



**ENTERTAINMENT SOFTWARE
RATING BOARD**



The ESRB Rating & Self-Regulatory System

Presented by ESRB, President Patricia Vance

July 13, 2016

About ESRB



- Founded in 1994
- Non-profit 501c(6)
- Governed by industry
- Informs consumers
- Enforces marketing guidelines
- Ensures responsible online privacy practices

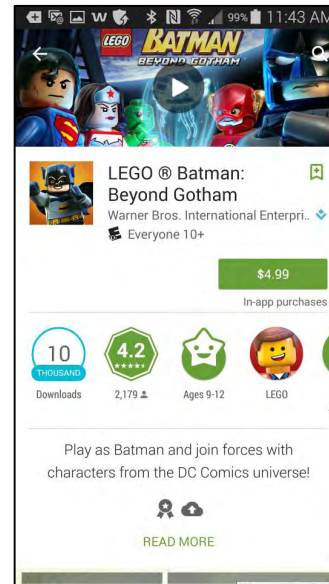


Cross-Platform Coverage



ESRB ratings appear on:

- Boxed Games
- Digitally-Delivered Games
- Mobile Apps
- Web Apps



3-Part Rating System



- Age rating
- Content descriptors
- Interactive Elements*

RATING CATEGORIES	CONTENT DESCRIPTORS (EXAMPLES)	INTERACTIVE ELEMENTS
	Language Suggestive Themes Violence	Shares Info Shares Location Users Interact Digital Purchases Unrestricted Internet

*Interactive elements are only assigned to digitally delivered games and mobile apps.

Ratings on Boxed Games



Rating Summaries (Boxed Games)



The screenshot shows the ESRB website interface. At the top, it says "ESRB ENTERTAINMENT SOFTWARE RATING BOARD" and "Proud member of IARC". Below this are navigation tabs: "ESRB RATINGS", "PUBLISHERS", "RETAILERS", "PRIVACY CERTIFIED", and "ABOUT ESRB". The main content area is titled "RATING INFORMATION" and features a search bar with "LEGO Batman 3: Beyond Gotham" entered. The search results show the game's title, platform (Microsoft Windows), and a rating of "E" (Everyone). The content descriptor is "Cartoon Violence". A "Rating Summary" section provides a detailed description of the game's content, mentioning DC characters and action elements. A table at the bottom lists the game's availability on various platforms and their respective ratings.

Platform	Rating	Content Descriptor	Age Group	Warning
PlayStation 3, Wii U, Xbox 360	E	Cartoon Violence	None	None
PS Vita	E	Cartoon Violence	None	None



Rating Category Breakdown



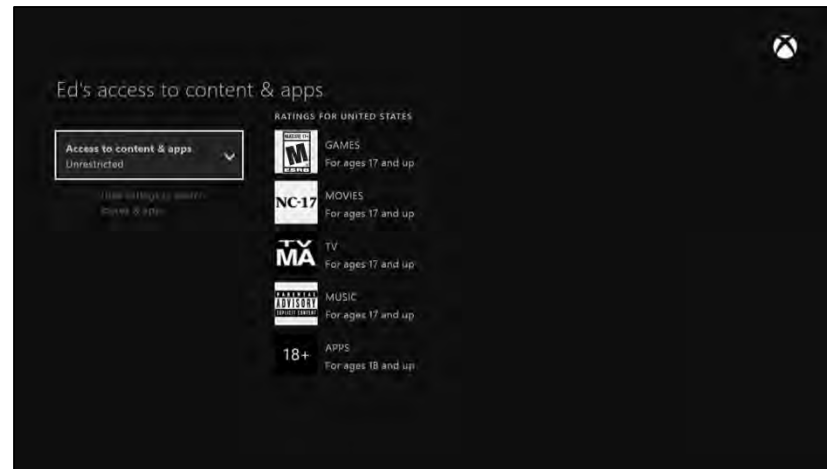
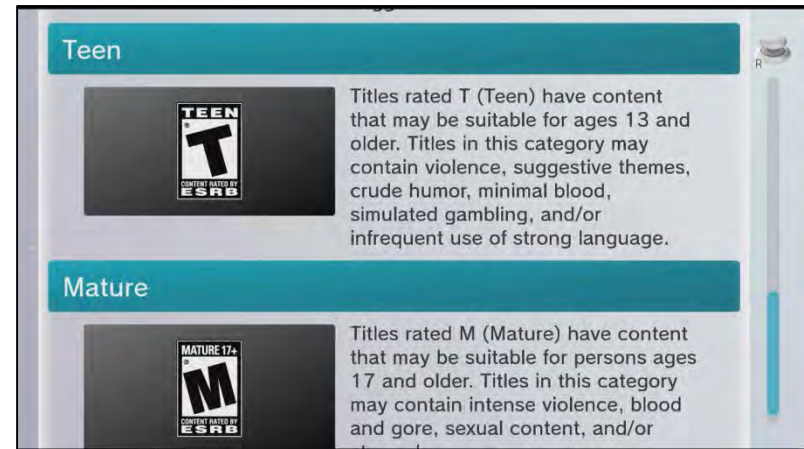
ESRB RATINGS ASSIGNED 2015

