



The Film and Publication Board – working behind the scenes to make content safe for South African consumers.



The Film and Publication Board (FPB), a consumer advisory body, considers itself as a guardian of the children of South Africa. At the very core of the work we do lies the protection of children from exposure to harmful content in films, games and certain publications, as well as their exploitation for the creation of child pornographic material.

In delivering on this goal, the organisation contributes to social cohesion in a democratic system by working to balance the rights of our diverse society through the classification of content. Distributors are required by law to register with the FPB and submit content for classification before it can be distributed. Both film and gaming creatives are engaged on an ongoing basis to highlight the importance of child-friendly content, especially as this age demographic is a growing market segment in the entertainment space.

The assignment of age-appropriate ratings to content empowers parents and caregivers to screen content consumed by children. A key operational tool in this regard is the Classification Guidelines, which is opened up for public inputs and reviewed every 5 years to continue reflecting current social norms and values. The consistent application of Classification Guidelines and extensive quality assurance ensures that the least restrictive rating is applied to content, in line with all legal prescripts and in the interest of balanced consumer rights.

As a state-owned entity under the umbrella of the Department of Communications, the FPB takes its marching orders from the Films and Publications Act of 1996, as amended, in conjunction with the Constitution of the country and the Children's Act of 2005.

The organisation works with law enforcement and the judicial system to bring perpetrators of child sexual abuse material to book.

The FPB holds its relationship with law enforcement as a key success factor in campaigning to keep potentially harmful material out of the hands of the most vulnerable in our communities – the children.

The most valuable counter-measure taken by the FPB during its work relates to the exploitation of children in pornographic material. The FPB's team of Child Protection Officers and Online Monitors are internationally trained in the niche area of identifying child pornography. In addition to the monitoring function performed through tipoffs from the FPB's toll-free Child Protection Hotline, the organisation also contributes to the evidence presented in court to bring pedophiles and creators of child pornography to book.

Protecting consumers from harmful content is not a task that can be undertaken in isolation, and the FPB works within communities and schools to advocate for adherence to age ratings and consumer advisories on content consumption. In the cyber era, this advocacy extends to delivering digital literacy and digital safety campaigns with like-minded civic and business organisations. The rise of the online space is a growing concern as many social ills, especially those affecting children, have found a new home on burgeoning digital and social media spaces. Parents especially.

A second area of work with the police includes conducting raids of illegal DVD distributors. These informal traders often fall short of the law by not registering as distributors, and by not ensuring the DVD content they sell are classified by the FPB. In addition, the vast majority are selling products that are pirated copies of the original films, games or music videos.

Regarded by many as a progressive trend setter in content classification in Africa, many other regulators on the continent look to the FPB as the benchmark. Review of relevant legislation and operational frameworks are ongoing, allowing the organisation and the country to keep abreast of changing socio-economic dynamics in an increasingly boundary-less world.

Help the FPB to keep the children of South Africa safe by:

- Following us on social media (Facebook: FPBZA; Twitter: @FPB_ZA and Instagram: fpbza)
- Contacting us on our Client Support line 0800 000 555 or
- Reporting child sexual abuse material on our hotline 0800 148 148. You can also familiarize yourself with the age ratings and consumer advisories on our website: <https://www.fpb.org.za/>