

Q2 2017 SO1 2017/2018 Classification Decision Trend Analysis Report

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Q2 2017 Classification Decision Trend Analysis Report

1. PURPOSE OF THE REPORT

The first strategic outcome of the Operations Unit in the annual performance plan of the Film and Publication Board for the 2017/2018 financial year is the effective regulation of films, games and certain publications throughout the entire value chain.

The objective of the strategic outcome is aligned to the mandate of the Film and Publication Board under the Films and Publications Act 65 of 1996 as amended, to regulate the creation, production, possession and distribution of films, games and certain publication to -

- (a) provide consumer advice to enable adults to make informed viewing, reading and gaming choices, both for themselves and for children in their care;
- (b) protect children from exposure to disturbing and harmful materials and from premature exposure to adult experiences; and
- (c) make the use of children in and the exposure of children to pornography punishable.

Regulation of content under the Films and Publications Act encompass registration with the Film and Publication Board as a distributor or exhibitor of content in the Republic of South Africa and to submit films, games and certain publications for classification prior to distributing or exhibiting such content in South Africa.

Certain persons or institutions, as well as content intended for exhibition at festivals may apply for content to be exempted from full classification. Every application for exemption is considered separately and on its own merit as prescribed in Part 8 of the Films and Publications Regulations, 2014. The applicant is obliged to submit requisite reasons and information for the Board to make a decision whether the application is indeed a *bona fide* application. As such, only once the Board is satisfied the

application qualifies to be considered as an exemption will the application be referred to the Classification Unit.

Upon examination of the content submitted for exemption, the Board may impose special conditions to the content or additional warnings that has to be adhered to and displayed in the prescribed manner by the applicant.

Where content is not exempted from classification it is mandatory for distributors or exhibitors to display classification decisions on the product that were classified by the Board in the prescribed manner as determined by the Films and Publications Act. Where content was classified by the Board, distributors and exhibitors are legally bound to enforce the distribution categories and age restrictions imposed on the product by the Board.

A strategic objectives of the first strategic outcome is to implement a content regulation framework that ensures 100% classification and labelling of classifiable material whilst ensuring broad convergence with societal norms and values. One of the strategic targets for 2017/2018 to achieve this framework is to classify 100% of all legible materials submitted for classification to the Board.

Activities conducted by the Classification Unit during August of the 2017/2018 financial year is aligned with the strategic outcomes, objectives and initiatives to achieve the quarterly and annual targets of the Operations Unit. One of the activities is to ensure 100% of legible materials submitted to the Board is classified by the Classification Unit with a second activity to conduct trend analysis of the registration and renewal of distributor licenses and classification decisions.

The purpose of the monthly and quarterly classification decision trend analysis reports is to evaluate the patterns in classification decisions assigned to content submitted to the Board. The reports will further provide an analysis of the type of materials submitted for classification and, where applicable, highlight changes or developments in the patterns of the types of categories of content submitted for classification or exemption.

2. Q2 SO1 2017/2018 CLASSIFICATION DECISION TRENDS ANALYSIS

The Q2 SO1 2017/2018 classification trend analysis was conducted using the statistics available on the Electronic Management System (ERMS) that captures all submitted materials by industry to the Film and Publication Board. The specific sub-category that capture the decision date and certificate date, namely "Certificates" is used for the trend analysis of types of categories and the classification decisions of content submitted during the period under review.

The Films and Publications Act and Films and Publications Regulations determine the decision of the classification committee is a decision of the Board. As such, only once the classification committee decision has been approved by the Film and Publication Board, is the decision released to the applicant.

The information under the certificates tab on ERMS where classification decisions are captured once approved by the Board and where classification certificates are generated and dispatched to the applicants is used for the classification trend analysis. The sub-categories as captured on ERMS are:-

- (a) General Materials - made up of features and trailers submitted for classification. Trailers are general content less than 10 minutes in duration;
- (b) Games - that are currently submitted manually to the Board for classification. Once the FPB Online submission system is available, distributors of games will use this platform to submit games for verification by the Board against the system-generated rating by the classification matrix;
- (c) Adult Films;
- (d) Publications;
- (e) Exemptions, and
- (f) Film Festivals - festival organisers submit all the titles that will be screened at the festival for the duration of the festival at specific venues are submitted to the Film and Publication Board for exemption from full classification. In such instances content has been classified before and screened during the festival will retain the classification decision and festival

organisers has to ensure access to the screening is restricted to children under the assigned age rating. The festival organisers has to further ensure the classification decision is displayed on all marketing material of the classified content in the prescribed manner as determined in the Films and Publications Act. The Film and Publication board may assign any other conditions or warnings it deems necessary to protect the public from potentially harmful content. In all instances, the festival organisers has to adhere to the conditions.

2.1. TYPES OF CONTENT SUBMITTED TO THE FILM AND PUBLICATION BOARD

A total of 488 legible materials were submitted to the Classification Unit during Q2 for the 2017/2018 financial year. General materials constituted 408 (83.61%) of the total titles whilst 65 (13.32%) games were submitted manually for classification. The 408 titles categorised under general materials was made up of 301 (61.68%) features and 107 (21.93%) trailers submitted to the Classification Unit for classification.

A number of faith-based products were received as applications for exemption of the content by Rhema Church and Creflo Dollar Ministries. Following review by the relevant units of the Film and Publication Board of the detailed reasons for the application for exemption, the applications were approved and 14 titles were submitted to the Classification Unit for examination in August. One title submitted for exemption by Rhema Church was referred for full classification namely *Overcoming Hurt - Pastor Caroline Barnett*. Resultantly, 13 (2.66%) titles were granted exemption from full classification and one title, attracted a special condition as an advisory to the public.

No applications were received for adult films during Q2 and only one publication was submitted for classification namely *Hustler Australia Volume 1, Number 12*. The Durban International Film Festival was submitted for exemption from full classification. A number of titles were classified by the Film and Publication Board such as *Inexba The Wound* and *Krotoa*. A number of titles was previously exempted for the Encounters International Documentary Festival submitted during Q1 of the 2017/2018 financial year. The Durban International Film Festival attracts almost 200 titles and as such is currently the biggest film festival in South Africa.

The below figure presents the types of categories submitted to the Film and Publications Board in numerical value and as a percentage of the total submissions.

Q2 CATEGORIES OF MATERIALS SUBMITTED

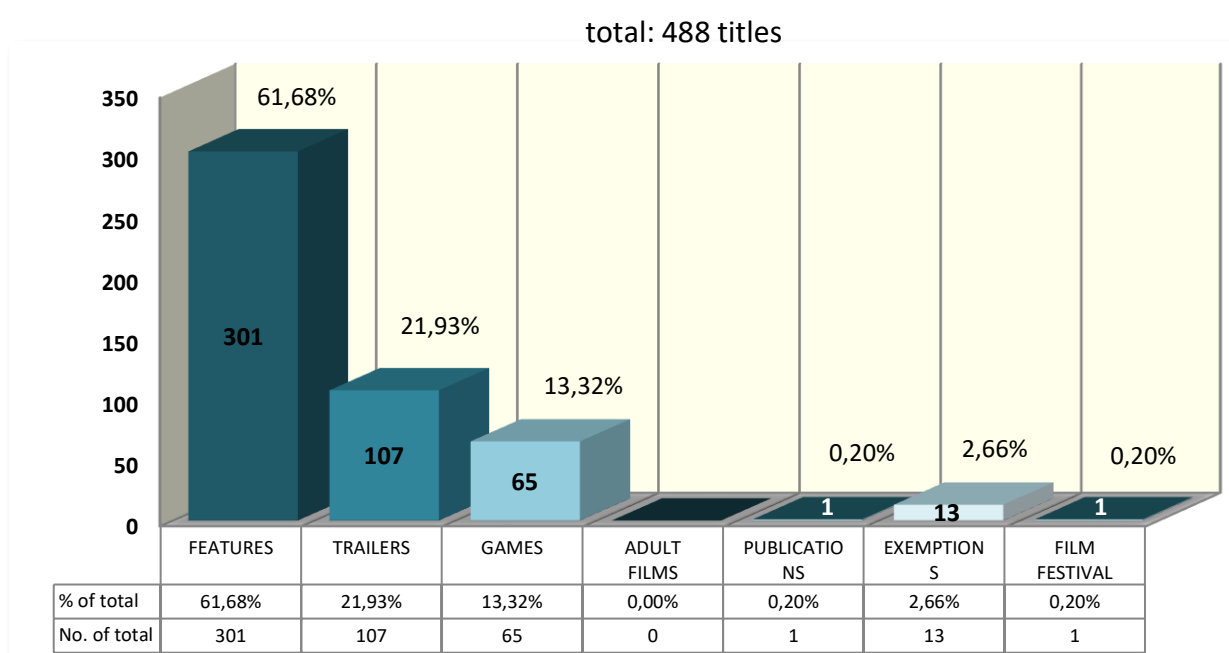


Figure 1: Categories of content submitted to the Film and Publication Board, Q2 2017/2018

Since May 2017, V2Solutions - an online content distributor contracted to iTunes submitted content to the Film and Publication Board for classification. The content is submitted online through, predominantly, Vimeo links and are both features and trailers.

During May V2Solutions submitted 13 titles for classification of the total materials submitted to the Film and Publication Board for the month. There was an increase in content submitted to 18 titles in June and 23 titles in July respectively. August saw a slight decline in the number of content submitted by V2Solutions to 17 which accounted for 9.34% of the total content submitted to the Classification Unit. No content was submitted by V2Solution in September. This trend will be tracked and will monitor if other online content distributors submit material to the Film and Publication Board for

classification. In total, the online content submitted to the Film and Publication Board during Q2 amounted 8.2% of the total titles classified.

The figure below illustrates the percentage of the total online distributed content submitted since the beginning of the 2017/2018 financial year and the rate of submission to the Classification Unit on a month-to-month basis.

2017/2018 FIN YEAR ONLINE CONTENT SUBMITTED FOR CLASSIFICATION

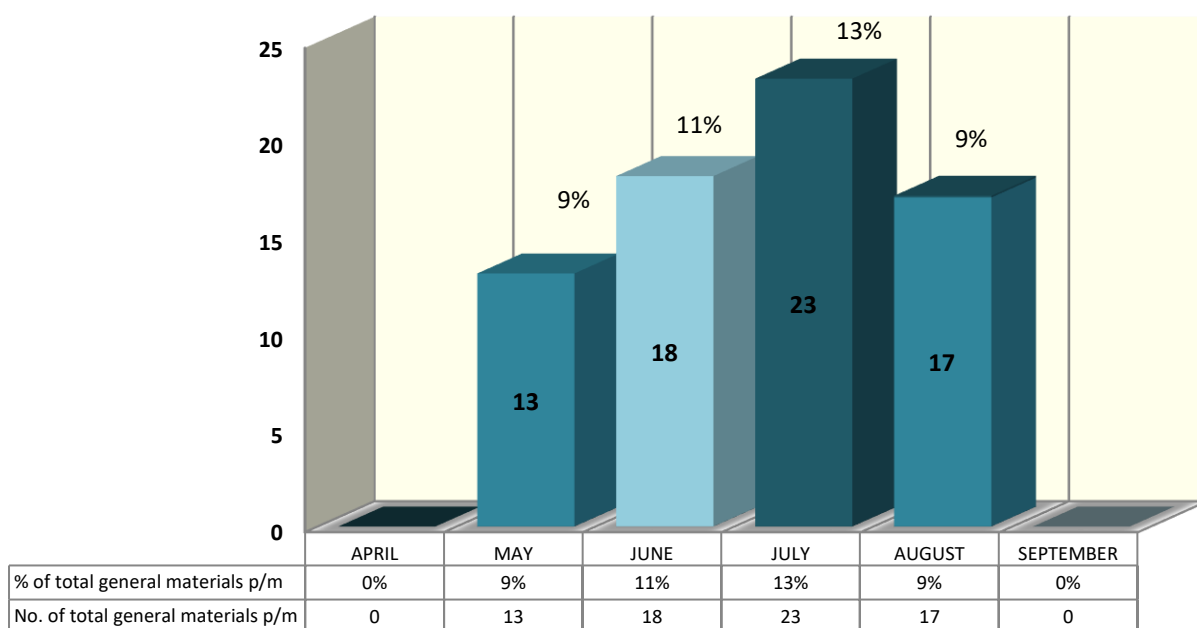


Figure 2: Online material submitted for classification, Q2 2017/2018

2.2. ANALYSIS OF CLASSIFICATION DECISIONS

2.2.1. INTRODUCTION

DISTRIBUTION CATEGORIES

The Film and Publication Board Classification Guidelines, 2014 make provision for three main distribution categories of content distributed in South Africa and is outlined below. The Films and Publications Act also makes provision for content to be refused classification.

