

Notes to Editor

Enquiries:

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About the Mobile Entertainment Forum (MEF):

MEF is a global trade association representing all participants in the mobile entertainment value chain, interested in driving the industry's evolution and commercial potential through collaboration, consultation and promotional activities. MEF is committed to reducing the barriers to entry into the innovative mobile entertainment market, thereby encouraging entry by new businesses, and increasing competition and growth to the benefit of all industry players and consumers. MEF's main goals are to promote the development of the mobile entertainment industry, build awareness for the industry, and facilitate the development of commercial standards and best practices for mobile entertainment. For more information, please visit: www.m-e-f.org.

The MEF Official UK Ringtone Chart was devised and launched in June 2004 with data collated by KPMG, the business advisory firm. This was the first chart in the world to be compiled from confidential data provided by the leading ringtone licensees. The chart is licensed via the Official UK Charts Company to media outlets including Galaxy Radio and The Orange Playlist programme (broadcast by ITV). The UK chart is also featured in industry trade publications Music Week and Mobile Media. In the US, MEF was instrumental in creating Billboard's first ever ringtone chart which was launched in November 2004.

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