

Steel Media acquires 148Apps Network

Published on 10/02/12

Steel Media acquires 148Apps Network of sites to form Steel Media Ventures US and the largest network of mobile focused sites. Jeff Scott, founder of 148Apps to head up US ventures as Editor-in-Chief. Launched soon after the appearance of the iTunes App Store in July 2008, 148Apps set off with, and has since kept to, a remit of providing readers with leading iOS app insight. The site's imposing number of reviews and news has continually targeted the very best content for iOS device owners.

San Francisco, California - They say everything's big in America, so it's rather appropriate that Steel Media's acquisition of 148Apps and associated sites should be its biggest deal yet.

Launched soon after the appearance of the iTunes App Store in July 2008, 148Apps set off with, and has since kept to, a remit of providing readers with leading iOS app insight. The site's imposing number of reviews and news has continually targeted the very best content for iOS device owners and 148Apps has deservedly garnered a reputation as one of the finest and most respected examples of iOS-dedicated editorial coverage around.

Of course, the real value to any website is the people who create it, so Steel Media is delighted to confirm that 148Apps founder Jeff Scott will remain on board and assume the role of Editor-in-Chief of our US ventures. Alongside his proven team, Jeff will therefore continue to focus on providing world-class iOS editorial coverage while also benefiting from the evolution that the backing provided by one of the largest publishers within the mobile gaming media sector will inevitably facilitate.

But the ambition doesn't end there. The acquisition, which in addition to 148Apps also includes b2b sister site 148Apps.biz, Google-focused Android Rundown, child-friendly Giggle Apps, the already popular Best App Ever Awards, and the App Hall of Fame, is intended as the latest stage of the publisher's ongoing expansion strategy, following on from last month's acquisition of Padvance.

Working alongside existing management and editorial teams, Jeff will also be responsible for driving forward Steel Media sites and activities in the US - from new launches to further acquisitions and possible brand extensions.

"It's a thrill to join Steel Media and become part of the team behind great sites like Pocket Gamer. Bringing 148Apps into the Steel Media portfolio of mobile focused sites allows us to create the broadest coverage of games and apps in the mobile space," said Jeff Scott, 148Apps founder and Editor-in-chief. "When starting the 148Apps Network over four years ago, my goal was to create a site that helped app lovers find the best of the best on the App Store. Joining with Steel Media helps us expedite that goal of guiding readers through the swell of nearly two million apps.

"The team at Steel Media will help us build out the next generation of mobile app sites. As we brainstorm the next big idea in our coverage of mobile, we are already seeing the benefits of the new larger company."

"I'm delighted and hugely excited to welcome Jeff and the 148Apps team into the SM family, expanding our already impressive portfolio of owned sites and Alliance network partners (which include leading independent mobile content sites such as Slide to Play, Gamezebo, TouchGen, to name but three) to provide a strong position within the mobile gaming media sector," said Chris James, Steel Media MD.

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"Adding this respected US-centred network to our strong UK and European sites, plus AppSpy in Australia and partner projects in Asia, we can now combine our passion and market knowledge with genuine international presence. What's more, in Jeff we have a passionate and determined professional ideally placed to help guide and push the US side of our business forward."

About 148 Apps:

148Apps launched in July 2008 to cover the 500 apps available at the launch of the iTunes App Store. From there we have expanded our coverage and tirelessly tracked the growth of the app industry to nearly two million apps via editorial reviews and news, while never losing sight of the need to provide readers with world-class insight into the very best in iOS applications. Alongside the growth of the App Store, the 148Apps network has also expanded to include b2b site 148Apps.biz, Google-focused Android Rundown, child-friendly Giggle Apps, the popular Best App Ever Awards, and the App Hall of Fame, amongst others.

Steel Media:

<http://steelmedia.co.uk>

148Apps:

<http://www.148Apps.com>

Steel Media is a leading mobile consumer technology publisher based in the UK. With a team boasting over 90 years of experience in consumer and contract publishing, the company currently publishes Europe's biggest mobile and handheld gaming website PocketGamer.co.uk, which is licensed internationally, the leading mobile games industry portal PocketGamer.biz, consumer friendly iOS digital magazine swipe, the Pocket Gamer Guides range of interactive game companion apps, and leading iPhone video review portal AppSpy. Copyright (C) 2012 Steel Media. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries. All other trademarks and trade names are the property of their respective owners.

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