



**Mobile  
Entertainment  
Forum**

The Voice of Mobile Entertainment

## Press Release

# **MEF Celebrates Year of Phenomenal Growth *New Board and New Initiatives Announced***

**London, 27 June 2005** - The Mobile Entertainment Forum (MEF) has announced its new global Board following its annual general meeting on 14 June in central London. At the meeting, five members were elected to the Board of 11 representatives, and the review of the year highlighted a period of incredible growth in membership\* and influence for the organisation. With membership now exceeding 80 companies, the widening reach of MEF confirms its importance as the voice of mobile entertainment throughout the world.

The new MEF Global Board is as follows:

Gilles Babinet	Musiwave, Chairman
Andrew Bud	mBlox, Executive Chairman
Charlie Carrington	Vodafone Group Services, Head of Industry Development
Ted Cohen	EMI Recorded Music, SVP Digital Develop't & Distribution
Gerard Grech	Orange Group, Head of Music & Video
Sissel Henriette Larsen	Beep Science, Marketing Director
Patrick Parodi	Alcatel, Head of Mobile Video & Music
Claudia Pöpperl	Qpass, Marketing Director
Stefan Rust	Sun, Director Corporate Development, Wireless
Ralph Simon	Entriq Inc, Strategic Advisor
Dietrich Ulmer	Siemens Acceleration in Communications, CEO & President

Stefan Rust was appointed to the Board as Interim Chair of the MEF Asia local chapter. The newly appointed Board also voted to re-elect Patrick Parodi as Chair of MEF and Andrew Bud and Claudia Pöpperl as co-Vice Chairs.

In addition, the Chairman announced the appointment of Rimma Perelmuter to the position of MEF Executive Director, in recognition of her achievements to date in helping drive MEF's growth and her expanded role in managing the organisation.

*\* (for list of new members see notes)*

“In the last twelve months, MEF’s influence has grown enormously. We’ve witnessed the significant impact of our industry-wide initiatives ranging from the localization of our official ringtone chart in Germany to the establishment of an industry-endorsed subscription services code of conduct,” says re-elected MEF Chair, Patrick Parodi.

“Last week also confirmed MEF’s central role in bringing the industry together and applauding its impressive achievements. With a record 1,100 delegates (up 40% from last year) and 76 exhibitors, Mobile Entertainment Market (MEM) – featuring the prestigious MEF Awards – showcased the industry’s dynamism and innovation. Even more gratifying is the growth in our membership. During the last 12 months MEF’s membership has increased by almost two thirds to over 80 companies and now includes broad representation from all sectors of the mobile entertainment value-chain including key mobile operators, venture capitalists, media companies, all the major record labels and even direct to consumer retailers. We’ve also widened our regional activities through an expanded Americas Board and the creation of an interim Asia branch, with supporting Secretariats in LA and Hong Kong. I look forward to working with the Board to help the industry realise its full revenue potential and further deepen our links within the entertainment sector,” concludes Parodi.

**MEF Initiatives** launched during 2004/5 include: Communities Initiative, DRM Initiative, Subscription Services Code of Conduct and German Ringtone Chart launch.

Key new initiatives in 2005/2006:

Content Portability Initiative – to recommend a best practice guide for music and games content owners and resellers that enables consumers to transfer or retrieve purchased content when a device is lost or replaced.

Mobile Education Initiative – establishes a panel of expert speakers to proactively educate company executives about the mobile entertainment sector, targeting key areas of the entertainment business.

## About the Mobile Entertainment Forum (MEF)

MEF is a global trade association representing all participants in the mobile entertainment value chain, including operators, content providers and ASPs, interested in driving the industry's evolution and commercial potential through collaboration, consultation and promotional activities. MEF is committed to reducing the barriers to entry into the innovative mobile entertainment market, thereby encouraging entry by new businesses and increasing competition and growth to the benefit of all industry players and consumers. MEF's main goals are to promote the development of the mobile entertainment industry, build awareness for the industry and facilitate the development of commercial standards and best practice for mobile entertainment.

For more information and a full list of members please visit: [www.m-e-f.org](http://www.m-e-f.org)

**MEF's Asia's first annual event is MEM Asia, taking place on 9-10 November 2005 in Singapore. For more details go to: [www.memasia.com](http://www.memasia.com)**

### Contacts:

If you would like to interview a MEF Board Member, a MEF expert, or have any other information requirements, please get in touch with David Bramley at Platform ([david@platformpr.com](mailto:david@platformpr.com)) or Rosie France ([rosie@platformpr.com](mailto:rosie@platformpr.com)), +44 (0)20 8964 9149.

For **MEF Americas**, contact:

Agnes Gomes-Koizumi ([agnes@m-e-f.org](mailto:agnes@m-e-f.org)) on (m) +1 323 206 1705

For **MEF Asia**, contact:

Lily Yam ([lily@m-e-f.org](mailto:lily@m-e-f.org)) on (m) +852 9305 6268

### New members since AGM 2004

AG Interactive	Materna Information & Communications
Arvato Mobile	Medialive
Best Buy	Melodeo
Countdown Media	MoMedia International
Digital World Services	Monstermob
DX3 Technologies	Que Pasa
Embience	Sanctuary
Entriq	Siemens Acceleration in Communications
Ericsson	Sony BMG
Glu Mobile	Sony Net Services
I-Deal	United Fun Traders
Info2cell	Verisign
Intent Media-Mobile Entertainment	Victoria Real
Jamba!	Warner Music Group
Jumbuck Entertainment	Wireless Information Network
Lucent Technologies	Zandan