

App Annie Acquires Mobidia

By [Alex Spencer](#) | on May 6, 2015



App Annie has acquired mobile measurement firm **Mobidia** for an undisclosed amount. It's the second major acquisition for App Annie, which bought out competitor Distimo last May.

Mobidia gathers usage data and insights on hundreds of thousands of apps, as well as mobile network usage, all of which will now be folded into App Annie's Usage Intelligence, which now claims to have the world's largest app usage data set.

Under the deal, Mobidia's team of 30 will join App Annie and the company's Vancouver headquarters will become App Annie's first office in Canada.

Alongside this news, App Annie has also announced the general availability of Usage Intelligence, following its initial closed beta release in January.