



## Contents

1. Letter to the Minister for Justice and Equality	1
2. Key Developments in 2011	3
3. Certification for Court Proceedings	7
4. Financial	7
5. Certification of Cinema Films	9
6. Certification of Video/DVDs	11
7. Licences Issued	11
8. Staff	13





To Alan Shatter, TD  
Minister for Justice and  
Equality.

Dear Minister,

I am pleased to present the Annual Report of the Director of Film Classification as prescribed by Section 29 of The Video Recordings Act 1989.

The following were among the principal features of the year:

- The number of cinema release films classified continues to maintain a slight upward trend. This is aided year-on-year by the concessionary rate for limited-release titles which otherwise would not be exhibited in Ireland.
- The total number of DVDs certified decreased by approx. 10 per cent on 2010. This is a global trend as a result of the ongoing growth of video on demand services. While we have no statutory function in relation to online distribution, we will try and influence providers to carry IFCO classifications.
- Cost efficiencies achieved in 2010 were maintained during the period under review.
- Revenues were €2.042 million, a reduction of 20 per cent year-on-year. While revenues were reduced, the rate of decrease in this year is partially due to the timing of revenues received as outlined in the 2010 report.
- A review of IFCO's classification guidelines for each age category was commenced during the year.
- Due to trading difficulties, a receiver was appointed to the Light House Cinema. After which, IFCO's cinema screenings took place at the Irish Film Institute.

Finally, I would like to express my appreciation of the contribution made by the team of Assistant Classifiers, Office Manager Mary Ita O'Sullivan, my civil service colleagues at IFCO and the Civil Governance Section of the Department. I would also like to acknowledge the contribution made by Elizabeth Davidson, whose contract as Assistant Classifier expired in 2011.

Yours Sincerely,

A handwritten signature in black ink that reads 'Ger Connolly'. The signature is written in a cursive, slightly stylized script.

Ger Connolly  
Acting Director of Film Classification



"Mild scares and very mild innuendo."  
(Consumer advice for *Puss in Boots* on IFCO's website)

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Puss in Boots  
Director: Chris Miller





## **Key Developments in 2011**

### **Operational Activity**

The total number of cinema feature films certified during 2011 was 318, an increase of 1 on 2010.

The total number of DVDs certified was 5,273, a decrease of approx. 10 per cent on 2010. This is a global trend resulting from the proliferation of video on demand services available online. While IFCO has no statutory function in relation to online distribution, we will be having discussions with providers regarding the possibility of displaying IFCO certificates for titles accessed within the state.

There is a strong desire among distributors to have material which will be viewed, by whatever means, within Ireland to have received a supply certificate from this office. This is the main reason why, although there is a reduction in submissions, we expect the decrease to lessen over the next few years.

### **Appeals**

No decision of this office was appealed during 2011.

### **Limited Release Films and DVDs**

The number of limited release films certified during 2011 was 130, a slight increase on the previous year. There were 1,554 limited release DVD applications and, as last year, the introduction of this reduced rate continues to ensure the viewing public has access to material that otherwise might not be available. In 2011 these releases included *Tyrannosaur*, *Melancholia*, *As If I'm Not There* and *The Skin I live In*.

### **Video Games**

The position regarding video games is as stated in the 2010 report. During 2011 IFCO examined 43 games rated 18 by PEGI to ensure compliance with the provisions of The Video Recordings Act 1989. With the increase in the number of multi-player online games there exists the ability for the introduction of user generated patches into many games. While these cannot be part of the original rating process, there is a commitment from publishers that where inappropriate content is introduced it will be removed.

Together with Ireland, PEGI's other founder members are Austria, Belgium, Denmark, Finland, France, Greece, Italy, Luxembourg, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and the United Kingdom. PEGI is now also used by Bulgaria, Cyprus, the Czech Republic, Estonia, Hungary, Iceland, Israel, Latvia, Lithuania, Malta, Poland, Romania, Slovakia and Slovenia.

The PEGI website is [www.pegi.info](http://www.pegi.info)



"Very infrequent use of moderate/strong language."

(Consumer advice for *Moneyball* on IFCO's website)

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Moneyball

Director: Bennett Miller



**Guidelines**

The classification guidelines currently on the IFCO website have been in place for a number of years. During this time we have had many focus group screenings and group discussions concerning age related content with parents, young persons, second and third level students, educators, psychologists, etc. Following on from these, we have begun a comprehensive review of the guidelines relating to each of our classification categories and a revised and more comprehensive version of these guidelines will be published during 2012.

