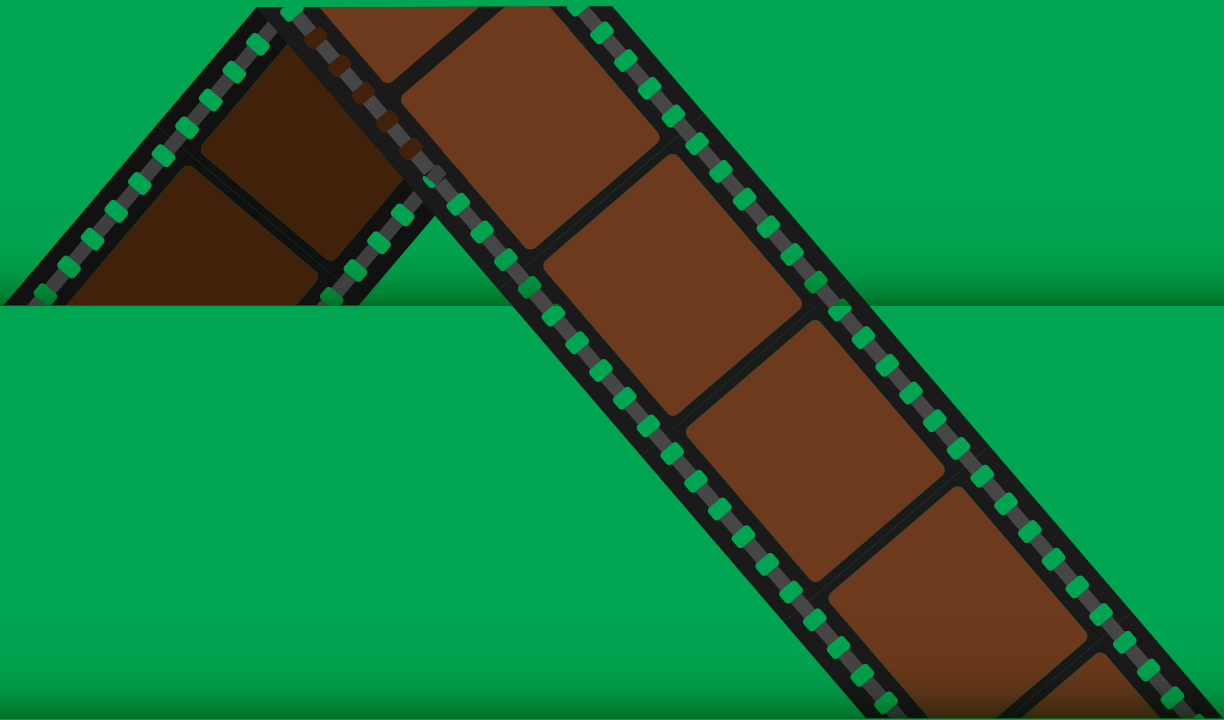


IFCO

OIFIG AICMITHE SCANNÁN NA HÉIREANN
IRISH FILM CLASSIFICATION OFFICE



IFCO Annual Report

2024





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A Aire, a chara,

I am pleased to present the Annual Report of the Director of Film Classification for 2024 as prescribed by Section 29 of Video Recordings Act 1989. The Censorship of Films Act 1923 and The Video Recordings Act 1989, together with their relevant amendments, govern IFCO's statutory functions.

The 2024 Annual Report details the progress made during the year in delivering the actions detailed under the three Strategic Themes in the IFCO Strategy Statement 2023-2025 in the context of agreed targets and key performance indicators. The Strategy Statement is available on the IFCO website www.ifco.ie. The information provided in this Annual Report demonstrates that significant progress was made in 2024 in delivering the Statement's Vision, Mission and Strategic Objectives and that IFCO is on track to meet all the targets by the end of 2025. Section 1 of this Report sets out how IFCO has met its governance obligations in 2024.

In terms of operational activity, 1365 theatrical works were classified in 2024, which is an increase of over 20% on 2023. Over 75% of the theatrical certificates issued were again in the advisory categories of PG, 12A and 15A. Most features and shorts categorised for Irish cinema release originated in India (24%), marginally ahead of the United States (23%). Films originating from Ireland accounted for 17% of features and shorts classified for Irish cinema in 2024. This is a significant increase on 2023 figures, where Irish features accounted for just 10%.

This increase in certificates for Irish content reflects IFCO's increased engagement and support for Irish filmmakers and festivals. It also indicates that a cinema release remains an important element of the promotional strategy for new Irish content. Box office revenue (€102.5m) and admissions (11.62m) were both up 1% in 2024. It is great to see Irish titles, Kneecap and Small Things Like These, in the top 25 box office earners in 2024.

IFCO is also responsible for classifying home entertainment DVD, Blu-Ray and PEGI 18 rated video games distributed in Ireland. In 2024, IFCO classified 947 of such works, down marginally from 978 in 2023. This included 912 feature films/extras, 22 video games and 13 trailers. Less than 5% of such works received an over-18 classification certificate. Total sales of home entertainment works in 2024 was 218,420 units, down 20% on sales in 2023. Oppenheimer, Wonka, and Barbie were in the top three sellers reflecting the ongoing link between cinema success and home entertainment sales. It is also noteworthy that the volume of titles released rather than overall sales determines the volume of IFCO's classification activity. The number of releases is expected to remain significant in the short to medium term.

Section 3 of this Report includes information of the communication and engagement programme implemented by IFCO in 2024. Key activities during the year included the continued promotion of the work of IFCO through media engagement, classification workshops and developing partnership with relevant cultural and industry bodies. Of particular note is our joint audience research project with Coimisiún na Meán and The Ombudsman for Children's Office and the publication of draft new Classification Guidelines. Both these project will be finalised in 2025.

In addition, a landmark documentary on the evolution of the office from censorship to classification commenced production in 2024 and will be finished in 2025. This is the final element in the centenary programme which I developed on appointment in March 2023. The response from the public and stakeholders to IFCO's renewed focus on communication and engagement has been very positive and we are exploring new ways to expand our activities here. More details are included in Section 4 of this document.

Finally I would like to acknowledge and express my appreciation for the support that I received from staff across the Department of Justice, and the small but dedicated team in IFCO, across the year. I look forward to the publication of the Periodic Critical Review process report in 2025 which will be a key information source for the new three year IFCO Strategic Statement 2026-2028.

Yours Sincerely,

Dr Ciarán Kissane

Dr Ciarán Kissane
Stiúrthóir | Oifig Aicmithe Scannán na hÉireann
Director | Irish Film Classification Office



Section 1

Governance Report



1.1 Statements of Compliance with State Body Governance

1. I confirm that an Oversight Agreement has been agreed with the Department of Justice, which indicates compliance with the requirements of the Code of Practice for the Governance of State Bodies. The Oversight Agreement runs to the end of 2025.
2. I can confirm that IFCO has a Strategy Statement covering 2023-2025 in place which was approved by the Minister in 2023. IFCO also had a Performance Delivery Agreement in place for 2024 and has reported on the outcomes. A Performance Delivery Agreement for 2025 has also been agreed.
3. An appropriate assessment of IFCO's principal risks has been carried out and a revised Business Continuity plan was published in 2024. The main risks identified were:
 - Key person dependency in terms of the Director and a reduced number of Assistant Classifiers. This was a priority for the Periodic Critical Review process and the Steering Committee approved recommendations in November 2024. These will be included in the final report.
 - Failure of connectivity or security which would impact the delivery of content to IFCO. I am satisfied that technological and process improvements provide a diversity of reliable mechanisms for receiving, reviewing and certifying content.
 - Meeting agreed financial targets due to the continued decline of Home Entertainment submissions and applications for related retail licences. I am satisfied that ongoing tracking and engagement with the sector and the Department of Justice on financial performance and planning addresses this risk. In addition, these issues are being considered as part of the Periodical Review Process initiated in 2024 and due to conclude in 2025.
4. IFCO is adhering to the Public Spending Code.
5. IFCO is compliant with Irish tax law.
6. On Behalf of the Irish Film Classification Office, I acknowledge my responsibility as Director for ensuring an effective system of internal control is maintained and operated.

