Common Metadata Ratings Schema Definition

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REVISION HISTORY

See *Common Metadata Revision History, TR-META-RS,* for detailed revision information.

Version	Date	Description
1.0	January 3, 2014	Original Version

1 INTRODUCTION

This document defines the structure for encoding information about ratings systems worldwide. Companion to this document are HTML and XML that include these ratings data.

These were created with the following goals

- Support interoperability between ratings source (e.g., studios) and ratings consumers

- Support internationalized parental control (ratings enforcement) systems that can properly process ratings from any source without writing custom code for each rating system.

Ratings data fully describes content ratings for various applications including parental controls systems and data validation in ratings application.

1.1 Scope

Common Ratings definition has three parts:

- Common Ratings XML and HTML defining every ratings system worldwide (available at www.movielabs.com/md/ratings)

- Schema defining the structure for Common Ratings XML

- A Parental Control algorithm for using Common Ratings XML

This document addresses the latter the schema definition and the algorithm.

1.2 Relationship to Common Metadata

The Ratings Metadata structure is compatible with Common Metadata and specifications derived from Common Metadata such as UltraViolet, Entertainment Identifier Registry (EIDR) and Media Entertainment Core (MEC).

Common Metadata Ratings Schema Definition is part of the Common Metadata family of specifications that also includes Common Metadata, Common Metadata Extras, Common Metadata Extras, and other specifications. These can be found at www.movielabs.com/md.

1.3 Document Organization

This document is organized as follows:

1. Introduction—background, scope and conventions

2. Foundations and Dependencies—relationship to, and usage of, other schemas and standards

3. Rating System Data—detailed specification of the XML schema types and elements.

4. Special Ratings—special ratings to cover conditions not addresses by ratings bodies

5. Algorithm for Application—discussion of how conformant XML specifications may be used by a content management and access control system.

A. Examples

1.4 Document Notation and Conventions

As a general guideline, the key words "MUST", "MUST NOT", "REQUIRED", "SHALL", "SHALL NOT", "SHOULD", "SHOULD NOT", "RECOMMENDED", "MAY", and "OPTIONAL" in this document are to be interpreted as described in [RFC2119]. That is:

- "MUST", "REQUIRED" or "SHALL", mean that the definition is an absolute requirement of the specification.

- "MUST NOT" or "SHALL NOT" means that the definition is an absolute prohibition of the specification.

- "SHOULD" or "RECOMMENDED" mean that there may be valid reasons to ignore a particular item, but the full implications must be understood and carefully weighed before choosing a different course.

- "SHOULD NOT" or "NOT RECOMMENDED" mean that there may be valid reasons when the particular behavior is acceptable, but the full implications should be understood and the case carefully weighed before implementing any behavior described with this label.

- "MAY" or "OPTIONAL" mean the item is truly optional, however a preferred implementation may be specified for OPTIONAL features to improve interoperability.

Terms defined to have a specific meaning within this specification will be capitalized, e.g. "Track", and should be interpreted with their general meaning if not capitalized.

Normative key words are written in all caps, e.g. "SHALL".

Normative requirements need not use the formal language above.

1.4.1 XML Conventions

XML is used extensively in this document to describe data. It does not necessarily imply that actual data exchanged will be in XML. For example, JSON may be used equivalently.

This document uses tables to define XML structure. These tables may combine multiple elements and attributes in a single table. Although this does not align with schema structure, it is much more readable and hence easier to review and to implement.

Although the tables are less exact than XSD, the tables should not conflict with the schema. Such contradictions should be noted as errors and corrected.

1.4.1.1 Naming Conventions

This section describes naming conventions for Common Metadata XML attributes, element and other named entities. The conventions are as follows:

- Names use initial caps, as in InitialCaps.

- Elements begin with a capital letter, as in InitialCapitalElement.

- Attributes begin with a lowercase letter, as in initiaLowercaseAttribute.

- XML structures are formatted as Courier New, such as `md:id-type`

- Names of both simple and complex types are followed with "-type"

1.4.1.2 Structure of Element Table

Each section begins with an information introduction. For example, "The Bin Element describes the unique case information assigned to the notice."

This is followed by a table with the following structure.

The headings are

- Element—the name of the element.

- Attribute—the name of the attribute

- Definition—a descriptive definition. The definition may define conditions of usage or other constraints.

- Value—the format of the attribute or element. Value may be an XML type (e.g., "string") or a reference to another element description (e.g., "See Bar Element"). Annotations for limits or enumerations may be included (e.g.," int [0..100]" to indicate an XML xs:int type with an accepted range from 1 to 100 inclusively)

- Card—cardinality of the element. If blank, then it is 1. Other typical values are 0..1 (optional), 1..n and 0..n.

The first row of the table after the header is the element being defined. This is immediately followed by attributes of this element, if any. Subsequent rows are child elements and their attributes. All child elements (i.e., those that are direct descendants) are included in the table. Simple child elements may be fully defined here (e.g., "Title", " ", "Title of work", "xs:string"), or described fully elsewhere ("POC", " ", "Person to contact in case there is a problem", "md:ContactInfo-type"). In this example, if POC was to be defined by a complex type defined as md:ContactInfo-type. Attributes immediately follow the containing element.

Accompanying the table is as much normative explanation as appropriate to fully define the element, and potentially examples for clarity. Examples and other informative descriptive text may follow. XML examples are included toward the end of the document and the referenced web sites.

1.4.2 General Notes

All required elements and attributes must be included.

When enumerations are provided in the form 'enumeration', the quotation marks ('') should not be included.

UTF-8 [RFC3629] encoding shall be used when ISO/IEC 10646 (Universal Character Set) encoding is required.

1.5 Normative References

[TR-META-CR] *Common Metadata Content Ratings*, TR-META-CR, www.movielabs.com/md/ratings. Note that a specific version is not referenced as it is intended that the latest version will be used. Referencing specifications may selection a specific version of the referenced document.

[RFC2141] R. Moats, *RFC 2141, URN Syntax*, May 1997, http://www.ietf.org/rfc/rfc2141.txt

[RFC3986] Berners-Lee, T., et al, RFC 3986, Uniform Resource Identifier (URI): Generic Syntax, January 2005, http://www.ietf.org/rfc/rfc3986.txt

[RFC5646] Philips, A, et al, *RFC 5646, Tags for Identifying Languages*, IETF, September, 2009. http://www.ietf.org/rfc/rfc5646.txt

[IANA-LANG] IANA Language Subtag Registry. http://www.iana.org/assignments/language-subtag-registry

[ISO3166-1] Codes for the representation of names of countries and their subdivisions -- Part 1: Country codes, 2007.

[ISO3166-2] ISO 3166-2:2007Codes for the representation of names of countries and their subdivisions -- Part 2: Country subdivision code

[XML] "XML Schema Part 1: Structures", Henry S. Thompson, David Beech, Murray Maloney, Noah Mendelsohn, W3C Recommendation 28 October 2004, http://www.w3.org/TR/xmlschema-1/ and "XML Schema Part 2: Datatypes", Paul Biron and Ashok Malhotra, W3C Recommendation 28 October 2004, http://www.w3.org/TR/xmlschema-2/

1.6 Informative References

UltraViolet specifications can be found at http://uvvuwiki.com.

EMA specifications can be found at http://www.entmerch.org

1.7 Best Practices for Maximum Compatibility

Metadata typically evolves with the addition of new elements, attributes and vocabularies. Existing applications should be capable of accepting metadata, even though there might be more data than expected. Strict XML validation precludes an orderly evolution and can be counterproductive to the flexibility needed in real implementations.

Metadata specifications and schema updates are designed to support backwards compatibility. For example, element and attributes can be added, but required elements are not removed; or more generally ordinality of elements and attributes can be widened but not narrowed. Values are not changed in either syntax or semantics. Therefore, we strongly encourage implementations to either be diligent in tracking to the latest version, or follow the backwards compatibility rules provided here.

An XML document is considered compatible if its structure does not preclude the extraction of data from the document. For example, a document with additional elements and attributes do not preclude schema parsing and data extraction.

- Do not reject compatible XML documents, unless they fail schema validation against the definition for an exact version/namespace match.

- Extract data from compatible XML documents whenever possible

- It is allowable to ignore elements and attributes whose presence is not allowed in the specification and schema versions against which the implementation was built. For example, if the original schema allows one instance and three instances are found, the 2nd and 3rd instance may be ignored.

We will try to update metadata definitions such that following these rules work consistently over time. Sometimes, changes must be made that are not always backwards compatible, so we will do our best to note these.

2   FOUNDATIONS & DEPENDANCIES

2.1   Usage of Common Metadata

This specification builds on extends the specification defined by the Common Metadata.

2.2   Encoding of General Types

The following general types are to be encoded in conformance with Section 3 of the Common Metadata specification:

- Languages
- Countries and regions
- Date and time

2.3   Enumerations via Simple Types

The following XSD simple types are used to define enumerated types.

