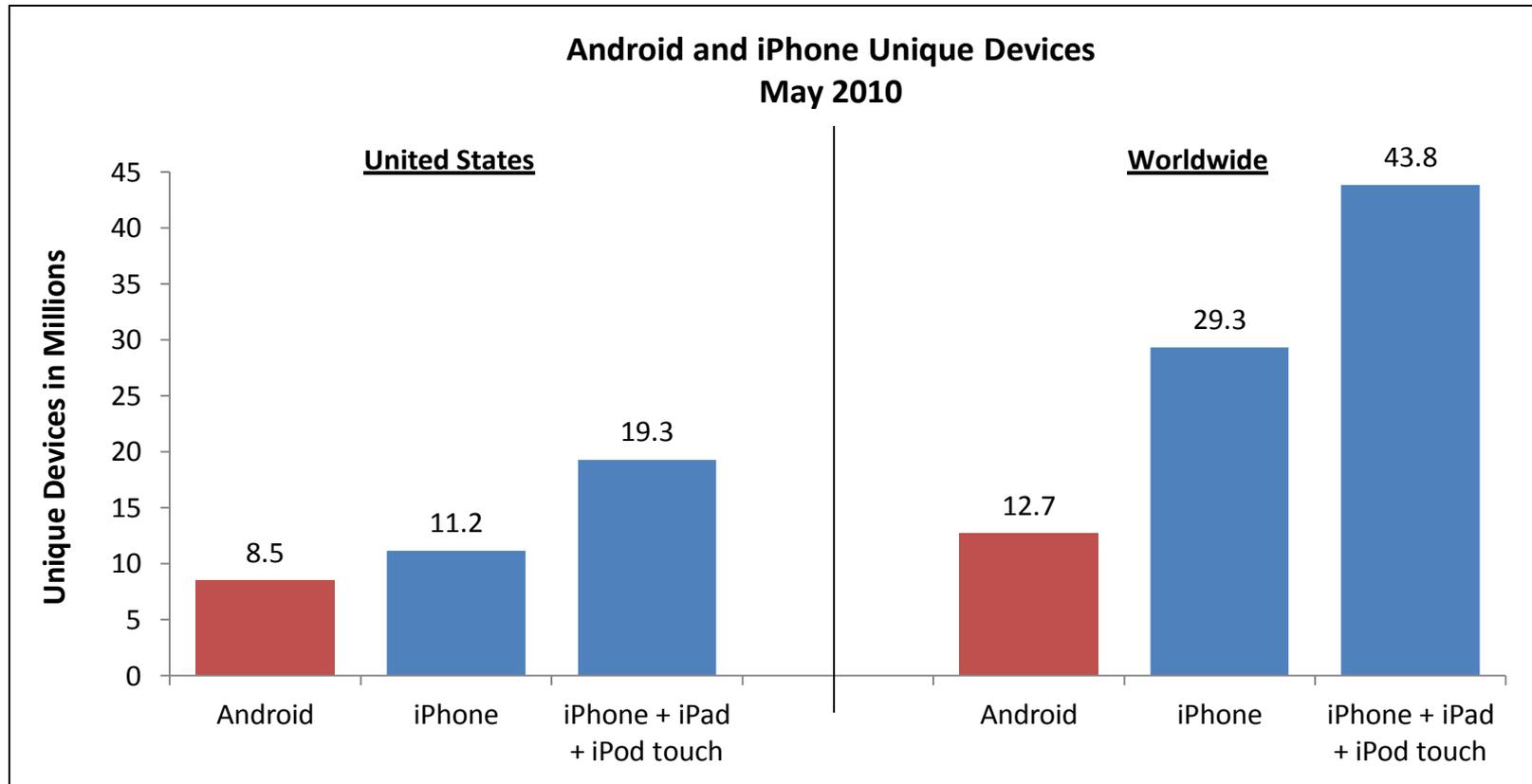


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User Application Survey – March 2010

User Application Survey Summary

Users across all platforms are highly engaged with apps; iPod touch users even more

- Android and iPhone users spend 79-80 min/day using apps, 100 min iPod Touch, 89 min webOS
- Android and iPhone users download ~9 new apps/month, ~12 iPod touch, ~6 webOS

Twice as many iPhone users regularly download paid apps as Android and webOS users

