AdMob Mobile Metrics Report
February 2008

New in the February Report

Last month we published trend data at the device manufacturer level for the US and Worldwide. This showed some manufacturers (Nokia, RIM, Apple) gaining share at the expense of others (Samsung, Sanyo, and LG). We received several requests for more trend data at the country, manufacturer level and at the device level. In the February report, we publish trend data for our top 5 country markets. We note that our data is affected by operator, publisher and device identification developments specific to the AdMob Network. For this reason, trend data should be viewed as a reflection of the traffic AdMob processes, and not always representative of broader market conditions.

There has been a great deal written about the use of Smartphones to consume data services. Between the iPhone, RIM, Symbian, Palm, Danger and Windows devices there are more models of Smartphones in the market than ever before. For the February report, AdMob created a classification for Smartphones and began tracking the traffic share we can attribute to these devices. We also show the Smartphone manufacturer share of requests worldwide and for each of our top markets. We believe this provides a good way to track the share of Smartphones by market and gain insight into the leading Smartphone manufacturers. In future we plan to include Smartphone operating system data as well.

AdMob is constantly working to better classify our network traffic to help our advertisers target. We made significant progress in February identifying previously unidentified traffic. In February, we added device information for certain operators and devices - ultimately decreasing unidentified devices to 14% of requests. The result is that certain manufacturers, Kyocera and Motorola most prominently, show a jump in traffic in February. Note: AdMob does not serve targeted ads to unidentifiable traffic.

February Ecosystem Events

Note: February was a 29 day month vs 31 day month in January.

* Network impressions decreased 2.2% (2,321,477,067 for February vs. 2,374,844,534 for January)

* Requests increased 2.5% (2,562,527,510 for February vs. 2,500,424,720 for January)

* 22.1% of ad requests in our network worldwide were from Smartphones.

* UK requests grew 23.9% February over January (in a short month) to outpace network growth.

* The top devices in AdMob's top 5 markets remained the same: US (Motorola KRZR), India (Nokia 6030), South Africa (Motorola v360) UK (SonyEricsson K800i) and Indonesia (Nokia 6600).

* Fill rates were 90.6% for February vs. 95.0% for January.

Resources

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

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

AdMob Mobile Metrics Report
February 2008

About AdMob

AdMob serves Graphical Banner and Text Link ads on mobile web pages for more than 3,500 publishers. AdMob has served more than 19 billion ads since launching in January 2006, and currently serves more than 2 billion ads monthly. 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 2 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.

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 3,500 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. Unclassified data has been omitted from the handset data in this report. Approximately 1% of requests are unclassified by geography and approximately 14% of requests are unclassified by handset.

Questions

Email **metrics@admob.com** to receive future AdMob Mobile Metrics distributions or if you have any questions or feedback for future releases.

Ad Requests by Geography - February 2008

Ads Served: 2,321,477,067
Requests: 2,562,527,510

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Country	Requests	% of Requests	% Share Change
United States	1,184,097,949	46.2%	-0.4%
India	258,564,246	10.1%	-0.7%
United Kingdom	188,143,437	7.3%	1.3%
South Africa	139,429,092	5.4%	-0.6%
Indonesia	113,371,102	4.4%	-0.7%
Romania	51,352,499	2.0%	-0.5%
Canada	48,770,094	1.9%	0.2%
France	23,798,677	0.9%	0.0%
Bangladesh	23,707,243	0.9%	-0.2%
Israel	23,413,218	0.9%	0.2%
Other Countries [1] [2]	507,879,953	19.8%	1.4%
Total	2,562,527,510	100.0%	

AdMob Requests by Country - Top Markets February 2008
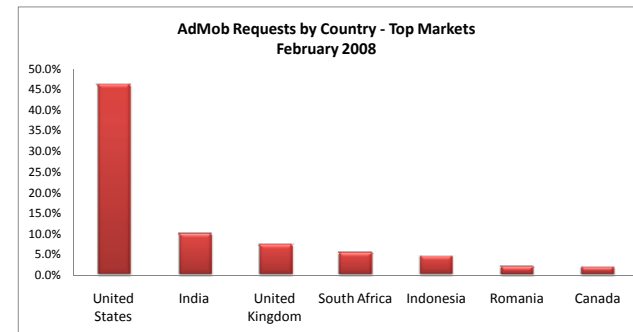
Region	Requests	% of Requests	% Share Change
North America	1,232,936,031	48.1%	-0.1%
Asia	554,471,326	21.6%	-1.4%
Western Europe	268,155,500	10.5%	0.6%
Africa	211,572,189	8.3%	-0.6%
Eastern Europe	104,824,843	4.1%	-0.9%
Latin America	72,812,471	2.8%	-0.4%
Oceania	12,314,430	0.5%	-0.1%
Other [3]	105,440,720	4.1%	2.9%
Total	2,562,527,510	100.0%	

AdMob Requests by Region - February 2008
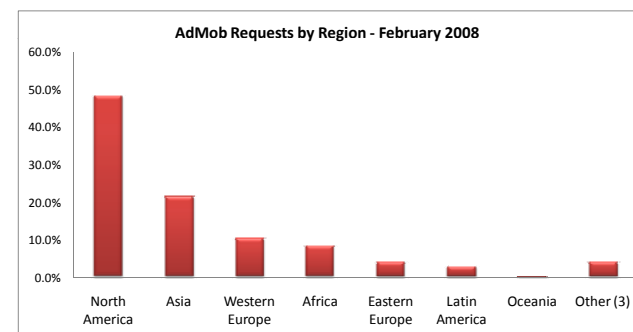
Notes

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

• (1) Includes 225 countries with 78 countries having greater than 1 million requests.