1. Unrestricted distribution is assigned "A" (all ages) or "PG" (parental guidance). This means that children of all ages may view, read or play the film or trailer, publication or game. However, "PG" in this category indicates that parents and caregivers may decide whether or not a child in their care may view content. It is thus imperative that classifiable elements allowed in the content that has a low impact only is assigned consumer advice to aid the decision of the consumer. Content that is assigned "PG" may not contain any elements of criminal techniques, substance abuse, prejudice, sexually-related activities, sexual violence or blasphemy.
2. The age-restrictive distribution categories are "7-9PG", "10", "10-12PG", "13", "16" and "18" which means children under the assigned age are not allowed to view, read or play the film or trailer, publication or game. Where "PG" is assigned to an age-restrictive distribution category it means children between the assigned ages must be accompanied by an adult when viewing the content.
3. Restrictive distribution categories are assigned "X18" or "XX", "X18" content may only be distributed from or exhibited in licensed adult premises to persons older than 18 years old. "XX" material may not knowingly be broadcasted, distributed, exhibited, sold or hired to the public in South Africa, although private individuals may be in possession of the content. Both "X18" and "XX" content has to be gazetted by the Film and Publication Board.

Content will be refused classification in such instances it contains child pornography, propagates for war or imminent violence, or advocates hatred based on any identifiable group characteristics that incites to cause harm. However, if judged within context has a *bona fide* documentary, scientific, literary or artistic merit, or is of public interest, the provisions of the Films and Publications Act will be applied and the content will be classified accordingly,

Games are analysed as a separate a category in the report as the Classification Guidelines do not provide for games to be assigned an "A" distribution category. Statistics on assigning consumer advice for games is also a separate from the general materials as games carry and additional consumer advice category namely competitive intensity ("CI"). In such instances where copy of decisions are issued for a game that was submitted for classification in more than one format such as for example PC and console, the number of copy of decisions are included in the total analysis.

CLASSIFIABLE ELEMENTS AS CONSUMER ADVICE

The Film and Publication Board Classification Guidelines, 2014 make provision for six mandatory and two voluntary consumer advisories. The purpose of assigning consumer advice is to inform the public of the classifiable elements that is contained in content. This is in keeping with the mandate of the Board to protect consumers from exposure to unsolicited materials and protect children from harmful and disturbing content and premature exposure to adult experiences.

The mandatory classifiable elements warns consumers that the content may contain criminal techniques ("CT"); substance abuse ("D"); horror ("H"); imitative acts and techniques ("IAT"); language ("L"); nudity ("N"); prejudice ("P"); sexually-related activities ("S"); sexual violence ("SV"), and violence ("V"). The voluntary classifiable elements warn consumers that the content may contain instances of blasphemy ("B") or elements that may be harmful to people that are photo or pattern sensitive or cause motion sickness and reactions to low frequency sound indicated by "PPS".

The impact levels of classifiable elements based on the context in which they occur and the frequency of occurrence is assessed and taken into account when assigning an appropriate age rating to the content in line with the Classification Guidelines.

Certain classifiable elements are not permitted in some of the lower age categories whilst the classifiable elements in age categories are only allowed based on their impact levels as determined by the frequency of occurrence as only one consideration. Once the threshold of the impact level in a specific age category is present, the classification decision has to include consumer advice for such classifiable elements.

2.2.2. CLASSIFICATION DECISIONS OF GENERAL MATERIALS

DISTRIBUTION CATEGORIES

The below figure provides an analysis of the distribution categories assigned by classification committees to the 488 applications for classification of general material received during Q2 of the 2017/2018 financial year processed by the Classification Unit.

Almost an equal number of features were classified as "PG", "10-12PG", "13" and "16" with "13" and "16" both accounting for almost 20% of the total and "PG" and "10-12PG" equally assigned to 78 (19%) of the titles. "A" was assigned to 43 (10.54%) of the titles closely followed by "7-9PG" with 35 titles amounting to 8.58% of the total.

Only 3 features were assigned "10" as a distribution category whilst "18" was assigned to nine titles (3%). Some examples of titles classified as "18" was series namely *Brimstone*, *American Gods Season 1* and *Lucifer Season 2*, features such as *Cult of Chucky* and *Free Fire* and *Langsaan* - originally submitted for film festival exemption referred for full classification.

Q2 DISTRIBUTION CATEGORIES: GENERAL MATERIALS

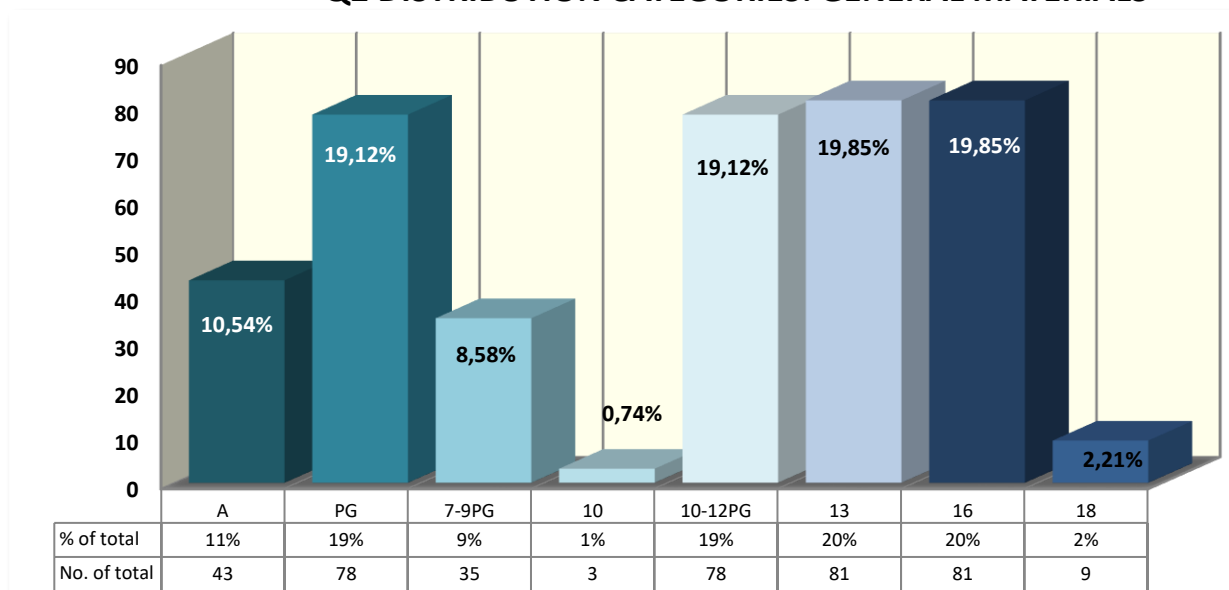


Figure 3: Distribution categories assigned to all General materials, Q2 2017/2018

CONSUMER ADVICE

The figures below summarise the consumer advice assigned to classification decisions issued during Q2 2017/2018 for general materials. In both features and trailers consumer advice was not assigned for "IAT". "CT" and "N" was assigned to six (1.47%) titles each followed by seven (1.72%) titles assigned "SV". "B" and "PPS" was assigned to only one and two titles respectively.

Violence and "L" is the usual highest ranking consumer advice assigned to general materials with "V" being present in almost half (189 titles) of the content (46.32%) and language present in 33.09% (135). The reason for the lower quarterly average % of titles assigned language as consumer advice could be that only 3 of the 301 trailers attracted "L". This is in stark contrast is the 131 features (43.52%) classified in Q2 that attracted consumer advice for "L".

Noticeably, "PPS" was assigned to two titles in August namely *The Flash Season 2* rated in the "10-12PG" age-restrictive distribution category and the music DVD *Madonna - Rebel Heart Tour* rated "13".

37 titles were assigned consumer advice for "S" in contrast to six titles assigned consumer advice for nudity. Sexual violence was present in seven titles classified in Q2 of which of which some titles include the home entertainment film *Priceless* 13(SV)V and theatre releases *The Glass Castle* 13DL(SV)V and *Krotoa* 13DP(SV). Other examples include the 12 minute short film *Eldos* submitted for exemption for the Silwerskerm Festival and referred for full classification that attracted 16 DLS(SV); *The Whole Truth* home entertainment film classified as 16 LS(SV), and the theatre releases *Wind River* classified 16 L(SV)V, and the Bollywood feature *Mom* - in which sexual violence was thematic rather than actual occurrence of "SV".

Substance abuse was found in 30 (7.35%) of titles; horror in 24 (5.88%) and prejudice was assigned as consumer advice for 10 (2.45%) titles. Consumer advice for all general materials in the various distribution categories are attached hereto as annexure A for further reference.

Q2 CONSUMER ADVICE: GENERAL MATERIALS

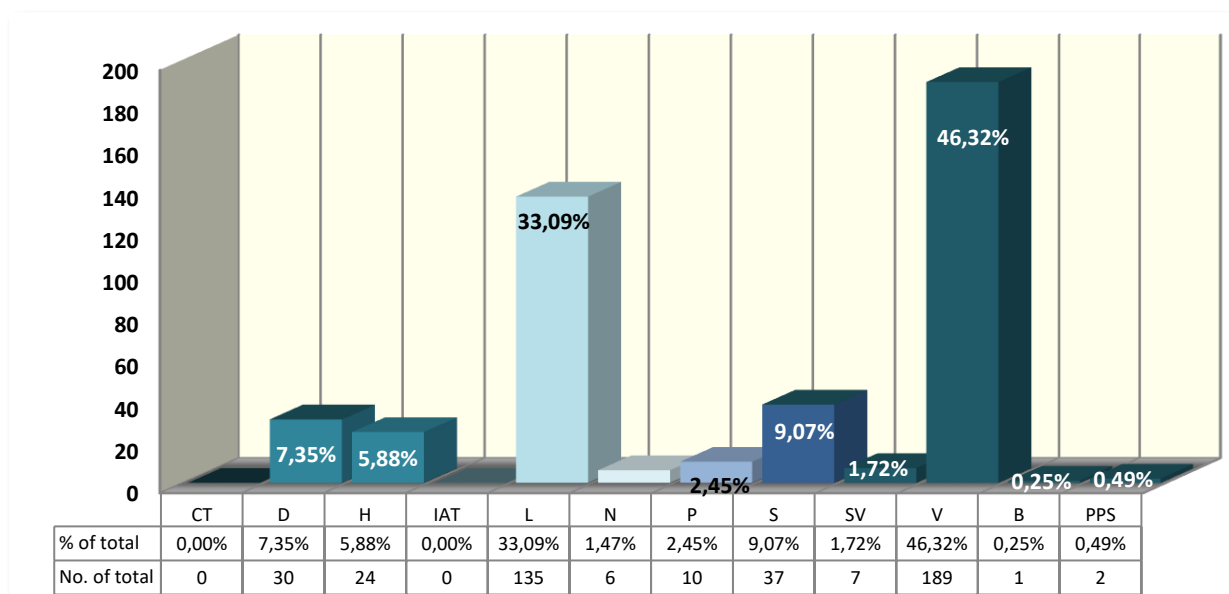


Figure 4: Consumer advice assigned to General Materials, Q2 2017/2018

2.2.3. CLASSIFICATION DECISIONS OF FEATURES

DISTRIBUTION CATEGORIES

301 Legible features was submitted for classification to the Film and Publication Board and assigned to classification committees. The below figure illustrates the distribution categories assigned to features during the second quarter of 2017/2018.

The age-restrictive distribution category of "16" attracted the highest percentage of 25% with 76 titles assigned "16" followed by "13" with 60 titles (20%) of the total features classified. "PG" and "10-12PG" was assigned to 19% (57) and 15% (45) respectively and "7-9PG" assigned to 17 titles amounting to 6% of the total features.

36 (12%) of the features were classified as "A" with only 9 features classified "18" (3%) and only one title classified as "10".

