

AdMob Mobile Metrics

# Metrics Highlights

May 2010

The AdMob logo features the word "admob" in a white, lowercase, sans-serif font on a black rectangular background. Above the letter "o" is a small icon consisting of three curved lines on the left and three curved lines on the right, resembling a signal or broadcast symbol.

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](https://metrics.admob.com).

# Table of Contents

## Mobile Internet Growth

Device Manufacturer and Operating System Share

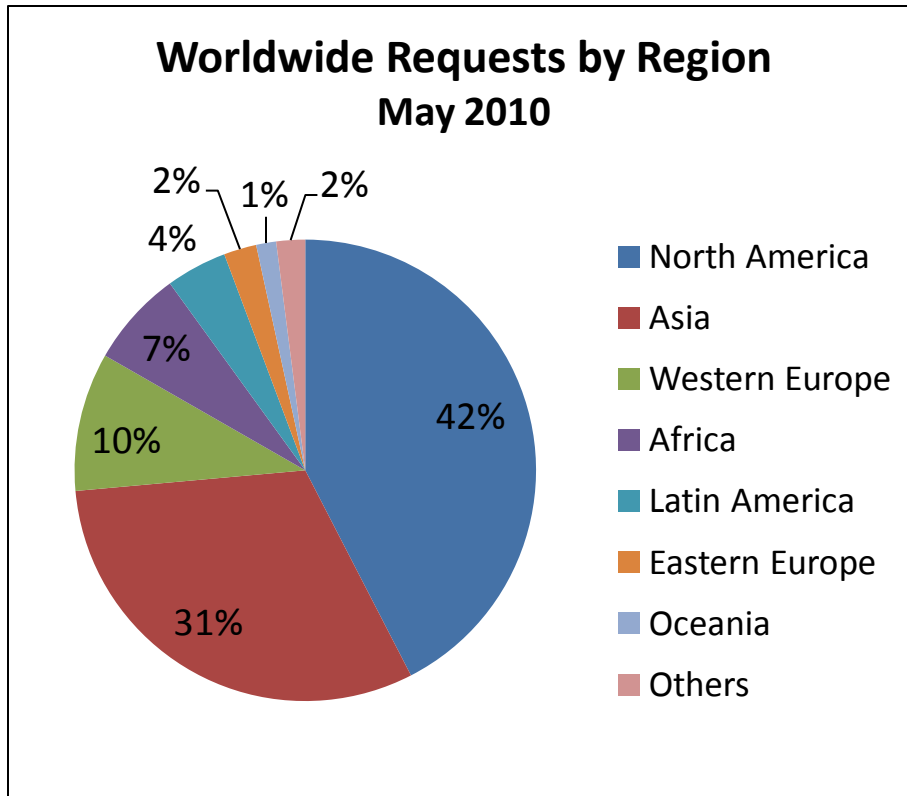
Mobile Internet Devices and WiFi

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



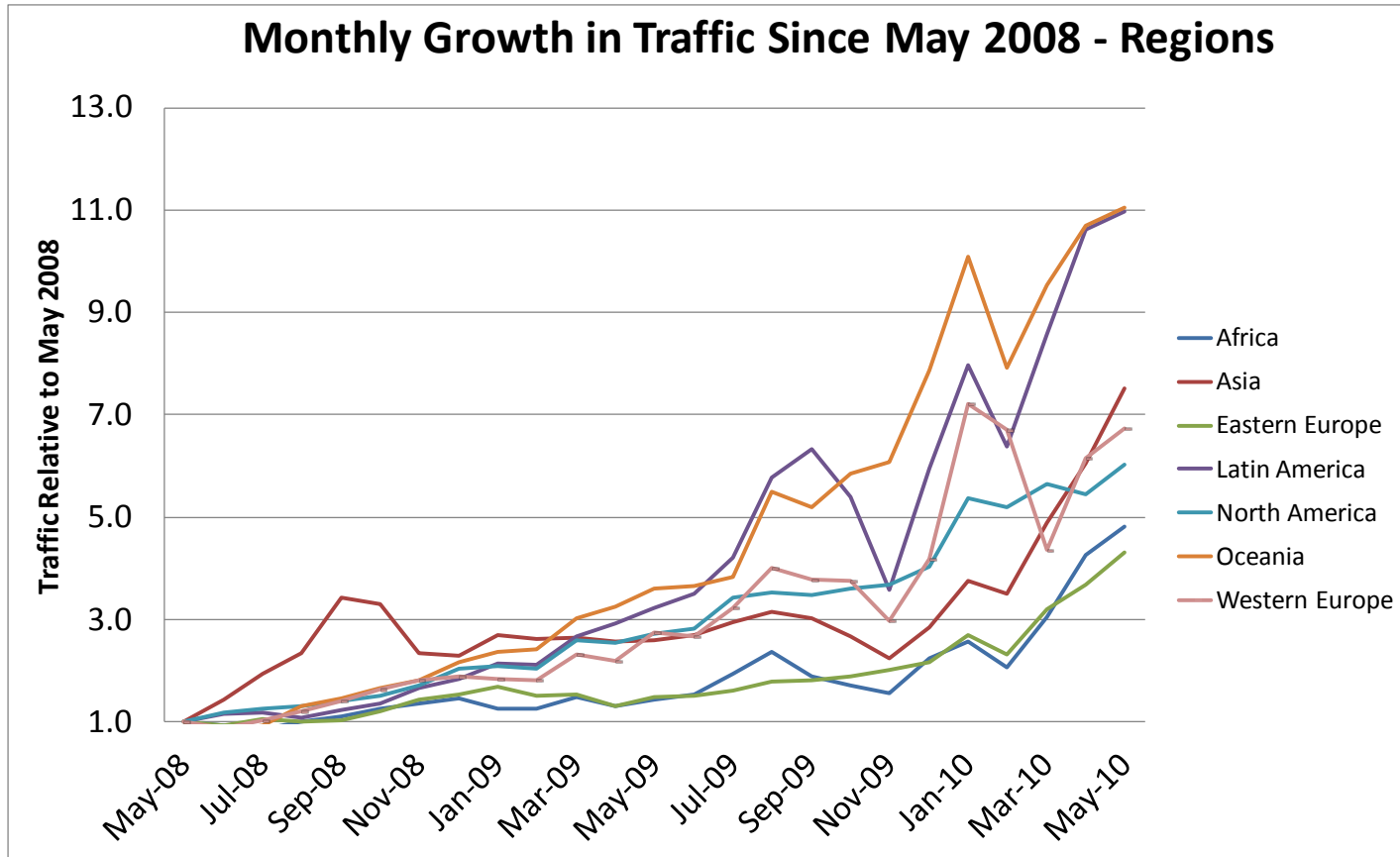
## Top Countries by Ad Requests May 2010

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%
<b>Total</b>	<b>100.0%</b>

