

Super Casino Explores the “Divide” Between Online Gaming and Gambling

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The specialists behind Supercasino.com have responded to a social gaming expert's comments on the differences between the two activities.

Speaking at the GamesBeat conference earlier in the week, Paul Thelen suggested that the real difference between gamblers and social gamers is that whilst gamblers play to win, social gamers additionally want to enjoy the networking atmosphere, stating that “the psychographic needs that social gaming provides versus real money gambling are completely different.” He adds that “people in real money gaming, they just want to win.”

It comes following a recent study into the how industry labels help to define consumer attitudes. The study from the School of Hotel Administration in conjunction with the Northwestern University's Medill School of Journalism found that the terms “online gaming” and “online gambling” affect how consumers, especially non users, think about betting online.

At Super Casino, the brand dedicated to providing an authentic casino experience online (<http://www.supercasino.com/>), members can play any of the games available either for real or for fun. Committed to pursuing industry updates and developments, Mr Thelen's comments were of particular interest to the team. A representative from the firm speculates on the difference.

“Whilst there is always going to be a difference between social gaming and gambling, it could be argued that that although gamblers do want to win, they do still play to enjoy the atmosphere. At Super Casino we aim to cater to both markets. Members can play for fun even when they have real money in their account- the game odds and experience is the same, the only difference is the outcome.”

With live roulette games broadcast on Channel 5 and Sky channel 862, Super casino is the longest running and most popular online TV casino in the world. Famous for providing a realistic gaming experience online, Supercasino.com offers games to suit a variety of tastes, including roulette, blackjack, card games, table and video poker online (<http://www.supercasino.com/games/video-poker>) as well as a selection of slots and arcade games.

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