

# Cross media rating and classification



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# The online consultation



- Of which media rating systems are you aware in your country. Has there been an attempt to implement a cross media rating system? If yes, what are the positive outcomes of it and its success factors? If no, what could be used as a starting point towards a cross media rating system?
- What are the main obstacles moving towards a pan-European cross media rating system?
- What role should the different stakeholders play towards implementing a pan-European cross media rating system?
- Are you aware of relevant research, pilot projects, or national cross media rating initiatives?

# Media rating systems



Country	DVD	Theatrical release	Broadcasting	Video games
Belgium	All, 12, 16	All, 16	10, 12, 16,18	PEGI
Norway	Same as for theatrical release	7, 11, 15, 18	Watershed	PEGI
UK	Same as for theatrical release	Uc, U, PG, 12a, 12, 15, 18, R18	Rated +15, +18	PEGI British Board of Film Classification
Netherlands	All, 6, 12, 16	All, 6, 12, 16	All, 6, 12, 16	PEGI
Austria	DVS are not rated	6, 10, 12, 14, 16	Watershed and visual symbols	

In most countries no attempts have been made to implement a cross media rating system  
Video on demand, online and mobile content not subject to national classification schemes

# Cross media rating systems



- **The Netherlands, Kijkwijzer**
  - Launched by NICAM in 2002
  - Uniformed cross media system for the classification of content for television, the cinema, DVD distribution and mobile platforms
- **The mobile sector**
  - The Safer Mobile Framework
  - Self regulatory approach to classification and rating of commercial content on mobile phones

# Cross border



- **PEGI and PEGI+ system of classification**
  - Industry driven, self regulatory
  - Specific legislation in 12 countries
  - Applied in 9 countries
- **ICRA (FOSI)**
  - Self regulatory
  - Labelling of web content

## Main obstacles and arguments towards a pan-European cross media rating system



- Cultural and religious differences between Member States - not feasible
- Not necessary in view of the protection of minors
- Will create more confusion than clarification
- The PEGI experience is platform specific

## Towards a pan-European cross media rating system, suggestions and recommendation



- Consumer expectation
- The PEGI system should be taken as a starting point
- The inherent differences between different platforms must be considered
- Flexibility, no size fits all
- Increased focus on content description and a standardized EU wide classification system

# The role of the stakeholders



- A combined effort
- The European Commission should continue to act as a facilitator, some suggest a more active role
  - Cross media committee for the exchange of good practices
- Industry driven
- Government support