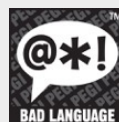


PEGI expands age rating criteria with interactive risk categories

PEGI s.a.
June 2026



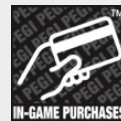
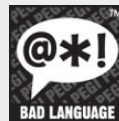
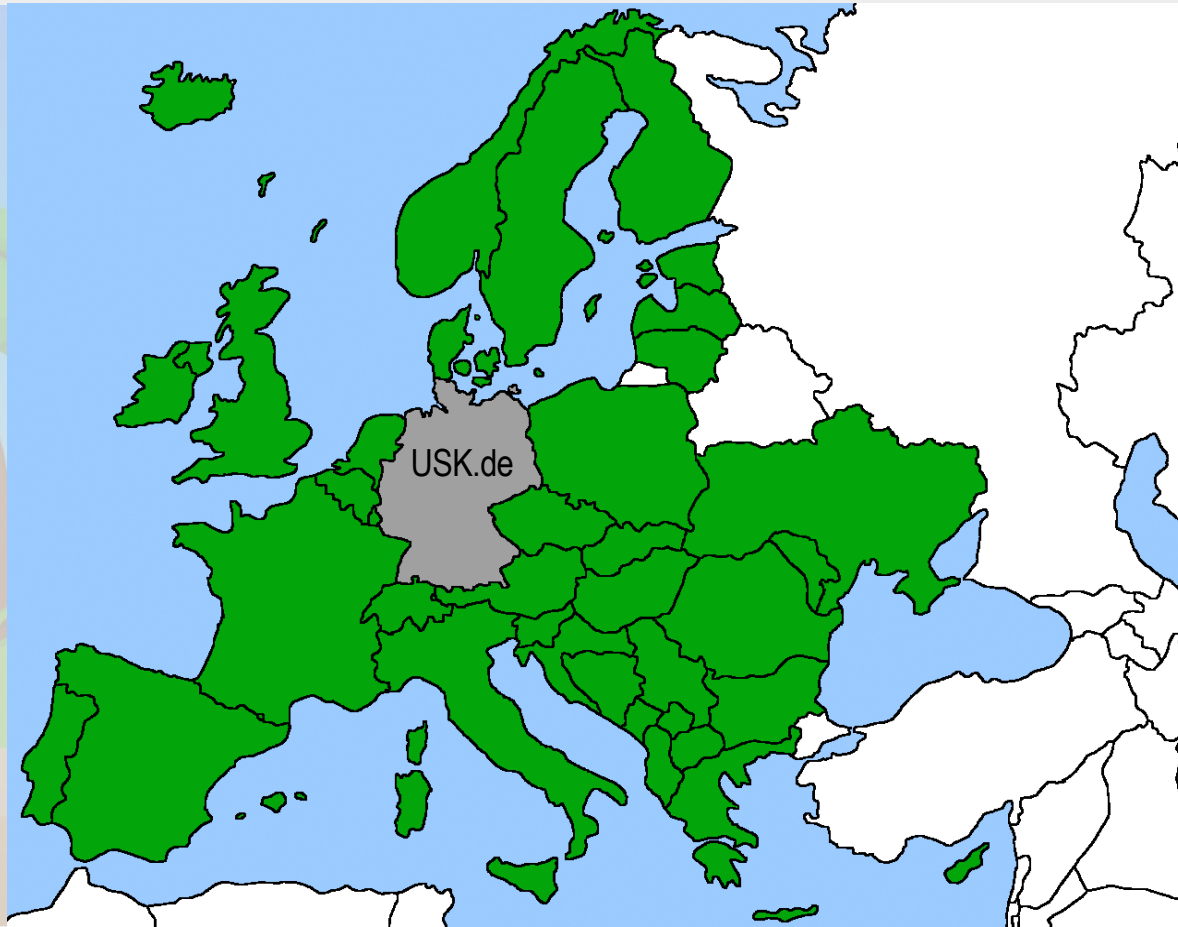
What?

