Kobiton supports test automation, which allows the enterprise company to save time and effort in manual testing. Automated testing can run repetitive tasks faster and more accurately, freeing up time for the testers to focus on more important tasks.

Using Kobiton for mobile application testing is a favorable option for entertainment and gaming enterprises:

- **Real Device Testing**: Kobiton provides access to a large pool of real devices, allowing the entertainment and gaming enterprise company to test their application on the devices that their customers are using. This helps ensure that the application works seamlessly on different device models and operating systems.

- **Automation**: Kobiton supports test automation, which allows the enterprise company to save time and effort in manual testing. Automated testing can run repetitive tasks faster and more accurately, freeing up time for the testers to focus on more important tasks.

- **Integration**: Kobiton integrates with popular tools like Jira, Jenkins, and more, making it easier for the enterprise company to integrate their testing process into their existing workflow.

- **Live Device Interaction**: Kobiton offers live device interaction, allowing testers to see the results of their actions in real-time. This is particularly useful for debugging and troubleshooting issues during the testing process.

- **Real-Time Results**: Kobiton provides real-time results, allowing the entertainment and gaming enterprise company to quickly see the results of their tests and make necessary changes. This helps speed up the testing process and reduce the time to market for their mobile application.

- **User Experience**: The entertainment and gaming industry is highly competitive, and a high-quality user experience is crucial for retaining customers and attracting new ones. Using Kobiton to test their mobile application helps the enterprise company ensure a positive user experience for their customers.

Kobiton provides the entertainment and gaming enterprise company with a comprehensive and efficient solution for testing their application on real devices, automating repetitive tasks, integrating with their existing tools, and getting real-time results.