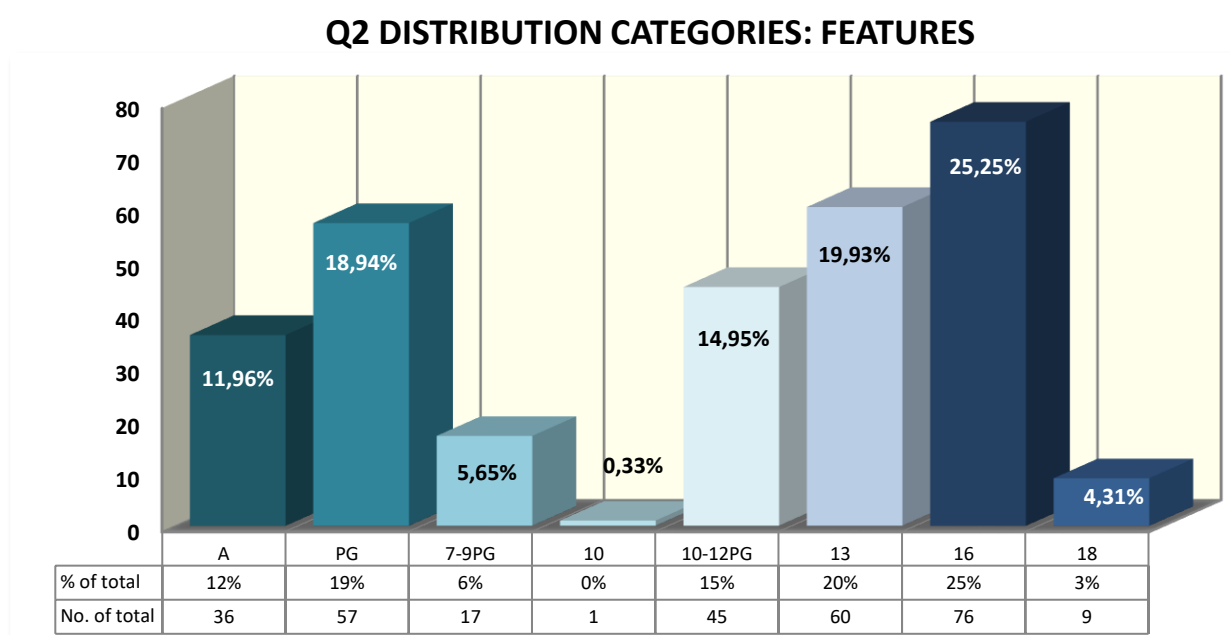


Figure 5: Distribution categories assigned to Features, Q2 2017/2018

CONSUMER ADVICE ASSIGNED TO FEATURES

Figure 6 reports the consumer advice assigned to all the features classified in Q2. 49.5% (149 titles) of features attracted consumer advice for "V" whilst 131 titles (43.52%) was assigned consumer advice for language. "S" was assigned to 19 titles (16.38%) followed closely by substance abuse at 12% assigned to 14 titles.

A limited number of features attracted consumer advice for "S" (35 titles) and "D" with 29 titles (9.63%). The other classifiable elements did not attract a substantive number for consumer advice.

The highest incidences of "P" was found in the age-restrictive distribution category of "13" with four titles whilst one title, namely *Victorian and Abdul* attracted prejudice in the "10-12PG" age category.

Q2 CONSUMER ADVICE: FEATURES

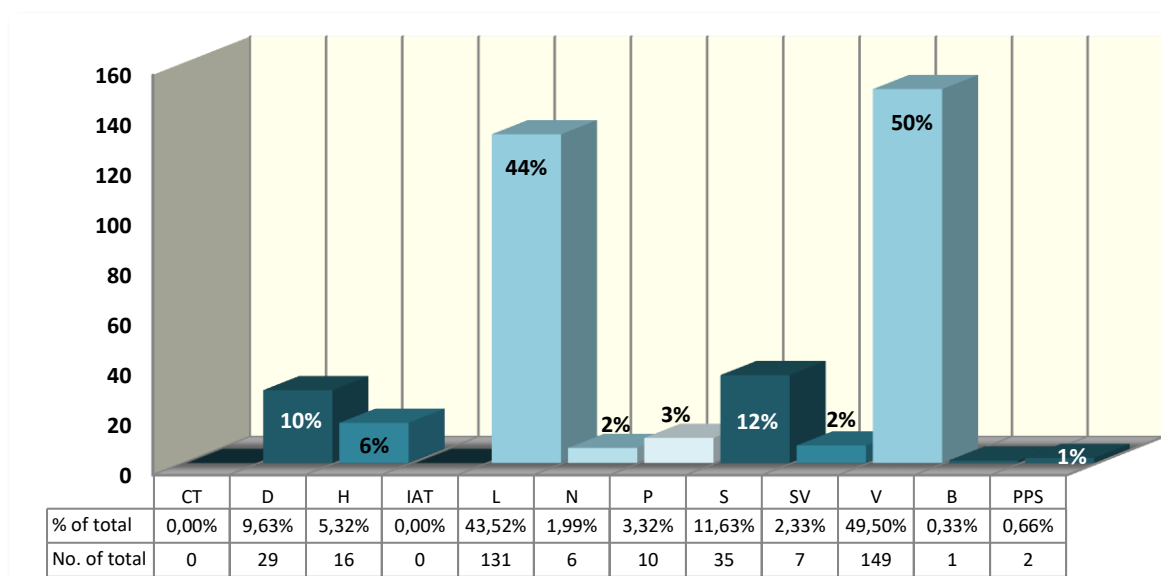


Figure 6: Consumer advice assigned to features, Q2 2017/2018

CONSUMER ADVICE IN "PG" FEATURES

"V" is the only classifiable element assigned consumer advice in "PG" in quarter 2 accounting to only 9 (16%) of the total 57 featured titles classified as "PG". The remaining 48 (84.21%) of "PG" features did not attract any consumer advice.

'PG' CONSUMER ADVICE: FEATURES

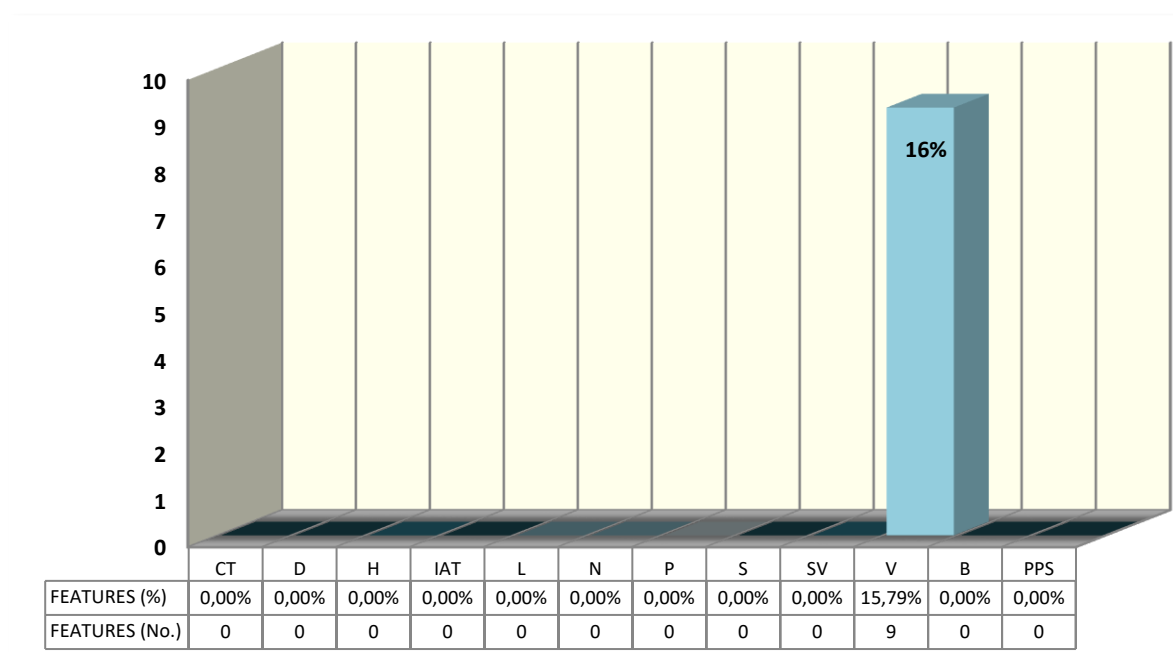


Figure 7: Consumer advice assigned to "PG" features, Q2 2017/2018

CONSUMER ADVICE IN "7-9PG" FEATURES

Figure 8 illustrates the consumer advice assigned to features classified as "7-9PG" during Q2 of 2017/2018. Language attracted the highest number of consumer advice of the total 17 features with 7 (41%) attracting "L" and 6 (35%) attracting "V" as consumer advice.

'7-9PG' CONSUMER ADVICE: FEATURES

17 FEATURES

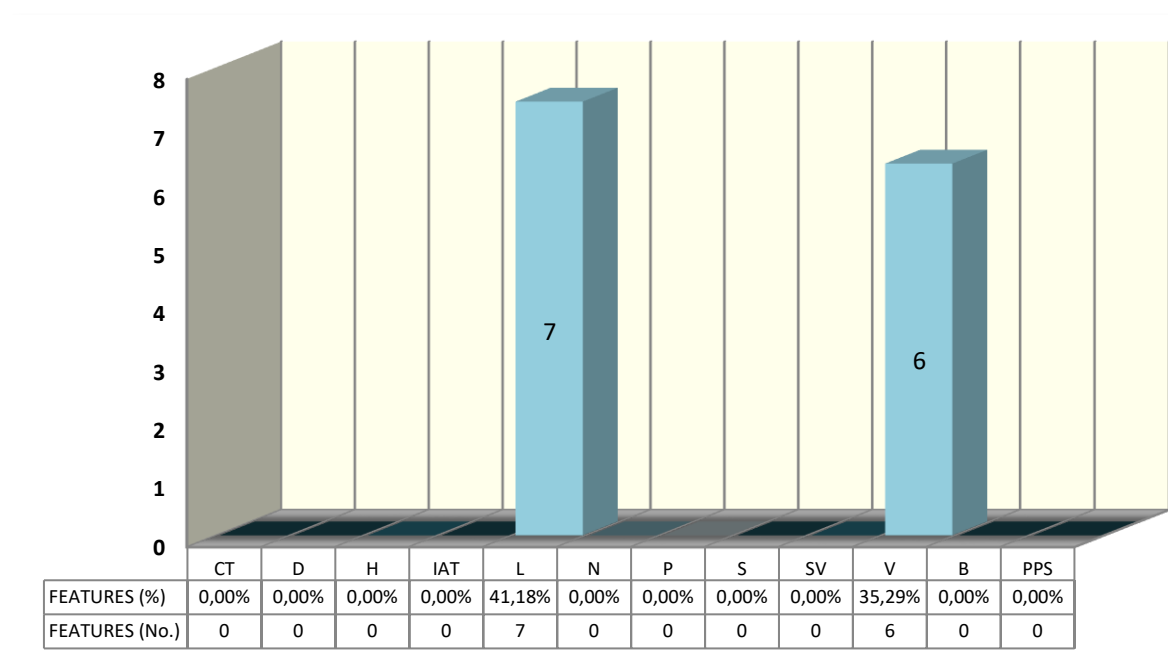


Figure 8: Consumer advice assigned to "7-9PG" Features, Q2 2017/2018

CONSUMER ADVICE IN "10" FEATURES

Only one feature was classified in the age-restrictive distribution category "10" in quarter two and attracted consumer advice for language.

CONSUMER ADVICE IN "10-12PG" FEATURES

45 titles were classified as "10-12PG" in Q2 of which 21 titles attracted consumer advice for both "L" and "V" (46.67%). Nine titles (20%) were assigned consumer advice for sexually-related activities ("S") and four (8.89%) were assigned consumer advice for substance abuse ("D"). Two features were assigned "P" as consumer advice whilst only one feature was assigned "H". The other classifiable elements did not receive any consumer advice in "10-12PG".

'10-12PG' CONSUMER ADVICE: FEATURES

45 FEATURES

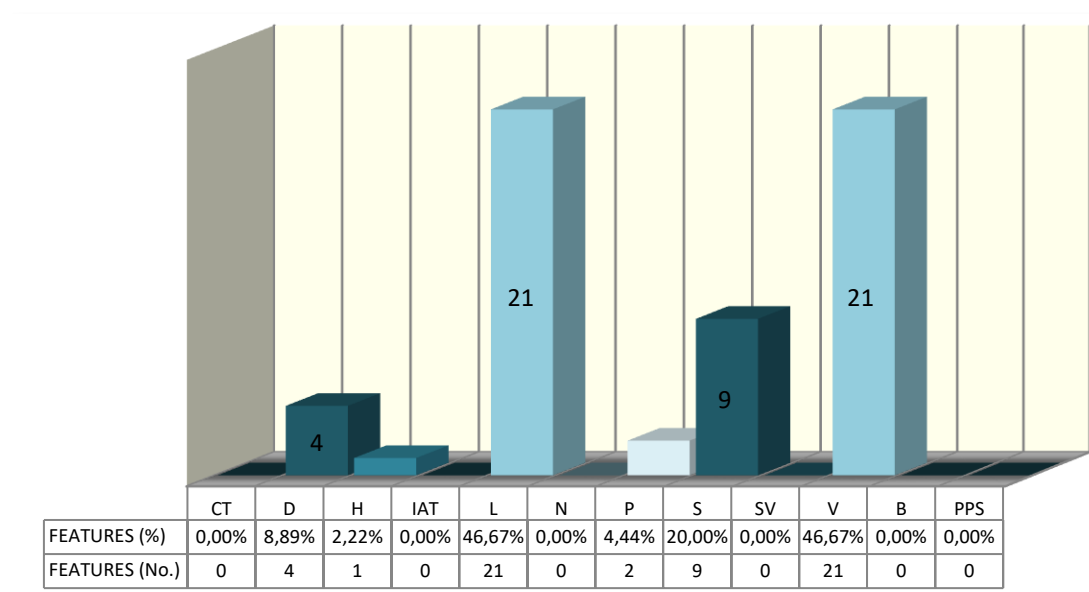


Figure 9: Consumer advice assigned to "10-12PG" features, Q2 2017/2018

CONSUMER ADVICE IN "13" FEATURES

60 titles of the total 301 features were classified in the "13" age-restrictive distribution category. 82% (49) of the 60 titles classified as "13" was assigned consumer advice for violence whilst more than half (56.67%) were assigned consumer advice for language (34 titles). Eight titles (13.33%) were assigned "D" and "H" respectively and 7 (11.67%) titles were assigned "S".

