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PRESS RELEASE

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# MEF Announces Launch of Official German Ringtone Chart

*Authoritative top twenty ringtone chart for Europe's largest ringtone market*

**LONDON, 24 January 2005:** Following the overwhelming success of the first official ringtone chart (launched in the UK in June 2004), MEF is now planning to roll out the chart in Germany, with other European territories to follow. The first German ringtone chart, reflecting all ringtone formats, is expected to be published by Musikwoche, the German music industry's weekly trade magazine, in April 2005.

The German ringtone market is a significant revenue generator for the mobile music sector and was estimated to be worth \$239.8 million in 2004, accounting for 17% of total European ringtone sales (figures from Informa Telecoms & Media Mobile Music Report 2004). According to market research firm GfK, at least 6% of overall music industry revenues in Germany came from ringtone sales last year.

The German chart initiative has been driven by ucp morgen; MEF member and a leading provider for mobile content delivery platforms. MEF is currently preparing agreements with a number of the largest ringtone aggregators in the German market to contribute to the chart.

Claudia Poepperl, Head of Business Development Europe, ucp morgen, and MEF board director chairing the German chart initiative, commented: "With the highest ringtone sales in Europe, it is vital that Germany has its own authoritative ringtone chart. MEF is best placed to make this a reality since it is the recognised global trade organisation for the mobile entertainment industry. We're delighted that the key b2b newsweekly for the German music industry, Musikwoche, will be the first to publish the official German ringtone chart as a catalyst for broadening the chart's reach."

David Simmons, Chairman of Songseekers and chair of the UK ringtone chart initiative stated: "The launch of the MEF Official UK Ringtone chart created a huge amount of favourable publicity for the mobile music industry and the chart is now featured on websites, local radio and national networked television. The German launch will underline the importance of this dynamic sector and help us gain a better understanding of the European ringtone market and bring together the mutual interests of the mobile and music industries."

Manfred Gillig, Musikwoche's Editor-in-Chief added: "Musikwoche was the first publication in Germany to devote significant resources to monitoring developments in the ringtone sector. We are very glad that our pioneering efforts will now reach a new dimension, thanks to MEF's official German ringtone chart. We know that tracking trends in the ringtone market provides invaluable additional analysis for our readership."

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