



Guide to: Entertainment ratings

Movies, Video Games, Games on the Internet, Coin Operated Video Games, Music, Resources

Movies

Ratings appear in ads for films, movie listings and at theaters.

G	PG	PG-13	R	NC-17
General audience	Parental Guidance Suggested	Parents Strongly Cautioned	Restricted	No one 17 and under admitted.
All ages admitted.	Some material may not be suitable for children.	Some material may be inappropriate for children under 13.	Under 17 requires accompanying parent or adult guardian.	

Rating descriptions sometimes are published in newspaper listings or movie reviews; you also can find them at theaters and at www.mpaa.org. Some descriptions you might see are:

Rated **PG** for mild language and violence.

Rated **PG-13** for mature themes and a scene of violence.

Rated **PG-13** for violence, including bloody aftermath of a shooting.

Rated **R** for language and strong bloody violence.

Rated **R** for strong graphic horror, violence and gore, and for language.

Video Games

Age-based ratings are on the front of video game packages and in ads.

EC	E	T	M	AO
Early Childhood	Everyone	Teen	Mature	Adults Only
Content suitable for children age 3 and older.	Content suitable for children 6 and older; game may contain minimal violence, some comic mischief or some crude language.	Content suitable for those 13 and older. Game may contain violent content, mild or strong language and suggestive themes.	Content suitable for those 17 and older. Game may include more intense violence or language than products rated T and may include mature sexual themes.	Content suitable for adults only. Game may include graphic depictions of sex and/or violence. Products rated AO are not intended to be sold or rented to anyone under the age of 18.

The Entertainment Software Rating Board assigns content descriptions to video games. You will find these on the back of video game packages, at www.esrb.org or at 1-800-771-3772. Some descriptions you might see are:

Mild Animated Violence
 Animated Blood
 Mild Realistic Violence
 Realistic Blood

Animated Violence
 Animated Blood and Gore
 Realistic Violence
 Realistic Blood and Gore

Games on the Internet

The Entertainment Software Rating Board Interactive (ESRBI) provides age-based ratings for interactive web sites. These ratings appear on a site's homepage if the entire site is rated; on the first page of the rated section if that is the only section that is rated; or where a game is accessed if that is the only part of a site that is rated. The ESRBI ratings are:

ECI	EI	TI	MI	AOI
Early Childhood Interactive	Everyone Interactive	Teen Interactive	Mature Interactive	Adults Only Interactive
Content suitable for children age 3 and older.	Content suitable for children 6 and older.	Content suitable for ages 13 and older.	Content suitable for ages 17 and older.	Content suitable for adults only.

The ESRBI provides content descriptors for online games and interactive sites that signal violence, nudity, sexual themes, strong language and the use of alcohol, drugs or tobacco. Some descriptions you might see are:

Mild Violence
Violence
Graphic Violence

Strong Hate Speech
Weapon Making
Suicide

Coin Operated Video Games

A color-coded "traffic light" system advises players whether games have strong or mild violence, language or sexual content.

Green	Yellow		Red	
Suitable for all ages.	Animated Violence	Life Like Violence	Animated Violence	Life Like Violence
	Mild scenes of violence involving cartoon-like characters in combative activity with violent elements that do not result in bloodshed, serious injury or death to characters.	Mild scenes of violence involving human-like characters in combative activity with violent elements that do not result in bloodshed, serious injury or death to characters.	Strong scenes of strong violence involving cartoon-like characters which result in bloodshed, serious injury or death to characters.	Strong scenes of strong violence involving human-like characters which result in bloodshed, serious injury or death to characters.

Music

Some compact discs or cassettes have labels that say "Parental Advisory – Explicit Content."

These labels indicate that the recording may contain strong language or expressions of violence, sex or substance abuse. Individual record companies provide these labels voluntarily. If you have questions, ask about the lyrics.

Media ratings systems are a starting point for children and parents one resource for information to help protect children from violence in movies, games and music. A word to parents about restricting access: The Internet Content Rating Association has a content advisory system that indicates violence, nudity, sex or offensive language on Internet sites. The system, RSAC on the Internet (RSACi), allows the use of blocking software or browsers to restrict access to sites it has rated. RSACi ratings related to violence include:

Level 0	Level 1	Level 2	Level 3	Level 4
None or sports related	Injury to human being	Destruction of realistic objects	Aggressive violence or death to human	Rape or wanton, gratuitous violence

Resources

Motion Picture Association of America
Entertainment Software Rating Board
Internet Content Rating Association
American Amusement Machine Association
Recording Industry Association of America, Inc.

Federal Trade Commission
National Association of Attorneys General
Office of Juvenile Justice and Delinquency Prevention, U.S. Department of Justice
YWCA of the U.S.A.

For more information or to file a complaint, contact the Bureau of Consumer Protection at:

(800) 422-7128

FAX: (608) 224-4939

TTY: (608) 224-5058

E-MAIL: datcpHotline@datcp.state.wi.us

WEBSITE: <http://datcp.state.wi.us/>