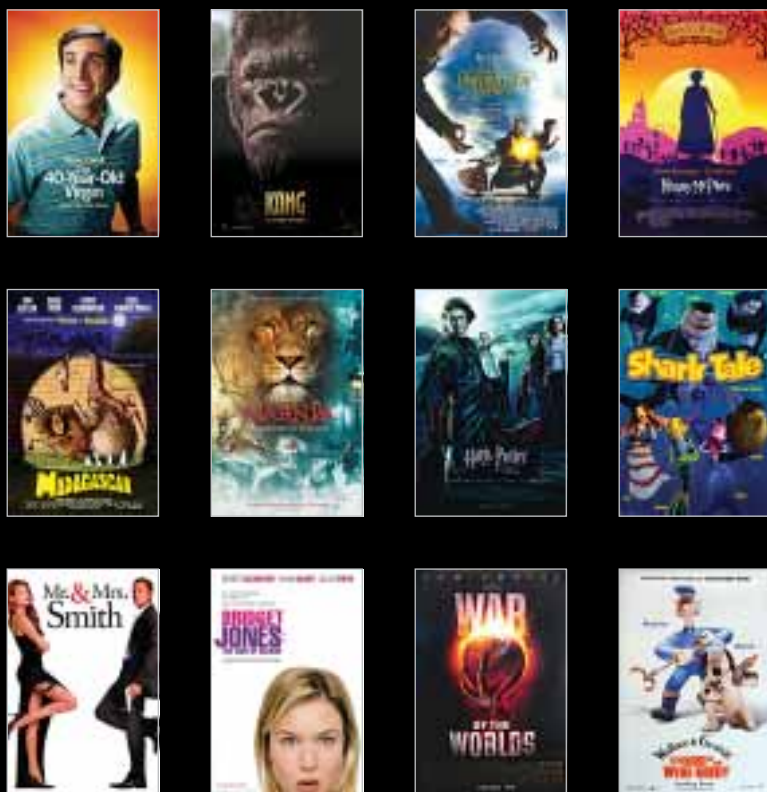




ANNUAL REPORT OF
THE FILM CENSOR 2005

IFCO
IRISH FILM CENSOR'S OFFICE



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*To Michael McDowell, TD
Minister for Justice, Equality and Law Reform*

FOREWORD

Dear Minister,

I am pleased to present the Annual Report of the Official Censor of Films for 2005 as prescribed by Section 29 of the Video Recordings Act, 1989.

The following were among the principal developments in what was another busy year for IFCO:

- There was another major increase in the number of cinema films and video/DVDs certified. The combined total certified was in excess of ten thousand, more than three times the number certified in 1999.
- There was a marked increase in the number of non-mainstream or 'art-house' films certified, i.e., sub-titled, low budget, indigenous, minority interest films, etc. In the past, such films might only have been seen at festivals or through a members' club release because of distribution costs. The increase is substantially attributable to the effect of the reduction in IFCO's certification fees, introduced by you in 2004.
- Irish and UK video distributors have been calling for a similar initiative to be put in place as a matter of urgency in the case of limited release video/DVD titles, a request I strongly support, as it would both help in the fight against piracy and would make the distribution of non-mainstream, minority interest titles more viable.
- Our new '16' cinema certificate and the re-designation of two existing certificates came into effect in January. The response from parents, the public and the industry has been positive.
- In March, IFCO published the findings of a major national survey entitled 'Adolescents and Film: Attitudes to Film Classification'. This survey, which was supervised by Dr. Carol MacKeogh, was carried out for IFCO by IADT and Dublin City University. A summary of the findings is included in this Report and full details can be seen on the IFCO website.
- There has been a very positive response to our National Public Awareness Campaign, which you launched at IFCO in October. The purpose of this campaign, which is ongoing, and which was carried out in cinemas, schools and through national media, is to encourage

parental responsibility and promote awareness of IFCO's certificates and guidelines. With the cooperation of the film distributors, paid advertising for cinema films and video now carries, in addition to the basic IFCO certification, a message directing the public to our website.

- In November, we introduced a new animated IFCO onscreen certificate for cinemas, to replace the existing certificate and to coincide with the Public Awareness Campaign. It is designed to draw particular attention to the IFCO website.

- The IFCO website continues to receive positive feedback from the public. The total number of hits generated during 2005 increased by more than 60%. Parents in particular welcome the detailed consumer advice and information it provides about cinema films. I hope that, subject to the necessary investment in further IT development, we will soon be able to provide a similar service in respect of video/DVD.

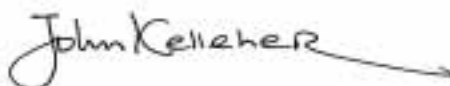
- In September, Ms. Dani McClafferty, an Assistant Censor, undertook responsibility for coordinating IFCO's communications and liaison with cinema managers nationally.

- The work of IFCO's Inspectorate, which monitors compliance with the provisions of the 1989 Video Recordings Act, and which liaises with the Gardaí, has been welcomed by the legitimate industry in the context of the threat from rampant video piracy.

- As regards the modernisation we had hoped to achieve through implementing the second stage of the IFCO major integrated IT system, I regret we have not made the progress I forecast in last year's Annual Report, mainly because the scale and costs involved proved to be far higher than were originally envisaged. Other options are now being urgently considered and I am hopeful that a decision to proceed will be forthcoming shortly.

Finally, I would like to express my appreciation of the contribution made during 2005 by my colleagues at IFCO, the Deputy Censor, Ger Connolly, together with his team of Assistant Censors and our civil service colleagues. I would like also to express my thanks to Eileen Fitzgerald, our outgoing Office Manager, who is moving to Brussels, and to welcome her successor, Ann O'Kelly, who joins us from the Prisons Division of the Department of Justice, Equality and Law Reform.

