

millennial media's

mobilemix™

THE MOBILE DEVICE INDEX



NOVEMBER 2012

Device & Manufacturer Data

Device & OS Mix

Mobile Developer Trends

Mobile Device Trends

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Device & Manufacturer Data

Top 15 Manufacturers (all devices)

Ranked by Impressions
CHART A

RANK	MANUFACTURERS	Q3 2012
1	Apple	31.45%
2	Samsung	24.35%
3	HTC	7.96%
4	Research In Motion Ltd.	7.90%
5	Motorola	5.91%
6	LG	5.09%
7	SonyEricsson	1.61%
8	HUAWEI	1.56%
9	Nokia	1.25%
10	ZTE	1.18%
11	Amazon	1.01%
12	Sony	0.66%
13	Acer	0.45%
14	Kyocera	0.44%
15	Pantech	0.40%

Source: Millennial Media, Q3 2012.

Top 20 Mobile Phones

Ranked by Impressions
CHART B

RANK	DEVICES	Q3 2012	TYPE	OS
1	Apple iPhone	16.04%	Smartphone	iOS
2	Samsung Galaxy S	4.90%	Smartphone	Android
3	BlackBerry Curve	3.39%	Smartphone	BlackBerry OS
4	Samsung Galaxy S	2.79%	Smartphone	Android
5	Samsung Galaxy Ace	1.61%	Smartphone	Android
6	BlackBerry Bold	1.44%	Smartphone	BlackBerry OS
7	HTC Desire	1.30%	Smartphone	Android
8	HTC Evo	1.26%	Smartphone	Android
9	Motorola Droid RAZR	1.25%	Smartphone	Android
10	BlackBerry Torch	1.25%	Smartphone	BlackBerry OS
11	LG Optimus	1.13%	Smartphone	Android
12	HTC Droid Incredible	0.95%	Smartphone	Android
13	BlackBerry Bold Touch	0.95%	Smartphone	BlackBerry OS
14	Samsung Vibrant Galaxy S	0.91%	Smartphone	Android
15	Samsung Admire	0.87%	Smartphone	Android
16	Samsung Fascinate	0.74%	Smartphone	Android
17	Samsung Galaxy Mini	0.71%	Smartphone	Android
18	SonyEricsson Xperia	0.67%	Smartphone	Android
19	Samsung Within	0.66%	Smartphone	Android
20	Motorola Droid X	0.60%	Smartphone	Android

Source: Millennial Media, Q3 2012.

Insights:

Apple continued to be the leading device manufacturer on our platform in Q3, representing 31% of the impressions (Chart A), up from both Q1 and Q2. The Apple iPhone maintained its position as the number one mobile phone on our platform with 16% of the impression share (Chart B). A number of new devices were announced during Q3, including Apple's iPhone 5, which was released at the very end of the quarter.

Samsung was the second-largest device manufacturer on our platform to represent 24% of impressions on our platform in Q3 (Chart A). Samsung had 8 mobile phones in the top 20 on our platform for a total of 13% of the impression share (Chart B). Samsung's Galaxy S III continued to grow with its U.S. release during the third quarter. Samsung and Apple devices have each gained market share throughout 2012, with their total impression share growing each quarter, often at the expense of other manufacturers.

RIM was the fourth-largest device manufacturer on our platform in Q3, accounting for 8% of the impression share (Chart A). Four BlackBerry smartphones were in the Top 20 Mobile Phones on our platform, for a combined impression share of 7% (Chart B).

Nokia accounted for 1.3% of the impressions on our platform and was the ninth largest device manufacturer (Chart A). While none of their phones have made it to the Top 20 yet, Nokia just announced a new line of Lumia smartphones that will run Windows OS, and will become available in Q4.

ON AVERAGE,
HALF
OF GLOBAL CONSUMERS
OWN TWO OR MORE
PERSONAL CONNECTED DEVICES.

Source: Survey of online adults, Global PC And Broadband Penetration, Forrester Research, Inc., June 12, 2012.

millennial media's **S.M.A.R.T.**[™] report

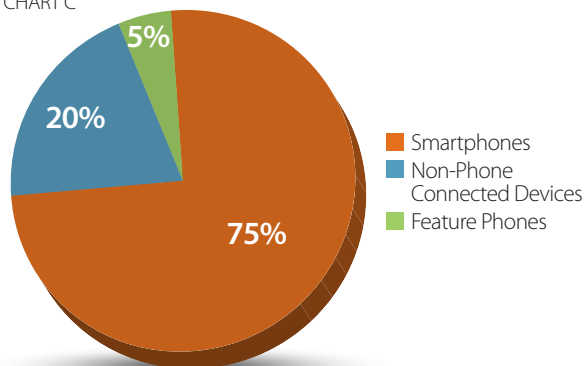
Consumers are using their mobile devices while on the go to search for dining out options, compare prices, and redeem offers. See how Retail & Restaurant brands are utilizing mobile to connect with consumers wherever they are at www.millennialmedia.com/rrtrends