2.3.1   MediaOptions-type

MediaOptions-type is a simple type defined as xs:string representing media types for ratings. Enumerations are as follows:

- 'Film'
- 'Trailer'
- 'DVD'
- 'Music'
- 'Game'
- 'TV'
- 'Ad'
- 'other'

2.3.2   DistributionOptions-type

DistributionOptions-type is a simple type defined as xs:string representing the environments and mechanisms by which content may be distributed, accessed, or viewed.

- 'Home' – Intended for home use. Content may be downloaded or streamed off the Internet or in packaged media such as Blu-ray and DVD. The home category implies user control. This also includes over-the-top (OTT) and on-demand distribution.

- 'Theater' – Intended for theatrical distribution.

- 'Broadcast' – Intended for broadcast television.

- 'Retail' – Intended for distribution through retail channels. Note that retail constrains may differ from viewing constraints (e.g., 'Home').

- 'App' – Distributed as an application.

- 'other'

2.4 Complex Types

2.5 RatingDescriptor-type

`Descriptor-type` is used to define human-readable labels, definitions, and explanatory text for ratings and reasons (see Figure 1). An element may provide multilingual support via the incorporation more than one `Descriptor` element (e.g., one in English and another in French).

Element	Attribute	Definition	Value	Card.
Descriptor-type				
	language		xs:language	
Label		Label used as common identifier	xs:string	
Definition		Brief definition of intended meaning	xs:string	
Explanation		Supplementary clarification of arbitrary length.	xs:string	0..1
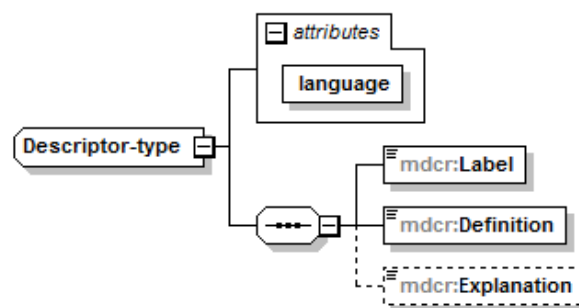
Figure 1: Descriptor-type

The only required aspects of a descriptor are the attribute which indicates the language and the element specifying the Label. This should be a short phrase that may be used to identify the Rating to consumers (e.g.; the MPAA's PG rating would specify the label "Parental Guidance Suggested"). As options the specification may add *either*:

- A URL pointing to a description provided by the Rating Organization, *or*

- A short `Definition` and a longer `Explanation`

As example, the MPAA 'PG' rating may be specified using the XML shown in here:

```xml
<mdcr:Descriptor lang="en">
    <mdcr:Label>Parental Guidance Suggested</mdcr:Label>
    <mdcr:Definition>
       Some Material May Not Be Suitable For Children
    </mdcr:Definition>
    <mdcr:Explanation>
     A PG-rated motion picture should be investigated by parents
        before they let their younger children attend. The PG
        rating indicates, in the view of the Rating Board, that
        parents may consider some material unsuitable for their
        children, and parents should make that decision.
    </mdcr:Explanation>
</mdcr:Descriptor>
```

3 RATING SYSTEM DATA

3.1 Rating System Information Model

The Rating data is based on the following information model. The model starts with a Rating System Set that holds all Rating Systems. Each Rating System contains an organization (RatingOrg) and one or more Ratings.
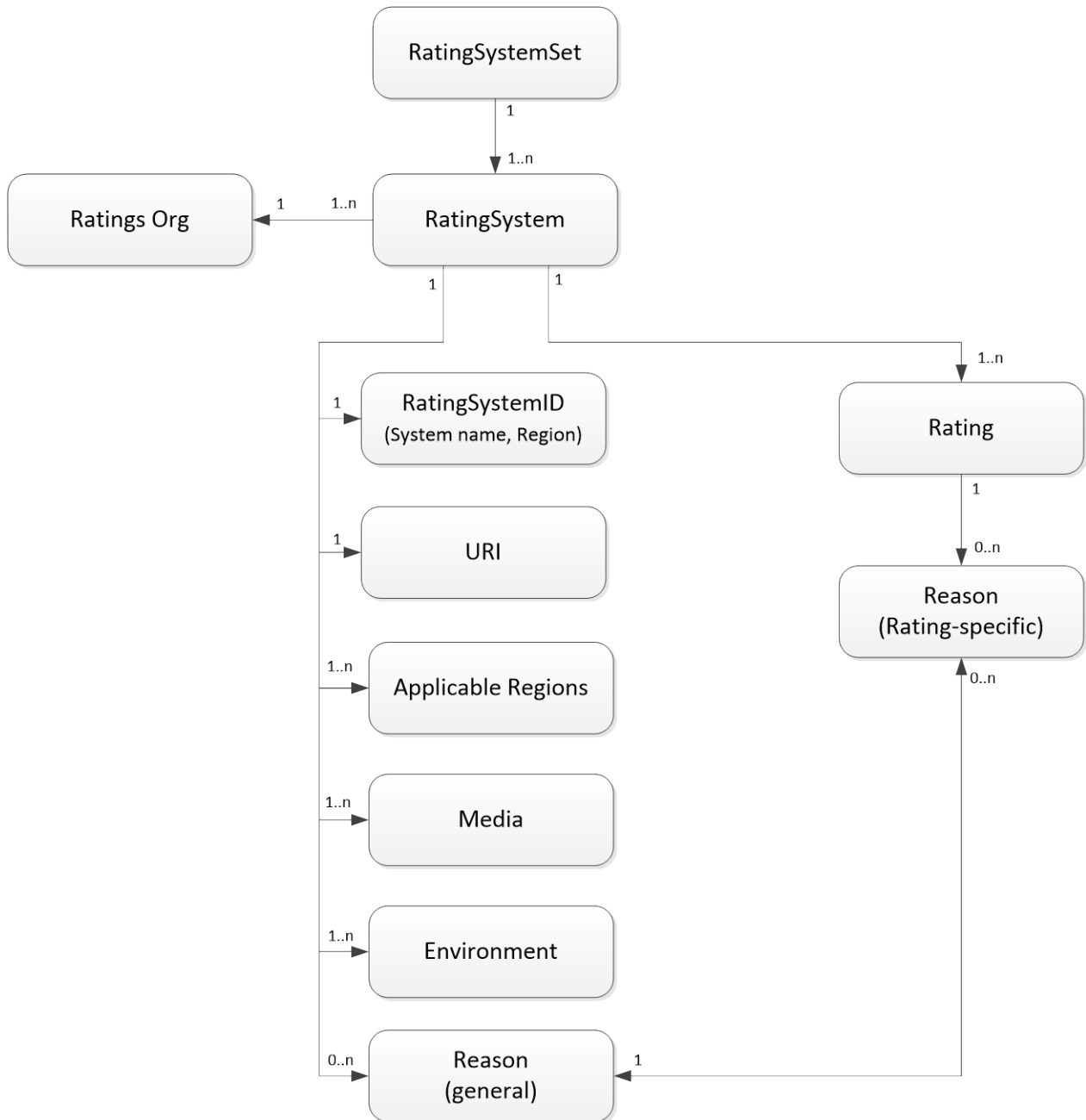
Figure 2: Ratings System Information Model

The organization is identified by a name (System). This is globally unique. A System can be used in multiple Regions. For example, Kijkwijzer is used in both the Netherlands and Iceland.

A Rating System contains one or more Ratings. For example, US MPAA contains G, PG, PG-13 and so forth.

A Rating may be associated with one or more Reasons. For example, the TV Parental Guidance system has reasons of dialog (D), language (L), sexual situations (S), violence (V) and Fantasy Violence (FV). Note that not all reasons apply to each rating (e.g., FV only applies to TV-PG). Reasons sometimes have descriptions that relate to the rating system as a whole, so there is an also an association between Rating Systems and Reasons.

There is metadata within the each object. These are described below.

Where explanations are contextual, they are included within the context. For example, the same Reason may exist in more than one Rating, but the explanation is different. For example, the within US TV Parental Guidance, the 'sexual situations' reason is described as 'some sexual situations' within TV-PG, and 'intense sexual activity' within TV-14.

3.2 Top-level Elements

The schema defines two top-level elements:

* `RatingSystem`—Specification of a single rating system

* `RatingSystemSet`—Multiple `RatingSystem` instances. This generally corresponds with the collection of all ratings.

3.3 RatingSystemSet

`RatingSystemSet` contains one or more `RatingSystem`. `RatingSystemSet` is used to contain the collection of all ratings systems.

There is both a type (`RatingSystemSet-type`) and the top-level element `RatingSystemSet`.

Element	Attribute	Definition	Value	Card.
RatingSystemSet-type				
RatingSystem		Each rating system is given its own instance.	mdcr:RatingSystem-type	1..n

Since a `RatingSystemSet` has no unique attributes of its own, being nothing more than a container for `RatingSystem` instances, the remainder of this document will focus on `RatingSystem` class.

