



# ANDROID

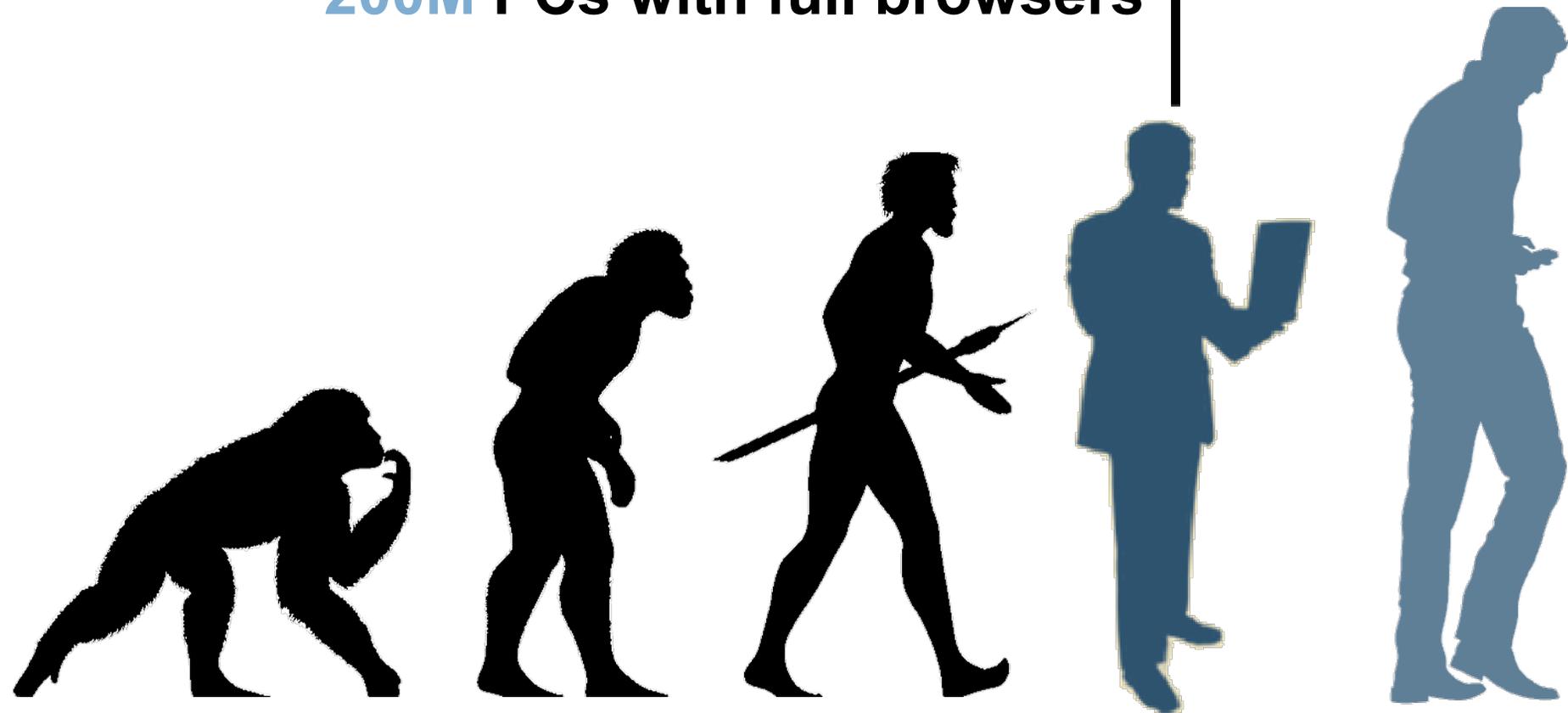
## Business Overview

May 2010

# 2009 Mobile Internet Overtakes PC

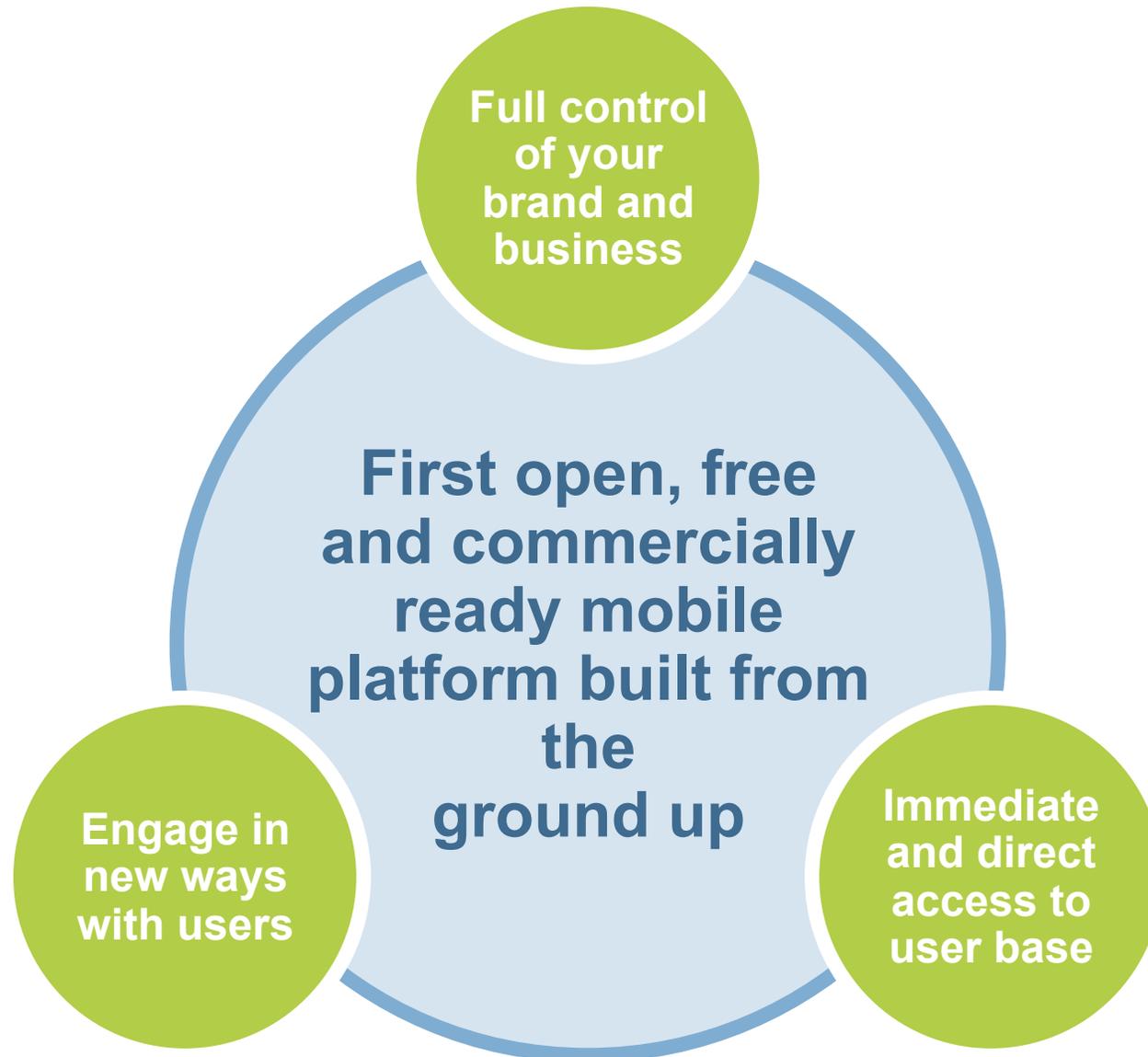
**240M** Mobile devices with full browsers

**200M** PCs with full browsers



Source: Cellular-News Feb 2008, Informa Nov 2007,  
Gartner June 2008, eMarketer April 2008

# Why Invest In Android?



# Android Ecosystem



## Android Platform

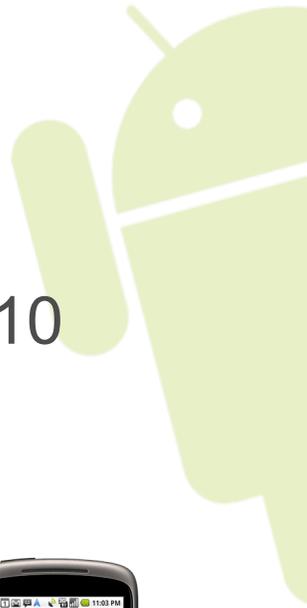
- Open source platform
- Free, no commercial license required
- Source code available for the SDK, APIs and existing apps

## Android Market

- Open marketplace
- Low barrier of entry for developers
- Developers have full control of their apps

# Android Phones

- From 1 device a year ago to 36 devices in January 2010
- In **48 countries** with **59 carriers**



HTC Dream



HTC Magic



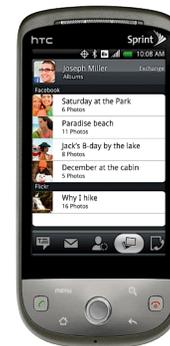
HTC Hero



Samsung Galaxy



HTC Tattoo



HTC Hero



HTC Droid Eris



Nexus One



Motorola CLIQ



Samsung Behold II



LG GW620



