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X-Factor screenshot
Namco Bandai

['The X Factor 2008 - The Mobile Game' Announced](#)

Licensed by Namco Bandai

[Namco Bandai](#) recently announced the launch of "The X Factor 2008 - The Mobile Game," a brand new game based on the award-winning entertainment show, which gives mobile subscribers the chance to test out their own star credentials on the move.

Available immediately across all major UK operators, including Vodafone, O2, T-Mobile and Orange, the new game continues the growing trend for hands-on interactive titles that target a wider audience base of casual gamers. The format has been licensed by FremantleMedia Enterprises' Licensing division to [Namco](#) Bandai.

Following the start of the latest The X Factor television series on ITV1, the game allows aspiring performers to create and guide their character avatar through each stage of the show, perform in various mini-games and choose how to use their free time to reach their ultimate dream, that of reaching musical stardom. As players fight to launch a single and get to number one in the charts, the story is conveyed with magazine articles, [SMS](#) messages from relatives and friends, as well as fan comments and feedback throughout the competition.

Barry O'Neill, president of Namco [Bandai](#) Networks Europe, commented: "The X Factor is in many ways a national institution, giving us the opportunity to target a younger generation of mobile gamer. With more and more people playing casual games on traditional and handheld games consoles, we need to continue to drive users to the mobile platform which offers equally enjoyable experiences but with great convenience."

"Mobile games based on blockbuster shows are proven sellers in every country, representing an exciting opportunity that supports our strategy of developing relevant, engaging content for all users." he added.

With the launch of "The X Factor 2008 - The Mobile Game," Namco Bandai is looking to target a new generation of mobile [gamers](#) that are not traditionally drawn to gaming-on-the-go with an interactive role-play-based experience.