The system of internal control is designed to manage risk to a tolerable level rather than to eliminate it. The system can therefore only provide reasonable and not absolute assurance that assets are safeguarded, transactions authorised and properly recorded, and that material errors or irregularities are either prevented or detected in a timely fashion.

1.2 Risk and Control

A risk register is in place which identifies key risks facing IFCO and these have been identified, evaluated and graded according to their significance. This is included in the Performance Delivery Agreement with the Department.

The risk register details the controls and actions needed to mitigate risks and responsibility for operation of controls assigned to specific staff. The register is reviewed regularly.

I confirm that a control environment containing the following elements is in place:

- Procedures for all key business processes have been documented.
- Financial responsibilities have been assigned at management level with corresponding accountability.
- There is an appropriate budgeting system with an annual budget which is kept under review by senior management.
- There are systems aimed at ensuring the security of the information and communication technology systems.
- There are systems in place to safeguard the assets.

1.3 Procurement

I confirm that IFCO has procedures in place to ensure compliance with current procurement rules and guidelines. IFCO follows the Office of Government Procurement Guidelines and relevant training has been provided to staff.

1.4 Internal Control Issues

No weaknesses in internal control were identified in 2024 that require disclosure.

A new Debt Collection Policy was developed by IFCO and signed off by the Financial Management Unit in the Department of Justice in May 2024. This was part of a process to deal with historical debts that had accumulated and remained unresolved. The policy was applied to all relevant debts and the approach was signed off by the Financial Management Unit in the Department of Justice. Approval for final implementation was received from the Department of Finance in February 2025.

A new procedure for billing theatrical clients was developed in Q2 2024 in consultation with these clients. This provides for all invoices to be settled in advance of certification unless the client has an adequate deposit lodged with IFCO to cover all scheduled work and outstanding invoices. This was implemented in September 2024 and greatly reduces the risk of bad debts arising in the future.

1.5 Protected Disclosures

I confirm that no Protected Disclosure submissions were made in respect of IFCO in 2024. An External Reporting Policy under the Protective Disclosures Act was published on the IFCO website in 2024.

1.6 Internal Audit 2024

I confirm that an Internal Audit of the Irish Film Classification Office took place in quarter one 2024. The Internal Audit Unit reviewed the implementation of all outstanding audit recommendations to ensure adequate progress has been made to address the risks identified.

The Internal Audit Unit confirmed in a progress report in November 2024 that IFCO is progressing well with the implementation of 2 outstanding recommendations and this process is due to be concluded in 2025. One of the items related to the bad debt issue that is covered in item 1.4 above. This is now closed.

1.7 Administrative controls and management reporting

I confirm that a framework of administrative procedures and regular management reporting is in place, including segregation of duties and a system of delegation and accountability and, in particular, that there is an appropriate budgeting system with an annual budget, which is kept under review by management.

- There are regular reviews by management of periodic and annual financial reports that monitor financial performance against forecasts.
- A risk management system operates within IFCO.
- IFCO ensures that there is an appropriate focus on good practice in purchasing and that procedures are in place to ensure compliance with all relevant guidelines and procurement policy.

1.8 Compliance with Section 42 of the Human Rights and Equality Commission Act 2014

I confirm that IFCO is in compliance with the relevant provisions of the Act having regard to the need to eliminate discrimination, promote equality of opportunity and treatment of staff and persons to whom we provide services, and protection of human rights and service users.

1.9 Freedom of Information

In 2024, IFCO received a total of six FOI requests. All were processed within the statutory timeframes. Five were granted and one was refused on the basis that the records did not exist. IFCO's decision to publish complaints data and correspondence relating to classification decisions on a regular basis should reduce the numbers of requests received. 80% of the requests in 2023 and 2024 related to these matters.



Paddington in Peru

Distributor: Studio Canal



	None	Mild	Moderate	Strong
Violence		✓		
Drugs	✓			
Sex	✓			
Language	✓			

Consumer Advice: Mild threat consistent with the franchise.



Inside Out 2

Distributor: Disney



	None	Mild	Moderate	Strong
Violence	✓			
Drugs	✓			
Sex	✓			
Language	✓			

Consumer Advice: Mild threat.



Section 2

Quality Service

This is the first Strategic Theme in the IFCO Strategy Statement 2023-2025 and it contains two Strategic Objectives as follows.

Provide trusted and timely classifications and advice.

Provide quality service for business customers that supports a vibrant sector and a diversity of content.

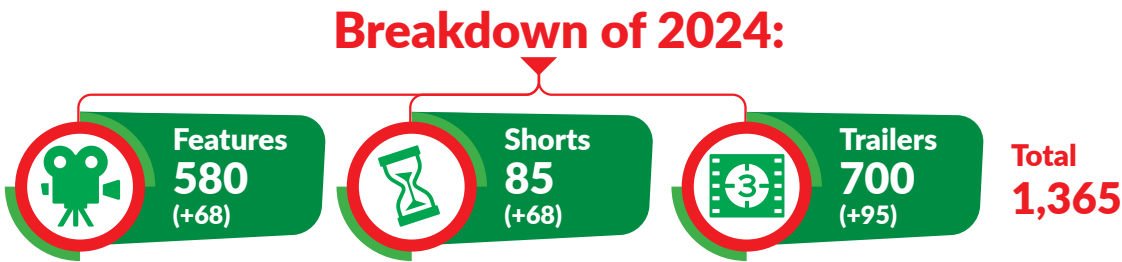
The targets set out in the 2024 Performance Delivery Agreement in relation to the number and timeframes for classification decisions for theatrical content were achieved. In addition, there were no appeals. Fourteen items of correspondence were received from the public in relation to classification decisions, one complaint and thirteen pieces of feedback. All were dealt with in a timely manner and the relevant correspondence was published on the IFCO website.

Targets in relation to home entertainment classifications, video licences renewals and games classifications were achieved. More information on all of this is provided below.

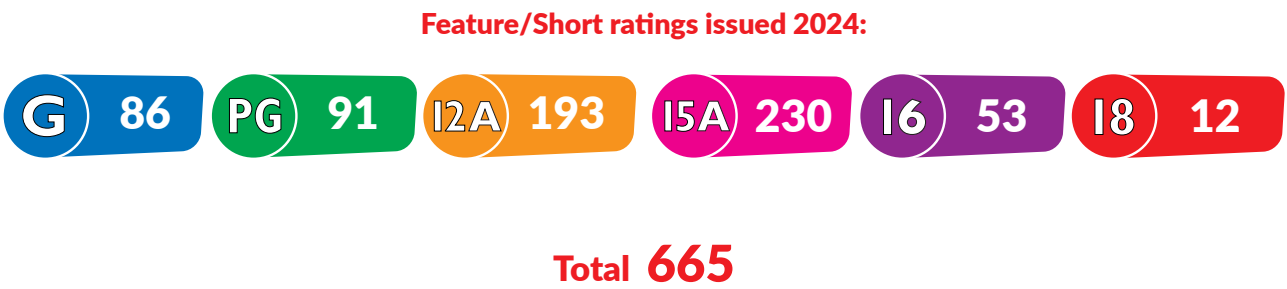
In addition, some analysis of market trends is included to provide information on developments in the audio-visual sector relevant to IFCO's operations.

1. Theatrical Classifications

The Irish Film Classification Office (IFCO) classified 1,365 theatrical works in 2024. This comprised 580 feature films, 85 short films, and 700 cinema trailers. While feature films and cinema trailers were up by over 10% on the 2023 figures, the largest increase was in the number of shorts classified by the Office up from 17 to 85. Overall, the number of theatrical works classified in 2024 was up by 20% on the 2023 figures (1,134) and surpassed the 2019 pre-pandemic peak of 1,169.



