



*Mobile
Content
2010*
Conference & Awards

About 「Mobile Content 2010 Conference & Awards」

The annual 「Mobile Content 2010 Conference & Awards」 is an international event held in Seoul, Korea. Created in 2006, the purpose of the Mobile Content 2010 Awards is to present business success stories and new industry visions by awarding excellent mobile contents. In addition, the awards ceremony serves as a platform for promoting cooperation and exchange between mobile content firms and facilitating business in the global mobile content market.

[Mobile Content 2010 Awards] Overview

Entry Submission Deadline: Online entry (www.mobilecontent.or.kr) by July 28, Korea time

Mobile Content Awards Ceremony: August 31 (COEX, Seoul, Korea)

Hosted by: MCST (Ministry Culture, Sports and Tourism), Republic of Korea

Organized by: KOCCA (Korea Creative Content Agency)

Application Rules

Entries must be in general use, beta service, or finished development for at least part of the current calendar year. Entries, however, do not need to have been created this year.

Mobile Games: Embedded Games, Download Games, VM Games

Mobile Entertainment: MOD, Ringtone & Ringback Tone Service, Mobile Karaoke Service, Animation & Movie VOD, Mobile TV, Mobile Comic Service, Wallpaper

Mobile Infotainment: Public Info, Life Improvement, Location Based Service, Mobile Search, News Services

Mobile Social Networking: Instant Messaging, MoBlog, SNS

Most Innovative Content: Unique & Innovative Mobile Content

Winning Prize

Press notification of final nominees

The winning, top submission in each of the five application categories will receive the following prizes: trophy, winner emblem, USD 5,000 in cash.

Judging Process

The judging committee will select 3 finalists in each category.

The finalist in each category will be announced via our website and e-mail on August 12, 2010.

Entries will be judged on the basis of information provided to the independent judging committee on the entry form and additional supplementary materials.



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Key Date

Entry Submission Deadline: Online entry (www.mobilecontent.or.kr) by July 28, Korea time

Judging for Nominees: July 30 ~ August 6, 2010

Nominees Announcement: August 10, 2010

Judging for Winners: August 10 ~ 13, 2010

How to enter

1) Register on our website

<http://www.mobilecontent.co.kr/member/join.htm>

2) Enter your ID and password to sign in

<http://www.mobilecontent.co.kr/member/login.htm>

3) Choose your categories

- Entries must be submitted online using the online entry form from our website. (additional supplementary materials must be posted online).
- Only entries in English will be accepted.
- No cost for entry.
- All flash, video and other rich media elements should only be submitted in a URL or Web page and any attached files should be limited to 2MB (If it exceeds 2MB, please inquire to the secretariat)
- Nominations for the same content in different categories are also allowed.
- Nominations for different contents in the same category are also allowed. However, companies cannot nominate the same content in the same category more than once.
- Submissions of sexually explicit material, slanderous or malicious content, etc. are strictly prohibited. Any such submissions will not be considered.

Mobile Content 2009 Awards Winners

Mobile Game: The Pirate Maplestory (Nexonmobile, Korea)

Mobile Service: Music Aurora (KTH, Korea)

Mobile Infotainment & Community: Image Search Engine (Hitachi,Ltd., GazoPa, Japan)

Most Innovative Content: Conjunction service in mobile and online games (Sudden Attack pocket edition)

CJ Internet Corp. & M&M games, Republic of Korea)

Most Outstanding Contribution: info 2 cell, Jordan

For more information, please visit our website(www.mobilecontent.or.kr) or contact

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