

millennial media's

# mobilemix™

THE MOBILE DEVICE INDEX



MOBILE MIX™ TRACKS & REPORTS MOBILE DEVICE TRENDS

## DECEMBER 2010

DEVICE & MANUFACTURER DATA  
DEVICE OS & CARRIER MIX  
MOBILE USAGE TRENDS

## Device & Manufacturer Data

Top 15 Manufacturers (all devices) CHART A

Rank	Manufacturers	December
1	Apple	20.96%
2	Samsung	17.23%
3	HTC	15.37%
4	Research In Motion Ltd. (RIM)	12.13%
5	Motorola	10.55%
6	LG	5.31%
7	Nokia	2.05%
8	Sanyo	1.61%
9	Kyocera	1.38%
10	Sony Ericsson	1.09%
11	HUAWEI	0.76%
12	Sony	0.71%
13	Palm	0.61%
14	Amoi	0.48%
15	Private Label	0.40%

Source: Millennial Media, 12/10.

### December 2010 Findings:

**Apple** remained the leading device manufacturer on our network, representing 21% of the Top 15 Manufacturers impression share in December (Chart A).

**Samsung** maintained the number two position in the Top 15 Manufacturers for the third consecutive month (Chart A). The Samsung Code entered the Top 30 Mobile Devices for the first time in December and is the only Windows OS device in the Top 30 Mobile Device Ranking (Chart B).

**HTC** claimed the number three position in the Top 15 Manufacturers – with a 9% growth month-over-month (Chart A). There is a direct correlation with this increase and HTC having the highest number of devices (nine) in our Top 30 Mobile Device Ranking, including the debut of four new devices on our network: HTC Nexus One (Passion), HTC Evo, HTC Droid Incredible, and the HTC Desire (Chart B).

**RIM** devices represented five of the Top 30 Mobile Devices with a combined impression share of 11% in December. The BlackBerry Curve reclaimed the number two position this month (Chart B).

**Android** devices represented 16 of the Top 30 Mobile Devices in December, up from 11 devices in November (Chart B).

**Smartphones** accounted for 23 of the Top 30 Mobile Devices, with a combined 48% impression share in December (Chart B).

Top 30 Mobile Devices\* CHART B

Rank	Phones	November	Type	OS
1	Apple iPhone	12.45%	Smartphone	iOS
2	BlackBerry Curve	6.55%	Smartphone	BlackBerry OS
3	Apple iPod Touch	6.47%	Connected Device	iOS
4	HTC Nexus One (Passion)	4.14%	Smartphone	Android
5	Motorola Droid	2.84%	Smartphone	Android
6	Samsung Freeform (SCH-R350)	2.47%	Feature Phone	BREW
7	HTC G2 Touch Hero	2.15%	Smartphone	Android
8	Apple iPad	2.04%	Connected Device	iOS
9	Samsung Vibrant Galaxy S		Smartphone	Android
10	BlackBerry Bold 2	1.72%	Smartphone	BlackBerry OS
11	HTC Evo	1.68%	Smartphone	Android
12	Motorola Droid 2	1.61%	Smartphone	Android
13	HTC Aria	1.31%	Smartphone	Android
14	HTC Droid Incredible	1.30%	Smartphone	Android
15	Samsung Messenger II	1.21%	Feature Phone	BREW
16	Sanyo Incognito (SCP-6760)	1.13%	Feature Phone	Java
17	Motorola Droid X	1.06%	Smartphone	Android
18	Motorola Cliq (MB200)	1.06%	Smartphone	Android
19	HTC MyTouch 2 (Espresso)	0.98%	Smartphone	Android
20	HTC MyTouch Magic	0.97%	Smartphone	Android
21	BlackBerry Storm	0.94%	Smartphone	BlackBerry OS
22	Samsung Code	0.87%	Smartphone	Windows OS
23	BlackBerry Tour	0.79%	Smartphone	BlackBerry OS
24	Samsung Smooth	0.78%	Feature Phone	BREW
25	Motorola Clutch (465)	0.76%	Feature Phone	Java
26	BlackBerry Bold	0.76%	Smartphone	BlackBerry OS
27	LG Ally	0.74%	Smartphone	Android
28	HTC Desire	0.67%	Smartphone	Android
29	Samsung Moment	0.66%	Smartphone	Android
30	HTC Droid Eris	0.58%	Smartphone	Android

Source: Millennial Media, 12/10.

