

Super Casino Explore the Predicted Growth of Mobile Gambling

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Following the news that the global mobile gambling market is predicted to be worth an impressive £15.9 billion by 2018, the specialists behind Supercasino.com have speculated on possible reasons behind the growth.

According to research from H2 Gambling Capital, the industry's leading consulting market intelligence and data providers, this will account for almost half (44%) of all interactive gambling. Back in 2010 the organisation valued the market at just under £1.7 billion, with this increasing to around £4.5 billion in 2012 and 18% of all interactive gambling. The data also revealed a shift from Asia towards Europe, with H2 commenting that the movement is driven by "stellar growth in both smartphone and tablet penetration."

With live roulette games (<http://www.supercasino.com/games/roulette>) available to download directly to iPhone, iPad and other android devices, Super Casino are more than familiar with this fast growing trend. A representative from the firm reflects on the speed and direction of the sector.

"As well as the obvious increase in smartphone penetration, this growth can also be attributed to device capability. The appearance and functionality of mobile games is improving. For example, our Super Casino mobile games (<http://www.supercasino.com/mobile>) can connect seamlessly to an existing online account. People can easily use their funds to place bets on the go, with just one password and username to remember. It's also worth considering that consumers are becoming more comfortable making purchases on mobile devices, thanks to improvements in usability but also more efficient security."

The experts at Super Casino look forward to following the progress of this story.

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 as well as a selection of Super Casino slot games and arcade games.

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