• (2) Other includes unclassified requests (~1%) where the country of origin could not be determined. Targeted ads were not shown to these requests.

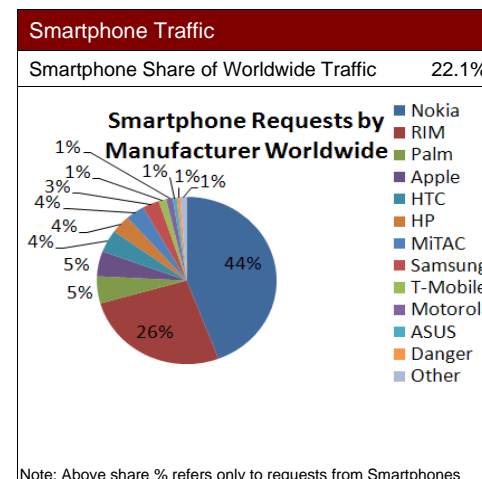• (3) Includes other and unclassified requests.

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Worldwide Handset Data - February 2008

Ads Served: 2,321,477,067
Requests: 2,562,527,510

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Top Device Mfrs	% of Requests	Share Chg %
Nokia	29.4%	-6.8%
Motorola	19.0%	5.0%
SonyEricsson	11.6%	-2.4%
Samsung	10.3%	-1.2%
RIM	6.8%	-0.9%
LG	4.7%	1.0%
Kyocera	2.3%	2.1%
Sanyo	1.8%	-0.6%
Apple	1.3%	0.2%
Palm	1.3%	0.0%
Other (1)	11.5%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Motorola	RAZR V3	5.1%	2.2%
Motorola	KRZR K1c	4.6%	-0.6%
Motorola	W385m	3.1%	3.1%
RIM	BlackBerry 8100	2.3%	-0.6%
Nokia	N70	2.1%	-0.5%
Kyocera	K24	1.3%	1.3%
Nokia	N73	1.1%	-0.2%
Nokia	6600	1.1%	-0.4%
Nokia	6030	1.1%	-0.4%
Nokia	2865i	1.0%	-0.4%
SonyEricsson	W810i	1.0%	-0.3%
Danger	Sidekick II	0.9%	0.9%
Motorola	v323i	0.9%	0.9%
RIM	Blackberry 7100	0.9%	0.9%
SonyEricsson	K800i	0.9%	0.0%
Palm	Treo 755p	0.9%	0.9%
Nokia	6300	0.9%	-0.2%
RIM	Blackberry 8830	0.9%	-0.3%
Nokia	N95	0.8%	-0.1%
RIM	BlackBerry 8700	0.8%	-0.5%
Total		**31.8%**	

Smartphone Traffic

Smartphone Share of Worldwide Traffic	22.1%

Smartphone Requests by Manufacturer Worldwide

Legend: Nokia 44%, RIM 26%, Palm 5%, Apple 5%, HTC 4%, HP 4%, MiTAC 4%, Samsung 3%, T-Mobile 1%, Motorola 1%, ASUS 1%, Danger 1%, Other 1%, 1%

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	85.0%
Supports Streaming Video	41.1%
Able to Download Video Clips	62.1%
Supports WAP Push Messages	90.5%

Notes

• Significant unclassified traffic was identified in February. Unclassified traffic is excluded from share calculation, so newly identified traffic will impact share calculation and share change percentages.

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

• New models in Top 20: Motorola W385m (newly identified), Kyocera K24, (newly identified), Danger Sidekick II, Motorola v323i (newly identified), Blackberry 7100, Palm Treo 755p.

• (1) Includes unclassified impressions, Windows-based devices and other manufacturers with < 1% share.

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Worldwide Handset Data - February 2008
February 2008

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Worldwide Trends Tracking - Mobile Ecosystem Trends

Since the creation of this report in September, we've been looking forward to using our data to track trends in the mobile ecosystem through time. This graph shows trends in manufacturer market share worldwide as defined by the percentage of ad requests in our network coming from a device produced by each manufacturer.

Share of Requests in the AdMob Network by Manufacturer - Worldwide
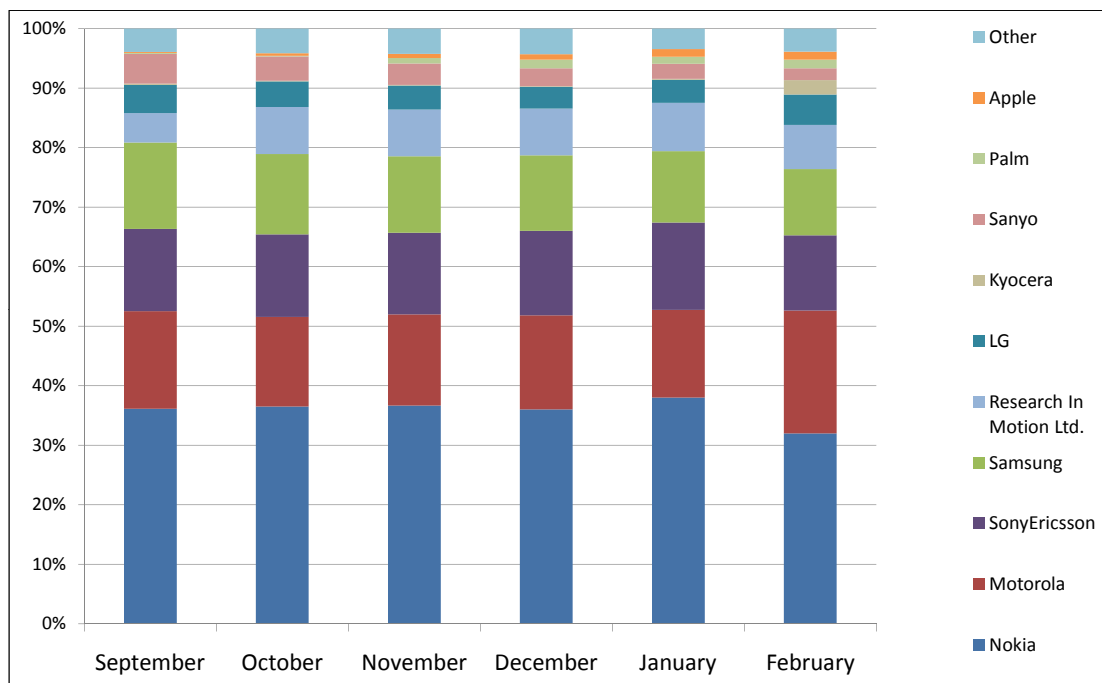
Notes