Yours sincerely,



John Kelleher

Film Censor

Back Forward Stop Refresh Home Autofill Print Mail

Address: @http://www.ifco.ie GO

IFCO IRISH FILM CENSOR'S OFFICE G PG I2A I5A I6 I8

TEXT ONLY VERSION

MENU
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NEWS
WHO WE ARE
WHAT WE DO
HISTORY
LEGISLATION
FAQS
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COMPETITION

KING KONG Premiere

KING KONG Competition

WIN 2 TICKETS TO THE KING KONG CELEBRITY PREMIERE AT THE SAVOY CINEMA, DUBLIN, ON TUESDAY 13TH DECEMBER.

Your prize includes overnight accommodation for two on 13th December in The Gresham Hotel. A lucky runner-up will receive a unique King Kong figurine.

To enter, simply fill in your details and answer the question below. Entries close at midnight on Wednesday 7th December. Here's a hint: [The answer to the question can be found on this website](#)

UIP/Universal Pictures..KING KONG in cinemas nationwide December 15

NAME
E-MAIL
ADDRESS
COUNTY
CONTACT NO.

QUESTION:
WHAT CERTIFICATE DID IFCO GIVE THE FILM 'MEET THE FOCKERS'?

☐ PG
☐ I2A
☐ I5A

☐ Please select if you would like IFCO to send you a weekly update on new releases and other information from time to time.

SEND [TERMS AND CONDITIONS](#)

Back Forward Stop Refresh Home Autofill Print Mail

Address: @http://www.ifco.ie GO

IFCO IRISH FILM CENSOR'S OFFICE G PG I2A I5A I6 I8

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CLICK HERE Win Tickets To...

IFCO SEARCH FILM DVD/VIDEO GO

I2A

Genre: Action/Adventure
Director: Peter Jackson
Cast: Naomi Watts, Jack Black
Release Date: 16.12.05
Date Classified: 07.12.05
Duration: 187 mins

King Kong

	None	Mild	Moderate	Strong
Violence			✓	
Drugs	✓			
Sex/Nudity		✓		
Language		✓		
Other/Comments	Physical and fantasy violence. Scary scenes and images.			



King Kong
Director: Peter Jackson

KEY DEVELOPMENTS IN 2005

INCREASED OPERATIONAL ACTIVITY

In comparison with 2004, the number of cinema feature films certified increased by 1.2% and the number of video/DVDs certified increased by 28%

In the case of cinema films, the increase in the number certified can again be mainly attributed to the reduced fees charge for limited release films (low budget, foreign language, arthouse, etc.) introduced in April of last year. In the case of video/DVD, the increase can be attributed to further major growth in the sell-through DVD market.

REVISED CINEMA FEES

The reduction in IFCO's fees for certifying limited release or 'art house' cinema films, i.e. sub-titled, low budget, indigenous, minority interest films, etc., which came into effect in 2004, has been in large part responsible for a significant increase in the kind of film that in the past would have been limited to a festival screening or a members' club release.

In 2005, a total of 75 such limited release films were certified, including *The Sea Inside* (Winner Oscar for Best Foreign Language Film), *The Woodsman*, *Merry Christmas*, *Maria Full of Grace*, *Downfall*, *March of the Penguins*, *The Last Mitterand*, *Bombon* (*El Perro*).

REVISED VIDEO FEES

Irish and foreign video/DVD distributors are very concerned at the cost of distributing non-mainstream product in Ireland, a market they see as becoming increasingly commercially unviable for them. They believe that the introduction of a reduced fee scale for minority/specialist titles along the lines proposed by IFCO, would make it feasible for them to release rather than hold back on such titles. They also believe this would also have an impact on reducing piracy.

WEBSITE

Public response to the IFCO website which provides detailed consumer advice and information for parents on cinema films continued to be very positive.

Unfortunately, this does not extend to video/DVD. It is hoped that the necessary investment will be made available for further IT development so that IFCO can provide a similar service in respect of video/DVD for parents, the public and the industry.

A new monthly website competition with film-related prizes was introduced at the end of the year, with the first competition winner receiving tickets to the Irish premiere of the blockbuster, *'King Kong'* and overnight accommodation in Dublin. The competition will be a regular feature of the site.



CHANGES TO CINEMA FILM CERTIFICATES

Two changes to the existing film certificate categories came into effect from 1 January 2005.



A new '16' certificate was introduced, restricting cinema admission to persons aged sixteen and over and the existing '12PG' and '15PG' certificates were re-designated as '12A' and '15A', with the 'A' denoting adult.

The main purpose of this was to remove an inherent confusion that had existed previously, where the 'G' in 'PG' meant 'parental guidance', but the 'G' in '12PG' and '15PG' meant 'parent or guardian accompanied'. This confusion has now been removed and there has been widespread welcome for the new certificates which were introduced following consultations with parents, educators, the public, film distributors and cinema managers.

As regards the new '16' certificate, a number of films which in previous years might have been certified '18', because 15A would not have been considered appropriate, were certified '16' during 2005, including *Breakfast on Pluto*, *Brokeback Mountain*, *Constantine* and *The Forty Year Old Virgin*.

The introduction of the new 16 certificate recognizes the reality that today's older adolescents, i.e. sixteen and seventeen-year-olds are for the most part more aware/mature than their counterparts of a generation ago.

The gap between the '18' and '15A' certificates at times proved too wide in practice. Last year, for instance, a twelve year old (accompanied by an adult) would have been able to see *Troy* (15A) or *Starsky and Hutch* (15A) in a cinema, but a sixteen or seventeen year-old would not have been able to see *Bad Education* (18), *Blade Trinity* (18) or *Shaun of the Dead* (18) prior to the introduction of the 16 certificate.

