

Mobile Entertainment Forum announces the formation of new Mobile Community Initiative

Submitted by: Brands2Life

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Mobile Industry Body launches initiative to drive mobile communities forward

May 12 2003, London - The Mobile Entertainment Forum (MEF), the global trade association for the mobile entertainment industry, today announced the formation of a new initiative to drive mobile communities forward and deliver significant benefit to content developers, publishers, portals and mobile network operators.

Mobile communities provide users with the ability to communicate with others through applications or services available through their mobile phones. The provision of community services - chat rooms, high score tables etc. gives users a more rewarding experience, provides more long-term appeal and promotes greater loyalty within the user base. The online sector has made successful use of community services for several years, and the recent growth in mobile services and demand for greater user ARPU makes the mobile communities initiative a significant new project for the MEF.

Chaired by Cash-U's VP of Strategic Marketing and Content, Graham Thomas, the Community Initiative aims to enable all those in the mobile entertainment value chain to generate additional revenue streams through their involvement in mobile communities. With many companies in the mobile space either active or becoming active in mobile communities, the MEF will give them guidance to ensure best practice across the industry.

It is expected that the initiative will result in recommendations that the MEF can then put forward to its members and to the mobile industry as a whole. Since its inception in 2001, the Mobile Entertainment Forum has driven several industry initiatives including a commercial task force and regulatory initiative for tackling the key challenges impeding the industry's progress and collaborating to identify and resolve the issues key to the future of the mobile entertainment industry.

"We believe it is the right time to take a close look at how the mobile industry can encourage the growth of sustainable mobile communities and generate additional revenue across a range of mobile services," stated Graham Thomas, Chairman of the Community Initiative. "We at Cash-U believe strongly in the value of mobile communities, as proved by the success of text-chat rooms, interactive SMS-voting and online games. We anticipate that the advent of mobile multiplayer gaming, for instance, could see huge opportunities for operators."

Rimma Perelmuter, General Secretary of the MEF, said: "The Community Initiative has been established to maximize the commercial opportunities enabled by the advent of mobile applications. In identifying opportunities for facilitating the growth of mobile communities and current obstacles, the MEF looks to explore the concept of mobile communities as a central revenue-generator for the mobile entertainment industry."

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About the Mobile Entertainment Forum

The Mobile Entertainment Forum (MEF) is an open global trade association representing all participants in the value chain for delivering mobile entertainment services to the end-user. Established in February 2001, the MEF's mission is to provide a vehicle to drive the industry's evolution and commercial potential by identifying and working to resolve the critical issues faced by the industry. The focus of the MEF is to build a successful industry through education, advocacy and outreach to the entertainment and telecommunications industries, government, regulators, investors and analysts.

<<http://www.mobileentertainmentforum.org/>>

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