



About MEF News

Archived news

- 2011
- 2010
- 2009
- 2008
- 2007
- 2006
- 2005
- 2004
- 2003
- 2002
- 2001
- 2000

Member news  
MEF in the news  
RSS

Initiatives

Policy &

Regulation

RISC

MEF TV

MEF CEO Summit

MEF Global 2011

Meffys

MEF Americas

2011

Industry Events

Member reports

Member Search

Partners

Contact us

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).

- ends -

# 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?

**Microsoft**

Mobile Business Group Lead (Liiketoimintajohtaja, mobiili)  
Consumer & Online  
Microsoft Oy  
Keilaranta 7  
02150 Espoo, Finland

Work email: vesku .(a). microsoft . com

Mobile: +358-50-5260430

See: [www.microsoft.fi](http://www.microsoft.fi)

## 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



# Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

## Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

## Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

## Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

## API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

## LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

## FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

## E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.