



MEF INITIATIVES

Since its inception, MEF has taken a highly proactive stance in promoting the mobile entertainment industry as an identifiable and significant sector, with specific commercial structures and interests. By bringing together individuals and organisations from all segments of the value chain, the Forum has created a focal point for mobile entertainment leaders to work together to accelerate the growth of a nascent and complex global industry. Initiatives form the basis for the Forum's activities for tackling the key challenges impeding the industry's progress and collaborating to resolve issues key to the future of the mobile entertainment industry and not being addressed effectively elsewhere.

All MEF Full Members may put forward new initiatives aimed at helping the industry to grow.

CURRENT INITIATIVES INCLUDE

REGULATORY INITIATIVE

The MEF Regulatory Initiative is a standing activity aimed at contributing constructively to the development of new laws and regulations affecting the market for mobile entertainment.

MEF believes that good regulation is essential to ensure that consumer confidence is preserved and strengthened.

MEF conducts regular consultations to address critical industry issues. In most cases, an ad-hoc task force agrees upon a position paper, which is submitted to the relevant body and then supported by the MEF Regulatory Head and/or concerned members. In a number of cases, MEF's intervention has ensured that members' business models escaped serious damage whilst retaining consumer confidence. Overall, members have found that their regulatory stance was significantly strengthened by working collaboratively through MEF to achieve an industry-wide position.

Some of MEF's recent regulatory activities have included:

- **UK Premium SMS Subscription Services:** MEF raised the issue proactively and its consultation document became the basis of the UK Code of Conduct adopted by operators and supported by the UK regulator ICSTIS.
- **European E-Money Regulations on Mobile Entertainment:** MEF engaged actively with national financial regulators and the European Commission, and submitted a detailed response to the consultation run by the EU in 2004 - by far the most substantial contribution from the mobile entertainment industry.
- **Regulation of Mobile Content services in the United States:** MEF organised a mission to Washington, to meet with the FCC and FTC, to encourage the development of a cross-industry self-regulatory approach to mobile services.

As the Regulatory Initiative continues to evolve, MEF is working with member companies to learn about and collaborate on legislation in their own or related markets.

COMMUNITY INITIATIVE

The purpose of the Community Initiative is to raise the visibility of community applications within the sphere of mobile entertainment where the primary focus up to now has been on mobile content delivery and surrounding business models. As with the Internet community driven services will play a significant role in driving mobile data revenue. The initiative sees communities in two broad camps: either as end user generated such as blog or chat, or content centric such as artist site. While both of these types of communities have proved very successful in the Internet world, mobile has yet to achieve this. This is despite the unique advantages mobile has i.e. devices are above all communication centric, truly personal, and always their owners.

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