Device & OS Mix

Device Mix – Q3 2012

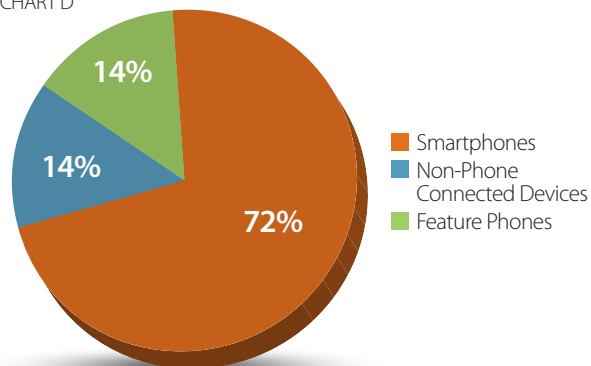
Ranked by Impressions
CHART C



Source: Millennial Media, Q3 2012.
Smartphone data does not include what could be considered smartphones running proprietary Operating Systems, e.g. Samsung Instinct, LG Vu.

Device Mix – Q3 2011

Ranked by Impressions
CHART D



Source: Millennial Media, Q3 2011.
Smartphone data does not include what could be considered smartphones running proprietary Operating Systems, e.g. Samsung Instinct, LG Vu.

Insights:

Smartphones led the Device Mix with 75% of total platform impressions (Chart C). Smartphone impressions grew from both the same quarter a year ago (Chart D), and from Q2 to Q3 2012 as new device models and infrastructure helped increase adoption.

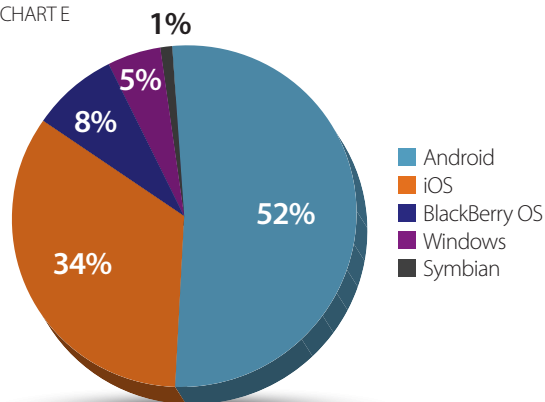
The share of impressions from Non-Phone Connected Devices grew 6 percentage points in Q3 2012 from the same quarter a year ago (Chart C and D). The increase in the number of tablets available in the market and the rapid adoption of tablets over the past year has contributed to this category's growth.

Android led the OS Mix on our platform with 52% of the impressions (Chart E), again driven by their increased market share over the past year. 15 of the Top 20 Mobile Phones were running an Android OS in Q3 (Chart B), up from the previous quarter. Adoption of the new and globally popular Samsung Galaxy S III has likely helped grow the Android operating system.

iOS represented 34% of the OS Mix on the Millennial Media platform in Q3 (Chart E), remaining steady from the previous quarter. The iPhone 5 was released at the end of the quarter, along with a new version of the iOS software, iOS 6. This new version of the iOS software included a number of new features, including the Passbook app, a virtual wallet. Advertisers are already thinking about ways to integrate the new operating system features into their campaigns.

OS Mix

Ranked by Impressions
CHART E



Source: Millennial Media, Q3 2012.

A LOOK BACK...

In the third quarter of 2010, the three major operating systems on our platform were the same (iOS, Android, and BlackBerry), but the mix of the three looked very different. At the time, iOS accounted for 50% of all impressions on our platform, double that of Android, while BlackBerry OS made up 18%.

Source: Millennial Media, Q3 2010.

Mobile Developer Trends

Top 10 Mobile Application Categories

Ranked by Impressions
CHART F

CATEGORIES	Q3 2012	Q2 2012
GAMES	1	1
MUSIC & ENTERTAINMENT	2	2
COMMUNICATIONS	3	5
MOBILE SOCIAL MEDIA	4	4
PRODUCTIVITY & TOOLS	5	NR
SPORTS	6	8
BOOKS & REFERENCE	7	9
WEATHER	8	6
NEWS	9	7
DATING	10	NR

Source: Millennial Media, Q3 2012.

Insights:

Communications applications moved up to the number three position on the Top Mobile Applications Categories on our platform in Q3 (Chart F). Communications applications, such as social media chat, video calling, and alternative SMS services offer mobile users different options to keep connected with their devices.

Sports applications gained on our platform in the third quarter (Chart F). Within the category, score center, sports analysis, and fantasy sports applications helped fans connect with their favorite teams and leagues. Around the world, sports fans tend to be very loyal to their teams, and sports applications offer mobile fans a unique way to stay connected both in and out of season.

Dating applications moved into the Top 10 Mobile Applications Categories on our platform (Chart F). During the summer months of the quarter, mobile users took advantage of the warmer weather and utilized their devices to meet new people.

