



Labelling and Advertising Guidelines

v2013.1

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INTRODUCTION

Thank you for using the PEGI rating system. The purpose of this document is to clarify how the different PEGI icons can be used on different sorts of packaging and in various types of advertising.

By signing the PEGI Agreement and the annexed PEGI Code of Conduct your company commits to comply with the present 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 interactive software products in a consistent and responsible manner.

According to Article 1 of the PEGI Code of Conduct, the Code applies to all interactive software products, irrespective of their format or method of distribution, either off-line or, where practicable, on-line. Consequently, the following guidelines apply to the labelling of both boxed products and online products. The success of PEGI is largely dependent on the way these guidelines are implemented in practice and therefore we thank you for your consideration and attention.

The PEGI Administration

PEGI GUIDELINES v2013.1

**TO ENSURE THAT YOU HAVE THE MOST UP-TO-DATE VERSION OF THIS DOCUMENT
GO TO [HTTP://WWW.PEGI.INFO/GUIDELINES](http://www.pegi.info/guidelines)**

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, account or other) please contact ISFE: an.debosscher@isfe.eu or call +32 2 612 17 79.

Guidelines

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

Part ONE: Labelling Guidelines

1. THE PEGI ICONS

The age categories indicate whether an interactive software product 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 an interactive software product was awarded a particular age rating. PEGI differentiates between the following content types: **violence, bad language, fear, sexual content/nudity, drugs, discrimination, gambling, online**.



VIOLENCE: contains depictions of violence



BAD LANGUAGE: contains offensive language



FEAR/HORROR: may be frightening to younger children or may contain horrific content



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



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



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



GAMBLING: may encourage or teach gambling



ONLINE: can be played online

Note: the content descriptors are available in different languages. Please see 2.6 for more information.

1.1 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:

- New interactive software must use the current age label design.
- Existing stock with previous designs can be used until depleted, but when reprinting and republishing material, we encourage publishers to update the artwork with the new design.



1.2 UK Packaging regulations: relevant information for the entire PEGI region!

As part of the Digital Economy Act, PEGI has become legally enforceable in the UK since July 2012, replacing the BBFC ratings.

The law includes a number of packaging regulations which are included in this document. The changes are minimal, but very important because a product **cannot be sold legally** in the UK if it does not comply with these regulations!

In short, these are the new requirements (more information further in this document) :

- Back of the case: the PEGI age label and content descriptors must be placed in a rectangular box.
- Video game disc (optional for games rated 3 and 7): the disc must display the PEGI age label (minimum size: 11.5 mm x 14.1 mm), the unique title and the database registration number which can be found on the official PEGI license.
- Small electronic devices (e.g. SD cards, Nintendo 3DS, PS Vita game cards, Playstation Portable UMD - optional for games rated 3 and 7): the PEGI age label (figure minimum height: 5 mm), the unique title and the database registration number must be displayed.

All requirements of the new law can be found in the VSC guide: <http://www.videostandards.org.uk/VSC/downloads.html>. For more information about certification for sales in the UK, please contact the Video Standards Council: vsc@videostandards.org.uk or +44 208 387 4020.

2. PEGI ICONS ON BOXED PRODUCTS

The PEGI icons must always appear on the front and back of the case of any interactive software product that has been rated by PEGI. Displaying the PEGI icons is only allowed once the appropriate license has been obtained. Only those icons that are mentioned in the official PEGI license can be used.

2.1 Front of the case

1. Only one PEGI age rating label may appear on the front of an interactive software package.
2. The label as shown below must be shown in its entirety, the url 'www.pegi.info' is part of the label and **cannot be left out**.
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:

- 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.
- Multiple age ratings are allowed on packaging of consoles, peripherals and other bundles and on promotional copies.

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 template 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 with 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.

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 in conjunction 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 online content descriptor must have age label and content descriptor on the back of the package.

Label and descriptors should be placed in a simple rectangular box, spaced at least 1mm 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 (274mm x 183mm) 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** and the icons should be spaced **1mm** apart.

Logo size can vary depending on the packaging size. Please bear in mind that the dimensions should be in proportion with 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.

