

**A GLOBAL VIEW OF MOBILE ADVERTISING:
OCTOBER 2010 REPORT - EUROPE MARKET**

SECOND RELEASE: INMOBI NETWORK DATA

Release Date: 15 December, 2010



*The World's Largest Independent
Mobile Ad Network*



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Network Data: Specifications and Representation

Specifications

Data in this report are sourced from our global mobile advertising network which served 24.1 billion impressions in October 2010. With 102 countries receiving over 10 million impressions in October 2010, we are able to claim one of the broadest and most representative networks in the world. Exact specifications are as follows:

- Global Available Impressions in July 2010: 20.3 Billion
- Global Available Impressions in October 2010: 24.1 Billion
- Regions Represented: Africa, Asia Pacific, Europe, Middle East, North America, and South America
- Countries Represented: 102 countries with over 10 million impressions in October 2010
- Base Measure: Available Impressions
- Reports: Market Summary, Manufacturer Share, OS Share, and Top Handsets & Connected Devices
- Time Periods: October 2010 with change versus July 2010

Representation

InMobi is committed to an independent and transparent leadership position in mobile advertising. With that in mind, the following issues are present in this data.

Mobile Advertising Market Definition: This report covers mobile display advertising only including both WAP and APP. SMS/Text and Search are NOT included in this synopsis.

Scale and Time In Market: Representation within the network is a function of the both scale and time in market. Readers can expect more fluctuation and variance in younger, smaller markets for the company.

Publisher Mix: As with any ad network, market representation is a function of the publisher mix. We have over 5,000 publishers of all sizes and content types, but changes to the publisher mix in a given market could impact the data.

Advertiser Mix: Similar to publisher mix, the advertiser mix could impact the numbers in our network, although to a much lesser extent than publishers.

Europe Regional Profile: October 2010



European mobile ad impressions increased 88% in past 90 days.

InMobi increased its mobile ad impressions by 1.283 billion monthly. Increases were driven mainly by smart phone mobile ads which grew 158% (845 million impressions) in just the past 90 days. With smart devices now flooding all major European markets, this trend will continue and signals a massive shift in consumer media behavior that will fuel the next phase of growth in mobile advertising.

Smartphone gains were driven equally by iPhone OS (+ 256 million impressions) and Android OS devices (+ 260 million impressions).

Both iPhone and Android OS gained significant share (+9.7 pts and +9.5 pts) respectively in the recent 90 days and drove the majority of growth in the region. While iPhone OS is still the dominant OS in the region with a 31.9% share of mobile ad impressions served, Android leapt ahead of all other competitors to secure the #2 position with 12.9% share. The diverse manufacturer base in Europe and appeal of lower cost devices in emerging European markets will continue to challenge Apple OS broadly.

Legacy European and global phone manufacturer Nokia is losing share rapidly (-6.0 pts).

The Apple iPhone (+9.0 pts) and an array of Android devices from HTC (+3.5), Google (+1.5 pts), Samsung (no change), and Motorola (+.5 pts) are eroding Nokia's market position in the EU. With 5 different manufacturers from 4 different continents driving into the European market, it appears inevitable that Nokia falls to the #3 or #4 position in mobile advertising in the next 3 to 6 months.

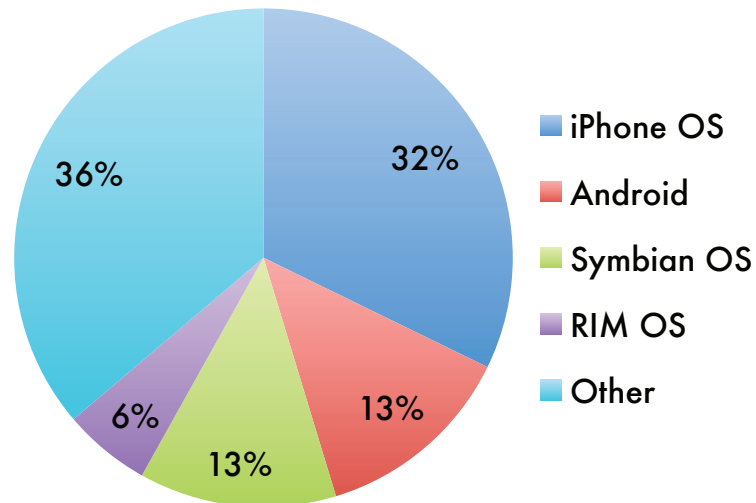
Available Impression Volume & Composition

Type	July	October	% Chg	Global Development Index
Total	1,455,125,531	2,738,169,117	88%	na
Smartphone	536,408,702	1,381,348,618	157%	207
Advanced	918,716,829	1,356,820,499	47%	65
WAP				
App				