\*Includes non-phone Wi-Fi devices such as iPod Touch, Sony PSP, Nintendo DS, and Amazon Kindle.

Two new manufacturers, **Amoi** and **Private Label** (Cricket), made their debut to the Top 15 Manufacturers in December. The introduction of these new players further demonstrates the diversity of the Millennial Media platform (Chart B).



millennial media's  
**S.M.A.R.T.**<sup>TM</sup>  
report

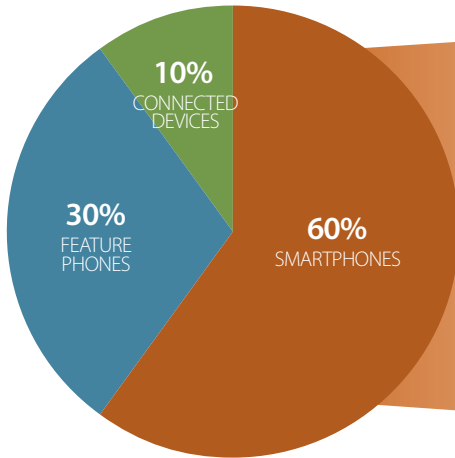
Mobile provides consumers the unique ability to proactively participate in their money management anywhere, anytime. Download Millennial Media's November S.M.A.R.T.<sup>TM</sup> and find out how to develop marketing strategies to reach the highly-engaged mobile consumer.

Source: Millennial Media S.M.A.R.T.<sup>TM</sup> Report, November 2010.

## Device OS & Carrier Mix

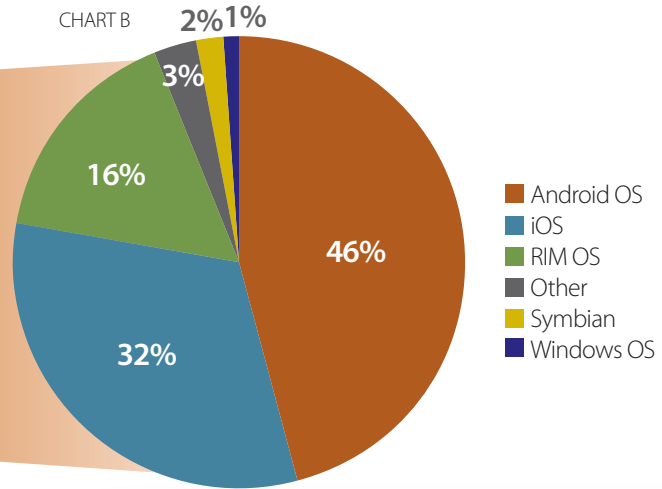
### Smartphone, Feature Phone & Connected Device Impression Share

CHART A



### Smartphone OS Mix By Impressions

CHART B



Source: Millennial Media, 12/10.  
 Smartphone data does not include what could be considered Smartphones running proprietary Operating Systems, e.g. Samsung Instinct, LG Vu.  
 Millennial Media defines a Connected Device as a handheld device that can access the mobile web, but is not a mobile phone. Examples include iPod Touch, Sony PSP, Nintendo DS, iPad, etc.

### December 2010 Findings:

For the first time, **Android** surpassed **iOS** as the largest Smartphone OS on our network, with an 8% increase month-over-month and 46% impression share on our network in December (Chart B).

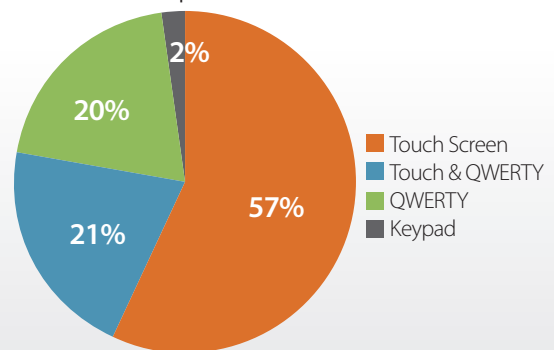
**Smartphones** increased 2% month-over-month in December and accounted for 60% of the Smartphone, Feature Phone & Connected Device Impression Share. (Chart A).