3.4 RatingsSystem-type

Each `RatingSystem` instance defines all data associated with a rating system, such as US MPAA or UK BBFC.

Element	Attribute	Definition	Value	Card.
RatingsSystem-type				
	lastSave	Date and time RatingSystem XML data was updated	xs:dateTime	0..1
	lastValidated	Date and time RatingSystem was validated against the ratings body's criteria.	xs:dateTime	0..1
	version	Initial release should be 1. The value should only be incremented if a new version of this RatingSystem is released. If absent, 1 is to be assumed.	xs:dateTime	
	deprecated	If 'true', this indicates the RatingSystem is no longer in use and is included only to allow Parental Control systems to manage older titles previously rated in this system. If absent, this is to be interpreted as 'false'.	xs:boolean	0..1
RatingSystemID		Uniquely identifies a system	mdcr:RatingSystemID-type	
AdoptiveRegion		Geographic scope of usage	mdcr:Region	1..n
LastChecked		Last time this encoding of the specification was checked and validated with the RatingOrg	xs:date	0..1
Media		Type of media that are to be classified. If not specified, rating system applies to all media types.	mdcr:MediaOptions-type	0..n
Environment		Distribution and viewing environments the system is applicable to. If not specified, rating system applies to all Environments.	mdcr:DistributionOptions-type	0..n

URI		Globally unique URI identifier for this RatingSystem.	xs:anyURI	
RatingsOrg		Ratings body that manages this rating system.	mdcr:RatingsOrg-type	
Rating		Description of each rating	mdcr:Rating-type	1...n
Reason		Description of each reason. These are general descriptions. Specific description of a reason within the context of a rating are provided in Rating/RatingReason.	mdcr:Reason-type	0..n

The full structure of the `RatingSystem-type` is shown in Figure 3.
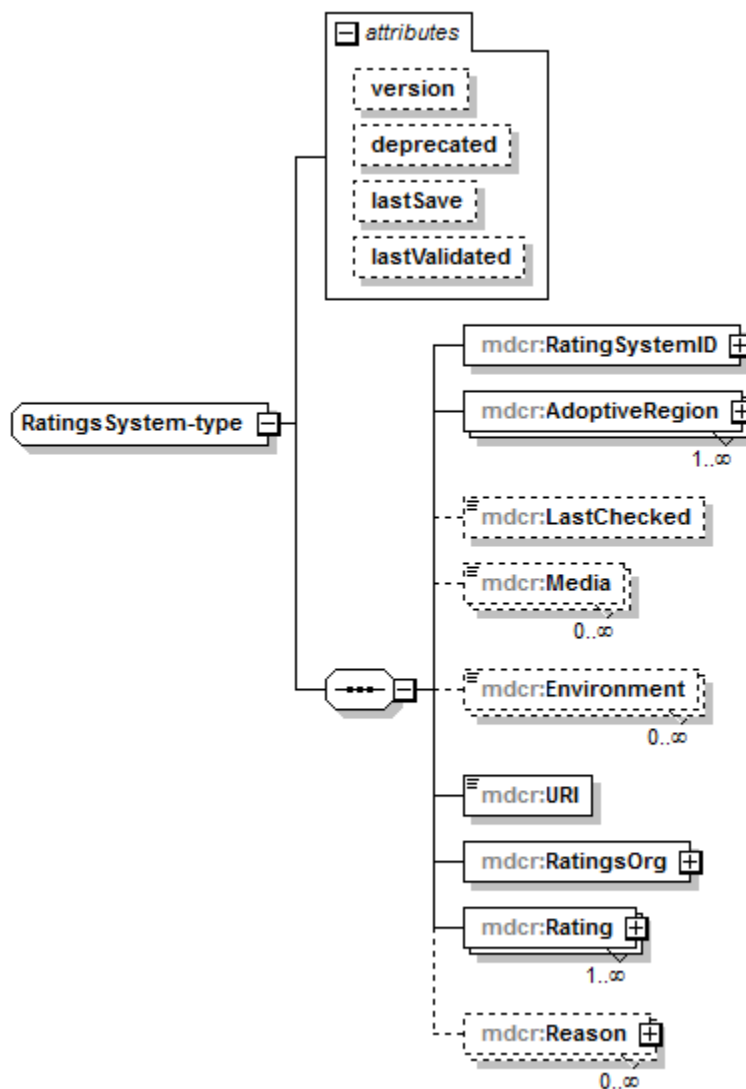
Figure 3: Rating System

The 'scope' and applicability of a given Rating System are defined in terms of three types of characteristics:

1. Location—The location (region) of adoption of a rating system; defined in `AdoptiveRegion`

2. Media type—The type of media that are to be classified (i.e., films, games, music, etc.); defined in `Media`

3. Viewing Environment—The distribution and viewing environments the system is applicable to (i.e., theaters, TV broadcast, etc.); defined in `Environment`

A `RatingSystem` has two mandatory child elements that each serve to define its identity:

- RatingSystemID (includes both Region and System)
- URI

`Environment` shall include all environments for which this rating applies. For example, theatrical ratings are often carried forward into home use. In this case, instances for both Theatrical and Home must be included. Television that is distributed via mechanisms other than broadcast should contain the environment for that mechanism. For example, television distributed on-demand would include a 'Home' `environment`.

Several attributes are included that are used solely for version control and management: `version`, `deprecated`, lastSave, and `lastValidated`. These attributes are, therefore, not considered part of the actual Rating System and should not be accessed or relied on by content providers, publishers, or media controllers.

3.4.1 RatingSystemID-type

The `RatingSystemID` identifies both the common name of the system and the geographic scope of its adoption.

Element	Attribute	Definition	Value	Card.
RatingSystemID-type				
Region		Region associated with rating system. Note that adoptive regions are addressed in AddoptiveRegion.	mdcr:Region	
System		A globally unique name used to identify the RatingSystem. For example, 'MPAA'	xs:string	
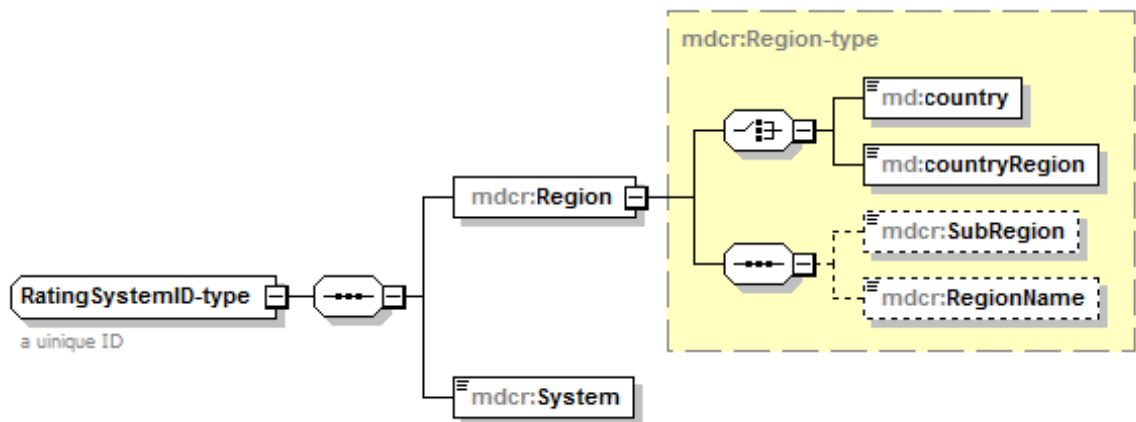
Figure 4: Rating System ID

3.4.2 RatingsOrg-type

The `RatingsOrg-type` identifies the agency that is responsible for the rating system, (i.e., the 'owner'). It is an extension of the Common Metadata `OrgName-type`. This type defines the name or the organization, how to contact it, and the URL of its web site. It will also specify the type of organization (i.e. government agency, consumer trade group, religious, etc).

