

**myGamma**  
**Global Mobile**  
**Advertising Index**

**Q2 2008**

Pageviews Served On myGamma Mobile ad-Network					
The Top 10					
	Q1 2008		Q2 2008		Q-on-Q Growth
1	Indonesia	654,339,462	Indonesia	1,212,391,039	85%
2	India	576,761,984	India	669,367,309	16%
3	South Africa	425,756,870	South Africa	578,761,320	36%
4	USA	132,036,696	USA	190,811,200	45%
5	Kenya	78,667,897	Kenya	156,458,029	99%
6	Romania	56,806,178	Tanzania	88,028,406	153%
7	Bangladesh	53,363,066	Bangladesh	78,199,831	47%
8	China	36,800,040	Romania	71,634,030	26%
9	Brunei	35,443,351	Brunei	63,817,433	80%
10	Pakistan	35,418,179	Philippines	55,846,890	86%
		<b>2,085,393,723</b>		<b>3,165,315,487</b>	<b>52%</b>
	Network-wide	2,530,771,596		3,890,875,421	54%

1. BuzzCity's myGamma social network service on mobiles operates on an ad-supported model as a primary source of revenue. Advertisements are served on myGamma and a network of more than 2,000 publisher sites.
2. BuzzCity tracks the growth of the network and by extension, the growth of off-portal mobile internet use in more than 70+ countries around the world.
3. Over the first quarter of '08, the Top 10 countries served a little less than 2.1 billion ads. During the second quarter of '08, a little more than 3.1 billion advertisement banners was served in the Top 10 countries - a growth of 52%. (Across the entire BuzzCity network almost 3.9 billion ads were served – an overall network growth of 54%)

4. The Top 5 countries remained unchanged with Indonesia (85%), South Africa (36%), USA (45%) and Kenya (99%) still showing strong growth. Indian growth slowed a little but India remained in the No 2 position.
5. The Top 10 saw some new entrants – Tanzania (153% growth) and Philippines (86%), replacing China and Pakistan.
6. Pakistan fell to 12<sup>th</sup> place despite growth of 11% and China fell to 15<sup>th</sup> place having suffered negative growth (-16%).

The Next 10					
Q1 Ranking	Q2 Ranking	Country	Q1 '08	Q2 '08	Q-on-Q Growth
13	11	Egypt	26,723,169	55,405,828	107%
10	12	Pakistan	35,418,179	39,166,437	11%
17	13	Nigeria	21,387,161	36,215,378	69%
	14	Iran		34,214,737	
8	15	China	36,800,040	30,847,971	-16%
19	16	Thailand	19,777,936	30,014,942	52%
18	17	Malaysia	19,939,737	28,860,714	45%
14	18	United Kingdom	23,396,714	24,677,176	5%
22	19	France	14,800,812	22,841,040	54%
27	20	Namibia	11,806,477	21,807,332	85%
Total			210,050,225	324,051,555	54%

7. In The Next 10, Egypt showed strong continued growth (107%) and Iran made a strong entry at No. 14 with more than 34 mil PVs in Q2.
8. All Next 10 countries (with the exception of China) showed continued growth, notably Egypt (107%) and Namibia (85%).
9. France joined The Next 10 in 19<sup>th</sup> place with 54% growth. Worthy of note here is the continued growth of traffic from other major European players

- (Italy in 25<sup>th</sup> place with 74% growth, Germany with 344% growth in 39<sup>th</sup> place and Spain in 55<sup>th</sup> place with 95% growth).
10. Also worthy of note are some 40+ new entrants who displaced many countries previously listed. Besides Iran, Ghana also made a bold entry at No 27 with 15 mil impressions in Q2. Many others also made the list (Malawi, Swaziland, Guyana, Ukraine, Monaco, Mauritius & Uganda) displacing quite a few countries previously monitored. So, despite a growth of 44%, Portugal has been relegated to 63<sup>rd</sup> place, Turkey is now in 79<sup>th</sup> place despite strong growth of 80% and Latvia fell to 54<sup>th</sup> place although traffic grew by 277%.
  11. In the last quarter, the largest growth in the network was recorded in Libya with 1,627% growth (47<sup>th</sup> place) and Russia with 426% (30<sup>th</sup> place)
  12. US & Kenyan traffic growth continues to be healthy but did not meet our expected mark of 100 mil PV per month.
  13. Future indices will monitor 100 countries to allow for more entrants to the chart, due to their continued growth and the growth in general of the myGamma network of sites.