

Android suffers drop in global CTR Index but outshines the competition in South East Asia

USA ad network fill rate significantly higher than worldwide average

Redwood Shores, CA April 13, 2010 – Today, Smaato Inc., the leading mobile ad optimizer and mobile advertising company revealed its latest metrics (<http://metrics.smaato.com>), looking at the global, mobile advertising market in terms of click through rates and ad network fill rates.

The metrics show that Android has been enjoying huge success in terms of click-through rates in South East Asia. But on the global front, it has dropped by around 50% and into fifth place, with Symbian retaining top spot and Feature Phone handsets, the only handset OS to make consistent gains over the last four months, claiming second space.

Smaato's metrics are based upon 36 mobile ad networks and over 4 billion ad requests served in the Smaato Network of more than 3,300 registered mobile publishers in March 2010.

Worldwide CTR Index (Click Through Rate) by Handset Operating System

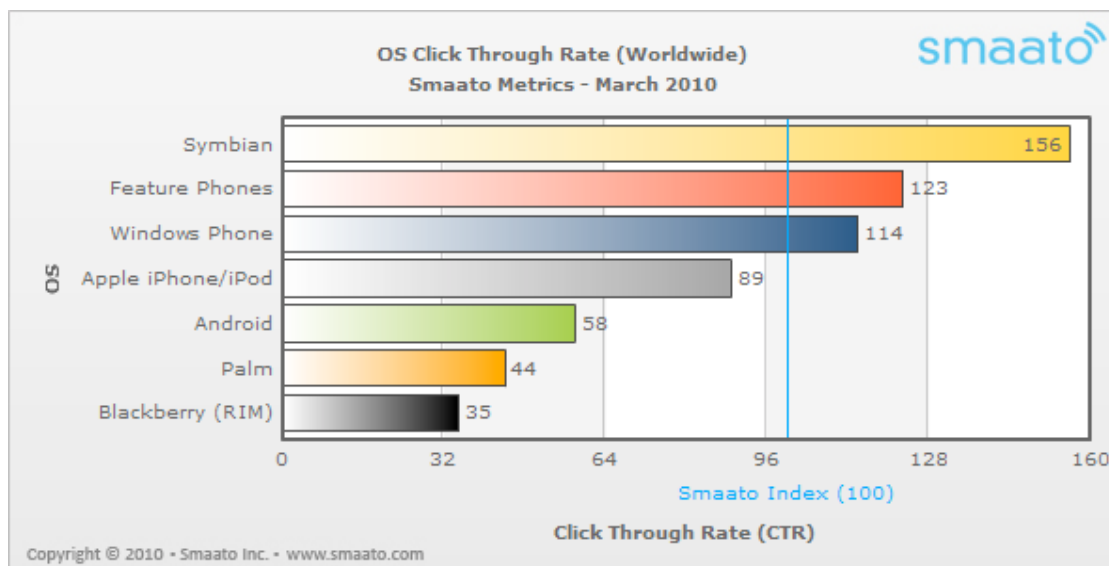


Chart 1: Smaato Index – Operating System CTR (Click Through Rates) worldwide, March 2010

The performance of different operating systems in March shows Symbian's lead decrease slightly, as Feature Phone handsets and Windows Phone make significant increases. The CTR Index (Click Through Rate) differs from 35 (Blackberry) to 156 (Symbian), compared to February where the spread was between 51 (Blackberry) and 147 (Symbian).

Android has suffered the most in the latest metrics, with a drop of almost 50% as its global CTR Index fell from 110 in February, to 58 in March. This has been the second consecutive month that Android has dropped. Feature Phone handsets have been building momentum since the first Smaato Metrics Report in December. Each month it has made consistent gains on the competition in the CTR Index, from 84 in December, to 91 in January, to 107 in February and now at 123 in March.

The Index consists of the average CTR of all devices and this number is set to 100.

Symbian's lead has shortened in the CTR Index table and remains the OS to beat with regards to CTR performance in mobile advertising. Feature Phones have been making steady ground, where as Apple remains consistent across February and March (89).