ADOLESCENTS SURVEY

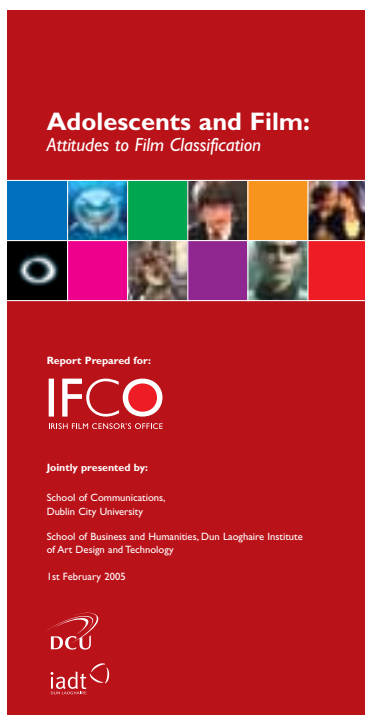
In March, IFCO published the findings of a nationwide survey of adolescent attitudes to film classification, the second stage of a major research project involving both parents and adolescents. IFCO had published the findings of the first stage, Lansdowne Market Research's first ever national survey of parents attitudes to issues relating to their children's viewing of film and video/DVDs, in September 2004.

The survey was jointly carried out for IFCO by the School of Communications, DCU and the School of Business Studies and Humanities, IADT, Dun Laoghaire, under the supervision of Dr. Carol MacKeogh.

1,045 adolescents aged between twelve and seventeen were surveyed at twelve schools, randomly selected to provide a representative national sample.

Among the main findings of the survey were:

- Film viewing is a regular activity for Irish adolescents. 76% go to the cinema at least once every two months while over half go at



least once or twice a month. 87% percent watch films on television at least once a week and 62% watch films as frequently on DVD/Video.

- 40% of adolescents think that film classification is a good idea for their own age group and 92% think that it is a good idea for younger age groups. 59% of adolescents have used the IFCO classification system when selecting films. 74% of these adolescents reported a general level of satisfaction with the system.

- Film classification is used by a majority of adolescents (65%) to seek out content that is generally restricted though this is higher for the older than the younger age group. While adolescents reported that they are primarily motivated by the quality of a film, the age classification system does help them pinpoint films that might be of interest to them.

- More than half of the adolescents felt that IFCO classifies films too strictly. Less than one in five (19%) felt that the classifications were sometimes too lenient. Some participants felt that comedy films should be treated more leniently because 'they could do little harm'. However, there were very conflicting views as to the particular films that were wrongly classified.

- Film viewing is a highly social activity. The vast majority of respondents go to the cinema with family or friends (87% always go in company) and the majority also viewed films on television, video and DVD with company. Further, most respondents discuss films with friends before viewing (64% always or often check with friends) and after viewing (99.7% will always or often check with friends).

- Adolescents report that their parents play quite an active role in their film viewing. They regularly watch films together, particularly on television (78% of the younger group and 72% of the older group). While a small number of adolescents reported that they sometimes consulted with parents prior to viewing (21% of the younger group and 11% of the older group), a large number reported occasional discussions with parents after viewing (78% of all adolescents). Many respondents reported that their parents should have a greater say in film classification as they know best what young people are 'ready for'.

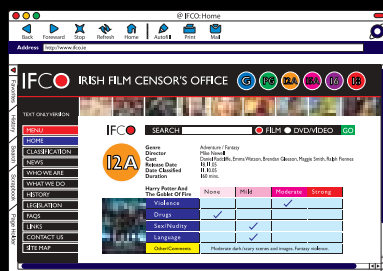
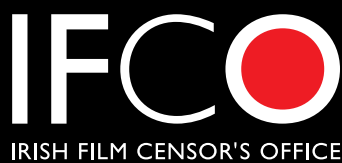
- Young people appear to have a good grasp of the classifications used by the censor. 82% interpreted the meaning of PG/12PG correctly. It might be noted that the parents of these young people reported being confused about the terminology (IFCO/Lansdowne Survey).

- 85% of adolescents reported that their parents at some stage checked the classification certificate of films when they were younger. Among the younger group 41% reported that their parents still do check. While a sizeable minority were annoyed that their parents checked the certificate (41%), the majority of respondents (59%) did not mind either way that this mediation took place.

- Adolescents are most concerned about the depiction of hard drugs in films. This coincides with the IFCO/Lansdowne survey which reported that parents are also primarily concerned about drugs. Adolescents also coincided with their parents in considering bad language as a more minor concern (81% felt that occasional swear words were acceptable in 12PG films and parents placed language use in 11th place as a source of concern).



War of the Worlds
Director: Steven Spielberg



Check out
www.ifco.ie

- consumer info on all films on release
- news from IFCO
- guidelines on how we make our decisions
- links to Irish and international movie sites
- monthly competition with terrific prizes



GENERAL
Suitable for all



PARENTAL GUIDANCE - *May contain scenes unsuitable for some young children. Parents, who know their own children best, are recommended to consult www.ifco.ie*



SUITABLE FOR 12 AND OVER
Children under 12 must be accompanied by an adult (18+)



SUITABLE FOR 15 AND OVER
Children under 15 must be accompanied by an adult (18+)



ONLY FOR PERSONS 16 OR OVER



ONLY FOR PERSONS 18 OR OVER

Poster displayed in cinema foyers.



Harry Potter and the Goblet of Fire
Director: Mike Newell

- The vast majority of adolescents are not aware that their views concur with those of their parents. 88% believe that parents are most concerned about sexual content. Parents themselves only ranked sex in fifth place as a cause for concern (IFCO/Lansdowne survey). Some of the adolescents reported, in interview, that parents are concerned that they might imitate the behaviours that they see in films.

- 95% of adolescents reported having seen films intended for an older age group. Almost 20% reported that they had seen an 18s movie while they were still under 12 years of age. Viewing of this material took place primarily in the domestic environment (approximately 85% cited television or video/DVD as one of the sources of the overage material). Respondents reported, in interview, that they do not 'push their luck' at the cinema. They will generally only try to gain access to movies classified for an age group a year or two older than their own age group.

