

GOA GENEVA TRADING

GOA GENEVA TRADING LAUNCHES MOBILE CONTENT BUSINESS SMALLSCREEN ENTERTAINMENT

Partners with DUBBING BROTHERS and Edition M

Cannes, MIP-TV 2005: Goa Geneva Trading, a specialist trader, agent and developer of lifestyle-centric animation and entertainment content, is partnering with Europe's leading dubbing group Dubbing Brothers and editing facility Edition M to develop, produce and market mobile device-dedicated media content. SMALLSCREEN ENTERTAINMENT will draw on the expertise of all three companies to offer a fully integrated media service to mobile phone operators as well as content providers.

Goa Geneva Trading, with a long-standing track record in the production and distribution of media content, has a comprehensive understanding of the film and television rights market. The objective is to acquire content in the areas of action, drama, animation, sport and adult. Such content will be then adapted into serials specifically engineered and packaged for the market of mobile phone users.

Dubbing Brothers is a leading international dubbing and post production house with credits that include top-rated Sci-Fi series *Stargate Atlantis*. Its raft of specialist writers, directors, editors and sound engineers will create entertainment content at its optimal editorial level specifically for mobile. An experienced and highly-regarded editing company based in Munich, Edition M is responsible the overall visual experience ensuring that the onscreen look is of the highest quality.

Rainer Tschierschwitz, CEO of Goa Geneva Trading said: "Mobile phone specific content is increasingly becoming part of the consumers' entertainment experience. IP owners are seeking new revenue streams as well as creative ways to engage the end-consumer. SMALLSCREEN ENTERTAINMENT is uniquely positioned to bridge the gap between producers and distributors on the one side and the telecommunications industry on the other side."

Stephan Kleinschmidt, Managing Director of Munich-based Dubbing Brothers Germany added: "We are confident that our experience and skills will allow SMALLSCREEN ENTERTAINMENT to offer the most attractive and competitive entertainment packages in the market."

For further information please contact:

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Notes to editors:

About Goa Geneva Trading

Munich-based Goa Geneva Trading, founded and led by Rainer Tschierschwitz, is a specialist trader, agent and developer of lifestyle-centric animation and entertainment content. Goa Geneva Trading is technology and device independent and is active in all major international media markets.

The company is structured along three distinct business lines: trading and agency, which manages the conventional sales and acquisitions of media content alongside the WWE rights; proprietary products, which is centred around lifestyle character *IRMA* with its contents having been licensed to leading publishing houses and consumer goods companies in Japan and Europe for more than five years; and co-developed products, which partners with third party media companies across the world to produce lifestyle-centric animation and entertainment content operating across multimedia platforms.