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**Mobile
Entertainment
Forum**

CTIA and MEF Join Forces To Advance Mobile Entertainment Services

WASHINGTON, DC & LONDON – With analysts forecasting the mobile entertainment market will generate billions in revenues within the next 5 years, it comes as no surprise that the leading wireless and mobile content associations have joined forces in an effort to foster the development of mobile entertainment. At the MIDEM mobile music conference in Cannes, France, CTIA-The Wireless Association™ and the Mobile Entertainment Forum (MEF) announced their organizations have formed a partnership dedicated to the promotion of mobile entertainment content and services.

"CTIA is thrilled to be a part of this important partnership with the Mobile Entertainment Forum. With wireless technology serving as the ground-breaking, new outlet for entertainment products and services, industry and consumers alike are realizing the mobile content possibilities are endless," said Steve Largent, President & CEO of CTIA. "We look forward to working with MEF to ensure wireless continues as the standard channel for mobile entertainment success and opportunity, breaking through to the mainstream and capturing the interest of both consumers and brand owners alike."

According to Patrick Parodi, Chairman of the Mobile Entertainment Forum, "Revenues from mobile entertainment are growing exponentially in all major markets. On a global basis, ringtones, ringbacks, java games, mastertones, music downloads and video streaming now generate more revenue than all forms of content accessed over the internet. This proven level of paid-for-consumption, together with the increasing importance of mobility, establishes mobile entertainment as a key revenue source for all forms of digital media. This phenomenon has had a profound impact on the business models for both telecommunications and entertainment industries. It is therefore a natural fit for MEF to join forces with CTIA, to help advance mobile entertainment services and raise awareness of its challenges and opportunities, while campaigning for its interests and tackling the core economic, political and cultural issues critical to its long-term success."

Through this partnership, CTIA and MEF will work together to monitor and support the emerging trends of the thriving mobile entertainment industry. The organizations plan to collaborate on efforts advancing mobile entertainment content and services, including a possible series of conferences, seminars and workshops educating wireless industry executives, policymakers and consumers on the endless mobile entertainment opportunities.

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