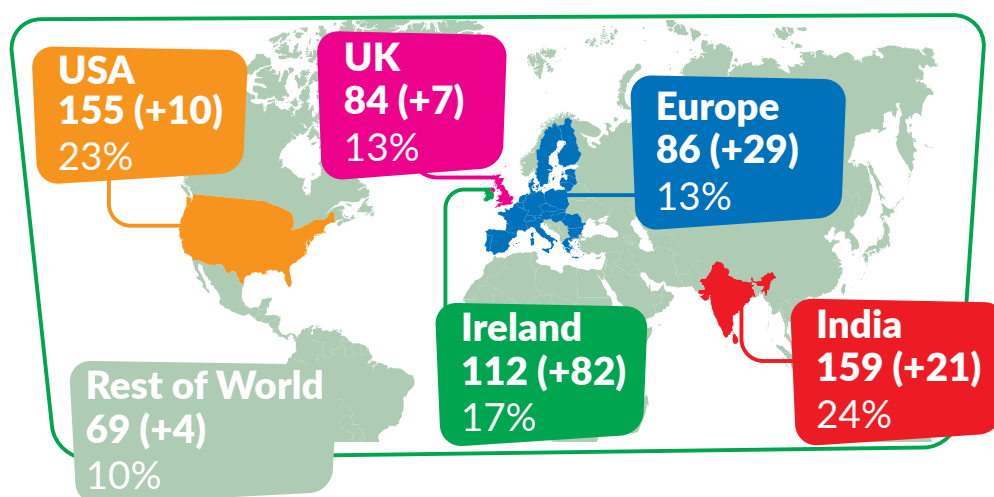
In line with IFCO's role in providing trusted guidance, more than 75% of features/shorts classified for cinema screening were in the PG, 12A or 15A categories. Some 8% were in the 16s category with 2% receiving an over-18s certificate.



In Q4 2024 Warner Brothers re-submitted *A Nightmare on Elm Street* (1984) and *Seven* (1995) for review to coincide with anniversary re-releases. The Classification for *A Nightmare on Elm Street* was revised to 15A and *Seven* was revised to 16 with new Consumer Guidance issued for each film. Both were previously 18. As part of the Bealtine festival IFCO hosted a special screening and classification workshop focused on *In the Name of the Father* (1993). Following this the classification on this film was revised from 18 to 15A.



Most features and shorts classified for Irish cinema release originated in India (24%), marginally ahead of the United States (23%). Films originating from Ireland accounted for 17% of features and shorts classified for Irish cinema in 2024. This is a significant increase on 2023 figures, where Irish material accounted for 10% of the features and shorts classified. This was followed by the UK (13%), Europe (13%); and Rest of the World (10%).



The increase in Irish material is linked to the increase in the number of shorts classified and this reflects IFCO's increased engagement with Irish film festivals and producers. This was an objective under the third theme in the current Strategy Statement and is discussed further in Section 4 of this Annual Report.

Increased trust in, and the use of, digital content delivery by distributors is a positive legacy of the pandemic. This facilitates a greater diversity of theatrical content to be classified and scheduled in cinemas across the country. The changes to how IFCO monitors compliance with the "limited release" criteria since September 2023 have also made a positive contribution here.

Total box office revenue (€102.5m) and admissions (11.62m) were up 1% on 2023. While box office revenue is back to the pre-pandemic peak, admissions are still over 3.5m lower than 2019. This indicates that there remains significant room for growth and this is supported by independent analysis. According to [PWC's Ireland Entertainment Media Outlook 2024-2027](#) total cinema revenue in Ireland is projected to grow to €161m by 2027. This would be a significant increase on the pre-pandemic 2019 figure of €124m.

Total box office admissions in 2024 was
11.62 million up **1%** on 2023.



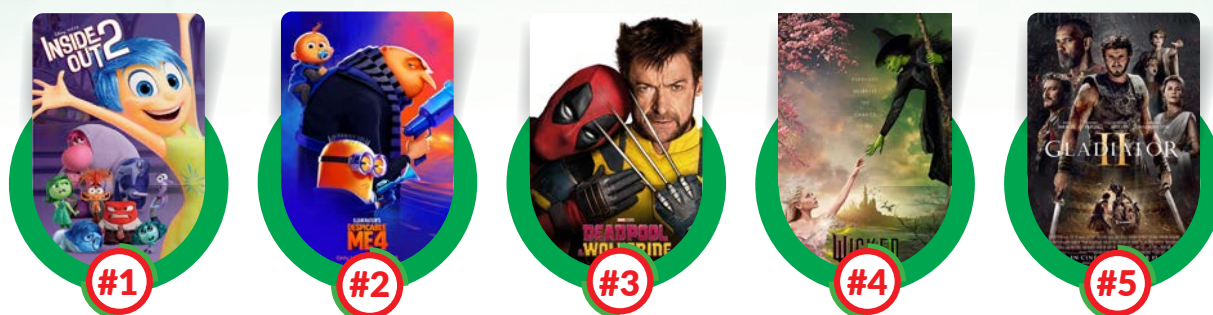
Total Box office revenue in 2024 was
€102.5m up **€1.5m** on 2023.



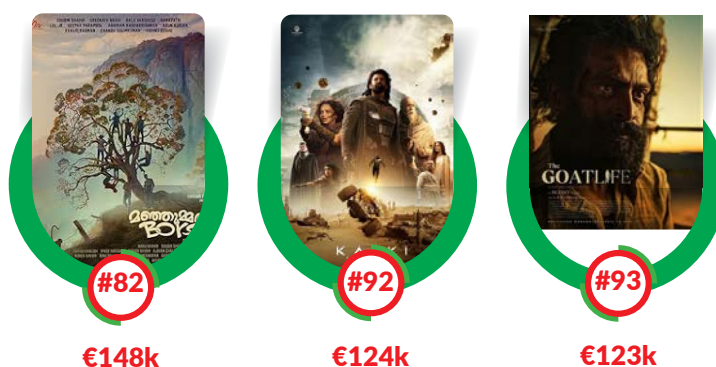
The majority of the top 25 grossing films in 2024 were USA releases and these accounted for over 55% of total box office revenue. Two of the top 25 were Irish features, Small Things Like These which earned €2.41 in 2024 at the Irish box office and Kneecap which earned €1.14m.

Top 25 theatrical releases based on 2024 box office revenue

Rank	Title	Distributor	Certificate	2024 Gross €
1	Inside Out 2	DISNEY	G	6,213,242
2	Despicable Me 4	UNIVERSAL	G	4,830,625
3	Deadpool & Wolverine	DISNEY	I6	4,365,231
4	Wicked	UNIVERSAL	PG	3,835,098
5	Gladiator II	PARAMOUNT	I5A	3,676,162
6	Dune: Part II	WARNER	I2A	3,364,319
7	It Ends With Us	SONY	I5A	2,918,379
8	Paddington In Peru	STUDIOCANAL	G	2,697,887
9	Moana 2	DISNEY	G	2,694,983
10	Beetlejuice Beetlejuice	WARNER	I2A	2,631,971
11	Small Things Like These	LIONSGATE	I2A	2,415,849
12	Migration	UNIVERSAL	PG	2,192,344
13	Kung Fu Panda 4	UNIVERSAL	PG	2,124,216
14	Anyone But You	SONY	I5A	2,040,826
15	Twisters	WARNER	I2A	1,585,619
16	Wonka	WARNER	PG	1,476,304
17	Sonic The Hedgehog 3	PARAMOUNT	PG	1,379,508
18	Bob Marley: One Love	PARAMOUNT	I2A	1,350,226
19	Ghostbusters: Frozen Empire	SONY	I2A	1,317,691
20	Kingdom Of The Planet Of The Apes	DISNEY	I2A	1,277,969
21	Godzilla X Kong: The New Empire	WARNER	I2A	1,268,452
22	Wild Robot, The	UNIVERSAL	G	1,250,143
23	Longlegs	BLACK BEAR	I6	1,186,953
24	Bad Boys: Ride Or Die	SONY	I6	1,171,856
25	Kneecap	CURZON/WILDCARD	I6	1,141,212



There were also two Irish films in the top 50 box office earners in 2024. Poor Things secured over €800k and That They May Face the Rising Sun (€600k +). While Indian language films accounted for the majority of the films released, only three films were in the top 100 in terms of box office revenue.



2. Home Entertainment

947 home entertainment works were classified in 2024 down marginally on 2023 (978).



This indicates that the decline in home entertainment physical sales has stalled and this is supported by industry projections. The profile of certifications was generally in line with 2023 In terms of the balance between the different classifications. These are generally consistent with the cinema classifications reflecting the continued strong link between cinema and home entertainment releases.



