

We take content extremely seriously in Mobile Entertainment. But not here...

(Dis)content

BANGO'S **Ray Anderson** has always been a witty public speaker and a deep thinker about mobile. But he surpassed himself on the 'mobile Mondays' online message group last month. When one user asked why people send SMS and MMS (as part of a research project), Ray replied that it was all about the replication of our DNA. "At the deepest level, we are all simply vehicles for the spread of our genes. Therefore the reason we send messages is to enable us to have sex with the best carriers for our DNA." He bases his theory on the fact that most messages are meant for flirting, intra-family communication or time wasting/joking. "It's either that, or God made us send them," he concludes. So, if you're a Bango customer and need to send Ray a text, be careful. He might think you fancy him... If the inevitable result of too much unprotected text is pregnancy then at least the Indians are prepared to do something about it. A ringtone that chants 'condom, condom' has been launched there to promote safe sex and tackle the growing AIDS epidemic. It's being backed by **Bill and Melinda Gates'** charity. Let's hope those condoms don't need a patch... Good to see **Trixcell's** mobile magic

tricks finally getting some global distribution. The innovative company has concluded a deal with **Jamba** that will make its excellent illusions available in five countries. In fact, ME can boast that it was there at the birth of this relationship. We were spying on them together at a lounge in Cannes during MEM. ME's **Tim Green** has tried out the apps on office colleagues. The tricks are brilliant, but they were ruined by his dismal performance skills. So go and download them but work on your patter... Lovely to see the high brow prize for novelists, **The Man Booker**, embracing mobile. Clips from the shortlisted books will be made available for download. We can just see those late night Jamba TV adverts now: '36 for Rihanna's *Take A Bow*, 37 for Usher's *Love In This Club*; or 38 for Mohammed Hanif's *A Case of Exploding Mangoes*.



Ray Anderson, text maniac (top); some Indian sheaths (middle); mobile sorcery (bottom)

FAVOURITES

▶ **Neil Holroyd, Head of Games, Orange UK**



Which phone do you currently own?
Nokia N96, but I'm always changing.

The best phone you've ever had?
Ericsson PF768. The only phone I ever actually paid for, and it worked after being left in the freezer.

What phone would you like next?
Anything other than a Blackberry.

Current ringtone?
Dolly Parton: 9-5

Favourite mobile game?
I like a bit of *Bubble Bobble*.

Favourite mobile Internet sites?
Let's say Facebook.

Anything you'd pay for on a mobile that you can't currently get?
Alcohol.

Content company you most admire?
Player X. They're onto something with 100% Mobile.

MOBILE ENTERTAINMENT



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Mobile Entertainment is published 12 times a year by Intent Media - Saxon House, 6A St. Andrew Street, Hertford, Herts SG14 1JA, England

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UK: £50 **Europe:** £75
Rest of World: £90

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Intent Media is a member of the Periodical Publishers Association.

Total average monthly net circulation per issue for January 1st 2007 to December 31st 2007 was 8,012.
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