

## EUROPEAN MARKET OVERVIEW

21,911,799,816

QUARTERLY MOBILE  
ADVERTISING IMPRESSIONS  
ON THE InMobi NETWORK55%  
SMARTPHONE  
IMPRESSIONS71%  
SMARTPHONE  
IMPRESSIONSTOTAL IMPRESSIONS  
14.4 billion

QE JULY, 2011

TOTAL IMPRESSIONS  
21.9 billion

QE OCT, 2011



53%

GROWTH IN MOBILE  
IMPRESSIONS OVER  
THE PAST 3 MONTHS

97%

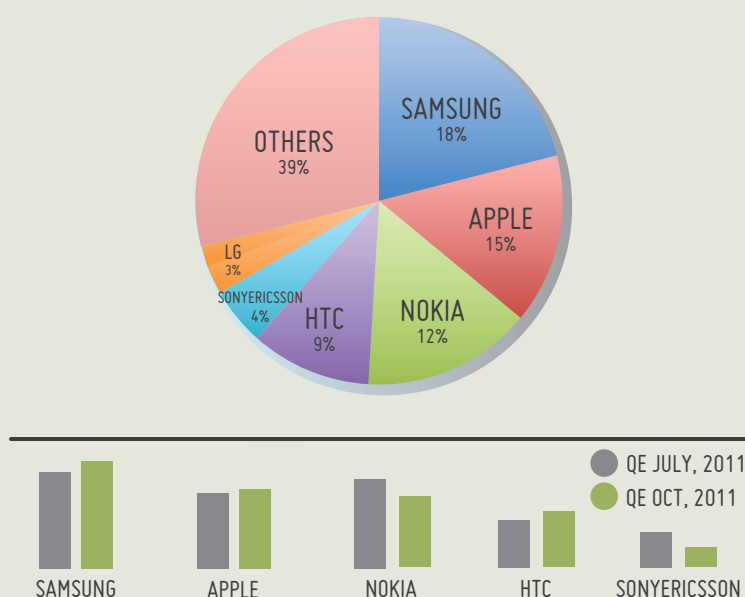
GROWTH IN SMARTPHONE  
IMPRESSIONS IN THE  
EUROPEAN MOBILE MARKET

## HANDSET SHARE OF IMPRESSIONS

QE OCTOBER, 2011

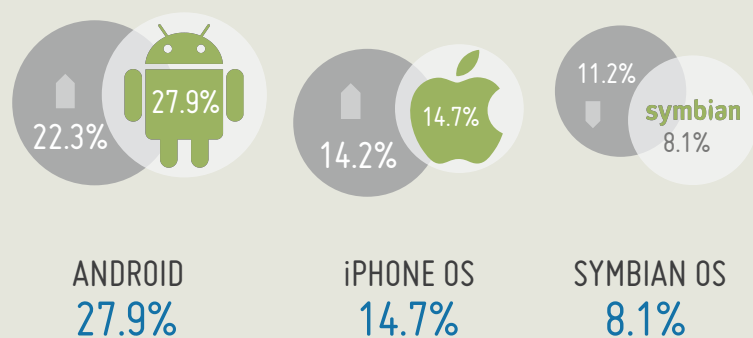


## MANUFACTURERS SHARE OF IMPRESSIONS



## OS SYSTEM SHARE OF IMPRESSIONS

QE OCTOBER, 2011

■ QE JULY, 2011  
■ QE OCT, 2011

ANDROID OS

THE TOP OS FOR THE 4RD CONSECUTIVE PERIOD

## TOP COUNTRIES BY REGION