- 37% EVERYONE
- 23% EVERYONE 10+
- 29% TEEN
- 11% MATURE



NOTE: Includes ratings assigned for boxed (physical) video games and downloadable titles played on consoles.

Integration w/Parental Controls



ESRB Enforcement System



- Game publishers are legally bound to:
 - **Fully disclose** all pertinent content
 - **Display ratings** information
 - **Responsibly market** their product
- Non-compliance results in sanctions, e.g., points, fines (up to \$1 million), and/or corrective actions
- ESRB reserves right to revoke rating and/or rating services



FTC: ESRB “Outpaces” Peers



- Video game industry “outpaces” movie & music industries in:
 - ✓ restricting target marketing of mature-rated products to children
 - ✓ clearly and prominently disclosing rating information
 - ✓ restricting children’s access to mature-rated products at retail



The video game industry “continues to have the strongest self-regulatory code” and compliance is “high in all media.”

Source: Marketing of Violent Entertainment to Children, FTC Report to Congress, December 2009

- “Self-regulation, such as that done by the **Entertainment Software Rating Board** for video games, is an effective way for companies to modify their behavior to protect consumers where the government could or should not act....The **electronic game industry** continues to have the strongest self-regulatory code and enforcement of restrictions on marketing, advertising and selling mature-rated games to younger audiences.”

FTC Commissioner Maureen K. Ohlhausen at the Better Business Bureau (BBB) Self-Regulation Conference in Washington, DC. June 24, 2014



ESRB Retail Council

ESRB Retail Council (ERC)



- Established in November 2005
- “Commitment to Parents” Code adopted in June 2006
- Members include:



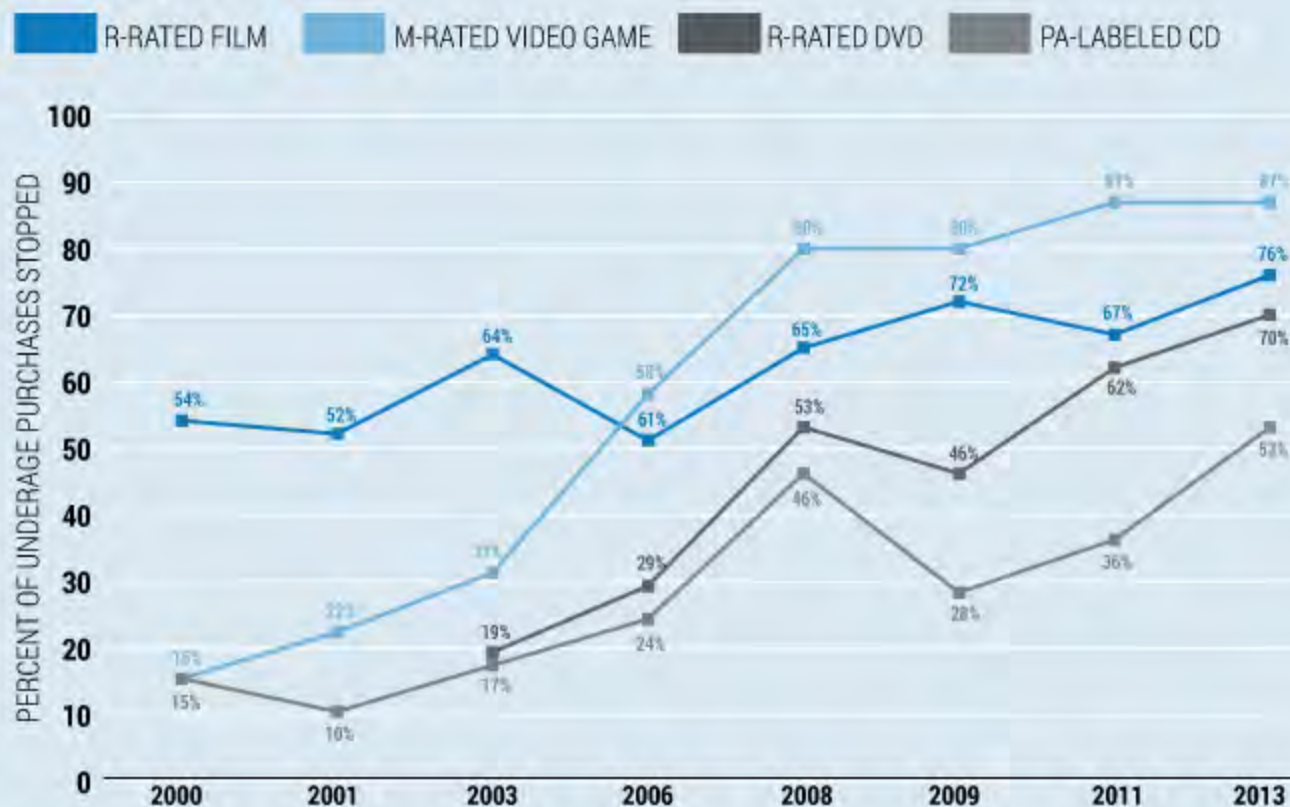
ERC - Store Policy Enforcement



FTC Mystery Shopper Audits



FTC MYSTERY SHOPPER AUDITS: 2000-2013



SOURCE: Federal Trade Commission Mystery Shopper Audits 2000-2013

ERC – Signage Compliance

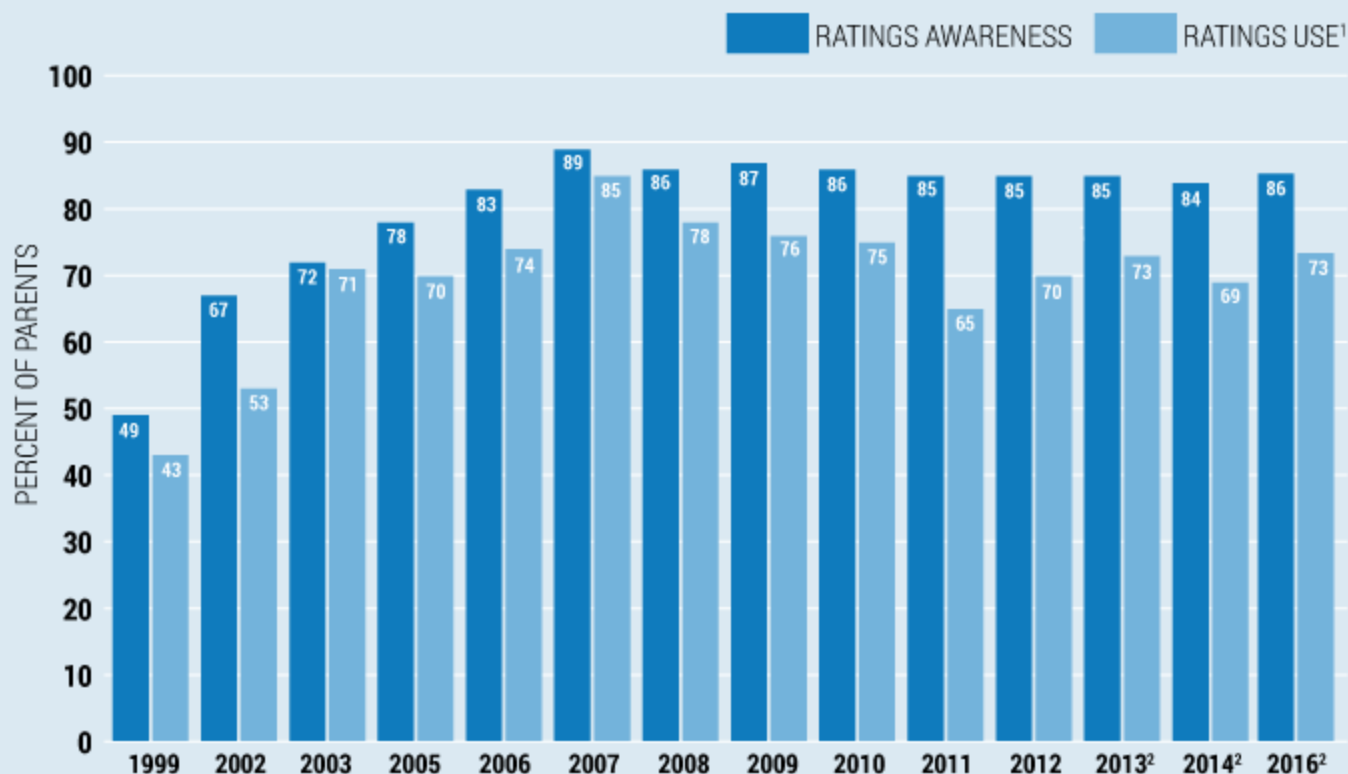


Consumer Education & Resources

Ratings Awareness & Use



ESRB RATINGS: PARENTAL AWARENESS & USE 1999 - 2016



SOURCE: Study of parents who have purchased a video game in the prior six months and have children age 3-17 that play video games. Surveys from 2010 on were conducted online whereas all those previous were conducted via telephone. All surveys conducted by Hart Research Associates and commissioned by ESRB.