**Feature Phones** had a 30% impression share of the Smartphone, Feature Phone and Connected Device Impression Share, a 1% increase from last month (Chart A).

**Touch Screen** devices grew 10% month-over-month, with approximately 57% share of impressions in the December Device Input Mix (Chart C). This growth can be attributed to the increased penetration of Smartphones with this input method.

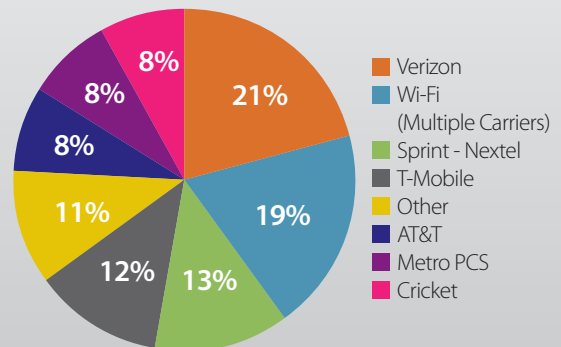
**Cricket** and **Verizon** both experienced a 2% increase month-over-month in December (Chart D). Verizon's impression share growth is likely a result of the popularity of Droid devices and the carrier's ability to offer 13 of the Top 30 Mobile Devices.

### Device Input Mix CHART C



Source: Millennial Media, 12/10.

### Carrier Mix CHART D



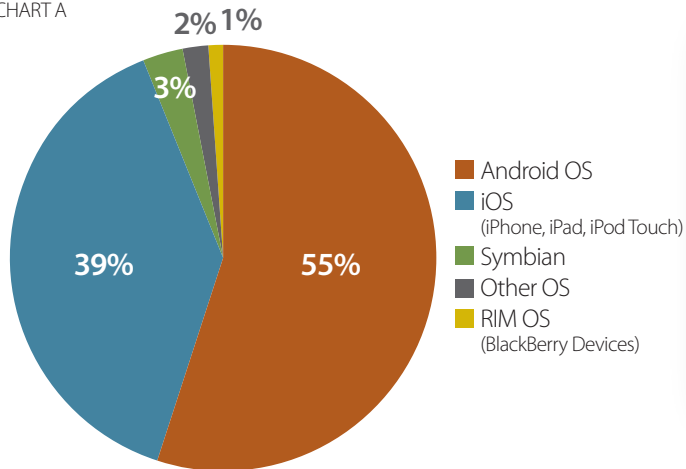
Source: Millennial Media, 12/10.

# Mobile Usage Trends

## Application Platform Mix

By Revenue – Q4 2010

CHART A



Source: Millennial Media, 12/10. Other category includes Java, Palm, Windows Mobile/Windows Phone 7, and Brew.

## Top Mobile Application Categories

By Impressions – Q4 2010

CHART B

Q4 2010	CATEGORIES
1	GAMES
2	SOCIAL NETWORKING
3	MUSIC & ENTERTAINMENT
4	MAIL & MESSAGING
5	EDUCATION & EMPLOYMENT
6	WEATHER
7	SPORTS
8	MAPS & NAVIGATION
9	NEWS & CURRENT EVENTS
10	TRAVEL & VACATION

Source: Millennial Media, 12/10.

## December & Q4 2010 Findings:

**Android** applications represented 55% of the Application Platform Mix in Q4 2010, a 13% increase quarter-over-quarter.

Gaming applications continue to be the leading Application Category on our network for two consecutive quarters and accounted for 26% of the application impressions in Q4 2010 (Chart B).

Travel and Vacation app impressions doubled quarter-over-quarter. Apps in this category have evolved to bring online capabilities to the mobile platform (e.g., reservations, check-in, boarding passes, travel updates, etc.). The double digit quarterly growth shows that mobile consumers found value in staying connected through their mobile devices as they traveled this holiday season (Chart B).