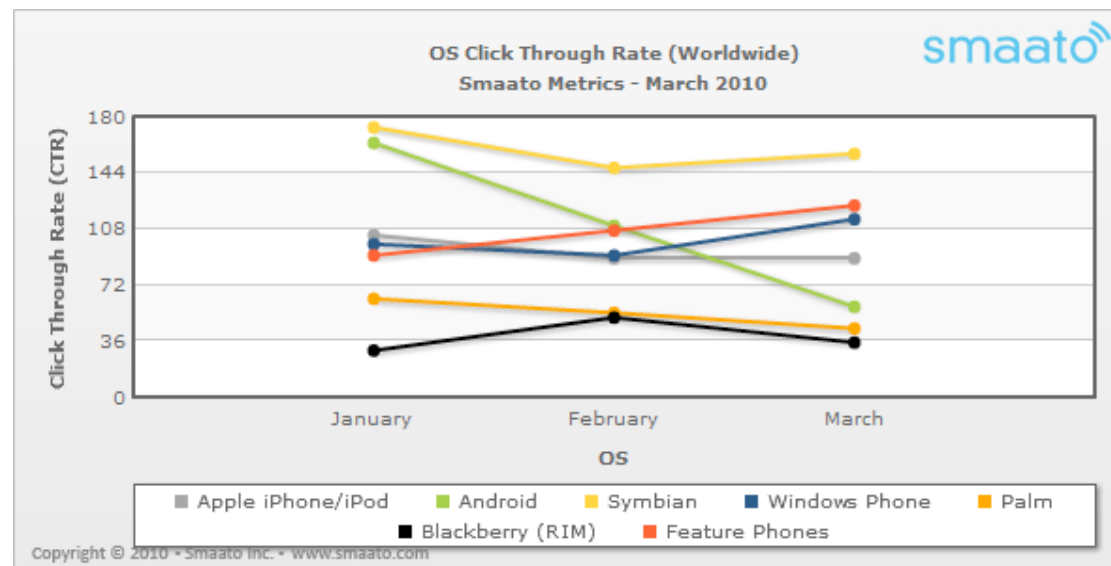


Chart 2: Smaato Index – Operating System CTR (Click Through Rates) worldwide, Q1 2010

Symbian is continuously the best performing OS regarding the CTR worldwide. After strong performances in January and February, Android lost its second position in March.

Fill Rate Worldwide

Smaato's metrics demonstrates the performance of mobile ad networks globally and the fill rate is measured as the percentage of ads delivered per ad request and varies by different factors, like country, device and content type.

The ad networks are not published in the monthly Smaato metrics, but are revealed in the dashboard of registered Smaato publishers reporting and analytics tools (www.smaato.com/signup).