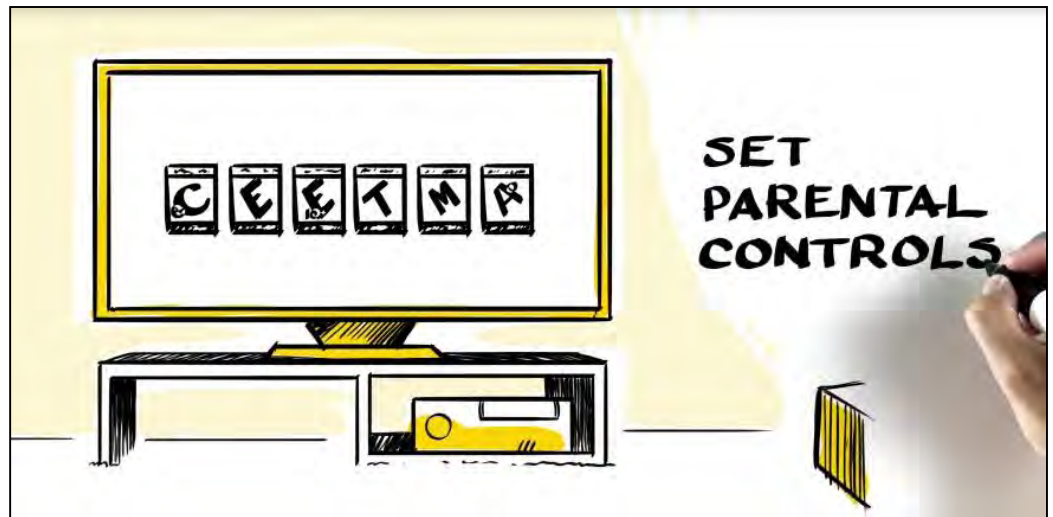
¹Combined percentage of parents who say they check that rating "every time" or "most of the time" before purchasing a game.

²Online surveys of parents of children age 3-15 that play mobile or other games online who also purchase a "packaged" video game for their children.

National PSA



- Awarded 2014 “**Best PSA of the Year**” by the Public Relations Society of America
- Promotes ESRB ratings, mobile app, parental controls
- 370 million impressions to date



Local PSAs



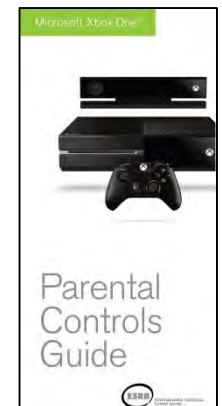
- 26 state-wide PSA (TV and radio) campaigns to date
- 316 million impressions