5 age categories

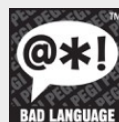
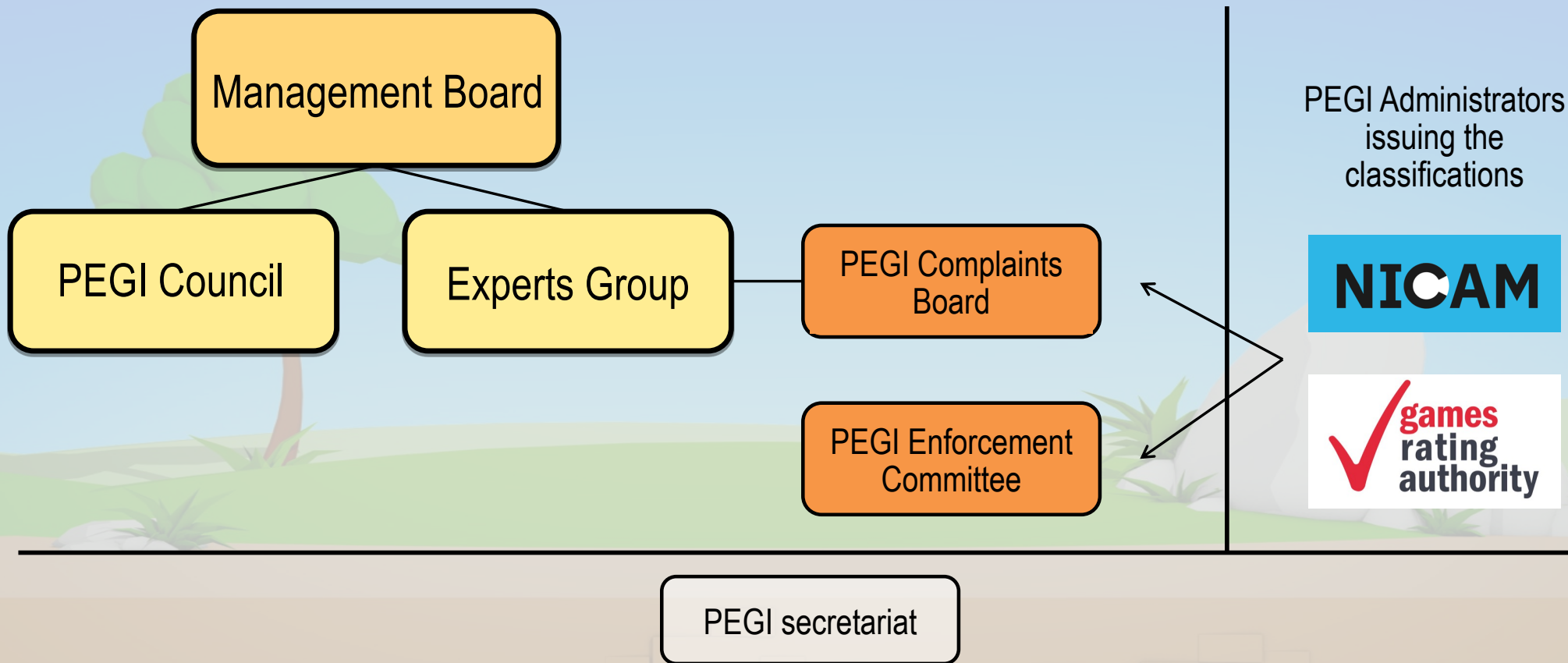


