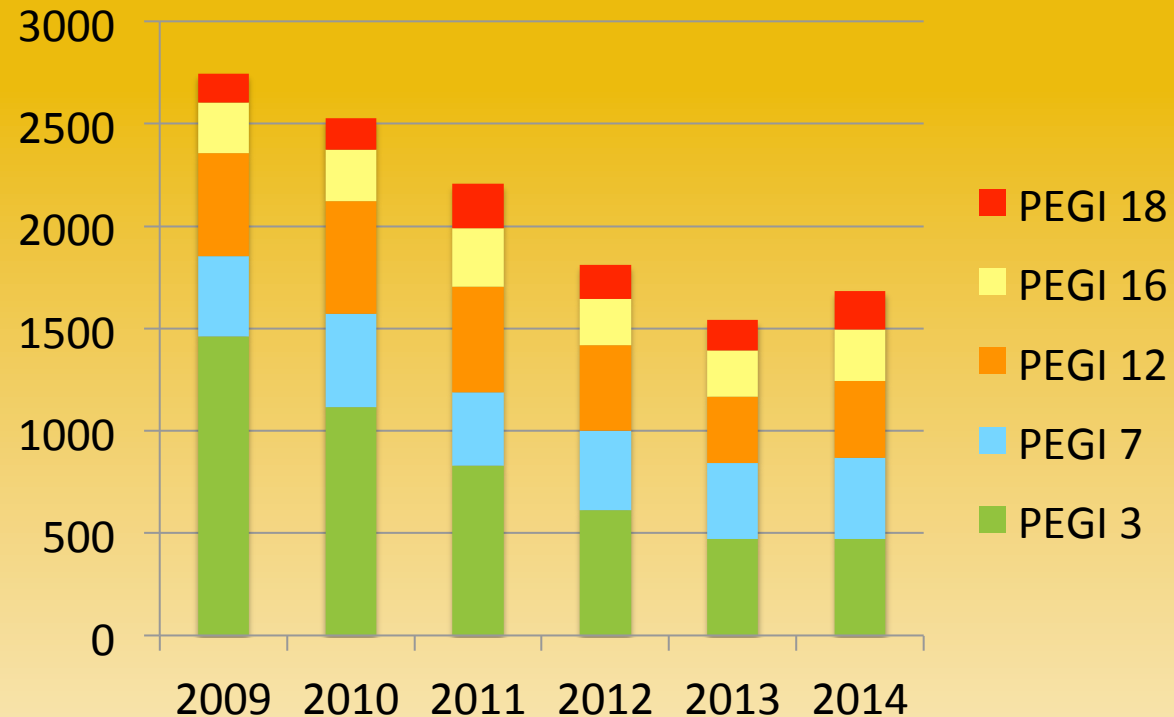


Dirk Bosmans, PEGI S.A.  
Fachforum Jugendmedienschutz  
Bern, 07/09/15

# Where did all the PEGI 3 games go?



12/2005 : Xbox 360

12/2006 : Wii

03/2007 : Playstation 3

→ 07/2008 : iOS Appstore

→ 08/2008 : Android Market

11/2009 : 100,000 iOS apps

10/2010 : 100,000 Android apps

12/2012 : Wii U

11/2013 : PlayStation 4

12/2013 : Xbox One

# Same age ratings, different approach

## Retail product

1. PEGI Questionnaire
2. Provisional age rating
3. Confirmation/Correction
4. PEGI Offline License
5. Game released in shops

**Approx. 2000 games/year**

## Digital product

1. Game submission
2. PEGI Questionnaire
3. PEGI Online License
4. Game released online
5. Confirmation/Correction

**> 1.5 million + updates**

# Solutions



## Rating Board members:

- PEGI (Europe)
- USK (Germany)
- ESRB (US)
- ClassInd (Brasil)
- ACB (Australia)

## Observers:

- FPB (South Africa)
- CERO (Japan)
- KGRB (South Korea)

<http://www.globalratings.com>

# IARC Platform Members:

January 2014



Firefox Marketplace

March 2015



Google play

Soon...



Nintendo eShop

PlayStation®Store



Windows Store

1



**A new app or game is created.**  
Developer starts to submit it to a participating storefront.

2



**Developer answers questions about content in the game or app.**  
This includes interactive elements like sharing location, UGC, or in-app purchases.

3



**IARC calculates and assigns ratings globally.**  
Regional ratings reflect local standards.

4

**Storefront ingests and maps regional ratings for display to users.**  
IARC's localized ratings are familiar and trusted by parents and other digital consumers.

5

**Regional IARC authorities monitor ratings to ensure accuracy.**  
Corrections, if needed, are implemented promptly.





## SBB Mobile

Schweizerische Bundesbahnen SBB

 PEGI 3

 Sie haben keine Geräte.


