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*To the 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 2004 as prescribed by Section 29 of the Video Recordings Act, 1989.

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

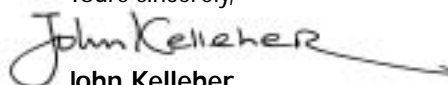
- There was a significant increase in the total number of cinema films and video/DVDs certified.
- Since its official launch by you on 3rd September, the IFCO website has been providing the public with general information about what we do as well as giving consumer advice to parents on films and videos/DVDs.
- We published the findings of a major national survey of parents carried out for IFCO by Lansdowne Market Research.
- A new '16' cinema certificate and the re-designation of two existing certificates was announced, to come into effect from January 2005.
- The appointment of five additional part-time Assistant Censors was announced, a welcome development in the light of the increasing numbers of cinema films and video/DVDs being certified.
- The recruitment of an Inspector, with responsibility for monitoring compliance with the provisions of the 1989 Video Recordings Act, has been welcomed by the legitimate industry.
- The IT Division of the Department of Justice, Equality and Law Reform completed the first stage of a major integrated IT system for IFCO.
- At the launch of our website in September, you indicated that you would be considering a general review of censorship legislation.

I would welcome any such review, not least because in today's world of multiple media access and internet download, the statutory remit of the Film Censor, as I pointed out in my 2003 Annual Report, remains essentially the same as when it was first established during the silent screen era by the Censorship of Films Act, 1923.

My colleagues and I at IFCO would welcome the opportunity to make a constructive contribution to whatever process you may decide to initiate.

Finally, I would like to express my appreciation of the contribution made during 2004 by my colleagues at IFCO, the Deputy Censor, Ger Connolly, together with his team of Assistant Censors, and our Office Manager, Eileen Fitzgerald, and her civil service colleagues. I would also like to acknowledge the valuable contribution of Violet Ennis, an Assistant Censor at IFCO since 1993, who retired during 2004.

Yours sincerely,

  
**John Kelleher**  
Film Censor



### ■ Increased Activity

In comparison with 2003, the number of cinema feature films certified increased by 17% and the number of video/DVDs certified increased by 16%. In the case of cinema films, the increase in the number certified can be largely attributed to the welcome introduction in April of a reduced fees charge for limited release films (low budget, foreign language, arthouse, etc.). In the case of video/DVD, the increase can be attributed to further major growth in the DVD market, even though that market is seriously affected by piracy and illegal imports.

### ■ IT and Technology Solutions

In late 2003, the IT Division of the Department of Justice, Equality and Law Reform undertook a review of IFCO's IT resources. This indicated that the Progress and DataEase based accounting systems used by IFCO to manage transactions with film and video distributors, which were over ten years old, provided insufficient functionality to support an expanding business requirement.

In addition, it was agreed that an upgraded network infrastructure would be required to support the continued operation of current and future business applications.

During 2004, the IT Division of the Department of Justice, Equality and Law Reform successfully implemented and tested the first phase of a major modernisation of IFCO's infrastructure, systems and applications.

Phase 2, which will be completed during 2005, will build on the interim steps achieved in Phase 1 and will result in a fuller delivery of technology solutions involving infrastructure, applications and dynamic web services.

### ■ Website

Following a test period, which included consultations with parents, the public and the industry, the IFCO website was launched on 3rd September, 2004.

The aim was to create a dynamic, user friendly and visually stimulating environment, within which IFCO could fulfil its statutory remit. At the same time, the intention was to send out a clear message that the Film Censor's Office had been significantly modernised.

*The main goals for the site were:*

- To inform the public in a clear and concise manner about what we do at IFCO.
- To publish general guidelines explaining our approach to classifying films and video/DVDs.

- To provide parents with consumer information about specific films so they can monitor and approve their children's viewing.
- To marry the day-to-day requirements of IFCO's public service remit with the entertainment appeal of the film industry.

As can be seen, the site's content is geared strongly towards movie release dates. It is updated daily and the new cinema releases are published each Friday. It contains a searchable index of all movies that are on release in Ireland as well as those that have been classified since the site's launch. It is planned to extend this database to include films classified in earlier years, as well as video/DVD releases, in due course.