The drop in sales in recent years has led to some consolidation in the market with some bigger distributors opting to use a clearing house rather than distribute their own physical content. For example, Elevation Sales now distributes content for a range of distributors including Disney and Paramount. However, it is important to note that sales are only one determinant of the volume of the content that is submitted for classification. Distributors are also looking to diversify the content on offer to maintain sales and this is evident in the number of older and classic titles with extras submitted for classification. For example in August 2024 a 1931 and a 1941 version of Dr Jekyll and Mr Hyde with extras were classified by IFCO.

The increased fragmentation of streaming services, and the availability of exclusive bonus material on physical releases, means these remain attractive for consumers, especially collectors. IFCO's work is determined by the number of titles released for physical sale in Ireland not the sales figures. Therefore, the volume of home entertainment being submitted for classification is expected to continue at similar levels for the short to medium term.

Total sales of physical home entertainment in Ireland in 2024 was 218,420 units down over 20% on 2023.

The Official Charts also show that sales are driven by titles that are successful at the box office and box sets of successful series that may only be available on one particular streaming service. The top 25 titles based on sales in 2024 is outlined overleaf.

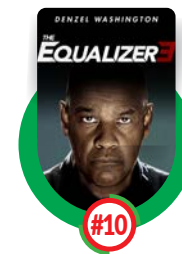
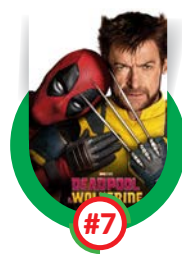
Unlike 2023 there are no Irish titles included in the top 25. The Miracle Club with 829 units was at number 27. In addition, two other cinema releases in 2024 were just outside the top 50, Kneecap at number 53 and Poor Things at number 54 both with around 600 physical units sold.

An examination of the top 200 titles sold in 2024 demonstrates the diversity of the content sold and the range of factors that are maintaining physical sales. The vast majority in the top 50 were box office hits in 2022 or 2023. However, a 2004 release (Elf) is at 39 with 741 units sold. Harry Potter the Complete Collection (released in 2011) is at 32 with 844 units sold. Looking down the list, box office hits from 2019- 2022 continue to secure physical sales as do box sets of high profile TV dramas such as Game of Thrones.

Top 25 Video Chart 2024 End of Year

Rank	Title	Units Sold	Label	Certificate
1	OPPENHEIMER	4,965	UNIVERSAL PICTURES	15
2	WONKA	3,863	WARNER HOME VIDEO	PG
3	BARBIE	3,583	WARNER HOME VIDEO	12
4	DUNE - PT 2	3,291	WARNER HOME VIDEO	12
5	FIVE NIGHTS AT FREDDY'S	2,026	UNIVERSAL PICTURES	15
6	AQUAMAN AND THE LOST KINGDOM	1,760	WARNER HOME VIDEO	12
7	DEADPOOL & WOLVERINE	1,690	MARVEL FILMS	15
8	GODZILLA X KONG - THE NEW EMPIRE	1,628	WARNER HOME VIDEO	12
9	INDIANA JONES AND THE DIAL OF DESTINY	1,553	WALT DISNEY	12
10	THE EQUALIZER 3	1,526	SONY PICTURES HE	15
11	FURIOSA - A MAD MAX SAGA	1,399	WARNER HOME VIDEO	15
12	MISSION IMPOSSIBLE - DEAD RECKONING PT 1	1,341	PARAMOUNT	12
13	THE SUPER MARIO BROS MOVIE	1,337	UNIVERSAL PICTURES	PG
14	MIGRATION	1,214	UNIVERSAL PICTURES	PG
15	SPIDER-MAN - ACROSS THE SPIDER-VERSE	1,211	SONY PICTURES HE	PG
16	THE FALL GUY	1,193	UNIVERSAL PICTURES	12
17	KUNG FU PANDA 4	1,151	UNIVERSAL PICTURES	PG
18	GHOSTBUSTERS - FROZEN EMPIRE	1,148	SONY PICTURES HE	12
19	TROLLS BAND TOGETHER	1,090	DREAMWORKS ANIMATION	U
20	MEG 2 - THE TRENCH	1,061	WARNER HOME VIDEO	PG
21	TWISTERS	1,052	WARNER HOME VIDEO	12
22	THE HUNGER GAMES-THE BALLAD OF SONGBIRDS	1,043	LIONSGATE	12
23	THE FLASH	1,014	WARNER HOME VIDEO	12
24	DESPICABLE ME 4	1,004	UNIVERSAL PICTURES	U
25	FAST X	941	UNIVERSAL PICTURES	12

Source Official Charts – excludes music only title



3. Video Games

The IFCO Director is the national nominee to the PEGI (Pan-European Game Information) Council. PEGI is a European video game rating system that applies to all video games distributed in Ireland. IFCO reviews all games, which are awarded a PEGI 18 Certificate and will have a physical release in Ireland. In 2024, IFCO reviewed 22 games awarded a PEGI 18 Certificate and scheduled for a physical release in Ireland. All 22 were approved for release.



The total number of PEGI licences issued for video games in 2024 was 1410 down 15% on 2023. Over 80% of these provided for a physical and online release of the game on the relevant platform. Only 174 licences, or less than 15%, were for over 18 games. PEGI licences are issued per platform whereas IFCO’s approval is platform neutral. In addition, not all games have a physical release in all territories covered by PEGI. These factors account for the variation between the PEGI 18 certificate figure and the number of games reviewed by IFCO.

The table below provided a breakdown of the number of licences issued in the relevant age categories from 2018 to 2024.

PEGI	3	7	12	16	18	Total
2018	499	459	589	366	229	2142
%	23,3%	21,4%	27,5%	17,1%	10,7%	100,0%
2019	452	364	402	325	214	1757
%	25,7%	20,7%	22,9%	18,5%	12,2%	100,0%
2020	435	354	376	296	282	1741
%	25,0%	20,3%	21,6%	17,0%	16,2%	100,0%
2021	421	320	394	329	267	1731
%	24,3%	18,5%	22,8%	19,0%	15,4%	100,0%
2022	441	282	511	316	198	1748
%	25,2%	16,1%	29,2%	18,1%	11,3%	100,0%
2023	435	268	488	268	207	1666
%	26,1%	16,1%	29,3%	16,1%	12,4%	100,0%
2024	294	233	422	287	174	1410
%	20,9%	16,5%	29,9%	20,4%	12,3%	100,0%
ALL	14508	7157	9883	6073	3719	41.340
%	35,1%	17,3%	23,9%	14,7%	9,0%	100,0%

Source PEGI

The PEGI Council is responsible for making recommendations so that national as well as European developments are communicated and reflected in the PEGI system and its Code of Conduct. The Council ensures this two-way flow of information: members of the Council are primarily recruited from the authorities in the PEGI countries, working as civil servants, media specialists, psychologists, and legal advisers versed in the protection of minors in Europe.

In 2024, Dr Aphra Kerr from the Department of Sociology at Maynooth University is a member of the PEGI Experts Group which provides advice on the age rating system for digital games and mobile applications. The Director attended the PEGI Council meeting in November 2024 and attended a workshop on the games rating process organised by the Games Rating Agency in the United Kingdom.



PEGI Council November 2024

4. Video Licences

IFCO is also responsible for issuing of licences to businesses that sell/rent home entertainment content (DVD/Video).

In 2024 381 such licences were issued, the majority to large supermarket chains that stock such material. The extent to which this requirement should be maintained is one of the matters being considered in the Periodic Critical Review process given the ongoing decline and the changes in the operational environment.

Licences 381 (-93)



5. Revised Classification Guidelines

The IFCO Strategy Statement 2023-2025 included a commitment to revise the IFCO Classification Guidelines with reference to the Outcomes of the B&A research published in 2023 and stakeholder feedback. This research is available on the IFCO website www.ifco.ie/news.

A draft set of new Guidelines was prepared with reference to the research findings and IFCO's own experience to date including engagement with stakeholders. It was also informed by an extensive review of practices in a range of other jurisdictions.

The most significant change is the replacement of the "Drugs" heading in the classification structure with a broader one "Dangerous Behaviour". This reflects the feedback that issues such as self-harm and bullying should receive greater prominence in consumer advice.