Empty pre-order boxes

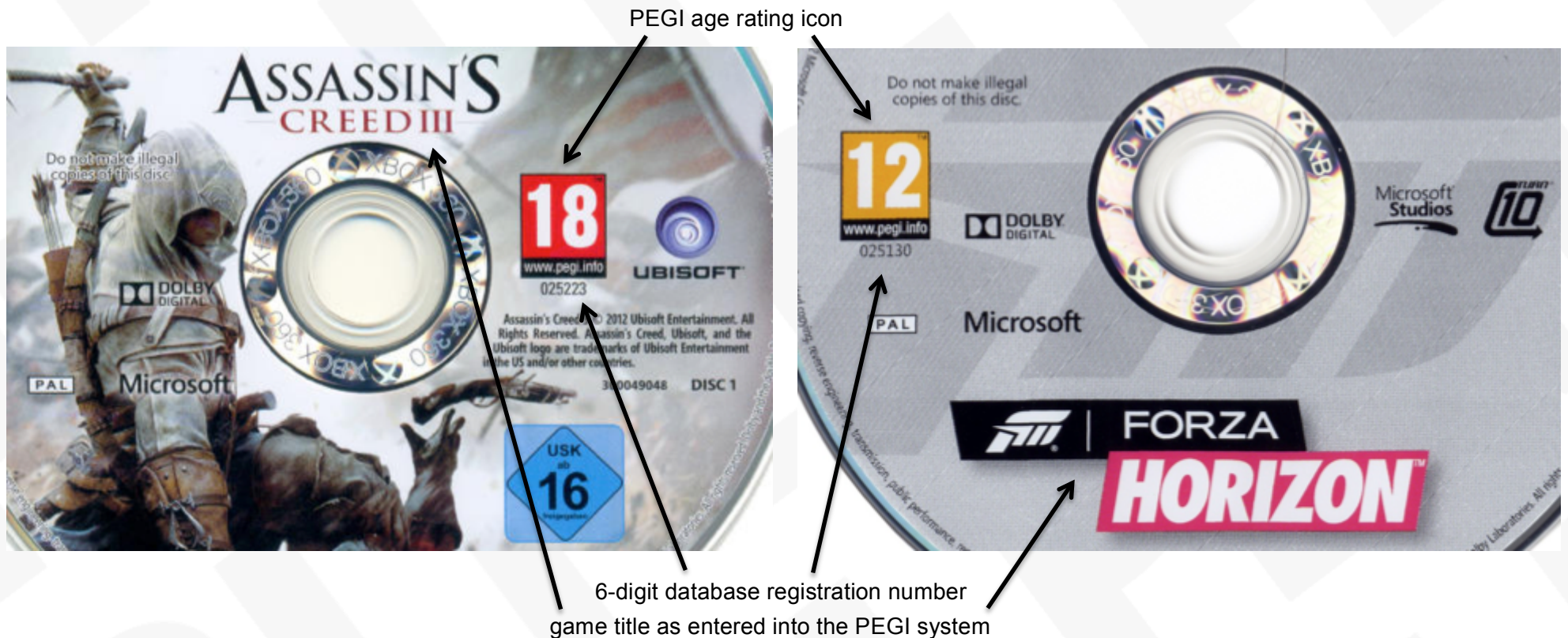
The abovementioned guidelines (2.1 & 2.2) also apply to empty pre-order boxes and download vouchers. If the age rating is still pending, the artwork must display the age rating that can reasonably be expected, taking the higher age category as a reference in case of doubt. Below the rating icon, the text 'PROVISIONAL' must be displayed (see paragraph 4.1).

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

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 (this is the six-digit number which can be found on the official PEGI license). Other rating labels may appear alongside the PEGI age label on a disc, contrary to the display on the outside (front and back) of the case (see p. 6).

A company is free to choose the position of these elements on the disc.

Examples:



For multi-title products (multiple games combined on one disc), the compilation has its own database registration number that should be displayed on the disc, instead of listing the database registration numbers of the individual games.

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

Interactive software products on small electronic devices (like SD cards, Nintendo 3DS 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 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 device, 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:



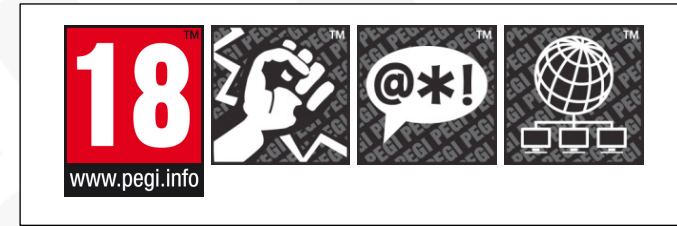
This logo exception is allowed only for labelling small electronic devices and cannot be used on other types of packaging, in software or in any associated marketing.

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 still be added.

2.5 PEGI icon arrangement

The PEGI age rating label and content descriptor(s) have to be reproduced in the colours delivered with no changes in colour 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, coloured icons or “dwarf” icons. To maintain a degree of consistency and to allow flexibility, the icons can be arranged in a number of alternative ways, as long as they are framed in a rectangular box.