Huawei U8230



Samsung Moment



Motorola Droid



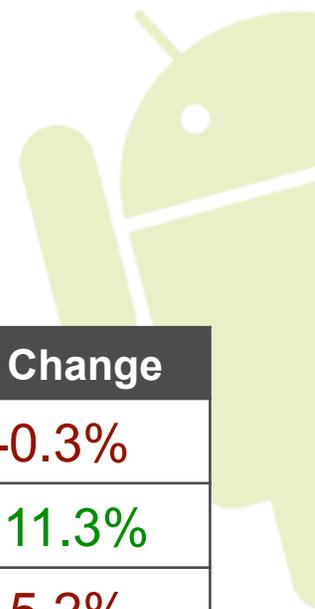
Sony Ericsson X10

# Android Momentum

- Mobile Web Traffic:
  - US: From 2% to **39%** (2nd)
  - Worldwide: From 1% to **21%** (2<sup>nd</sup>)



# Top 10 Smartphones (by traffic) in North America, Dec'09



Device	% of Requests	% Change
Apple iPhone	48.5%	-0.3%
Motorola Droid	11.3%	+11.3%
HTC Dream	8.3%	-5.2%
HTC Hero	4.2%	+4.2%
RIM BlackBerry 8300	3.7%	-2.7%
Motorola CLIQ	3.4%	+3.3%
HTC Magic	3.2%	-0.1%
Palm Pre	2.9%	-7.2%
HTC Droid Eris	2.2%	+2.2%
Samsung Moment	1.1%	+1.1%

 **Android device**

Source: Ad Mob Mobile Metrics Report, Dec'09

Share change calculated as percent of Dec'09 requests less percent of Sep'09 requests.

# Android Handset Distribution



Surpassed one billion ad requests in Dec'09

Device mix diversified from 98% HTC in October 2009 to 56% HTC, 39% Motorola, 5% Samsung

Ad requests increased 97% from October to December 2009

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