

Notes to Editor

Enquiries:

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About the Mobile Entertainment Forum (MEF):

MEF is a global trade association representing all participants in the mobile entertainment value chain 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 practices for mobile entertainment. For more information, please visit: www.m-e-f.org.

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