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The first game on a mobile phone was a Tetris game way back in 1994. Three years later Nokia launched the very successful â€˜Snake-Gameâ€™ in 1997 which was an instant hit. Snake and its derivations has since become one of the most-played video games and is found on more than 350 million devices worldwide. Itâ€™s a simple game and such fun to play that even today it has fans scratching the screens and having fun. With increase in mobile gaming popularity, Nokia introduced the N-Gage, a handheld dedicated gaming device plus mobile phone but it didnâ€™t see much success due to high internet data charges in '90s. The surge of casual gamers in last two decades has forced the phone manufacturers and programmers to add casual games to their mobile devices.

Casual gaming is a relaxed and laid-back style of gaming. Itâ€™s a simple entertaining gaming aimed at a bunch of casual players. It can have any type of game play, and fits in any genus. It is renowned by their simple rules and lack of dedication required in contrast to more complex core games. It needs no enduring time-commitment or special skills to play, and there are relatively low on creation and delivery costs for the mobile application developer. These games can be developed to execute on a PC and/or smart-phones.

In June 2007 apple unveiled iPhone based on iOS and in Nov. 2007 Google launched Android OS for mobile devices and smart-phones. It was not only revolutionary for music and internet but for mobile gaming also. The mobile application development now also included development of games-casual games. Handheld gaming, motivated by the in-expensive games for the Apple iOS and Google Android platforms, continued to take larger lumps of game revenue. The emergence of casual games as mobile applications continued and grew to such extent that gaming big guns like Nintendo and Sony had to share the market with Apple and Android.

More than 30,000 games have been released in the iPhone App Store since its launch in July 2008, since then the quality of the work has been unparalleled and innovation has stepped up. Various genres of mobile games are available at the different app-stores that include action, racing and sports, edutainment, arcade, role-playing, gambling, lifestyle, strategy games and many more casual games. The mobile application development now also consists of developersâ€™ community that targets smart-phone gamers

Casual gaming demographics also vary greatly from those of traditional computer games, younger consumers spend a lot more time, but older consumers spend a lot more money, as the typical casual gamer is older and more predominantly female, with most of those purchasing casual games were women. Thirty-one percent of that app time is devoted to games and 31 percent is devoted to social networking apps. Together, smart-phone owners spend nearly two-thirds of their daily smart-phone app time socializing or gaming according to a report by flurry.

Games have led usage on mobile in the times gone by. If you look on iOSâ€™ top grossing charts, itâ€™s still almost all games in the Top 25. The fall of 2011 saw a peak in downloads of games-app especially on the iPhone and android platforms. But the fact that the social networking category disturbed a 40-month streak by the gaming category as the top app activity proves that the games-app is approaching saturation in the mobile applications segment.

Flurry vice president Peter Farago wrote, "As game demand may be hitting its saturation point, consumers are also discovering other apps, namely Social Networking. The rise of Social Networking apps also signals the end of the era of gaming dominance within mobile apps. While the free-to-play business model performs extremely well, enabled by in-app-purchases, it does so

primarily for simulation games, a sub-genre of the total games category," thus the current trends show that social networking will dominate the mobile application development field, at least for some time ahead.

Spymek software pvt ltd is developing games for smart phones from last 3 years and has expertise on games development. If planning to make your idea into game , please contact us for further details at www.spymek.com

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