

## PEGI RATINGS EXPAND TO MOBILE VIA NEW GLOBAL RATING SYSTEM

**Brussels, 17 March 2015** – PEGI announced today the expansion of its rating system to mobile and digital storefronts in Europe, as part of a global initiative with other classification authorities from around the world. The International Age Rating Coalition (IARC) was recently established to streamline the process for assigning age and content ratings to the high volume of digitally delivered games and mobile apps coming into the market today. The IARC system is currently adopted for use in Google Play and Firefox Marketplace, and Microsoft's Xbox Live® Store, Nintendo® eShop and the Sony PlayStation® Store are expected to do so at a later date.

Founded in late 2013, the IARC system represents the first time international ratings organisations have joined forces to agree on a unified process that simultaneously generates ratings for multiple territories while preserving each of their distinct cultural standards. Currently, the IARC process assigns the familiar and trusted content rating icons from PEGI (Europe), ESRB (North America), ClassInd (Brazil), USK (Germany) and the Classification Board in Australia, with more rating authorities expected to join in the future. All publishers on the participating platforms will be required to use the IARC procedure during the on-boarding process. There is no cost to publishers to obtain ratings via IARC and the process is designed to be fast and easy.

"I really applaud this responsible move", says Robert Madelin, Director General of DG CONNECT, European Commission. "Age-rating apps in a way that is generally applicable, transparent, and consistent and that is familiar and understandable to users is an important step in making the internet a better place for children."

"The market for digital games and mobile apps is exploding across the globe. With a single click, developers can publish their games and apps on digital storefronts reaching a worldwide audience. These realities have created regulatory and cultural challenges that call for an innovative solution like IARC to help developers and storefronts provide consumers with culturally relevant, legally compliant and reliable guidance about the age appropriateness of the content in games and apps they may be considering for download," said Dirk Bosmans, Communication Manager of PEGI S.A.. "It is encouraging that digital storefronts recognise the benefits of this groundbreaking initiative."

#### About IARC:

The IARC system assigns age ratings, content descriptors and interactive elements for digitally delivered games and apps. Developers can only access the system and use IARC ratings on digital storefronts that have licensed and integrated the system into their on-boarding process. There is no cost for developers to use the system, which features a single questionnaire that once completed immediately assigns different ratings for various territories around the world. Those IARC-certified ratings are then ingested by the storefront and mapped to their respective regions. IARC and its participating rating authorities are responsible for monitoring and ensuring the accuracy of ratings assigned by the system. The fundamental goal is to enable digital consumers, especially parents, to have broad access to established, credible and locally relevant ratings for interactive entertainment products, regardless of the device on which they consume them.

The initial five IARC rating authority participants, which collectively represent regions serving approximately 1.5 billion people, include:

- Pan European Game Information (PEGI) – Europe
- Unterhaltungssoftware Selbstkontrolle (USK) – Germany
- Entertainment Software Rating Board (ESRB) – North America
- Classificação Indicativa (ClassInd) – Brazil
- Classification Board - Australia

For more information about IARC, please visit [www.globalratings.com](http://www.globalratings.com).

#### About PEGI:

PEGI is the pan-European age rating system for video games. PEGI's aim is to educate consumers and in particular to protect minors from exposure to potentially unsuitable game content. PEGI does this by providing parents and caregivers with detailed information allowing them to make informed choices when buying games for children. PEGI also ensures that games are sold and advertised in a responsible manner. Products classified by PEGI are available in 38 countries in Europe. For more information, please visit [www.pegi.info](http://www.pegi.info).

Contact:

PEGI S.A.

Dirk Bosmans

[dirk.bosmans@pegi.eu](mailto:dirk.bosmans@pegi.eu)

+32 2 612 17 72