



Labelling & Advertising Guidelines

v2021.1

PART ONE: LABELLING GUIDELINES

1. THE PEGI ICONS	4
1.1. UK PACKAGING REGULATIONS	5
1.2. OLD DESIGNS	5
2. PEGI ICONS ON BOXED PRODUCTS	6
2.1. FRONT OF THE CASE	7
2.2. BACK OF THE CASE	8
2.2.1. FEATURE NOTICE: PAID RANDOM ITEMS	9
2.3. VIDEO GAME DISC	10
2.4. CODE-TO-CONTENT CARDS	11
2.5. SMALL ELECTRONIC DEVICES	12
2.6. PLUG & PLAY CONSOLES	13
2.7. PEGI ICON ARRANGEMENT	13
2.8. LANGUAGE-SPECIFIC CONTENT DESCRIPTORS	14
2.9. MULTI-TITLE PRODUCTS	15
2.10. BUNDLING WITH NON-INTERACTIVE PRODUCTS	17
2.11. PORTUGAL	
3. PEGI ICONS FOR GAME PRODUCTS ONLINE	18
3.1. DIGITAL PLATFORMS OFFERING DIGITAL PRODUCT DOWNLOADS OR STREAMS	18
3.2. GAME-SPECIFIC WEBSITES	18
3.3. ONLINE RETAIL PLATFORMS OFFERING PHYSICAL PRODUCTS	19
3.4. EARLY ACCESS	19
3.5. PROVISIONAL RATINGS	19
3.6. MUSIC AS DOWNLOADABLE CONTENT	21
3.7. PEGI ONLINE	21

PART TWO: ADVERTISING GUIDELINES

4. RULES FOR ADVERTISING AND PROMOTION	22
4.1. GAMES FEATURING IN ADVERTS FOR OTHER PRODUCTS OR SERVICES	23
4.2. PROVISIONAL RATINGS IN ADVERTISING	23
4.3. CROSS-SELLING	24
4.4. DEMOS	25
4.5. PRINT MEDIA	26
4.6. ONLINE MEDIA - VIDEO	26
4.6.1. SINGLE-TITLE VIDEOS	27
4.6.2. MULTI-TITLE VIDEOS	28
4.6.3. DISPLAY OF OTHER RATING BOARD ICONS	28
4.7. SOCIAL MEDIA	29
4.8. ONLINE MEDIA – OTHER	29
4.9. TV AND CINEMA	30
4.9.1. SINGLE-TITLE VIDEOS	30
4.9.2. MULTI-TITLE VIDEOS	32
4.9.3. DISPLAY OF OTHER RATING BOARD ICONS	32
4.10. RADIO	33
4.11. RETAIL (CO-OP) ADVERTISING	33
4.12. IARC	

INTRODUCTION

The purpose of this document is to clarify how PEGI icons should be used on different sorts of packaging, on digital storefronts and in various types of advertising.

By signing the PEGI Agreement and the annexed PEGI Code of Conduct, your company commits to comply with these Guidelines about the use and display of the PEGI icons. Together with the PEGI Code of Conduct these Guidelines reflect the industry's commitment to provide information to the public about the content of video games in a consistent and responsible manner.

According to Article 1 of the PEGI Code of Conduct, the Code applies to all video games, irrespective of their format or method of distribution, both on- and offline. The success of PEGI is largely dependent on compliance with these guidelines so we thank you for your commitment.

The PEGI Administration

CONTACTING PEGI

General matters

Send your questions, comments and suggestions to helpdesk@pegi.info or call +31 85 401 1677.

Financial matters

For questions concerning financial aspects (invoices, accounts or proof of payments) contact pegipayments@isfe.eu or call +32 2 612 17 79.

Guidelines

For questions regarding these guidelines, please contact dirk.bosmans@pegi.eu, jennifer.wacrenier@pegi.eu, or rumbie.mugadza@pegi.eu.

Download materials (icons, voiceovers, translations, handbook)

<https://rating.pegi.info/downloads/topic>

Part ONE: Labelling Guidelines

1. THE PEGI ICONS

The age categories indicate whether a video game is appropriate for children from a certain age. The age categories are: 3, 7, 12, 16 and 18.



The content descriptors indicate the reason(s) for which a video game was awarded a particular age rating. The content descriptor icons are available in multiple languages. Please see 2.7 for more information.



VIOLENCE: contains depictions of violence



BAD LANGUAGE: contains offensive language



FEAR: may be frightening to younger children
HORROR: contains horrific content



SEX: contains depictions of nudity and/or references to sexual behavior



DRUGS: contains the use or glamorisation of tobacco/alcohol and/or drugs



DISCRIMINATION: contains depictions of ethnic, religious, nationalistic or other stereotypes that could encourage hatred



GAMBLING: contains techniques that may teach or glamorise gambling



IN-GAME PURCHASES: game contains option to purchase digital goods or services

1.1 UK packaging regulations: relevant information for the entire region!

Since July 2012, PEGI is legally enforceable in the UK for physical products rated PEGI 12, 16 or 18, under the Video Recordings Act. The law includes a number of packaging regulations which are included in this document. Important: a physical product rated PEGI 12, 16 or 18 **cannot be sold legally** in the UK if it does not comply with the following regulations:

- Back of the case: the PEGI age label and content descriptors must be placed in a rectangular box.
- Video game disc must display the PEGI age label (minimum 11.5 x 14.1 mm), the unique title and the database registration number which can be found on the official PEGI license (optional for games rated 3 and 7).
- Small electronic devices (e.g. SD cards, Nintendo 3DS and Switch, PS Vita game cards, PlayStation Portable UMD): the PEGI age label (age rating numeral minimum height: 5 mm), the unique title and the database registration number must be displayed (optional for games rated 3 and 7).
- Plug & Play devices: the PEGI age label, the database registration number and the unique title must be displayed on the packaging (see 2.6) but also on the console itself (because it acts as the carrier of the games that have an age classification).

For more information about certification for sales in the UK, please contact the VSC: vsc@videostandards.org.uk or +44 2037 718 543.

1.2 Old designs

Since January 2010, the current design of the age rating icons is in use. Previous versions of the age rating icons can no longer be used for new products. We recommend using the new labels on reprints of older games.



