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PlayNow Arena
website
Sony Ericsson

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[Sony Ericsson to Get Mobile Content from GlobalFun](#)

New deal between GlobalFun and SE

GlobalFun, a Sweden-based developer and distributor of mobile games, announced that it entered a new collaboration with Sony Ericsson, currently the fifth largest handset manufacturer in the world. Following the new agreement, GlobalFun and another unnamed company will be the two main "content acquisition partners" for Sony Ericsson's Fun & Downloads and PlayNow Arena services. Fun & Downloads is the global WAP service and Web portal of Sony Ericsson that offers a wide variety of mobile content, including games, themes, wallpapers, ringtones, videos and even software. The service is, obviously, addressed only to mobile users who own Sony Ericsson handsets. While the Fun & Downloads portal is accessible for some time now (at [this address](#)), the PlayNow Arena website (found at [this address](#)) is still marked as "coming soon", although Sony Ericsson had planned it for a May release. When it's finally ready, the PlayNow Arena will bring tons of songs and ringtones for all the music lovers out there. Talking about the new deal with Sony Ericsson, Bertil Krumnack, EVP Sales & Business Development, GlobalFun, said, "We have since the beginning of our business aimed to provide our customers, of which Sony Ericsson is a highly valued one, with high quality premium content. This appointment serves for us as a proof that our strategy on content acquisition and account management has been and still is the correct one". Marcus Johansson, GlobalFun's Chief Executive Officer, also said, "The trust that Sony Ericsson is showing us by appointing us as one of two content acquisition partners is very flattering. We will do our very best to exceed the expectations in this area and to continue to grow our mutual business". GlobalFun has lots of cool games in its portfolio, like the Great Legends Series, Genetica, Johnny Bravo - Johnny Bee Good, Cow & Chicken, Monster Mind and Truck Tycoon. Most probably, these titles will soon be spotted on Sony Ericsson's Fun & Downloads portal too, thus offering SE gamers more options when it comes to mobile fun.