

MOBILE CONTENT AWARDS 2009

10 September 2009
Guoman Charing Cross Hotel
London



About the Awards

Judging Criteria

The Judging Committee will be made up of independent judges comprising the leading industry, and subject matter experts, journalist and academics. The Judging Committee will disclose a result at the end of the judging process. In reaching their decisions, judges will take particular note of creativity, achievement of original objectives, quantifiable business benefits and proven success in the market. They will also consider other elements such as client satisfactions, service awareness, ease of use.

Judging Process

- From the initial submissions, judges will choose the "List of Nominees".
- From the list of nominees, voting for the winner in each award category will be by the respective panels of judges. Members of the broader jury attending will also be able add their votes where applicable.
- Winners will be announced at the awards presentation on the **10 September 2009**
- The decisions of the judges are final
- The judges reserve the right to change the category to which a submission is made if they feel another category to be more appropriate.

Rules of Entry

- The awards are open to any business or project that has launched or been redeveloped during the awards period which runs from 01 June 2008 until 01 June 2009.
- If there are no suitable nominees, the committee may decide to forgo appointing a winner, for any category, in any given year.
- All **nominations** must arrive no later than **30 June 2009**
- All **submission forms** must arrive no later than **30 July 2009**
- Please submit your entry to henry.james@visiongainglobal.com or fax to **+44(0)207549 9932**

Enquiries

For all sponsorship and delegate enquiries, please contact

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MOBILE CONTENT AWARDS 2009 — ENTRY FORM

Company Name

Company Address 1

Address 2

Address 3

Post Code

Country

Telephone

Fax

Email

Contact Person

Award categories

Please choose one category:

- | | |
|--|---|
| <input type="checkbox"/> Best Operator | <input type="checkbox"/> Best Innovative Business Model |
| <input type="checkbox"/> Best Handset | <input type="checkbox"/> Best Technology Innovation |
| <input type="checkbox"/> Best Handset application | |
| <input type="checkbox"/> Best Marketing Campaign | |
| <input type="checkbox"/> Best Social Community and UGC | |
| <input type="checkbox"/> Best Mobile TV & Video Service | |
| <input type="checkbox"/> Best Mobile Game and Gambling Service | |
| <input type="checkbox"/> Best Adult Content Provider | |
| <input type="checkbox"/> Best Mobile Money Services | |
| <input type="checkbox"/> Best Start up company | |
| <input type="checkbox"/> Industry Personality of the Year | |

**On a separate sheet of A4 paper and in no more than 500 words, tell us why your nominee for best industry personality is worthy of this award. Include all information that you believe to be relevant for this category.*

Product / Service Information

Name of Product / Service

Name of company (if different from above)

Date developed / implemented

My nomination for industry personality is

1. In what ways does your company make effective use of mobile as a medium

2. How has your company furthered the mobile experience for your consumers?

3. Does your service /product provide value for money?

4. Can you provide evidence of success in the market?

5. How has your company distinguished itself from competitors in the mobile arena?

6. If you feel that your entry is particularly outstanding, but the reasons for this are not covered in the above questions, please provide the relevant details.

7. Supporting materials

Entries will be judged on the basis of the information provided to the independent judging panel on the completed entry form as well as any demos and/or presentations provided in support of the entry. Please ensure you either indicate on the entry form that you are sending a demo of your product, service or application, or indicate a URL where your demo/presentation can be viewed so the judges are aware there is supporting material.

8. Declaration

I confirm that I am the person submitting this entry on behalf of _____ and to the best of my knowledge all of the information supplied is correct. I understand that the judges' may reallocate an entry to a different category should they feel that it is appropriate.

Information in the 'Company's Details' of my entry form may be used for press and publicity purposes should my company be shortlisted as a finalist and/or winner. All other information is kept confidential and is only used for short listing and judging purposes.

Name: _____

Signature: _____

Date: ___/___/___