2. PEGI ICONS ON BOXED PRODUCTS

The PEGI icons must always appear on the front and back of the case of any video game product that has been rated by PEGI. Displaying the PEGI icons is only allowed if the appropriate license has been obtained. Only those icons that are depicted on the official PEGI license can be used.

These labelling requirements apply to the following product types:

- Physical media such as discs in a box or cartridges
- Download codes in a box (full product or DLC)
- Special editions (Game of the year, collector's editions, limited runs, steelbook...)
- Empty pre-order boxes
- Packaging of promotional games (discs, download codes, cartridges)
- Games in bundles with consoles, peripherals, toys, or figurines
- Plug and Play devices

For Code-to-content cards, see section 2.4.



2.1 Front of the case

1. Only one PEGI age rating label may appear on the front of a video game package.
2. The label as shown below must be displayed in its entirety, the url 'www.pegi.info' is part of the label and **cannot be left off**.
3. The **default position** for the age label is bottom left (due to price labelling standards in some PEGI territories)
4. The display of other ratings alongside the PEGI label is **NOT allowed**. Only the PEGI age label should appear on a game package.

EXCEPTIONS :

1. A product for the German-speaking market can be exempt from this rule if its production run on day 1 is **less than 10.000 copies** for Germany, Switzerland and Austria combined. The same rule applies to subsequent product runs.
2. Multiple age labels are allowed on packaging of console bundles, peripheral bundles and promotional game packaging.

IMPORTANT: If the age label of the Russian age rating system RARS is displayed alongside the PEGI rating, it must be accompanied by the clarification "Russia", as the label itself does not contain any indication to which region it applies.

If the artwork in the background is **light**, use the icons with the black outline
if the artwork in the background is **dark**, use the icons with the white outline:



The age rating label on the front of the box should be placed in the platform template's designated area. On a DVD size box (183mm x 274mm) it should measure **17.5 mm (width) x 21.5mm (height)**.

Logo size can vary depending on the packaging size. Please remember that the dimensions should be in proportion to the packaging size as mentioned above. Requirements as to the dimensions and/or positioning of the age rating labels and/or content descriptors on the packaging vary between console and/or handheld platforms. Please refer to platform holder specifications for more details.

2.2 Back of the case

On the back of the case the same age rating label must be shown as displayed on the front of the case together with the appropriate content descriptor(s). The age rating label comes first, followed by the content descriptors.

EXCEPTION: A game rated PEGI 3 without content descriptors requires no label on the back. Games rated PEGI 3 with the in-game purchases content descriptor must have the age label and content descriptor on the back of the package, including, if applicable, the feature notice for paid random items (below the content descriptor icons, see 2.2.1).

Label and descriptors should be placed in a simple rectangular box, with at least 1mm space around the icons.

If the artwork in the background is **light**, use the icons with the black outline, if the artwork is **dark**, use the icons with the white outline:



On a DVD size box (183mm x 274mm) the age rating label should measure **11.5 mm x 14.1 mm** and each content descriptor on the back of the box should measure **11.5 mm x 11.5 mm**. The icons should be spaced at least **1mm** apart.

Logo size can vary depending on the packaging size. Please bear in mind that the dimensions should be in proportion to the packaging size as mentioned above. Requirements as to the dimensions and/or positioning of the age rating labels and/or content descriptors on the packaging vary between console and/or handheld platforms. Please refer to platform holder specifications for more details.

2.2.1 Feature Notice : Paid Random Items

In April 2020, PEGI introduced an additional notice to inform consumers about the presence of paid random items (like loot boxes, card packs, surprise wheels, etc.) in the game. Instead of an icon, this information is included in text form underneath the age label and content descriptors. Technically, it is a subcategory of in-game purchases, so this text can only appear on products that also have the In-game Purchases descriptor.

In English, this text is: **In-game Purchases (Includes Random Items)**

Translations of this text are available in the Downloads section of the PEGI rating website.

The information must be displayed, written exactly as indicated on your PEGI license, and placed in a frame underneath the age label and content descriptor information on the back of the game box. It should be printed in black lettering against a white background, or white lettering against a black background, using a standard sans serif font (no bold or italic). The font size must be large enough for the text to remain legible.

Examples:



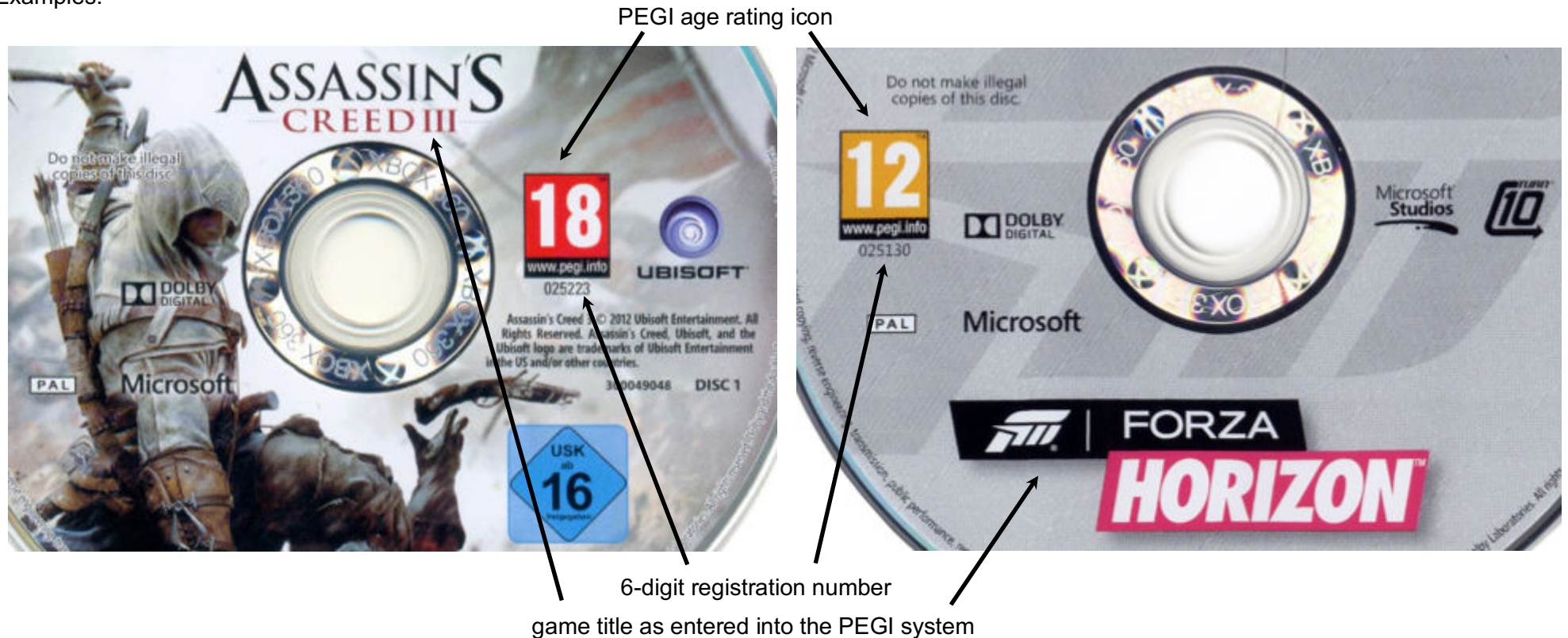
Important: the In-game Purchases content descriptor must also be displayed if this particular notice applies to the game, the icon cannot be left out. Both elements will be included on the PEGI license.