Prejudice was assigned to five (8.33%) of the total "13" titles whilst nudity and "SV" were assigned 3.33% and 5% respectively. Only one title were assigned "PPS" as consumer advice.

'13' CONSUMER ADVICE: FEATURES

60 FEATURES

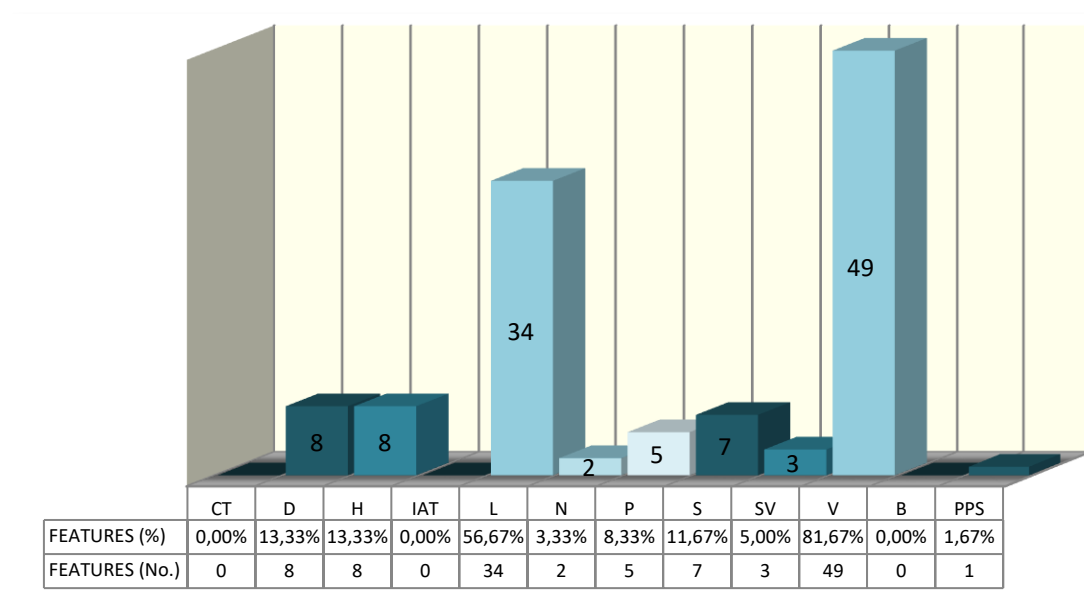


Figure 10: Consumer advice assigned to "13" features, Q2 2017/2018

CONSUMER ADVICE IN "16" FEATURES

Of the total 76 features classified in the "16" age-restrictive distribution category 81.58% (62 titles) were assigned "L" as consumer advice and 55 (72.37%) of titles were assigned "V". Seventeen and sixteen titles were assigned "S" and "D" respectively. Horror was assigned to five titles and "SV" assigned to 4 (5.26%) of the total titles classified as "16". Three titles attracted consumer advice for prejudice, two for nudity and one title attracted "PPS".

'16' CONSUMER ADVICE: FEATURES

76 FEATURES

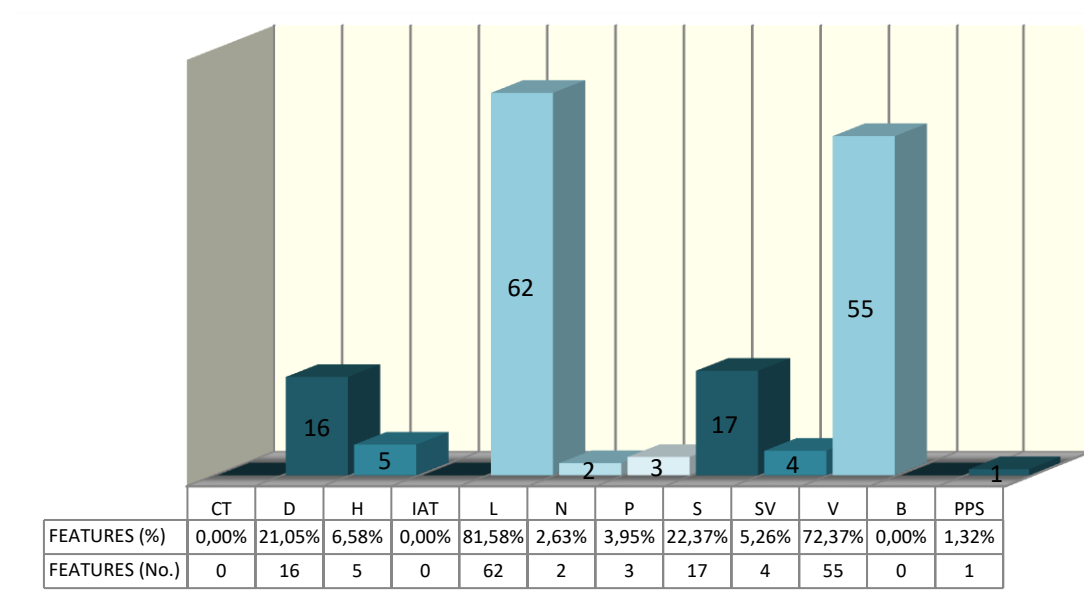


Figure 11: Consumer advice assigned to "16" features, Q2 2017/2018

CONSUMER ADVICE IN "18" FEATURES

Nine feature titles submitted for classification in Q2 2017/2018 was classified in the "18" age-restrictive distribution category with eight (88.89%) of the nine attracting consumer advice for violence and 6 (77.78%) assigned consumer advice for "L". Two titles each (22.22%) with the classifiable elements of "H", "N" and "S" was assigned consumer advice. Only one title each attracted consumer advice for "D" and "B".

"CT", "IAT", "P", "SV" and "PPS" was not assigned any consumer advice in "18".

'18' CONSUMER ADVICE: FEATURES

9 FEATURES

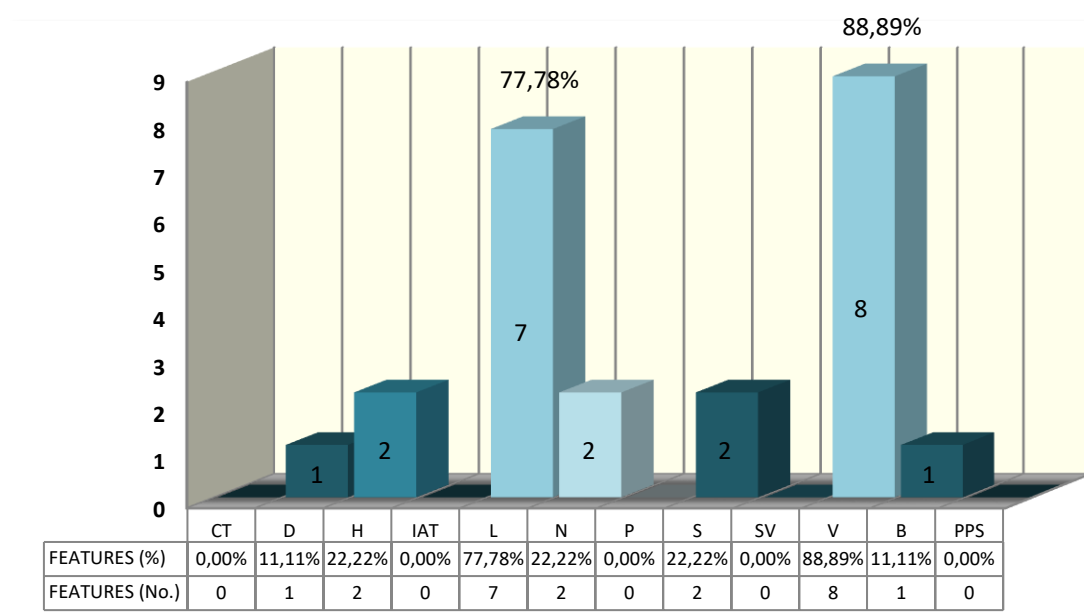


Figure 12: Consumer advice assigned to "18" features, Q2 2017/2018

2.2.4. CLASSIFICATION DECISIONS OF TRAILERS

DISTRIBUTION CATEGORIES

The highest number of the total 107 trailers classified in quarter 2 was assigned "10-12PG" age-restrictive distribution categories (33 titles, 31%) followed by "PG" and "7-9PG" at 21 (20%) titles and 18 (17%) trailer titles respectively.

The unrestricted distribution categories of "A" was assigned to 7% (7 titles) whilst five (5%) of trailer titles attracted a "16" age-restrictive distribution category. Two trailers each attracted a "10" or "13" age-restrictive distribution category. No trailer titles were classified as "18" in quarter two on 2017/2018.

Q2 DISTRIBUTION CATEGORIES: TRAILERS

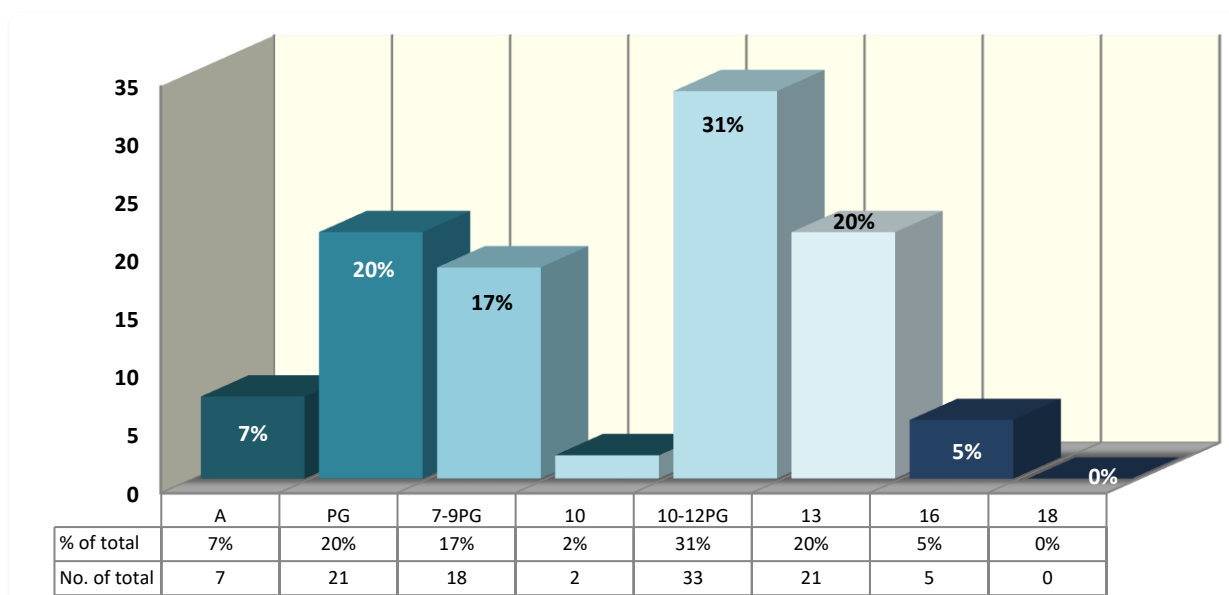


Figure 13: Distribution categories assigned to trailers classified, Q2 2017/2018

CONSUMER ADVICE ASSIGNED FOR TRAILERS

Unlike feature titles, only 3 trailers were assigned consumer advice for "L" whilst 38.32% (41) of the total 107 trailers attracted consumer advice for "V". 7.48% (8) trailer titles attracted consumer advice of the classifiable element of horror and "S" and "D" was assigned to two and one trailers respectively.