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



# Table of Contents

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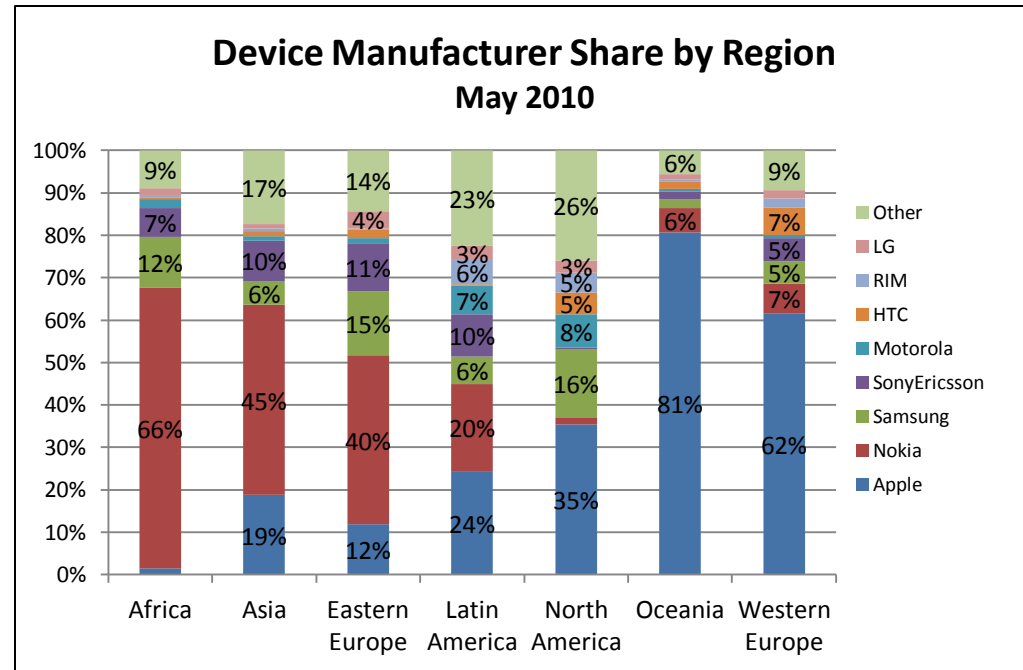
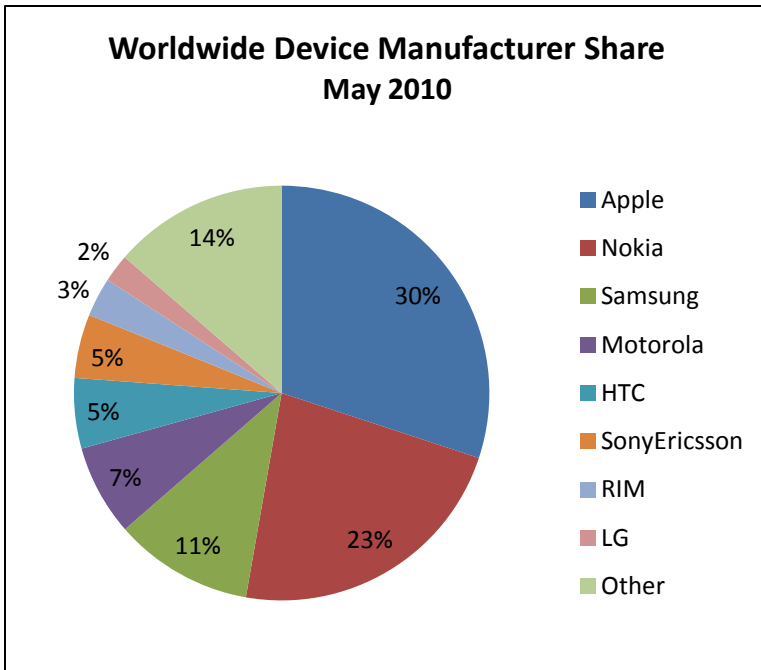
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# Regional differences exist in Device Manufacturer Share

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

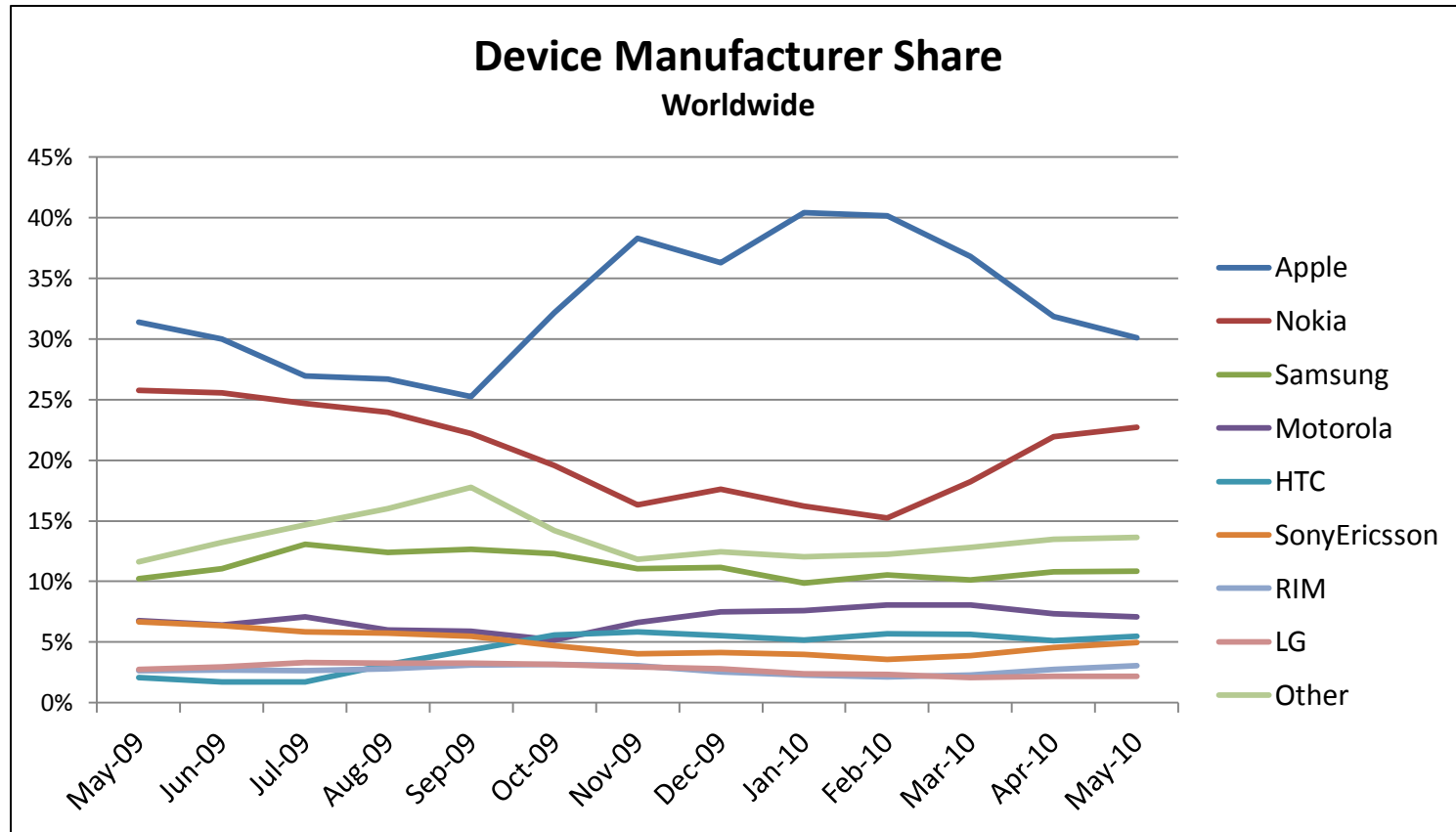


Device manufacturer share includes ad requests from all mobile devices.