News applications have consistently been a Top 10 Mobile Application Category on our platform. In November 2012, News applications saw a bump from global interest in the U.S. Presidential Election. Election-specific applications, as well as major national and political news outlet applications, saw increased impressions in the week leading up to Election Day.

IMPRESSIONS IN ELECTION-RELATED
APPS ON OUR PLATFORM

**GREW
32%**

IN THE DAYS LEADING UP TO THE
U.S. PRESIDENTIAL ELECTION.

Source: Millennial Media, 2012.

Election-related applications include: major national news, local news, political news, and 2012 election specific applications on the Millennial Media platform.

DID YOU KNOW?

Tablet users are more frequent consumers of traditional print media, such as newspapers and magazines, on their devices. In a month, about 40% of tablet users read newspapers or magazines using their tablets, and Kindle Fire owners are the most likely to do so.

Source: comScore TabLens,
3-month average ending August 2012.

Mobile Device Trends

Top 5 Tablets on the Millennial Media Platform

By Impressions
CHART G



*** Ranked in the top 20 among all mobile devices**

Source: Millennial Media, Q3 2012.

Insights:

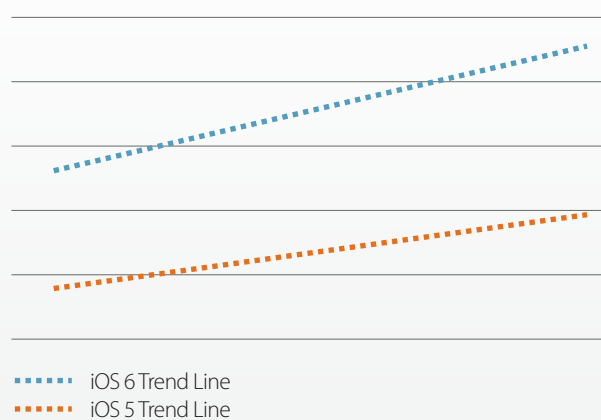
We saw impressions from approximately 100 types of tablets on the Millennial Media platform in Q3. Despite the number of new entrants, the Apple iPad, Samsung Galaxy Tab, and Amazon Kindle Fire remained the top three tablets on the Millennial Media platform in Q3 (Chart G), and also continued to rank among the top 20 mobile devices on our platform.

As discussed on Page 3, Apple released iOS 6 during the quarter and this version came with a number of new features and upgrades, including being able to operate on faster networks, a bigger screen, the Passbook application, Apple's own map application, and new camera functions. Current iPhone users of older models were also able to upgrade to iOS 6. Chart H looks at the recent adoption of iOS 6, versus iOS 5 adoption, when it was first released with the iPhone 4S in October 2011.

Both iOS 6 and iOS 5 saw rapid adoption rates on our platform during their first month. Both operating systems saw impressions grow approximately 4100% after one week. iOS 6 however, had much higher impression volume levels. iOS 6 impressions averaged 1200% greater than the impression volumes of iOS 5 during the first weeks after the operating system was released. While iOS 6 saw these higher impression volumes much earlier, iOS 5 continued to grow at an average of 34% a day into the next month.

iOS 6 Adoption

By Impressions
CHART H



Source: Millennial Media, 2011 & 2012.

REGIONAL SPOTLIGHT: ASIA-PACIFIC

Mobile helps people stay connected globally, and as a result, when comparing mobile consumers around the world, we see just as many similarities as we do differences. In this regional spotlight we'll highlight some of these trends in the Asia-Pacific (APAC) region from Q3.

Apple and Samsung were still the two leading device manufacturers on our platform in Q3, but Samsung is the number one device manufacturer in APAC, with 35% of total impressions and 11 of the Top 20 Mobile Phones.

4 of the Top 5 Tablets on our global platform were the same in APAC, except for the Huawei Ideos tablet, which was the fourth largest instead.

Source: Millennial Media, Q3 2012.

About Millennial Media

Millennial Media is the leading independent mobile advertising platform company. Our technology, tools and services help app developers and mobile website publishers to maximize their advertising revenue, acquire users for their apps and gain insight about their users. We offer advertisers significant audience reach, sophisticated targeting capabilities and the ability to deliver rich and engaging ad experiences to consumers on their mobile connected devices. Visit www.millennialmedia.com for more information.

About Millennial Media's Mobile Mix[™]

Millennial Media's Mobile Mix[™] reports key advertising trends with a focus on mobile manufacturers, devices, operating systems, connected devices and more. Millennial Media's Mobile Mix[™] is in complement to the Scorecard for Mobile Advertising Reach and Targeting (S.M.A.R.T.)[™] report, which delivers monthly insights on advertising performance and engagement. Both reports are based on actual campaign and platform data from Millennial Media. As the leading independent mobile advertising and data platform, we are capable of reporting and analyzing data collected over tens of billions of monthly ad requests. Elevating and driving the whole mobile ecosystem forward is central to our company mission.

For questions about the data in this report, or for recommendations for future reports, please contact us at research@millennialmedia.com.

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