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First ever MEF Special Recognition Award goes to the pioneer of the mobile ringtone business — "Vesku" Paananen



PIONEER OF THE MOBILE RINGTONE BUSINESS - VESKU PAANANEN ACCEPTS MEF SPECIAL RECOGNITION AWARD 2004

London, June 4th, 2004 - The Mobile Entertainment Forum (MEF), the industry's leading trade association, announces the recipient of the MEF Special Recognition Award at the inaugural Mobile Entertainment Awards. The awards ceremony is a key component of MEF's 4th annual event held at the Mobile Entertainment Market, London (2-3rd June, Business Design Centre).

MEF has recognised the Finnish technologist and entrepreneur Vesa-Matti "Vesku" Paananen for his pivotal role in the creation of the mobile ringtone industry.

Hugely popular with consumers, in 2004, mobile phone ringtones are estimated to constitute a business worth over \$4.5 billion globally (Juniper Research - Mobile Music and Ringtones). It's revenues and business models provide the foundations for most of the mobile entertainment industry. MEF has recently launched the UK mobile ringtones chart, highlighting the growing importance of the business to the whole music industry.

The award was given in recognition of Vesku's pioneering work in the ringtone market in 1998, when he devised a revolutionary service to sell consumers music to replace their phone's standard ringtone. The capability had already been implemented in phones by Nokia, and Vesku had the commercial vision and drive to convince Finland's Radiolinja (a leading Finnish mobile telco) to provide the first ever commercial service. To enable this, he developed Harmonium, the world's first ringtone composer and downloader. The success of this service, and the vision behind it, has become history. Paananen is now a founder and Chief Technology Officer of Add2Phone Ltd.

"The Special Recognition Award is all about celebrating the achievements of an individual who has made it possible for mobile entertainment to grow, create revenues and become a mainstream mass medium. So it's fitting that the first recipient of the award is the man whose vision first made money from ringtones," says Andrew Bud, Vice-Chair MEF Board. "The whole mobile entertainment industry owes a great deal to the ringtone, and to the man who started it all."

"It's great to win this award," says Vesa-Matti Paananen. "To win one from the mobile entertainment forum, the voice of the mobile entertainment industry is particularly cool. I'm grateful to MEF for this recognition, and I pay tribute to my colleagues in this industry who contributed to make this vision a reality. I am confident that the MEF Awards become an important part of the media industry's annual calendar, as mobile entertainment moves further into prime time."

About the Mobile Entertainment Forum (MEF)

The MEF is a global trade association representing all participants in the mobile entertainment value chain interested in driving the industry's evolution and commercial potential through collaboration, consultation and promotional activities. MEF is committed to reducing the barriers to entry into the innovative mobile entertainment market, thereby encouraging entry by new businesses and increasing competition and growth to the benefit of all industry players and consumers. MEF's main goals are to promote the development of the mobile entertainment industry; build awareness for the industry and facilitate the development of commercial standards and best practices for mobile entertainment. For more information, please visit: [www.mobileentertainmentforum.org](http://www.mobileentertainmentforum.org)

For further information please contact: Rimma Perelmuter, General Secretary, MEF, [rimma@mobileentertainmentforum.org](mailto:rimma@mobileentertainmentforum.org)

Note to Editors:

If you would like to interview a MEF expert, or have any other information requirements, please get in touch with David Bramley at Platform ([david@platformpr.com](mailto:david@platformpr.com), +44 (0)208 964 9149).

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# Welcome to Vesku.Com



Wave riding in 2005 with Underground Wave 5'0" @ Enquentro, Cabarete, Dominican Republic. Photo by Tarmo Laine



**"Thanks for nothing, Vesku."**

[Dan Tynan, PC World](#) Monday, April 16, 2007 1:00 AM PDT

## How to contact Vesku?

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## Other Projects

My personal blog about Windows® phones and mobility: <http://mrwmf.spaces.live.com>



Relaxing wave riding in Guincho, Portugal, July 2008. Photo Tarmo Laine



Old school air time at Praia do Prea, Ceara, Brazil, January 2007. Photo Tarmo Laine



Down winder fun with friends of [Vila Prea](#). Prea, Ceara, Brazil, January 2007. Photo Tarmo Laine



Brazilian wave hopping. Pecem, Ceara, Brazil, January 2007. Photo Tarmo Laine



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