- iPod touch users that purchase paid apps spend \$11.39 vs. \$9.55 webOS, \$8.36 Android, \$8.18 iPhone
- Android users that purchase paid apps download 5.0/month vs. 4.6 iPod touch, 3.6 iPhone, 2.5 webOS

iPhone and Android users willing to recommend their device to others

- 91% iPhone, 88% iPod touch, 84% Android would recommend
- 69% of webOS users would recommend their device

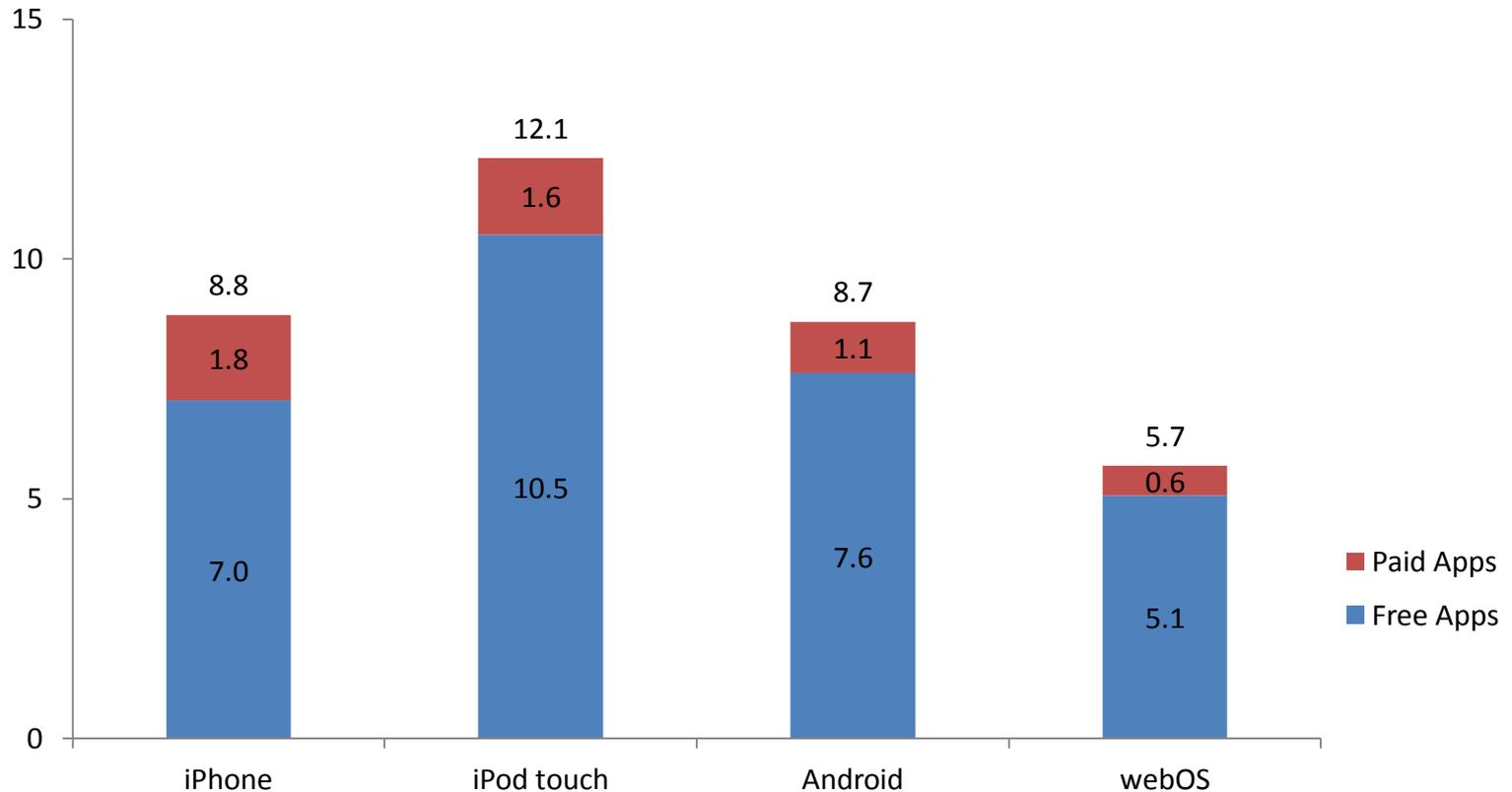
For the results of the entire survey please visit:

<http://metrics.admob.com/2010/03/january-2010-metrics-%E2%80%93-app-survey-data/>

Survey based on 963 respondents in February 2010 recruited from the AdMob network. No incentives were offered for completion. Visit <http://metrics.admob.com> for more details.

