



For entertainment companies, online communities have proven to generate greater interactivity and loyalty between audiences and content, increasing sales, and reducing research and promotion costs. In 2005, the MEF Community Initiative will size the market for community services in Europe and place a value on the sizeable amounts of traffic they generate for mobile networks, hence quantifying their worth in today's terms. Also, it will look at the evolution of communities on mobile end user and content centric in order to assist their growth and discover best practice.

MDRM INITIATIVE

The scope of the MEF mobile DRM initiative is to drive the adoption of open standards for DRM in order to secure the development of a healthy mobile content industry for all players. This initiative's objective is to define best practices and increase awareness of mobile DRM across the value chain, to understand where responsibilities lie for best practice deployments of mobile content delivery and services and to address end-user experience. Our goal is to make DRM an enabler for the growth of the industry and not an obstacle. Over 15 MEF members are currently involved in the DRM initiative including Booze Allen as a consulting contributor. Deliverables include an introductory guide to mobile DRM which serves as a 'handbook' for DRM industry players from across the value chain. A glossary on mDRM will be published spring 2005. In 2005 MEF will also organise a series of DRM training workshops to broaden awareness of DRM issues and opportunities.

MEF CHARTS INITIATIVE

The MEF Charts initiative is aimed at compiling industry data to track consumption of growing mobile content services and applications, with a view to exposing the industry's trends and confirming its value. MEF launched the first ever official ringtone chart in the UK at the end of May 2004 capturing the imagination of the national press, local media and entertainment industry. Significant developments since then have included the creation of a weekly chart, an explosive growth in the number of contributing aggregators and MEF's instrumental role in launching Billboard magazine's own US ringtone chart. In April 2005, the launch of the German Ringtone chart will highlight the dynamism of Europe's largest ringtone market and reaffirm the interests of the mobile and music industries. Further developments for 2005 involve launching the chart into more key European territories, increasing media exposure and facilitating debates for the key players around issues such as music rights, scope and evolution.

N°	Artist	Title
1	Uniting Nations	Out Of Touch
2	Ciara ft Petey Pablo	Goodies
3	Eric Prydz	Call On Me
4	Scissor Sisters	Filthy/Gorgeous
5	The Killers	Someone Told Me
6	Eye Opener	Hungry Eyes
7	TV Theme	Little Britain
8	Dana Rayne	Object Of My Desire
9	Athlete	Wires
10	Chemical Brothers	Galvanize

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