



# **ASIA MOBBED AT 2006 ASIAN MOBILENEWS AWARDS BY MTV & MOTOROLA!**

**DIGITAL INTERACTIVE PLATFORM MOBBED HONOURED WITH “BEST MOBILE PHONE APPLICATION” AWARD**

**SINGAPORE / HONGKONG, 22 June 2006** — MTV Networks Asia Pacific and Motorola’s *Mobbed* was named the “Best Mobile Phone Application” at the 2006 Asian MobileNews Awards. *Mobbed* is the first-ever highly interactive digitally focused integrated platform MTV and Motorola has embarked on and is dedicated to the mobile phone user community.

Available to mobile users in Australia, India, Indonesia, Malaysia, the Philippines, Singapore and Thailand, *Mobbed* in its mobile form is a downloadable interactive Java application consisting of nine icons (see annexure on mobile components of *Mobbed*) which remains a consistent umbrella across the region. *Mobbers* (users) have the opportunity to experience localized content thus making *Mobbed* an optimum mix of a regional application synergized with local relevance. *Mobbed*, the mobile application, is also complemented with on-air, online and on-ground elements.

One of *Mobbed*’s key features MOTOALERT is an example of the strengthened partnership between MTV and Motorola. From its infancy stages in 2003 where it was known as MTV Alert to now MOTOALERT available on *Mobbed*, this platform is dedicated to providing Asian youths with the latest developments in the music world while enhancing their lifestyles through updates on style-trends, happenings in their countries and around the region, and build a sense of social consciousness within them.

Delegates to CommunicAsia 2006, the world class technology exhibition summit held in the Singapore Expo, can experience *Mobbed* at the *Mobbed-zone* located in the open exhibition area at the entrance of Hall 3.

**For Press Updates and more information on *Mobbed*, please log on to**

**URL : <http://www.mtvmobbed.com/press>**

**Username : mobbed**

**Password : mob2006**

### **About MTV Networks Asia**

MTV Networks Asia Pacific comprises three distinctly branded channels in the region reaching more than 300 million households: **MTV**, the world's largest television network and the leading multimedia brand for youth; **Nickelodeon**, the leading entertainment brand dedicated exclusively to kids; and **VH1**, the music video network that keeps adult viewers connected to the music they love. In Asia, MTV and Nickelodeon's businesses also include branded consumer products, programme sales and digital media comprising of eight websites and mobile platforms. MTV Networks Asia Pacific has a total of 20 channels which are seen via 24-hour and programming blocks.

### **About Motorola**

Motorola is known around the world for innovation and leadership in wireless and broadband communications. Inspired by our vision of Seamless Mobility, the people of Motorola are committed to helping you get and stay connected simply and seamlessly to the people, information, and entertainment that you want and need. We do this by designing and delivering "must have" products, "must do" experiences and powerful networks -- along with a full complement of support services. A Fortune 100 company with global presence and impact, Motorola had sales of US \$36.8 billion in 2005. For more information about our company, our people and our innovations, please visit [www.motorola.com](http://www.motorola.com)

[www.mtvasia.com](http://www.mtvasia.com), [www.mtvchinese.com](http://www.mtvchinese.com), [www.mtvchina.com](http://www.mtvchina.com), [www.mtvkorea.co.kr](http://www.mtvkorea.co.kr),  
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[mobbed.mtvasia.com](http://mobbed.mtvasia.com)

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# Mobbed Fact Sheet

## What?

- The entertainment platform that defines, explores and celebrates 'mobile' culture
- Fully interactive, integrated platforms: on-air, online, on-mobile and on-ground
- Promotes active user participation with exciting multimedia rewards programme
- "Mob" = Mobile; "Mob" = A community; "Mob" = Takes over your life!

## Why?

- Builds on success of MOTOALERT, and provides an even more creative and innovative platform for youth to get branded entertainment and express themselves via their mobile phones – anytime, anywhere.

## When?

- Mobbed launched on 1<sup>st</sup> April 2006 (20<sup>th</sup> April for Australia)

## Where?

- 7 Countries: Australia, India, Indonesia, Malaysia, Philippines, Singapore & Thailand
- 5 different Mobbed on-air shows: Sin/Mal/Phil, Indo, Aus, India & Thai
- 4 different MOTOALERT artists per month: Sin/Mal/Phil/Indo, Aus, India & Thai

## How?

- **Mobile** – to download the Mobbed java interface:
  - SMS "MOBME" and send to the following shortcodes:
    - Australia: 191 688 (or 191 MTV)
    - Singapore: 77877
    - Thailand: 4520000
    - Malaysia: 32088
    - India: 6882
    - Indonesia: 7337
    - Philippines only: SMS MTV<space>MOBME to 2959
- **Online** – log on to [www.mtvmobbed.com](http://www.mtvmobbed.com)
- **On-air** – catch a new episode every week at the following times:
  - MTV SAM (Singapore and Malaysia) - Sunday @ 1320hrs(SG) 1420hrs(Mal)
  - MTV Philippines - Sunday @ 1020 hrs
  - MTV Indonesia - Saturday @ 1400 hrs
  - MTV Australia - Thursday @ 2000hrs
  - MTV India – Sunday @ 1830 hrs
  - MTV Thailand - Thursday @ 1930 hrs



## What's behind the 9 Mobbed icons?



**HOME:** Register and earn Moolah for every interaction with Mobbed, which can be exchanged for cool Booty

**THE MOB SQUAD:** Downloadable mobisodes, screensavers, wallpapers and ringtones of Mobbed's animated characters

**MOBTAGE:** MMS to take over your MTV

**STUFF:** Variety of downloadable ringtones, wallpapers, screensavers, videos and more

**BLURBS:** Bite-sized headline news

**MOTOALERT:** Breaking artist news, downloads & activities

**CONTESTS:** Enter to win cool prizes

**BLOG:** Mobile & online blogs

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## The Mob Squad



## Mobbed VJs

- Singapore, Malaysia and Philippines – Max
- India – Nauheed
- Australia – Nathan
- Indonesia – Cathy
- Thailand - Tye

## Mobbster Rewards Lingo

- The Rewards Programme – **Mobbster Rewards**
- The Community – **The Mobb**
- Individual member – **Mobber**
- Points - **Moolah**
- Points acquisition – **Earn**
- Points redemption - **Burn**
- Rewards – **Booty**