8 content descriptors

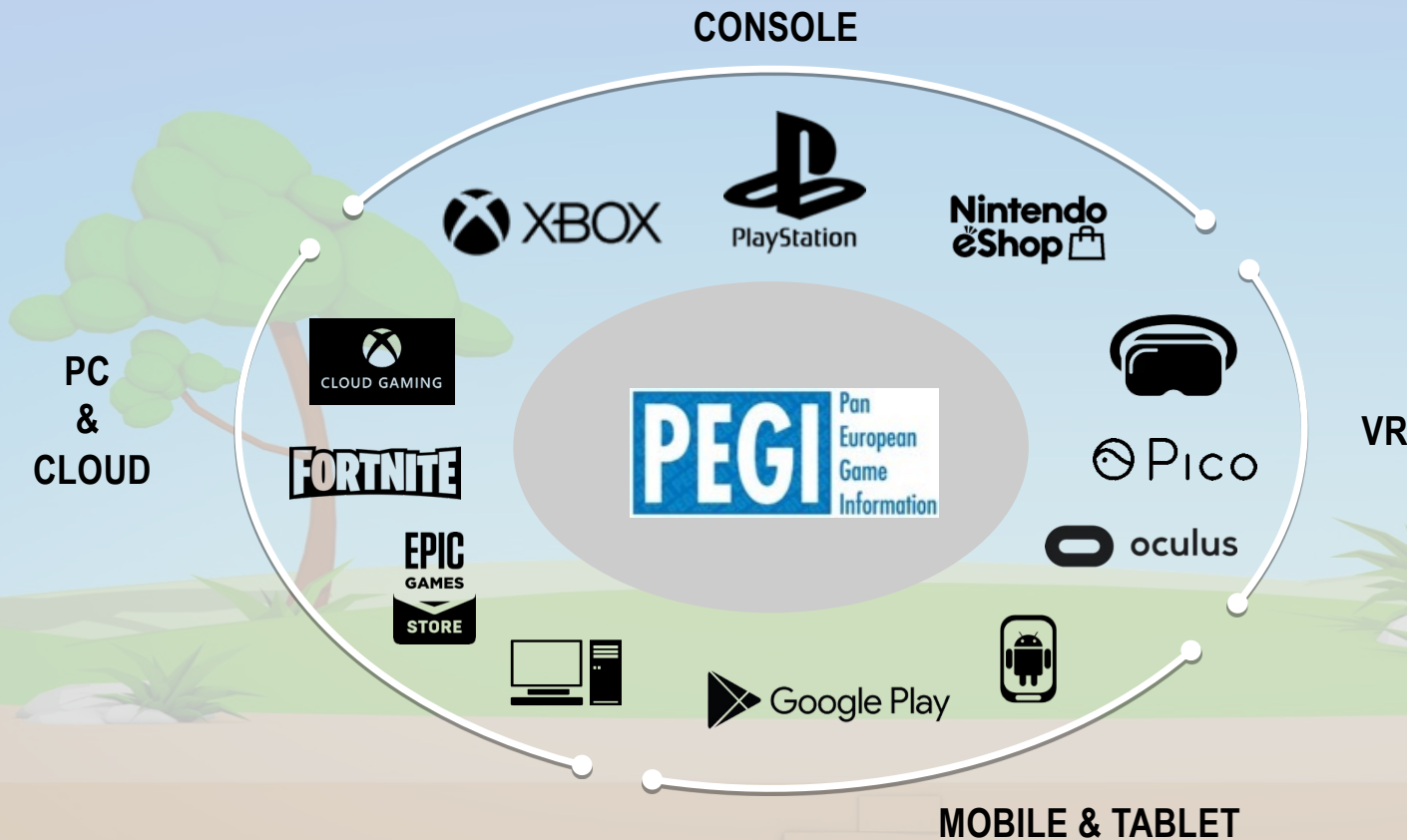
Where?



Who?



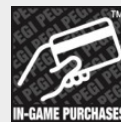
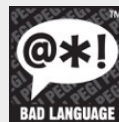
Where?



- console storefronts: several tens of thousands of games (organically grown over 20+ years)
- mobile storefronts: several hundreds of thousands of games (many continually updated)
- user-generated storefronts: several millions of games (mix of pro and amateur)

Not using PEGI:

- Apple iOS
- Steam



Solution for shifting concerns

Violence
Bad language
Sex / Drugs / Gambling
Fear / Horror

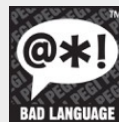
Video game
CONTENT

Video game How long does my kid play?
CONTEXT With whom do they play?
Is my kid spending money?

Parental control tools
Game community management
Safety-by-design

PEGI Pan European Game Information +

Parents Governments



Introducing new classification criteria

In-game purchases



Time- or quantity-limited offers (e.g. paid subscriptions, countdown timers)



Paid random items



Paid random items (e.g. card packs, gacha systems, keys to unlock random items, etc.)



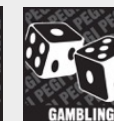
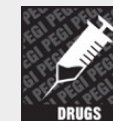
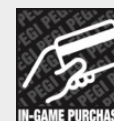
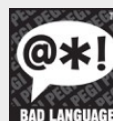
In-game controls that have spending off by default



Social casinos



Purchases linked to cryptocurrency & NFTs required to play and can be traded in-game



Introducing new classification criteria

Play-by-appointment



Already acquired content or status can be lost if players do not return to the game



Incentives to revisit the game, play-by-appointment (e.g. daily quests, login streaks)



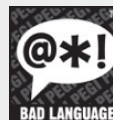
Paid battle passes with rewards that become unobtainable if goals are not met



Safe Online Gameplay



Unrestricted communication functionality



Timeline

1. PEGI traditional

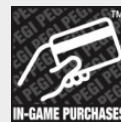
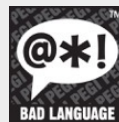
1st of June: criteria implemented for all newly submitted games.

2. PEGI ratings via IARC

Gradual roll-out in v11 questionnaire of IARC via the participating storefronts. Before completion, PEGI Admins may review and manually update ratings for games submitted through IARC where relevant.