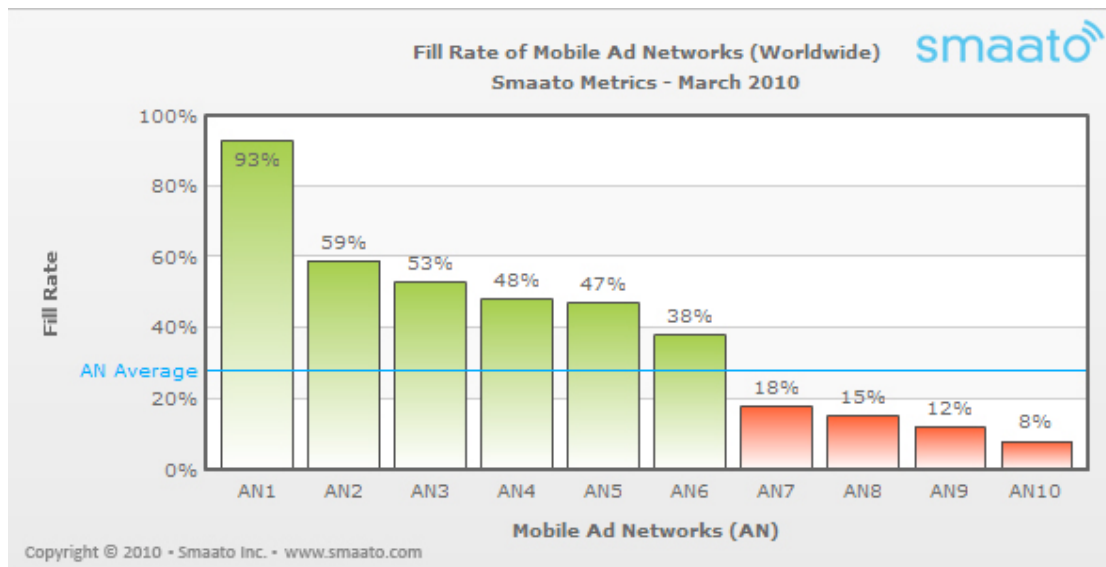


Chart 3 Smaato Index – Fill Rate of Mobile Ad Networks (worldwide), March 2010

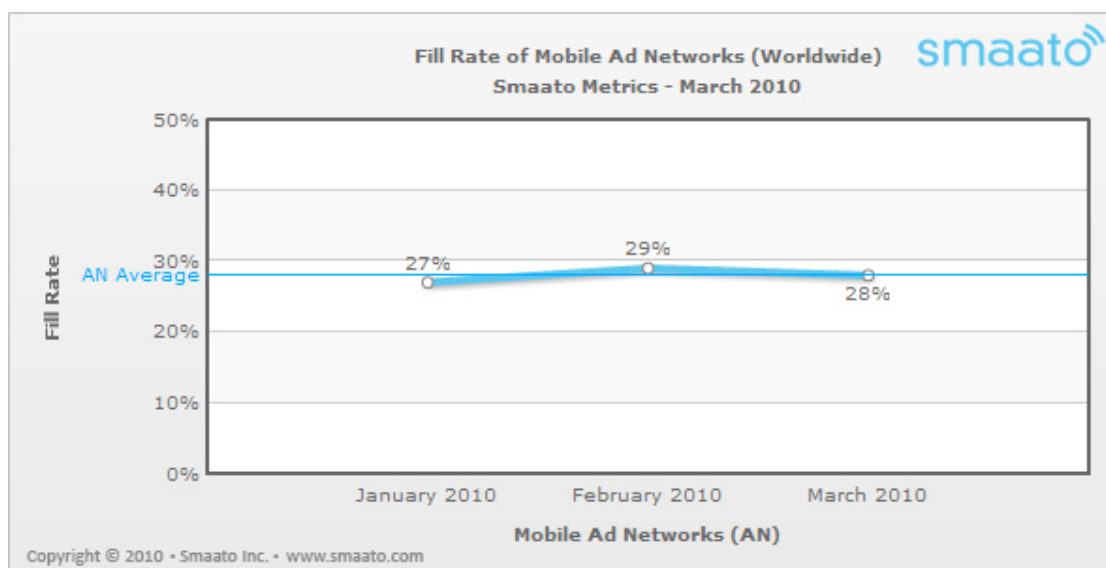


Chart 4 Smaato Index – Fill Rate of Mobile Ad Networks (worldwide), Q1 2010

The fill rates of the global top 10 ad networks, increased from February to March. The best performing mobile ad network in the Smaato worldwide Index had a fill rate of 93% in March 2010, which is up 21% points compared to February. The second strongest ad network was up at 59% fill rate, an increase of 13% points. Despite the increases across the board, the average for worldwide ad network fill rate performance remains steady at 28% (from 29% in the previous month), with six of the top 10 ad networks performing above this average. This data helps to prove that an ad network aggregation system can help partners achieve the best possible return and the highest possible fill rate, across the globe.