- A sizeable minority of respondents (43%) reported having seen a film that scared them and that they wished they hadn't seen. The majority of the adolescents were in the 11-13 year age group when they saw the film that disturbed them.

- Participants were presented with a proposed IFCO grid system of classification (see IFCO website). 76% reported that they would find it helpful. Among those that have been disturbed by a film that they have seen, 85% reported that they would find the IFCO grid helpful.

The full findings can be seen on the IFCO website.

PUBLIC AWARENESS CAMPAIGN

In November, the Minister for Justice, Equality and Law Reform launched a national cinema and media campaign by IFCO to inform the public about IFCO's film certificates, classification guidelines and website.

The campaign, which was timed to coincide with the release of several of the year's biggest blockbusters, *Harry Potter and The Goblet of Fire*, *The Chronicles of Narnia*, and *King Kong* involved a number of initiatives:

- One million wallet-sized booklets, entitled 'Your Pocket Guide to Film Classification', were distributed to the cinema-going public and with all copies of the RTE Guide. The Pocket Guide explained the IFCO certs in detail and included typical examples for each classification.

- As mentioned earlier, a new animated film certificate, directed by Zachary Harpur and produced by the Oscar-nominated Irish company, Brown Bag Films (*Give Up Yer Aul Sins*), which draws attention to the IFCO website, was introduced as part of the campaign.

- Specially designed posters and stickers describing the IFCO certificates and highlighting the website were distributed for display in all cinema foyers and at ticket desks.



Pocket Guide to Film Classification



Dani McClafferty

LIAISON WITH CINEMA MANAGERS

In September, Ms. Dani McClafferty, an Assistant Censor, was given responsibility for coordinating IFCO's communications and liaison with cinema managers nationally.

This is the first time that IFCO has engaged with cinemas on a concerted basis with a view to better informing the viewing public and it has been enthusiastically welcomed by cinema management.

INSPECTOR POST

In the first year of operation, 90% of all retail premises were visited by the Inspectorate and checked for compliance with the provisions of the Video Recordings Act 1989. While the great majority were compliant, the appropriate action was taken against those in breach of the requirements.

FOCUS GROUPS

Several focus group screenings were held during the year as a means of engaging with and exploring the opinions of parents, young persons, second and third level students, educators, psychologists, etc.

Among the films screened at focus group screenings in 2005 were *Mysterious Skin*, *Palindromes*, *Kingdom of Heaven*, *The Perfect Catch*, *House of Wax*, *Star Wars: Episode III*, *Boy Eats Girl*, *Red Eye*, *Good Night and Good Luck*, *The Family Stone*, *Prime* and *The Ring 2*.

Among the agencies and representative bodies which participated in our focus group screening/discussions were Aware, Children at Risk, the Crisis Pregnancy Agency, Cura, the Disability Federation, the Institute of Guidance Counsellors, the ISPCC, the National Parents Council, the National Youth Council, the Well Woman Centre and the Royal Television Society. Other participants included many second level students and their teachers as well as students and educators from IADT, NUIG, TCD and UCD.

The initiative established last year with the IFI (Irish Film Institute), which provides a platform for second level students to engage with IFCO in discussing classification and censorship issues following screenings, has continued.

ARTS COUNCIL WORKING GROUP ON FILM EDUCATION AND YOUNG PEOPLE

During the year, the Film Censor, John Kelleher, was appointed to chair the Arts Council's working group of representatives of the film industry and of the Department of Education and Science.

The purpose of the group is to devise a strategic plan for the development of film education and cinema programming for young people on a national basis.

It is anticipated that the working group will issue its report in summer 2006.



EU AND INTERNATIONAL CLASSIFIER COOPERATION



IFCO is a member of the Association of European Classifiers. The Irish Film Censor, John Kelleher, is a member of the Association's Steering Group. In June, at the invitation of NICAM, the classification agency of the Netherlands, John Kelleher delivered an audiovisual presentation on the Irish classification system to Dutch classifiers in Amsterdam. In September, he made a presentation to European and international delegates at the European Classifiers annual conference in London.

IFCO is also a founder member of WMReF (World Media Regulators' e-Forum), an international electronic forum to facilitate communication within a secure environment between media regulatory bodies across the globe. The main services the WMReF site provides are a confidential forum, a news desk, a research archive and links to media regulators' official websites and other sites of interest.

Jointly owned by its member organisations, membership of WMReF is restricted to media regulators working in the area of film, video and digital media throughout the world. Its membership includes regulators in Australia, Austria, Belgium, Cyprus, Finland, France, Germany, Hungary, Iceland, Liechtenstein, Lithuania, Netherlands, New Zealand, Norway, Poland, Portugal, Singapore, Slovenia, South Africa, Sweden, the UK and the USA.

VIDEO GAMES



Video games are exempt from classification under the Video Recordings Act 1989, although they may in fact be prohibited on grounds specified in S. 3 of that Act.

Ireland is a founder member of PEGI, the Pan European Games Information system. The Deputy Censor, Ger Connolly, is a member of the PEGI Advisory Board. The other founder members were Austria, Belgium, Denmark, Finland, France, Greece, Italy, Luxembourg, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and the United Kingdom.

The PEGI system classifies video games in one of the age categories 3+, 7+, 12+, 16+ and 18+. This is a successful initiative which provides a significant aid to parents in relation to the content suitability for young persons of various ages. Games rated 18+ are regularly examined by IFCO prior to release.

The success of the initiative can be demonstrated by the fact that in the last year the following countries have also begun using the PEGI rating system: Czech Republic, Estonia, Hungary, Iceland, Latvia, Lithuania, Poland, Slovak Republic and Slovenia.