Annexure B contains the detailed information of the consumer advice per distribution categories assigned to trailers for Q2 of the 2017/2018 financial year.

Q2 CONSUMER ADVICE: TRAILERS

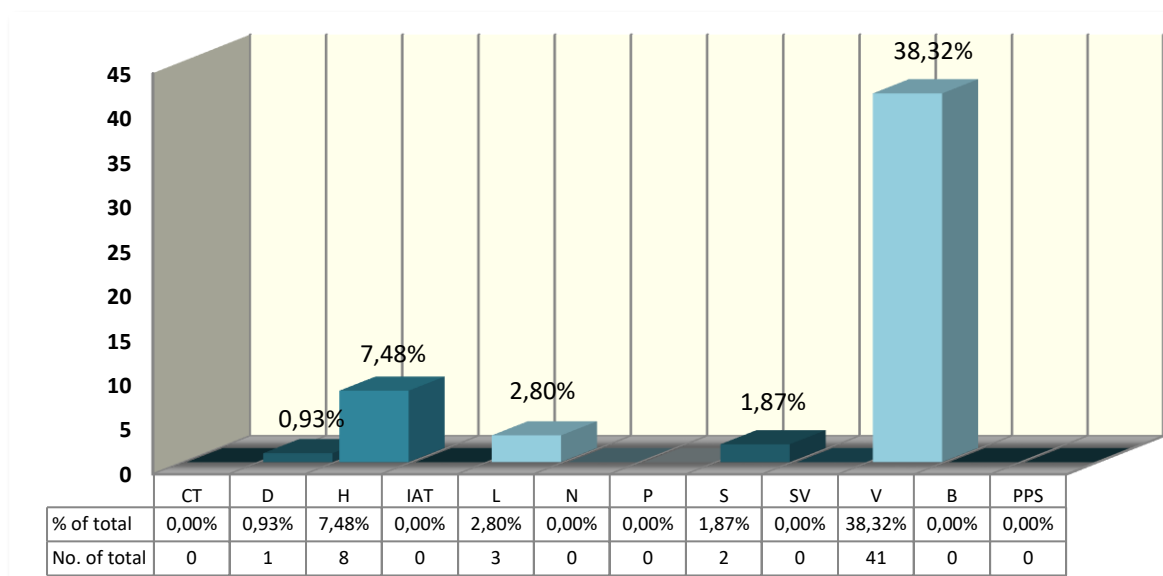


Figure 4: Consumer advise assigned to trailers, Q2 2017/2018

2.2.5. CLASSIFICATION DECISIONS OF GAMES

Games classification under the Classification Guidelines do not make provision for assigning an "A" (all ages) distribution category, and an additional consumer advice is present in the classification of games, namely competitive intensity indicated with the symbol (CI). In short, "CI" alerts the consumer of the level of "CI" in a game linked predominately to in-game violence only and has to take into account the degree of interactivity of a game. The level of competitiveness involving violence has been found to result in higher aggression levels and should therefore be considered in determining an appropriate age restriction.

DISTRIBUTION CATEGORIES OF GAMES

A total of 65 game titles were classified in quarter 2 of the 2017/2018 financial year. A small number of the games were submitted in more than one format on which a copy of decision is issued for the

alternative format. The highest number of games were classified as "PG" game which constituted 34% (22) games titles. The second highest number of games (14 titles, 22%) attracted an "13" age-restrictive distribution category followed by "18", "10-12PG" and "7-9PG" each with 7 titles (22%).

9% (6 games) were classified as "16" and only two games (3%) were classified in the age-restrictive distribution category of "10". The figure below reports the distribution categories as a percentage of the total games submitted for classification (including the number of copy of decisions issued).

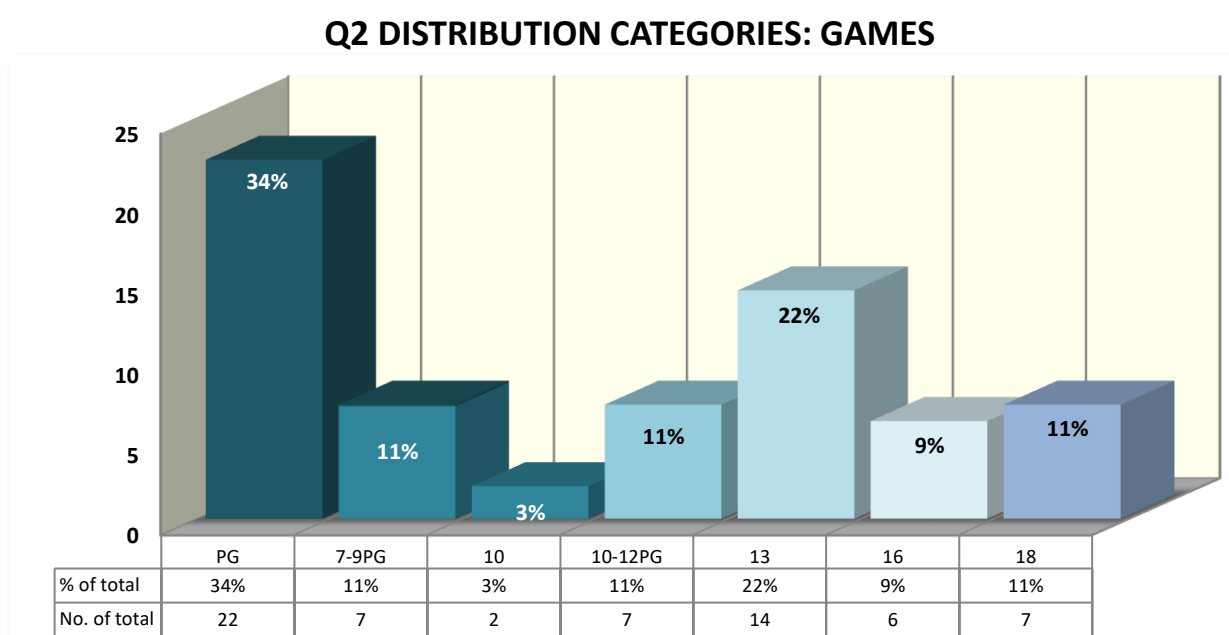


Figure 14: Distribution categories assigned to games classified, Q2 2017/2018

CONSUMER ADVICE ASSIGNED FOR GAMES

67.69% (44) of the total of 65 games was assigned "V" as consumer advice whilst on 20 (30.77%) was assigned the classifiable element of competitive intensity ("CI"). The classifiable elements "L" and "IAT" was assigned as consumer advice to 11 (17%) and 8 (12%) of all the games respectively. Only a

small percentage of the games were assigned other consumer advice whilst "CT", "SV", "B" and "PPS" was not assigned in any of the games classified in Q2, 2017/2018.

Q2 CONSUMER ADVICE: GAMES

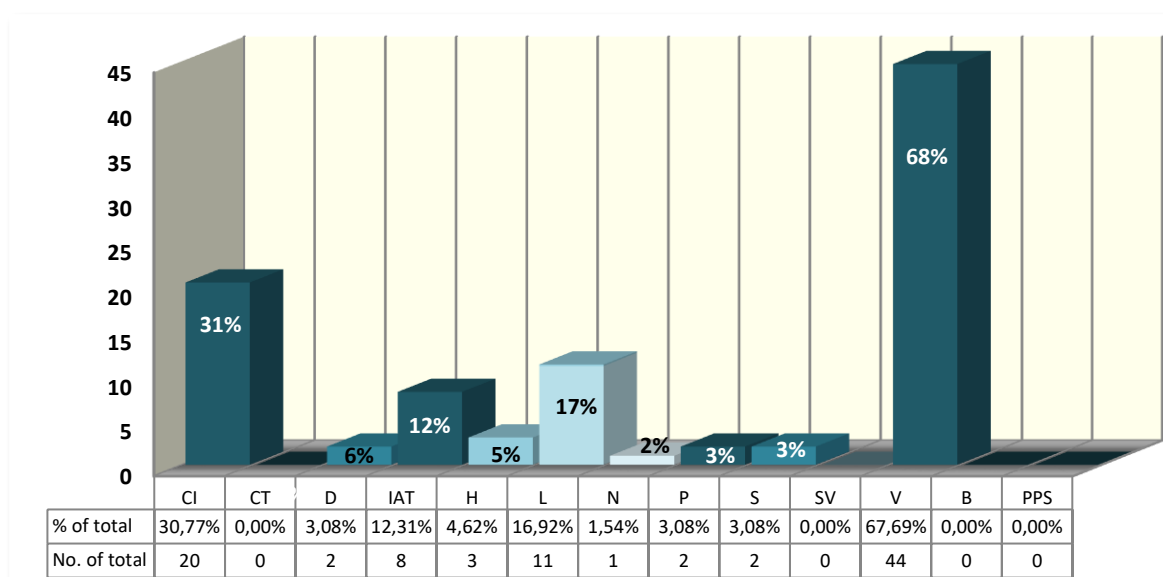


Figure 15: Consumer advise assigned to games, Q2 2017/2018

CONSUMER ADVICE IN "PG" GAMES

A total of 22 games were assigned "PG" as a distribution category. Only two games (9%) classified as "PG" attracted consumer advice for violence. The remaining 90.91% (20) games did not attract any consumer advice as illustrated in the below figure.

'PG' CONSUMER ADVICE: GAMES

22 games

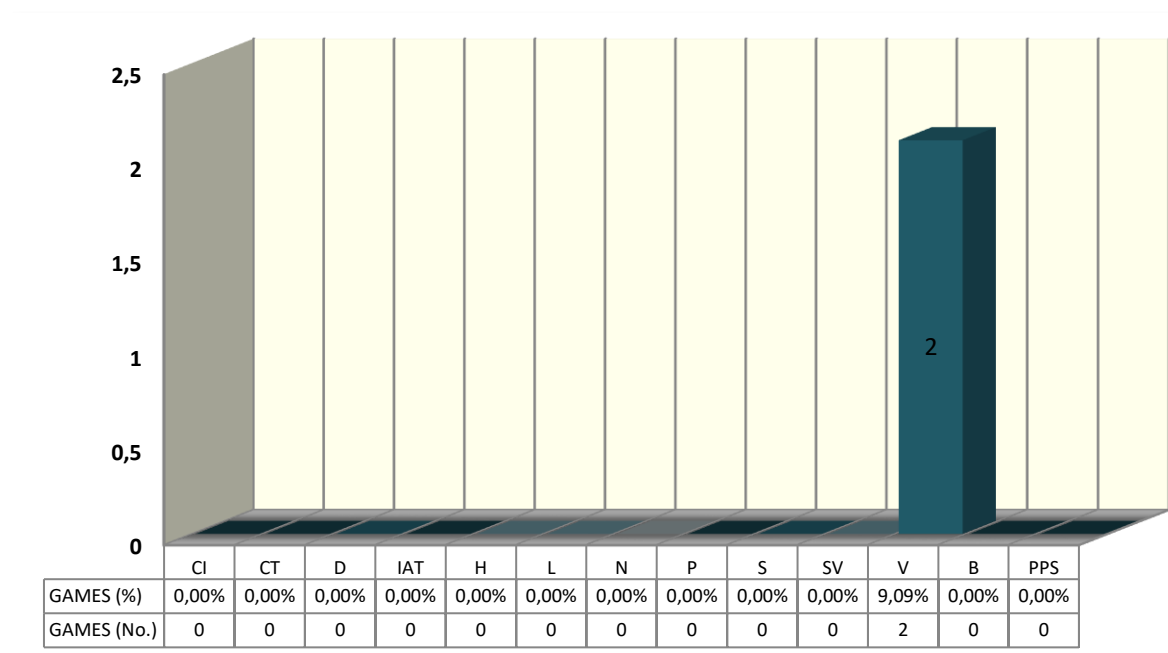


Figure 16: Consumer advice assigned to "PG" games, Q2 2017/2018

CONSUMER ADVICE IN "7-9PG" GAMES

Seven games were classified in the "7-9PG" age-restrictive distribution category and all seven these games (100%) attracted consumer advice for the classifiable element of violence. Two of these titles were accompanied with consumer advice for "CI".