In terms of the site structure and navigations, the aim was to be consistent, intuitive and transparent, offering easy access to the breadth and depth of the site's content.

In terms of visual design, the aim was to be striking, stimulating and stylish, with a relevance for the audience and message the site supports – i.e. it should be graphically appealing and incorporate movie images as well as links to reviews and movie websites.

The site has been welcomed by the public, by parents and by the entertainment industry. Feedback from several of our international counterparts, e.g. UK, Australia, France, has been positive.

## ■ Revised Cinema Fees

A revised scale of fees for certifying cinema films was implemented by Ministerial Order (Statutory Instrument No. 114 of 2004), which came into effect from 1st April 2004.

As stated in IFCO's 2003 Annual Report, there had been no increase in the scale of fees charged for certifying cinema films since 1987.

While the fees charged for certifying mainstream cinema films were increased, the fees charged for certifying 'art house' or limited release films – e.g. sub-titled, low budget, indigenous films, minority interest, etc. - were significantly reduced.

In the past, it cost as much to certify an art-house film as a mainstream one. Now, as a result of the new scale, the cost of an art-house film is one quarter of the cost of a mainstream one, and it is therefore financially feasible for distributors to release such films now.

As I had called for this initiative to be introduced in my Annual Report for 2003, I am particularly pleased to welcome it now. It has also been warmly welcomed by the the film going public and the Irish film industry.

Between 1st April and 31st December 2004 seventy three limited release films were certified, including *The Cooler*, *Imagining Argentina*, *Omagh*, *Ae Fond Kiss*, *The Edukators*, *The Return*, *9 Songs*, *My Summer of Love*, *The Best of Youth*, *Before Sunset*, *Freeze Frame* and *Japanese Story*.



*The Edukators*  
Director: Hans Weingartner



*My Summer of Love*  
Director: Paul Pavlikovsky

## ■ Revised Video Fees

A revised scale of fees for certifying video works and issuing licences was implemented by Ministerial Order (Statutory Instrument No. 113 of 2004), which came into effect from 1st June 2004.

As stated in IFCO's 2003 Annual Report, there had been no increase in the scale of fees charged in this regard since they were first introduced in 1994.

A two tier fee scale for certifying video works, similar in concept to that outlined above for certifying cinema films, would be a further positive development. Representations were made to IFCO during 2004 in this regard by both Irish and foreign video distributors, requesting that a lower fee be charged for certifying non-mainstream video titles that might otherwise prove uneconomic to release.

I believe this to be a reasonable request and, following further discussions with industry representatives, a proposal has been sent to the Department of Justice, Equality and Law Reform for the Minister's consideration.



## ■ Changes to Cinema Film Certificates

Two changes to the existing film certificate categories were announced on 9th December, to take effect from 1st January 2005.

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

Among the first films to be certified as '16' were 'Kinsey', 'Team America: World Police' and 'Million Dollar Baby'

These changes were made following consultations with parents, educators, the public, film distributors and cinema managers. They also took into account the findings of the nationwide survey of parents that Lansdowne Market Research had carried out for IFCO earlier in the year.



*Million Dollar Baby*  
Director: Clint Eastwood

## ■ Parents Survey

The results of the first ever national survey of parents on issues relating to their children's viewing of film and video/DVDs was published by IFCO on 3rd September.

The primary aim of the survey, which was carried out for IFCO by Lansdowne Market Research, was to identify the main issues of interest to parents in relation to film and video content and classification.

Lansdowne surveyed over 250 parents of children attending 12 post-primary schools, which were randomly selected to provide a representative sample in terms of area, socio-economic, gender and religious composition.