Element	Attribute	Definition	Value	Card.
RatingOrg-type			md:OrgName-type	
ContactString		Mailing address, phone numbers, email addresses, etc.	xs:string	0..1
URL		URL of the organization's primary web site	xs:anyURI	0..1
OrgType		Type of organization, such as Government, Consumer, Trade.	mdcr:OrgOption-type	
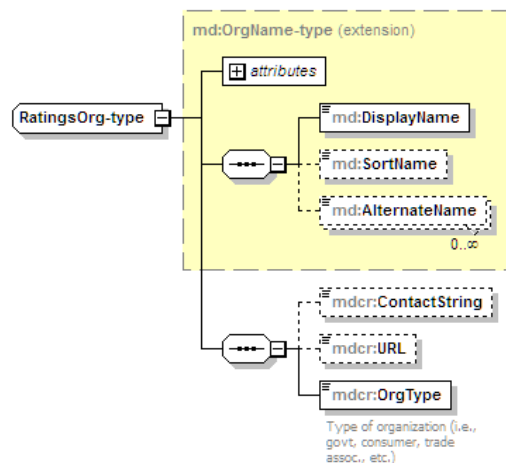
Figure 5: RatingsOrg-type

OrgType is enumerated as follows:

- 'Gov' – government, or licensed or commissioned by a government
- 'Trade' – Trade organization (e.g., studio organization)
- 'Consumer' – Consumer organization
- 'Religious' – religious or religiously affiliated organization
- 'other'
- 'not specified'

As an illustrative example, the following XML identifies the Ratings Organization responsible for the Austrian rating system:

```
<mdcr:RatingsOrg organizationID="BMUKK">
     <md:DisplayName>
         Bundesministeriums für Unterricht, Kunst und Kultur!
    </md:DisplayName>
     <mdcr:ContactString>
         Bundesministerium für Unterricht, Kunst und Kultur
         Minoritenplatz 51014 Wien,
         T +43 (0)1 53 120-0 F +43 (0)1 53 120-3099
         ministerium@bmukk.gv.at
     </mdcr:ContactString>
     <mdcr:URL>http://www.bmukk.gv.at/index.xml</mdcr:URL>
     <mdcr:OrgType>Gov</mdcr:OrgType>
</mdcr:RatingsOrg>
```

3.4.3 Region

The `Region` identifies the geographic scope of its adoption. In most cases the scope is defined as a single country but there are systems that are used in specific sub-regions of a country (e.g., a province or canton) or in multiple countries. The base-type allows for both situations but only includes the specification of the ISO 3166-1 two-letter alpha-2 codes as dictated in Common Metadta. The `mdcr:Region` definition extends the `md:Region-type` to include common names and identifiers.

Element	Attribute	Definition	Value	Card.
Region-type			md:Region-type (by extension)	
SubRegion		Common name or identifier (e.g. 'Zurich') corresponding with Region/countryRegion. This should only be present in Region/countryRegion is present.	xs:string	0..1
RegionName		Common name or identifier (e.g., 'Switzerland) corresponding with Region/country. This should only be present in Region/country is present.	xs:string	0..1

3.5 Rating-type

The top-level structure of the Rating construct is `Rating-type`.

Each rating instance will have an identifier (the `ratingID`) which must be unique within the scope of the parent Rating System. The identifier may be any arbitrary string.

Element	Attribute	Definition	Value	Card.
Rating-type				
	ratingID	Short language-independent string used as the common identifier (e.g. 'PG-13')	xs:string	
Ordinal		Indicates levels of restrictiveness. A higher value is more restrictive.	xs:int 0-100	
URI		Unique identifier associated with this Rating. The URI is unique across all Rating Systems.	xs:string	
LinkToLogo		URL of symbol or icon. The first instance is usable in most instances. Other logo images provided for completeness.	xs:anyURI	0..n
MinRecAge		Recommendation on the minimum appropriate viewing age.	xs:nonNegativeInteger	0..1
MinAge		Minimum allowed viewing age for unaccompanied individuals.	xs:nonNegativeInteger	0..1
MiAgeSupervised		Minimum allowed viewing age for underage individuals when accompanied by authorized supervising adult.	xs:nonNegativeInteger	0..1
Deprecated		Indicates if the Rating is no longer being assigned [default = false]. See below.	xs:boolean	0..1
Media		If specified, overrides Media values specified by parent RatingSystem.	mdcr:MediaOptions-type	0..n
Environment		If specified, overrides Environment values specified by parent RatingSystem	mdcr:DistributionOptions-type	0..n
HPCApplicable		Indicates applicablity to usage in a home Parental Control system. See below.	Xs:boolean	
Descriptor			mdcr:Descriptor-type	1..n
RatingReason		A description of the reason in the context of the rating.	mdcr:RatingReason-type	0..n
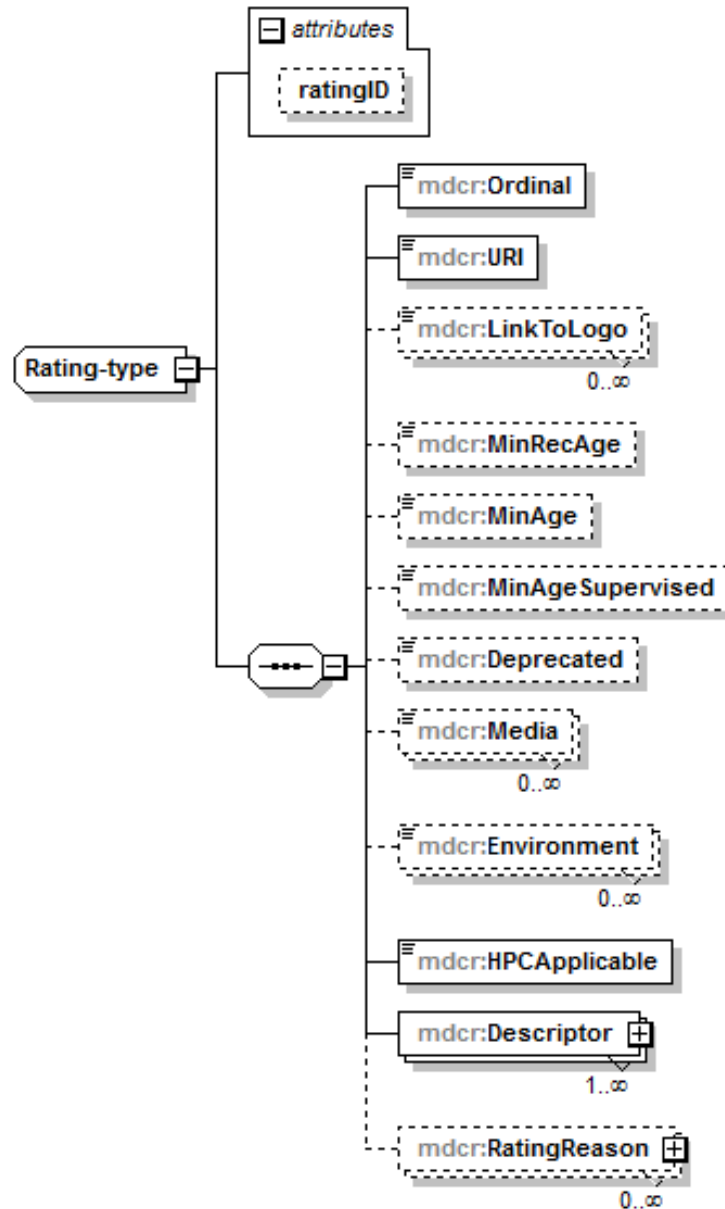
Figure 6: Rating-type

3.5.1 Use of Ordinal Attribute

The `ordinal` attribute is an integer value between 0 and 100 that indicates the relative restrictiveness of the rating.   Values between 1 and 99 are used to indicate progressively higher levels of restrictiveness. Within a given `RatingSystem`, equally restrictive ratings should be assigned the same ordinal value. Typically this happens when one rating has been replaced with a new rating (e.g. as when the MPAA Rating System deprecated 'X' and replaced it with 'NC-17').

Ordinal tells parental control systems how to order ratings. This is key to supporting ratings systems for which the parental control system has no additional data. Ratings can be ordered using

the ordinal. When a threshold is set (i.e., age-appropriate rating), the parental control system will know which ratings should be blocked and which should be allowed.

Certain ordinality ranges and values are established to ensure consistent behavior.

Ordinal	Meaning	Example Ratings
0	Appropriate for all audiences.	MPAA:G, BBFC:EXEMPT, NOTRATED:ALL
0-80	Typical Content Ratings	MPAA:G, MPAA:PG, CHVRS:18A
80	Highest rating not including "Adult" content.	MPAA:NC-17, CHVRS:18A, BBFC:R18
81-89	May be used if exceptions are needed.	
90	Adult content	NOTRATED:ADULT
91-99	Content distributed only for special use.	India:CBFC:S
100	Content should not be distributed in this region.	Columbia:MoC:BANNED, Australia:NCS:RC, NOTRATED:PROSCRIBED

Certain ratings are assigned special ordinals. These values were carefully chosen so parental control systems treat them properly with respect to other rating's ordinal values. See Section 4 for a description of special ratings. See the parental control algorithms in Section 5 for proper handling.

Rating	Ordinal	Comment
EXEMPT, ALL	0	'0' is assigned to any content viewable by all without restrictions or qualifications. EXEMPT content is considered viewable by all. However, parental control systems might include options for special handing of EXEMPT.
UNRATED	80	UNRATED content is considered to be no higher than the highest rating in a given system. For example, UNRATED content is treated equivalent to MPAA:NC-17 or ACMA:MA15+. If content would not be appropriate for these audiences, it should be given a rating with a higher ordinal, such as ADULT or BANNED.
ADULT	90	This is reserved for content that is considered inappropriate for children by most social norms. The canonical example for this category is pornography. Parental control systems should not show this material to minors.
BANNED, PROSCRIBED	100	Contains material that should not be shown in this region. Parental control systems should reject all material in this category.