• Due to our improved device identification techniques, this month we identified more Motorola devices, thus their increased share of our traffic.

• Note: This graph shows the percent share of requests in the AdMob network for all identifiable traffic worldwide.

• Unidentifiable traffic is not included.

Resources

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Email metrics@admob.com to sign up for future reports.
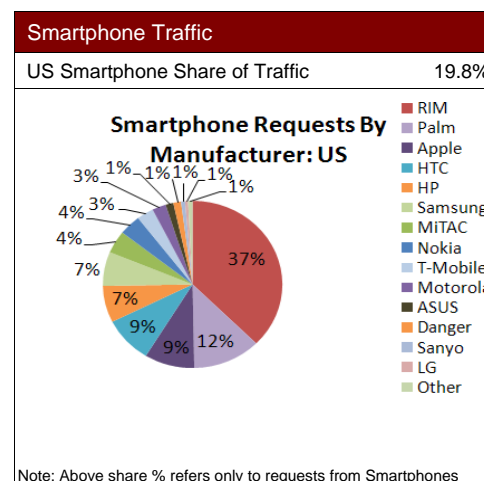
United States Handset Data - February 2008

Ads Served: 1,181,708,092
Requests: 1,184,097,949

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Top Device Mfrs	% of Requests	Share Chg %
Motorola (1)	35.0%	11.0%
Samsung	10.7%	-2.1%
Nokia	9.5%	-4.9%
RIM	9.5%	-6.9%
LG	7.3%	0.9%
Kyocera	5.0%	4.7%
Sanyo	3.7%	-2.4%
Palm	2.9%	0.1%
Apple	2.2%	-0.4%
SonyEricsson	1.8%	-0.5%
Other (2)	12.3%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Motorola	KRZR K1c	10.4%	-2.7%
Motorola	RAZR V3	9.8%	3.5%
Motorola	W385m	7.1%	7.1%
RIM	BlackBerry 8100	3.5%	-2.1%
Kyocera	K24	2.8%	2.8%
Nokia	2865i	2.4%	-1.3%
Motorola	V323i	2.1%	2.1%
Palm	Treo 755p	2.0%	0.6%
Kyocera	K612B Strobe	1.7%	1.7%
RIM	BlackBerry 8830	1.6%	-1.1%
Danger	Sidekick II	1.4%	0.6%
RIM	BlackBerry 8700	1.5%	-1.5%
Apple	iPhone (3)	2.2%	-0.4%
RIM	BlackBerry 8300	1.5%	-0.7%
Samsung	I607 BlackJack	1.1%	-1.0%
Samsung	A900	1.1%	-0.9%
Motorola	C155	1.0%	1.0%
Nokia	6265i	1.0%	-0.5%
LG	LX260	0.9%	0.9%
Samsung	A707	0.9%	-0.6%
Total		**56.0%**	

Smartphone Traffic	
US Smartphone Share of Traffic	19.8%

Smartphone Requests By Manufacturer: US

Legend: RIM, Palm, Apple, HTC, HP, Samsung, MiTAC, Nokia, T-Mobile, Motorola, ASUS, Danger, Sanyo, LG, Other

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	64.3%
Supports Streaming Video	17.9%
Able to Download Video Clips	58.0%
Supports WAP Push Messages	84.3%

Notes

• Significant unclassified traffic was identified in February. Unclassified traffic is excluded from share calculation, so newly identified traffic will impact share calculation and share change percentages.

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

• New models in Top 20: Motorola W385m (newly identified), Kyocera K24, (newly identified), Motorola v323i (newly identified), Kyocera Strobe (newly identified), Danger Sidekick II, Motorola C155 (newly identified) and Blackberry 71

• (1) Significant Motorola Razr v3 traffic was identified in February that had not previously been classified.

• (2) Includes Windows based devices and other manufacturers with < 0.7% share.

• (3) Previously we did not track Apple's iPhone and iTouch seperately, but this month we seperated our calculations for the two devices. Thus the iPhone appears to have declined in share.