Fill Rate USA

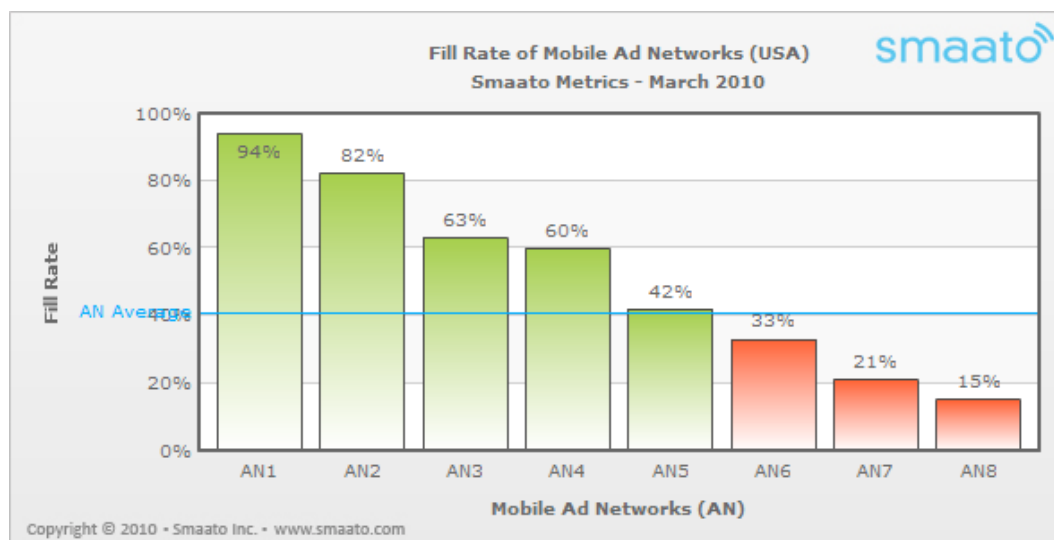


Chart 5 Smaato Index – Fill Rate of Mobile Ad Networks (USA), March 2010

The average fill rate of mobile ad networks in the USA rose to 41% in March, recovering from February's average of 35%. Five of the top eight ad networks performed above the average and the US average fill rate, remains significantly higher than the global fill rate of 28%. In line with the global fill rates, the top US ad networks experience significant increases from February, with the strongest network rising from 78% up to 94% fill rate.

SPOTLIGHT SOUTH-EAST-ASIA:

CTR Index (Click Through Rate) by Handset Operating System: South-East Asia (Singapore, Malaysia, Indonesia, Philippines)

Following on from Smaato's revelations in to the South-East Asia CTR Index in February, it has again turned the spotlight on the region to see what has changed in the space of a month.

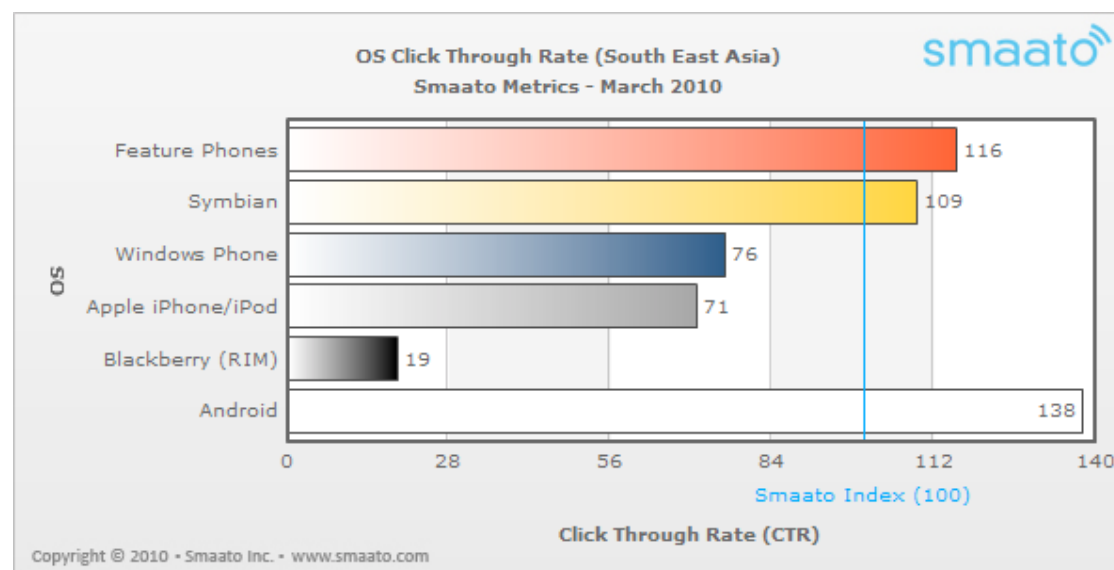


Chart 6 Smaato Index – Operating System CTR (Click Through Rates) Singapore, Malaysia, Indonesia, Philippines, March 2010

The performance of the different handset operating systems compiled for Singapore, Malaysia, Indonesia and the Philippines gives an interesting insight into the variances in handset usage and how they compare on a global basis.