Android users shows similar download habits as iPhone users

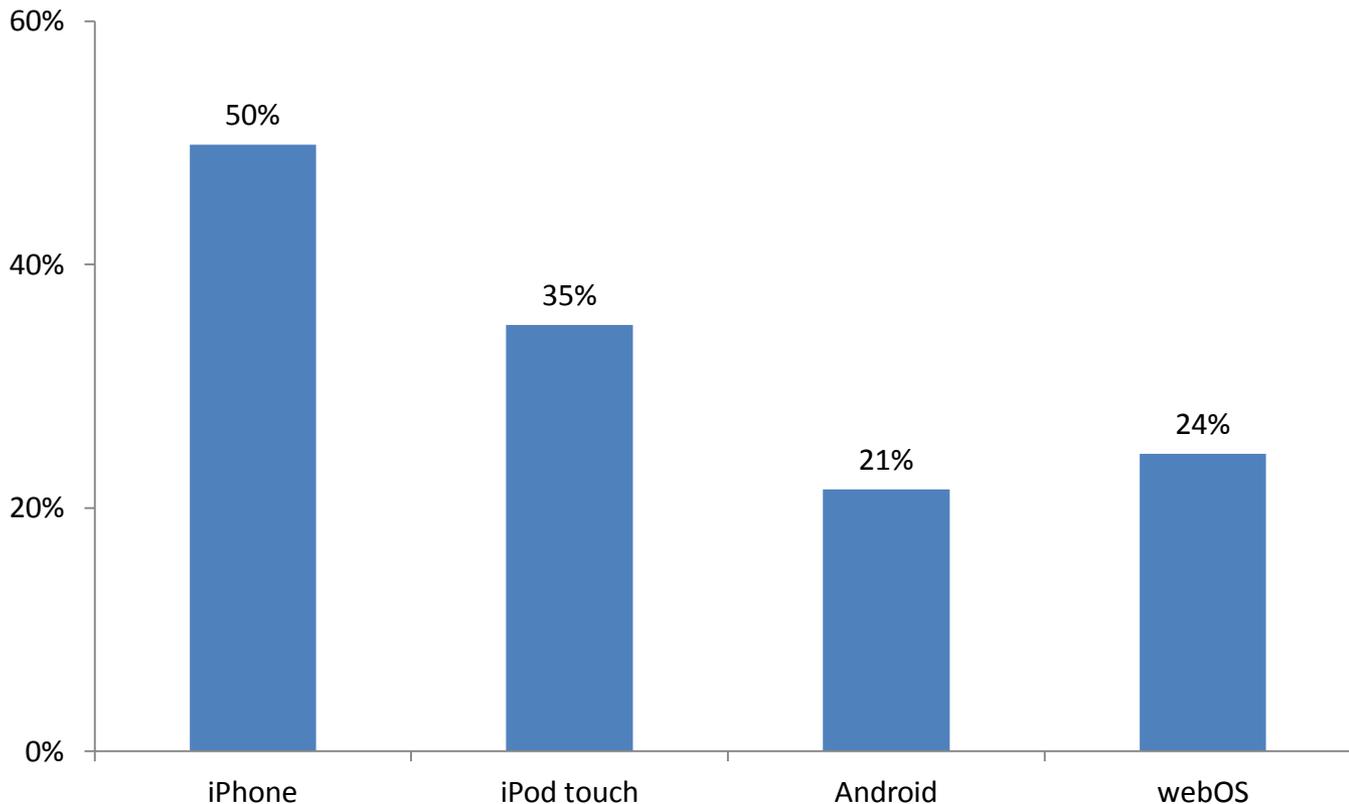
Average number of apps downloaded per user per month



Survey based on 963 respondents in February 2010. Visit <http://metrics.admob.com> for more details

Almost twice as many iPhone and iPod touch users regularly download paid apps as Android and webOS users

% of respondents who indicated that they purchase 1 or more paid apps per month



iOS users are more satisfied with their devices compared to Android or webOS users

Are you likely to recommend your device to a friend or colleague?

% of respondents

