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MOBILE ENTERTAINMENT  
Awards 2005

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**CATEGORY 3:**

**MEF MOBILE CONTENT AWARD 2005**

This award highlights the latest in mobile content applications including video, animation and other forms of original content designed for mobile. They can be either stand-alone or form part of a larger project. Judges will be looking for applications that are helping to drive the take-up of rich media content, and will give particular focus to:

- Compelling content
- Innovation – creative or commercial
- Best use of mobility
- Proven consumer adoption
- Quantifiable business benefits
- Proven success in the market
- Evidence of increasing the success of the mobile entertainment industry

**CATEGORY 4:**

**MEF MOBILE SERVICES AWARD 2005**

This award will showcase the most successful mobile entertainment services in the market. They can form part of a larger project or stand on **their own**. Judges will be looking for mobile entertainment services that are helping to drive usage and maximise ARPU and will give particular focus to:

- Innovation – creative or commercial
- Best use of mobility
- Ease of use
- Quantifiable business benefits
- Proven success in the market
- Evidence of increasing the success of the mobile entertainment industry

**CATEGORY 5:**

**MEF MOBILE INNOVATION AWARD 2005**

This award recognises technological innovation. Judges will be looking for new products, applications, services or patents that are helping to drive the take-up of mobile entertainment. Entrants will need to explain what makes their project, application or service unique in the context of their competition, with particular focus on:

- Outstanding technological innovation
- Demonstrated success in driving take-up of mobile entertainment
- Quantifiable business benefits
- Proven success in the market
- Evidence of increasing the success of the mobile entertainment industry

**IF YOU HAVE ANY QUERIES REGARDING  
YOUR SUBMISSION**

please contact the MEF Secretariat  
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**FOR SPONSORSHIP OPPORTUNITIES**

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