

Amid Large Acquisitions in Mobile Gaming, Tapinator, Inc. (TAPM) Reveals Powerhouse Potential

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DELRAY BEACH, FL, USA, September 18, 2014 /EINPresswire.com/ -- Mobile gaming has exploded in unprecedented ways over the last several years, to the point where the entire gaming industry has been revolutionized by the phenomenon. Revenue from mobile games is expected to increase the overall worth of the global games industry to over \$100 billion by 2017, and mobile gaming's influence on those numbers is staggering. In 2013, digital games accumulated \$14 billion in revenue, with over 85% of that number derived from mobile and online free-to-play games. Those numbers are that much more impressive given that the entire digital games market only accounted for \$3 billion as recently as 2008.

So what companies are poised to capitalize on the enormous mobile gaming surge? [Tapm](#) for sure. The reality is that because of the accessible and viral nature of these games, giants like Microsoft (MSFT) have lost some of their

competitive edge through a growing inability to control the direction of the market. This is no doubt one reason for the recent news that the company acquired Mojang, makers of the immensely popular Minecraft, a game so beloved that it has now spawned legions of associated merchandise.

In the age of mobile gaming, game developers can sell their product more directly to consumers. The reward for ingenuity is higher, and more prevalent, because consumers can download and share their favorite games within seconds, and most of the time, they can do it for free. In-game currencies or purchases account for the majority of revenue, meaning consumers will pay to play only the games they already enjoy.



Because of the democratic, viral nature of the mobile games market, investors must pay attention to the most minute of gaming trends, as any one of these blips on the radar screen could turn into the next big game downloaded onto every smart phone in America. One company with just the right catalogue of games for iOS, Android, and Kindle, is [Tapinator](#), Inc. (TAPM), a rising developer and publisher that already owns a repertoire of more than 40 games downloaded by over 26 million users collectively. TAPM is trading at 1.26 with a promising market cap of 42.50K.

Tapinator is lead by innovative game designer and CEO, [Ilya Nikolayev](#), whose invaluable experience as the co-founder of the popular Facebook app Familybuilder which was sold to Intelius; infuses the company with the credentials necessary for success. Following numerous glowing reviews for Tapinator's recent title Balance of the Shaolin, as well as a new benchmark for the Company with over seven million users currently playing Trucker Parking, the Company's games have begun to strike a chord with the populace. The evidence is apparent in their quarter-over-quarter gains, as Tapinator reported an increase of over 135% in gross revenue in quarter number two of 2014.

Another tech company making waves in mobile gaming is China-based Alibaba (BABA) whose set to IPO this week sent the internet into a craze. Alibaba is comprised of a group

of e-commerce entities that handle everything from online retail payments to cloud-computing services. The company began to get its feet wet in mobile gaming earlier this year with a \$600 million commitment to developing mobile games to add to its portfolio, which included a \$120 million investment in tech startup company Kabam, Inc. While Alibaba lacks a long history in the mobile games industry, the sheer enormity of the company, coupled with its sudden financial commitment to mobile games, warrants a keen eye from investors.

Not to be outdone making large financial moves is Tencent Holdings, Ltd., (TCEHY) another Chinese tech giant with a large stake attached to mobile games. TCEHY is known for an instant-message service called WeChat that is used to market and sell games. With a staggering user base of over 440 million and a market value topping \$148 billion, Tencent intends to expand WeChat into travel and financial services, a move that stands to open up plenty of new revenue for the company.

In a mobile games industry where large acquisitions and financial commitments seem to take place almost daily, and where tech giants either regress from their lack of fertile IPs or achieve astronomical success from the purchase of smaller startups, it is important for investors to identify stocks with an untapped upside that mirrors the early stages of today's tech giants. Many of those companies gained their success through the release of software that caught on with the masses through word of mouth and viral marketing. Tapinator, Inc. demonstrates that same kind of promise.

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/>.

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