Values should only be evaluated strictly within the context of a single `RatingSystem`. This means that while two ratings within two different `RatingSystems` may have the same ordinal values, no assumption may be made regarding the equivalence of the two `Rating` instances. To illustrate, consider the following hypothetical rating systems ALPHA and BETA

Rating System (hypothetical)	Rating	Ordinal
ALPHA	GREEN	10
	YELLOW	20
	RED	80
BETA	OK	5
	CAUTION	10
	BAD	20
	VERYBAD	80
	BANNED	100

A home Parental Control system that has been set to disallow the playback of media at levels above ALPHA:YELLOW' cannot assume that a film classified BETA:BAD is equivalent simply they both have the value 20. These values are not related.

3.5.2 Minimum Age Restrictions

Each Rating specification may include up to three age-related elements. These may be used to specify:

- MinRecAge—A recommendation on the minimum appropriate viewing age

- MinAge—The minimum allowed viewing age for unaccompanied individuals

- MinAgeSupervised—The minimum allowed viewing age for minors accompanied by a supervising adult

The first of these is to be used to indicate recommendations in regards to the maturity of a viewer. The second and third of these are to be used to specify age requirements that are to be enforced by any distribution channel that is required to comply with the rating system classifications. These are most applicable to theatrical ratings, but can also apply in other applications such as purchase.

This approach is illustrated in Table 1 using the notional BETA system defined previously. Note that the BANNED rating has no age-related elements as they would be meaningless in this situation (i.e., distributors are not allowed to make media assigned this classification available to anyone, regardless of their age). It is also worth noting that the BAD rating *recommends* a minimum viewing age of 15 but that distribution channels are allowed to provide access to children as young as 13 provided they are accompanied by supervising adult who is at least 18. The concept of "supervising adult" may vary from one jurisdiction to another and legal requirements may be identified (e.g., it must be a legal parent or guardian). The Rating System Schema does not address these issues.

	Minimum Recommended Age	Minimum Age with Supervision	Minimum Age (unsupervised)
OK	3	(no restriction)	(no restriction)
CAUTION	8	(no restriction)	(no restriction)
BAD	15	13	18
VERYBAD	18	18	18
BANNED	(not allowed)	(not allowed)	(not allowed)

Table 1: Example Usage of Age Restriction Elements

3.5.3 Deprecation

The `Deprecated` element is used to indicate a rating is no longer in use. This is defined as a Boolean element where 'true' means the rating is deprecated. A value of 'false' or the absence of the element indicates the rating is in use.

An organization may at any time choose to modify the way it classifies media, such as when the MPAA Rating System dropped usage of the 'X' rating and replaced it with 'NC-17'. The fact that a rating is no longer issued does not, however, mean that all media that was previously assigned that rating will be reclassified. There is, therefore, a need to maintain information about a rating even when it is no longer in active use.

In the following example, The INFRARED rating has been depreciated so it would not be shown

Rating	Deprecated	Ordinal
GREEN		10
YELLOW		20
RED		80
INFRARED	true	80

3.5.4 Specifying Rating-Specific Media or Environments

Ratings systems have media types (e.g., Film , TV, Ad, etc.) and distribution and viewing environments (e.g., Theater, Home, etc.) as enumerated in Section 2.3.1. These are defined for each Rating System (`RatingSystem` element) and by default are inherited by Ratings in that Rating System (`Rating` element).

This may, in rare cases, be overridden by specifying a scope specific to an individual `Rating`. The default scope will have been identified by means of `Media` and `Environment` elements attached as child elements to the `RatingSystem` (see Section 3.4). The presence of `Media` and `Environment` elements attached as child elements to a `Rating` indicate that the scope specified at system level is to be ignored and the Rating-level scope used instead.

Note that if only one type of scoping element is present (e.g., `Media`) then *only* that aspect of the scope is overridden. Thus, there is the option to override (a) only the `Media`, (b) only the `Environment`, or (c) both aspects.

The usage of this feature may be illustrated using the British Board of Film Classification (BBFC) rating system. This system is used to classify films shown in theaters as well as films, video games, and programs that are released on DVD or Blu-ray, or distributed by means of download or streaming on the internet. Thus, the following XML is specified at the `RatingSystem` level (the elements used to indicate the default scope have been highlighted in red):

```xml
<mdcr:RatingSystemID version="1">
  <mdcr:Region>
    <md:country>GB</md:country>
    <mdcr:RegionName>UNITED KINGDOM</mdcr:RegionName>
  </mdcr:Region>
  <mdcr:System>BBFC</mdcr:System>
</mdcr:RatingSystemID>
<mdcr:LastChecked>2013-09-28</mdcr:LastChecked>
<mdcr:Media>Film</mdcr:Media>
<mdcr:Media>DVD</mdcr:Media>
<mdcr:Media>Games</mdcr:Media>
<mdcr:Environment>Home</mdcr:Environment>
<mdcr:Environment>Theater</mdcr:Environment>
<mdcr:Environment>Broadcast</mdcr:Environment>
<mdcr:Environment>Retail</mdcr:Environment>
<mdcr:Environment>App</mdcr:Environment>
<mdcr:Environment>other</mdcr:Environment>
<mdcr:URI>http://www.movielabs.com/md/ratings/GB/BBFC/1</mdcr:URI>
<mdcr:RatingsOrg organizationID="British Board of Film Classification">
  <md:DisplayName>British Board of Film Classification</md:DisplayName>
  <mdcr:ContactInfo>British Board of Film Classification
      Director's Office
      3 Soho Square,
      London W1D 3HD</mdcr:ContactInfo>
  <mdcr:URL>http://www.bbfc.co.uk/</mdcr:URL>
  <mdcr:OrgType>other</mdcr:OrgType>
</mdcr:RatingsOrg>
```

The BBFC system contains, however, two ratings that are exceptions to this definition. The 12A rating applies only to films shown in theaters while the 12 rating applies to all environments except theaters. The specification for the 12A is, therefore:

```xml
<mdcr:Rating>
  <mdcr:Value ordinal="6">12A</mdcr:Value>
  <mdcr:URI>http://www.movielabs.com/md/ratings/GB/BBFC/1/12A</mdcr:URI>
  <mdcr:LinkToLogo>http://www.bbfc.co.uk/sites/default/files/styles/large/public/12A-
150px.jpg</mdcr:LinkToLogo>
  <mdcr:MinRecAge>12</mdcr:MinRecAge>
  <mdcr:MinAge>12</mdcr:MinAge>
  <mdcr:MinAgeSupervised>0</mdcr:MinAgeSupervised>
  <mdcr:Media>Film</mdcr:Media>
  <mdcr:Environment>Theater</mdcr:Environment>
  <mdcr:HPCApplicable>false</mdcr:HPCApplicable>
  <mdcr:Descriptor language="EN">
    <mdcr:Label>Accompanied under 12</mdcr:Label>
    <mdcr:Definition>Children younger than 12 may see the film if they are accompanied by an adult
(eg someone over the age of 18), who must watch the film with them.</mdcr:Definition>
  </mdcr:Descriptor>
</mdcr:Rating>
```

Note that both a `Media` and `Environment` element has been included, thus both aspects of the scope of usage are overridden. In contrast, the 12 Rating overrides *only* the Environment:

```
<mdcr:Rating>
    <mdcr:Value ordinal="6">12</mdcr:Value>
    <mdcr:URI>http://www.movielabs.com/md/ratings/GB/BBFC/1/12</mdcr:URI>
    <mdcr:LinkToLogo>http://www.bbfc.co.uk/sites/default/files/styles/large/public/12A-
150px.jpg</mdcr:LinkToLogo>
    <mdcr:MinRecAge>12</mdcr:MinRecAge>
    <mdcr:MinAge>12</mdcr:MinAge>
    <mdcr:MinAgeSupervised>0</mdcr:MinAgeSupervised>
    <mdcr:Environment>Home</mdcr:Environment>
    <mdcr:Environment>Broadcast</mdcr:Environment>
    <mdcr:Environment>Retail</mdcr:Environment>
    <mdcr:Environment>App</mdcr:Environment>
    <mdcr:Environment>other</mdcr:Environment>
    <mdcr:HPCApplicable>true</mdcr:HPCApplicable>
    <mdcr:Descriptor language="EN">
      <mdcr:Label>12 and Older</mdcr:Label>
      <mdcr:Definition>Suitable for 12 years and over</mdcr:Definition>
      <mdcr:Explanation>
        <div class="userHtml">The 12 certificate is just for videos, DVDs and Blu-rays. 12A is for
films at the cinema only.</div>
      </mdcr:Explanation>
    </mdcr:Descriptor>
  </mdcr:Rating>
```

3.5.5 Applicability of Rating to Parental Control Systems

The `HPCApplicable` element is used to indicate if the Rating is applicable to usage in a home Parental Control (HPC) system.

This is intended as a hint for any parental control system using Common Ratings as the data that drives the user experience. The value will be set to `true` or `false`. A value of true means the Rating is applicable to a Parental Control system. Typically these Ratings are use when a user selects a rating threshold.

