



The Voice of Mobile Entertainment

Patrick Parodi, MEF Chair

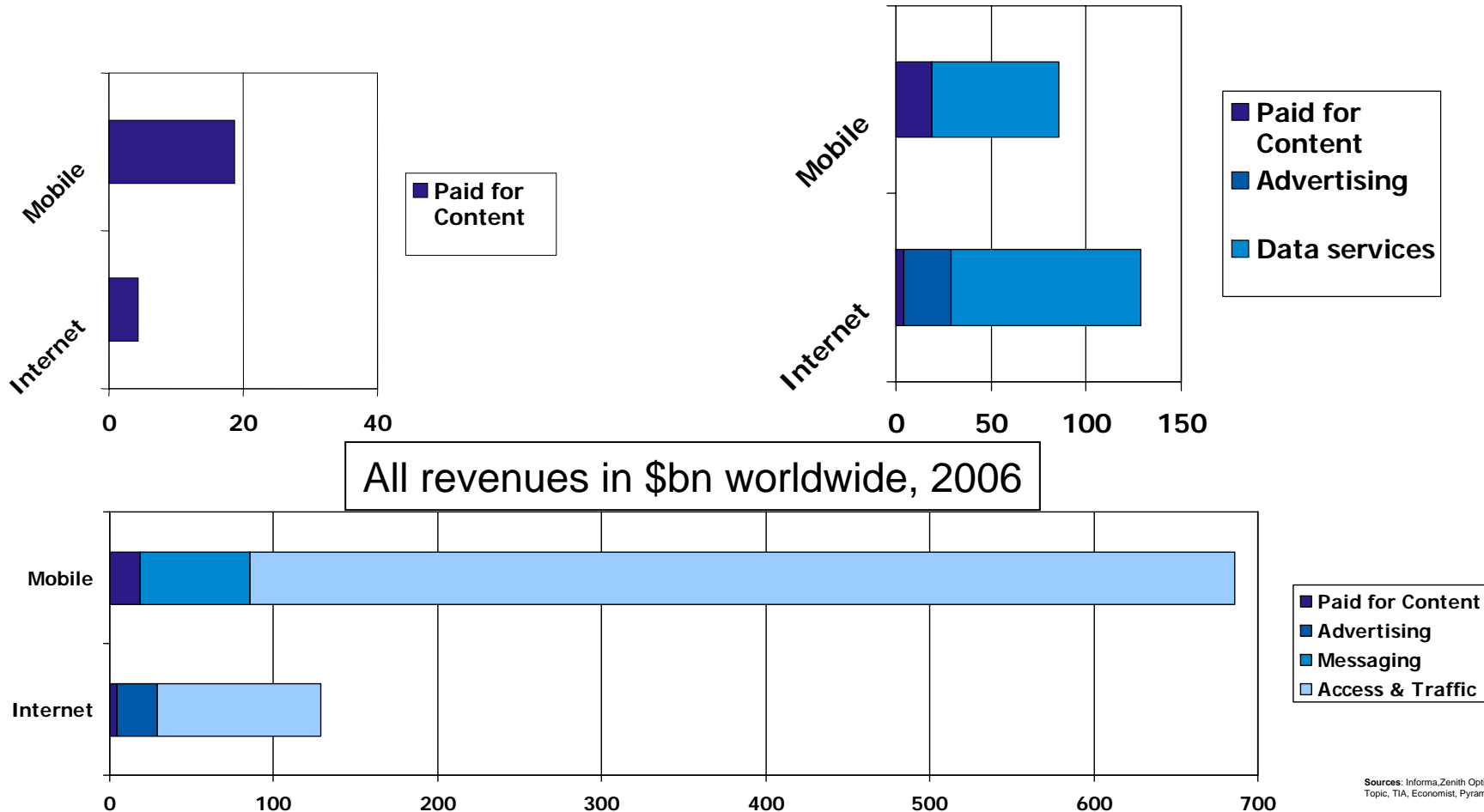
Competitive Platforms

for the Delivery of Digital Content

Genève, CH – 2007/06/14

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Mobile Content Bigger than Internet Content?



Sources: Informa, Zenith Optimedia, Point-Topic, TIA, Economist, Pyramid Research

The state of Mobile Entertainment

Mobile Music is 40% of the Digital Music business

Mobile Games is a \$3B industry

Mobile Video is now available in most major markets over many bearers and many handsets

Still driven by communication and personalization (there are more SMS's sent on a given day in the UK than Google searches are performed worldwide)

Mobile Entertainment is 100% user paid

The voice of Mobile Entertainment to industry,
government and media, globally and locally

Involve Mobile Entertainment stakeholders; to enable
revenue generation & revenue growth

Maximize industry presence and business
development opportunities for member companies

Full Members



Industry Insight & Analysis

A diagram consisting of a central dark blue triangle with the text "MEF Roles" inside. The triangle is positioned between the text "Business Networking" on the left and "Representation & Lobbying" on the right. Above the triangle is the text "Industry Insight & Analysis".

**MEF
Roles**

Business Networking

Representation & Lobbying

MEF Initiatives...

- **Mobile TV:** establishes a strong lobbying arm to address the much-debated mobile impact of the EU TV Without Frontiers Directive
- **Mobile Video Shortcode Harmonisation:** facilitates a standard setting mechanism for harmonisation of content pricing to drive the market for off-portal mobile video content
- **Quality of Service (QoS):** defines best practices and benchmarks QoS for improving the customer experience
- **Search & Discovery Initiative:** defines best practices and benchmarks Mobile Entertainment search for improving content revenues
- **Ad-Funded Mobile Entertainment:** assesses growth opportunities for ad-funded mobile entertainment whilst addressing potential obstacles and highlighting areas for cross-industry co-operation

Regulatory policy

- **European Commission**
 - Handbook on the TVWF Directive to be issued soon
 - Developed Framework on Child safety and mobile phone services
 - Consultation responses on content online in the single market
- **Hong Kong Government**
 - Consultation response on regulation of Mobile TV
- **Turkey**
 - In discussions to help develop Code of Practice for Turkey
- **UK**
 - Responses to ICSTIS consultation on Codes of Practice/funding arrangements/sanctions and governance
 - UK P-TV Framework
- **USA**
 - Launched a Code of Practice for consultation on P-TV
 - Protect a market potentially worth at least \$3billion per year



Thank You!

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