*Among the main findings of the Lansdowne survey were:*



- 86% of parents believe they should have the final say on what their children can and cannot watch.
- The majority of parents are aware of IFCO and of what it does.
- 93% of all parents say they regularly check the classification rating.
- On the whole, parents are happy with the current classifications (G, PG, 12PG, 15PG and 18). They see them as one of the main sources of useful information about film content and as an important reference when they are deciding what their children should or should not watch.
- However, there is confusion because, by itself, PG denotes 'parental guidance', but when it's 12PG or 15PG it means 'parent or guardian accompanied'.
- Two out of three parents say they regularly agree with IFCO's classification decisions.
- One in three say that they sometimes disagree – and the majority of those say IFCO is too strict.
- Just over 40% of parents believe that some 12PG rated films have been 'too strictly' classified, whereas 25% feel some were 'not strictly enough' rated.
- 45% of parents feel 15PG films are often or sometimes too strictly rated, while 38% feel that, on occasions, IFCO is too lenient.
- The primary content concern of most parents is drugs/drug taking and violence, followed by racial references and underage drinking of alcohol. Sexual activity/dialogue is a cause of less concern today, and most parents comfortably distinguish between sexual content and nudity. Swearing and strong language is very low down on concern priorities.
- Interestingly, a majority of parents believe that it is 'the overall context and underlying messages of a film that should be the basis for classification - not individual scenes'
- Where older adolescents are concerned, parents see the internet and television as potentially more harmful influences than films and video/DVDs.
- Parents would welcome more information about the content of films. Almost half said that they would visit the IFCO website.

*Bridget Jones: The Edge of Reason*  
Director: Beeban Kidron

*Man About Dog*  
Director: Paddy Breathnach







## ■ Adolescents Survey

The second phase of the research project, undertaken jointly by Dublin City University and the IADT, Dun Laoghaire, under the supervision of Dr Carol MacKeogh, will report on adolescent perspectives on film classification in early 2005.

## ■ Assistant Censors

Five new part-time Assistant Censors were appointed in November: Mark Brennan, Alison Foley, Dani McClafferty, Patricia Murphy and P.J. Sheridan.

These appointments, which include expertise/experience in print and television journalism, legal studies and film distribution, were particularly welcome as work volumes have increased significantly in recent years at IFCO.

## ■ Inspector Post

A recruitment process was initiated in November to fill the post of Inspector which had remained vacant for some years. The new Inspector will take up the post in January 2005.

As an agency within the Department of Justice, Equality and Law Reform, IFCO has been able to establish an effective liaison with the Gardai, and it is envisaged that the Inspector appointment will encourage greater compliance and lead to more prosecutions for breaches of the Act.

The Piracy Steering Group of the Irish video/DVD industry has informed IFCO that 64% of the legitimate video/DVD business in Ireland is lost to piracy each year, equivalent to approximately €115 million.



*Shrek 2*  
Directors: Andrew Adamson, Kelly Asbury

## ■ 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.

An initiative has been established with the IFI (Irish Film Institute) to provide a platform for second level students to engage with IFCO in discussing classification and censorship issues following screenings. This will be further developed in 2005 as a regular and nationwide initiative.

Among films screened at focus groups in 2004 were:

*A Very Long Engagement, Shattered Glass, The Best of Youth, The Barbarian Invasions, The Ketchup Effect, Open Water, Shrek 2, The Isle, Zatoichi, Harry Potter and the Prisoner of Azkaban and Sideways*

## ■ Proposed Legislative Reform

As stated earlier, my colleagues and I at IFCO look forward to contributing towards the proposed review of censorship legislation.

The role of the Film Censor, as set out in the 1923 Censorship of Films Act, was defined for times that could scarcely be more different to the social, cultural and media environment that obtains in Ireland today. Indeed the term 'Censor' itself has long since been discarded as a title by most other countries.

In my view, despite its critics, the main reason that the 1923 Act has broadly stood the test of changing times is because those who drafted it defined the determining factor in certifying (or censoring) a film to be the opinion of the Film Censor. The phrase 'in the opinion of the Film Censor' enabled the Film Censor of the day to exercise discretion in deciding what might or might not be, for example, 'obscene' or 'contrary to public morality'.

Although introduced more recently, the Video Recordings Act, 1989, has also been somewhat overtaken by events, not least the advance of technology and a rapidly changing media marketplace.

## ■ Video Games

Video games are exempt from classification under the Video Recordings Act 1989.



However, Ireland is a member of PEGI, the Pan European Games Information system. The Deputy Censor, Ger Connolly, is a member of the PEGI Advisory Board.

The other members of PEGI are Austria, Belgium, Denmark, Finland, France, Greece, Italy, Luxembourg, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and the UK.



The PEGI system classifies video games in one of the age categories 3+, 7+, 12+, 16+ and 18+.

To date this has been a successful and welcome initiative as it provides a significant aid to parents in relation to the content suitability for young persons of various ages.