Email metrics@admob.com to sign up for future reports.
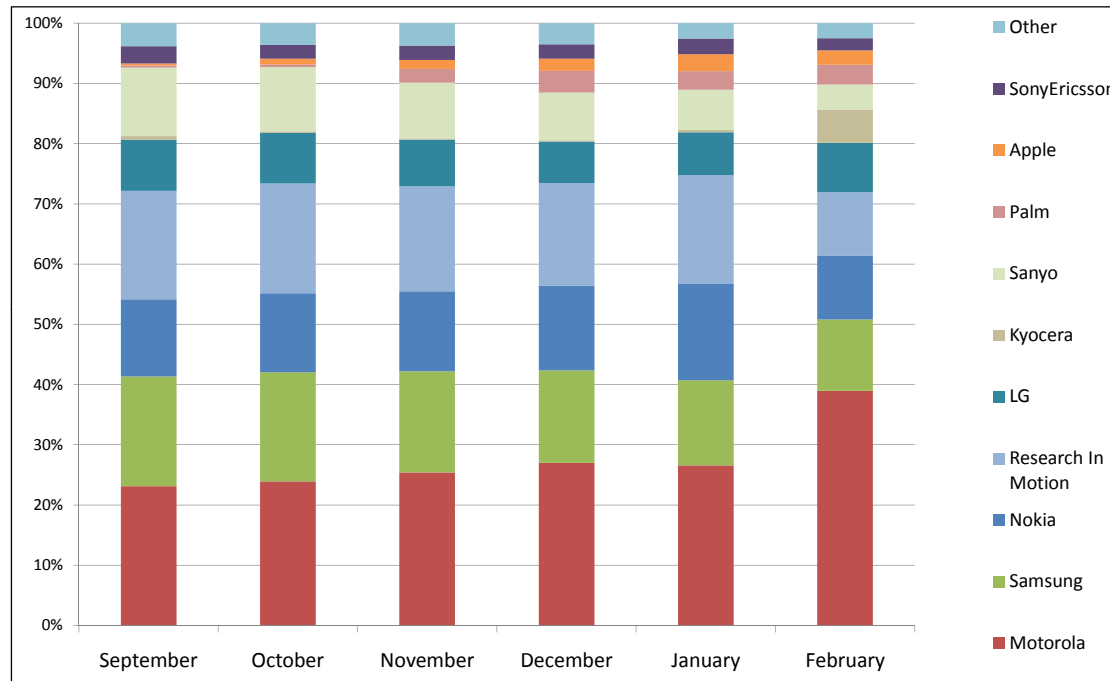
United States Handset Data - February 2008
February 2008

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US Trends Tracking - Mobile Ecosystem Trends

Since the creation of this report in September, we've been looking forward to using our data to track trends in the mobile ecosystem through time. This graph shows trends in manufacturer market share in the US as defined by the percentage of ad requests in our network coming from a device produced by each manufacturer.

Share of Requests in the AdMob Network by Manufacturer - US

Legend: Other, SonyEricsson, Apple, Palm, Sanyo, Kyocera, LG, Research In Motion, Nokia, Samsung, Motorola

Months: September, October, November, December, January, February

Notes

• The Apple iPhone has steadily increased in traffic since we started producing the Metrics report in September.

• The share gain of Motorola and Kyocera can be attributed to our advances in device identification this month.

• Note: This graph shows the percent share of requests in the AdMob network for all identifiable US traffic. Unidentifiable traffic is not included.

Resources

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

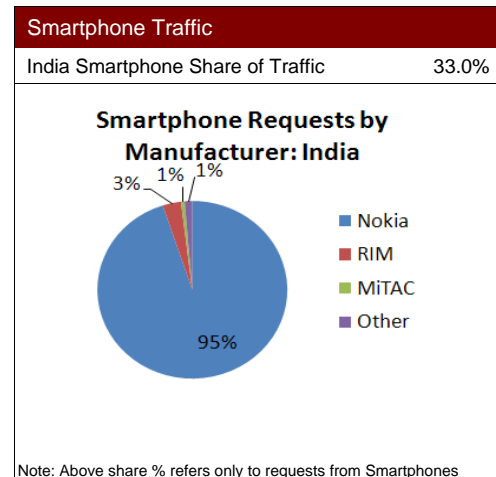Email metrics@admob.com to sign up for future reports.

India Handset Data - February 2008

Ads Served: 229,105,765
Requests: 258,564,246

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Top Device Mfrs	% of Requests	Share Chg %
Nokia	66.7%	-2.0%
Sony Ericsson	16.3%	-1.4%
Motorola	5.9%	0.4%
Samsung	3.6%	0.1%
RIM	2.1%	0.2%
LG	1.1%	1.1%
Fly	1.0%	0.2%
Other (1)	3.2%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Nokia	6030	5.3%	-0.3%
Nokia	N70	4.7%	-0.9%
Nokia	6600	4.6%	-0.4%
Nokia	6233	3.2%	-0.1%
Nokia	N73	3.1%	0.0%
Nokia	7610	2.6%	-0.2%
Nokia	N72	2.5%	-0.3%
Nokia	3230	2.4%	-0.3%
Nokia	2626	2.4%	0.1%
Nokia	6630	2.3%	-0.2%
Nokia	5200	2.2%	-0.1%
Nokia	N80	2.0%	0.0%
Nokia	6300	1.9%	-0.1%
Nokia	3110c	1.9%	0.0%
SonyEricsson	W200i	1.8%	-0.1%
Nokia	5300	1.7%	0.0%
SonyEricsson	K750i	1.7%	-0.1%
Nokia	6070	1.6%	-0.2%
Motorola	C168	1.5%	-0.3%
Nokia	6681	1.5%	-0.1%
Total		**50.8%**	

Smartphone Traffic	
India Smartphone Share of Traffic	33.0%

Smartphone Requests by Manufacturer: India

3% 1% 1%
95%

- Nokia
- RIM
- MiTAC
- Other

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	95.8%
Supports Streaming Video	77.0%
Able to Download Video Clips	73.7%
Supports WAP Push Messages	93.6%

Notes

• Significant unclassified traffic was identified in February. Unclassified traffic is excluded from share calculation, so newly identified traffic will impact share calculation and share change percentages.

