

ADVERTISING AND MARKETING GUIDELINES FOR APP DEVELOPERS

- Only for USK ratings generated with the IARC-System -


For the benefit of consumers, the USK encourages developers to display the assigned rating icon, content descriptors and interactive elements in all advertising and marketing materials for their apps as outlined below. For questions relating to any of the recommended guidelines detailed below, contact advertising@usk.de.

A) USK Rating Icons, Content Descriptors and Interactive Elements

Hi-res versions of USK rating icons are accessible [here](#). USK icons are trademarks owned by the FSU GmbH and must not be altered.

- **Rating categories** indicate the age-appropriateness of an app.
- **Content descriptors** indicate the reasons (e.g., Violence, Sexual Content, Language) that an app was assigned a particular age rating.
- **Interactive elements** indicate other interactive aspects of an app (e.g., if an app displays the user's location to others or allows the user to make in-app purchases).

Rating Categories



Content Descriptors (Examples)
Gewalt
Ängstigende Inhalte
Nacktheit / Erotik

Interactive Elements (Examples)
Nutzerinteraktion
Datenweitergabe
Onlinekäufe

B) Display of Assigned Rating Information

For most ads (e.g., in-app, online, print, out-of-home, digital communications, ads on mobile devices and product-specific web pages/sites):

The rating icon, and if possible, the content descriptors and interactive elements should be displayed large and clear enough to be legible with a line separating the content descriptors and interactive elements, as shown in the two examples below:



For smaller advertisements (e.g., in-app and small banner ads), the rating information can be displayed in text (e.g. "USK ab 6").



C) For television ads and pre-roll videos

The rating icon should be superimposed over the footage at a minimum of 10% of the height of the screen in which it is displayed (as shown below) for at least:

- Two seconds for ads 15 second or less; or
- Four seconds for ads longer than 15 seconds.

A voiceover should be synced with the display of the applicable rating icon as follows:

- “USK ab ___ Jahren” voiceover should be used.

D) For trailers and videos:

The rating icon and content descriptors should be legibly displayed prior to the start of the trailer/video (as shown below) for at least:

- Two seconds for videos 15 seconds or less; or
- Four seconds for videos longer than 15 seconds.

The rating icon should be at least 50% of the height of the screen in which it is displayed. Where feasible, the rating icon and content descriptors should be legibly displayed on the page/screen prior to download.

E) Responsible Ads

We generally recommend that ads for apps rated USK 12, USK 16 or USK 18 should not be directed to consumers for whom the app is not rated as appropriate. For example, a platform directly aimed at children should not be used for advertisements of apps rated “USK ab 18” independent from the advertisements’ actual content.

Ads should accurately reflect the nature and content of the app it is promoting and its assigned rating (i.e., an ad should not mislead the consumer as to the app’s true character.).

For example: If an app does not contain blood or suggestive themes, then the advertisement should not portray any type of blood or suggestive themes.

Ads cannot glamorize or exploit the USK rating in order to market an app.

For example: Ads should not contain phrases like “A USK 18 rating has never been pushed this far”.

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USK, Berlin, 12.03.2015