Although, as stated above, video games are exempt from classification under Section 1 of the Video Recordings Act, 1989, they may, in fact, be prohibited on grounds specified in Section 3 of that Act.

Consequently, games rated 18+ are now examined by IFCO to ensure compliance.

## ■ European and International Classification Developments

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.

At the European Conference in Paris in December 2004, members agreed to establish WMReF (World Media Regulators' e-Forum), an international electronic forum to facilitate communication within a secure environment between media regulatory bodies across the globe.

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.

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.

IFCO was among the first regulators to join the WMReF. Its membership now 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.

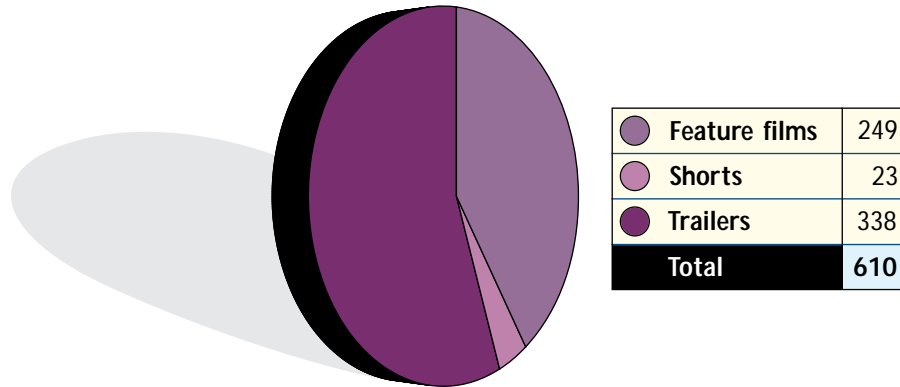
*The Lord of The Rings: The Return of the King*  
Director: Peter Jackson





## CERTIFICATION OF CINEMA FILMS

A total of 610 films were certified for cinema exhibition in 2004. The total duration of cinema films certified was 455 hours approx.



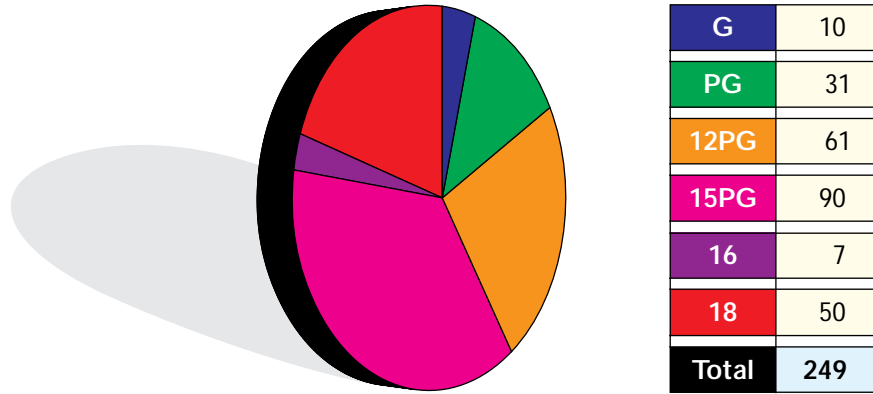
### Cinema films certified 2000 -2004

	2000	2001	2002	2003	2004
Features	189	196	185	213	249
Shorts	2	15	20	15	23
Trailers	307	251	319	301	338
<b>Total</b>	<b>498</b>	<b>462</b>	<b>524</b>	<b>529</b>	<b>610</b>

*The Bourne Supremacy*  
Director: Paul Greengrass



Feature films certified in 2004 by category



Feature films certified by category  
2000-2004

	2000	2001	2002	2003	2004
<b>G</b>	20	27	17	11	10
<b>PG</b>	21	20	19	23	31
<b>12PG</b>	29	29	36	40	61
<b>15PG</b>	72	75	73	91	90
<b>16</b>	-	-	-	-	7
<b>18</b>	47	45	40	48	50
<b>Total</b>	<b>189</b>	<b>196</b>	<b>185</b>	<b>213</b>	<b>249</b>



*The Last Samurai*  
Director: Edward Zwick

In December, the Film Censor's decision to give an Over 18 certificate to the feature film 'Closer' was appealed by the distributor, on the grounds that the '16' certificate, scheduled to come into effect from 1st January 2005, would be more appropriate. The Censorship of Films Appeal Board upheld the Film Censor's decision.

