

Facebook wins 'Master of Mobile Awards' 2015

At the recent 'Master of Mobile Awards' 2015 at Mobile World Congress 2015 in Barcelona, Facebook was announced as the winner, with Amazon second. The inaugural awards follow extensive research, commissioned by Oxygen8, which asked over 8,500 UK mobile users their favourite brands on mobile, based simply on which individual brand they judged to deliver the best overall experience on their mobile device. Over 300 separate brands were nominated.

Broken down into a number of categories, the winning brands were; Facebook for overall Master of Mobile, Amazon for Master of Shopping, Barclays for Master of Banking, Facebook for Master of Social, and Paddy Power for Master of Gambling. Other brands ranking in the top 20 include Google, YouTube, Apple and Tesco.

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