

Total **IMPRESSIONS** per user on Apps in November grew **122%** compared to 2010.



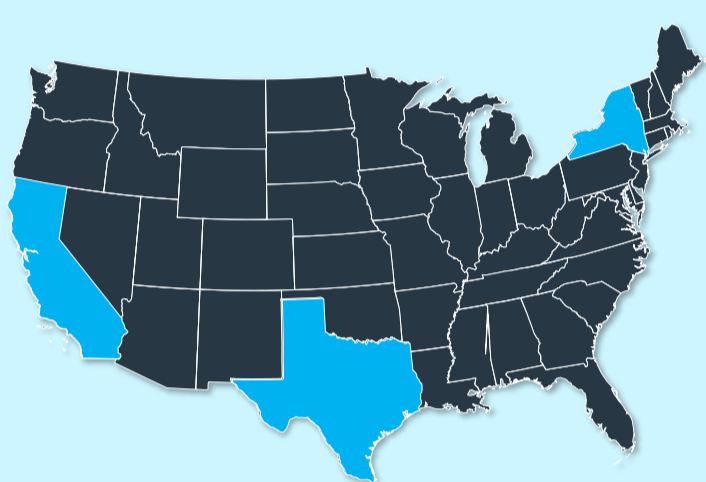
Shopping  
↑**105%**



Entertainment  
↑**120%**



Games  
↑**145%**

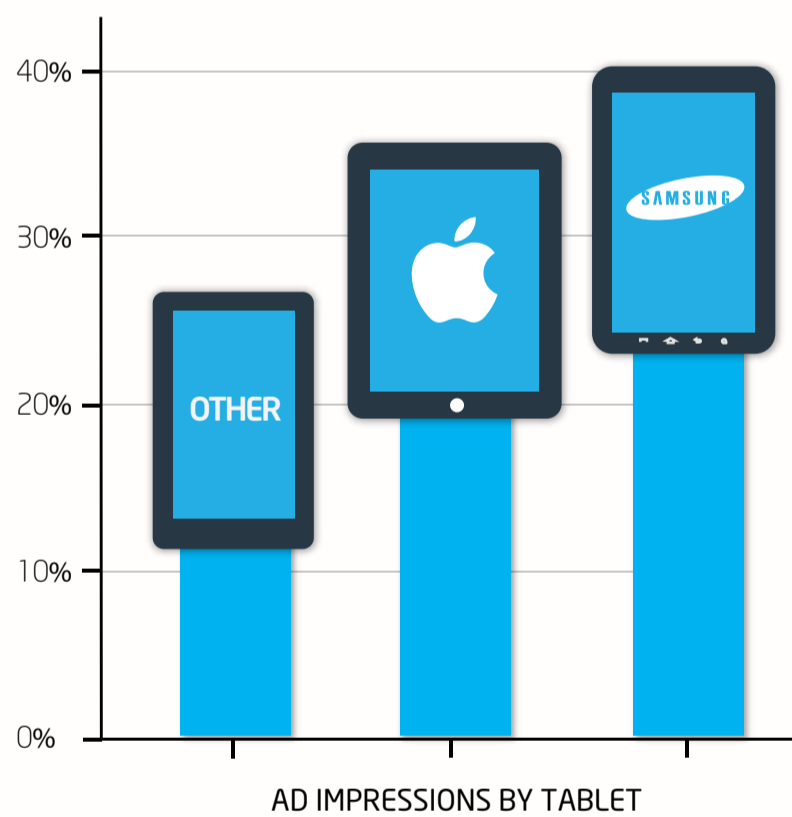


**NEW YORK, LOS ANGELES & DALLAS** experienced the **Most Usage** on Apps in November & December.



Internationally, the **MIDDLE EAST, NORTH AFRICA & EASTERN EUROPE** experienced the **Highest Growth Rate for Consumers Engaging** in mobile marketing operator campaigns.

In November, the **SAMSUNG GALAXY** had the **largest market share of in-app ads** at **40%**. The iPad came in second place at 35%.



Users engaged **4x** more with **full screen ad units** during November compared to standard banners.

On average, **full screen ad units** have a **\$3.25 higher eCPM** than standard banners during the Holiday Shopping season.