**Cinema Facilities**

During the year, as a result of trading difficulties the Light House Cinema went into receivership. At very short notice we were able to use the facilities of the Irish Film Institute. I am very grateful to Sarah Glennie and all the team at the IFI for their help in facilitating these screenings.

**IFCO Website**

Visitors to the IFCO website increased by 5 per cent on 2010 resulting in a total of 382,511 page loads in 2011. However, this figure is still less than that achieved during 2009. The Office will have to consider what avenues are available to us to achieve greater public awareness of our website by consumers, parents/guardians in particular.





"Moderate fantasy violence. Scary scenes and menace consistent with other titles in the franchise."

(Consumer advice for *Harry Potter and the Deathly Hallows: Part 2* on IFCO's website)

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## Harry Potter and the Deathly Hallows: Part 2

Director: David Yates





## 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 An Garda Síochána for investigation.

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

The total number of Certificates issued in 2011 indicating that Supply Certificates were not in force under Sec.14 (3) (b) in respect of certain works was 38.

## Financial

The fees charged by the Office for the certification of cinema films and DVD/videos and for the issuing of licences in 2011 were as follows:

Video	€1,385,668.26
Film	€284,507.07
Licences	€371,378.10

Total income received on behalf of the Department in 2011 was €2,041,553.43.



The King's Speech  
Director: Tom Hooper

I2A



The Girl with the Dragon Tattoo  
Director: David Fincher

18



The Hangover: Part II  
Director: Todd Phillips

16



Cars 2  
Director: John Lasseter, Brad Lewis

G



"Frequent strong language. Strong sex references."

(Consumer advice for *Paul* on IFCO's website)

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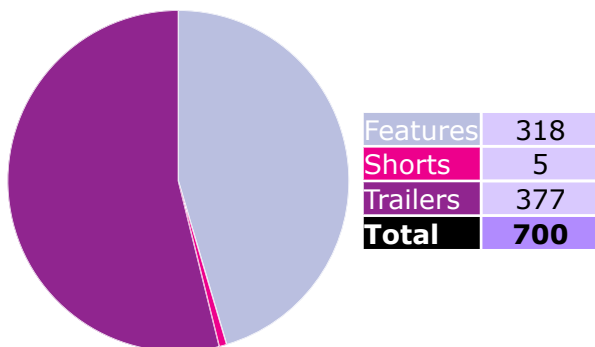
Paul

Director: Greg Mottola



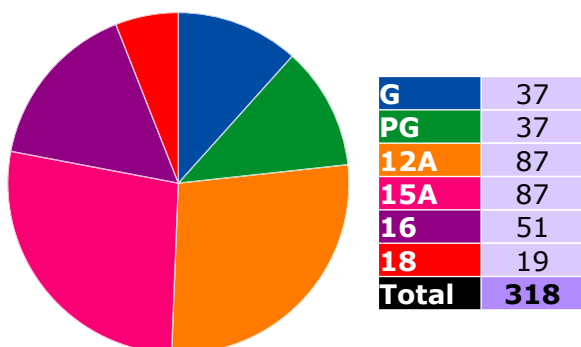
## Certification of Cinema Films

### Cinema Films Certified 2011



	2008	2009	2010	2011
Features	297	307	317	318
Shorts	10	2	5	5
Trailers	378	386	364	377
<b>Total</b>	<b>685</b>	<b>695</b>	<b>686</b>	<b>700</b>

### Certified by Category



	2008	2009	2010	2011
G	21	22	23	37
PG	50	50	49	37
12A	65	56	66	87
15A	86	103	115	87
16	55	57	41	51
18	20	19	23	19
<b>Total</b>	<b>297</b>	<b>307</b>	<b>317</b>	<b>318</b>

## Country of Origin

### Single Country of Origin

USA	148
UK	35
India	23
France	14
Ireland	8
Australia	5
Japan	3
Belgium	2
Canada	2
Germany	2
Spain	2
Mexico	1
Netherlands	1
Norway	1
Russia	1
South Korea	1
<b>Total</b>	<b>249</b>