The draft was published on July 9th 2024 and interested parties were invited to submit observations before 5pm on July 31st 2024. Five responses were received the majority from organisations active in the mental health area. In response to the concerns raised "Dangerous Behaviour" was replaced by "Harmful Behaviour". The revised Classification Guidelines will be finalised and published in 2025.



Film classification moves with the times as we're cool with sex, careful with mental health

It is hard to deny that Ireland's unhappy addiction to pinch-mouthed censorship is largely a thing of the past

IT The Irish Times / Jul 12

6. Appeals

None of the IFCO classification decisions were appealed to the Classification of Films Appeals Board in 2023. The IFCO Office Manager provides secretarial support to the Board as required.

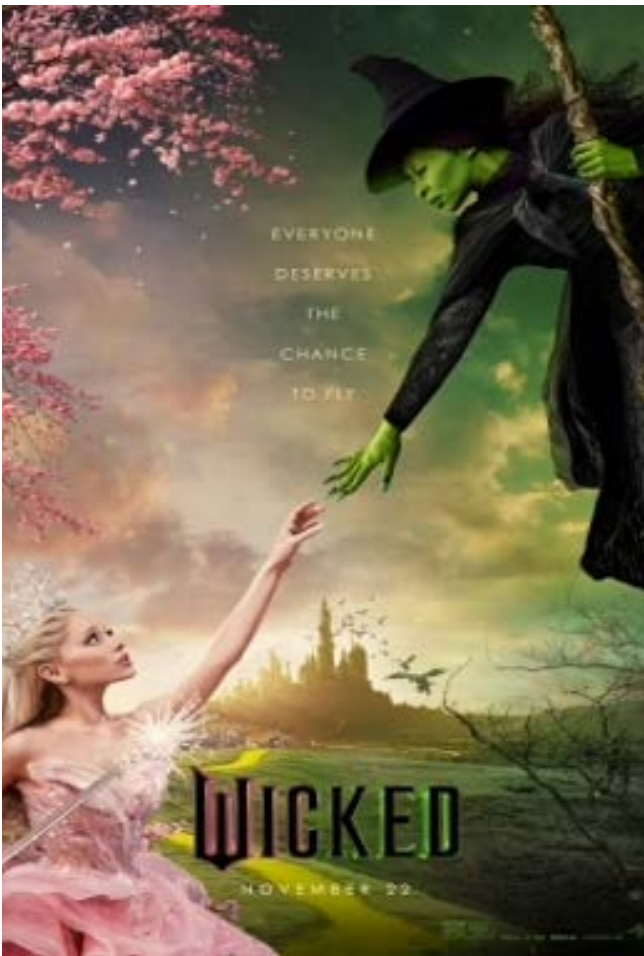
7. Complaints

IFCO published an updated Complaints Procedure in January 2024 which provides guidance on the complaints scope and process. It also includes a commitment to publish any complaints and feedback received.

In 2024, IFCO received correspondence about 13 different films and all were dealt with and closed within specified timeframes. All the relevant correspondence was published on the IFCO website.

8. Censorship of Publications

The IFCO Office Manager provides secretarial support to the Censorship of Publications Board and the Censorship of Publications Appeals Board as required. On November 21st 2023, the Minister for Justice Helen McEntee announced plans to repeal the Censorship of Publications Acts. In 2024 IFCO continued to transfer the records it holds in relation to the Censorship of Publications Boards to the Corporate Services Section in the Department of Justice. This will be completed in 2025.



Wicked

Distributor: Universal



	None	Mild	Moderate	Strong
Violence		✓		
Drugs	✓			
Sex		✓		
Language	✓			

Consumer Advice: Some mild violent scenes that younger viewers might find upsetting. Mild threat and sexual innuendo.



Kung Fu Panda 4

Distributor: Universal



	None	Mild	Moderate	Strong
Violence		✓		
Drugs	✓			
Sex	✓			
Language	✓			

Consumer Advice: Mild animated violence and threat.



Section 3

**Resource
Effectiveness and
Excellence in
Governance**

This is the second Strategic Theme in the IFCO Strategy Statement 2023-2025 and it contains three Strategic Objectives as follows.

Maintain strong financial and governance oversight and management.

Model high standards in governance and organisational responsibility practices.

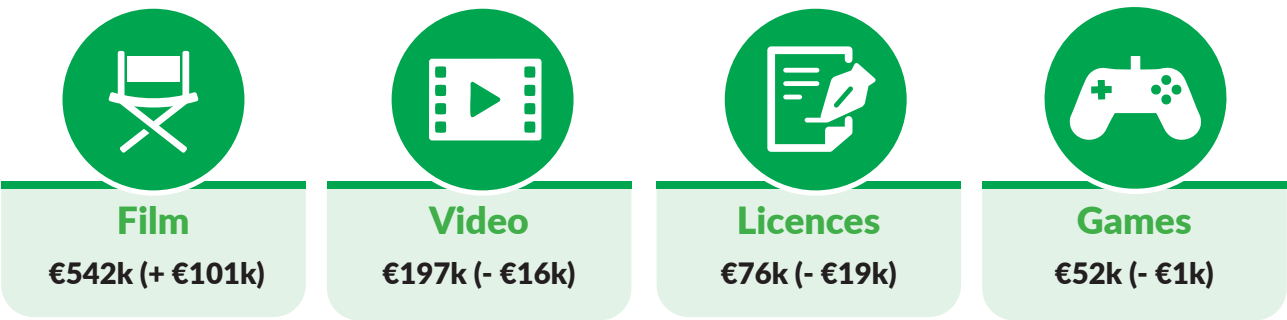
Engage with and support other relevant public policy initiatives e.g. Public Sector Climate Action Mandate.

Some of the material presented in Section One of this report is relevant in terms of the actions under these objectives. Therefore, this section should be read in conjunction with Section 1.

1. Financial

Total income received on behalf of the Department in 2024 was €867k, up €65k from 2023. This reflects increased activity in terms of cinema classification and a stabilisation in home entertainment classifications. Video retail licence renewals continue to decline. This trend is being actively monitored.

A breakdown of the income is provided below.



The fees charged by the Office for the certification of theatrical films, DVD/videos and games are set out in Regulations (SI 113/2004 and SI 114/2004). A growth in theatrical fees in 2024 compensated for the decline in other fees. This increase was in part due to the changes introduced in 2023 in relation to the charging structure for trailers and the process for monitoring whether a film qualifies for the lower “limited release fee”. In September 2024, a new billing process for theatrical classifications was introduced to address the risk of bad debts.

The IFCO Strategy Statement 2023-2025 includes a commitment to review the fee structure and present a report to the Department of Justice in 2024. This process has been incorporated into the Periodic Critical Review and a report on the current fee structure and options for any consideration was prepared and will be considered by the PCR Steering Committee in early 2025.

Total expenditure in 2024 was €628k and this comprised Pay (€271k) and Non-Pay (€357k). This was an increase of €46k on 2023 and reflected increased activity and the employment of a new Office manager as recommended by Internal Audit. IFCO still delivered savings in the pay (€106k) but this will be reduced as some 2024 salary costs were not charged until 2025. Savings in non-pay were €15k based on the allocation from the Department of Justice.



2. IFCO Strategy Statement 2023-2025

2024 was the second year of the IFCO Statement 2023-2025 and as outlined in this report significant progress has been made in meeting the targets and KPI's across the three Strategic Themes in 2024. Some activities such as the Centenary Programme are largely delivered while others such as the Guidelines Review will be completed in 2025. In a number of instances the actions have been incorporated into the Periodic Critical Review Process.

