

Support for the International Age Rating Coalition in Germany

Manuela Schwesig, Federal Ministry of Family Affairs, Senior Citizens, Women and Youth

„IARC is the first international system that takes German norms and standards into account. Finally parents can choose adequate contents for their children based on the established age categories when using mobile devices.”

Ute Schäfer, Ministry for Families, Children, Youth, Culture and Sports of the State of North Rhine-Westphalia

"I am delighted that Google chose to join the international classification system IARC which is being supported by the USK in Germany. In terms of online contents, this development will considerably improve the safety of children and youth.”

Jacqueline Kraege, State Secretary, Delegate for Federal and European Affairs of the Land of Rhineland-Palatinate, Media and Digital Affairs

„I congratulate Google to the decision to join the International Age Rating Coalition. Parents have now access to a powerful tool when it comes to media education. I can only hope that a lot more small and large corporations will follow this example.”

Dorothee Bär, Parliamentary State Secretary at the Federal Minister for Transport and Digital Infrastructure

„The integration of IARC into the Google Play Store and the resulting information provided based on the German USK criteria is a major step forward for young gamers and their parents alike. It is desirable that Amazon, Apple and other key players will adapt the IRAC system as soon as possible.”

Siegfried Schneider, President of the Bavarian Regulatory Authority for New Media (BLM), Commission for the Protection of Minors in the Media (KJM)

„It is a tremendous success that USK managed to integrate the German perspective on Youth Protection and the specific criteria into the global IARC system. Mozilla and Google are taking an important leading role by using IARC as an integral part of their platforms. I can only hope that many more platforms will join this groundbreaking initiative.”

Thomas Krüger, President of the German Children's Aid Society

„IARC and Google are entering a reasonable and commendable alliance that actively supports the protection of children and youth. For 20 years the USK has been a reliable pillar for parental information. I am pleased that their age classifications are now finally available for online games and apps.”

Ekkehard Mutschler, Delegate for Youth Media Protection, German Child Protection Association

„The German Child Protection Association highly appreciates that Google is following Mozilla in introducing the IARC system for age classification of games and apps. The international IARC system has been co-developed in Germany to guarantee classifications that mirror German Youth Protection standards. The German Child Protection Association especially values that parents can now restrict app downloads for their children guided by the approved and reliable age categories in Google Play. IARC represents a whole new level of Youth Protection in children’s rooms.”

Thomas Jarzombek, Member of the German Parliament, Spokesman of the CDU/CSU Parliamentary Group for Digital Agenda

„The computer and video game industry is producing countless innovations in terms of technology or culture. With the IARC system this innovation has now reached age rating processes as well. The rating authorities have detached themselves from ongoing Youth Protection discussions and are proving that Youth Protection in Germany can work on a global level and with literally millions of contents. Congratulations!”



Lars Klingbeil, Member of the German Parliament, Spokesman for Internet Politics of the SPD Parliamentary Group

"With IARC we finally introduce a modern Youth Media Protection system. I am especially pleased that the system goes beyond the sole issuing of age rating symbols but includes additional information for consumers. This represents valuable support and an important contribution to a competence in dealing with media and data sovereignty for its users."

Christina Schwarzer, Chairlady of the CDU/ CSU Parliamentary Group in the Family Board

„A giant leap for the protection of children in the internet“

Wolfgang Hußmann, Chairman of the USK Advisory Board, Representative of the German Bishops Conference

„As Advisory board we will support the USK in all matters that will help to make IARC an international standard to the best of our abilities.“

Jutta Croll, Managing Director of the Center for Internet Child Protection (I-KiZ)

„Google’s decision to use IARC for the age categorization of Android apps marks an important milestone.“