# 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%
<b>Total</b>		<b>22.8%</b>

Top Devices, May 2009

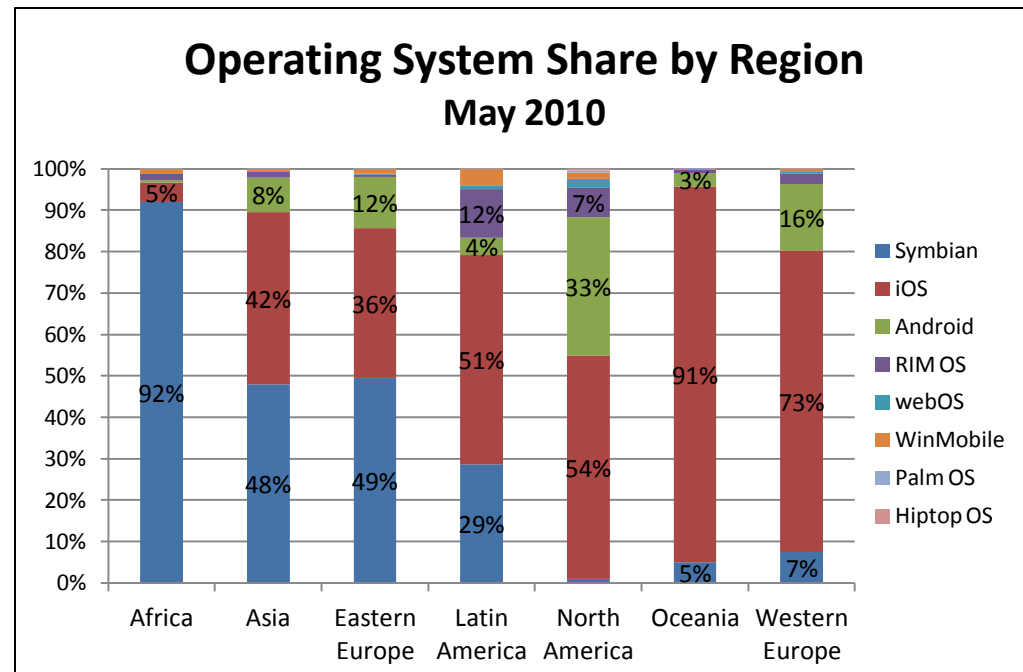
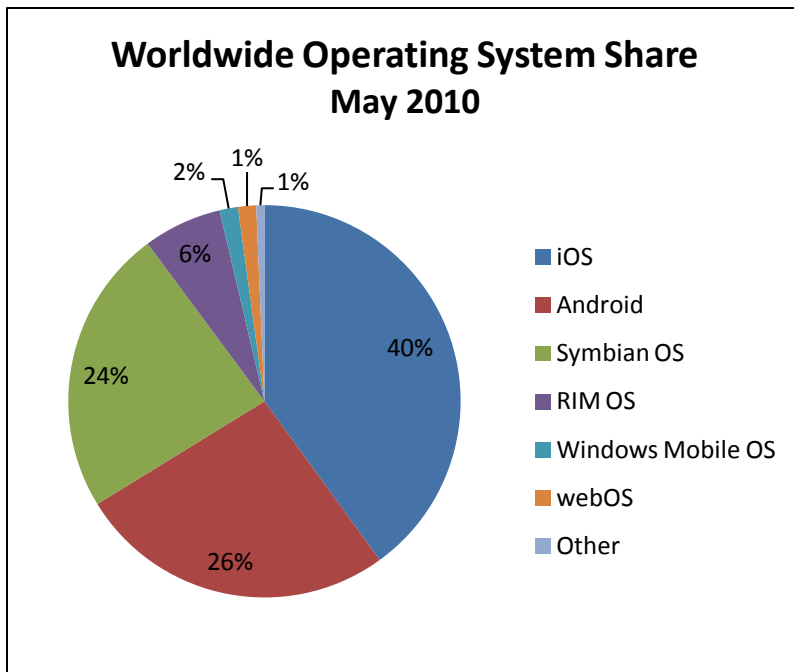
Brand	Model	% of Requests
Apple	iPhone	18.6%
Apple	iPod touch	12.8%
Samsung	R450	2.2%
Motorola	RAZR V3	1.9%
Nokia	N70	1.9%
Nokia	3110c	1.3%
HTC	Dream	1.3%
Nokia	6300	1.2%
Motorola	Z6M	1.0%
Nokia	N80	1.0%
<b>Total</b>		<b>43.2%</b>

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%
<b>Total</b>		<b>42.2%</b>