Horizontal arrangement



Vertical arrangement



Other authorised arrangements

Alternatively to the horizontal and the vertical arrangements, the PEGI icons can also be arranged in other ways. Some examples:



Unauthorised arrangements:

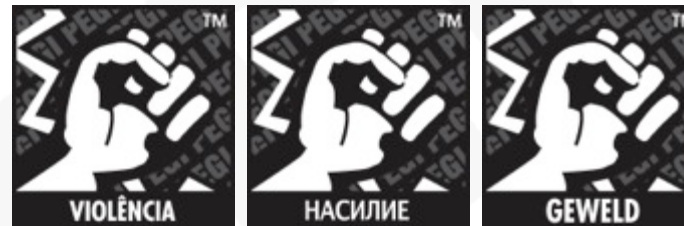
The following are a few examples of arrangements which are **NOT** authorised.



2.6 Language-specific content descriptors

The PEGI content descriptors are available in a variety of language versions, offering a short written explanation underneath the icon. The available languages are:

Bulgarian	English	German	Icelandic	Norwegian	Russian	Swedish
Czech	Estonia	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.

Multilingual context

Whenever the PEGI content descriptors are being used in a multilingual context (case, website, advertisement, trailer, etc.) the descriptors *without* text must be used. For instance: if a website is being targeted at a multilingual audience, the descriptors without text must be used.

2.7 Multi-title products

Multi-title product: a product incorporating in the same pack different interactive software titles which have been registered in the PEGI system under different registration numbers.

When rating a multi-title product under PEGI there are two possibilities:

1. The multi-title product can be rated as one new entry, taking into account the content of all games included.
2. The rating of the multi-title product can be the result of combining the individual ratings of all games included. (in this case, please make sure that all included products have valid PEGI licences.)

The guidelines for combining individual ratings are:

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



- 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.



2.8 Bundling with non-interactive products

A product pack including both interactive software and non-interactive products (e.g. consoles, computers, mobile phones, e-books, graphic cards, sound cards, food, toys, etc.) must show the appropriate age rating of the interactive software product included. The following guidelines apply:

2.8.1 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 correspond 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**.

2.8.2 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.

EXCEPTION: A game rated PEGI 3 without content descriptors requires no label on the back. Games rated PEGI 3 with the online content descriptor must have age label and content descriptor on the back of the package.

The size of the age rating label must correspond 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, spaced at least 1mm 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 to include the following text above or below the age rating label: '**rating only applies to game(s)**'.

2.9 Portugal

In order to comply with the current national laws in Portugal, PEGI age categories have to be modified. Labelling and advertising of interactive software in Portugal must take into account the following national specificities:

Instead of 3 use 4:



Instead of 7 use 6:



For more information regarding PEGI in Portugal, contact IGAC at: igacgeral@igac.pt

3. ONLINE PRODUCTS

According to PEGI, online products are: interactive software products that are offered for download as well as products that can be accessed and played online.

3.1 Displaying the PEGI icons online

- The **age rating label and content descriptor(s)** must be displayed on the web page dedicated to the interactive software product. This includes but is not limited to publisher websites or blogs, promotional websites, contest or teaser websites. The PEGI icons must hyperlink to: <http://www.pegi.info> or to a dedicated webpage explaining the meaning of the PEGI icons. That page should be in the same language as used on the web page showing the age rating and content descriptor icons.
- To inform consumers about the PEGI rating of a product prior to its purchase, the PEGI icons 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 information related to purchase, download, access, etc. (e.g. icon “buy now”, name, picture, description, publisher, platform, category or price). When interactive software products with a PEGI rating are made available on Steam, Origin, OnLive or a similar digital platform, the age rating information must be included for display when submitting the product to the service.
- The arrangement of the PEGI age rating and content descriptor(s) as well as the use of language-specific content descriptor(s) must comply with the guidelines as stated in paragraph 2.5.
- The recommended screen size of the PEGI age rating icons is 56 pixels x 68 pixels. The content indicators recommended size is 56 pixels x 56 pixels. The space between the different icons must be 4 pixels.
Because pixel density varies strongly among screens (from tv screens and desktop monitors to tablets and smartphones), this may result in different sizes. Therefore, if a PEGI icon is shown on a website specifically built for mobile display (smartphones and tablets), its 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 actual size of the PEGI icons may vary slightly depending on website layout. E.g. the recommended size can be used on a marketing website dedicated to a single interactive software product, whereas on a website showing a catalogue of interactive software products the icons may be smaller. The absolute minimum size for the age rating icon is 25 pixels x 31 pixels. The content descriptors must measure at least 25 pixels x 25 pixels. In this case the space between the icons must be 3 pixels.
Note: if the language-specific content descriptors are too small to be readable, please use the content descriptors without text.
- If space constraints do not allow the display of the PEGI icons, it is permitted to display the age rating in text form only. The age rating in text form must read: ‘PEGI 3’, ‘PEGI 7’, ‘PEGI 12’, ‘PEGI 16’ or ‘PEGI 18’. The font size must be no smaller than 8 points. The text must contain a hyperlink to: <http://www.pegi.info>.