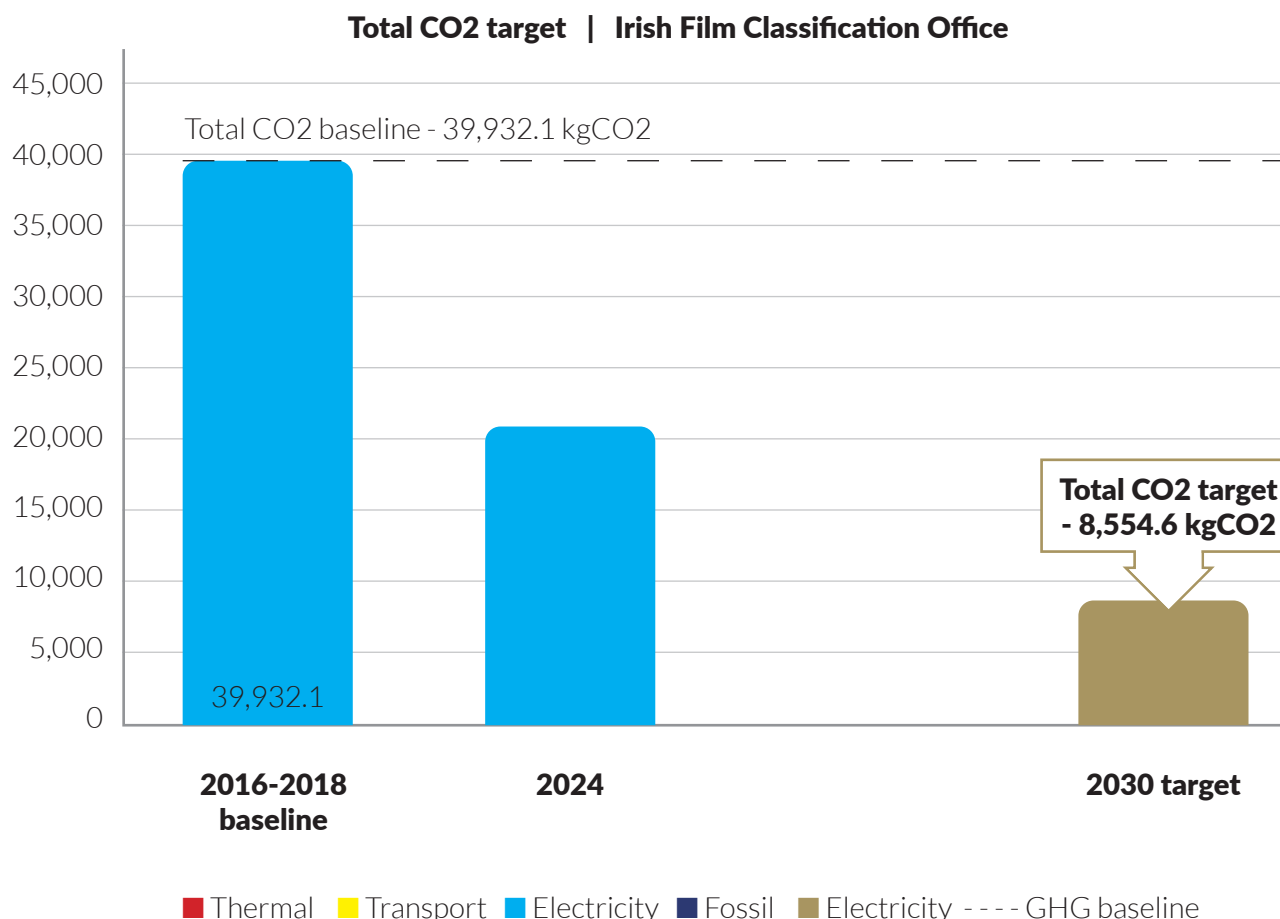
2025 is the final year of the Strategy and work on the review of the current Strategy and the development of a new one will commence then.



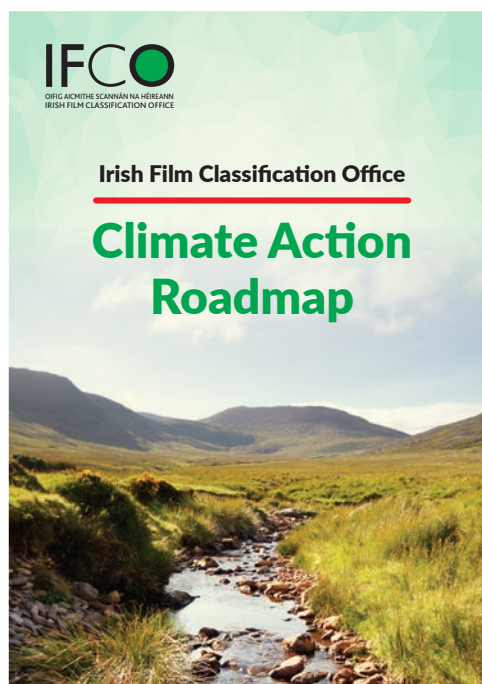
3. IFCO Climate Action Roadmap

In 2023 IFCO finalised and published its Climate Action Roadmap. This delivered on the commitment in the IFCO Strategy Statement 2023-2025 to support public policy initiatives such as the Public Sector Climate Action Plan. The IFCO Roadmap was developed with the active input of staff and the process was supported by the Sustainable Energy Authority of Ireland.

The plan includes a range of commitments in relation to increased energy efficiency, staff engagement and ways of working. Based on the analysis in 2024, IFCO is on track to meet its energy efficiency target in advance of the 2030 deadline given the dominant contribution of electricity sourced from the grid in IFCO's CO₂ emissions.



In October 2024 IFCO signed a decarbonisation partnership agreement with the Sustainable Energy Authority of Ireland. IFCO continues to look at other initiatives such as switching to more energy efficient equipment and not replacing electrical equipment which, based on a risk review, is no longer necessary e.g. its uninterruptable power supply.



IFCO promotes active and sustainable travel initiatives by providing relevant information and supports. IFCO participated in the TFI Smarter Travel Initiatives including Walktober in 2024. IFCO is exploring further opportunities to promote active travel and climate change awareness. IFCO has commenced the process to achieve the TFI Smarter Travel Mark.





Kalki 2898 AD

Distributor: AKS

I2A

	None	Mild	Moderate	Strong
Violence			✓	
Drugs		✓		
Sex			✓	
Language			✓	

Consumer Advice: Moderate sci-fi violence and threat. Brief sexual threat and some upsetting scenes.



Dune: Part Two

Distributor: Warner Bros



	None	Mild	Moderate	Strong
Violence			✓	
Drugs		✓		
Sex		✓		
Language			✓	

Consumer Advice: Moderate action violence and threat. Moderate language.



Section 4

Communication and Engagement

This is the third Strategic Theme in the IFCO Strategy Statement 2023-2025 and it contains two Strategic Objectives as follows.

Promote the role and contribution of the Office.

Contribute to policy debates and practical initiatives that support the delivery of this strategy.

Enhancing and expanding communication and engagement activities was a new priority area under the current strategy and significant progress in relation to both strategic objectives was made in 2024. The response from stakeholders to IFCO's initiatives in this area has been very positive and the increased media attention has increased awareness of the work of the office and the value of the classification information provided. Unfortunately, resource constraints have delayed the roll-out of new initiatives such as launching an expanded social media presence however, it is expected that the action plan that will emerge from the Periodic Critical Review process will restore IFCO to the staffing resource it had at the start of 2024.

The activities in this area are detailed across five heading as follows

1. Classification Workshops
2. Media Engagement
3. Audience Research
4. Centenary Programme – Landmark Documentary “In the Opinion of the Censor”
5. Engagement with Festivals

While some activities address a single action and KPI under the Strategy Statement, most activities address multiple actions and KPIs.

1. Classification Workshops

IFCO expanded its programme of classification workshops in 2024 based on the success of the pilot initiative launched in conjunction with Culture Night in 2023. The workshops are generally organised around an event or in response to a specific request. The duration is determined by the nature and duration of the content scheduled for discussion. However, they generally last for 90 minutes and focus on trailers and a short film specially selected to ensure its suitability for the group and the range of classification issues arising.

The workshops allow IFCO to interact with a diversity of audience groups and provide valuable feedback on the classification guidelines and decisions.

In 2024 IFCO's held over 25 workshops which facilitated interaction with over 250 people of all ages. The demand for workshops exceeds IFCO's capacity to offer them which is regrettable as they provide valuable feedback on IFCO's classification guidelines and processes.



Bealtaine Classification Workshop

IFCO also partnered with the Dublin Learning City Festival for a dedicated workshop in June 2024 in conjunction with the Dublin Adult Learning Centre. A learning city is one that mobilises all its resources to promote inclusive lifelong learning for all in traditional and non-traditional settings.