# Regional differences exist in Operating System Share

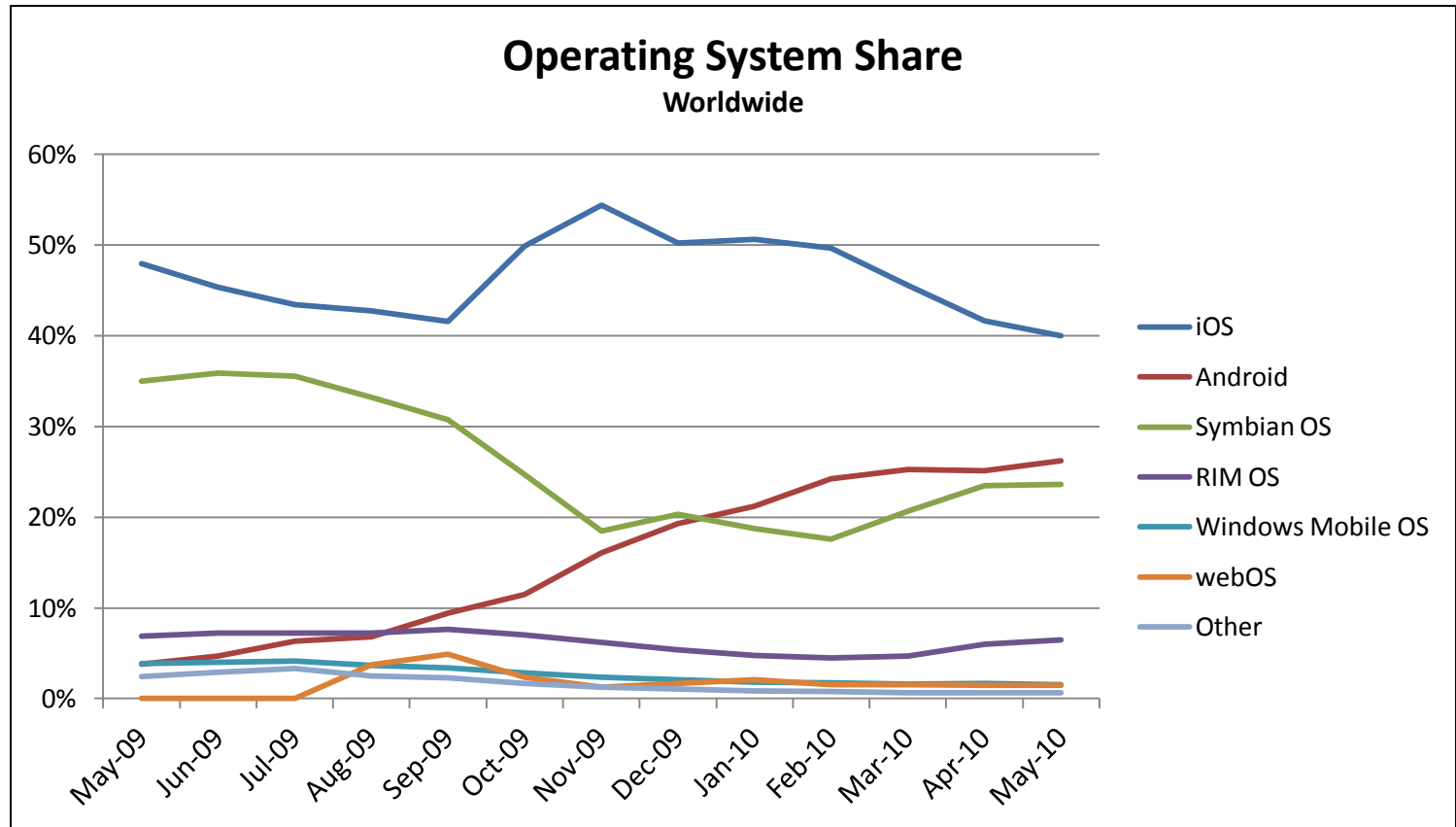
- 90% of worldwide smartphone requests were generated by iOS, Android and Symbian



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%
<b>Total</b>		<b>47.8%</b>

Top Smartphones, May 2009

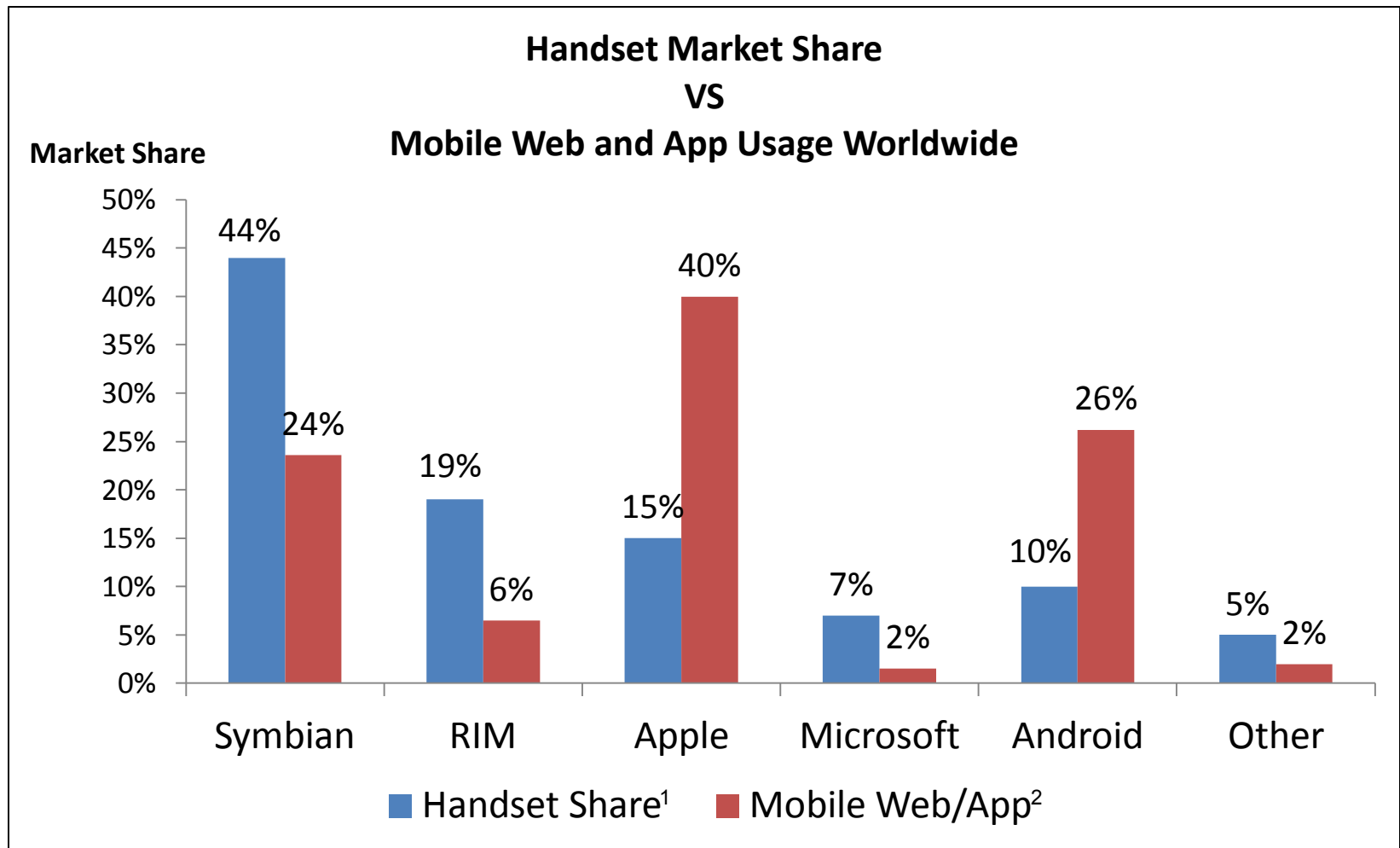
Brand	Model	% of Requests
Apple	iPhone	47.9%
Nokia	N70	3.9%
HTC	Dream	3.5%
Nokia	6300	3.0%
Nokia	N80	2.6%
Nokia	N73	2.4%
Nokia	N95	2.1%
Nokia	6120c	2.0%
Nokia	6600	1.7%
RIM	BlackBerry 8300	1.6%
<b>Total</b>		<b>70.7%</b>

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%
<b>Total</b>		<b>64.1%</b>

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



<sup>1</sup>Gartner Q1 2010: Market Share.

<sup>2</sup>AdMob Operating System Share, May 2010.