2.3 Video game disc - Optional for games rated 3 and 7

For games rated PEGI 12 or higher, the disc must display the PEGI age label (minimum size: 11.5 mm x 14.1 mm), the game title (as entered into the PEGI system) and the database registration number (the six-digit number which can be found on the official PEGI license and the UK certificate). This is optional for games rated 3 and 7.

Other rating labels may appear alongside the PEGI age label on a disc, contrary to the rules for the display on the outside (front and back) of the case (see section 2.1). Companies are free to choose the position of these elements on the disc.

Examples:



When multiple games are combined on one disc, the compilation can either display the title and database registration number of the highest-rated product, or the compilation can be submitted as a full new product (and receive its own registration number). Both are compliant with UK law.

2.4 Code-to-content cards

Cards sold in physical or online retail stores containing a code to download a specific game, DLC, or in-game currency for a specific game **must display both age rating and content descriptors**. Please refer to platform holder specifications for exact details on placement, size, etc.

The age rating information must always be displayed in a box on the front of the card – depending on platform-specific templates, content descriptors need to be placed on either front or back of the card (in the latter case, the age label must be added too).



If a card is produced for a platform that provides no specifications, the age label on the front should measure no smaller than 12% of the height of the entire card. On the back of the card, the content descriptors should measure 8% of the height of the entire card, with the PEGI age label in the right proportion (to calculate the height of the PEGI icon, multiply the height/width of the content descriptor by 1.228).

Provisional ratings (see section 3.5) **cannot** be used on code-to-content cards, regardless of whether they are used to purchase a game, DLC or in-game currency of a game. If the code-to-content card is sold in physical retail stores, an IARC-generated PEGI rating cannot be used in these instances. The title must have the appropriate PEGI license, obtained via the PEGI rating site (<http://rating.pegi.info>).

2.5 Small electronic devices - Optional for games rated 3 and 7

Video games rated PEGI 12 or higher on carriers for small electronic devices (like SD cards, Nintendo Switch or PS Vita game cards, or Playstation Portable UMD discs) must display the PEGI age label, the unique title (which can be a logo) and the database registration number (the six-digit number that can be found on the PEGI license).

Because of the size restrictions on carriers for small electronic devices, the PEGI label can be displayed in an adapted design:

- To comply with the UK packaging regulations, the number in the age rating label must be 5 millimetres in height. The space above and below the number can be cropped in order to decrease the size of the label without shrinking the number on the label.
- The database registration number can be shown anywhere on the carrier, but also inside the PEGI label, instead of the PEGI website URL. It should be displayed in a readable font (preferably a common sans serif font like Arial, Helvetica, Verdana - the one used in the examples below is Helvetica Neue Condensed).

This is how a PEGI age label may look on a small electronic device:



This logo exception is allowed only for the labelling of game carriers for small electronic devices and cannot be used for game carriers for other types of device (like mini-consoles with pre-installed software), or on other types of packaging, in software or in any associated marketing. Templates for these age labels are available in the downloads section on <http://rating.pegi.info> - bear in mind that the database registration number for each specific game must be added.

2.6 Plug & Play Consoles

PEGI provides age ratings for Plug & Play consoles with pre-installed software (e.g. retro releases of Sinclair, Atari, SEGA, Nintendo, and other consoles, or newly designed Plug & Play consoles). The PEGI age label and content descriptors must be displayed on the packaging in accordance with the guidelines for multi-title products and bundles (see section 2.9 and 2.10). Plug & Play consoles are not considered as small electronic devices.

For UK only: As part of the UK packaging regulations, the PEGI age label must also be displayed on the console itself (because it acts as the carrier of the games that have an age classification), together with the unique title and the database registration number which can be found on the official PEGI licence.

2.7 PEGI icon arrangement

The PEGI age rating label and content descriptor(s) have to be reproduced in the colours specified with no changes in proportion or design. Any deviation from the PEGI icons, as provided to your company, is strictly prohibited, including but not limited to the use of transparent icons, colourised icons or “dwarf” icons. To maintain a degree of consistency, the icons must be arranged horizontally or vertically, always grouped together, and framed in a rectangular box.

Examples:



2.8 Language-specific content descriptors

The PEGI content descriptors are available in more than 20 languages, offering a brief explanation underneath the icon. They can be found in the download section of <http://rating.pegi.info>. The available languages are:

Bulgarian	English	German	Icelandic	Norwegian	Russian	Swedish
Czech	Estonian	Greek	Italian	Polish	Slovakian	Turkish
Danish	Finnish	Hebrew	Latvian	Portuguese	Slovenian	
Dutch	French	Hungarian	Lithuanian	Romanian	Spanish	



Monolingual context

Whenever the PEGI content descriptors are being used in a monolingual context (case, website, advertisement, trailer, etc.) the descriptors with text must be used. For instance: if the text on a game pack is only in Spanish, the Spanish descriptors must be used.

If a website is available in multiple languages but allows users to choose one specific language, it is considered a monolingual environment.

