

iPhone Now the #1 Device Worldwide According to AdMob October 2008 Metrics Report

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October 2008, 1 out of every 3 on the market***

SAN MATEO, Calif. and LONDON, November 19, 2008 -- AdMob, the world's largest mobile advertising marketplace, today announced the iPhone is now the #1 device worldwide, displacing the Motorola RAZR, and in a regional feature focus highlighted traffic from Latin America and the Caribbean has more than doubled in the last year in the October 2008 AdMob Mobile Metrics Report. The iPhone experienced strong traffic worldwide to become the #1 device, with 37 percent of requests coming from outside of the US.

The iPhone experienced particularly explosive growth across AdMob's network after the company launched its unique ad units for iPhone sites and applications in July 2008. There are currently more than 400 applications and sites in the AdMob's iPhone Network. In October 2008, AdMob reached more than 4.5 million iPhones, 1 out of every 3 on the market.*

Other highlights from the October 2008 report:

- 17 percent of iPhone requests came from Western Europe and 8 percent from Asia. Top markets worldwide include the US, UK, France, Germany, Italy, Japan, Singapore, and Switzerland.
- In the US the iPhone is the #2 device behind the Motorola RAZR and in the UK it is the #3 device, behind the Nokia N95 and Sony Ericsson K800i.
- Traffic from Latin America and the Caribbean doubled in the past 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 all have more than 20 percent market share in Latin America and are leaders in different markets. The Motorola RAZR is the top device in the market, followed by the iPhone.
- Worldwide requests grew 13.8 percent month over month to 5.8 billion. US requests grew 7.9 percent to 2.2 billion and UK requests grew 16.0 percent.
- Sony Ericsson passed Motorola to become the #2 handset manufacturer worldwide. Apple jumped ahead of LG and RIM to become the #5 handset manufacturer worldwide.
- The top 10 devices worldwide, in order, are the Apple iPhone, Motorola RAZR V3, Nokia N70, Motorola KRZR K1c, Motorola W385, Nokia 6300, Nokia 3110c, Nokia N73, Motorola Z6m, and RIM BlackBerry 8300.

The full October 2008 report with additional details and all previous reports are available for free download at: <http://www.admob.com/metrics>.

AdMob stores and analyzes handset and operator data from every ad request in its network to optimize ad serving. Each month, the Mobile Metrics Report aggregates this data to provide insights into major trends in the mobile ecosystem.

About AdMob

AdMob is the world's largest and highest quality mobile advertising marketplace, serving more than 5.0 billion mobile banner and text ads per month. Incorporated in April 2006, AdMob allows advertisers to reach their customers on the mobile Web and enables publishers to increase the value of their mobile sites. AdMob makes it easy for publishers to monetize their mobile traffic and for advertisers to target and reach customers on the mobile Web in more than 160 countries.

AdMob has been named a *2008 Technology Pioneer* by the World Economic Forum, one of Wired.com's *2008 Companies to Watch*, and VentureBeat's *Mobilebeat 2008 Best Overall Mobile Startup / Best Mobile Infrastructure Company*. To learn more about AdMob, visit www.admob.com.

**AdMob can determine an individual iPhone by a unique identifier that is composed of various hardware properties such as the device serial number. This identifier is guaranteed to be unique for every device.*

Contact:

AdMob
Nicole Leverich
650-931-3944
nicole@admob.com