Six cinema feature films were released on condition that a caution referring to violence was carried on all posters, print advertising and cinema listings. The films were:



*The Passion of the Christ*  
Director: Mel Gibson

15PG

***Alien Vs Predator***

Caution: Contains Violent Scenes

PG

***Spider-man 2***

Caution: Comic Book Violence

15PG

***Walking Tall***

Caution: Violent Scenes

12PG

***The Bourne Supremacy***

Caution: Violent Scenes

15PG

***Imagining Argentina***

Caution: Contains Violent Scenes

15PG

***The Passion of the Christ***

Caution: This film contains scenes of explicit violence which may disturb some viewers.

[www.ifco.ie](http://www.ifco.ie)

Such cautions will no longer be required, other than in exceptional circumstances, as the IFCO website provides a detailed information grid and comment box for all films classified. Furthermore, following discussions with distributors, [www.ifco.ie](http://www.ifco.ie) is now displayed on all publicity and advertising.

*Spiderman 2*  
Director: Sam Raimi



**Country of origin of the 249 feature films certified in 2004**

*(a) Single country of origin*

Australia	1
Brazil	1
Canada	3
China (Hong Kong)	6
France	8
Ireland	3
Italy	1
Japan	6
Mongolia	1
Russia	1
South Korea	6
Spain	3
UK	22
USA	124
<b>Total</b>	<b>186</b>

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

Australia, UK	1
Austria, Germany	1
Brazil, Argentina	1
Canada, France	1
Canada, UK, USA	1
Canada, USA, Hungary, UK	1
Denmark, Norway, Sweden, UK	1
Denmark, Sweden	1
France, Belgium	1
France, Mexico, USA	1
France, Spain	1
France, Switzerland, Germany	1
France, UK	2
Germany, Canada	1
Ireland, Australia	1
Ireland, UK	7
Italy, Spain, UK	1
Japan, USA	1
UK, Spain	1
UK, Belgium, Italy, Spain	1
UK, France, New Zealand	1
UK, Germany	1
UK, Germany, USA	1
UK, USA	8
USA, Australia	1
USA, Canada	6
USA, Czech Republic	1
USA, France, Netherlands, UK	1
USA, Germany	10
USA, Germany, UK, Argentina	1
USA, Hong Kong	1
USA, Italy, Luxemburg, UK	1
USA, Japan, Germany	1
USA, UK, Germany, Netherlands	1
USA, UK, Italy	1
<b>Total</b>	<b>63</b>



*Harry Potter and the Prisoner of Azkaban*  
Director: Alfonso Cuaron

Revenue received by the Office from the certification of cinema films is referred to in page 18 of this Report.

## CERTIFICATION OF VIDEOS/DVDS

A new video fees structure was implemented by Ministerial Order on 1st June 2004 (S.I. 113 of 2004) that provides 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. Accordingly, the 2004 certification figures are split between the period prior to 31st May and subsequent to 1st June.

### Video Works certified pre-31st May 2004



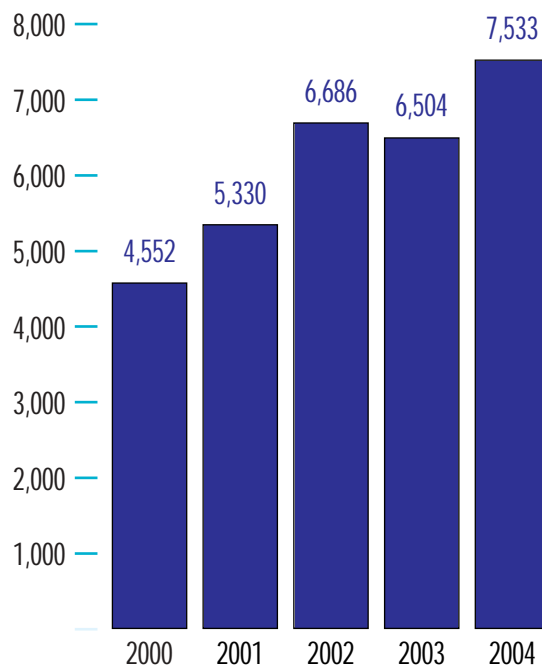
*Troy*  
Director: Wolfgang Peterson

● Video Rental market	1,108
● Video Sell-through market	2,813
● Video Trailers/Previews/Adverts	1,010
<b>Total</b>	<b>4,931</b>