Multilingual context

Whenever the PEGI content descriptors are being used in a multilingual context (on packaging, but also if adverts, videos, or websites mix multiple languages), there are two options:

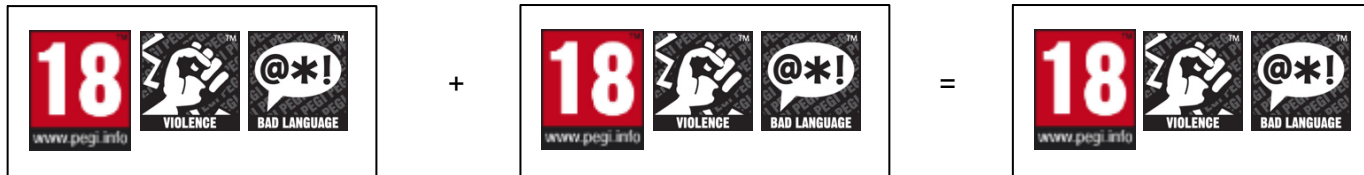
- If **two** languages are combined, the descriptors without text must be used.
 - In this case, the Feature Notice (*In-game Purchases (Includes Random Items)*) must be displayed in both languages.
- If **more than two** languages are combined, the descriptors without text must be used.
 - In this case, the Feature Notice must be displayed in one or two languages.
 - Be aware that there may be legal requirements in some countries with regards to the mandatory use of a local language.

2.9 Multi-title products

Multi-title product: a product incorporating different video game titles that have each been registered in the PEGI system under different registration numbers in one box. There are two possibilities when displaying age rating information on a multi-title package:

1. The multi-title product can be submitted as a compilation: a single new entry into the PEGI system which takes into account the content of all games included.
2. The age rating information on the box can be the combination of the individual ratings of all games included. In this case, please make sure that all included products have valid PEGI licences. Please follow this guideline when combining individual ratings:

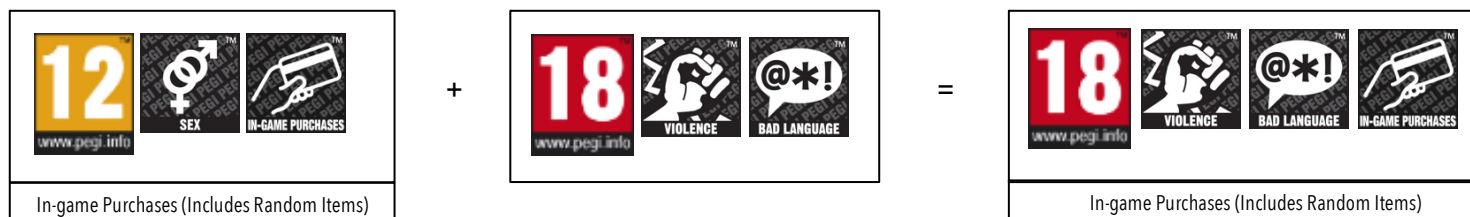
- a. all individual games have the same age rating and content descriptor(s) → multi-title box must show the age rating and descriptor(s).



- b. all individual games have the same age rating but different content descriptor(s) → multi-title box must show the age rating plus all content descriptors of the individual games. IMPORTANT: if one of the games in the bundle has the in-game purchases icon (and if applicable the Feature Notice – *In-game Purchases (Includes Random Items)* – as well), this must also be shown on the packaging.



- c. Individual games have different age ratings and content descriptor(s) → multi-title box must show the most restrictive rating of all games included and its corresponding content descriptors and Feature Notice.



2.10 Bundling with non-interactive products

A product pack including both video games (on disc, cartridge or as a download code) and other products (e.g. consoles, computers, mobile phones, e-books, graphic cards, sound cards, food, toys, etc.) must show the appropriate age rating and content descriptors of the video game included. The following guidelines apply:

2.10.1 Front of the packaging

Only one PEGI age rating label should appear on the front of the product pack. The size of the age rating label must be in proportion to the size of the front of the pack:

- If the surface of the front of the package is **1000 cm² or less**, the age rating label should measure **17.5 mm x 21.5mm**.
- If the surface of the front of the package is **larger than 1000 cm²**, the age rating label should measure **25 mm x 30.7 mm**.

2.10.2 Back of the packaging

The age rating label that appears on the front of the product pack must also appear on the back of the package together with all relevant content descriptor icons. If multiple games are included, see 2.8.

EXCEPTION: A game rated PEGI 3 without content descriptors requires no age label on the back. Games rated PEGI 3 with the In-game Purchases content descriptor must have the age label and content descriptors on the back of the package, including, if applicable, the feature notice for paid random items (below the content descriptor icons, see 2.2.1).

The size of the age rating label must be in proportion to the size of the back of the pack as follows:

- If the surface of the back of the pack is **1000 cm² or less**, the age rating label should be **11.5 mm x 14.1 mm**. The content descriptor(s) should be **11.5 mm x 11.5 mm** and each icon should be spaced 1mm apart.
- If the surface of the back of the pack is larger than **1000 cm²**, the age rating label should be **17.5 mm x 21.5 mm** and each content descriptor should be **17.5 mm x 17.5 mm** and each icon should be spaced 1mm apart.
- The label and descriptors should be placed in a simple rectangular box, with at least 1mm space around the icons.

To ensure that it is clear that the PEGI label only relates to the games in the bundle (e.g. in the case of e-books), we recommend including the following text above or below the age rating label: **'rating only applies to game(s)'**.

If the video game product is bundled with video content that occurs outside the context of the game itself (e.g. separate film or TV content), please contact the VSC for advice on whether the video content requires a BBFC classification for release in the UK.

2.11 Portugal

In 2017, the Portuguese regulator IGAC changed their age rating scheme for audiovisual media by adopting the 3 age category instead of the original 4 category. As a result, it became no longer necessary to have a PEGI 4 age label specifically for Portugal, and companies could start using the standard PEGI 3 age category on products for the Portuguese market.

PEGI received official confirmation from IGAC that PEGI is also allowed to issue licenses for the Portuguese market with a PEGI 7 label instead of PEGI 6. **Important:** IGAC still requires the local addition of an IGAC sticker for audiovisual products, but packaging can simply use the standard PEGI 3-7-12-16-18 scheme.