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

• (1) Includes unclassified, Windows-based devices and other manufacturers with < 0.1% share.

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# India Handset Data - February 2008

February 2008

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India Trends Tracking - Mobile Ecosystem Trends

Since the creation of this report in September, we've been looking forward to using our data to track trends in the mobile ecosystem through time. This graph shows trends in manufacturer market share in India as defined by the percentage of ad requests in our network coming from a device produced by each manufacturer.

Share of Requests in the AdMob Network by Manufacturer - India
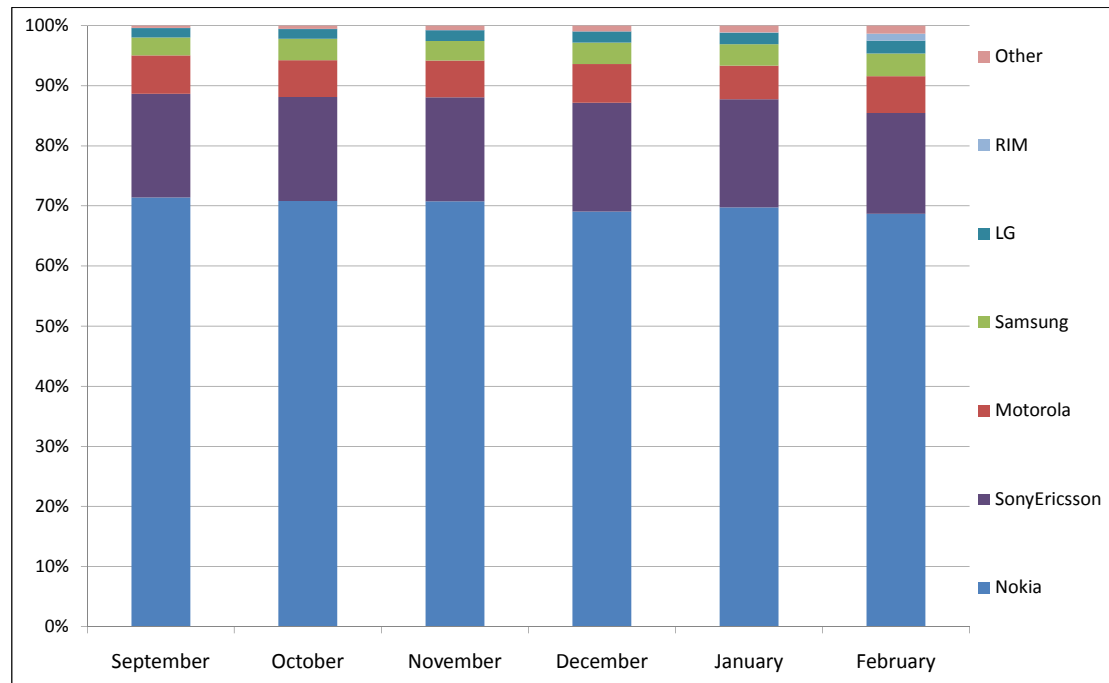
Notes

• Nokia is clearly the dominant manufacturer in India, and together with SonyEricsson comprises nearly 90% of identifiable traffic.

• Note: This graph shows the percent share of requests in the AdMob network for all identifiable traffic in India.

• Unidentifiable traffic is not included.

Resources

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Email metrics@admob.com to sign up for future reports.
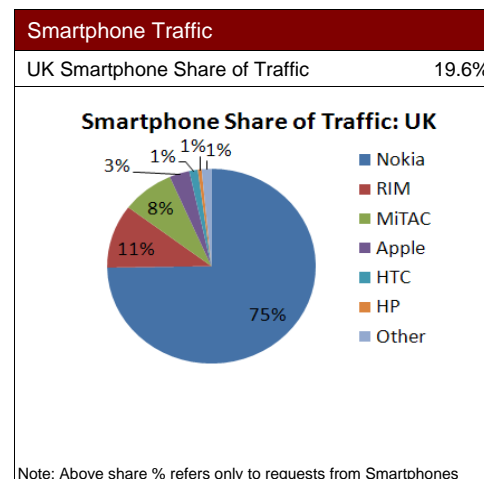
United Kingdom Handset Data - February 2008

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Ads Served: 181,895,580
Requests: 188,143,437

Top Device Mfrs	% of Requests	Share Chg %
SonyEricsson	37.0%	-2.0%
Nokia	29.7%	-2.7%
Samsung	9.0%	-1.8%
LG	4.3%	1.3%
NEC	3.8%	0.9%
Motorola	3.3%	0.1%
ZTE	2.6%	0.8%
RIM	2.3%	0.0%
Apple	0.7%	-0.1%
Other [1]	7.3%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
SonyEricsson	K800i	7.3%	-0.1%
Nokia	N95	5.6%	-0.1%
SonyEricsson	W810i	3.7%	-1.7%
SonyEricsson	K610i	3.6%	0.7%
SonyEricsson	W850i	3.2%	-0.3%
Nokia	N73	2.7%	0.0%
ZTE	F866	2.6%	0.8%
NEC	e616	1.9%	0.5%
Nokia	6288	1.7%	0.4%
Nokia	6630	1.6%	0.3%
Nokia	6680	1.6%	0.2%
Nokia	6280	1.6%	0.0%
Nokia	6300	1.5%	-0.7%
SonyEricsson	K750i	1.5%	-0.8%
Nokia	6230i	1.3%	-0.9%
Nokia	6120c	1.3%	1.3%
SonyEricsson	K608i	1.3%	0.4%
SonyEricsson	W880i	1.2%	-0.4%
SonyEricsson	Z610i	1.2%	0.3%
LG Electronics	U300	1.2%	1.2%
Total		**47.6%**	

