

# China mobile gaming boom inevitable, says Jackpot247

Submitted by: Jackpot 247

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Leading online casino company, Jackpot247, has responded to research claiming that China will usurp the US at the top of the mobile gaming market by the end of 2014.

A study by digital gaming intelligence analysts, SuperData Research, forecasts that China is to make over \$3 billion in mobile gaming revenue this year, a figure which, if achieved, will see them claim top spot in the sector.

The research, published in the 2014 Mobile Games Brief of China and the US, also suggests the value of the global games market will exceed \$20 billion by the end of 2014.

SuperData CEO, Joost Van Dreunen, believes the Chinese boom will open up the market in the Far East to digital gaming publishers before adding his assertion that China's growth has greater potential than the US in attracting a bigger audience.

Van Dreunen described the mobile gaming market in the US as being in a transition phase, with an emphasis on digital. In order to arrest a future slump in attracting players and remain appealing to the target market, he stressed that publishers will need to ensure that their games are localised.

Jackpot247 said it was not surprised at the research's findings, with a spokesperson for the company saying: "China is such a global economic force now that we are not surprised to hear they are closing in on the US at the top of the mobile gaming market. They are at the forefront of technological innovation and when you combine that with a population that has an insatiable appetite for digital recreation, it is a potent mix."

Jackpot247 designs, creates and operates live roulette games broadcast on ITV and Sky channel 86, using casino certified equipment. With the best range of online casino games, the firm also provides live black jack online, roulette, poker, arcade games and Jackpot 247 casino slots available to play online and on mobile, with a view to providing an authentic casino experience to the home. The company encourages responsible gambling and only provides games manufactured to the highest standards to ensure customer satisfaction.

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