If you have older licenses that show the PEGI 4 and PEGI 6 labels for Portugal: these licenses remain valid and can be regarded as PEGI 3 or PEGI 7 going forward (when printing new batches of box art).



3. PEGI ICONS for GAME PRODUCTS ONLINE

PEGI defines 'game products online' as full video games that are offered for download, additional downloadable content, games that can be accessed and played or streamed online, as well as physical games offered for sale online.

To inform consumers about the PEGI rating of a product **prior to its purchase**, the PEGI age labels and content descriptors should be displayed **on any web page area or online distribution platform dedicated to purchasing, playing, downloading and/or accessing the product**. They should be placed together with other information related to purchase, download, stream, access, etc. (e.g. icon "buy now", title, picture, description, publisher, platform, category, price, etc.).

For online advertising of video games, please see sections 4.5 to 4.7.

3.1 Digital platforms offering digital product downloads or streams

All the major online platforms that use PEGI require the display of both age label and content descriptors on their storefronts. If you use IARC, the rating information is supplied automatically and directly to the storefront, but for products that are not age rated using IARC, please make sure that the correct rating information is submitted to the storefront, either the final rating as provided on the PEGI license or a provisional PEGI rating where this is permitted (see 3.5 below).

The Steam storefront on the pc platform does not make submission of age ratings for video games mandatory. However, all signatories of the PEGI Code of Conduct are required to include PEGI rating information on their products' pages on Steam. Please take note that you need to have the correct PEGI license for this.

3.2 Game-specific websites

The age rating icon and content descriptors must be displayed on every **web page area dedicated to purchasing, playing, downloading and/or accessing the product**. For web pages that only advertise or support the video game product, see 4.7.

The recommended screen size of the PEGI age rating icons is 56 pixels x 68 pixels. The content descriptors' recommended size is 56 pixels x 56 pixels. The space between the different icons must be 4 pixels. The feature notice about paid random items must be placed next or under the

content descriptor icons. When applying responsive web design, please ensure that the rating information remains clearly visible on all screens in an appropriate place.

If the website targets a specific European audience, or allows for the selection of countries or languages, the PEGI rating information must be used for the appropriate audiences/countries/languages as specified in these Guidelines. For web pages with a global reach, we recommend the use of geo-targeting tools to provide region-specific age rating information (based on IP address or the HTML 5 geolocation API).

3.3 Online retail platforms offering physical products

When neither the publisher nor PEGI have any control over a retailer's online distribution, we strongly recommend that the correct rating information including the age label and descriptor(s) is always included with the text of the product description.

3.4 Early Access

If an early access version of the game is made available, it must display a PEGI age rating. Please contact the PEGI Helpdesk for the appropriate submission timing to submit the game for a rating. However, if the early access version is only a small part of what will become the full game, it may be considered a demo (see 4.4), which can be released with a provisional rating. The game can be examined at a later stage and receive its final rating, once the publisher is able to disclose all relevant content.

An early access version of a game cannot have a lower age rating than the final product (regardless of whether all content is available), especially if early access is made available as a preorder.

3.5 Provisional ratings

Games must have a PEGI license before they can be sold. In the case of pre-order sales (and advertising campaigns before the game is available - see section 4.2), when the PEGI license for the full product is pending, the storefronts, websites and promotional materials must **show the expected age rating**, taking the higher age category as a reference in case of doubt.

When the provisional rating is confirmed or changed by the PEGI administrator and the age rating license is issued, the word 'PROVISIONAL' must be removed as soon as practicably possible from all storefronts and the final rating must be used for the sale of the game as of then.

How to get a provisional rating?

To get a provisional rating, publishers must begin the submission process on the PEGI rating site and save it after filling out the questionnaire. This will produce a provisional rating. A publisher must return at a later stage to complete the rating procedure when all the relevant content is available for examination.

Below the rating icon, the text 'PROVISIONAL' should be displayed in a readable font (preferably a common sans serif font like Arial, Helvetica, Verdana, Tahoma, etc., no smaller than 8 points), in the same language as the product page.

Translations for 'provisional':

- | | | |
|-------------------------|--------------------------|---------------------------|
| • Bulgarian: BPEMEHEH | • German: PROVISORISCH | • Romanian: PROVIZORIU |
| • Czech: PROVIZORNI | • Greek: ΠΡΟΣΩΡΙΝΟ | • Russian: BPEMEHHO |
| • Danish: MIDLERTIDIG | • Hungarian: IDEIGLENES | • Slovak: DOCASNY |
| • Dutch: VOORLOPIG | • Italian: PROVVISORIA | • Slovenian: PROVIZORICEN |
| • Estonian: AJUTINE | • Norwegian: FORELØPIG | • Spanish: PROVISIONAL |
| • Finnish: VÄLIAIKAINEN | • Polish: TYMCZASOWO | • Swedish: PRELIMINÄR |
| • French: PROVISOIRE | • Portuguese: PROVISÓRIA | • Turkish: GEÇİCİ |

The age rating icon must be displayed as provided by PEGI with **no changes** in shape, color, or design, adapted designs are NOT allowed:



3.6 Music as Downloadable Content (Music DLC)

Since PEGI only classifies content created by the publisher, it does not consider songs that may be included to the catalogue of a music game post-release. To clarify this to consumers, video games that allow the downloading of songs should display a specific notice, as text on screen, prior to the point where the user confirms the download and at a location that cannot be bypassed:

MUSIC DOWNLOADS NOT RATED BY PEGI - www.pegi.info

The font size for the text version must be no smaller than 10pt and, if connection to a browser is possible, contain a hyperlink to <http://www.pegi.info>. Translations for this text is available in the downloads section on <http://rating.pegi.info>

3.7 PEGI Online

PEGI Online is an expansion to the PEGI age classification system. It is essentially a safety certificate aimed at providing better protection against unsuitable gaming content.

The licence to display the PEGI Online Logo is granted to any online gameplay service provider that meets the requirements set out in the PEGI Online Safety Code (POSC). These requirements include the obligation to keep the website free from illegal and offensive content created by users and any undesirable links, as well as measures for the protection of young people and their privacy when engaging in online gameplay.



