

THE NAKED NAZI ZOMBIE

Age Ratings In Germany And Around The World

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GDC 'Eu

GAME DEVELOPERS CONFERENCE™ EUROPE
CONGRESS-CENTRUM OST KOELNMESSE · COLOGNE, GERMANY
AUGUST 11-13, 2014 · EXPO: AUGUST 11-12, 2014

Part 1: Mr. Nazi Zombies journey around the world



Mr. Nazi Zombies journey around the world

Part 1: Rating Boards around the World

Part 2: Youth Protection Online in Germany

Part 3: Where do we go from here?

Mr. Nazi Zombies journey around the world

Non-governmental Rating Boards

NORTH AMERICA – Entertainment Software Rating Board (ESRB)

Method

- Questionnaire, video material
- Verified by trained ESRB staff

Result

- Recommendations incl. descriptors
- Only “AO” must not be sold to minors

Noteworthy decisions

GTA San Andreas: Hot Coffee Mod, Indigo Prop
(pornography, nudity)



EUROPE – Pan-European Game Information (PEGI)

Method

- Questionnaire, video material
- Verified by trained PEGI staff
- Must consider values from over 30 countries

Result

- Recommendations incl. descriptors
- No “Refused Classification” category

Noteworthy decisions

Manhunt 2, Golden Nugget Casino
(excessive violence, gambling)



JAPAN – Computer Entertainment Rating Organization (CERO)

Method

- Questionnaire, video material
- Evaluated by randomly chosen and trained ci

Result

- Recommendations incl. descriptors
- “Z” classification only sold to adults
- Retailers insist on ratings

Noteworthy decisions

Homefront, Fallout 3, Dead Island

(North Korea references, historic references, gore)



GERMANY – Entertainment Software Self-Regulation Body (USK)

Method

- Full game code
- Evaluated by official state representatives

Result

- Legal restriction for all age categories
- Retailers insist on ratings
- Unrated games can be indexed or banned

Noteworthy decisions

Mortal Kombat (series), Wolfenstein: The New Order

Leisure Suit Larry: Box Office Bust

(swastikas/ violence and gore, sexual themes/ language)



Past 10 Years – A slight shift in Age Rating in terms of violence

Rated



Banned



Mr. Nazi Zombies journey around the world

Governmental Rating Boards

BRAZIL – Classificação Indicativa (ClassInd) / Department of Justice, Ratings, Titles and Qualification (DJRTQ)

Method

- Game code, video material
- Evaluated by governmental experts for Film, TV, games and RPGs

Result

- Recommendations incl. descriptors
- “Refused Classification” = illegal (import, sell)

Noteworthy decisions

Bully, Counter Strike

(harassment, breach of social norms/ attack against democracy)



AUSTRALIA/ NEW ZEALAND – Classification Board (CB) / Office of Film and Literature Classification (OFLC)

Method

- Game code, video material
- Evaluated by expert board

Result

- Recommendations incl. descriptors
- 15+ and 18+ legally restricted
- “Refused Classification” = illegal (import, sell)

Noteworthy decisions

Fallout 3, BMX XXX, Saints Row 4

(drug use incentives, lack of morality/ decency, sexual violence)



IRAN – Entertainment Software Rating Association (ESRA)

Method

- Game code, video material (,questionn

Result

- Recommendations incl. descriptors
- Highest category “25+ and married”
- Titles can be banned

Noteworthy decisions

Midnight Club L.A., Battlefield 3

(unlawful driving, one-sided depiction of Iran)



RUSSIA – Ministry of Culture/ Russian government

Method:

- Self-classification
- Many aspects adapted from PEGI

Result

- Recommendations without enforcement
- External complaints can lead to alteration
- Titles can be banned

Noteworthy decisions

The Sims 4, CoD: Modern Warfare 2

(same sex relationships, one-sided depiction of Russians)



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SUMMARY

Non-governmental

- Single aspects can be decisive are essential
- Focus on pertinent content impact
- Developers know their game



Governmental

- Context and framing
- Focus on overall
- Experts ca

Mr. Nazi Zombies journey around the world SUMMARY

Non-governmental

- Voluntary
- Cost
- Quick turnaround times
- Self-classification
state representatives
- Recommendations
safe