# Table of Contents

Mobile Internet Growth

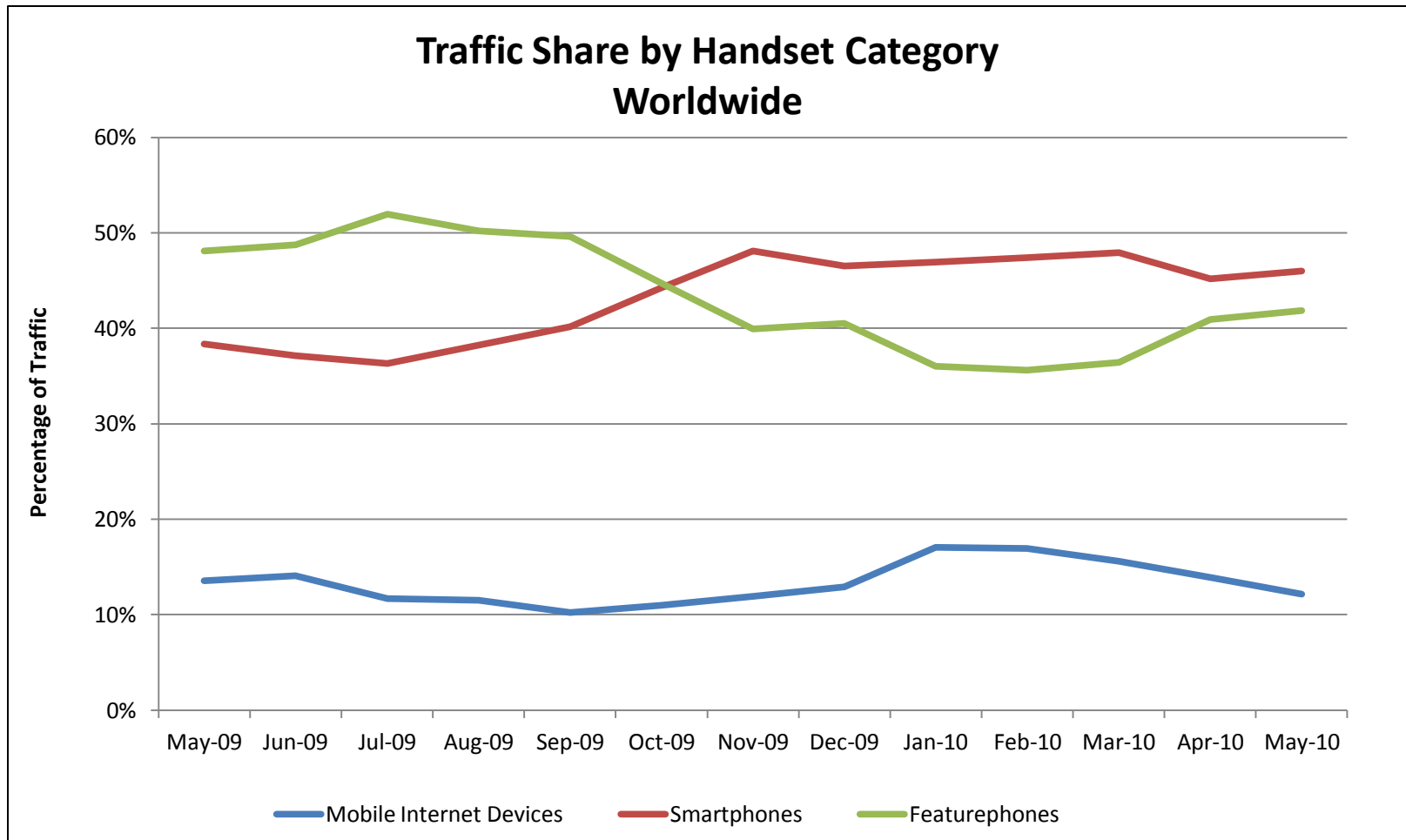
Device Manufacturer and Operating System Share

Mobile Internet Devices and WiFi

iPhone and Android Platforms

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# 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%
<b>Total</b>		<b>1,835,259,758</b>	<b>95%</b>	-

# Table of Contents

Mobile Internet Growth

Device Manufacturer and Operating System Share

Mobile Internet Devices and WiFi

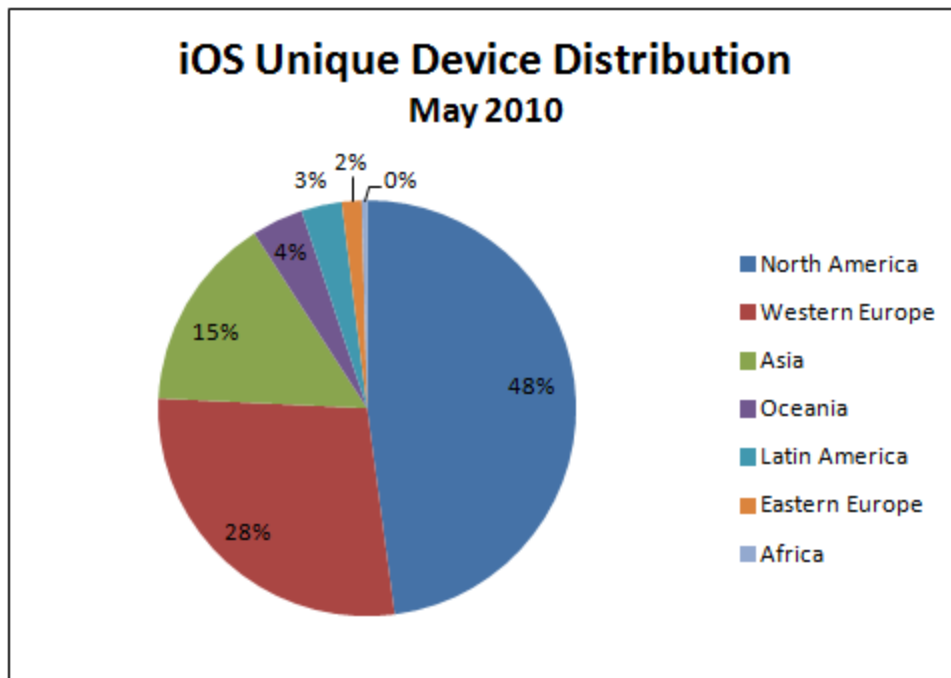
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# Less than half of iOS Devices are in North America