If game websites carry the PEGI Online logo, the game or website in question is under the control of an operator that cares about applying best practices to protect young people.

If your product's license confirms that your product complies with the requirements of PEGI Online (as described during your submission on the rating website at the end of PEGI questionnaire), you can display the PEGI ONLINE label on your website. The icon should be visible on the homepage and hyperlink to <https://www.pegionline.info> (or <https://pegi.info/page/pegionline>).

Part TWO: Advertising Guidelines

4. PEGI Code of Conduct : RULES FOR ADVERTISING AND PROMOTION

According to Article 9 of the PEGI Code of Conduct related to Advertising and Promotion, “Advertising materials shall, wherever practicable, show the age rating finally granted to the product concerned or, should the license be pending, be suitable with the final age rating expected, taking the higher age category as a reference in case of doubt”. The following principles apply to advertising and promotion of video games:

- An advertisement shall accurately reflect the nature and content of the product it represents and the rating issued (i.e. an advertisement should not mislead consumers as to the product’s true character).
- An advertisement shall not abuse the PEGI rating of a product for other purposes than informing consumers about the age suitability of a game.
- No advertisement for a product carrying a PEGI rating shall contain any content that is likely to cause serious or widespread offence to the average consumer targeted.
- Companies shall not specifically target advertising for interactive software products rated 16 or 18 to consumers for whom the product is not rated as appropriate.
- Companies shall ensure that ancillary or separate products that are sold or promoted in association with an interactive software product, contain content that is appropriate for the audience for which the interactive software product is intended. For example, a packaged product rated 3, 7 or 12 cannot include any demo or video of interactive software with an (anticipated) age rating of 16 or 18.
- Companies shall not enter into promotion of interactive software products rated 16 or 18 with another company’s brands, products, or events, if it is reasonable to believe that such company’s products, brands or events will reach consumers for whom the interactive software product is not rated as appropriate.

4.1 Video games featuring in advertisements for other products or services

Advertising for products or services related to video gaming includes but is not limited to advertisements for gameplay platforms and storefronts, game consoles or other gaming devices, game streaming sites, subscription services and Esports events.

These advertisements are primarily focused on a product or a service that does not have a game rating, but may feature video games prominently.

If a game is highlighted and mentioned explicitly, it must clearly display the age rating of that video game in accordance with these Guidelines.

If an advertisement uses a selection of gameplay footage and other references to games that are related to the promoted product, but it does not mention the game title and only uses very brief (less than two seconds) footage, displaying an age rating is not required. We strongly recommend checking with PEGI in case of doubt.

4.2 Provisional ratings in advertising

Advertisements, including but not limited to print and electronic media advertising, demos, trailers, empty pre-order game boxes in stores, download vouchers, etc., must always show the age rating of the advertised full product. Should the license for the full product be pending, the advertisement should **show the age rating expected**, taking the higher age category as a reference in case of doubt.

Below the rating icon, the text 'PROVISIONAL' should be displayed in a readable font (preferably a common sans serif font like Arial, Helvetica, Verdana, Tahoma, etc., no smaller than 8 points), in the same language as the advertisement.

Translations and design guidelines for 'provisional' – see section 3.5 or <http://rating.pegi.info>

When the provisional rating is confirmed or changed by the PEGI administrator and the age rating license is issued, the word 'PROVISIONAL' must be removed as soon as practicably possible from all electronic promotion and the final rating must be used for any future print promotion.

4.3 Cross-selling

Cross-selling is the promotion of a game in or via other games or non-game products, or the promotion of non-game products in or via a video game. This includes demo versions on discs or via a download code included in packaging, flyers in game packaging, in-game advertising, game-branded merchandise, but also games featuring content (characters, items, environments, etc.) of another promoted game, movie, tv series, popular brand, etc.

This is a very large and diverse category. The following rules apply when entering into cross-promotion with another game or non-game product:

- The promoted product must be appropriate for the audience for whom the core product is intended and a promoted game cannot have a higher age rating than the core product (exception between PEGI 3 and PEGI 7, see chart below). Age rating information for a promoted game must also be displayed in accordance with general advertising guidelines described in this document.

Examples:

- A PEGI 12 game can be promoted explicitly in or via a PEGI 18 game
 - A PEGI 18 game can be promoted in a movie if the movie is also rated for adults or targeted at an adult audience (if the movie does not have an age rating)
 - A tv series can be promoted in a video game if the age group of the series' target audience (eg. 16+) is not higher than the game's age rating (eg. PEGI 18)
 - A PEGI 16 game cannot be promoted explicitly in or via a PEGI 7 game
 - DLC with a higher rating cannot be promoted explicitly in the base game which has a lower rating
- If a game features promotional content of another game, brand or product and the title of that game, brand or product is mentioned explicitly, the restrictions as shown in the chart below apply.
These restrictions can be waived on a case-by-case basis, on the condition that the featured content does not exceed the age rating of the core product, and the target audience of the cross-promotion is of an appropriate age. Please contact PEGI to receive written approval for this type of cross-promotion.
- If cross-promotion of a game is considered with a product or a service that does not have a PEGI rating or any other European age rating, it is very important to carefully consider the target audience of that product. If there are indications that the cross-promotion target includes an audience younger than the game's PEGI rating, it is to be avoided.

- When cross-selling takes place for video game brands or franchises that include multiple games of varying ratings, the highest PEGI rating applies. E.g. if a game franchise combines game titles with ratings between PEGI 7 and PEGI 16 ratings, the PEGI 16 rating defines the limit of cross-promotion.

Cross-selling restriction chart:

		Advertised product				
		PEGI 3	PEGI 7	PEGI 12	PEGI 16	PEGI 18
Core product	PEGI 3	green	green	red	red	red
	PEGI 7	green	green	red	red	red
	PEGI 12	green	green	green	red	red
	PEGI 16	green	green	green	green	red
	PEGI 18	green	green	green	green	green

green = allowed

red = not allowed

4.4 Demos

Demos of video games must always be advertised with the age rating of the full product it promotes, and the age rating should be displayed at the demo's point of download. Should the license for the full product be pending, the demo should show the expected age rating, taking the higher age category as a reference in case of doubt, and below the rating icon, the text 'PROVISIONAL' should be displayed (see section 3.5)

Important: If you plan to release a demo on a disc in the United Kingdom, displaying a PEGI 12, 16, or 18 rating, it must be submitted for its own PEGI rating license and unique database registration number (but it must have the same age rating as the advertised game). It must also follow the UK packaging regulations in section 1.1 above. Please contact the VSC in this case to ensure the demo can be released legally in the UK.

