Tapinator, Inc (TAPM) the Next Big Thing in Mobile Gaming?

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DELRAY BEACH , FL, USA, September 15, 2014 /EINPresswire.com/ -- If the most prominent technological trend of the 2000s was the rise of the internet, the leading candidate for the 2010s may very well be mobile gaming. Gaming industry trends reflect a stark rise in mobile game sales over the past several years. With the current prevalence of smart phones and the lives of young businesspeople becoming increasingly pressed for time, the quick-fix experience of mobile games provides consumers with just the right dose of entertainment and distraction for the technological age. Few other companies are as poised to capitalize on this trend as Tapinator, Inc. (TAPM), a tech company with an established customer base for its ever-growing catalogue of mobile games has had over 20 million downloads.

TAPM trades at 1.04 per share with a total of 75 million authorized shares and an incredibly small public float of only 600,000 shares. Last Friday TAPM experienced a healthy volume increase as Wall St has begun to take notice; shares of TAPM traded up a huge 38 percent. The relatively fresh company already sports a legion of mobile games that are all available via a tap of the finger and a quick search for the company's name on Android, Kindle, and iOS systems. Specializing in simulation, puzzle, and even investment gaming, Tapinator's games boast millions of regular users, with one popular title, "Trucker Parking," tallying up over seven million users alone. One of Tapinator's newer titles, "Balance of the Shaolin," has been gaining traction with a slew of positive reviews, including one that was featured on the mainstream gaming site IGN. In addition to Tapinator's main website, Company info can be accessed via their Twitter and Facebook feeds as well.

Like YouTube videos or profiles on a social networking site, portability and accessibility give mobile games the capacity to turn into viral sensations literally overnight. In addition, investors have certainly taken notice, as enormous deals continue to occur at a breakneck pace in this market. In March, Chinese online gaming giant ChangYou announced an investment of $600 million dollars to acquire and develop mobile games for its portfolio.

While the US markets are experiencing rapid growth within the mobile gaming sector, they are dwarfed by the Asia markets. China already has more than 350 million mobile gamers—more than those in the U.S. and Japan combined, according to research firm Newzoo. The firm expects China's mobile-game revenue to nearly triple to $6.6 billion in 2016 from $2.28 billion last year, overtaking the

U.S. and Japan as the world's largest market.

As evidenced with the recent announcement of Alibaba Group Holding Ltd. kicking off a U.S. initial public offering that could raise as much as $24 billion, and Alibaba's concurrent efforts to quickly ramp up its mobile gaming divisions to boost revenues, mobile gaming tech companies with moderate but growing success can explode into industry giants at any given moment. As Alibaba enters its IPO, it is aggressively entering the mobile game markets to compete with its chief rival, Tencent (TCEHY). At the end of June, Alibaba Group Holding Ltd. finalized another blockbuster deal with an investment of $120 million in California tech startup Kabam Inc. in order to publish and distribute new mobile games, making this no less than the 10th startup financed by Alibaba. Kabam is already on pace to do over $550 million in revenue this year, with over 70% of all its consumers using mobile technologies.

Another up-and-coming mobile gaming company, Glu Mobile Inc. (NASDAQ: GLUU), looks to fan the flame of the mobile gaming market after its success with a Kardashian-based game. Selling at 5.23 with a market cap of over 500M, GLUU is available as another highly-rated, if pricey option for investors.

With an enormous influx of cash investments and surging revenue to justify it, the global mobile gaming market will continue to boom well into the second half of the decade. As larger-scale smart phones begin to replace tablets, mobile gaming will only continue to grow. A study by app analyst site App Annie recently showed that sales numbers for dedicated handheld gaming systems made by Sony and Nintendo have lost steam in the last year, with mobile games for iOS and Android systems beginning to replace those markets.

While KING established itself as an industry giant long ago, the Company has not shown enough quality products in its pipeline to maintain its pace, and while insiders indicate that GLUU is a safe bet, its performance has not fallen in line with those predictions just yet. Meanwhile, Tapinator, Inc. (TAPM) has pleasantly surprised investors with both a steady upward pricing trend in recent weeks, as well as a continuous stream of quality games that have managed to find dedicated users numbering in the millions. For investors looking to wet their feet in the mobile gaming market, TAPM offers the potential for enormous upside with a low initial capital investment.

To view Tapinator's portfolio, please navigate to the iOS, Google Play, or Amazon App Store and search for "Tapinator." Or, for a full listing of Tapinator games with links to each app store, please go to Tapinator.com.

About Tapinator:

Tapinator (TAPM) is a developer and publisher of mobile games on the iOS, Google Play, and Amazon platforms. The Company focuses on operating its own titles, publishing properties where it holds substantial ownership positions, and making strategic investments into promising mobile companies. Tapinator's owned and operated portfolio includes over 50 mobile gaming titles that, collectively, have over 26 million users. A number of these titles have risen to the top of the mobile leaderboard charts and have been featured by the Apple, Google, and Amazon App Stores. Founded in 2013, Tapinator is headquartered in New York, with a major office located in Lahore, Pakistan. For a full listing of Tapinator game titles, please go to Tapinator.com. For further financial information on the Company, please go to OTCMarkets.com/stock/TAPM. For live updates, please like us on Facebook at facebook.com/Tapinator or follow us on Twitter at twitter.com/Tapinator.

Forward Looking Statements:
To the extent that statements contained in this press release are not descriptions of historical facts

regarding Tapinator, they are forward-looking statements reflecting the current beliefs and expectations of management made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Words such as "may," "will" "expect," "anticipate," "estimate," "intend," and similar expressions (as well as other words or expressions referencing future events, conditions or circumstances) are intended to identify forward-looking statements. Examples of forward-looking statements contained in this press release include, among others, statements regarding the quoting and trading of our common stock and our expectations regarding our development and monetization plans for our mobile games. Forward-looking statements in this release involve substantial risks and uncertainties that could cause the development and monetization of our mobile games, future results, performance or achievements to differ significantly from those expressed or implied by the forward-looking statements. Such risks and uncertainties include, among others, the uncertainties inherent in the hits nature of the mobile gaming business. Tapinator undertakes no obligation to update or revise any forward-looking statements. The quoting and trading of the company's common stock on the OTC Bulletin Board and the OTC Market Group's OTC Link quotation system is often thin and characterized by wide fluctuations in trading prices, due to many factors that may have little to do with the company's operations or business prospects. As a result, there may be volatility in the market price of the shares of the company's common stock for reasons unrelated to operating performance. Moreover, the OTC Bulletin Board and the OTC Market Group's OTC Link quotation system are not stock exchanges, and trading of securities on them is often more sporadic than trading of securities listed on the NASDAQ Stock market or another securities exchange. Accordingly, stockholders may have difficulty reselling any of their shares. For a further description of the risks and uncertainties that could cause actual results to differ from those expressed in these forward-looking statements, as well as risks relating to the business of the company in general, see Tapinator's filings with the OTC Market Group, which are available through http://www.otcmarkets.com.

Lou Levenstein
Seraphim Strategies
727-489-9939
email us here