### Multiple Country of Origin

Canada/Germany/UK/Switzerland	1
Denmark/Norway/USA	1
Denmark/Sweden	1
Denmark/Sweden/France/Germany	1
France/Canada/USA/UK/Germany	1
France/Germany/Poland	1
Germany/Canada/USA	1
Germany/France/UK	1
Germany/UKSweden/Denmark	1
Ireland/Canada	1
Ireland/Finland	1
Ireland/Luxembourg	1
Ireland/Macedonia/Sweden	1
Ireland/UK	2
Ireland/USA	1
Israel/France/Japan/UK	1
Italy/France	2
Japan/Canada/USA/UK/Germany/France	1
Poland/Norway/Ireland/Hungary	1
Spain/France/UK/USA	1
The Democratic Republic Of The Congo/France	1
The Democratic Republic Of The Congo/France/Belgium	1
UK/Australia	1
UK/France	2
UK/France/Italy/Belgium/Spain	1
UK/Germany	2
UK/USA	15
UK/USA/Kenya	1
USA/Australia	3
USA/Brazil/Fr/Australia/UK/Ger	1
USA/Canada	4
USA/France	3
USA/Germany	2
USA/Hungary	1
USA/India	2
USA/New Zealand	1
USA/Spain	2
USA/Sweden/UK/Germany	1
USA/UK/Germany	1
USA/UK/Spain	1
USA/United Arab Emirates	1
<b>Total</b>	<b>69</b>



"Strong psychological threat with bloody violence and self-harm.  
Scene of strong drugs use. Strong sex references and scenes."  
(Consumer advice for *Black Swan* on IFCO's website)

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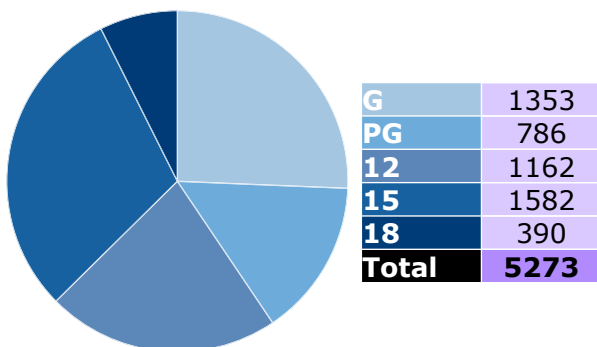
## Black Swan

Director: Darren Aronofsky



## Certification of Video/DVDs

### DVD/Video Works Certified by Category 2011

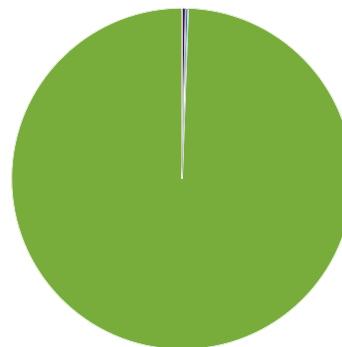


### DVD/Video Works Certified by Category 2008 – 2011

	2008	2009	2010	2011
<b>G</b>	1977	1581	1509	1353
<b>PG</b>	1891	1383	1006	786
<b>12</b>	1659	1468	1256	1162
<b>15</b>	1915	1839	1758	1582
<b>18</b>	517	419	390	390
<b>Total</b>	<b>7959</b>	<b>6690</b>	<b>5919</b>	<b>5273</b>

## Licences Issued 2011

Wholesale	5
Vehicle Retail	4
Retail	1578
<b>Total</b>	<b>1587</b>



Hugo

Director: Martin Scorsese



The Guard

Director: John Michael McDonagh







“Very strong brutal and gory violence.”

(Consumer advice for *Drive* on IFCO’s website)

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Drive

Director: Nicolas Winding Refn





## Staff

### Acting Director of Film Classification

Ger Connolly was appointed Acting Director in December 2009, having been Deputy Director from 2003. He was born and lives in Kildare town. He graduated from UCD with a B. Comm. Degree. He studied accountancy with Deloitte, Haskins & Sells, and worked in that capacity in the advertising and manufacturing industries.

He represents Ireland at the council of European Film Classifiers and also is a member of both the Advisory and Appeals boards of PEGI, the Pan European Games Information System.

### Part-Time Assistant Classifiers

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

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

Mark Brennan  
Lives in Dublin  
Journalist and TV Producer  
2 Children  
Appointed 2004  
Re-appointed 2011

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

Elizabeth Davidson  
Lives in Dublin  
Educationalist  
4 Children  
Appointed 2008  
Contract Ceased 2011

David Power  
Lives in Dublin  
TV Producer  
Appointed 2006  
Re-appointed 2011

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

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

The Office Manager is Mary Ita O'Sullivan, who supervises a team of Civil Servants.

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