4.5 Print Media

The following guidelines apply to all forms of print promotion, including but not limited to **ads in publications** (e.g. in newspapers, magazines or catalogues including advertorials), **cross-sell inserts in game packaging**, **outdoor advertising** (e.g. advertising placed on billboards, buses, bus shelters, trash bins), and **in-store promotional material** (e.g. posters, shelftalkers, standees, etc.):

- All advertising must display the appropriate PEGI age rating label.
- If an advertisement promotes multiple video games, it can either show the different age rating labels associated with their respective title (especially if individual game titles are featured prominently), or display only the most restrictive age rating of the products advertised (e.g. with a collection of packshots).
- If the age rating is still pending, the advertising materials must show the age rating that can reasonably be expected, taking the higher age category as a reference in case of doubt. Below the rating icon, the text 'PROVISIONAL' must be displayed (see section 4.2).

Size

The size in which the PEGI icons must be displayed in print advertising depends on the size of the advertisement. The age rating label must be scaled in direct proportion to the rest of the advertisement:

On an A4 (210 mm x 297 mm) print advertisement, the age rating label should measure **17.6 mm x 21.5 mm**. For larger sizes: the width of the PEGI icon should measure **at least 8.5% of the shortest side** of an advertisement.

To calculate the height of a PEGI icon, multiply the width by 1.228.

Examples: - on a landscape A3 poster (420 mm x 297 mm), a PEGI icon should measure at least 25.2 mm (=8.5% of 297mm) x 30.9 mm
 - on a tall billboard of 1.5 metres wide by 6 metres high, a PEGI icon should measure at least 12,75 cm x 15,6 cm

4.6 Online Media – Video

The following guidelines apply to all present and future forms of promotional video for games that can be viewed online (online includes but is not limited to game-specific and game-related websites, (e.g. video streaming sites), and videos posted to social media). The type of video includes but is not limited to publisher's trailers, teasers, promotional gameplay footage, publisher vlogs, gameplay walkthroughs, tutorials, behind-the-

scenes interviews or gameplay streams that are publisher-sponsored or organised (eg. on Twitch or YouTube), and, in each case, including multi-title videos.

4.6.1 Single-title videos:

OPTION 1 – FULL SCREEN AT THE START

- The age rating icon must appear **on its own** on a black or white screen at the beginning of the trailer.
- The icon must measure **no smaller than 30%** of the vertical height of the screen and must appear for a minimum **of 2 seconds at the start**.
- The age rating icon must be replicated exactly as provided to the company by PEGI with **no changes** in shape, color, or design. Any deviation from this format is strictly prohibited, including but not limited to the use of transparent icons.
- If the age rating is still pending, the advertisement must show the age rating that can reasonably be **expected**, taking the higher age category as a reference in case of doubt. Below the rating icon, the text 'PROVISIONAL' should be displayed (see section 4.2).
- **Voiceover:** PEGI supplies standard voiceovers for each rating category in any language you require. A company may choose to produce its own voiceover to match with the rest of spoken content. The voiceover should be in the language of the advertisement (if the ad contains no specific language, we recommend English as a default) and must be synchronised with the age label display. Voiceovers are currently available in the following languages: Danish, Dutch/Flemish, English, Finnish, French, German, Italian, Norwegian, Polish, Portuguese, Russian, Spanish, and Swedish.



OPTION 2 – IN THE CORNER AT THE START

- The age rating icon must appear in a **bottom corner of the screen at the start**.
- The age label must appear for a minimum of **2 seconds** if the advert is less than 15 seconds, **or 4 seconds if the advert is longer** than 15 seconds.
- The age rating icon must measure **no smaller than 15%** of the vertical height of the screen in which it is displayed.
- The age rating icon must be displayed exactly as provided by PEGI with **no changes** in shape, color, or design. Any deviation from this format is strictly prohibited, including but not limited to the use of transparent icons.
- If the age rating is still pending, the advertisement must show the rating that can reasonably be **expected**, taking the higher age category as a reference in case of doubt. Below the rating icon, the text 'PROVISIONAL' should be displayed (see section 4.2).

4.6.2 Multi-title videos:

If a video promotes multiple video games, it can either display the most restrictive age rating of the promoted games, following the rules as described above, or show the different age rating labels associated with each respective title (especially in a sequence of prominently-featured individual game titles). In that case, the appropriate age label should be displayed in a bottom corner of the screen for two seconds when the game in question is featured. The age rating icon must measure no smaller than 15% of the vertical height of the screen.

If the most restrictive rating is displayed, and that rating is provisional, the provisional notice should be included.

If the most restrictive rating is final, while other titles in the video are provisional, the provisional notice should not be displayed.

4.6.3 Display of other rating board icons

The age labels of other rating authorities (e.g., ESRB or USK) cannot be displayed with PEGI rating icons on any advertising or marketing materials distributed in Europe, including, without limitation, demos, trailers, and videos. Publishers must therefore create separate demos, trailers, and videos for Europe and for any other territories if they have their own marketing and advertising requirements.

A publisher will only be allowed to display PEGI rating information with age labels of other rating authorities on advertising and marketing materials that have been pre-approved in writing by PEGI and any other rating authority whose rating information will appear. PEGI will provide this approval only in very limited circumstances and may withhold this approval in its sole discretion.

4.7 Social Media Channels

Display of the PEGI age rating is recommended on publisher-controlled social media that are targeted, regionalised or geo-segmented for a European audience. The age rating information can be displayed above the fold on the main page either as an icon (e.g. as part of the header) or as text (e.g. as part of the bio) on a game's YouTube channel, Twitter, Instagram, and Facebook page. Displaying rating information of other rating authorities is not allowed.

PEGI age rating information is not required in individual posts unless:

- the post is promoting a game or DLC with a link to a purchase or preorder page (rating can be provided as text, e.g. "(PEGI 7)").
- the post contains a formal trailer of a video game: it must display the PEGI rating information as described in section 4.6.