Governmental

- Mandatory
- Free of charge
- Time-consuming
 - Inspection through
- Legally com

Mr. Nazi Zombies journey around the world

Part 2:

Youth Protection Online in Germany



Youth Protection Online in Germany

the legal
content



of

Since 2003, the Youth Media Protection State Agreement (JMStV) defines youth protection regulations for online and mobile

There are two supervising bodies which can impose fines for misbehavior (up to 500.000 EUR)



Online contents according to the JMStV

- Online games
- Websites
- Trailer
- Social networks
- Mobile offers



- Proprietary systems
(consoles, TV)
- User generated content
 - Advertising
- Links

- Estimate youth relevance of given online content through USK rating or self-classification
- If game exceeds youth relevance of **14+**, use a technical Youth Protection barrier:



powered by: USK

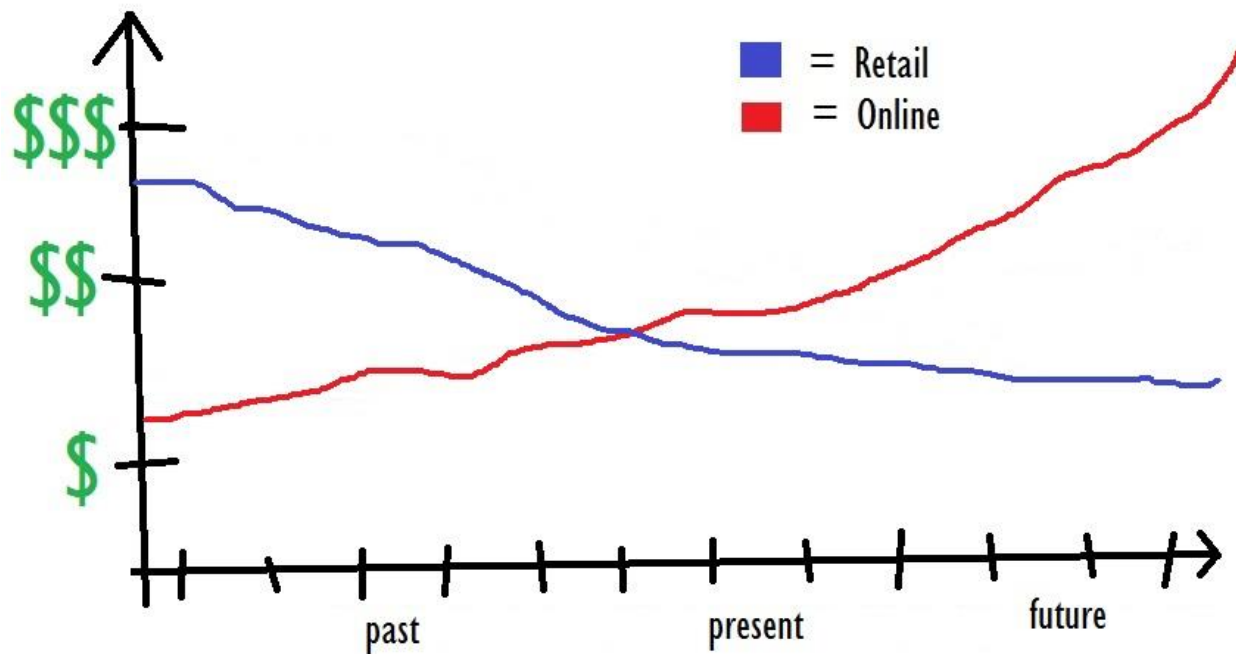
Do's

- ✓ 18+ kill-compilation trailer on XML-tagged Site
- ✓ A mobile game rated 6+ without any Youth Protection restrictions
- ✓ 16+ download game sold behind an ID-check

Dont's

- ✗ The same trailer embedded on Facebook
- ✗ In-game shop with direct approach to children / young adults
- ✗ „Enter your date of birth“ or „Push this button to confirm that you're 18+“

Part 3: Where do we go from here?



Where do we go from here?

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- Voluntary
- Cost
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state representatives
- Recommendations
safe



Governmental

- Mandatory
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 - Time-consuming
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Where do we go from here?