The Chronicles of Narnia: The Lion, the Witch and the Wardrobe
Director: Andrew Adamson

IT AND TECHNOLOGY SOLUTIONS

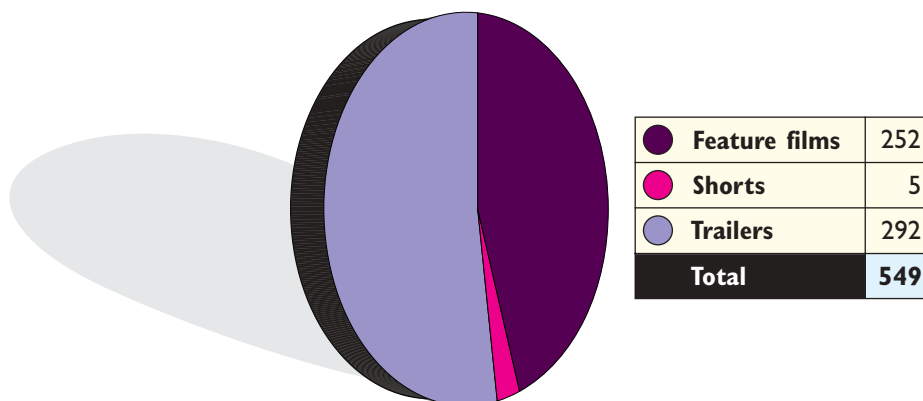
As stated in my letter to the Minister, the implementation of the second stage of the IFCO major integrated IT system has been temporarily deferred because of the costs involved. It is hoped to proceed with a more cost efficient option in the near future.

Batman Begins
Director: Christopher Nolan



CERTIFICATION OF CINEMA FILMS

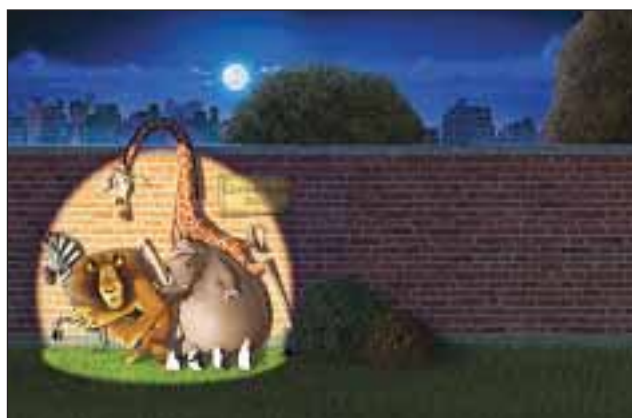
The number of films certified for cinema exhibition in 2005 was as follows:



Cinema films certified 2001 -2005

	2001	2002	2003	2004	2005
Features	196	185	213	249	252
Shorts	15	20	15	23	5
Trailers	251	319	301	338	292
Total	462	524	529	610	549

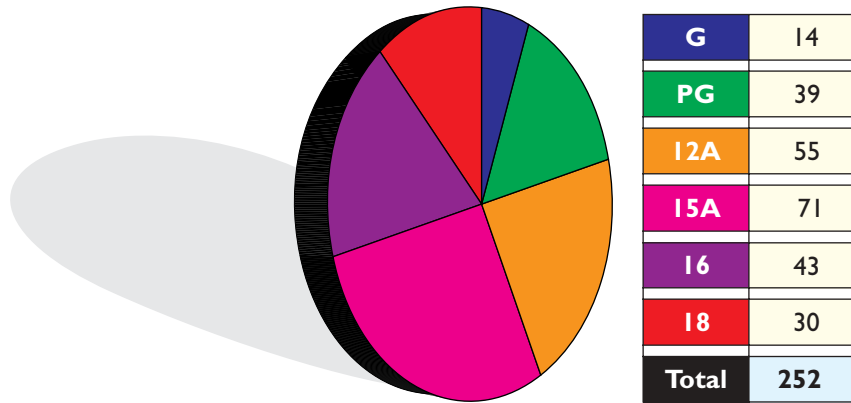
The total duration of cinema films presented for certification during 2005 was approximately **459 hours, 7 minutes**.



Madagascar

Directors: Eric Darnell, Tom McGrath

Cinema films certified in 2005 by category



Cinema films certified by category 2001-2005



Robots
Directors: Chris Wedge, Carlos Saldanha

	2001	2002	2003	2004	2005
G	27	17	11	10	14
PG	20	19	23	31	39
12A	29	36	40	61	55
15A	75	73	91	90	71
16	-	-	-	7	43
18	45	40	48	50	30
Total	196	185	213	249	252

In July, the Film Censor wrote to Abbey Films, the distributor of an Irish-produced feature film, 'Boy Eats Girl', explaining why he intended to withhold issuing a certificate for the film unless a designated scene which depicted an ostensible suicide attempt by an adolescent boy was removed.

Following an appeal by Abbey Films, the decision of the Censorship of Films Appeal Board was that the film be granted a 15A certificate. When subsequently submitted to IFCO for video/DVD certification, it was certified Over 18.

Country of origin of the 252 feature films certified in 2005

(a) Single country of origin

Australia	2
France	2
Hong Kong	3
India	1
Ireland	4
Italy	1
Japan	4
New Zealand	1
Russia	1
South Korea	6
Spain	1
Thailand	1
UK	21
USA	135
Total	183

(b) Multiple country of origin (i.e. co-productions)

Revenue received by the Office from the certification of cinema films is referred to on page 20 of this Report