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

## iOS Devices by Country

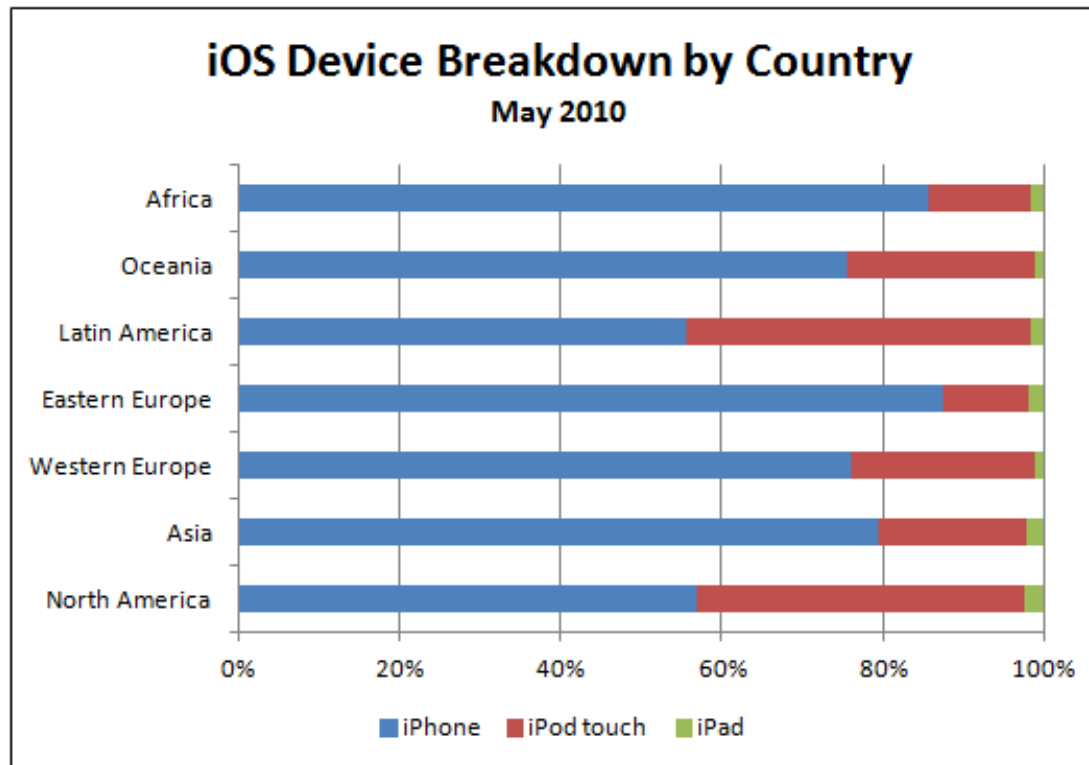


Rank	Country	% of Users
1	United States	43%
2	United Kingdom	9%
3	France	6%
4	Canada	5%
5	Japan	4%
6	Australia	4%
7	Germany	4%
8	China	2%
9	Republic of Korea	2%
10	Italy	2%

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

# iOS device mix varies by region

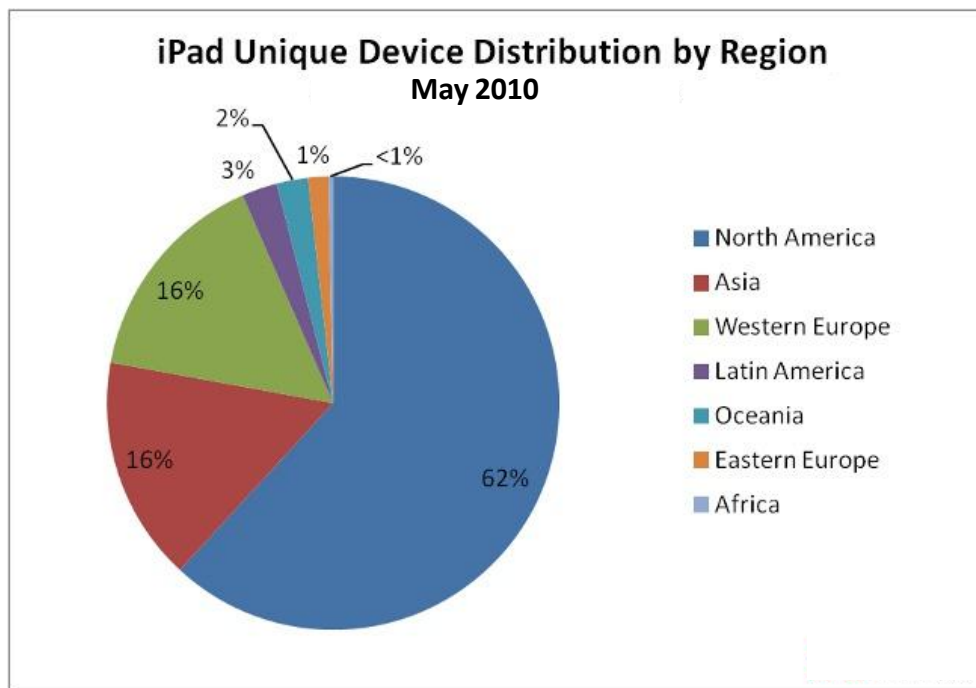
- The worldwide breakdown of the iOS platform is iPhone 67%, iPod touch 31% and iPad 2%



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

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

## iPad Devices by Country



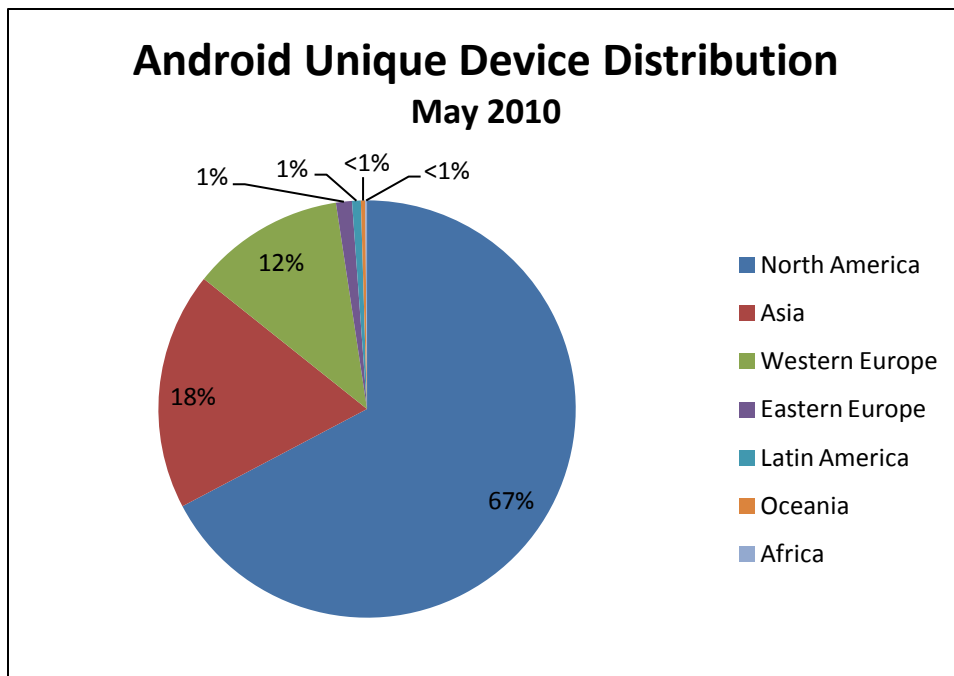
	Country	Users
1	United States	58%
2	Japan	5%
3	United Kingdom	4%
4	China	4%
5	Canada	3%
6	Germany	3%
7	France	2%
8	Australia	2%
9	Italy	1%
10	Switzerland	1%

