

MOBILE MEDIA

EMI Music Offered to Mobile Users in Vietnam

EMI Music has become the first major music company to offer its music for mobile distribution in Vietnam.

Through a partnership with Vietnamese mobile distribution and content aggregation company **Mobile Solutions Services (MSS)**, EMI's full digital catalog of international and Asian music will be available for full-track downloads, ringtones and ringbacks. Related mobile wallpaper will also be offered.

MMS, which launched in May 2006, will be EMI's exclusive mobile service provider in Vietnam. It is Vietnam's leading supplier of value-added service and mobile distribution technology and has partnerships with all the major Vietnamese mobile operators.

"We are very pleased to have agreed this partnership with MSS at a time when Vietnam is making such rapid economic progress," said Mohan Mahapatra, managing director of EMI Music Singapore. "The mobile music market there is beginning to emerge and we are confident we can play a leadership role along with MSS in developing and growing a legitimate music business in the country."

Vringo Delivers Shared Video Ringers for J2ME

Vringo, which unveiled its Vringos shared video ringtones for Symbian- and Windows Mobile-based phones in February, has launched a version of the ringers for phones running J2ME (Java Micro Edition). Vringo is the first mobile phone application to automatically play the specific video ringtone (out of many shared clips) associated with the caller.

The addition of the J2ME version extends the service to **Sony Ericsson** and **Motorola** phones, among others, and opens it up to a wider US audience.

Vringos are two- to 15-second video clips that are sent out by a caller to entertain a call recipient. Clips can be purchased, downloaded for free or shot on users' own phones.

"When we demoed on Symbian and Windows Mobile, people loved the idea. They said, 'This is great stuff, but get back to us when you have Java working,'" said Vringo CEO Jon Medved. "That's because the great majority of ringtone consumers carry J2ME feature phones. Most of them also said that it would take years for our application to run on Java, and I think we've blown people away by getting it done so quickly."

'This is great stuff'

Vringo expects to have versions of the service for additional **Nokia**, **Sony Ericsson**, **Motorola**, **Samsung** and **LG** phones available in the near future. It also intends to continue expanding the feature set and enable more users to "'Vringo' to the limit of every handset's capability."

Zannel Deals with Eleven Seven, Nettwerk

Zannel, the self-proclaimed first large-scale viral mobile entertainment network, has announced content deals with two major record labels that will add to its credibility and bragging rights.

Eleven Seven Records, a record company developed by **Warner Music Group**, and privately owned Canadian record label **Nettwerk Music Group** are partnering with Zannel in an effort to bring the best music content to mobile phone users. Fans of artists like Sarah McLachlan, Dido, Everclear, Buckcherry and The Barenaked Ladies can use either their PC or mobile device to access their favorite musician's channel through Zannel's Web site. The music channels feature the latest music videos, photography and album artwork for mobile media distribution.

Zannel's viral marketing endeavors also include its **Pass It On Viral Sharing Simulator**, which is a mobile phone application that allows a person to type in a phone number and share music content, and a community channel where fans can post video, pictures and comments about their favorite bands. According to the company, bands are realizing what Zannel can do to help the increase sales and are taking advantage of its promotional tools in several ways. Eleven

Seven Records band **The Exies** are sharing their on-the-road video diaries with fans on their Zannel channel. Another artist, **Buckcherry**, is displaying links to its channel through its official Web site and newsletter in order to expand its fan base.

"We realize the potential of the mobile market, and our goal is to get as much artist content into these channels as possible without having to dedicate hours to building a mobile media platform," said Josh Scheiner, head of new media at Eleven Seven Records. "By working with Zannel, we're able to instantly increase awareness and fan enthusiasm, and get content in front of millions of people to both promote these artists and create a fun environment that gives fans a new way to connect with their favorite bands."

Melodeo Launches Mobilcast in Denmark

Melodeo brought its mobile music service to Denmark through a partnership with wireless operator **TDC**. Melodeo's Mobilcast, which is available to more than two million mobile users in Denmark, is that country's first on-demand mobile music, podcast and radio service.

The launch gives customers in Denmark access to on-demand music and radio shows from popular sources such as **Virgin Radio**, **Podhead.dk** and **DR**, as well as thousands of independent programs from all over the world.

"Whether we're talking about America, Asia or Europe, consumers increasingly want access to entertainment, communication and up-to-the-minute information any time, anyplace," said Melodeo founder and senior VP of sales **Don Davidge**. "Mobilcast enables us to deliver the entertainment our customers want, on the one device everyone carries with them everywhere they go, the mobile phone."

Mobilcast is currently available to more than 44 million wireless customers in North America – **Alltel** and **AT&T** in the US and **Rogers Wireless** in Canada – and Europe, through **3** in the UK and now **TDC** in Denmark.