Charlie and the Chocolate Factory
Director: Tim Burton

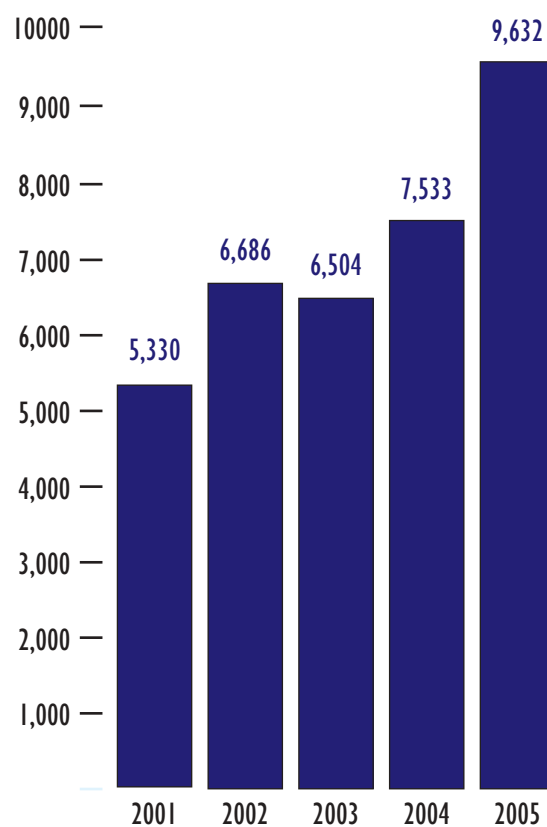
Canada / UK / Italy / Spain	1
Canada / Ireland / UK / Germany	1
Canada / UK	2
Canada / USA	3
Denmark / France / Germany	1
Denmark / Sweden	1
Denmark / Sweden / Norway	1
France/Germany/UK/Belgium/Romania	1
France / Belgium / Italy / Israel	1
France / Morocco	1
France / UK	3
France / USA	4
Germany / Italy / Austria	1
Germany / Bulgaria	1
Ireland / Germany / UK	2
Ireland / UK	4
Ireland / UK / Netherlands	1
Ireland / USA	1
Ireland / USA / Germany	1
Italy / France / Germany	1
Italy / Spain / UK	2
New Zealand / UK	1
New Zealand / USA	2
Norway / USA	1
Serbia / France	1
South Africa / USA	1
Spain / France / Italy	2
Spain / Argentina / Portugal	1
Spain / Denmark	1
UK / Czech Republic	1
UK / Czech Republic / France	1
UK/Czech Republic/Germany/USA	1
UK / France / Chile / Spain	1
UK / Luxembourg	1
UK / Romania	1
UK / Spain	1
UK / USA	7
USA / Canada / France	1
USA / Columbia	1
USA / Germany	4
USA / Japan	1
USA / Mexico	1
USA / Spain	2
USA / UK / Spain / Germany	1
Total	69



CERTIFICATION OF VIDEOS/DVDS

Total Video Works certified 2005
Including trailers/previews/adverts **9,632**

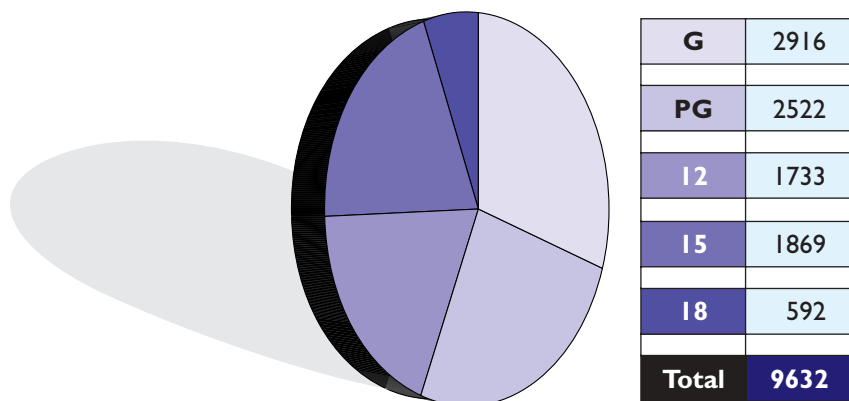
Total Video Works certified 2001-2005



Pride & Prejudice
Director: Joe Wright



Video Works certified by category in 2005



Video Works certified by category 2001 - 2005

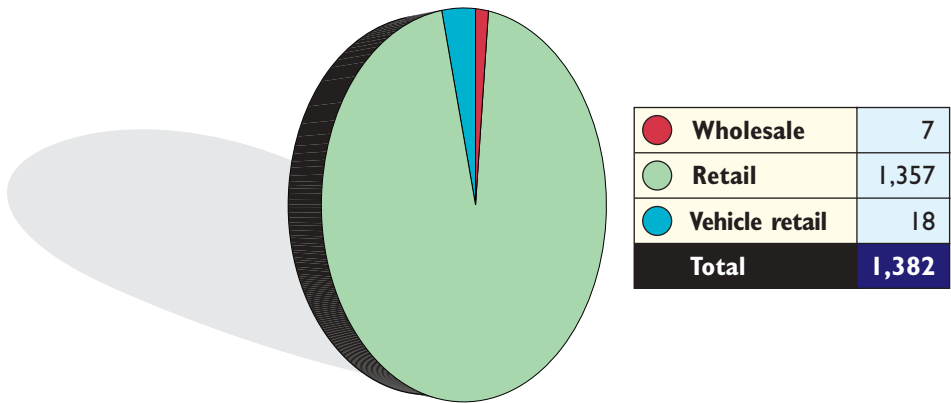
	2001	2002	2003	2004	2005
G	1805	2363	1986	2523	2916
PG	1137	1545	1474	1686	2522
12	668	844	984	1270	1733
15	1123	1360	1487	1480	1869
18	597	574	573	574	592
Total	5330	6686	6504	7533	9632

During 2005, at the request of both the Customs and Excise Branch of the Revenue Commissioners and the Garda Síochána, IFCO examined 85 video/DVD works, which were a sample of works seized by those authorities. Certificates were issued by IFCO stating that these would be prohibitable under section 7 of the Video Recordings Act 1989. These certificates can be used as evidence in cases brought by the above authorities.