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



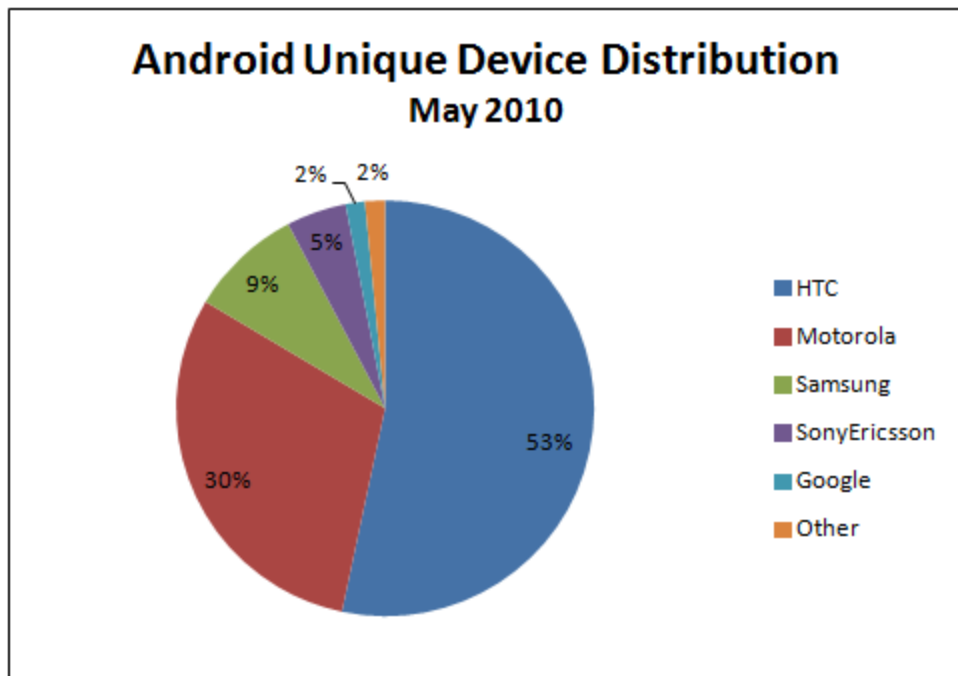
	Country	Users
1	United States	66%
2	China	13%
3	United Kingdom	4%
4	France	2%
5	Japan	2%
6	Germany	2%
7	Republic of Korea	1%
8	Spain	1%
9	Canada	1%
10	Sweden	1%

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

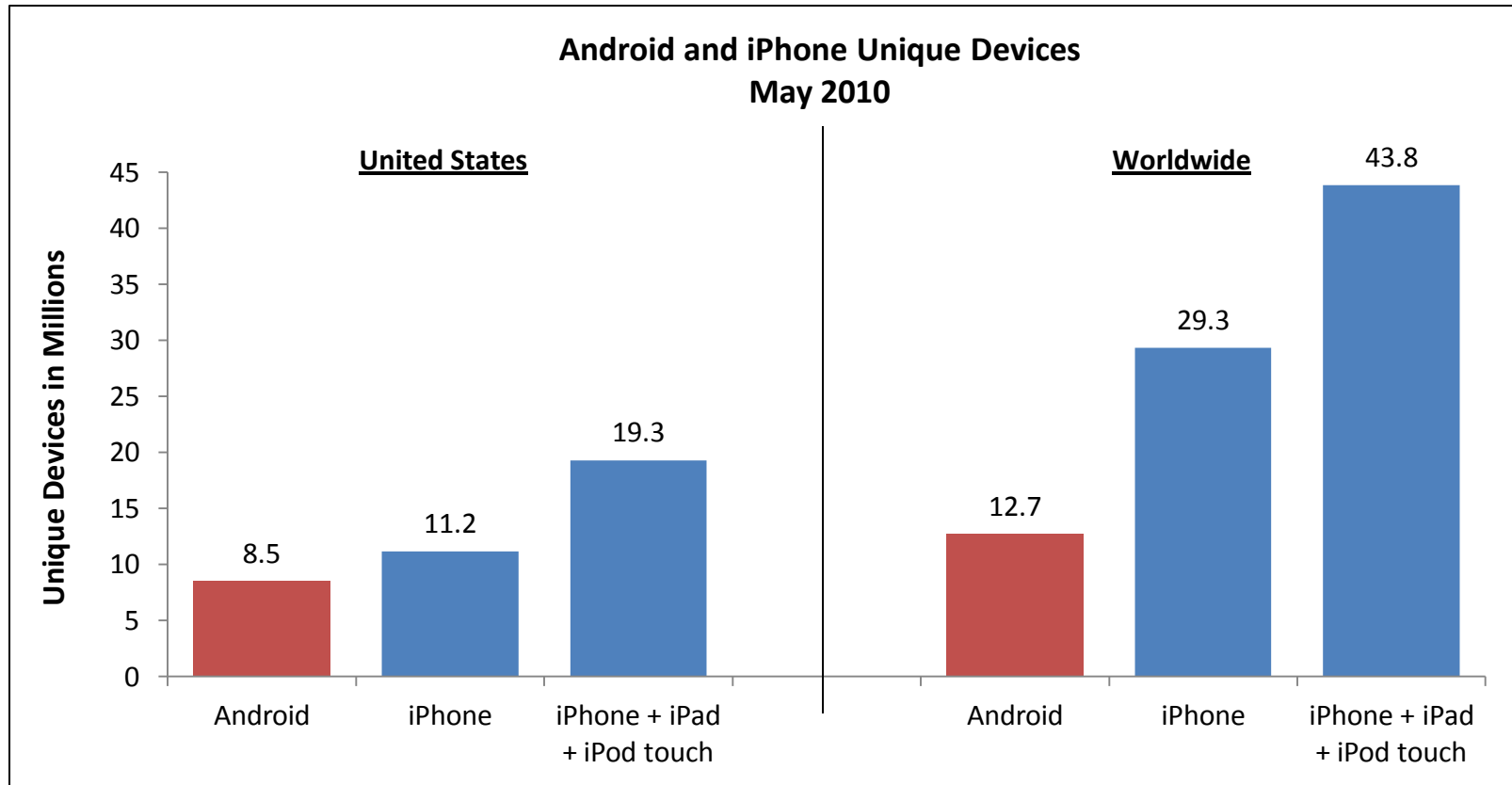


	Country	Users
1	Motorola Droid	21%
2	HTC Hero	16%
3	HTC Magic	10%
4	HTC Dream	9%
5	HTC Droid Eris	8%
6	Samsung Moment	5%
7	Motorola CLIQ	5%
8	HTC Desire	3%
9	HTC Legend	3%
10	Google Nexus One	2%