Europe OS Share: October 2010

Available Impressions



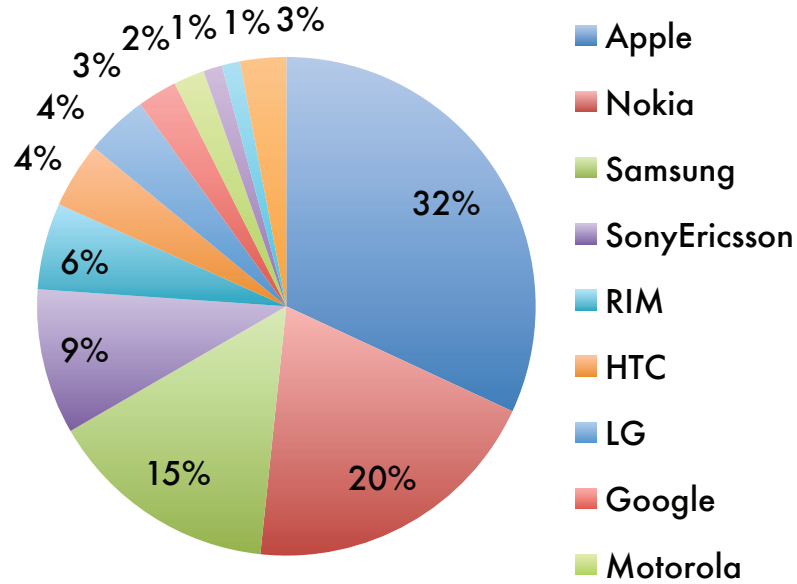
Manufacturer	Available Impressions	% Share	Pt Chg	Global Development Index
iPhone OS	874,030,822	31.9%	+9.7	224
Android	354,513,558	12.9%	+9.5	213
Symbian OS	347,334,658	12.7%	-2.8	62
RIM OS	153,819,454	5.6%	+0.8	154
Other	1,008,470,625	36.8%	n/a	n/a

Smartphone impressions now represent the majority (51%) of European mobile ad inventory.

- Android growth is remarkable in the region in just the past 90 days moving from 2.9% share to 12.9%.
- With more and more devices entering the EU on the Android platform, iPhone will face its most significant challenge since launching in the market 4 years ago.
- RIM continues to hold its ground with a 5.6% share up +.8 pts.

Europe Manufacturer Share: October 2010

Available Impressions



Manufacturer	Available Impressions	% Share	Pt Chg	Global Development Index
Apple	874,030,822	31.9%	+9.0	224
Nokia	540,642,103	19.7%	-6.0	44
Samsung	410,722,747	15.0%	No Change	104
SonyEricsson	258,100,244	9.4%	-1.2	108
RIM	153,819,455	5.6%	+0.8	154
HTC	117,269,055	4.3%	+3.5	272
LG	110,884,422	4.0%	-0.6	125
Google	70,233,745	2.6%	+1.5	291
Motorola	54,894,700	2.0%	+0.5	74
T-Mobile	33,502,384	1.2%	+1.0	172
Sony	32,245,055	1.2%	-3.7	396
Other	81,824,385	2.99%	n/a	n/a

Apple (31.9%) surpassed Nokia (19.7%) as the #1 mobile ad impression manufacturer in Europe.

📱 Apple's +9.7 share gain brings the manufacturer to over 874 million impressions in the market.

📱 Nokia's -6.0 decline puts it at just over 540 million.

📱 In addition to Apple's massive gains, a variety of Android device manufacturers (HTC, T-Mobile, Google, Motorola, Samsung) combine to gain +6.5 share points.

Handset and Connected Device Detail: October 2010

Manufacturer	Available Impressions	% Share	Pt Chg	Global Development Index
Apple iPhone	805,229,194	29.4%	+13.0	254
Google Nexus One	68,663,358	2.5%	+1.4	382
Apple iPod Touch	68,604,716	2.5%	-4.0	213
RIM BlackBerry 8520	66,910,242	2.4%	+0.4	190
Samsung GT S5230	61,389,800	2.2%	-0.4	567
HTC Desire	59,833,092	2.2%	+2.2	673
Nokia 6300	55,952,825	2.0%	-0.3	81
RIM BlackBerry 9700	35,469,373	1.3%	+0.5	248
Nokia 5800 XpressMusic	32,740,179	1.2%	-0.7	154
Motorola Milestone	32,503,976	1.2%	+1.2	610
Samsung S8000	27,917,279	1.0%	+1.0	730

The iPhone is the single most dominant device in the market with a 29.4% share of mobile ad impressions.

- The iPhone gained +13.0 share points in just the past 90 days.
- The next largest device, the Google Nexus, compares at only 2.5% share.
- 4 of the the 11 top devices in Europe are now Android devices.