### Video Works certified post-1st June 2004

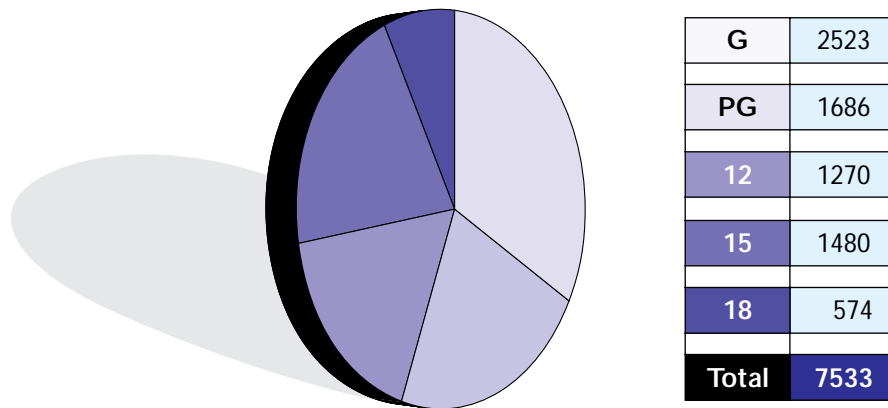
Video (incl. Trailers, etc.)	2,602
<b>Total number for 2004</b>	<b>7,533</b>

### Video Works certified 2000-2004





**Video Works certified by category in 2004**



A Prohibition Order was made in respect of one Video Work, 'Anabolic Initiations #5' in 2004, details of which were published in Iris Oifigiúil. The distributor appealed the Prohibition Order to the Censorship of Films Appeal Board. The Appeals Board upheld the Film Censor's decision.



*I Robot*  
Director: Alex Proyas

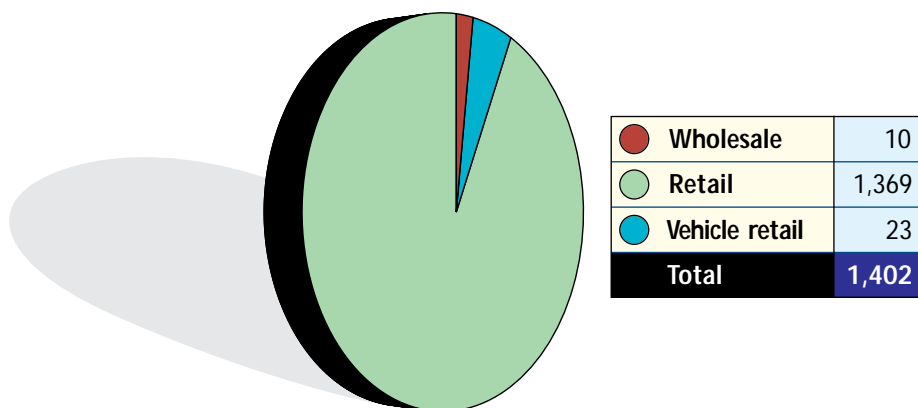
During 2004, at the request of both the Customs and Excise Branch of the Revenue Commissioners and the Garda Síochána, IFCO examined 195 video/DVD works, which were a sample of works seized by those authorities. Certificates were issued by IFCO stating that they would be prohibitable under section 7 of the Video Recordings Act 1989. These certificates can be used as evidence in cases brought by the above authorities.

Section 7 (3) of the Video Recordings Act, 1989, provides for the revocation of a prohibition order and the issue of a supply certificate. In 2004, Revocation Orders were issued in relation to two Video Works: 'From Dusk Till Dawn' and 'From Dusk Till Dawn 2: Texas Blood Money'.