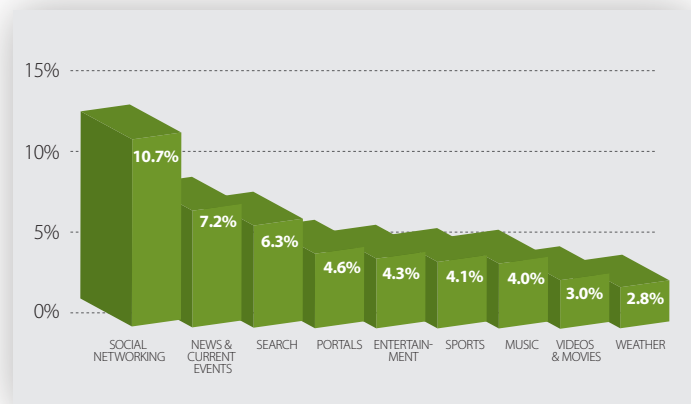
Music and Entertainment apps maintained the number three position quarter-over-quarter with 22% of the impression share. Television apps are the fastest growing sub-category with 259% growth in impression share quarter-over-quarter (Chart B).

According to the 2010 State of Mobile Media report, U.S. mobile internet users are spending the most time viewing Email, Social Networking, News and Entertainment content. In fact, Music, Videos & Movies, and Entertainment categories combined made overall entertainment activities the second highest (at 11%) behind Email. We predict 2011 to continue to be a prosperous year of growth for all entertainment sub-verticals from both a developer and mobile web perspective (Chart C).

## U.S. Mobile Internet Usage Time

By Category – 2010

CHART C



Source: Nielsen's State of the Media 2010: US Audiences and Devices; CES and Nielsen 2010. Email usage not included. Share of the mobile internet time is based on total time at an individual level.

## Global Device & OS Quick Stats

**Android** requests grew 141% Q3 to Q4 2010. Since January, **Android** has grown 3130%.

**Apple** requests grew 12% Q3 to Q4 2010. Since January, **Apple** has increased 14%.

iPad requests grew 280% Q3 to Q4 2010.

**RIM** requests increased 60% Q3 to Q4 2010. Since January, **RIM** has increased 224%.

Source: Millennial Media, 12/10.  
iOS, RIM and Android impressions reflect a combination of U.S. and Non-U.S. impressions.

### About Millennial Media, Inc.

Millennial Media is the proven leader in mobile advertising. With the largest mobile media audience in the U.S., Millennial Media uniquely offers brand advertisers the only set of specific, scalable audiences. Our ability to reach, target and engage consumers is unparalleled. As an innovative technology leader, our mobile decisioning, serving, and mediation platforms are powering some of the largest companies in the media business today. The company is committed to growing the mobile advertising marketplace by becoming the preferred partner to all advertisers seeking to reach mobile consumers, all publishers seeking to maximize ad revenue, and all mobile operators seeking to further monetize their networks. For more information, please visit <http://www.millennialmedia.com> or follow us on Twitter @millennialmedia. To access our developer community, visit <http://developer.millennialmedia.com>.

### About Millennial Media's Mobile Mix<sup>™</sup>

Millennial Media's Mobile Mix<sup>™</sup> reports key advertising trends with a focus on mobile manufacturers, devices, operating systems, connected devices and more. Millennial Media's Mobile Mix<sup>™</sup> is in complement to the Scorecard for Mobile Advertising Reach and Targeting (S.M.A.R.T.)<sup>™</sup> report, which delivers monthly insights on advertising performance and engagement. Both reports are based on actual campaign and network data from Millennial Media, Inc. Millennial Media partners with major carriers, media networks, and top-tier publishers to deliver the largest data set of any third-party U.S. mobile advertising network. As such, we are uniquely capable of reporting and analyzing the richest sets of carrier, device and campaign data collected over billions of monthly ad requests. Elevating and driving the whole mobile ecosystem forward is central to our company mission.

Visit [www.millennialmedia.com/research](http://www.millennialmedia.com/research) to sign up to receive Millennial Media-related news including the Mobile Mix<sup>™</sup> and the Scorecard for Mobile Advertising Reach and Targeting (S.M.A.R.T.)<sup>™</sup> report.

For questions about the data in this report, or for recommendations for future reports, please contact us at [research@millennialmedia.com](mailto:research@millennialmedia.com).