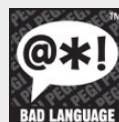
3. Existing games with PEGI ratings

From the 1st of October 2026, PEGI will proactively reclassify categories of existing games under specific conditions.



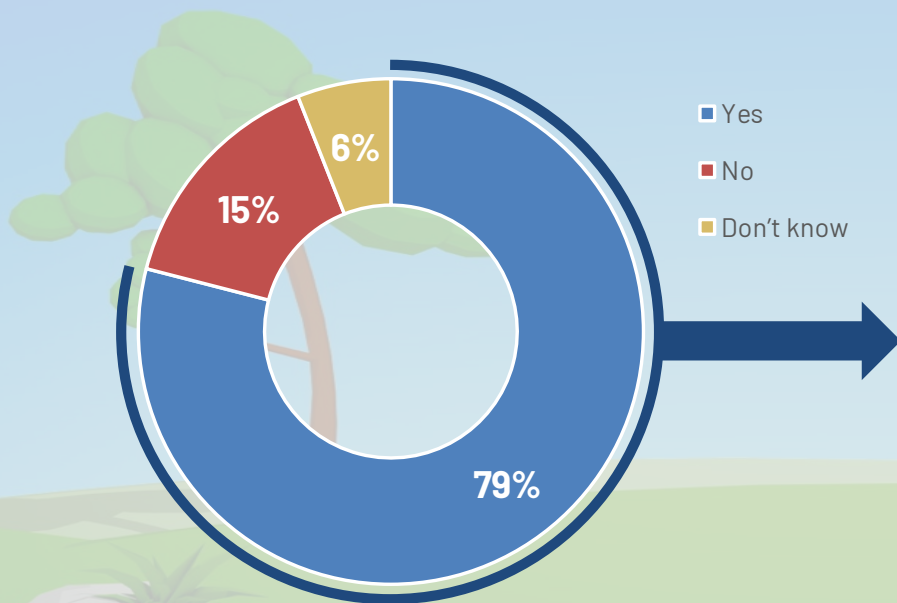
What's next?

- **Impact of the changes**
 - Is everybody happy?
- **Efficacy of age ratings**
 - Adoption of advice for parents vs. foolproof promise of age verification
- **Efficacy of parental tools**
 - Moving from opt-out to opt-in (off by default)
- **Enforcement of self-regulation**
 - Making the PEGI process more visible, with sanctions at the very end
- **Level playing field**
 - Legal grounding for PEGI?

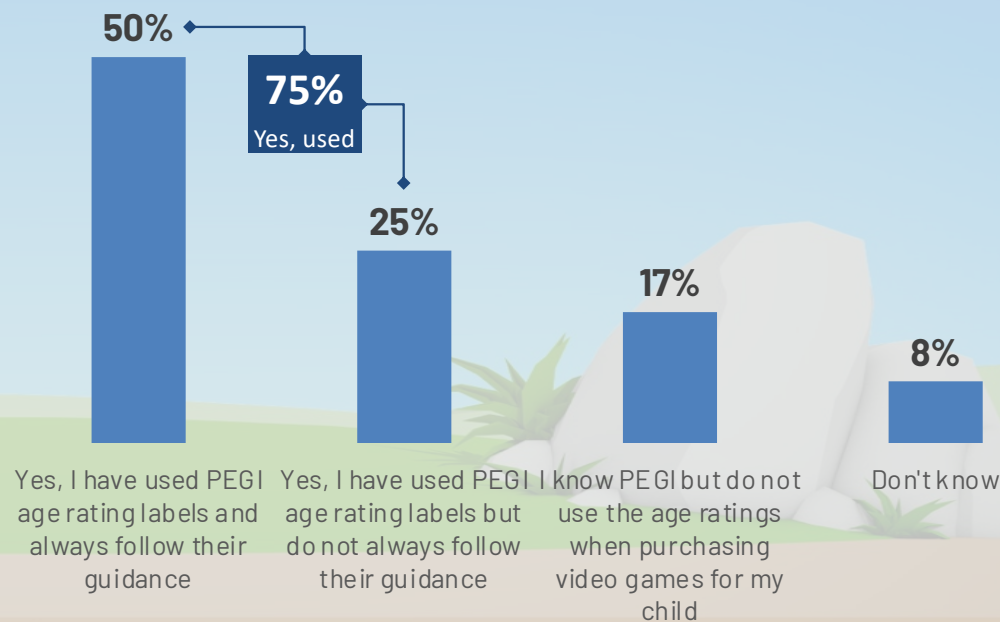


80% of parents in Europe are aware of PEGI labels

Awareness of PEGI age rating icons - PARENTS

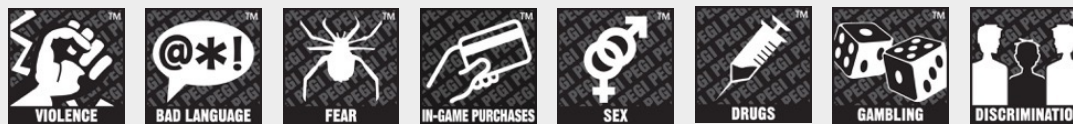


Use of PEGI age rating labels when purchasing video games for children in your household - PARENTS



