



Meffys awards shortlist highlights maturing mobile entertainment market

- Applications from 21 countries across four continents underlines international perspective
- New Quality of Experience Award judged by consumer panels
- Meffys to be hosted by TV presenter and Gadget Show guru Suzi Perry

17 April 2008 – The Mobile Entertainment Forum (MEF) today announced the shortlist for the 2008 Meffys, with this year's entries revealing a true global diversity. Submissions have poured in from more than 20 countries spanning four continents, with the category of Technology Innovation attracting the most entries. This was followed closely by the category for Marketing Campaign and Content (see below for shortlist).

Now in their fifth year, the industry's most coveted prizes are independently judged by national media and leading trade journalists and analysts (see list of publications below). The entries for the newly introduced Meffys Quality of Experience Award faced an even sterner test and were put through their paces by consumer focus groups, carefully selected by CADinteractive, an agency specialising in usability testing.

Rimma Perelmuter, MEF Executive Director, said: "This year's shortlist provides an excellent snapshot of this cutting-edge industry and an insight into what we can expect in the near future. The 2008 Meffys nominees focused on providing analytics, addressing usability concerns and tackling merchandising and pricing issues, which all goes to prove that the mobile entertainment industry is maturing. The stage is now set for an exciting awards show in Cannes appropriately timed to precede the world famous Cannes Film Festival."

This year the Meffys, brought to you in association with Nokia for the second year running, will be hosted by the popular TV presenter and Gadget Show guru Suzi Perry. The winners will be unveiled at a special gala dinner in Cannes at the



InterContinental Carlton hotel on 8 May during MEF's official annual event MeM (www.mem08.com).

The Meffys are supported by an impressive array of media partners covering the mobile, entertainment and advertising industries (see notes below).

Meffys 2008 Shortlist

The Games Award

Hands-On Mobile – "World Poker Tour: Texas Hold 'Em 2"
Konami Digital Entertainment – "Metal Gear Solid Mobile"
Konami Digital Entertainment – "Pro Evolution Soccer 2008"
Nokia – "Hooked on: Creatures of the Deep"
Player X – "Hollywood Hospital"

The Music Service Award

Gracenote – "Gracenote Mobile Music Platform"
mBlox & Myxer – "Myxer Mobile Music"
Omnifone – "Vodafone MusicStation"
Shazam – "Shazam iD"
Sony Ericsson Mobile Communications – "TrackID"

The Artist Campaign Award

Absolute Marketing & Distribution – "Wet Wet Wet SMS Pre-order Campaign"
Mozes – "Rascal Flatts Mobile Campaign"
Parlophone & New Visions – "Kylie Konnect"
RCA Music Group – "Cassidy B.A.R.S. Campaign"
Telenor – "Bigbang Fan Blog"

The TV & Video Service Award

Clippz – "Clippz.com"
inLive Interactive – "Interactive Mass Participation"
Rhythm NewMedia and 3UK – "Free Video on 3UK"
Rubberduck Media Lab – "Studio 1: Mobile TV Platform"
Vantrix – "Ad-Supported Video Weather Forecasts"

The Technology Innovation Award

Bango – "Bango Analytics"
Kyte – "Kyte"
MMCast – "MMCast"
Qualcomm MEMS Technologies – "mirasol™ displays"
Zeemote® – "Zeemote JS1 Controller"



The Content Award

BBH – "Cippi's Trump Selecta!"
Fun Little Movies – "Fun Little Movies Channel"
MTV Networks International – "Digital Originals"
Orange Israel and Donna Productions – "Undercover"
Yam – "Quasi TG"

The Communities & UGC Award

Dada – "Dada.net, Powered by Me"
Flirtomatic – "Flirtomatic"
Gofresh – "itsmy.com"
Juice Wireless – "JuiceCaster"
UTEL – "Fotochat"

The Search & Discovery Award

AquaMobile – "Clic2C"
Gracernote – "Gracernote Mobile Music Platform"
JumpTap – "SmartComponents"
kannuu – "kannuu"
MCN – "Yahoo! Mobile Japan DigiCon Search"

The Marketing Campaign Award

BBH – "Cippi's Trump Selecta!"
BBH – "Lynx Get In There"
Orange – "Frank TV"
Orange – "Wannabe Wicked"
Que Pasa Communications – "V Festival Cross Platform Project"

The Handset Application Award

fring – "fring"
Handmark – "Pocket Express"
Juice Wireless – "JuiceCaster"
MMCast – "MMCast"
Picsel Technologies – "Picsel CUI Browser"

Quality of Experience Award

News International – "Times Mobile"
NXP Software – "SportsDJ"
Picsel – "ePAGE/File Viewer"
Surfkitchen – "Cincinnati Bell 'My Phone'"
Zeemote® – "Zeemote JS1 Controller"



Off Deck Services Award

Dada – “Dada.net for Web & Mobile”
Hungama Mobile – “FTV”
mywaves – “mywaves”
Refresh Mobile – “Mippin”
Thumbplay – “Thumbplay”

The Emerging Markets Award

CelTel/Zain & Inmobia Mobile Technology – “Rock Your World!”
Geodesic – “Mundu Radio: Comprehensive Internet Radio Solution”
IMImobile – “IMImobile UnIspace”
Tata Indicom & Opera Software – “Opera Mini for Low Cost Handsets”
Telenor Serbia – “Telenor WAP Portal Project”

The Innovative Business Model Award

Amobee – “Amobee Media Systems”
MMCast – “MMCast”
Nokia – “N-Gage First Access”
Reitek & Comdata – “Fiat Multi-channel Customer Caring”
Yam – “Quasi TG”

The Handset Award

Motorola – “MOTO Z10”
Nokia – “N95 8GB”
Samsung Electronics – “Soul SGH-U900”
Sony Ericsson Italy – “Sony Ericsson W910i”

The Operator Award

3 UK – “3 UK”
Orange – “Orange”
T-Mobile International – “T-Mobile’s web’n’walk 3.0”

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Notes

About Mobile Entertainment Forum (MEF)

MEF exists to represent the interests of its global membership across the mobile entertainment value chain. Our goals are to build awareness, create business development opportunities and facilitate the development of commercial guidelines and best practices to promote a healthy and profitable industry.



With global headquarters in London, a Hollywood-based Americas secretariat, an Asian chapter in Hong Kong and the newly established Europe branch, MEF's network of members represents a veritable 'Who's Who' of mobile entertainment businesses and entrepreneurs. For more information and a full list of members please visit: www.m-e-f.org.

Media Partners

Supporters cover the mobile, entertainment and advertising industries in US, Europe and Asia: ADMIN Ltd, Charged, Fierce Mobile Content, Future Media, GoMo News, MobiAdNetwork, MoCoNews, Mobile Entertainment, Mobile Mondays (Italy, London), Monty's Gaming and Wireless Outlook, NMA, PocketGamer and Wireless Watch Japan.

Meffys 2008 Judges

A special thank you to all who took part in our judging sessions representing the following publications:

Analysis, Billboard, CCS Insight, Daily Telegraph, DN Capital, Frukt, GoMo News, The Guardian, IDC, Informa, iGizmo, Independent, M:Metrics, Media Week, MobiAdNews, Marketing, Marketing Week, Mobile Entertainment, Mobile Marketing, MusicAlly, NMA, Ovum, PocketGamer, Record of the Day, Strategy Analytics, Strategy Eye, Sunday Times, T3 and Trusted Reviews.