Parental Controls Guides



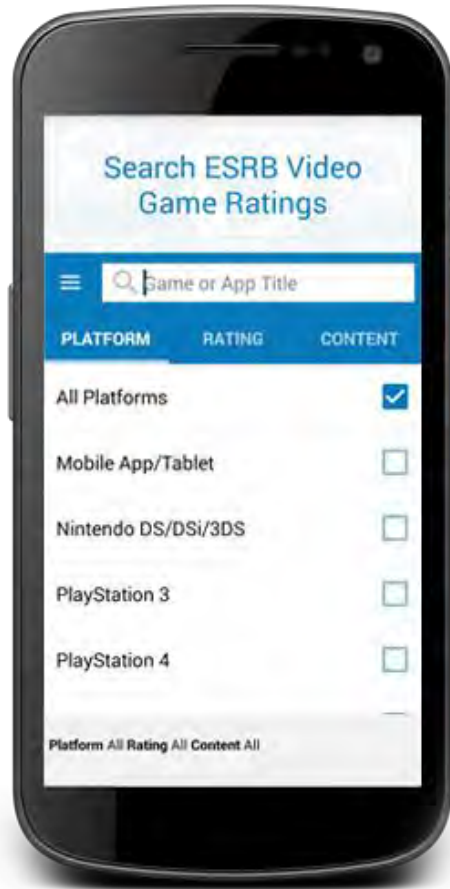
- Instructional videos
- Brochures
- For PlayStation 4, Wii U & Xbox One
- Hosted by Monica Vila from The Online Mom
- In English and Spanish



- Search for ratings
- View rating summaries
- Other Parent Resources
 - Family Discussion Guide
 - Online Safety Tips
 - Parental Control Guides



ESRB Mobile App

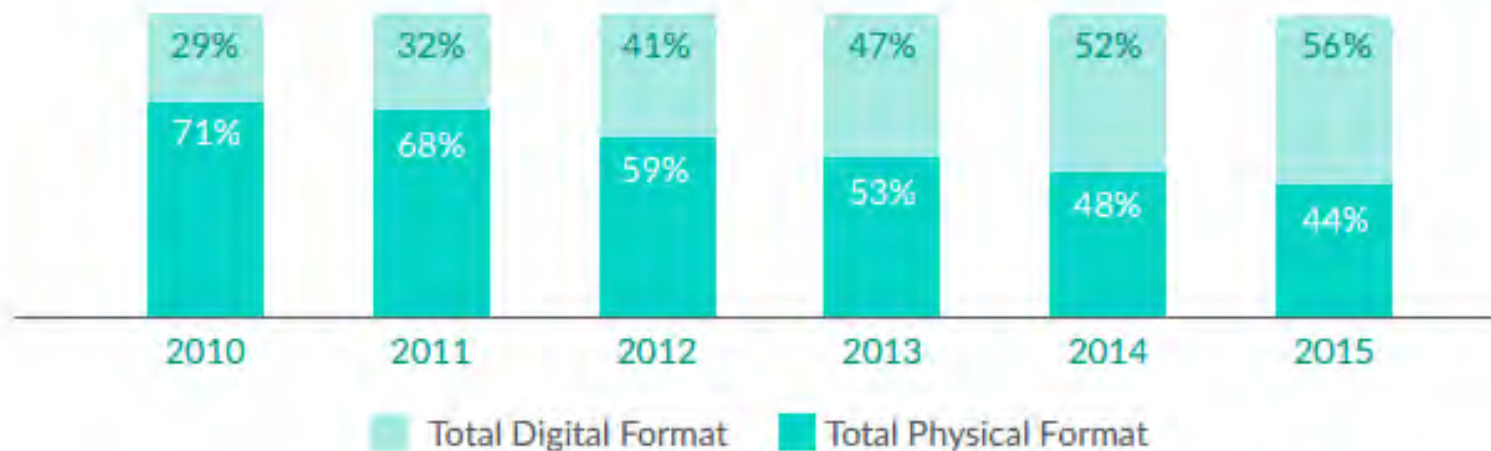


Key Strategic Initiatives

Growth in Digital



Recent Digital* and Physical Sales Information



Source: The NPD Group/Games Market Dynamics: U.S.

*Digital format sales include subscriptions, digital full games, digital add-on content, mobile apps and social network gaming.

