

First ever "Made-for-Mobile" screenings ready to roll

The inaugural "Made-for-Mobile Screenings," produced in association with Vodafone live!, will take place at MIPTV featuring MILIA, the world's audiovisual and digital content market, on Wednesday 13 April 2005 in Cannes. The event will showcase programming from companies who have produced video content specifically designed for mobile distribution.



Over 60 "Made-For-Mobile" projects were put-forward for selection, from 14 countries. A total of 12 projects have been pre-selected, spanning 10 categories that range from animation, comedy, drama, general entertainment, music, news and sports. A panel of 8 industry experts, drawn from both the mobile and television sectors, will come together at MIPTV featuring MILIA and select 3 "Best of Show" projects from the 12 pre-selections. The following day, the chosen projects will be featured at a special "Best of Show" screening. The "Best of Show" selection categories will be: Best Adaptation from Existing Medium , Best original Mobile Content/Format and Expert Panel's Top Choice.

The "Made-For-Mobile" Screenings will be a key part of a major mobile focus at MIPTV featuring MILIA 2005 which highlights the emergence and huge potential of the mobile content market. The Screenings are organised in partnership with Vodafone live!, the world's leading mobile operator.

"The time for Mobile TV has arrived," says Graeme Ferguson, Director of Global Content Development, Vodafone Group Services Ltd. "The role of television producers will be key in providing real entertainment to mobile customers. New formats and new ideas are needed to meet customer expectations and the programme being launched at MIPTV will be a great opportunity to showcase the potential for Mobile TV. "

If you wish to access the complete "Made-For-Mobile" Screenings programme, please click here:

http://www.miptv.com/images/100429/pdf/mobile_programme.pdf

(pdf document - [Adobe Acrobat Reader](#) needed.)

Pre-selected projects to be featured at the "Made-For-Mobile" Screenings:

Mobile Drama

Who Killed Rachel B?
Chooz Active Content, Israel

Mobile Soaps

Almost Hollywood
Inmobia, Denmark

Mobile Sports

Diving Competition
Manchester United plc, UK

Mobile Lifestyles

Mobile Cooking and Cocktails
MoMedia International, UK

Short Comedy

Topless Boss

Doodles - The Library

Zeppotron, UK

Family & Kids Mobile Entertainment

Best of Sesame Street

Sesame Workshop, USA

Mobile TV Channel

Chilli TV - Extremely Mobile Television

Chilli Holdings Ltd, UK

Interactive Mobile Formats

Eurovision Playback Star

BECKOFFICE Content & Creation GmbH & Co. KG, Germany

Interactive Mobile Formats

Rock on the Roll

Victoria Real, UK

Mobile Music

Mobile Video Jukebox

ClicMobile, France

If you wish to access the complete list of projects/production companies pre-selected for the Screenings, please click here: http://www.miptv.com/images/100429/pdf/mobile_projects.pdf (pdf document - [Adobe Acrobat Reader](#) needed.)

For more, visit: <https://www.bizcommunity.com>