**Video Works certified by category  
2000 - 2004**

	2000	2001	2002	2003	2004
<b>G</b>	1478	1805	2363	1986	2523
<b>PG</b>	810	1137	1545	1474	1686
<b>12</b>	564	668	844	984	1270
<b>15</b>	1112	1123	1360	1487	1480
<b>18</b>	588	597	574	573	574
<b>Total</b>	<b>4552</b>	<b>5330</b>	<b>6686</b>	<b>6504</b>	<b>7533</b>

Licences issued in 2004



Licences issued 2000-2004

	2000	2001	2002	2003	2004
<b>Wholesale</b>	7	8	7	9	10
<b>Retail</b>	1253	1177	1264	1351	1369
<b>Vehicle Retail</b>	36	26	25	22	23
<b>Total</b>	<b>1296</b>	<b>1211</b>	<b>1296</b>	<b>1382</b>	<b>1402</b>

*Shark Tale*  
 Directors: Bibo Bergeron, Vicky Jensen



## 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.

### Certificates were issued in 2004 as follows:

Certificates indicating that Supply Certificates were not in force in respect of certain works - Section 14 (3) (b)	58
Certificates indicating that Video Licences were not in force in respect of certain premises - Section 23 (3) (b)	4
Certificates indicating that Video Licences were in force in respect of certain premises - Section 23 (3) (c)	1
<b>Total</b>	<b>63</b>

*Starsky & Hutch*  
Director: Todd Phillips



The fees charged by the Office for the certification of cinema films and videos/DVDs and for the issuing of licences in 2004 were as follows:

Fees charged for Film Certification	€246,801
Fees charged for Video Certification	€1,503,704
Fees charged for Wholesale and Retail Licences	€303,783
Total income received in 2004 on behalf of The Accountant, Department of Justice, Equality and Law Reform	€2,054,288

A new film fees structure was implemented by Ministerial Order on 1st April 2004 (S.I. 114 of 2004). This provides for a reduced rate of €3 per minute in the case of films to be released on six prints or less. (See 'Revised Cinema Fees', page 4.) 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 video fees structure was implemented by Ministerial Order on 1st June 2004 (S.I. 113 of 2004). This provides 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.

*The Incredibles*  
Director: Brad Bird



### 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.



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 approximately eight thousand 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 Eileen Fitzgerald, a Higher Executive Officer, who supervises a team of eight civil servants, including three Executive Officers and five Clerical Officers (two work-sharing), as well as two Projectionists.

Born in Cork, she has worked in a number of areas within the Department of Justice, Equality and Law Reform, including the Prisons, Probation and Welfare Policy Division, the Garda Complaints Board and the Finance Division.

### ■ Adolescents Survey

In early 2005, IFCO will publish the findings of a major national research survey into adolescent attitudes to film classification. The fieldwork for the survey was carried out jointly by the School of Communications, Dublin City University and the School of Business and Humanities, Dun Laoghaire IADT, under the supervision of Dr. Carol MacKeogh. Over one thousand adolescents were surveyed at twelve randomly selected second level schools throughout the country.

### ■ Public Awareness Campaign

It is intended to implement a media campaign in the first half of 2005 to augment the impact of the recently launched IFCO website. The main aim of the campaign would be to promote the website as a means of empowering parents to make better informed choices about what their children are watching. The Lansdowne Market Research survey indicated clearly that parents would warmly welcome such an initiative.

### ■ Research/Focus Groups

Building on the valuable feedback generated by the two major surveys conducted during 2004, IFCO plans to further invest in consumer research and to continue facilitating focus group discussions and screenings with a wide variety of interest groups and experts (e.g. psychologists, educators, etc.).

### ■ Revised Video Fees

It is hoped that a revised scale of fees, similar to the limited release scheme for cinema films, which favour limited release video/DVDs, will be implemented by way of Ministerial Order in early 2005. (see page 5)

### ■ IT Development Phase 2

Following on the successful completion of Phase 1, the IT Division of the Department of Justice, Equality and Law Reform plans to complete Phase 2 of its comprehensive development of the IFCO IT resource.

### ■ Legislative Reform

As referred to earlier (see page 8 ) IFCO hopes to contribute to the imminent review of censorship/classification legislation announced by the Minister for Justice, Equality and Law Reform.

### ■ 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).



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[www.ifco.ie](http://www.ifco.ie)