Where Android has dropped in the global CTR Index this month and in February was in third place in South East Asia, this month it has stormed into the top spot. As the volume of Android devices is still too small to compare, the chart shows Android phones outside the ranking. Rather than dramatically increasing its CTR however, it seems that other leading handset OS have dropped. Apple iPhone and iPodTouch has more than halved its CTR Index from February, falling from 164 to 71 in March. Symbian also suffered a drop in the CTR Index, from 127 in February to 109 in March.

Feature Phones repeated its gains on a global scale in South East Asia, jumping from a CTR Index of 85 to 116 and second place behind Android. Feature Phones are the only handset OS to make consistent gains across the globe in the last four month.

Fill Rate South-East Asia (Singapore, Malaysia, Indonesia, Philippines)

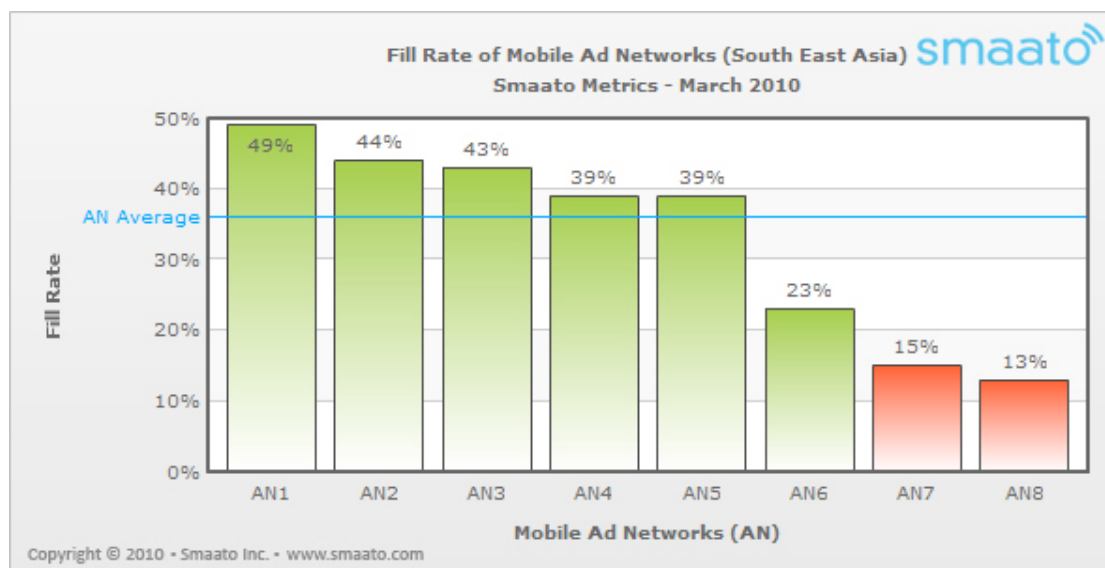


Chart 7 Smaato Index – Fill Rate of Mobile Ad Networks (South East Asia: Singapore, Malaysia, Indonesia, Philippines), March 2010

The fill rates show a dramatic decrease of fill rates of the top ad networks in this region. Last month, the two leading ad networks had significantly higher fill rates (90% and 87%) – this month the top five ad networks range from 49% to 39%. This hints at smaller budgets available for the region in March.

South-East Asia's average fill rate of 37% is considerably higher compared to the worldwide average of 28% and inched higher compared to the previous month (32%).

The strong continued growth of mobile inventory in the South-East Asia region and close-by mobile giants of India and China is attracting more advertisers and brands but as the fill rate indicates, there is still much more room to improve monetization across the mobile ecosystem.

Ad Network Response Time worldwide

Smaato has taken another look at the response time of the top-performing ad networks in the Metrics for March 2010. The top 15 ad networks show a broad spectrum of performance.