Recognisable, trusted age ratings  
now also in mobile and digital stores



## Kingdom Rush

Ironhide Game Studio Strategie

 PEGI 7

Bietet In-App-Käufe an  
 Sie haben keine Geräte.

Content AND  
Feature descriptions



## Netflix

Netflix, Inc. Unterhaltung

 Begleitung eines Erwachsenen

 Sie haben keine Geräte.

Innovations for non-game apps



(Parental guidance recommended)

For non-game apps that offer a wide variety of content that may or not be appropriate for a certain age, depending on the decision of the consumer. Examples are Netflix and YouTube.

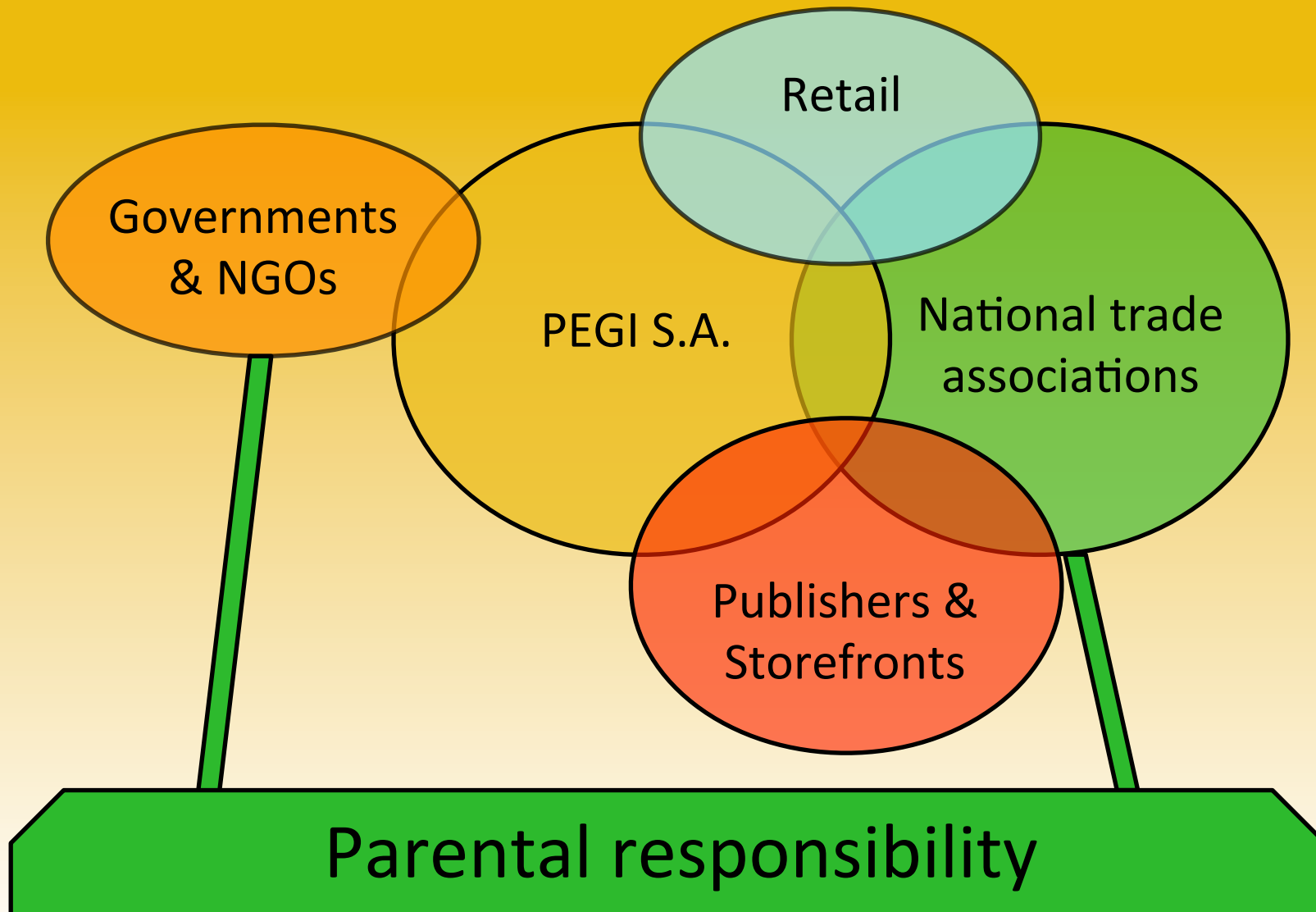




The Online content descriptor has been retired by PEGI because it was no longer efficient. Other concerns have taken its place now...

- In-app purchases
- Location Sharing
- Personal Data Sharing
- Social Interaction
- Unrestricted Internet Access

# Communication





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