There are multiple reasons that a given rating is flagged as 'false' (i.e., not suited to use in an at-home controller):

- The rating indicates the content is BANNED. Since it is disallowed by law, a parental controller may not override and allow viewing.

- The rating was DEPRECATED and replaced by an equivalent rating (e.g. NC-17 replaced X). Access policies should be set using the newer terminology and controllers would be expected to recognize the older rating as equivalent.

- The rating is defined by the rating system as applicable only to public venues (i.e., theaters).

In the following example, the INFRARED is not HPC applicable because it is deprecated. BANNED is not HPC applicable because it should never appear in a rating. These would not be shown as a parental control setting.

Rating	HPCApplicable	Deprecated	Ordinal
GREEN			10
YELLOW			20
RED			80
INFRARED	false	true	80
BANNED	false		100

A more concrete example is BBFC's home video ratings. "EXEMPT" is not applicable because there is no need to display it for parental control settings; that is, the lowest setting of "U" would include EXEMPT (ordinal 0) material. "12A" is also not HPC applicable because it is a theatrical rating. If a "12A" rating were to appear in a home entertainment rating, it would be treated as "12" because both are ordinal 6.

Rating	HPCApplicable	Ordinal
EXEMPT	false	0
U		0
PG		3
12		6
12A	false	6
15		9
18		12
R18		80

3.6 Reason-type and RatingReason-type

Rating agencies assess media using a variety of criteria such as the use of language or the amount and type of violence or sexual behavior that is shown. This schema differentiates between the general categories (e.g., sex, violence) and the assessment criteria as to what is or is not acceptable for a given rating (e.g., full frontal nudity is only justification for a minimum rating of R).

Element	Attribute	Definition	Value	Card.
Reason-type, RatingReason-type				
	reasonID	Identifier for this reason. reasonID must be unique within a given RatingSystem.	xs:string	
Value		Label associated with this reason. For example, "V".	xs:string	
GeneralDescription [Reason] Description [RatingReason]		Localized description of the reason. One instance for each language.	xs:string	0..n
LinkToLogo		URL of symbol or icon. If multiple instances are included, the first is generally the recommended icon for display.	xs:anyURI	0..n

Figure 7: Reason-type and RatingReason-type

Reason and RatingReason describe a Reason. Value is the tag associated with that reason. Localized descriptions are provided when available. RatingReason provides information in the context of the Rating. Descriptions within a Rating are always applicable to that rating. Reason elements hold general descriptions for that Reason. For example, the following is the generic description for "Drugs" included in the PEGI rating system:

```
<mdcr:Reason reasonID="Drugs">
    <mdcr:Value>Drugs</mdcr:Value>
    <mdcr:GeneralDescriptor language="EN">
      <mdcr:Label>Drugs</mdcr:Label>
      <mdcr:Definition>Encourages drug usage</mdcr:Definition>
      <mdcr:Explanation>
        <div class="userHtml">Game may encourage the use of tobacco or alcohol in games rated 16 or
depict illegal drugs in 18-rated titles.</div>
      </mdcr:Explanation>
    </mdcr:GeneralDescriptor>
    <mdcr:LinkToLogo>http://www.pegi.info/en/index/id/img/descriptors/drugs.gif</mdcr:LinkToLogo>
  </mdcr:Reason>
```

The specific criteria that defines when "Drugs" is a criteria for assigning a rating of PEGI-16 is defined by the following RatingReason instance:

```
<mdcr:RatingReason reasonID="Drugs">
  <mdcr:Value>Drugs</mdcr:Value>
  <mdcr:Descriptor language="en">
    <mdcr:Label>Drugs</mdcr:Label>
    <mdcr:Definition>Encourages drug usage</mdcr:Definition>
    <mdcr:Explanation>
      <div class="userHtml">
        <ul>
          <li>
            Encouragement of the use of tobacco or alcohol:
            <p>This means where the character gains advantage in the game by the use of tobacco
or alcohol. It also includes prominent advertising encouraging the use of tobacco or alcohol
products.</p>
          </li>
          <li>
            Depictions of the use of illegal drugs:
            <p>This includes the use of illegal drugs in any circumstances.</p>
          </li>
        </ul>
      </div>
    </mdcr:Explanation>
  </mdcr:Descriptor>
  <mdcr:LinkToLogo>http://www.pegi.info/en/index/id/img/descriptors/drugs.gif</mdcr:LinkToLogo>
```

4   SPECIAL RATINGS

Special values are used for System, Rating and Reason when necessary to reflect statuses not expressed by a rating body. Some examples of when this applies include:

- Content not yet rated

- Content not suitable for rating (adult content, banned)

- Ratings body refused to rate

- Content is derived from other content, but without a rating. This might be done with a particular ratings intent such as:
  - Leans towards a higher rating (e.g., "The Unrated Edition")
  - Leans towards a lower rating (e.g., airplane edit)

Some values will only be applicable in some use cases, so precise usage should be defined in the context of whatever applications are using the data.

The following table summarizes special ratings:

Region	System	Rating	Reason
Region	System or UNRATED	ALL UNRATED ADULT PROSCRIBED	For "UNRATED" only: NOTRATED NOTYETRATED NEUTRAL HIGHER LOWER

Note that all content marked in this manner is technically 'unrated'. This means that within the scope of evaluation a rating body has not assigned a rating. Special ratings hold less weight than a rating supplied by a ratings body and should be treated accordingly.

4.1 Region and System

Region and System define the scope of the special Rating and, where applicable, Reason. Parental control systems can use this information to determine whether the special ratings apply. If they are within scope, it is generally preferable to use ratings assigned by rating bodies, however, if not ratings are available, special ratings can provide direction on appropriate usage. In a sense, the special rating provides defines default behavior.

Scope is as follows:

Scope	Region	System	Comment
Worldwide	'zz'	'UNRATED'	'zz' is used by convention to indicate no region specified.
Within a given region	<region>	'UNRATED'	Encode Region with the relevant region codes.
Within a given rating system	<region>	<system>	Encode Region and System with appropriate values for that system.

4.2 Special Ratings and Reasons

4.2.1 'All' Rating

The 'ALL' special rating indicates that material is appropriate for all audiences. This should only be applied to child-friendly material.

4.2.2 'ADULT' Rating

The 'ADULT' Rating is best categorized by US Supreme Court Justice Potter Stewart's statement, "I shall not today attempt further to define the kinds of material I understand to be embraced within that shorthand description; and perhaps I could never succeed in intelligibly doing so. But I know it when I see it, and the motion picture involved in this case is not that."

Pornography, as determined by the norms within the scope of the rating, should almost always classified as 'ADULT'.

4.2.3 'PROSCRIBED' Rating

The 'PROSCRIBED' special rating covers content that should not be distributed within the scope of this rating. The proscribed category covers banned and illegal content. Conditions such as Australia's (NCS) Refused Classification category are included in this category.

Note that what is forbidden in one region may be acceptable within another.

As content with this marking is extremely sensitive, it is preferable to encode using rating-system scope rather than just region scope. This increases the likelihood that parental control systems will notice the status. Conversely, parental control systems should look for ratings and the system, region and global scopes to ensure they do not miss proscribed content.

A 'PROSCRIBED' special rating should not be used with worldwide scope because such content should not be distributed at all.

4.2.4 'UNRATED' Rating and Reasons

The 'UNRATED' rating covers unrated content that does not fall into the 'ALL', 'ADULT' or 'PROSCRIBED' categories.

Content is assumed to be unrated if no rating is provided. For example, if there is no MPAA rating included in a ratings set, the content is assumed to be unrated by the MPAA. However, if the author wishes to explicitly state it is unrated or provide nuance on its unrated states, the "UNRATED" rating should be used with the appropriate scope.

In this content, unrated means that this particular media instance has not been rated through a ratings process. This frequently means that a work has never been self-rated or submitted to a ratings body, for example, because of the nature of the work (e.g., a sporting event) or for budgetary reasons. 'Unrated' is also used as a marketing term to reflect a work that contains additional material, generally implied as material that would change the rating, often represented something like, "*The Unrated Edition*".

If no Reason is provided, nothing should be inferred about why the content is not rated. Reasons can be used to provide additional explanation:

- 'NOTRATED' – This content is not rated and there is no additional information. This is the default if no Reason is present.

- 'NOTYETRATED' – There is intent to rate this content, but the process is not complete.

- 'HIGHER', 'LOWER' and 'NEUTRAL' – The unrated work is derived from a rated work. The parent work should be included in the Parent element of the BasicMetadata-type with a relationshipType attribute of 'isderivedfrom'. Only one of these Reasons should be provided.

  o 'HIGHER' – The content is assumed to be equal to or greater than the original rating. This would include content such as "*The Unrated Edition*" that might include addition scenes of violence or sexuality.

  o 'NEUTRAL' – The content is assumed roughly equivalent to the original. This does not necessarily mean it would achieve the same rating if submitted to a ratings body.

  o 'LOWER' – The content is assumed to be equal to or greater than the original rating. This would include content such as a TV edit or an airplane edit.