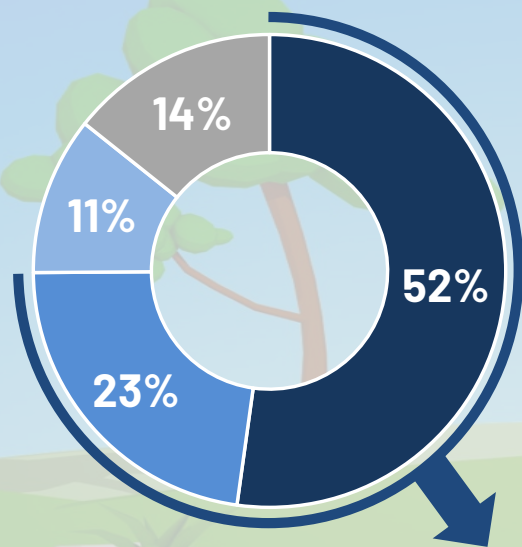
Q. Are you aware of the age rating icons below?
 BASE: Parents / guardians of children in household who play video games TOTAL (5,114)

Q. Have you ever used PEGI age rating labels when purchasing video games or app games for children in your household
 BASE: Parents / guardians of children in household who play video games and are aware of PEGI icons TOTAL (4,348)



Parents prefer to have the final say on video game restrictions

Perceived decision-making regarding video game restrictions for a child

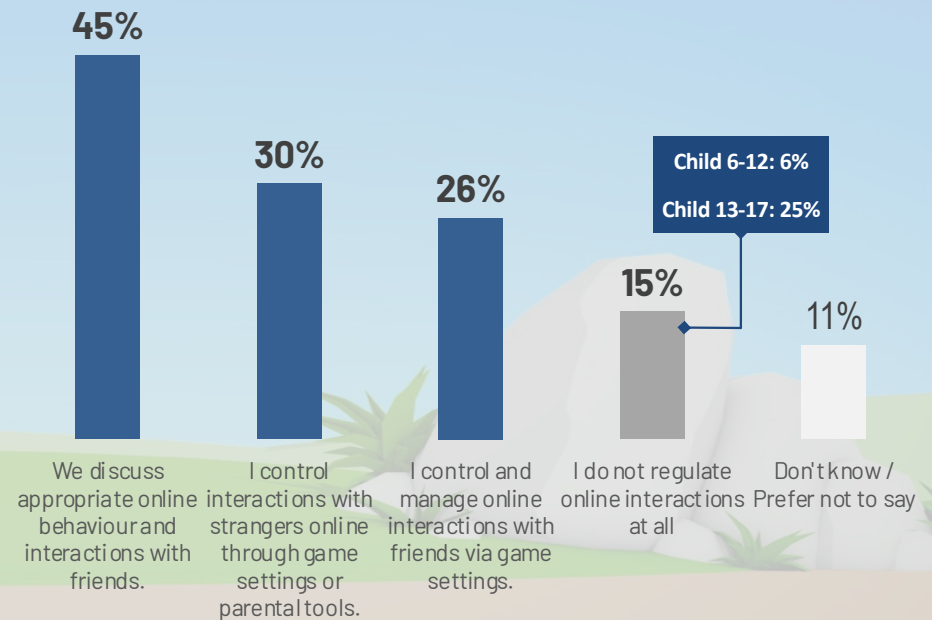


- I prefer to have the final say on what and how my child can play video games.
- I am open to an external entity, provided I could override these decisions.
- I agree to an external entity, without the need for me to have the option to overrule these restrictions.
- Don't know / Prefer not to say

75% of parents want to be responsible for making active decisions about game restrictions

Q. As a parent of a child who plays video games, how do you perceive decision-making regarding video game restrictions for your child
 BASE: Parents / guardians of children in household that play video games (5,114)

Online interactions and behaviour within video games controls and monitoring by parents



Q. When your child is playing video games, how do you oversee online interactions and behaviour within video games
 BASE: Parents / guardians of children in household that play video games (5,114)





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