Dublin Adult Learning Centre Classification Workshop

IFCO also hosted a special screening of the acclaimed documentary *The Christopher Reeves Story* in conjunction with Warner Bros and Spinal Injuries Ireland.

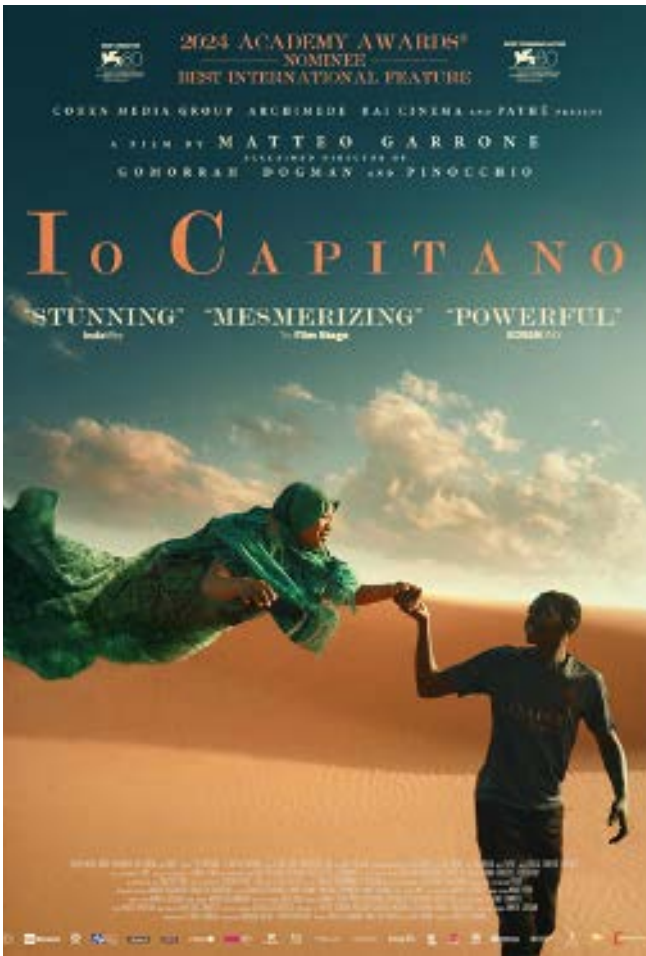


The Christopher Reeves Story special screening

2. Media Engagement

In 2024 IFCO developed and implemented a structured programme of media engagement with the support of DHR communications following a tendering process for this contract. This programme commenced with the publication in January 2024 of an infographic on IFCO activities and the overall performance of the theatrical and home entertainment sectors in 2023. This was a new initiative and it attracted significant media attention and a positive response from stakeholders. The infographic was developed and designed to showcase IFCO's activities in delivering on the all three aspects of its mission as set out in the Strategy Statement 2023-2025. The Information demonstrated the plurality of content being classified, the profile of ratings being awarded and the overall level of activity across theatrical and home entertainment.





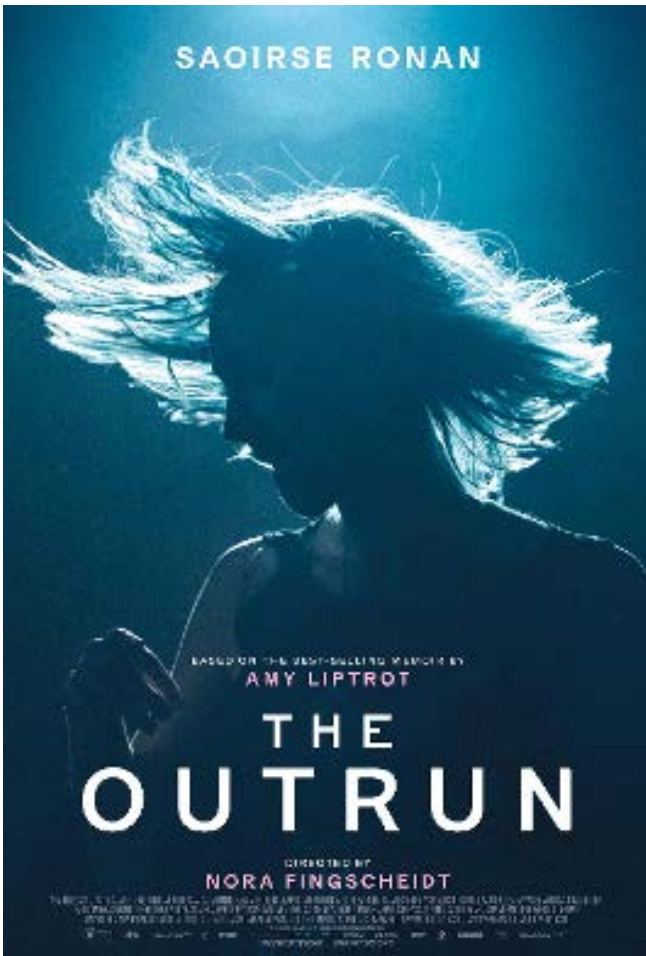
IO Capitano

Distributor: Altitude

15A

	None	Mild	Moderate	Strong
Violence			✓	
Drugs		✓		
Sex		✓		
Language			✓	

Consumer Advice: Infrequent strong language, strong scenes of violence and torture.



The Outrun

Distributor: Studio Canal



	None	Mild	Moderate	Strong
Violence				✓
Drugs		✓		
Sex			✓	
Language			✓	

Consumer Advice: Strong language and sexual content, including sexual violence. Mature themes including alcoholism and mental illness.

IFCO also published a complaints policy and commenced the regular publication of the correspondence received and its responses. This material has previously been released under FOI so the move to proactive publication reduced the volume of FOI requests being submitted. The complaints have always been a source of media attention.

The publication of the 2023 Annual Report was accompanied by the Draft new Classification Guidelines.

The Director responded to requests for interviews from local and national media outlets including RTE, Newstalk and the Irish Independent.

A new social media strategy was developed but its roll-out has been delayed due to resource constraints.

3. Audience Research

In 2024, IFCO in conjunction with Coimisiún na Meán agreed to co-operate on a joint research project that would investigate public attitudes to media content and standards on radio, television, on-demand (streaming services) and cinema in relation to language, violence, sexual content and harmful behaviour. This was the first such cross platform research in Ireland following the establishment of new regulatory structures in 2023. The research will support distinct but related work of IFCO and an Coimisiún.

The research commenced with a national survey conducted by IPSOS MRBI which provided baseline data to inform two phases of qualitative research. The first qualitative phase comprised focus groups with adults across the country and the contract to conduct this work was awarded to Bricolage. These were completed in Q 4 2024 and the emerging findings provided an additional information source for the third a final phase, focus groups in under 12's and 12-17 year olds.

For the final phase, IFCO and Coimisiún na Meán partnered with the Ombudsman's for Children's Office who have significant experience in



Film classification office loses money due to DVD decline

Income at the Irish Film Classification Office (IFCO) was down by €70,000, or 8pc, last year, mainly due to the continuing decline of the DVD market.

Irish Independent / Jul 10



Irish box offices drew more than €16m last year thanks to 'Barbenheimer'

Ireland's total box office revenue in 2023 was up 10% on 2022 figures, thanks in no small part to last summer's 'Barbenheimer' phenomenon.

IrishCentral / Jul 11



consulting with children in Ireland and ensuring their voices are heard. This final phase of the research is scheduled for early 2025 and the final report will be published during 2025. This delivers of the commitment in the IFCO Strategy Statement 2023-2025 to implement a programme of engagement with younger audiences and to collaborate with other bodies in the delivery of the strategy.

The final report will inform the review of the current IFCO Strategy Statement 2023-2025 and the development of a new Strategy Statement 2026-2028.

4. Centenary Programme – Landmark Documentary “In the Opinion of the Censor”

In July 2023 IFCO initiated a wide-ranging programme of events to mark the centenary of the Censorship of Films Act 1923. This continued in 2024 with the commissioning of a landmark documentary on the history of the office which focused on the censorship period and the evolution to content classification. John Kelleher, the last censor and first Director of Classification was commissioned to produce the documentary which is being supported by Oireachtas TV and Coimisiún na Meán.