5   ALGORITHMS FOR APPLICATION

This section describes has a ratings enforcement (parental control) system would apply ratings.

5.1 Ratings Enforcement Algorithm

The enforcement algorithm describe how to process a rated work (e.g., a film) against the ratings defines by this schema

1. Iterate through parental control settings (applied to user) and ratings (applied to content).

2. For each matching ratings system, if the ordinal of the content rating is greater than the ordinal of the parental control setting, the content is considered blocked for that system (otherwise the content is allowed for that system).

3. For unmatched systems (parental control setting but no matching content rating, or content rating but no matching parental control setting), the content is considered unrated for that system.

A blocking system takes precedence over an allowing system, since we must take the most conservative approach

The following examples illustrate how ratings would be applied:

- Parental control settings of PG-13 for MPAA and 12 for BBFC applied to content rated PG-13 for MPAA and 15 for BBFC would be blocked.

- Explicit Music Content enforcement: If the UltraViolet Block Explicit Music Content parental control setting is on, it's treated the same as if the user set parental controls for the RIAA system to "below" explicit lyrics. This will then match all content with RIAA Explicit Content rating, causing the content to be blocked. Presumably the RIAA system will have two ratings values: "Explicit Content" [ordinal 1], and "Explicit Lyrics" [ordinal 1 – old rating, not used for HAC].)

Note that RIAA is an example of a dichotomous block-only rating. There is no "Unexplicit Lyrics" rating (or "Implicit Lyrics" rating ;-), so the parental control setting UI can't show a sliding scale – it just provides an on/off control for each ratings value in the system. It's possible there might be other block-only ratings systems that have more than one setting, say "Explicit Lyrics" and "Seriously Offensive Lyrics," in which case the "Ok Lyrics" setting is implicit. We might need to think about how to handle this if there are any such systems.)

5.2 Handling "EXEMPT" Content

Some content is exempt from rating, typically because it considered appropriate for all audiences (e.g., unrated children's material or sports). This is not to be confused with content that is not rated, banned or considered inappropriate for display (e.g., illegal).

Processing depends on how the parent has configured the parental control system (or defaults).

1. The exempt marking has an ordinal of 0. Content marked <u>exempt</u> for a system will always be allowed for that system. A parental control system could have a Block Exempt setting for each ratings system, in which case there would be a special second check to block content marked exempt. Otherwise, content would only be considered exempt when there's a matching parental control setting. (E.g., if the only parental control system setting was FSK, content marked exempt for FSK would be considered exempt, but content marked exempt for CHVRS would not be considered exempt.)

2. The parental control system can have a global Block Exempt setting, in which case content marked exempt in any ratings system would be considered exempt (and would not be considered unrated), and then blocked or allowed depending on the global Block Exempt setting.

3. If no content ratings systems match the parental control ratings systems and the content is not considered exempt, the content is considered unrated. If the Block Unrated parental control is set, the content is blocked.

