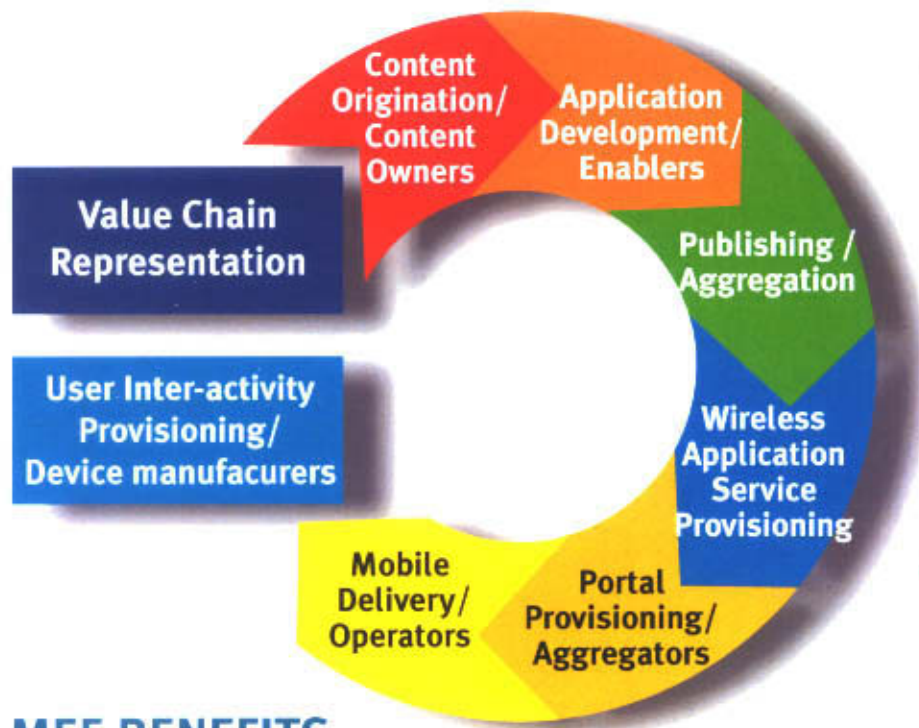




MEF MISSION

MEF is the 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 barriers to entry thereby encouraging growth and working for the benefit of all industry players and consumers.

MEF MEMBERS ARE LEADING REPRESENTATIVES OF THE ENTIRE MOBILE ENTERTAINMENT VALUE CHAIN



JOIN MEF TO

- Anticipate and influence industry developments
- Be a leader in mobile entertainment
- Grow your business and profits

JOIN MEF INITIATIVES

- Regulatory
- Community
- mDRM
- Charts

MEF BENEFITS

- **JOIN THE LEADERS**
 - Gain access to influential players, invitations to exclusive 'members only' events and personalized introductions
 - Apply to represent the industry's most visible lobby
 - Influence the evolution of the industry by running and collaborating on MEF Initiatives
- **INCREASE VISIBILITY AND EXTEND GEOGRAPHICAL REACH**
 - Enjoy speaker alerts to key events, VIP access and discounted rates.
 - Gain cross-promotional opportunities via MEF external communications & the industry's focal website
 - Generate new trade development opportunities through MEF's London based HQ and local chapters in the Americas and Asia
- **BUILD YOUR INTELLIGENCE AND LONG TERM STRATEGY**
 - Gain access to members-only research and industry expertise and benefit from MEF's growing partnerships with leading consultants
 - Benefit from links with MEF's strategic partners (OMA, CTIA and others)
- **PROTECT YOUR INTERESTS**
 - Drive policy-making through MEF initiatives such as Regulatory, mDRM, Communities and Charts

FOR MORE INFORMATION AND TO APPLY, VISIT WWW.M-E-F.ORG