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### AdMob Launches Ad Unit for Android Applications



[AdMob](#) has launched its first advertising unit for Android applications, enabling developers to monetize their applications on [Google](#) enabled phones.

The first developers to use AdMob's new Android ad unit in their applications include AccuWeather, Jirbo, and TapJoy.

AdMob's new Android ad unit allows brand and performance advertisers to reach consumers engaging with applications on their Android devices, to drive customer actions such going to the Android Market to download an application.

Ali Diab, Vice President of Product Management for AdMob said "Android's open platform enables developers to build rich mobile applications that provide a great experience for users. We are already seeing strong interest in developing applications for Android-based devices, similar to what we saw with the iPhone last summer, and are very excited to take the lead in helping [developers](#) monetize their applications on this fast-growing device platform."

AdMob has already started serving ads on Android phones and received a respectable 27 million requests in December 2008.

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