'7-9PG' CONSUMER ADVICE: GAMES

7 GAMES

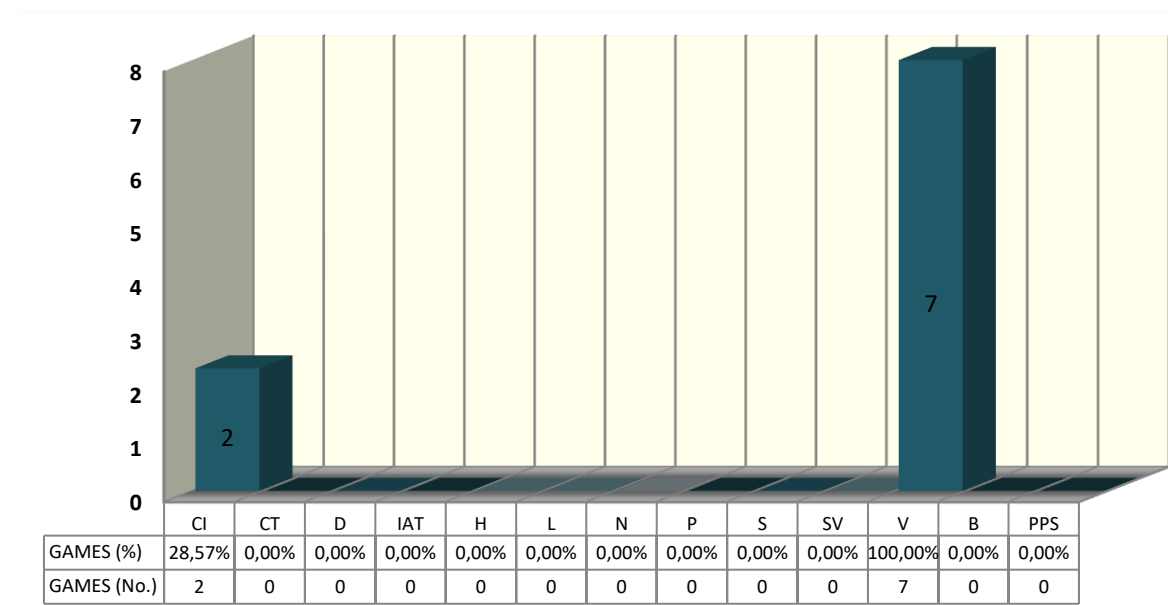


Figure 17: Consumer advice assigned to "7-9PG" games, Q2 2017/2018

CONSUMER ADVICE IN "10" GAMES

Only two games that was classified was given a "10" age-restrictive distribution category and both games (100%) was assigned consumer advice for violence whilst one of the two games were accompanied by competitive intensity jointly with "V".

CONSUMER ADVICE IN "10-12PG" GAMES

Of the total 7 games classified as "10-12PG", once again 100% of the games attracted "V" as consumer advice. Two games each (28.57%) attracted "CI" and/or "IAT" as consumer advice whilst only one game (14.29%) was assigned "L" as consumer advice.

'10-12PG' CONSUMER ADVICE: GAMES

7 GAMES

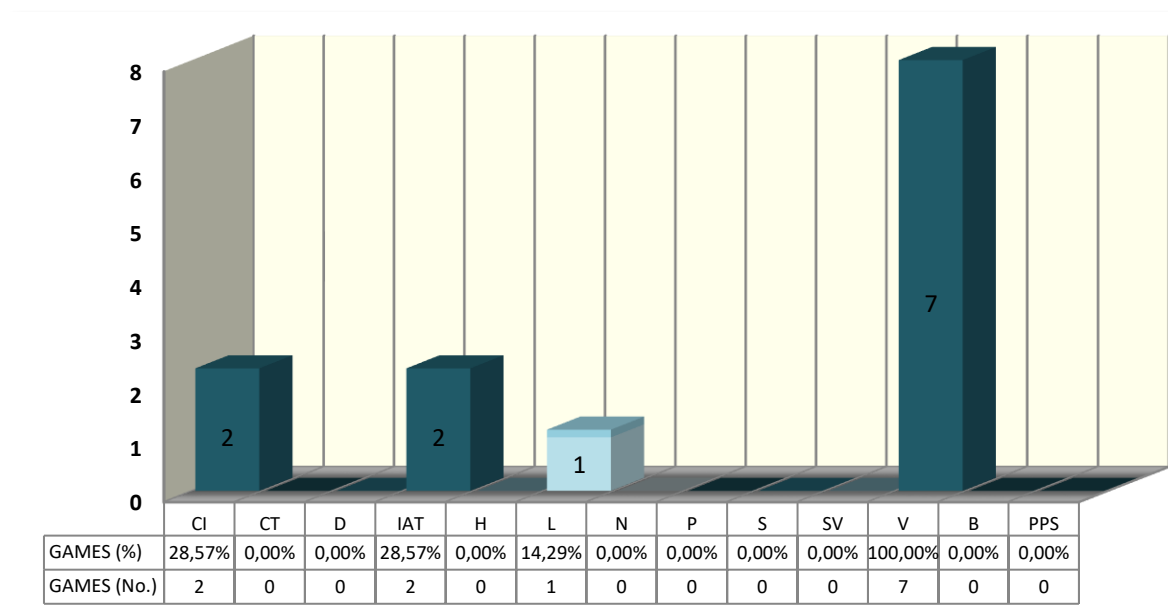


Figure 18: Consumer advice assigned to "10-12PG" games, Q2 2017/2018

CONSUMER ADVICE IN "13" GAMES

One game classified in the "13" age-restrictive distribution category did not attract consumer advice for violence. Eight games (57.14%) was assigned consumer advice for "CI" followed by six games (42.86%) attracting "L" as consumer advice. "S" was assigned to only one game whilst "D" was provided as consumer advice to two of the games in the "13" age-rating.

'13' CONSUMER ADVICE: GAMES

14 GAMES

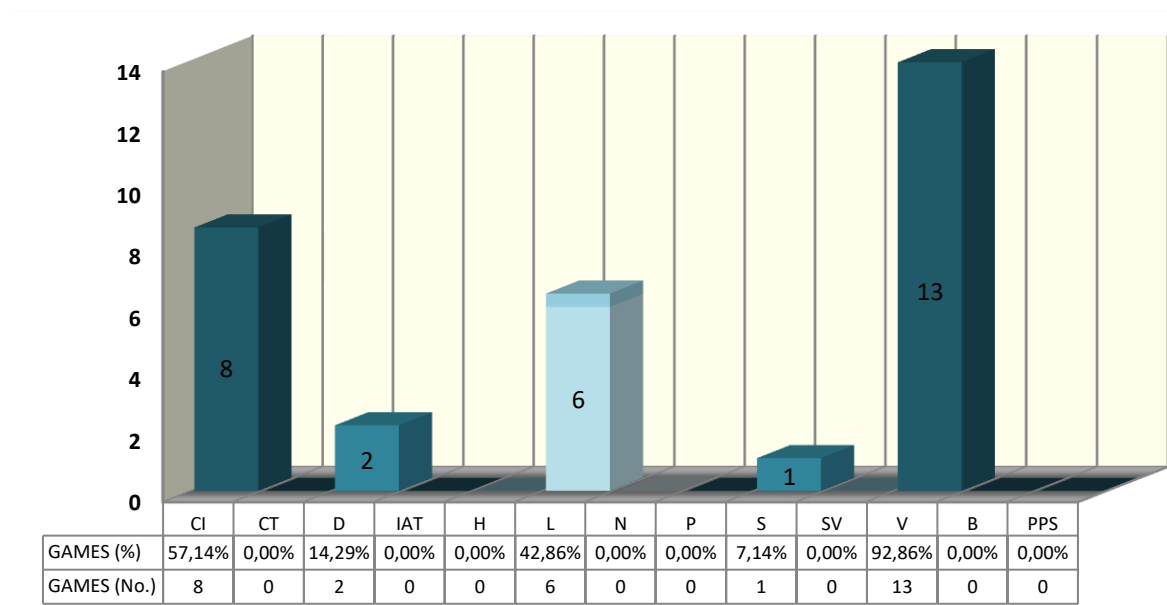


Figure 19: Consumer advice assigned to "13" games, Q2 2017/2018

CONSUMER ADVICE IN "16" GAMES

In the "16" age-restrictive distribution category assigned to the six games, 100% attracted "V" whilst "CI" and "IAT" as assigned to two games. One game attracted horror as consumer advice.

'16' CONSUMER ADVICE: GAMES

6 GAMES

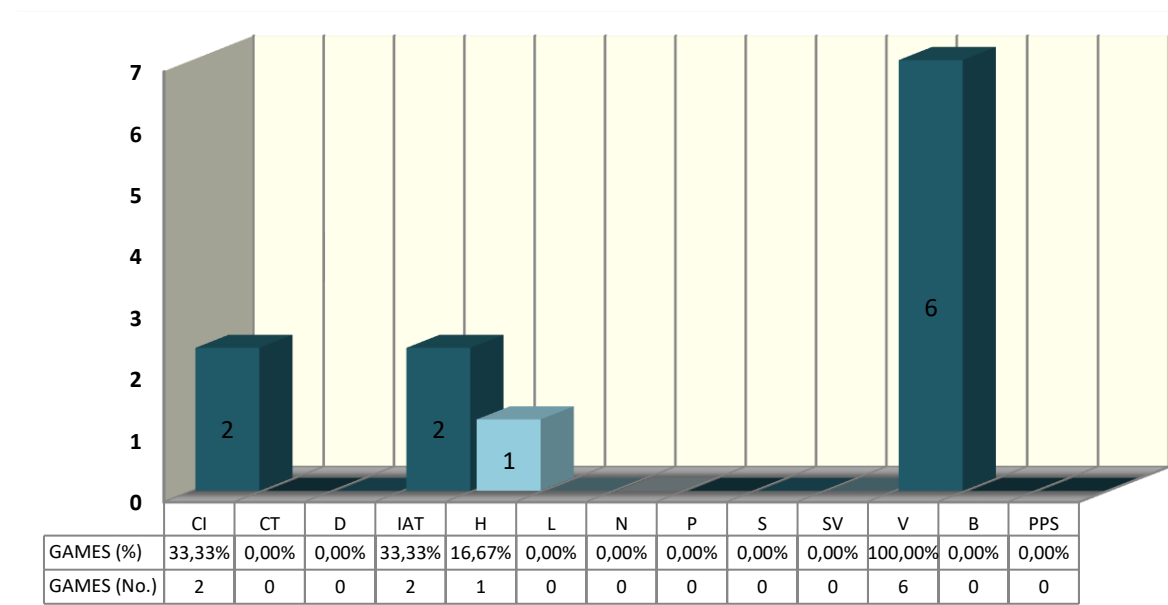


Figure 20: Consumer advice assigned to "13" games, Q2 2017/2018

CONSUMER ADVICE IN "18" GAMES

7 games were classified as "18" with a range of different consumer advisories. The only classifiable elements that was not assigned consumer advice in this age category was "CT", "D", "SV", "B" and "PPS".

All seven games (100%) were assigned "V" with five of those seven games (71.43%) accompanied by "CI" as consumer advice. "IAT" and "L" was assigned to four games (57.14%) followed by 2 games (28.57%) and 14.92% (2 games) assigned consumer advice for "N" and "S".

Here it is notable to report that 5 of the 7 games attracted three and more consumer advisories with two of those games attracting six different consumer advice namely *Wolfenstein II: The New Colossus* (18H(IAT)LPV(CI) together with the copy of decision issued on the same game.

2.3. OBSERVATIONS AND REMARKS

From the August 2017 classification trend analysis is apparent that from the age-restrictive distribution category "13" to "16", content contains numerous classifiable elements that is assigned as consumer advice. Of significance is the total number of titles that is assigned more than two consumer advice. When reading the Classification Guidelines Section 4 (2) there are four mandatory classifiable elements that determine "*Regardless of the level of age restriction, the public must be alerted to the occurrence of [classifiable element] of a mild, moderate, strong or very strong impact, where applicable*". The four classifiable elements are D, L, N and V. As such, one would expect the distribution categories lower than "13" could attract more consumer advice.

A further observation when one examine the individual distribution categories where "S" was assigned consumer advice, one would question why only such a small number of these titles attracted "N" as consumer advice.