The project will include new footage of the retirement of the first Film Censor James Montgomery which was located in the IFCO office. The documentary will be premiered in May 2025 at a special event in the Irish Film Institute. The documentary will be a resource to those interested in the censorship period in Ireland and the project deliverables included dedicated resources on the three films selected [as prescribed texts in the new Leaving Certificate Drama, Film and Theatre Studies](#), *Jaws* (1975) *Past Lives* (2023) and *An Cailín Ciúin* (2022).



First Film Censor James Montgomery on his retirement with his replacement Dr. Richard Hayes

5. Engagement with Film Festivals

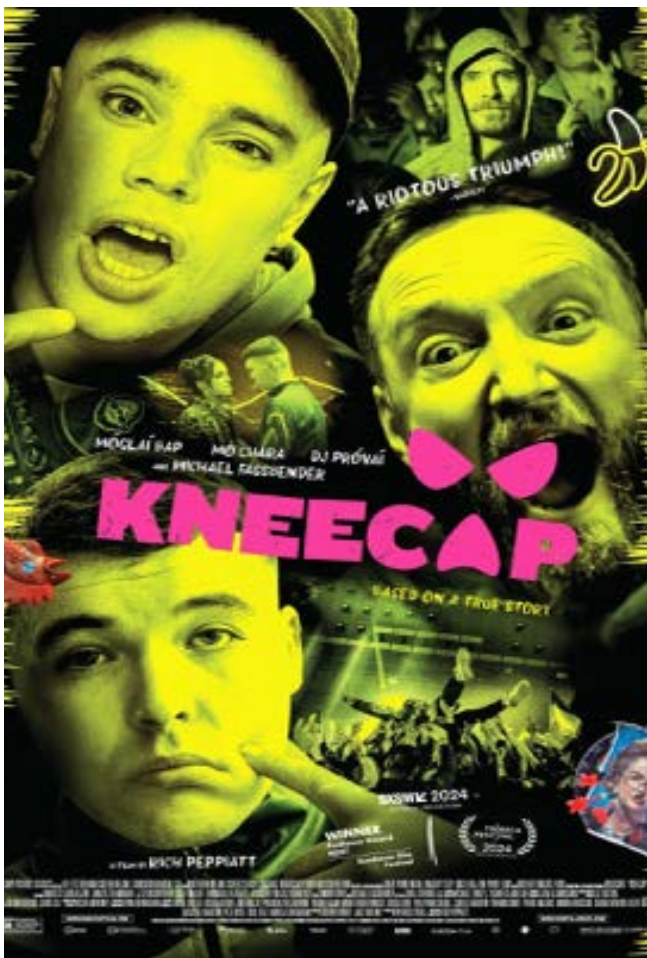
The IFCO Strategy Statement 2023-2025 included a commitment to implement an enhanced programme of engagement with Film Festivals. This was developed in 2023 and rolled out in 2024. IFCO had strategic engagement with the Dublin International Film Festival, the Cork International Film Festival, The Gaze Film Festival, The Fresh Film Festival, The Francophone Film Festival and the Dublin Animation Film Festival. Support included providing advisory and educational classifications for some short and feature content to facilitate viewing by under 18's and families. In addition, IFCO provided a educational classification for a selected local film, the *Beekeepers* which premiered at the Cork International Film Festival.



IFCO Director Dr Ciaran Kissane with the Senior Programmer at the Cork International Film Festival Don O Mahony, Director of the Beekeepers Eoin McGowan and Jouke De Ruiter (the Beekeeper)



Dr Ciaran Kissane with the bursary recipients Fionnuala Parfey, Ciara Whelan and Rachel Heavey at DIFF 2024



Kneecap

Distributor: Wildcard

16

	None	Mild	Moderate	Strong
Violence				✓
Drugs				✓
Sex				✓
Language				✓

Consumer Advice: Strong language and drug use throughout. Explicit sexual references and scenes. Occasional strong violence with graphic injury detail.

As part of the Centenary programme, IFCO partnered with the Dublin International Film Festival to commission three vibrant and exciting presentations based on documents in the IFCO Collection in the National Archives of Ireland. Three emerging film and media students and early career researchers were selected to review these records and present their findings to the public on their chosen topics at a special event in DIFF 2024. The presentations were followed by a lively discussion chaired by the IFCO Director. In autumn 2024 IFCO and DIFF announced that the series would continue and three bursaries were announced for new research to be presented at and event during DIFF 2025. The Director also attended the Creative Europe Dinner at the Galway Film Fleadh where the keynote address focused on increasing the number of European Films distributed across the EU outside their home markets. In 2024, EU content (excluding Ireland) accounted for 13% of features and shorts classified for cinema distribution.

6. International Engagement

IFCO has ongoing engagement with classification bodies in other countries. The Director attended the International Classifiers Conference in London in September 2024 which was hosted by the British Board of Film Classification (BBFC) and the Games Rating Authority in the UK.

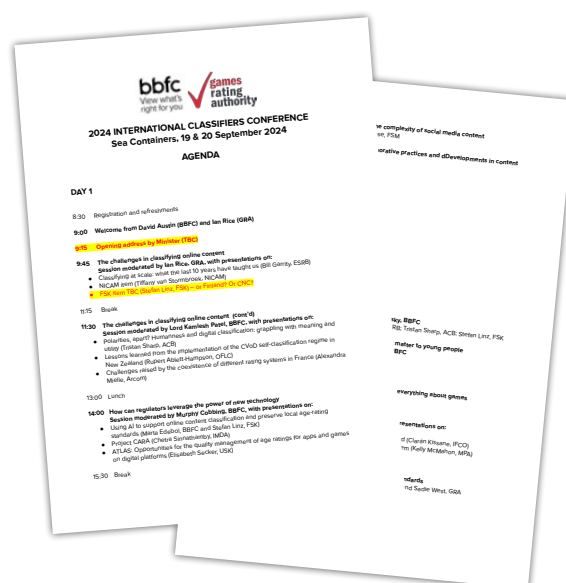
The meeting was attended by representatives of classification agencies from across the world and there were eleven different sessions over two days. This was the first such gathering since the pandemic and it provided a valuable opportunity to look at how the classification of traditional forms of content was evolving in the changing media landscape. The Director gave a presentation on IFCO's work in developing research partnerships and different approaches to public consultation.



Representatives of the Independent Media Commission from Kosovo visiting IFCO to discuss classification.

The Director also attended the PEGI Council meeting in London in November 2024. Developments in relation to PEGI standards and the impact of new EU regulation were a focus for attention. The Council meeting was preceded by a workshop on the games rating process organised by the Games Rating Agency in the United Kingdom.

IFCO hosted a group from the Independent Media Commission from Kosovo in response to a request from a representative of the Council of Europe.





In a Violent Nature

Distributor: *Altitude*



	None	Mild	Moderate	Strong
Violence				✓
Drugs			✓	
Sex			✓	
Language				✓

Consumer Advice: Very strong violence with very graphic, bloody detail. Strong language.



Smile 2

Distributor: *Paramount*



	None	Mild	Moderate	Strong
Violence				✓
Drugs				✓
Sex			✓	
Language				✓

Consumer Advice: Strong language, strong violence, strong drugs and horror.

The background is a vibrant green with a low-poly, geometric pattern. In the upper left, there is a white line-art illustration of a film reel. A black film strip with white sprocket holes and rectangular frames extends from the bottom of the reel, curving downwards and to the right across the lower half of the image.

IFCO Staff in 2024

Director of Film Classification

Dr Ciarán Kissane

Part-Time Assistant Classifiers in 2024

Dr. Zélie Asava	
Mark Brennan	Resigned in April 2024
Niamh McCole	Resigned in May 2024
David Power	
Martin Scanlon	

IFCO Office Staff in 2024

Catherine Bowles	Office Manager, DPO, FOI Officer, Secretary to The Classification of Films Appeals Board
Aoife O'Connor	Theatrical Co-ordinator
Annette Holmes	Home Entertainment and Licences Co-ordinator
Andrea Reynell	Theatrical Support



OIFIG AICMITHE SCANNÁN NA HÉIREANN
IRISH FILM CLASSIFICATION OFFICE

