



The Global Voice of Mobile Entertainment

Developing Best Practices for Content Sales Reporting Initiative

MEF Draft Template Consultation

September 2008

Introduction to 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.

MEF has 160 members spanning the whole range of mobile entertainment activities including the music, film, TV and video companies who create and package content; the publishers, retailers, service providers and technologists who sell and deliver it; and the network operators who get it to your mobile phone.

MEF also has chapters in the Americas, Asia, and EMEA, providing local member benefits and representation through via involvement in initiatives, workshops and consultations.¹

Introduction to the Content Sales Reporting Initiative

The mobile entertainment industry is currently hampered by a wide range of formats in reporting mobile content sales, their associated metadata and consumer activity.

The content sales initiative addresses the need for standardised expectations and the establishment of best practices in reporting content sales.

This is a Global initiative with reporting being a requirement regardless of region and types of mobile content (music, video, games, personalisation, information, etc.).

The CSR Initiative has benefited from extensive consultation with industry representatives around the world including dedicated in meetings in the US (MEFCON, CTIA), Singapore (CommunicAsia) and in Europe (Mobile World Congress, MEM). Companies involved have included Sony Pictures, Orange, Turkcell, Syniverse, Cvidya, Mblox, Publicis, Microsoft and Warner music.

Results of Our Industry Survey

MEF conducted a global survey aimed at identifying the issues and published those results at Mobile World Congress in February 2008. In summary, we found that:

- The mobile entertainment industry is throwing away up to 10% of its gross revenue due to inconsistent and inaccurate content sales reporting.

¹ For more details, please visit www.m-e-f.org.

- An overwhelming 93% of industry members surveyed across the mobile ecosystem believe accurate content sales reporting is critical to the long-term success of the industry.
- 50% of respondents said they receive up to 50 different types of reports, and this confusion is exacerbated by the fact that there is no clear reporting line within the value chain.
- Further to this, 42% said their reports are not accurate. Most respondents cited loss of revenue, wasted resources and reduced investment in mobile content as common results from poor content reporting.
- The challenge is to identify meaningful common ground between all the different parties involved and their individual needs. For example, when asked how often they would like to receive reports, 37% of respondents said they want real time statistics, 15% want daily and 22% wanted weekly and monthly.

Good Practice, Not Technical Standards

MEF is not a technical standard-setting body. We have historically worked with other organizations that develop technical standards but, on the whole, we tend to concentrate on using our impartiality to ensure maximum participation of the industry and agree on practical standards for implementation.

As part of our work on CSR, we have been approached by a number of technical standards bodies – DDEX, ISAN and the TMForum, to name a few to work with us. We welcome all collaborations that might help ensure that the issues surrounding CSR are lessened and, ultimately, eradicated altogether.

There are a number of companies that currently provide CSR for the rights/content owners. Our work is designed to sit alongside their business model – not compete with it. MEF will not be providing the content sales reports – they will remain the business models of companies that specialize in providing them.

This Consultation

MEF has been asked to draft a content sales reporting template which can be used by both rights/content owners and networks/wireless carriers alike in an attempt to simplify the process, promote good practice and manage expectations.

Attached to this document is a draft template for comment. It has been compiled using all the information provided to MEF from members². The consultation will be discussed at a number of global events before being finalized and adopted at Mobile World Congress in 2009.

² Minutes for previous meetings and original consultation results can be found at www.m-e-f.org

Specific Questions

We would value your input on the following areas:

1. Do the templates contain all the requirements you would deem necessary for good content sales reporting?
 - a. Are there any fields that need to be added?
 - b. Are there any fields that can be removed?
2. Do we require a different template for each mobile content type?
 - a. Is a generic template aimed at promoting good practice more useful than individual reports?
3. Does the template need to indicate requests for refunds or refunds made by the wireless carrier?
 - a. If so, are the fields provided adequate to record the information?
 - b. If not, where should requests for refunds, or refunds made, be recorded?
4. How can the template accurately reflect content paid for by the customer but not physically received by them?
 - a. Should it record this information?
 - b. Is this information easily identifiable?
 - c. If not, where should this information be made available to the rights/content owner?
5. How can the template accurately reflect content received by the customer but mistakenly not billed for by the wireless carrier?
 - a. Should it record this information?
 - b. Is this information easily identifiable?
 - c. How would such an issue be resolved in practice?
 - d. If the template should not contain this field, where should this information be made available to the rights/content owner?
6. Is content 'sold' either as part of a deal or promotion, or even provided for free, as easy to report on as content sold?
 - a. If not, how can this be recorded?
7. In relation to the frequency of reporting, it has previously been suggested that basic reporting should be provided on a weekly basis. Do you still agree with this?
8. What do you believe is the best way to implement the templates?

In order to provide your comments, please email Suhail@m-e-f.org.



DRAFT Mobile Content Sales Reporting Template

Weekly Content Sales Report

Content Type	Mobile Music - Full Track Downloads
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Reporting period	
Country/Territory	
Currency	

Artist Name	Title of track or download	Product ID Number	Distributor	Date of Sale	Retail Price	Net Effective Price	Deal/Promo Code	Sold as Subscription	Quantity Sold	Gross Revenue generated	Taxes, customs fees to be applied	Total Royalties Due	Royalty Paid to Licensor
Totals													