

Mobile Internet Advertising Statistics in The Netherlands for February 2009

www.mads.com

TOP20 Internet Usage Phones sorted on UNIQUE users

RANK	PHONE BRAND & MODEL	CTR
1	Nokia N95	0,74%
2	Apple iPhone	1,39%
3	Nokia E71	0,77%
4	Samsung SGH-i900	1,77%
5	Nokia 6300	1,34%
6	Nokia N96	1,08%
7	RIM BlackBerry 9000	0,69%
8	Samsung SGH-F480	1,01%
9	Nokia E61	0,35%
10	Nokia N82	0,57%
11	RIM BlackBerry 8310	0,47%
12	Nokia E51	0,64%
13	Samsung SGH-E250	1,01%
14	SonyEricsson K800i	0,92%
15	Nokia E65	0,53%
16	SonyEricsson W880i	0,44%
17	SonyEricsson K810i	0,59%
18	SonyEricsson w890i	0,63%
20	SonyEricsson K610i	1,18%

TOP15 Phone Screen Resolution sorted on IMPRESSIONS

RANK	PHONE SCREEN RESOLUTION	CTR
1	240x320	0,87%
2	320x480	1,37%
3	320x240	0,52%
4	240x400	2,06%
5	480x272	0,95%
6	176x220	2,11%
7	640x480	3,77%
8	128x160	2,88%
9	480x800	1,00%
10	480x640	0,97%
11	480x320	0,69%
12	320x320	0,93%
13	176x208	1,97%
14	240x260	0,40%
15	320x400	3,88%

TOP5 Internet Usage Phones sorted on IMPRESSIONS

RANK	PHONE BRAND & MODEL	CTR
1	Apple iPhone	1,39%
2	Nokia N95	0,74%
3	Samsung SGH-i900	1,77%
4	Samsung SGH-F480	1,01%
5	Nokia E71	0,77%

TOP5 PHONE USAGE PROFILES sorted on UNIQUE USERS

RANK	PHONE USAGE TYPE	CTR
1	Business phone	0,67%
2	Fashion phone	1,40%
3	Lady phone	3,63%
4	Music phone	0,94%
5	Sports phone	1,39%

TOP5 Banner Sizes sorted on IMPRESSIONS

RANK	MMA BANNER SIZE	CTR
1	MMA EU 6:1 - 240 NON MMA	0,88%
2	MMA EU 6:1 - X-Large	0,97%
3	MMA EU 6:1 - Large	1,03%
4	MMA EU 6:1 - Small	2,26%
5	MMA EU 6:1 - Medium	2,59%

TOP3 Advertising Media sorted on IMPRESSIONS

RANK	ADVERTISING MEDIA	CTR
1	GIF	0,88%
2	GIF (animated)	1,29%
3	Text	0,61%

TOP5 Mobile Internet Users per Operator

RANK	OPERATOR
1	KPN Mobile
2	Vodafone
3	T-Mobile *
4	Telfort
5	Tele2

* Please note that T-Mobile T-Zones is not tagged yet

TOPX Mobile Sites sorted on Available INVENTORY

RANK	TITLE	MEDIA SALES	TYPE	INVENTORY
1	Hyves Mobile	Hyves	Publisher	46.000.000
2	Nu.nl	Ilse Media	Publisher	9.000.000
3	Telegraaf	TMG	Publisher	5.000.000
4	KPN Mobile	AdLINK Media	Operator	4.250.000
5	VFNL Live! Portal	AdLINK Media	Operator	2.750.000
6	startpagina.mobi	Ilse Media	Publisher	600.000
7	AD mobiel	AD Media	Publisher	450.000
8	VoetbalNext	Sanoma	Publisher	350.000
9	Belegger.nl	Sanoma	Publisher	300.000
10	Weerbericht.mobi	AdLINK Media	Publisher	300.000
	Tele2 Go Live	AdLINK Media	Operator	
	Spits Nieuws	TMG	Publisher	
	TV Gids	AdLINK Media	Publisher	
	File Nieuws	AdLINK Media	Publisher	

Monthly UNIQUE Reach and Inventory Trend

	UNIQUE REACH	INVENTORY
January 2009	1.450.000	65.000.000
February 2009	1.500.000	70.000.000
March 2009		

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