The Wedding Crashers
Director: David Dobkin

Licences issued in 2005

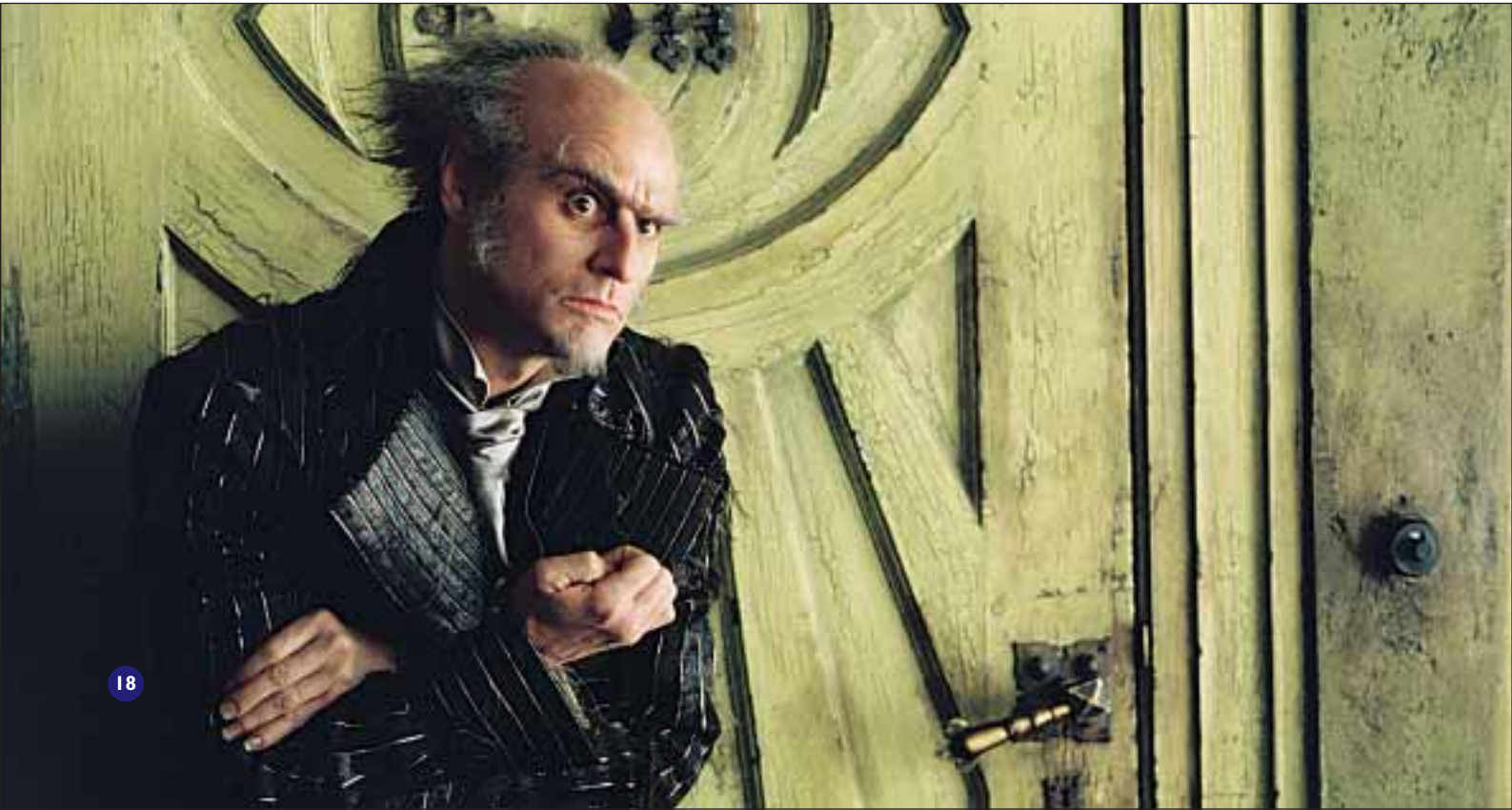


Licences issued 2001-2005

	2001	2002	2003	2004	2005
Wholesale	8	7	9	10	7
Retail	1177	1264	1351	1369	1357
Vehicle Retail	26	25	22	23	18
Total	1211	1296	1382	1402	1382

Note: Revenue received by the Office from the Certification of Video Works and the issuing of Licences is referred to onpage 20 of this Report.

Lemony Snicket's A Series of Unfortunate Events
Director: Brad Silberling





CERTIFICATION FOR COURT PROCEEDINGS

Complaints regarding breaches of the provisions of the Censorship of Films Act, 1923, and the Video Recordings Act, 1989, are referred by the Office to the Garda Síochána for investigation.

Under Section 23 of the Video Recordings Act, 1989, the Office of the Film Censor may issue certificates to provide certain information which is admissible as evidence in court proceedings.

Total number of Certificates issued in 2005 indicating that, under Sec. 14 (3) (b), Supply Certificates were not in force in respect of certain works **77**



Ocean's Twelve
Director: Steven Soderbergh

Wallace & Gromit in The Curse of the Were-Rabbit
Directors: Steve Box, Nick Park



The fees charged by the Office for the certification of cinema films and videos/DVDs and for the issuing of licences in 2005 were as follows:

Fees charged for Film Certification	€271,340
Fees charged for Video Certification	€3,587,272
Fees charged for Wholesale and Retail Licences	€342,640
Total income received in 2005 and remitted to The Accountant, Department of Justice, Equality and Law Reform	€4,201,252

The above amounts reflect the new fees implemented in 2004.

A new fee scale for cinema films, which was implemented by Ministerial Order on 1 April 2004 (S.I. 114 of 2004), provided for a reduced rate of €3 per minute in the case of films to be released on six prints or less. The previous fee of €8 per minute was increased to €12 per minute for all other films, with the exception of films of an educational nature, for which no charge is made. A flat fee of €100 for trailers was also introduced.

