



AMOBEE NAMED MOST VALUABLE MOBILE ADVERTISING COMPANY



Business Insider has named **Amobee Media Systems** as the most valuable mobile advertising company. Already the world's largest mobile advertising platform, Amobee is the only company of its kind on the **Digital 100** list. Business Insider's Digital 100 lists the most valuable internet startups using public market prices of stock. It includes companies such as **Wikipedia**, **Skype**, and **Craigslist**, and has social networking site **Facebook** topping the list. The Redwood, California based Amobee is comfortably seated at **number 79**, but was not ranked the year before. Recently Amobee had **acquired RingRing Media**, a British-based mobile media company, as sites like **Google took on AdMob** and Apple acquired Quattro. Amobee plans to continue acquiring companies as it grows. Lately Amobee has received other recognitions such as being a **Red Herring 100 North America Award** winner and being declared a 2010 Technology Pioneer by the **World Economic Forum**. Founder and CEO of Amobee Zohar Levkovitz is glad the company's value has finally been recognized, "Silicon Alley Insider has looked beyond the hype around impressions and recognized Amobee as the number one performer in connecting advertisers with mobile users. To be the most valuable property in the fastest growing advertising medium is a great honor, and we believe a true reflection of our global position."

<https://blog.granted.com/>