IARC Launches (2014)



INTERNATIONAL AGE RATING COALITION

GLOBALRATINGS.COM

- Consistent standards across storefronts
- Scalable process to handle volume
- Globally streamlined and free for developers
- Reflect local cultural norms
- Compliant with local regulations

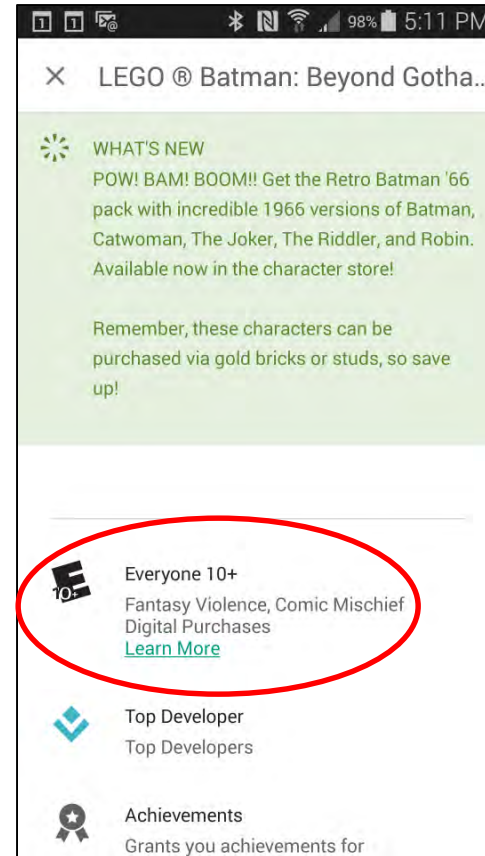
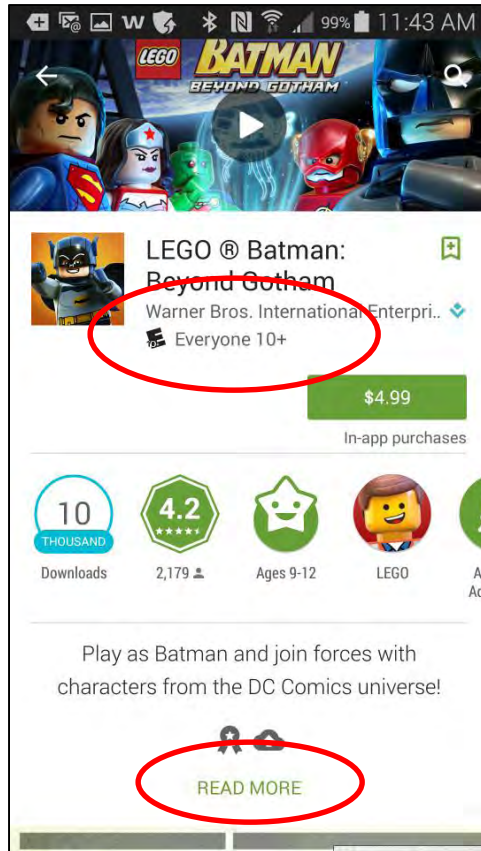
Rating Authorities

- ESRB (North America)
- PEGI (Europe)
- USK (Germany)
- ClassInd (Brazil)
- The Classification Board (Australia)
- Others coming soon

Storefronts

- Firefox Marketplace – January 2014
- Google Play – June 2015
- Nintendo eShop – October 2015
- Windows Store for PC, tablet and phones – January 2016
- More coming soon!

Google Play: North America



What Others Are Saying About IARC



Members of U.S. Congress

- *“Information is key when it comes to parents making responsible choices for their kids,”* United States Rep. Jim McGovern (D, MA)
- *“ ... I applaud efforts by the private sector to keep our children safe and parents informed,”* United States Rep. Cathy McMorris Rodgers (R, WA)

European Regulators

- *“ ... an important step in making the internet a better place for children,”* Robert Madelin DG Connect, European Commission
- *“Finally parents can choose adequate contents for their children based on the established age categories when using mobile devices,”* Manuela Schwesig, Federal Minister of Family Affairs, Senior Citizens, Women and Youth, Germany

Privacy Certified

ESRB Privacy Certified Program



- **FTC COPPA Safe Harbor protection since 1999**
- **Individualized privacy risk assessment for online and mobile**
- **Global** privacy compliance including Canada, Europe, and Asia-Pacific
- FTC-approved solutions for obtaining **verifiable parental consent**
- Guidance on **consumer-friendly privacy disclosures and privacy policies**
- Ongoing **consultation, monitoring and reporting** to ensure continued compliance and protection

Thank you!