Europe Regional Summary: October 2010

Available Impression Volume & Composition

Type	July	October	% Chg	Global Development Index
Total	1,455,125,531	2,738,169,117	88.2%	na
Smartphone	536,408,702	1,381,348,618	157.5%	207
Advanced	918,716,829	1,356,820,499	47.7%	65
WAP				
App				

Top 5 Manufacturers: % Share Available Impressions

	July	October	Pt. Chg	Global Development Index
Apple	22.9%	31.9%	+9.0	224
Nokia	25.7%	19.7%	-6.0	44
Samsung	15.0%	15.0%	No Change	104
SonyEricsson	10.6%	9.4%	-1.2	108
RIM	4.8%	5.6%	+0.8	154

Top 3 OS Systems: % Share Available Impressions

	July	October	Pt. Chg	Global Development Index
iPhone OS	22.9%	31.9%	+9.0	224
Android	3.4%	12.9%	+9.5	213
Symbian OS	15.5%	12.7%	-2.8	62

Top 10 Handsets: % Share Available Impressions

	July	October	Pt. Chg	Global Development Index
Apple iPhone	16.5%	29.4%	+13.0	254
Google Nexus One	1.1%	2.5%	+1.4	382
Apple iPod Touch	6.5%	2.5%	-4.0	213
RIM BlackBerry 8520	2.0%	2.4%	+0.4	190
Samsung GT S5230	2.6%	2.2%	-0.4	567
HTC Desire	0.0%	2.2%	+2.2	673
Nokia 6300	2.3%	2.0%	-0.3	81
RIM BlackBerry 9700	0.8%	1.3%	+0.5	248
Nokia 5800 XpressMusic	1.9%	1.2%	-0.7	154
Motorola Milestone	0.0%	1.2%	+1.2	610

European growth (88%) driven by 157% increase in smartphone inventory

- iPhone OS (52%) and Android OS (48%) nearly equally responsible for expanding European market by 516 million mobile ad impressions monthly.
- Apple iOS is now the dominant European player at 31.9% share having gained +9.7 pts in just the past 90 days.
- Nokia is declining rapidly (-6.0 pts) and has lost its #1 position in Europe. This represents a major inflection point in the region.
- Android, relatively new in the European market, are set up to challenge Apple's dominance with 4 devices from 4 different manufacturers now in the top 11 combining for a 8.1% share.

Country	Available Impressions	% Regional Share
United Kingdom	713,207,199	26.0%
Netherlands	287,706,499	10.5%
Germany	252,922,360	9.2%
France	243,500,854	8.9%
Turkey	141,237,836	5.2%
Romania	126,828,180	4.6%
Spain	106,970,913	3.9%
Poland	95,443,342	3.5%
Norway	84,827,417	3.1%
Italy	83,440,798	3.0%
Belgium	77,787,115	2.8%
Greece	76,148,201	2.8%
Sweden	71,934,647	2.6%
Ireland	59,636,103	2.2%
Switzerland	55,086,299	2.0%
Serbia	51,981,699	1.9%
Albania	37,759,683	1.4%
Lithuania	29,663,378	1.1%

InMobi Global Research: Measures and Term Definitions

Measures:

Available Impressions: The total number of ad requests made to the InMobi network. Note this is the base measure for all analysis in this report given its representation of mobile advertising activity.

% Share (of Available Impressions): The % of total available impressions in the specified region allocated to the inventory type, device, manufacturer, or OS under analysis.

Global Development Index: An index of the % share of the inventory type, device, manufacturer, or OS under analysis in the specified region or country relative to that same inventory type, device, manufacturer, or OS share globally. (For example, iPhone OS Share in Europe is 22.9% while globally its 8.2%. Indexing 22.9% to 8.2% gives us our EU Global Development Index of 279.)

Regional Development Index: An index of the % share of the inventory type, device, manufacturer, or OS under analysis in the specified country relative to that same inventory type, device, manufacturer, or OS share in the relevant region.

% Chg: The percentage change in absolute value between two different time periods.

Pt Chg: The difference between two share percentages for an inventory type, device, manufacturer, or OS under analysis in different time periods.

Definitions:

Smartphone: Any phone with an iPhone OS, Android OS, RIM OS, webOS, Windows Mobile OS, Linux Smartphone OS, Palm OS, Nokia N & E Series Phones, or Samsung Bada.

Advanced: Any phone with an OS or handset NOT included in the smart phone definition above. Note that feature phones are not capable of receiving mobile display ads and

WAP (Wireless Application Protocol): Any impression served using Wireless Application Protocol (WAP) which is an open international standard for application-layer network communications in a wireless-communication environment.

App (Application): Any impressions served to a Mobile application resident on the consumer mobile device.

OS (Operating System): The system software (programs and data) running on the mobile devices that manages the hardware and provides common services for execution of various application software receiving the impression.

Handsets and Connected Device: The make and model of the mobile device receiving the impression.

Manufacturer: The manufacturer of the mobile device receiving the impression.

Other: An aggregation of any remaining impressions not specifically detailed previously.

InMobi Regional Definitions:

InMobi defines all regions per Wikipedia with the following modifications:

“Asia Pacific” excludes China and Japan and includes all remaining Asian countries plus the 15 Oceania countries as listed in Wikipedia.

Contact Information:

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