

Playbuzz Named Best European Startup for 2015 at Amsterdam eWeek

Following tremendous growth in 2015, Playbuzz has been named the [top European startup for 2015](#) by Dutch technology magazine *Emerce* at the recently held [Amsterdam eWeek](#). The recognition follows a banner year for Playbuzz, in which thousands of Europe's top publishers, brands and content creators turned to the Playbuzz platform to create, package and deliver stories that are tailored for the way audiences consume and discover content in today's digital world. Playbuzz has [opened two new offices this year](#), in London and Hamburg, Germany, to support the company's explosive growth in Europe.

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To earn the top honor, Playbuzz beat out a distinguished group of European startups, including UK online furniture retailer [Made.com](#) (#2) and the Israeli sports app Fitness22 (#5).



Playbuzz Germany Managing Director **Christian Fricke** (pictured left) accepted the award on behalf of Playbuzz at a ceremony held in Amsterdam as part of eWeek 2015.

The *Emerce* Best European Startup award is voted on by the editors of *Emerce* magazine, with input from European venture capitalists, M&A specialists, bankers and journalists. The criteria are: the startup must have its headquarters or activities in Europe, with a minimum of 2 million euros turnover and must have been started within the last six years.

The top-10 European startups for 2015, as [voted on by Emerce](#), include:

1. **Playbuzz** (2012, Israel, online content formats)
2. **Made.com** (2010, United Kingdom, furniture)
3. **Elastic** (2012, Netherlands, search software)
4. **Happn** (2014, France, dating)
5. **Black Lane** (2011, Germany, transport)
6. **Fitness22** (Israel, 2011, sports apps)
7. **Funding Circle** (2009, United Kingdom, loans marketplace)
8. **Brainly** (2009, Poland, education)
9. **Lyst** (2010, United Kingdom, fashion marketplace)
10. **Kano** (2013, United Kingdom, coding hardware)

With a suite of [new media formats](#) optimized for digital consumption, Playbuzz has become a leading destination for creating and embedding interactive content on any website, social page or mobile app. More than 40,000 partners, including leading European publishers *Huffington Post UK*, *The Telegraph*, *The Independent*, *Bild*, *FC Barcelona*, *Axel Springer*, *Eurosport*, Hearst Media Group and others, use the Playbuzz platform to grow their audience, increase user dwell time and maximize social media interactions and sharing.

While constantly developing innovative media formats that are interactive, visual, snackable, mobile-first, and optimized for social sharing, more than 90 million users each month interact with and experience Playbuzz-powered content, which has generated more Facebook engagements per item than any other content on the web.

Want to work with Europe's top startup and its leading user-engagement platform? [Sign up here](#) to start creating content today with Playbuzz.