Smartphone Traffic	
UK Smartphone Share of Traffic	19.6%

Smartphone Share of Traffic: UK

- Nokia
- RIM
- MiTAC
- Apple
- HTC
- HP
- Other

3% 1% 1% 1%
8%
11%
75%

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	95.2%
Supports Streaming Video	74.2%
Able to Download Video Clips	88.2%
Supports WAP Push Messages	92.4%

Notes

- Significant unclassified traffic was identified in February. Unclassified traffic is excluded from share calculation, so newly identified traffic will impact share calculation and share change percentages.
- 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, SonyEricsson K608i, SonyEricsson Z610i and LG U300.
- (1) Includes unclassified, Windows-based devices and other manufacturers with < 0.5% share.

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United Kingdom Handset Data - February 2008

February 2008

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UK Trends Tracking - Mobile Ecosystem Trends

Since the creation of this report in September, we've been looking forward to using our data to track trends in the mobile ecosystem through time. This graph shows trends in manufacturer market share in the UK as defined by the percentage of ad requests in our network coming from a device produced by each manufacturer.

Share of Requests in the AdMob Network by Manufacturer - UK
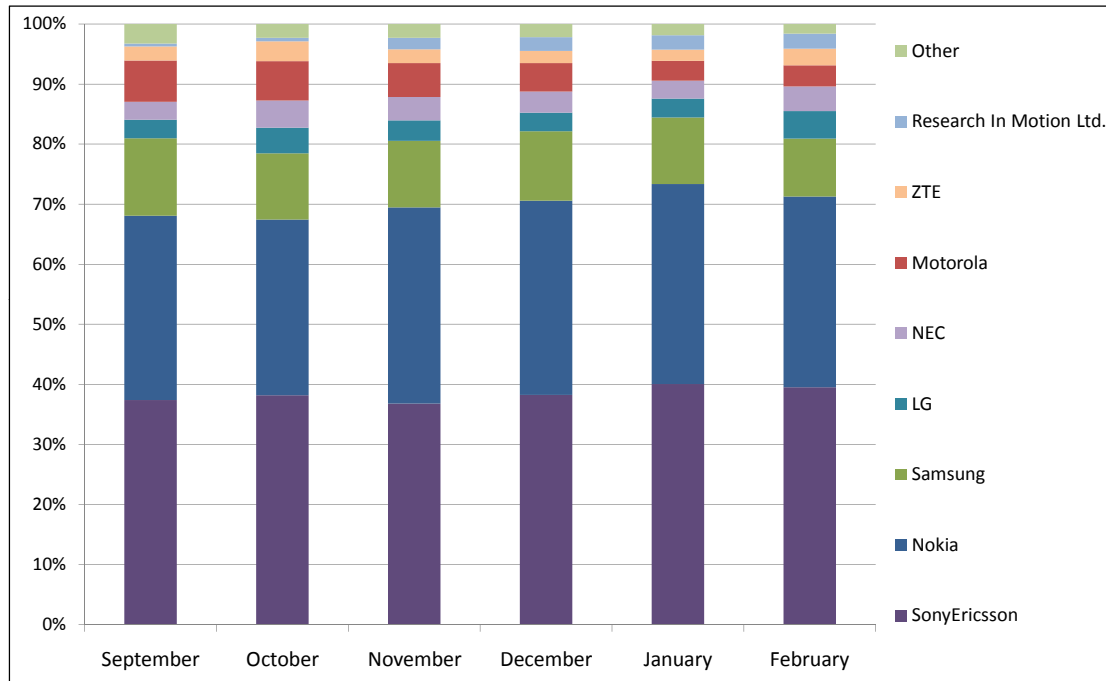
Notes

• In the UK SonyEricsson and Nokia continue to vie for market leadership. This month we saw a slight gain for LG at the expense of Samsung.

• Note: This graph shows the percent share of requests in the AdMob network for all identifiable UK traffic.

• Unidentifiable traffic is not included.

Resources

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

Email metrics@admob.com to sign up for future reports.
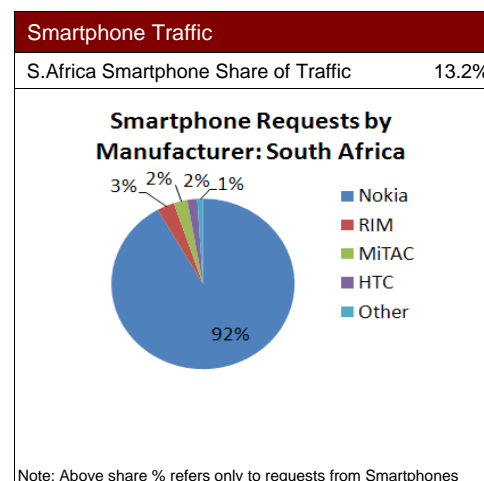
South Africa Handset Data - February 2008