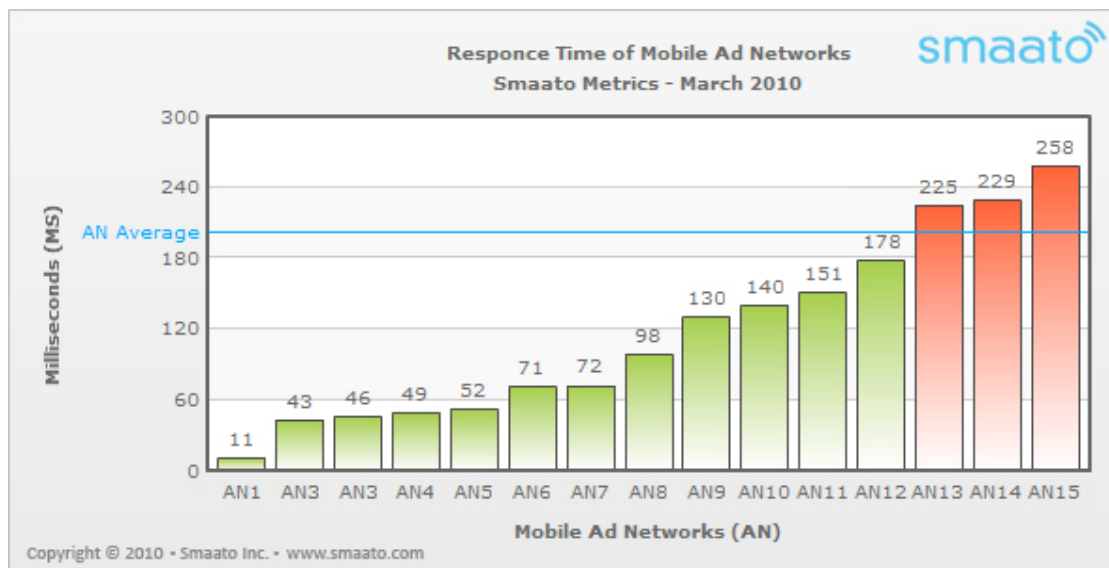


Chart 8 Smaato Index – Response Time for Mobile Ad Networks (worldwide), March 2010

The fastest response time was again only 11 milliseconds. In total, the top six ad networks could again deliver quicker than the month before.

Publishers should consider response times when adding several ad networks within a page load and therefore an allotted time to fill the ad space reserved.

This is a significant consideration for mobile publishers as for them, the best user-experience comes with the fastest loading time of a mobile web site or for in-app advertising. If an ad is requested from a mobile ad network and no ad is available, then a faster response time allows sending this request to one or more ad networks for a chance to get an ad delivered.

Smaato is supporting regional Mobile Advertising conferences throughout April and May in Singapore.

The Smaato metrics released for March are a lead in to the MMA Forum Singapore event on April 14-15. More info: <http://forum.mmaglobal.com/?q=node/951>

Additional Data and upcoming white paper is scheduled to be published for the Mobile Squared Road Show in Singapore that is sponsored by Smaato. The event takes place in the Singapore Art Museum May 5 and 6.

More info here: <http://www.mobilesquared.co.uk>.



Press Contact Smaato Inc.

Harald Neidhardt
CMO & Co-Founder
harald@smaato.com
twitter: @hneidhardt

Neil Robertson
IF Communications
neil@if-communications.com
twitter: @neil_robertson

Smaato Inc.

3 Lagoon Drive, Suite 170
Redwood Shores, CA 94065
Phone (USA): +1 (650) 286 11 98
Phone (Europe): +49 (40) 3480 9490

www.smaato.com
twitter:@smaato

About Smaato Inc.

Smaato (www.smaato.com) is a pioneering mobile advertising company that operates the mobile ad optimization platform called SOMA (Smaato Open Mobile Advertising) and partners with mobile publishers, developers, ad networks and operators. More than 3,300 publishers have signed up with Smaato as a partner to monetize their content in 215+ countries and Smaato is managing 4 billion ad requests per month.

SOMA's unique feature is the aggregation of 36 leading ad networks globally to maximize mobile advertising ARPU. SOMA can be easily integrated with ad networks, ad inventory owners (publishers, developers and operators) and 3rd party ad technology providers.

Smaato is an active member of the Mobile Marketing Association, the dot.mobi Advisory Group and the German Digital Media Association BVDW. Smaato received a Top 100 Private Company Award by AlwaysOn Media (2009 & 2007) and was an Andrew Seybold Choice Awards finalist at CTIA 2008 for best Newcomer, among other awards.

Smaato Inc. is based in Redwood Shores, California. The privately held company was founded in 2005 by an experienced International management team. The European headquarters are in Hamburg, Germany and the Asia-Pacific presence of Smaato has been established in Singapore.