A new fee scale for video works, which was implemented by Ministerial Order on 1st June 2004 (S.I. 113 of 2004), provided for video classification fees to be based on the duration of the video work submitted, rather than as previously where different rates applied for rental and sell-through. A flat fee of €50 per DVD extra/trailer/advert was also introduced.

Star Wars: Episode III - Revenge of the Sith
Director: George Lucas



John Kelleher

John Kelleher was appointed Official Film Censor on 7th April 2003, following on a publicly advertised competition process. He succeeded Sheamus Smith, who had been Film Censor since 1986.



Born in Dublin, he graduated with a BCL degree from UCD and a Masters Degree in Drama from the University of Kentucky. He was called to the Bar in 1971. As a producer/director in RTE, he produced many award winning programmes, including *'Strumpet City'* and *'Even the Olives Were Bleeding'*.

He was appointed Controller of Television Programmes in 1980 and established the *'Today Tonight'* programme in the same year. He left RTE in 1983 to become Managing Director of The Sunday Tribune.

For over twenty years, he was one of Ireland's leading independent film and television producers. He has produced six cinema films, including *'Eat the Peach'*, which he co-wrote, as well as six television drama series, numerous documentaries and four series of TV3's current affairs flagship, *'Agenda'*. He is married with a son and a daughter.

Ger Connolly

Ger Connolly was appointed Deputy Censor in August 2003.



He was born and lives in Kildare town. He graduated from UCD with a B. Comm. Degree. He studied accountancy with Deloitte, Haskins & Sell, and worked in that capacity in the advertising and manufacturing industries.

He was appointed a part-time assistant film censor in November 1993. He served as Deputy Film Censor and was one of three Irish delegates to the Conference of European Film Classifiers in Dublin in 2001. He represents Ireland on the board of PEGI, the Pan European Games classification system, and sits on both its Advisory Board and Complaints Board. He is married with two sons and a daughter.



Meet the Fockers
Director: Jay Roach



A team of part-time Assistant Censors assist the Film Censor in carrying out the duties of the Office. Their primary responsibility is the classification of the thousands of video works that the Office certifies annually.



Olga Bennett
Lives in Dublin
Former Public Representative
1 Child
Appointed 1993



Mairead Marron
Lives in Swords
Counsellor/Psychotherapist
6 Children
Appointed 1995



Mark Brennan
Lives in Dublin
Journalist and Television
Producer
1 Child
Appointed 2004



Dani McClafferty
Lives in Dublin
Student
Appointed 2004



Tom Fitzgerald
Lives in Dingle
Former Public Representative
3 Children
Appointed 2002



Patricia Murphy
Lives in Dublin
Film/TV Sales Agent
3 Children
Appointed 2004



Alison Foley
Lives in Dublin
Barrister
Appointed 2004



P. J. Sheridan
Lives in Clane, Co. Kildare
Former Public Servant
3 Children
Appointed 2004



John Keith
Lives in Nenagh
Former Public Servant
3 Children
Appointed 1993



Tony Stapleton
Lives in Navan
Former Sales Director
5 Children
Appointed 1993



The Office Manager is Ann O'Kelly, a Higher Executive Officer, who supervises a team of eight civil servants, including two Executive Officers and six Clerical Officers (two work-sharing) as well as two Projectionists.

She has worked for a number of years in the Prisons Division of the Department of Justice, Equality and Law Reform. She previously worked in the Department of Foreign Affairs and the Department of Defence.

FUTURE DEVELOPMENTS

CONSUMER RESEARCH

In early 2006, IFCO will carry out follow-up research into some aspects of the findings of its national survey of parents (2004) and adolescents (2005), with attitudes to strong language likely to be the first subject of research.

FOCUS GROUPS

IFCO plans to continue hosting focus group discussions and screenings with a wide variety of interest groups and experts (e.g. psychologists, educators, etc.).

PUBLIC AWARENESS CAMPAIGN

Following on the successful outcome of the 2005 National Public Awareness Campaign, we plan to implement a significant follow-up media campaign in the latter half of 2006 to further promote the IFCO website to parents.

REVISED VIDEO/DVD FEES

As stated earlier in this Report, IFCO hopes that a revised scale of fees for certifying non-mainstream, minority interest video/DVD titles, along the lines we have proposed, and which is similar to the limited release scheme for cinema films, will be implemented soon.

IT DEVELOPMENT: PHASE 2

The position is as stated on page 11 of this report.

INTERNATIONAL COOPERATION

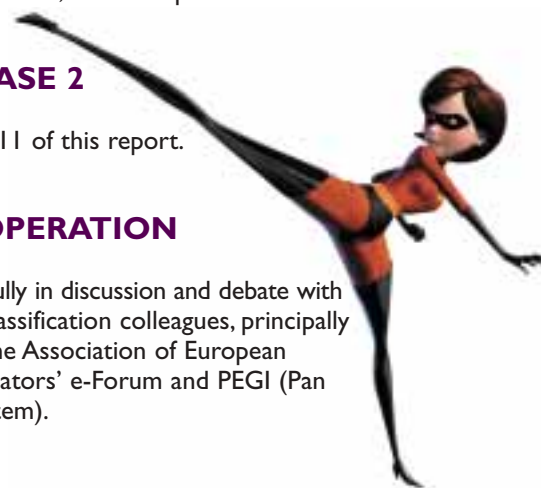
IFCO will continue to participate fully in discussion and debate with our European and international classification colleagues, principally through ongoing involvement in the Association of European Classifiers, the World Media Regulators' e-Forum and PEGI (Pan European Games Information System).

LEGISLATIVE REFORM

IFCO hopes to contribute to the proposed review of censorship/classification legislation to be established by the Minister for Justice, Equality and Law Reform.

SCHOOLS

In 2006, IFCO will continue to cooperate with the education office of the Irish Film Institute in a programme of screenings for second level students in a workshop format where we will seek to inform them of our role and also to obtain their perception and opinion of our work.



visit our website
www.ifco.ie