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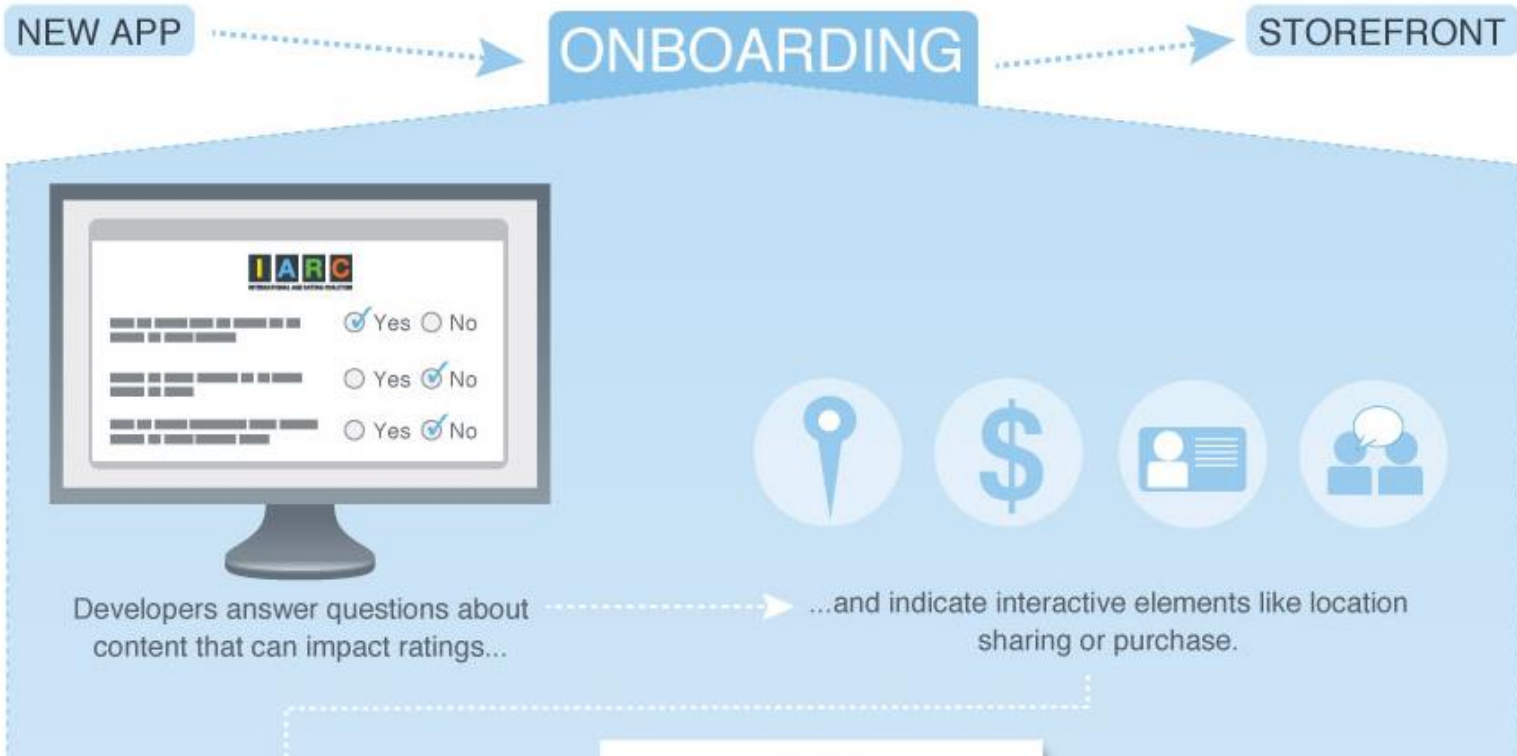
Where do we go from here?

Global solutions for a global concern

- **International coverage but regional adaptation**
- **Cooperation with regional rating authorities**
- **Standardization and consistency across platforms and storefronts**
- **Dynamic ratings**
- **Flexibility for dynamic content**
- **Implementation for pre-installed Parental Controls**

Where do we go from here?







IARC tabulates responses and assigns a rating for each territory based on their individual content standards.



Developers receive a rating certificate along with a unique code that references their rating, for use if it is submitted to another participating storefront.

