



THE CONVERGENCE OF MOBILE APPS AND ENTERTAINMENT

Melissa Etheridge on CNBC's Squawkbox with Jane Wells touts mobile game as a way to tap into the mobile app industry for the generation of additional revenues.

SALT LAKE CITY, UT, USA, October 29, 2014 /EINPresswire.com/ -- With yesterday's announcement of its exclusive partnership with HyperPower Game Group and HyperJamz, [Tapinator, Inc. \(TAPM\)](#) joins the ranks of mobile gaming companies looking to secure close affiliations with certain celebrities in order to help promote their games and brands. The obvious idea is to create enormous opportunities at the cross-section of mobile gaming and the entertainment industry.

Tapinator's first mobile game publishing arrangement with HyperPower Game Group's celebrity-focused games starts with the recent release from HyperJamz, Melissa Etheridge's "Take My Number" Phonebook Challenge. On Monday, Melissa Etheridge appeared on CNBC's Squawkbox with Jane Wells to tout the mobile game as a way to tap into the mobile app industry for the generation of additional revenues.

Other celebrities are venturing into the mobile gaming and mobile app universe, with Glu Mobile's (GLUU) well-known "Kim Kardashian: Hollywood" game, in which players download and play for free, but spend real money on "in-app purchases" such as virtual hairstyles and virtual clothes.

Man vs Wild's Bear Grylls teamed up with Imangi Studios to create "Temple Run," in which players sled down hills, drive boats, and BASE jump off mountains, and make in-app purchases of virtual coin packs to provide gameplay advantages.

Snoop Dog appears within "Snoop Dog Cruisin' Los Angeles", a game developed by Sony Online Entertainment, a division of Sony Corporation (SNE), which focuses on the fascinating world of hydraulic pump low-riders.

World Wrestling Entertainment (WWE) teamed with Dwayne "The Rock" Johnson to make "Rockpocalypse," a game in which The Rock is filming a movie and suddenly the cast and crew have turned into zombies.

Academy Award winner Tom Hanks recently joined with tech company Hitcents to create the "Hanx Writer App" made for iPad, which simulates an old-fashioned typewriter experience on a tablet format.

More and more celebrities should be expected to team with mobile game developers and publishers as a way to maximize their public exposure and generate additional, sometimes significant, revenues.

The mobile app industry is seeing the celebrity relationship as an extraordinary marketing advantage to climb up to the top of the app charts.

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