3.2 Music as Downloadable Content (Music DLC)

The growing offering of music-related interactive software has led to a panoply of available DLC. Since PEGI only rates content created by the publisher, it does not consider songs that can be downloaded afterwards. To clarify this to consumers, interactive software that allows 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>

3.3 Displaying the PEGI OK icon

The PEGI OK icon is an alternative for the regular PEGI 3 icon, but only applies to 'Casual Games'. Casual Games that qualify for the PEGI OK label are games that:

- contain no elements that are inappropriate,
- are not being offered for download but are only playable online and,
- have a total file size that is smaller than 250 Mb.



Displaying the PEGI OK icon is only allowed once a Casual Game has been certified through the PEGI rating website and the appropriate license has been obtained. In relation to the use of the PEGI OK icon, the following guidelines apply:

- The PEGI OK icon must be displayed on the webpage or on the webpage delimited area dedicated to an individual casual game. The PEGI OK icon should be placed together with information related to accessing the game (e.g. icon "play now", name, picture, description, publisher or genre).
- The PEGI OK icon must hyperlink to: <http://www.pegi.info/en/index/id/1382/>. This webpage provides additional information about the meaning of PEGI OK.
- The recommended size of the PEGI OK icon is 56 pixels x 56 pixels. The actual size of the PEGI OK icon may vary depending on website lay out. E.g. the recommended size can be used on a website dedicated to a single casual game, whereas on a website showing multiple casual games the icons may be smaller. The absolute minimum icon size must be 25 pixels x 25 pixels.

Part TWO: Advertising Guidelines

4. ADVERTISING AND PROMOTION GUIDELINES

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 interactive software products:

- 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 Provisional ratings

Advertisements, including but not limited to demos, trailers, empty pre-order game boxes in stores, download vouchers, print and electronic media advertising, 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 for 'provisional':

Danish: MIDLERTIDIG
Dutch: VOORLOPIG
Finnish: VÄLIAIKAINEN
French: PROVISOIRE
German: PROVISORISCH

Greek: ΠΡΟΣΩΡΙΝΟ
Italian: PROVVISORIA
Norwegian: FORELØPIG
Polish: TYMCZASOWO
Portuguese: PROVISÓRIA

Russian: ВРЕМЕННО
Spanish: PROVISIONAL
Swedish: PRELIMINÄR
Turkish: GEÇICI

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



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 print promotion as of then.

4.2 Demos

Under PEGI a demo is defined as: “a playable demonstration version of an interactive software product”.

- Demos must always show the age rating of the advertised full product. Should the license for the full product be pending, the demo 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 (see paragraph 4.1).

- Depending on whether a demo is being distributed on a physical carrier or via the internet, either the labelling guidelines for boxed products (Chapter 2) or online products (Chapter 3) will have to be followed.
- If a demo on a disc is included in the box of another video game (the core product), the demo - in most cases - cannot have an (anticipated) age rating that is higher than the age rating of the product to which it is added:

Core product	Demo PEGI 3	Demo PEGI 7	Demo PEGI 12	Demo PEGI 16	Demo PEGI 18
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

- **Important:** If you plan to release a demo on a disc in the United Kingdom, it must have its own unique database registration number. Please contact the VSC in this case to ensure the demo can be released legally in the UK.

4.3 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 (ad in the form of an article)), **outdoor advertising** (e.g. advertising placed on billboards, buses, bus shelters, trash bins), and **promotional material in retail shops** (e.g. posters, shelftalkers, standees, etc.):

- Any kind of advertising must always display the appropriate PEGI age rating label.
- If an advertisement promotes multiple interactive software products, it can either show the different age rating labels associated with their respective title, or display only the most restrictive age rating of the products advertised.
- 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 paragraph 4.1).