COMPILED BY:

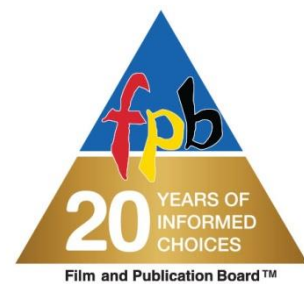
ASSISTANT MANAGER: CLASSIFICATION

Signature: _____ Date: _____
Ms Riana Botes

APPROVED BY:

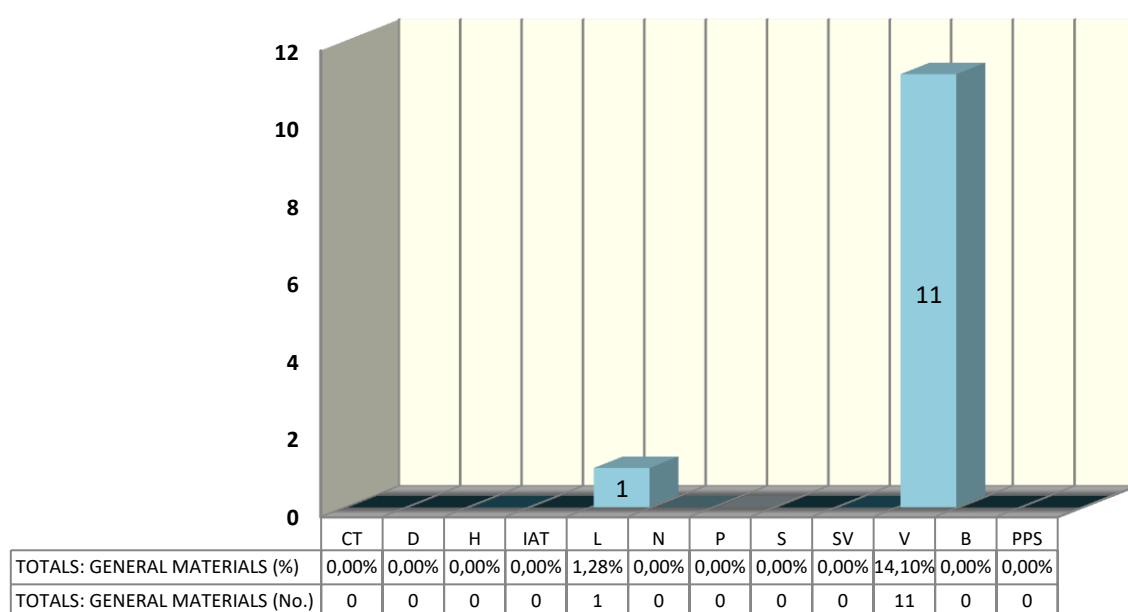
MANAGER: OPERATIONS

Signature: _____ Date: _____
Ms Relebohile Moloi



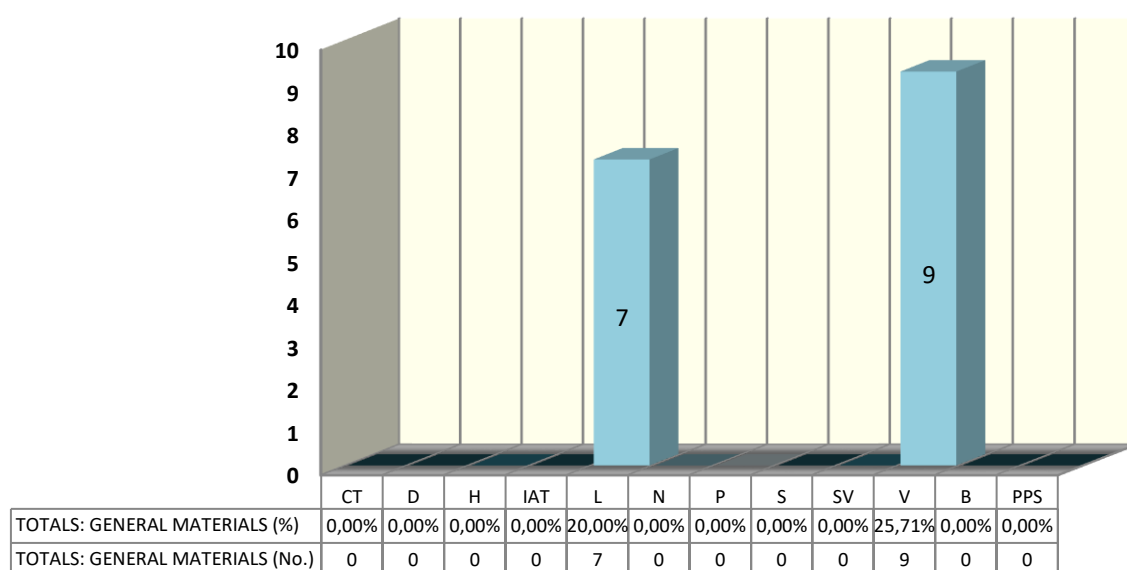
3. ANNEXURE A: Consumer advice distribution categories - General Material

'PG' CONSUMER ADVICE: TOTAL GENERAL MATERIALS



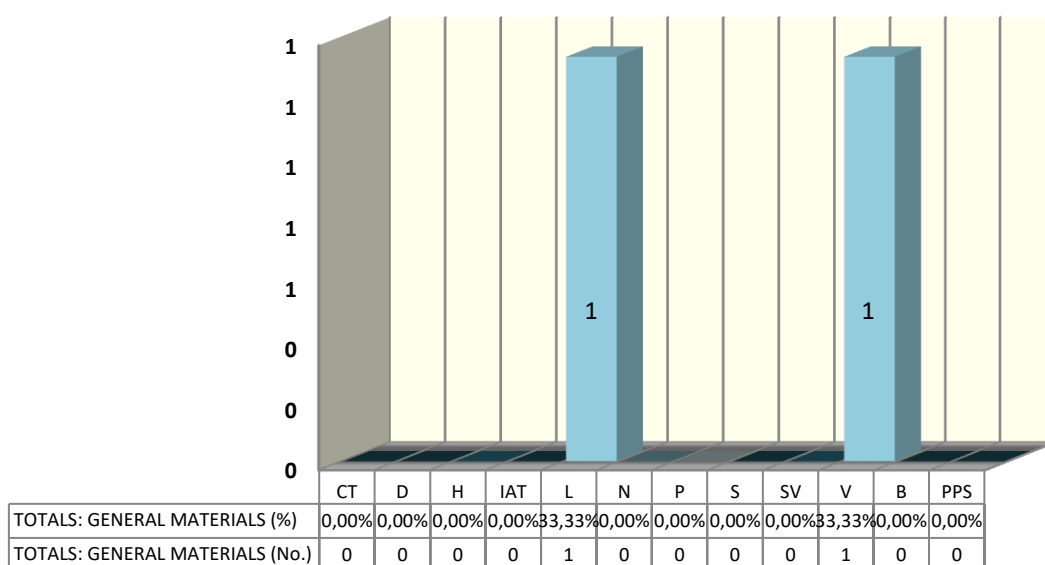
'7-9PG' CONSUMER ADVICE: TOTAL GENERAL MATERIALS

18 FEATURES AND TRAILERS



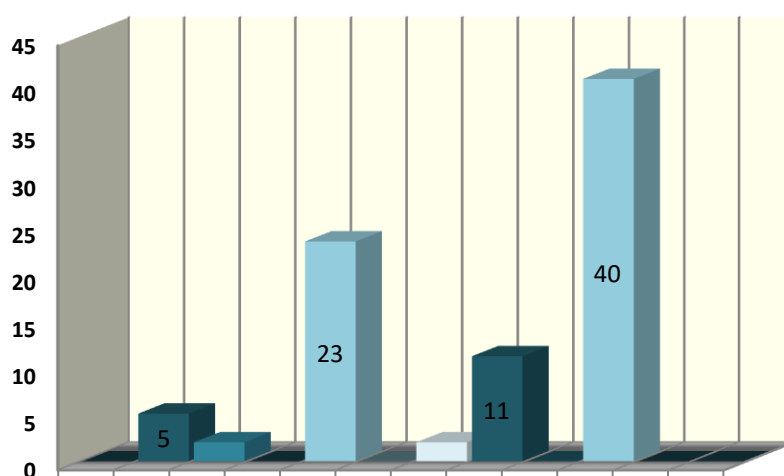
'10' CONSUMER ADVICE: TOTAL GENERAL MATERIALS

3 FEATURES AND TRAILERS



'10-12PG' CONSUMER ADVICE: TOTAL GENERAL MATERIALS

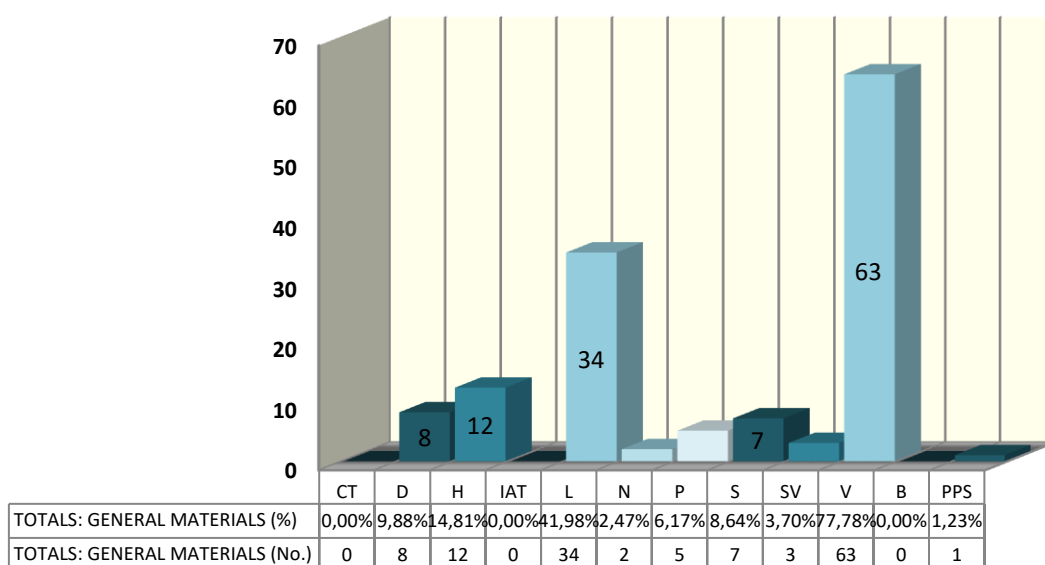
78 FEATURES AND TRAILERS



	CT	D	H	IAT	L	N	P	S	SV	V	B	PPS
TOTALS: GENERAL MATERIALS (%)	0,00%	6,41%	2,56%	0,00%	29,49%	0,00%	2,56%	14,10%	0,00%	51,28%	0,00%	0,00%
TOTALS: GENERAL MATERIALS (No.)	0	5	2	0	23	0	2	11	0	40	0	0

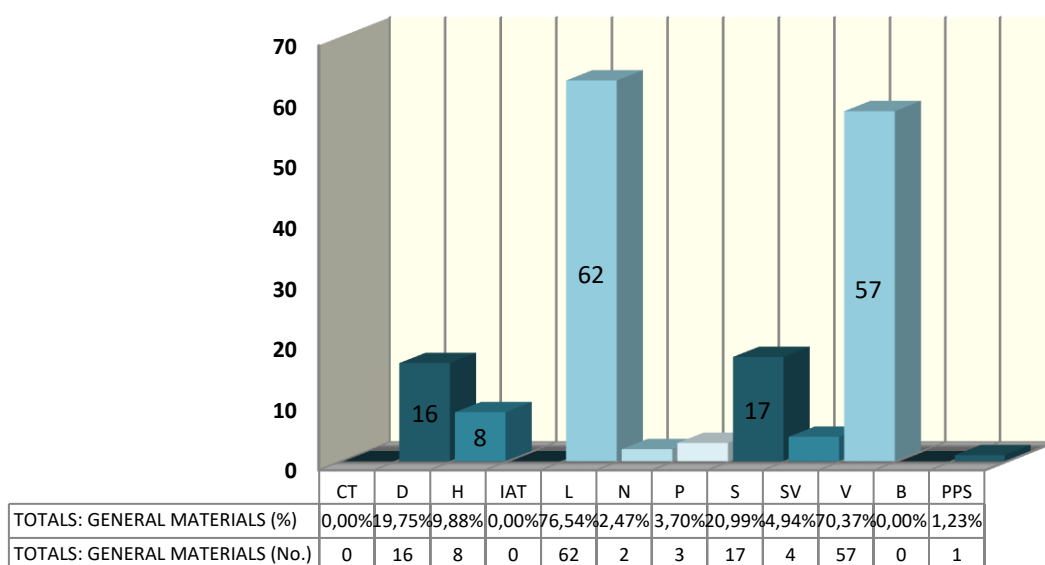
'13' CONSUMER ADVICE: TOTAL GENERAL MATERIALS