Ads Served: 134,326,595
Requests: 139,429,092

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Top Device Mfrs	% of Requests	Share Chg %
Nokia	35.5%	0.4%
Samsung	31.6%	0.2%
Motorola	16.4%	-0.5%
Sony Ericsson	11.6%	-0.7%
LG	2.4%	0.3%
Other (1)	2.5%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Motorola	V360	10.3%	-0.5%
Samsung	E250	9.3%	-0.1%
Nokia	N70	4.0%	0.0%
Nokia	6234	2.6%	-0.1%
Samsung	E370	2.4%	-0.8%
Samsung	D900i	1.8%	0.0%
Nokia	6111	1.7%	-0.1%
Nokia	N73	1.6%	0.1%
Nokia	6230i	1.5%	-0.1%
Nokia	5200	1.5%	0.0%
Samsung	J750	1.5%	1.5%
Nokia	6085	1.5%	-0.1%
Samsung	D500	1.5%	-0.5%
SonyEricsson	W810i	1.4%	-0.1%
Nokia	6101	1.3%	-0.1%
Nokia	6230	1.2%	-0.1%
Samsung	U700	1.2%	-0.4%
Nokia	N80	1.2%	0.1%
Nokia	6680	1.2%	0.0%
Nokia	6610i	1.1%	0.0%
Total		**49.7%**	

Smartphone Traffic	
S.Africa Smartphone Share of Traffic	13.2%

Smartphone Requests by Manufacturer: South Africa

3% 2% 2% 1%
92%

- Nokia
- RIM
- MiTAC
- HTC
- Other

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	97.2%
Supports Streaming Video	62.5%
Able to Download Video Clips	77.9%
Supports WAP Push Messages	97.1%

Notes

• Significant unclassified traffic was identified in February. Unclassified traffic is excluded from share calculation, so newly identified traffic will impact share calculation and share change percentages.

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

• New models in Top 20: Samsung J750, Nokia N80 and Nokia 6610.

• (1) Includes unclassified, Windows-based devices and other manufacturers with < 0.6% share.

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South Africa Handset Data - February 2008
February 2008

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South Africa Trends Tracking - Mobile Ecosystem Trends

Since the creation of this report in September, we've been looking forward to using our data to track trends in the mobile ecosystem through time. This graph shows trends in manufacturer market share in South Africa as defined by the percentage of ad requests in our network coming from a device produced by each manufacturer.

Share of Requests in the AdMob Network by Manufacturer - South Africa
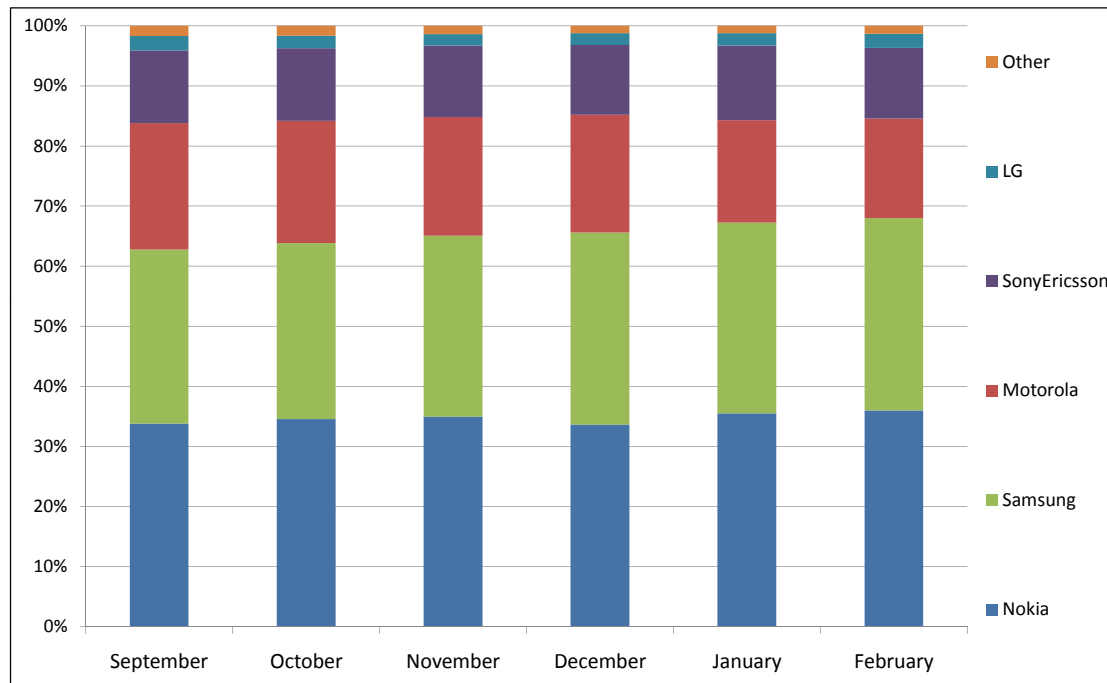
Notes

• South Africa's distribution of share of traffic across device manufactures remained largely unchanged compared with prior months.

• Note: This graph shows the percent share of requests in the AdMob network for all identifiable traffic in South Africa.

• Unidentifiable traffic is not included.