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 a 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 a poster. 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

4.4 Digital Media – Static Advertisements

The following guidelines apply to all forms of online promotion, including **web banners, skins, e-mails or other electronic print materials**. Banner-style advertisements take a wide variety of shapes and sizes. Please refer to section 3.1 for guidance on how the PEGI icons should be used, keeping in mind the following tenants: the PEGI icons must stand alone (i.e. not as part of a packshot) and be in proportion and legible. A hyperlink to www.pegi.info is recommended if technically feasible. If the web 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.

4.5 Digital Media – Video

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

1. Age Rating Display

- The age rating icon must appear in a corner of the screen (lefthand bottom corner by default). With 16:9 screens now the dominant form factor, it is not required to move the age label towards the middle of the screen to avoid cropping on 4:3 screens.
- The age label must appear in gameplay and packshot footage, for **the full duration of the advertisement**. The label can be left out during elements to which the rating does not apply (eg. hardware intro, console or player footage, partner branding). Scenes using pre-rendered CGI footage that simulate the game's content ("not actual game footage") should also display the age rating icon.
- 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 paragraph 4.1).

Examples where the age label is only shown during gameplay and packshot footage:



ALTERNATIVE OPTION FOR VIDEO GAMES WITH A PEGI 3 or 7 RATING:

- The age rating icon must only appear at the end of the advertisement (lefthand bottom corner by default) **during the entire pay-off** announcement (generally showing packshot, platform information and/or release date) for a minimum of **2 seconds**. The age label must measure **no smaller than 20%** of the vertical height of the screen in which it is displayed.

ALTERNATIVE OPTION FOR TRAILERS

- 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 **1.5 seconds**.
- 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 paragraph 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: English, French, Italian, Spanish, German, Dutch and Polish.



- **Cinema trailers for the United Kingdom:** Commercials in UK cinemas are reviewed and rated by the BBFC. This has resulted in the PEGI label being removed from the beginning of game commercials/trailers. To avoid this edit, the BBFC have agreed to allow the following solution: trailers or adverts specifically made for UK cinemas must indicate that the PEGI rating applies to the game 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 paragraph 4.1).

Examples:



2. Multiple rating board icons

Displaying multiple age rating icons for the same game from different rating boards (PEGI, ESRB, USK, Australian Classification Board, etc.) is **NOT allowed** (exception: see paragraph 4.6). Separate versions for PEGI and other regions must be made, each following the appropriate demo/trailer requirements.

3. Multiple Title or Format Advertisements

For multi-format titles with different ratings or when more than one title is advertised only the **highest** age rating of the products must be advertised, lower age ratings can be advertised (if placed near the corresponding package). This also applies to software titles that are included in console hardware advertisements.

4.6 Social Media and Video sharing sites

Although PEGI and ESRB generally prohibit joint display of ESRB/PEGI rating symbols, they have agreed to grant the following exceptions :

- **Facebook:**
 - a) If a game has a Facebook page that targets a European audience (i.e. in a European language except English or Spanish), the PEGI rating must be shown in the cover image on the top of the page or as text information in the first line of the 'About' section:

“Rated PEGI 18 for [content descriptor, content descriptor,...] – visit www.pegi.info for more information”

- b) If a video game has a Facebook page without specific European targeting (in English or Spanish), no age rating label should be shown in the cover image, but the following text must be placed first in the ‘About’ section of the page:

“Europe: PEGI 18 – US/Canada: MATURE” or “US/Canada: MATURE – Europe: PEGI 18”

so that information about both ratings also appears on the Timeline page. After this, more specific information should follow, in this case:

ESRB rating [MATURE] with [content descriptor information]

PEGI [age rating] for [content descriptor, content descriptor, ...] (or vice versa)

YouTube:

- a) If a video game has a YouTube page or channel that targets a European audience specifically (in a European language except English or Spanish), the PEGI rating must be shown if a skin is applied to that YouTube page. All video material must follow the advertising guidelines as described in section 4.5).
- b) If a video game has a YouTube page or channel without a specific European language character (i.e. English or Spanish), multiple age rating icons from different rating boards can be shown if a skin is applied to that page, provided that each rating symbol appears with its respective territory in text displayed above it. Video material on this page or channel may also show multiple age rating icons, with its respective territories in text displayed above it. The labels must be shown side-by-side prior to the start of a trailer for a duration of 4 seconds (if more than two labels are shown, they must appear consecutively with a maximum of 3 labels per screen, each for a duration of 4 seconds). Example:



4.7 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: English, German, French, Italian, Spanish, Dutch and Polish. The voiceovers say “PEGI 3”, “PEGI 7”, “PEGI 12”, “PEGI 16” and “PEGI 18”.

4.8 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 this standard.