81 FEATURES AND TRAILERS



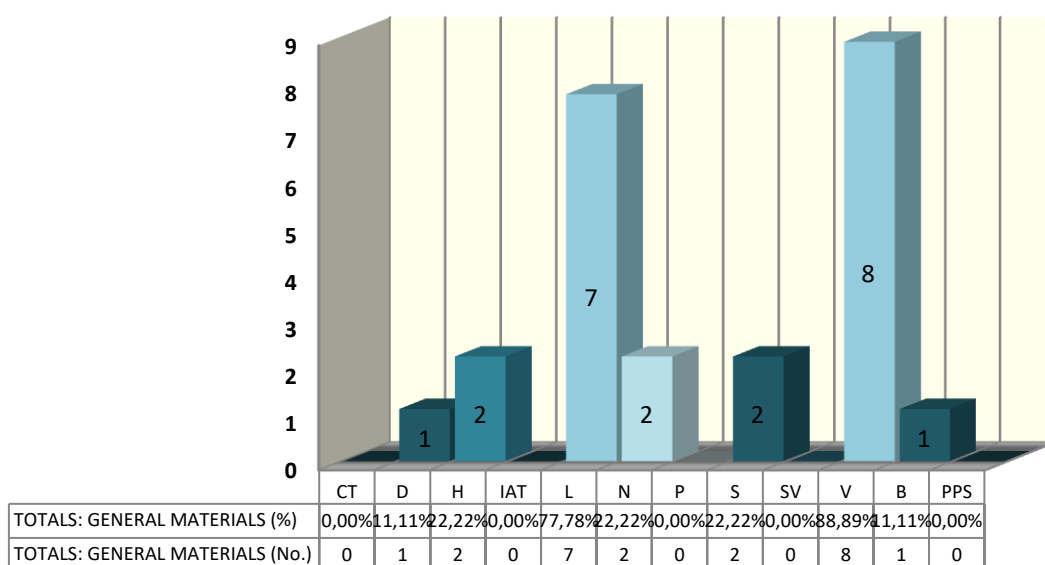
'16' CONSUMER ADVICE: TOTAL GENERAL MATERIALS

81 FEATURES AND TRAILERS



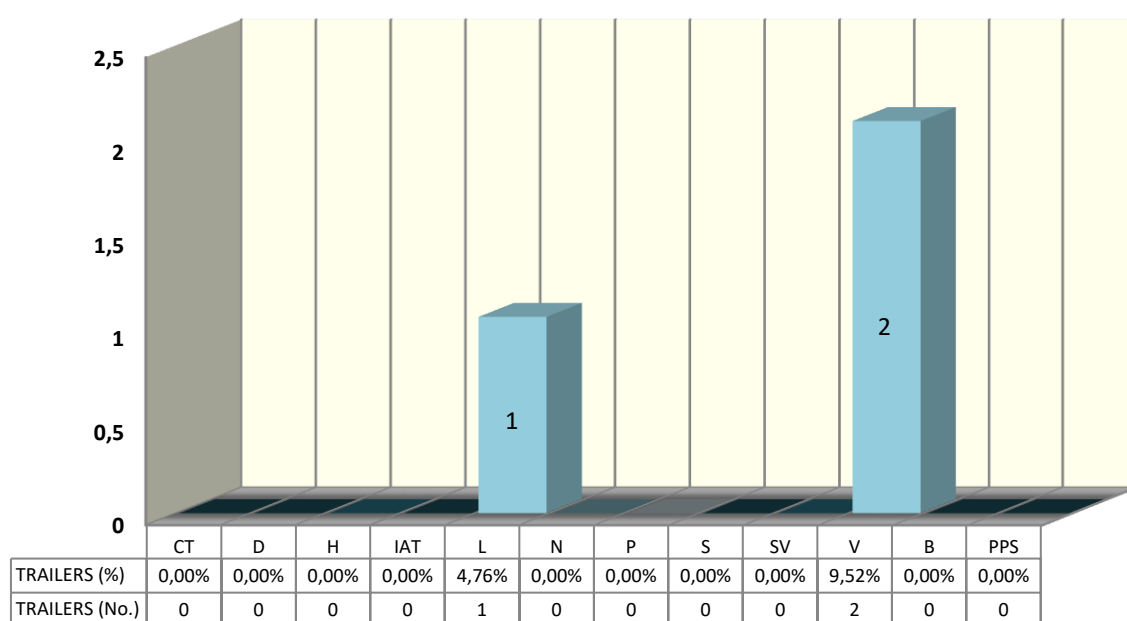
'18' CONSUMER ADVICE: TOTAL GENERAL MATERIALS

9 FEATURES AND TRAILERS



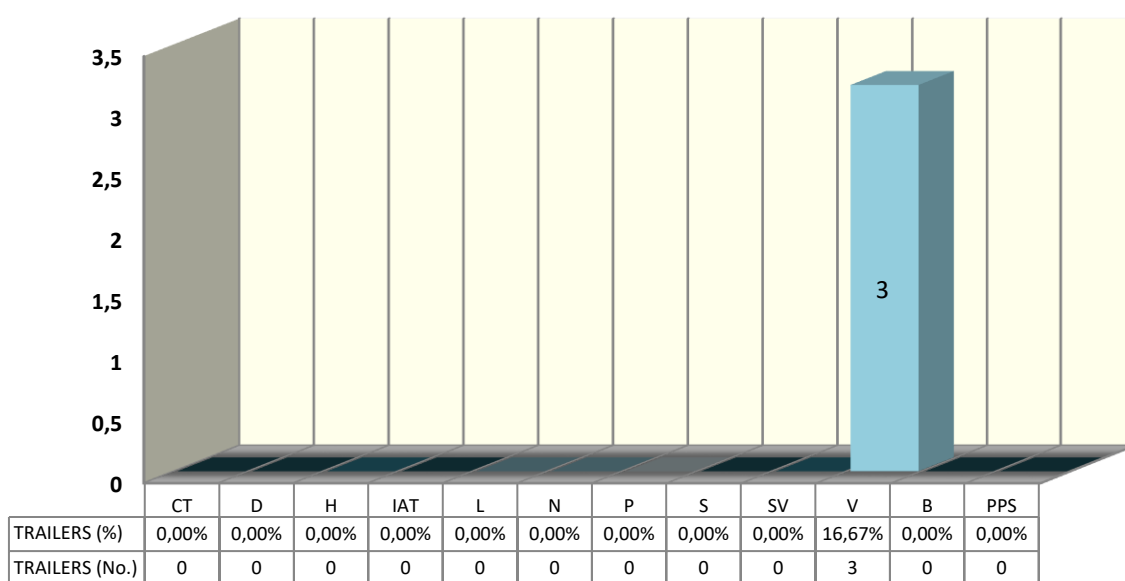
4. ANNEXURE B: Consumer advice distribution categories - Trailers

'PG' CONSUMER ADVICE: TRAILERS



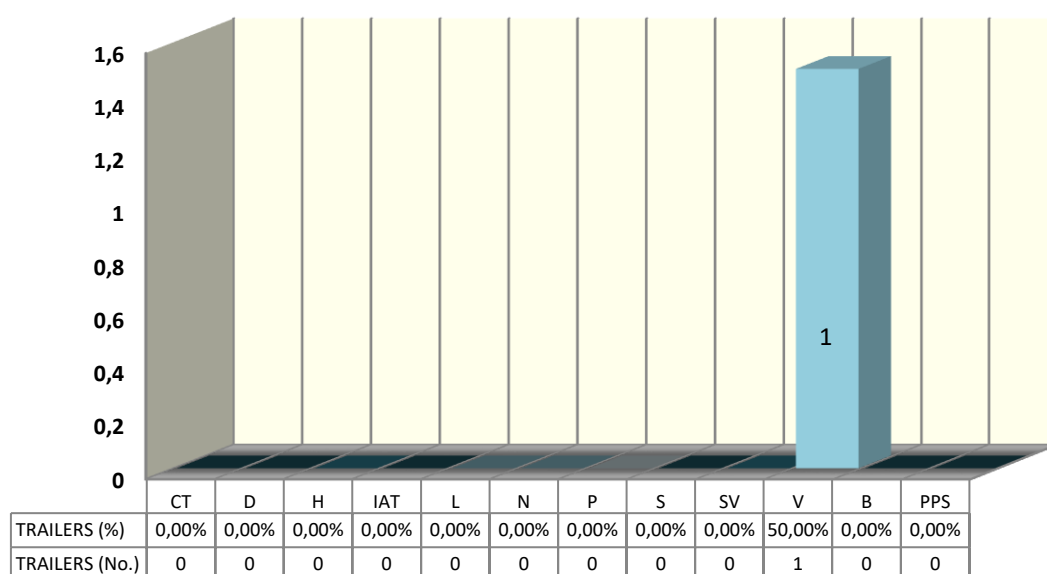
'7-9PG' CONSUMER ADVICE: TRAILERS

18 TRAILERS



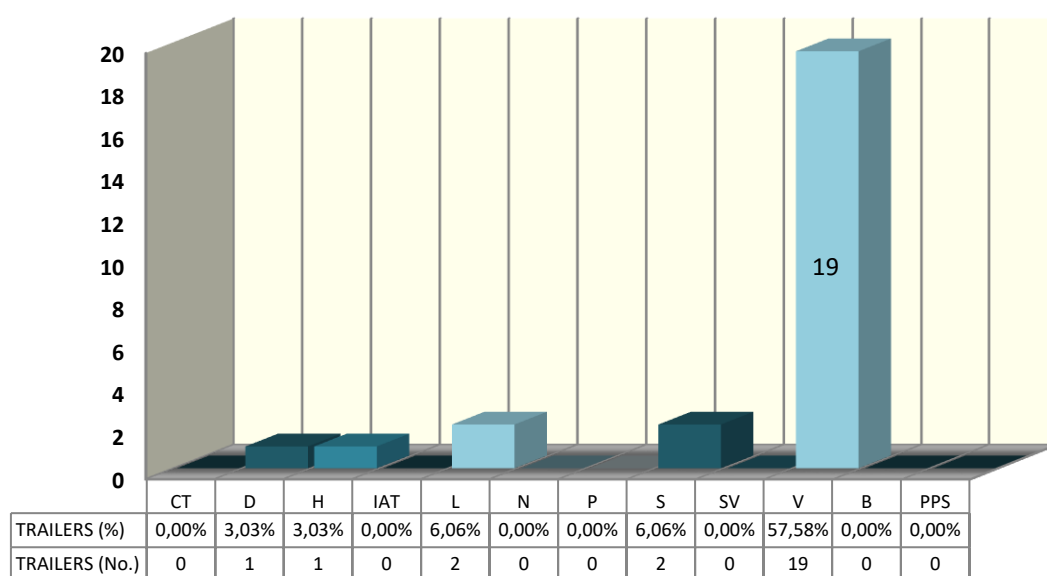
'10' CONSUMER ADVICE: TRAILERS

2 TRAILERS



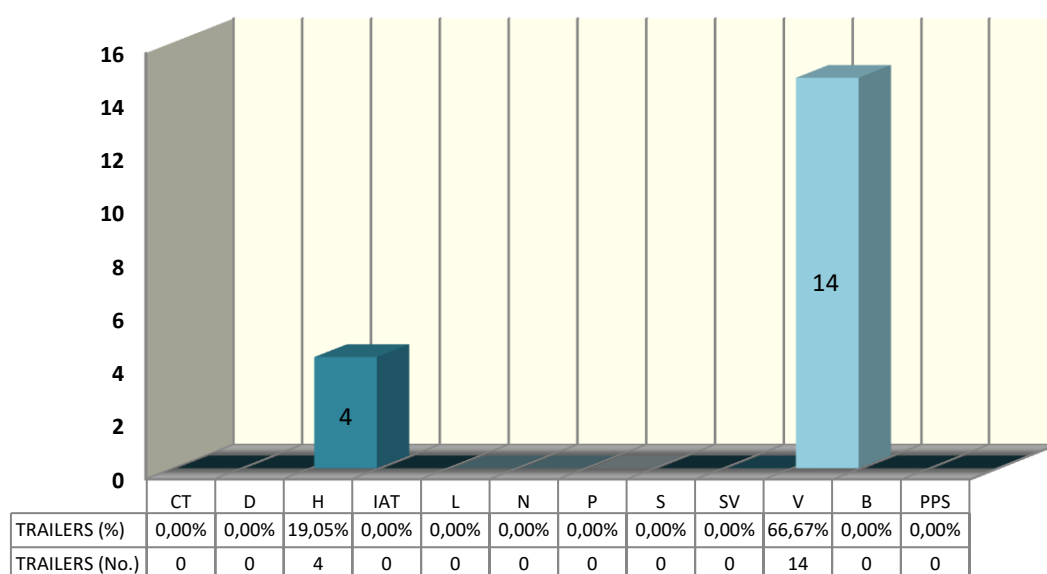
'10-12PG' CONSUMER ADVICE: TRAILERS

33TRAILERS



'13' CONSUMER ADVICE: TRAILERS

21TRAILERS



'16' CONSUMER ADVICE: TRAILERS

5 TRAILERS