Resources

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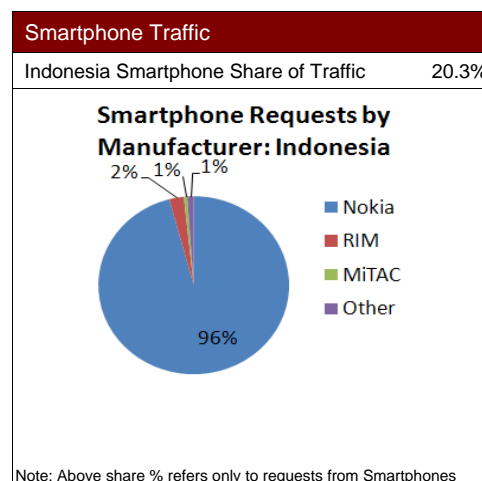
Indonesia Handset Data - February 2008

Ads Served: 101,395,140
Requests: 113,371,102

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Top Device Mfrs	% of Requests	Share Chg %
Nokia	49.3%	-1.6%
SonyEricsson	36.8%	-0.5%
Motorola	5.7%	0.3%
Samsung	3.2%	0.5%
LG	1.0%	0.5%
Other [1]	4.0%	
Total	**100.0%**	

Top Handset Models		% of Requests	Share Chg %
Nokia	6600	4.0%	-0.4%
Nokia	6030	3.7%	-0.5%
SonyEricsson	J230i	3.1%	0.1%
SonyEricsson	K510i	3.1%	-0.5%
Nokia	3230	2.8%	-0.2%
Nokia	N70	2.8%	-0.1%
SonyEricsson	K310	2.7%	-0.3%
Nokia	7610	2.5%	-0.2%
Nokia	3100	2.3%	-0.4%
SonyEricsson	K750i	2.1%	-0.2%
SonyEricsson	K700i	1.8%	0.0%
SonyEricsson	K300i	1.8%	0.1%
Nokia	6020	1.7%	-0.1%
Nokia	6070	1.6%	-0.1%
Nokia	5300	1.5%	-0.2%
SonyEricsson	W200i	1.4%	0.1%
Nokia	2626	1.4%	0.1%
SonyEricsson	J220i	1.3%	0.4%
Nokia	3220	1.3%	-0.1%
Nokia	N73	1.2%	0.1%
Total		**43.9%**	

Smartphone Traffic	
Indonesia Smartphone Share of Traffic	20.3%

Smartphone Requests by Manufacturer: Indonesia

2% 1% 1%

- Nokia
- RIM
- MiTAC
- Other

96%

Note: Above share % refers only to requests from Smartphones

Handset Capabilities	% Capable
Supports Polyphonic Ringtones	96.7%
Supports Streaming Video	62.0%
Able to Download Video Clips	65.0%
Supports WAP Push Messages	95.8%

Notes

• Significant unclassified traffic was identified in February. Unclassified traffic is excluded from share calculation, so newly identified traffic will impact share calculation and share change percentages.

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

• New models in Top 20: SonyEricsson J220i and Nokia N73

• (1) Includes unclassified, Windows-based devices and other manufacturers with < 0.8% share.

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Indonesia Handset Data - February 2008
February 2008

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Indonesia Trends Tracking - Mobile Ecosystem Trends

Since the creation of this report in September, we've been looking forward to using our data to track trends in the mobile ecosystem through time. This graph shows trends in manufacturer market share in Indonesia as defined by the percentage of ad requests in our network coming from a device produced by each manufacturer.

Share of Requests in the AdMob Network by Manufacturer - Indonesia
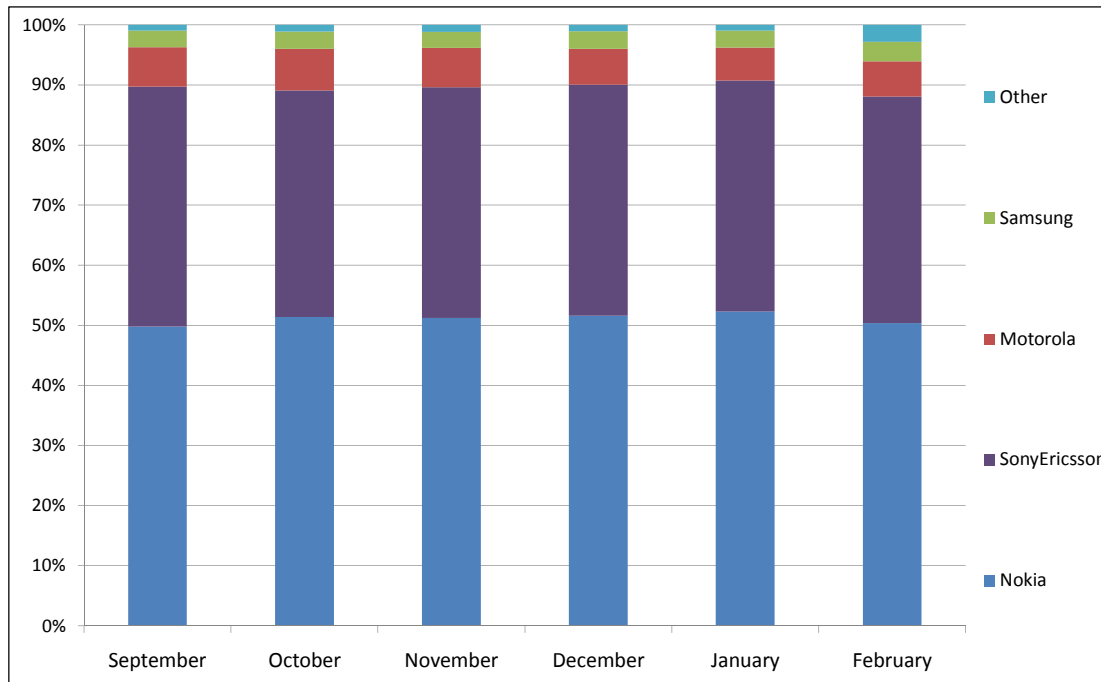
Notes

• Much like India, Nokia and Sony Ericsson comprise nearly 90% of the traffic in Indonesia. This month we saw modest gains from smaller players.

• Note: This graph shows the percent share of requests in the AdMob network for all identifiable traffic in Indonesia.

• Unidentifiable traffic is not included.

Resources

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