

Taking the initiative

Join the industry leaders and shape the future of the mobile entertainment industry



Latest MEF activities

Visit m-e-f.org/initiatives for more of the latest initiatives, market intelligence, industry headlines, key events listings and member activities.

Smart Pipe Enablers Initiative | Transforming Network operators into Smart Pipes

One of the enduring debates in the mobile industry has been whether wireless carriers are destined to become “dumb pipes”, carrying – but not sharing in – the value of mobile entertainment OR whether they become “smart pipes”, where they add value and earn revenue by providing services to the content industry in return for money.

Smart pipe enabling services will be of fundamental importance to the mobile entertainment industry, because they determine the quality of the user experience the industry can offer its consumers. The MEF Initiative has the overarching objective of promoting the most rapid implementation of a coherent, profitable and workable model for smart pipe enabling services, to the benefit of the entire mobile entertainment industry.

The initiative is being led by mBlox, the BBC, O2 Telefonica and Vodafone and will provide a key forum for content owners and application developers to articulate and communicate their functional, technical and commercial requirements. MEF has teamed up with Accenture to deliver the Smart Pipe Enablers Initiative.

MEF Business Confidence Index | Providing insight & revealing industry trends

The MEF BCI, compiled in conjunction with KPMG, is the first of its kind and is undertaken to gauge the confidence of the mobile entertainment industry and to highlight specific trends. The BCI surveys MEF members across the globe representing the entire mobile entertainment value chain.

Launched in December 2008, the first results were announced to considerable media interest at Mobile World Congress in February 2008. The survey provided some strong insights into the bullish sentiment of our industry, with the following key findings:

- 27% revenue growth predicted across ME industry
- Only 12% of respondents predicted a decrease in headcount in Q1 2009
- China and Central & South America seen as strong regions for revenue growth – in excess of 50% predicted for each
- Considerable optimism that Social Networking, Games, Music and Infotainment will deliver growth

The survey will be conducted on an ongoing quarterly basis with the second results and first trend details revealed at MeM '09. MEF Members receive a full report giving comprehensive information and comment on each question.

MEF Policy and Regulatory Activities | Moving forward effective industry guidelines to grow a vibrant mobile entertainment industry

This ongoing activity looks at the development of new and existing regulations affecting the market for mobile entertainment services.

MEF EMEA Regulatory Committee | Protecting member interests

The Committee has now been established to consider, discuss and respond to the increasing regulatory burdens imposed by legislation on the mobile entertainment ecosystem. Comprising of over 30 MEF companies, the committee will meet every 6 weeks by conference call to provide a platform for education, discussion of specific regulations and to produce consensus responses.

Examples of Regulatory Briefing Documents Produced With Denton Wilde Sapte, MEF has produced briefing notes for MEF members on:

- The EU Telecoms Reform Package
- The EU Unfair Commercial Practices Directive
- The EU Audiovisual Media Services Directive
- The UK PpP Consultation on Mobile PRS

The Global Voice of Mobile Entertainment

Regulatory Initiative

MEF has established itself as the key voice for the mobile entertainment industry to regulators such as the European Commission for ensuring continued growth and innovation.

- The Byron Review
- The CAP/BCAP Code consultation

Examples of consultation responses written representing member interests:

- CAP/BCAP Codes of practice
- PpP Draft Activity Plan and Budget (2008/09)
- Consultation on the Byron Review Findings
- PpP Mobile PRS Review

Mobile Sweepstakes and Promotions Initiative | First ever interactive online resource for sweepstakes

Mobile sweepstakes comprise a giant business worldwide, but growth has been stunted by inconsistent and conflicting laws and procedures. MEF Member MasurLaw has created the Mobile Sweepstakes Rules Map Series: a series of interactive maps which summarize what is required to launch a sweepstakes or promotion in each Americas territory. Similar maps covering Canada, Brazil and Mexico researched by leading firms in these regions are slated for release later this year.

Ad-Funded Mobile Entertainment (AFME) Initiative | Exploring potential of new business models

AFME presents an exciting opportunity to promote a wealth of mobile entertainment services to consumers. MEF has published its members-only Reports (written by independent analyst Direct2 Mobile) containing unique statistics outlining mobile entertainment forecasts with service breakdowns. The Reports define and contextualise AFME for the UK, USA, India, Southeast Asia, France and Italy.

Quality of User Experience Initiative | Improving the consumer experience

Poor Quality of Experience can damage customer loyalty and has a financial impact on the growth and continued usage of mobile multimedia services. MEF authored the mobile section of KPMG's Consumers and Convergence annual survey, providing a unique insight into the habits and the quality of the user experience for over 4000 consumers in 19 countries worldwide. Global key findings include:

- 3 in 10 consumers have purchased one full track music download in the last 12 months
- 66 percent of purchasers said they were satisfied with the downloading and listening experience
- 49 percent of consumers will accept ads on their mobile phones in return for songs

Value Chain Analysis Study | Mapping the American mobile ecosystem

Overall growth of mobile entertainment has been robust, but there has been dissatisfaction that "hockey stick" projections have not panned out. As a result, several MEF Americas members have requested an initiative that provides a more realistic snapshot of the mobile entertainment

revenues in the Americas and near-term prospects upon which to base their budgets.

MEF Americas is launching the initiative to quantify the mobile entertainment value chain for the US, Canada, Mexico & Brazil. A MEF member, KPMG, is serving as project manager, with data collection in partnership with several top business schools, including Darden/UVA, USC, Anderson/UCLA, and Booth/Chicago in the U.S.

Mobile Video Initiative | Increasing the potential of the mobile channel to the film and TV industries

Despite enthusiasm from carriers, technology vendors and analysts, the money has yet to appear significantly for mobile TV and film. Expectations have been raised, but not yet met. Begun by the leading studios and production companies, this initiative will examine viable business models, define best practice for QoE, retailing and pricing and ultimately set guidelines for ensuring the continued growth of mobile video.

Content Sales Reporting Initiative | Advancing best practices, metrics and revenue assurance

The content sales initiative addresses the need to establish best practices in reporting content sales, their associated metadata and consumer activity. This is a global initiative with reporting being a requirement regardless of region and types of mobile content (music, video, games, personalisation, information, etc.). As the first step, we undertook a global survey to see how the industry views the importance of content sales reporting and to assess what goals the initiative should prioritise.

The results of the survey have been used to help formulate a standard good practice template for content sales reporting at various conferences globally (MEF Live, CTIA, MeM, MEFCON).

This year, the industry will adopt a best practice template for good content sales reporting.

Previous MEF Achievements

- Co-produced a European Framework for Safer Mobile Use by Younger Teenagers and Children
- Launched and had adopted a US Participation TV Code of Practice in the USA
- Launched the first ever practical member guide to the AVMS Directive and the UCP Directive
- Successfully lobbied to halt the Verizon Wireless proposed MT fee increase
- Launched a Participation-TV Code for the US, which has gained industry-wide backing
- Launched the SMS Surcharge survey of US-based aggregators, content publishers, service providers and carriers to ensure the SMS ecosystem remains vibrant and sustains a viable business model
- Launched the Charts Initiative – the first official UK and German ringtone charts

Ad-Funded Mobile Entertainment Initiative

AFME, with mobile games and video, is set to generate substantial revenues of £145m by 2012.

Content Sales Reporting Initiative

10% of gross revenues is lost due to inconsistent & inaccurate content sales reporting.

We encourage all full MEF Members to propose initiatives. For more information on setting up or taking part in an initiative, visit our website:

 www.m-e-f.org