4.8 Online Media – Other

The following guidelines apply to other forms of online paid advertisements and digital promotion that are targeted, regionalised or geo-segmented for a European audience, including but not limited to **web banners, page skins, e-mail newsletters, in-game advertisements, etc.**

Online media materials must display the age rating information of the game that is promoted. If multiple games are promoted, either the most restrictive age rating of the promoted games should be displayed (e.g. a banner that shows a rapid compilation of titles), or the different age rating labels associated with their respective title should be included (e.g. a newsletter that contains multiple articles featuring new games).

Banner-style advertisements take a wide variety of shapes and sizes. The recommended size of the PEGI age rating icons in banners is 56 pixels x 68 pixels. Because pixel density varies strongly among screens, this may result in different sizes. Therefore, if a PEGI icon is shown on a website specifically built for mobile display (smartphones and tablets), the icon size should be in proportion to the higher screen density (a higher ppi value renders 56 pixels x 68 pixels smaller) to ensure legibility.

The PEGI icons must stand alone (i.e. not as part of a packshot), and a hyperlink to www.pegi.info is recommended if technically feasible.

If the banner has moving images (an animated loop), the age rating icon must feature at the end of the loop in a corner of the banner for a minimum of 2 seconds.

4.9 TV and Cinema

The following sections apply to all present and future forms of advertising on television and in cinema. These include, but are not limited to **commercials, teasers, trailers, sponsor bumpers and other video material on tv, movie theatres and on electronic billboards.**

4.9.1 Single-title videos:

OPTION 1 – FULL SCREEN AT THE START

- The age rating icon must appear **on its own** on a black or white screen at the beginning of the trailer.
- The icon must measure **no smaller than 30%** of the vertical height of the screen and must appear for a minimum **of 2 seconds at the start.**
- The age rating icon must be replicated exactly as provided to the company by PEGI with **no changes** in shape, color, or design. Any deviation from this format is strictly prohibited, including but not limited to the use of transparent icons.
- If the age rating is still pending, the advertisement must show the age rating that can reasonably be **expected**, taking the higher age category as a reference in case of doubt. Below the rating icon, the text 'PROVISIONAL' should be displayed (see section 4.2).
- **Voiceover:** PEGI supplies standard voiceovers for each rating category in any language you require. A company may choose to produce its own voiceover to match with the rest of spoken content. The voiceover should be in the language of the advertisement (if the ad contains no specific language, we recommend English as a default) and must be synchronised with the age label display. Voiceovers are currently available in the following languages: Danish, Dutch/Flemish, English, Finnish, French, German, Italian, Norwegian, Polish, Portuguese, Russian, Spanish, and Swedish.



- **Cinema trailers for the United Kingdom:** Commercials shown in UK cinemas are reviewed by the Cinema Advertising Association (CAA), who apply UK advertising standards as well as determining which films particular commercials may be shown before. In order to avoid confusion with films and trailers, which show BBFC classifications onscreen before they start, the CAA require that commercials for games must indicate that the PEGI rating shown at the beginning of a commercial applies to the game, rather than the advert, by adding the following text to the screen: ***This game is rated PEGI [...]***.

Adapted English voiceovers are available for this option in the downloads section on <http://rating.pegi.info>.

If the age rating is still pending, the text should be: *This game is provisionally rated PEGI [...]* (taking the higher age category as a reference in case of doubt). As always, below the rating icon, the text 'PROVISIONAL' should be displayed (see section 4.2).

Examples:



OPTION 2 – IN THE CORNER AT THE START OR AT THE END

- The age rating icon must appear in a **bottom corner of the screen at the start** or the end of the advertisement.
- The age label must appear for a minimum of **2 seconds** if the advert is less than 15 seconds, **or 4 seconds if the advert is longer** than 15 seconds. In the latter case, the display time can be split into two seconds at the start and two seconds at the end.

- The age rating icon must measure **no smaller than 15%** of the vertical height of the screen in which it is displayed.
- The age rating icon must be displayed exactly as provided by PEGI with **no changes** in shape, color, or design. Any deviation from this format is strictly prohibited, including but not limited to the use of transparent icons.
- If the age rating is still pending, the advertisement must show the rating that can reasonably be **expected**, taking the higher age category as a reference in case of doubt. Below the rating icon, the text 'PROVISIONAL' should be displayed (see section 4.2).



4.9.2 Multi-title videos:

If a tv or cinema advert promotes multiple video games, it can either display the most restrictive age rating of the promoted games, following the rules as described in section 4.8.1, or show the different age rating labels associated with their respective title (especially in a sequence of prominently featured individual game titles). In that case, the appropriate age label should be displayed in a bottom corner of the screen for two seconds when the game in question is featured. The age rating icon must measure no smaller than 15% of the vertical height of the screen.

4.9.3 Display of other rating board icons

The age labels of other rating authorities (e.g., ESRB or USK) cannot be displayed with PEGI rating icons on any television or cinema advertising in Europe. Publishers must therefore create separate video material for the PEGI region.

4.10 Radio

Radio adverts must contain a voiceover to indicate the age rating of the product advertised. PEGI will supply voiceovers for each rating category in any languages you require. Voiceovers are currently available in the following languages: Danish, Dutch/Flemish, English, Finnish, French, German, Italian, Norwegian, Polish, Portuguese, Russian, Spanish, and Swedish.. The voiceovers say “PEGI 3”, “PEGI 7”, PEGI 12”, “PEGI 16” and “PEGI 18”.

4.11 Retail (Co-op) Advertising

Whilst neither the publisher nor PEGI have any jurisdiction over retailer advertisements it is requested that a publisher strongly urges retailers to adopt the standards set out in this document and display PEGI age ratings whenever practicable.

4.12 IARC

Publishers can receive a PEGI rating via the IARC procedure for a variety of digital storefronts. These storefronts display a version of the PEGI labels that is slightly adapted for display on (small) screens (replacing the URL in the bottom bar with the word PEGI). When promoting games that are rated via IARC, the standard PEGI age labels must ALWAYS be used. The adapted IARC versions are only to be used by the storefronts. We highly recommend that you request a rating check request (via the IARC) to ensure that the rating used in your promotional materials is correct.