

# The PEGI system

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## What is PEGI?

- The Pan European Game Information system
- the first ever pan-European system of harmonized ratings for audiovisual content
- born as self regulation, but heavily supported by governments
- flexible, i.e. open to continuing improvement
- 5 age classes



- 7 content descriptors



Violence



Bad  
Language



Fear



Sexual  
Content



Drugs



Discrimination



Gambling

## Why was it built?

- To inform the public on the suitability of its game products as the average gamer age is continuously rising
- To respond to demands from EU and national institutions, as well as consumers for harmonized ratings throughout Europe
  - ▣ February 2001 : Swedish presidency suggests harmonized protection of minors from unsuitable content.
  - ▣ May 2001 : government-industry meeting sets out to build upon this goal through self-regulation.
  - ▣ May 2002 : Ad-hoc working group holds final meeting in Milan, proclaims project feasible.
  - ▣ April 2003 : rating system is operational

- To address growing cross border or online trade and game content with a unified system and reduce the economic impact of heterogenic rating systems
- To establish highly reliable rating system that is able to deal with the **complex and specific interactive nature** of video games as opposed to passive audiovisual content, based on:
  - ▣ a binding legal framework agreement, that includes a **Code of conduct**
  - ▣ Official license issued by an **independent Administrator**
  - ▣ **Advisory Board:** in charge of providing recommendations for the continuing adjustment of the Code of Conduct to social, legal and technological developments
  - ▣ **Complaints Board:** dealing with complaints related to breaches of requirements of the Code of Conduct and to the age rating recommendation

## ADVISORY BOARD

<u>Name</u>	<u>Country</u>	<u>Affiliation</u>
Christofferson Jan	Sweden	Government
Connolly Ger	Ireland	Government
Cooke David	UK	Gouvernement
Falque-Pierrotin Isabelle	France	Government
Goldstein Jeffrey	NL	Academia
Hautala-Kajos Kristina	Finland	Government
Hepsoe Thomas	Norway	Government
Lew-Starowicz Rafal	Poland	Government
Pappas Spyros	Greece	Government
Rosenstingl Herbert	Austria	Government
Reniers Georges	Belgium	Government
Ubaldo Cuesta Cambra	Spain	Academia
Selloni Cristina	Italy	Government
Thorhauge Anne Mette	Denmark	Government
Xavier Antonio	Portugal	Government

# COMPLAINTS BOARD

<u>Name</u>	<u>Country</u>	<u>Affiliation</u>
De Benito Gil Jesus	Spain	Government
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Cumberbatch Guy	UK	Academia
Dietta Lourdes	Spain	Government
Gjerlufsen Lars	Denmark	Government
Goldstein Jeffrey	NL	Academia
Happo Hanna	Finland	Government
Muir Iain	UK	Government
Pappas Spyros	Greece	Government
Petersson Eva	Sweden	Academia
Quignaux Jean-Pierre	France	Consumer
Reniers Georges	Belgium	Government
Odd Arild	Norway	Consumer
Dominika Urbańska - Galanciak	Poland	Government
Walker Annemarie	NL	Consumer
Walker Rosemary	UK	Consumer
Xavier Antonio	Portugal	Government

**How is PEGI faring ?**

**9841** games rated

Age class	Total	Percentage
3+	4904	50%
7+	1070	11%
12+	2237	23%
16+	1191	12%
18+	439	4%
<b>TOTAL</b>	<b>9841</b>	<b>100%</b>

## A new challenge: online gaming

- Ever changing content makes classification almost irrelevant
  - ▾ only partly under publishers control
  - ▾ content is changing 'as it is played'.
- Virtual communities can expose players to the risks associated with real-time interaction with unknown fellow players.
  - ▾ Unappropriate behaviour
  - ▾ Exchange of personal details



## The solution?



- Funded under the Safer internet project
- Quality labelling (versus age rating)
- Indicates a company's dedication to provide a safe online gaming environment and is based on:
  - ▣ [Code of Conduct](#) in which signatories commit to requirements regarding responsible management of online gaming features
  - ▣ [Independant management](#) and dispute settlement
  - ▣ [Information website](#): explains online gaming and risks involved
  - ▣ [Label](#) on online game websites with a hyperlink to the infosite

## The PEGI Online Safety Code

- Provides a minimum level of protection to young people in the online gaming environment.
- The main provisions :
  - ▢ All game content should be **rated**
  - ▢ Removal of **inappropriate content**
  - ▢ Appropriate mechanisms to allow to **report** the existence of undesirable content
  - ▢ A coherent **privacy policy** in accordance with European Union and national Data Protection laws.
  - ▢ A responsible **advertisement policy**

## A call for PEGI Plus...

The EC recommendation on video games

- ▾ calls upon the Member States to ensure that **high standards of freedom of expression and protection of minors** should apply and mutually reinforce each other.
- ▾ calls upon the Member States **to integrate into their national systems** the information and classification system put in place in the framework of the PEGI and PEGI On-line initiatives.
- ▾ calls upon the video games and consoles industry to **further improve** the PEGI and PEGI On-line systems and in particular to advertise PEGI more actively and to increase the list of signatories.
- ▾ recognises that on-line videogames bring **new challenges**, such as effective age verification systems and possible dangers for young consumers related to chat rooms, and calls upon Member States and stakeholders to work together on **innovative solutions**.

- ▣ calls upon Member States and stakeholders to **evaluate the possible negative and positive effects** of video games, notably on health.
- ▣ calls upon all stakeholders involved in the sale of videogames in retail shops to agree within two years on a **Pan-European Code of conduct on the sale of games** to minors and on commitments to raise awareness of the PEGI system among parents and children
- ▣ encourages the Member States and all stakeholders to take initiatives to **improve media literacy** applied to video games
- ▣ welcomes and supports further efforts to achieve a self-regulatory or co-regulatory cross-media, pan-European age-rating system. The Commission intends in particular to organise meetings of classification bodies **to exchange best practices** in this field.
- ▣ intends to use existing **networks** of and platforms with **consumer organisations** in order to raise public awareness on PEGI and on the recommendations in this Communication.

## Websites [www.pegi.info](http://www.pegi.info) [www.pegionline.eu](http://www.pegionline.eu)

- Sites exist in 24 languages for 32 countries (including Israel)
- PEGI website has been recently updated with comprehensive information for gamers and caretakers
- Contents of both sites include:
  - Everything on PEGI
  - (Online) game genres
  - Advice for parents
  - Facts & figures
  - Search engine for rating results
  - Consumer reporting