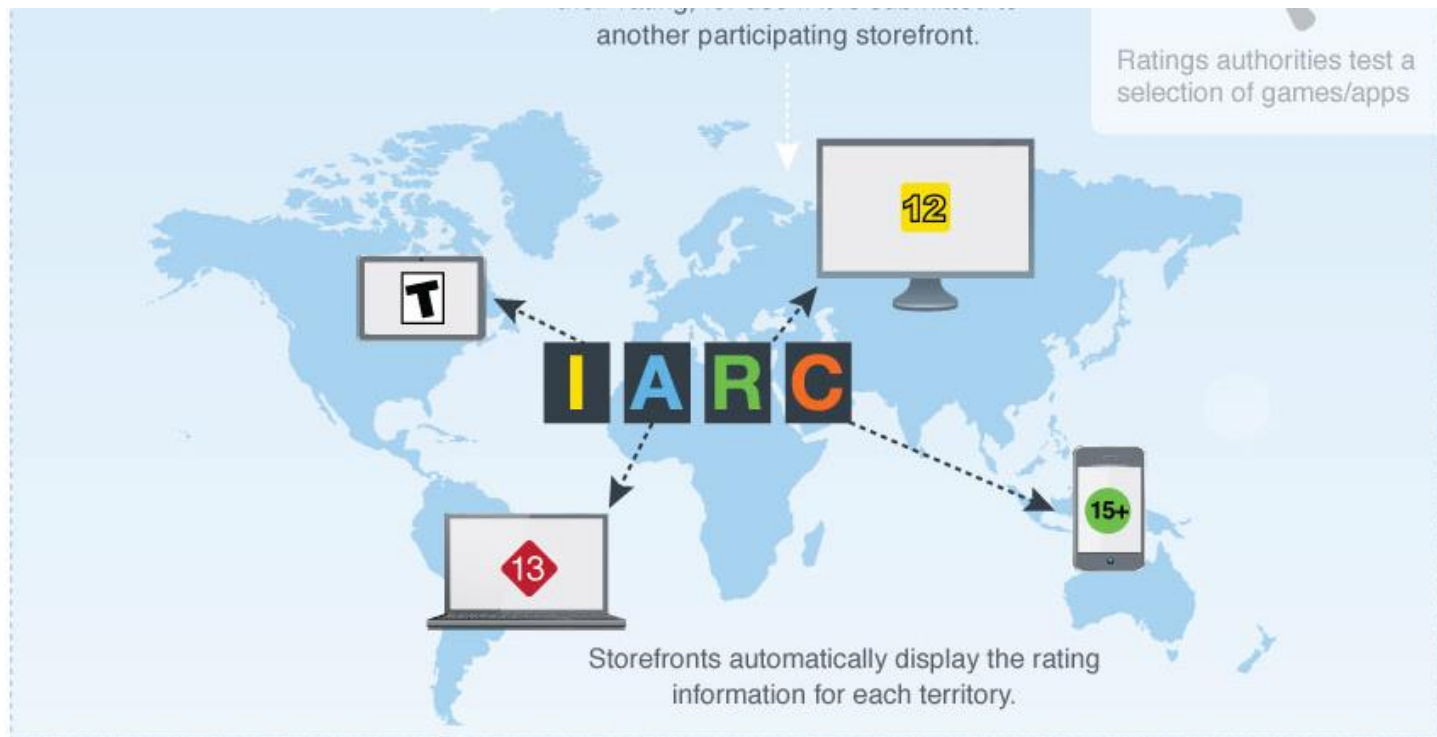
GETTING IT RIGHT



Developers can contest one or all of their rating assignments directly to the rating authority in question, which reviews it promptly.



Ratings authorities test a selection of games/apps





Participating rating authorities: ESRB, PEGI, USK, ClassInd/ DJCTQ

Next confirmed participants: Classification Board (OLFC), FPB

Thank you for your attention.



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Key Learnings

- **Different cultures = Different focus areas regarding Youth Protection Laws**
- **If you go retail only in Germany, the depiction of violence should be your primary concern**
- **If you plan to release online, check violence as well as suitable youth protection measurements (XML-Labeling, ID-Check, IARC ...)**