



# INSIDE PEGI The PEGI System.

PEGI (Pan European Game Information) is the age rating system for videogames in Europe. The objective is to inform consumers about the content and age suitability of games prior to purchase, to protect minors from unsuitable content.

800+ signatories.  
20,000+ games rated  
since 2003

The system was created in 2003 by ISFE (Interactive Software Federation of Europe) and the day-to-day management is handled by PEGI S.A.

Two administrators handle the rating process: NICAM in the Netherlands (for the games rated 3 and 7) and the Video Standards Council in the UK (for the games rated 12, 16 and 18). The rating process is based on a detailed assessment form of 35 questions about the content of the game. Once the publisher has filled in this form, the administrator will examine the game content in order to determine the final rating.

## Information to guide consumers: 5 Age Labels and 8 Content Descriptors



45% of games rated 3  
14,3% rated 7  
22% rated 12  
12,5% rated 16  
6,2% rated 18

The age labels provide a reliable indication of the suitability of the game content in terms of protection of minors. The age rating does not take into account the level of difficulty or skills required to play a game. Content at each age can include:

- 3: Violence in a childlike cartoon setting.
- 7: Unrealistic violence towards fantasy characters, sounds & images might be scary for young children.
- 12: Realistic violence towards fantasy characters, unrealistic violence towards humans or animals, mild swearing.
- 16: Realistic violence towards humans or animals, sexual nudity, glamorisation of crime, alcohol and tobacco.
- 18: Motiveless killing of human characters, discrimination, gross violence, sexual activity, drugs.



The descriptors shown on the back of the packaging indicate the main reasons why a game has received a particular age rating. There are eight descriptors: violence, bad language, fear, drugs, sex, discrimination, gambling and online gameplay with other people.

## PEGI in Europe



PEGI is present in over 30 countries

PEGI is used in all the above EU countries (except Germany which has its own system: USK). The majority of the countries officially support the system and have a representative of their government in the PEGI Council. Some of them have integrated PEGI into the law and made it legally enforceable including the UK and the Netherlands. Others have provided some form of legislative support such as Finland and Lithuania.

## PEGI Management Structure

PEGI S.A. handles the management, supervision and development of the system, it is an independent not-for-profit company with a social purpose, based in Belgium. PEGI is also steered by several boards and committees, with the PEGI Management Board at the core of the organisation. This board structure ensures efficient actions and an oversight of all activities. The Council is composed of 27 representatives from the EU countries and they make recommendations to ensure that national and EU developments are communicated to the PEGI Management Board and their own governments.

The legal committee advises ISFE if there are any changes in national laws that could have an impact on the PEGI system.

The PEGI Experts Group provides advice on technological and content-related developments, they discuss the criteria and evolution of the system. The Complaints Board manages appeals from consumers or publishers regarding a rating delivered and has the ability to change a rating decision. If there is a breach of the Code of Conduct, they can also instruct the Enforcement Committee to take measures.