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





# Table of Contents

Mobile Internet Growth

Device Manufacturer and Operating System Share

Mobile Internet Devices and WiFi

iPhone and Android Platforms

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

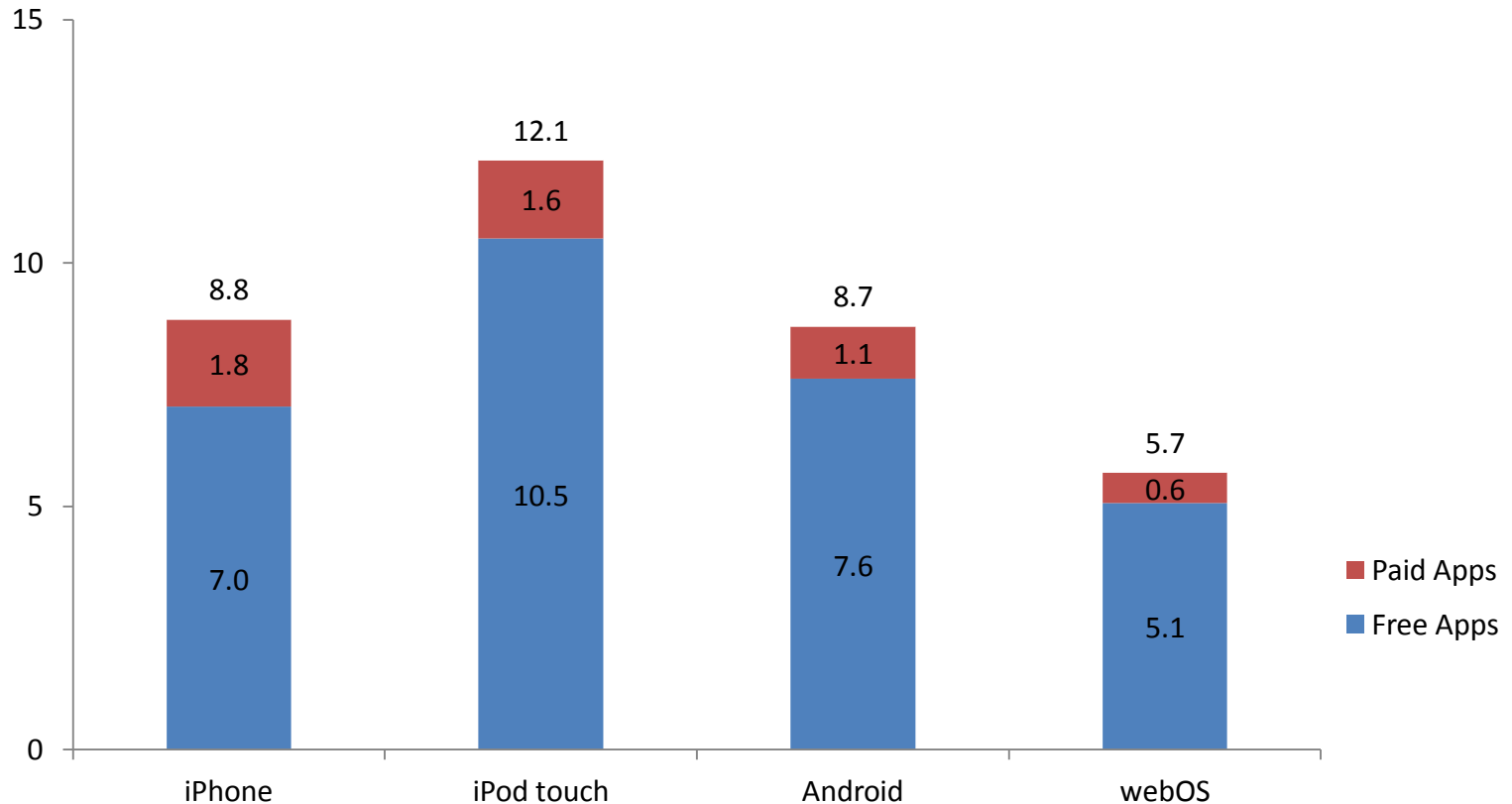
For the results of the entire survey please visit:

<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

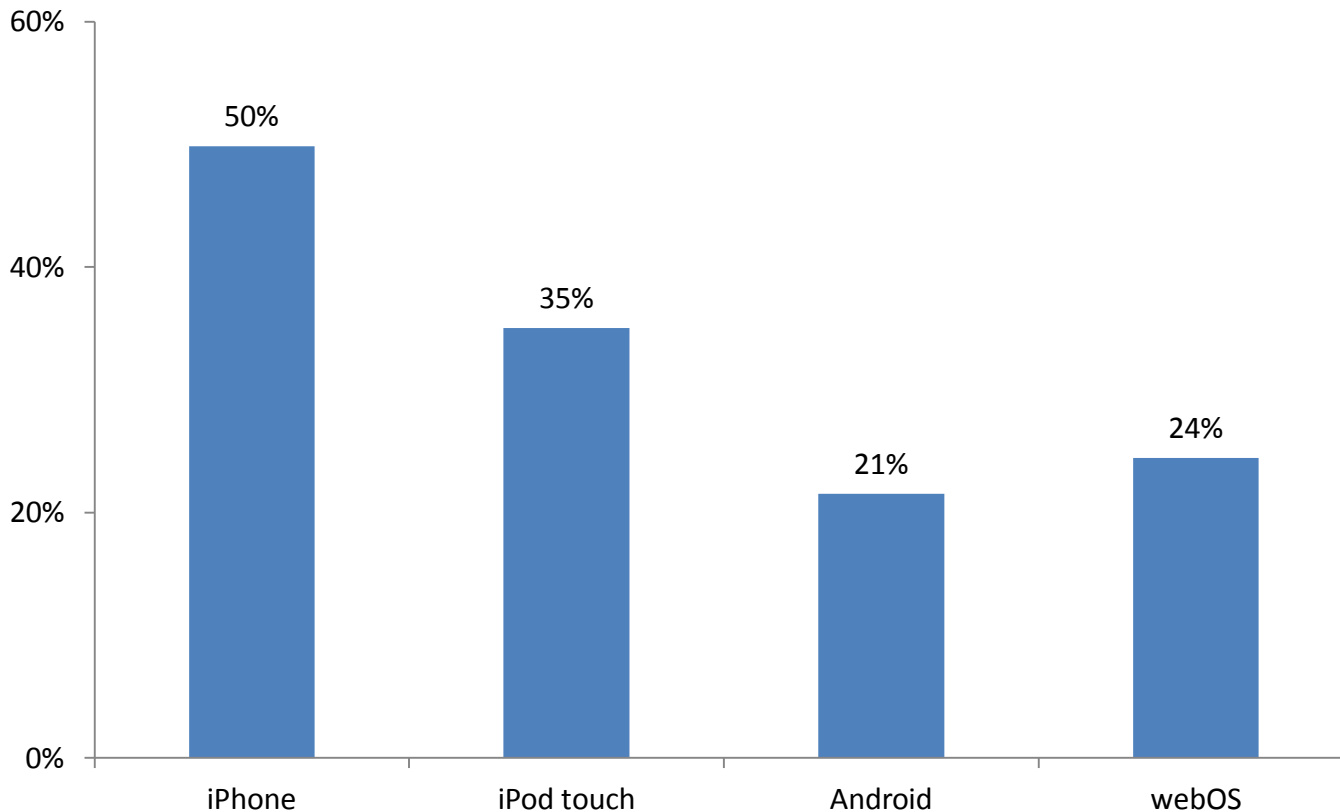
Average number of apps downloaded per user per month



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

