

# SuperCasino responds to report into value of social gaming market

Submitted by: Super Casino

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Leaders in online and mobile gambling, SuperCasino have welcomed the findings of a report, which suggests that the social gaming market will be worth \$17.4 billion by 2019.

According to the research published by international market research company, Research and Markets, the social gaming market will expand at a compound annual growth rate of 16.1 percent during the forecast period from 2013 to 2019. In 2012 alone, it was valued at a staggering \$5.4 billion.

The soaring value of the market can be credited to the unprecedented proliferation of smartphones, tablets and mobile devices over the last few years, and many gambling companies that have traditionally relied on conventional forms have made moves to ensure they get a slice of this particularly lucrative pie.

Indeed the vast majority of the major online gambling companies now have some form of cross-platform social casino presence, which the study says is paying huge dividends: "The growth of social games can be attributed to the growing demand of smartphones and tablets in the market. The ever-increasing demand of the mobile devices has made the social game developers rework their strategies and they are now designing games that can be played on these devices."

It also observes the rise in the number of internet users and the cost-effectiveness to the user of playing games on the web as important contributory factors.

The report estimates that an average of 200 million currently play social games online, a figure that is predicted to double by 2019. Astonishingly, it also found that users spent more than 50 per cent of their time on social media playing games.

A spokesperson for SuperCasino commented on the report's findings saying: "The growth in the value of the social gaming market clearly shows that the internet is where its future lies. We are committed to providing our customers with the best gaming experience available on the web."

With live roulette games broadcast on Channel 5 and Sky channel 862, Super Casino (<http://www.supercasino.com/>) 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 slots and arcade games.

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