4. If the Adult marking is set for the content and the Block Adult parental control is set, the content is blocked.

ANNEX A. EXAMPLES

The following XML is an example of a complete rating system specification using the Dutch Kijkwijzer classification system as the basis. Note that no one system will make use of all of the features of the schema.

```
<mdcr:RatingSystem xmlns:mdcr="http://www.movielabs.com/schema/mdcr/v0.3"
xmlns:md="http://www.movielabs.com/schema/md/v2.0/md" xmlns:xsi="http://www.w3.org/2001/XMLSchema-
instance" xsi:schemaLocation="http://www.movielabs.com/schema/mdcr/v0.3 ../MovieLabs_CMR_schema.xsd"
lastValidated="2013-11-09T03:01:40" lastSave="2013-12-19T16:07:39" version="1">
  <!--DISCLAIMER: Although care has been taken to ensure the accuracy, completeness and reliability
of the information provided, we are not responsible if information that we make available on this
site is not accurate, complete or current. The material on this site is provided for general
information only, and any reliance upon the material on this site will be at your own risk. We
reserve the right to modify the contents of the site at any time, but we have no obligation to update
any information on this site. You agree that it is your  responsibility to monitor changes to the
site.-->
  <mdcr:RatingSystemID>
    <mdcr:Region>
      <md:country>NL</md:country>
      <mdcr:RegionName>NETHERLANDS</mdcr:RegionName>
    </mdcr:Region>
    <mdcr:System>Kijkwijzer</mdcr:System>
  </mdcr:RatingSystemID>
  <mdcr:AdoptiveRegion>
    <md:country>NL</md:country>
    <mdcr:RegionName>NETHERLANDS</mdcr:RegionName>
  </mdcr:AdoptiveRegion>
  <mdcr:AdoptiveRegion>
    <md:country>IS</md:country>
    <mdcr:RegionName>ICELAND</mdcr:RegionName>
  </mdcr:AdoptiveRegion>
  <mdcr:LastChecked>2013-09-28</mdcr:LastChecked>
  <mdcr:Media>Film</mdcr:Media>
  <mdcr:Media>DVD</mdcr:Media>
  <mdcr:Media>TV</mdcr:Media>
  <mdcr:Environment>Home</mdcr:Environment>
  <mdcr:Environment>Theater</mdcr:Environment>
  <mdcr:Environment>Broadcast</mdcr:Environment>
  <mdcr:URI>http://www.movielabs.com/md/ratings/NL/Kijkwijzer/1</mdcr:URI>
  <mdcr:RatingsOrg organizationID="Nederlands Instituut voor de Classificatie van Audiovisuele
Media">
    <md:DisplayName>Nederlands Instituut voor de Classificatie van Audiovisuele
Media</md:DisplayName>
    <mdcr:ContactString>NICAM
Nederlands Instituut voor de Classificatie van Audiovisuele Media
Postbus 322
1200 AH Hilversum
tel: 085 4011690</mdcr:ContactString>
    <mdcr:URL>http://www.kijkwijzer.nl/</mdcr:URL>
    <mdcr:OrgType>Gov</mdcr:OrgType>
  </mdcr:RatingsOrg>
  <mdcr:Rating ratingID="AL">
    <mdcr:Ordinal>0</mdcr:Ordinal>
    <mdcr:URI>http://www.movielabs.com/md/ratings/NL/Kijkwijzer/1/AL</mdcr:URI>
    <mdcr:LinkToLogo>http://www.kijkwijzer.nl/upload/pic/50_groen_al.gif</mdcr:LinkToLogo>
    <mdcr:MinRecAge>0</mdcr:MinRecAge>
    <mdcr:MinAge>0</mdcr:MinAge>
    <mdcr:MinAgeSupervised>0</mdcr:MinAgeSupervised>
    <mdcr:HPCApplicable>true</mdcr:HPCApplicable>
    <mdcr:Descriptor language="NL">
      <mdcr:Label>AL</mdcr:Label>
      <mdcr:Definition>Niet schadelijk/Alle Leeftijden</mdcr:Definition>
    </mdcr:Descriptor>
  </mdcr:Rating>
  <mdcr:Rating ratingID="6">
```

```
      <mdcr:Ordinal>3</mdcr:Ordinal>
      <mdcr:URI>http://www.movielabs.com/md/ratings/NL/Kijkwijzer/1/6</mdcr:URI>
      <mdcr:LinkToLogo>http://www.kijkwijzer.nl/upload/pic/51_groen_6.gif</mdcr:LinkToLogo>
      <mdcr:MinRecAge>6</mdcr:MinRecAge>
      <mdcr:MinAge>0</mdcr:MinAge>
      <mdcr:MinAgeSupervised>0</mdcr:MinAgeSupervised>
      <mdcr:HPCApplicable>true</mdcr:HPCApplicable>
      <mdcr:Descriptor language="NL">
        <mdcr:Label>6</mdcr:Label>
        <mdcr:Definition>Mogelijk schadelijk tot 6 jaar</mdcr:Definition>
      </mdcr:Descriptor>
    </mdcr:Rating>
    <mdcr:Rating ratingID="9">
      <mdcr:Ordinal>6</mdcr:Ordinal>
      <mdcr:URI>http://www.movielabs.com/md/ratings/NL/Kijkwijzer/1/9</mdcr:URI>
      <mdcr:LinkToLogo>http://www.kijkwijzer.nl/images/icons/groen_9.gif</mdcr:LinkToLogo>
      <mdcr:MinRecAge>9</mdcr:MinRecAge>
      <mdcr:MinAge>0</mdcr:MinAge>
      <mdcr:MinAgeSupervised>0</mdcr:MinAgeSupervised>
      <mdcr:HPCApplicable>true</mdcr:HPCApplicable>
      <mdcr:Descriptor language="NL">
        <mdcr:Label>9</mdcr:Label>
        <mdcr:Definition>Mogelijk schadelijk tot 9 jaar</mdcr:Definition>
      </mdcr:Descriptor>
    </mdcr:Rating>
    <mdcr:Rating ratingID="12">
      <mdcr:Ordinal>9</mdcr:Ordinal>
      <mdcr:URI>http://www.movielabs.com/md/ratings/NL/Kijkwijzer/1/12</mdcr:URI>
      <mdcr:LinkToLogo>http://www.kijkwijzer.nl/images/icons/groen_12.gif</mdcr:LinkToLogo>
      <mdcr:MinRecAge>12</mdcr:MinRecAge>
      <mdcr:MinAge>0</mdcr:MinAge>
      <mdcr:MinAgeSupervised>0</mdcr:MinAgeSupervised>
      <mdcr:HPCApplicable>true</mdcr:HPCApplicable>
      <mdcr:Descriptor language="NL">
        <mdcr:Label>12</mdcr:Label>
        <mdcr:Definition>Mogelijk schadelijk tot 12 jaar</mdcr:Definition>
      </mdcr:Descriptor>
    </mdcr:Rating>
    <mdcr:Rating ratingID="16">
      <mdcr:Ordinal>12</mdcr:Ordinal>
      <mdcr:URI>http://www.movielabs.com/md/ratings/NL/Kijkwijzer/1/16</mdcr:URI>
      <mdcr:LinkToLogo>http://www.kijkwijzer.nl/images/icons/groen_16.gif</mdcr:LinkToLogo>
      <mdcr:MinRecAge>16</mdcr:MinRecAge>
      <mdcr:MinAge>0</mdcr:MinAge>
      <mdcr:MinAgeSupervised>0</mdcr:MinAgeSupervised>
      <mdcr:HPCApplicable>true</mdcr:HPCApplicable>
      <mdcr:Descriptor language="NL">
        <mdcr:Label>16</mdcr:Label>
        <mdcr:Definition>Mogelijk schadelijk tot 16 jaar</mdcr:Definition>
      </mdcr:Descriptor>
    </mdcr:Rating>
    <mdcr:Reason reasonID="G">
      <mdcr:Value>G</mdcr:Value>
      <mdcr:GeneralDescriptor language="NL">
        <mdcr:Label>G</mdcr:Label>
        <mdcr:Definition>Geweld</mdcr:Definition>
        <mdcr:Explanation>
          <div class="userHtml">
            <p>Audiovisueel geweld kan verscheidene schadelijke gevolgen hebben. Het kijken naar
mediageweld kan onder andere (a) de agressie van kinderen aanwakkeren, (b) kinderen afstompen voor
geweld, en (c) kinderen angstig maken (Potter, 1999; Nikken, 2007). In Kijkwijzer hebben we met deze
drie negatieve effecten rekening gehouden. De classificatie die geweld krijgt is gebaseerd op
bestaande theorieën over de invloed van mediageweld op de twee eerste effecten: agressief gedrag en
afstomping. In het onderdeel over angst komt ook geweld in mediaproducties aan bod, maar dan vanuit
theorieën over de typen mediageweld die angst bij kinderen van verschillende leeftijden oproepen.</p>
          </div>
        </mdcr:Explanation>
      </mdcr:GeneralDescriptor>
```

```
      <mdcr:LinkToLogo>http://www.kijkwijzer.nl/upload/ps/666_geweld.png</mdcr:LinkToLogo>
  </mdcr:Reason>
  <mdcr:Reason reasonID="A">
    <mdcr:Value>A</mdcr:Value>
    <mdcr:GeneralDescriptor language="NL">
      <mdcr:Label>A</mdcr:Label>
      <mdcr:Definition>Angst</mdcr:Definition>
      <mdcr:Explanation>
        <div class="userHtml">
          <p>Angsteffecten zijn sterk afhankelijk van het cognitieve ontwikkelingsniveau van de
kijker. Uit onderzoek blijkt dat volwassenen en oudere kinderen op twee manieren naar een
angstaanjagende film kunnen kijken. Ze kunnen emoties toelaten en er lekker voor gaan zitten om te
griezelen. Maar ze kunnen ook emotioneel afhaken door te denken dat hetgeen ze zien niet echt is. In
deze gevallen passen volwassen kijkers en oudere kinderen een mechanisme toe dat in de Angelsaksische
literatuur 'adult discount' wordt genoemd.</p>
        </div>
      </mdcr:Explanation>
    </mdcr:GeneralDescriptor>
    <mdcr:LinkToLogo>http://www.kijkwijzer.nl/upload/ps/663_angst.png</mdcr:LinkToLogo>
  </mdcr:Reason>
  <mdcr:Reason reasonID="S">
    <mdcr:Value>S</mdcr:Value>
    <mdcr:GeneralDescriptor language="NL">
      <mdcr:Label>S</mdcr:Label>
      <mdcr:Definition>Sex</mdcr:Definition>
      <mdcr:Explanation>
        <div class="userHtml">
          <p>Seksualiteit is een inhoudskenmerk waarop mediaproducten over de gehele wereld
geclassificeerd worden. De twee consumentenonderzoeken die ten grondslag liggen aan Kijkwijzer hebben
beide uitgewezen dat ook Nederlandse ouders het belangrijk vinden om te weten of er seks in een
mediaproduct voorkomt. Veel ouders zijn er van overtuigd dat het onwenselijk is om kinderen al jong
naar seks te laten kijken (Valkenburg, 1997).</p>
        </div>
      </mdcr:Explanation>
    </mdcr:GeneralDescriptor>
    <mdcr:LinkToLogo>http://www.kijkwijzer.nl/upload/ps/667_seks.png</mdcr:LinkToLogo>
  </mdcr:Reason>
  <mdcr:Reason reasonID="T">
    <mdcr:Value>T</mdcr:Value>
    <mdcr:GeneralDescriptor language="NL">
      <mdcr:Label>T</mdcr:Label>
      <mdcr:Definition>Taal</mdcr:Definition>
      <mdcr:Explanation>
        <div class="userHtml">
          <p>Uit het consumentenonderzoek bleek dat ouders zich relatief veel zorgen maken over de
grote hoeveelheid grof taalgebruik in de media en hier graag over geïnformeerd willen worden.
Kijkwijzer voorziet in deze behoefte. Hoewel grof taalgebruik als inhoudsclassificatie is opgenomen,
is er in tegenstelling tot de andere inhoudscategorieën, in het geval van grof taalgebruik voor
gekozen deze niet aan een bepaalde leeftijdscategorie te verbinden. Bij de proefclassificaties vonden
we veel voorbeelden van grof taalgebruik, ook door personages met wie kinderen zich zouden kunnen
identificeren.</p>
        </div>
      </mdcr:Explanation>
    </mdcr:GeneralDescriptor>
    <mdcr:LinkToLogo>http://www.kijkwijzer.nl/upload/ps/668_taal.png</mdcr:LinkToLogo>
  </mdcr:Reason>
  <mdcr:Reason reasonID="D">
    <mdcr:Value>D</mdcr:Value>
    <mdcr:GeneralDescriptor language="NL">
      <mdcr:Label>D</mdcr:Label>
      <mdcr:Definition>Drugs</mdcr:Definition>
      <mdcr:Explanation>
        <div class="userHtml">
          <p>Net als bij discriminatie is een mogelijk schadelijk gevolg van harddrugsgebruik en
overmatig softdrugs en alcoholgebruik in audiovisuele media dat kinderen deze handelingen als gewoon
gaan zien. Wanneer het gebruik in een positief daglicht wordt geplaatst, is het zelfs mogelijk dat
kinderen en adolescenten het als nastrevenswaardig zien. Het is bekend dat veel personages in films
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en televisieseries alcohol drinken. Vaak gaat het om personages met wie kinderen zich kunnen
identificeren.</p>
        </div>
      </mdcr:Explanation>
    </mdcr:GeneralDescriptor>
    <mdcr:LinkToLogo>http://www.kijkwijzer.nl/upload/ps/665_drugs.png</mdcr:LinkToLogo>
  </mdcr:Reason>
  <mdcr:Reason reasonID="H">
    <mdcr:Value>H</mdcr:Value>
    <mdcr:GeneralDescriptor language="NL">
      <mdcr:Label>H</mdcr:Label>
      <mdcr:Definition>Discriminatie</mdcr:Definition>
      <mdcr:Explanation>
        <div class="userHtml">
          <p>Uit onderzoek blijkt dat ouders graag geïnformeerd worden over discriminatoire uitingen
in de media. Mede door de resultaten van dit consumentenonderzoek is discriminatie als
inhoudscategorie in Kijkwijzer opgenomen. Kijkwijzer hanteert een brede definitie van discriminatie.
Onder discriminatie verstaan we elke uiting waarin bepaalde bevolkingsgroepen als inferieur worden
afgeschilderd op grond van ras, religie, huidskleur, sekse, nationaliteit of etnische afstamming.</p>
        </div>
      </mdcr:Explanation>
    </mdcr:GeneralDescriptor>
    <mdcr:LinkToLogo>http://www.kijkwijzer.nl/upload/ps/664_disriminatie.png</mdcr:LinkToLogo>
  </mdcr:Reason>
</mdcr:RatingSystem>
```