



Right ring tone, right time

UPWARDLY MOBILE

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IMAGINE having Mark Chopper Read screaming, "answer the phone you idiot. I don't have ears and even I can hear it," whenever your mobile calls.



Believe it or not, that is a popular ring tone. It also has a complementary video image of the infamous Read, *pictured inset*.

Quirky ring tones like that have etched a lucrative spot in the mobile content sector for Eagle Farm business Mercury Mobility Limited.

Mercury Mobility has come a long way since managing director Ben Grootemaat began providing ring tones, music and entertainment downloads for mobile phones in 2001.

The company now has 40 staff and offices in Canada, New Zealand and the United Kingdom.

The company was this month listed on the

Australian Stock Exchange after breaking from the Cellnet Group, which bought the business in 2004.

Grootemaat said Mercury Mobility, listed as MMY, was valued at \$21 million and opened at a 49 per cent premium last week.

Market analysts estimate the mobile content industry to be worth \$19 billion, or around 10 per cent total of mobile phone billings, globally.

"In the early days we had no idea the market would grow so fast. We were at the right place and the right time," Mr Grootemaat said.



SMILE ON THE DIAL: Ben Grootemaat is making big inroads into the telecommunications industry.