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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 for 2012 as prescribed by Section 29 of The Video Recordings Act 1989.

The year under review saw a gradual levelling out from the decrease in business experienced over the past number of years. Key to this is the continued desire of copyright holders to have their product classified by this office, regardless of its mode of delivery to the consumer.

Cinema films classified increased by 6 per cent to 336, while DVDs dropped slightly to 5,105, indicating the levelling out referred to above.

Revenues were €2.188 million which is an increase on the previous year.

As indicated previously, we have updated and expanded IFCO's classification guidelines for each category which are now available on our website www.ifco.ie.

Due to budgetary constraints, we have not been in a position to commission research into parental attitudes and concerns regarding age related classification. However, the Office is currently carrying out in-house market research concentrating on the parents of minors, the results of which will be published in 2013.

The Light House Cinema recommenced operations in January and after discussions with the parties we resumed our screenings at that venue.

As always, I would like to express my sincere 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.

Yours Sincerely,

A handwritten signature in black ink, reading 'Ger Connolly'. The signature is written in a cursive style with a horizontal line under the name.

Ger Connolly
Acting Director of Film Classification



"Mild comic violence/threat consistent with the franchise."

(Consumer advice for *Madagascar 3: Europe's Most Wanted* on IFCO's website)



Madagascar 3: Europe's Most Wanted

Director: Eric Darnell, Tom McGrath





Key Developments in 2012

Operational Activity

The total number of cinema feature films certified during 2012 was 336, an increase of 6 per cent on 2011.

The total number of DVDs certified was 5,105, a decrease of 4 per cent on 2011. As stated in the 2011 report the decrease can be partially explained by the continued expansion of the video on demand industry. However, as previously reported, distributors continue to want individual country classifications. As a result, the present submission level appears to have, more or less, evened out at this time.

Appeals

The following appeals were made to The Classification of Films Appeal Board during 2012.

In August, the 12A certificate given to *Paranorman* was appealed by the distributor (Universal Pictures). The appeal was upheld and the film granted a PG certificate.

Also in August, the 18 certificate given to *Lawless* was appealed by the distributor (Momentum Pictures). The appeal was upheld and the film granted a 16 certificate.

In September, the 15A certificate given to *Taken 2* was appealed by the distributor (20th Century Fox). The appeal was upheld and the film granted a 12A certificate.

Following the appeal of *Taken 2*, the Acting Director enquired of the Chairman of the Appeals Board as to the reasons for its decision.

Limited Release Films and DVDs

The number of limited release films certified during 2012 was 155, an increase of 25 on the previous year. These included titles such as *Ginger & Rosa*, *Tower Block*, *Le Harve*, *Beasts of the Southern Wild* and *This Must Be The Place*. There were 1,186 limited release DVD applications during the period. It should be noted that where the subsequent level of prints in the case of films, and copies in respect of DVDs, exceeds the permitted level for qualification for limited release, the fees payable increase to full rate.

Video Games

The position regarding video games remains as stated in the 2011 report. During 2012, IFCO examined 31 games rated 18 by the Pan European Games Information (PEGI) system to ensure compliance with provisions of The Video Recordings Act 1989. This represents a drop of 12 on 2011. This is explained partly by the fact that video games rated by PEGI have decreased by 33 per cent on the number classified in 2009. This decrease is mainly due to the migration of many casual games to digital platforms for smartphone or tablet gaming. With this in mind, PEGI have now developed a rating procedure specifically for apps using the existing criteria.



"Mild threat. Some animal predatory scenes may scare some younger viewers."

(Consumer advice for *Life of Pi* on IFCO's website)



Life of Pi

Director: Ang Lee





Guidelines

As signposted in 2011 we undertook a study of the efficacy of the classification guidelines published on the IFCO website. Using the experiences gleaned from focus groups and discussions over a number of years, we set about examining the criteria for each of the classification certificates.

This year we published our updated guidelines as well as expanding on how we treat context and tone in arriving at our final classification decision. These give the consumer, and parents/guardians in particular, a more detailed guide as to the level of content to be expected in any given category. Given the differing concerns of parents/guardians to individual classification issues (Violence, Drugs, Sex & Language), our consumer advice continues to indicate the levels of each in all releases. Links are also provided to external sites, some of which give very detailed content information.

Research

Following the updating of the guidelines and the enhanced information available on the IFCO website, we felt that it was an opportune time to consult with consumers to gauge their awareness of, and opinions on, the work undertaken by this Office. Being aware that financial constraints generally would preclude an expensive undertaking we decided that we would instigate an in-house project where we could do both a qualitative and quantitative study among parents/guardians. Overseen by Assistant Classifiers Mark Brennan and David Power, the findings of this study will be published in 2013.

IFCO Website

Visitors to the IFCO website increased by 8 per cent on 2011 (a total of 412,897 page loads in 2012). This is a welcome increase, and given the developments above regarding consumer advice and research, it is hoped that any interest we can garner on the publication of the research in 2013 will create a much greater awareness of the site with a resulting increase in its use by consumers.



“Very frequent stylised and fantastic action sequences consistent with similar Marvel action movies.”

(Consumer advice for *Marvel Avengers Assemble* on IFCO’s website)



Marvel Avengers Assemble

Director: Joss Whedon



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 2012 indicating that Supply Certificates were not in force under Sec.14 (3) (b) in respect of certain works was 26.

Financial

The fees charged by the Office for the certification of cinema films and DVD/videos and for the issuing of licences in 2012 were as follows:

Video	€1,590,762.55
Film	€271,394.04
Licences	€326,200.00

Total income received on behalf of the Department in 2012 was €2,188,356.59.



The Hunger Games
Director: Gary Ross

I2A



Dredd 3D
Director: Pete Travis

18



Seven Psychopaths
Director: Martin McDonagh

16



Ice Age: Continental Drift
Director: Steve Martino, Mike Thurmeier

G



“Moderate/strong sci-fi horror sequences. One gory medical procedure.”

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



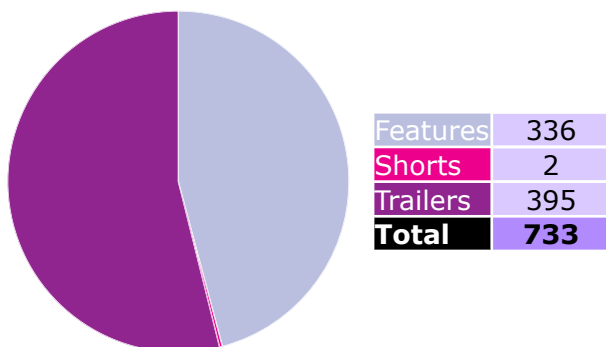
Prometheus

Director: Ridley Scott



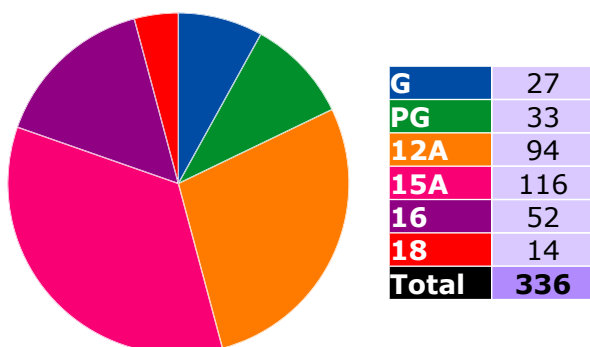
Certification of Cinema Films

Cinema Films Certified 2012



	2009	2010	2011	2012
Features	307	317	318	336
Shorts	2	5	5	2
Trailers	386	364	377	395
Total	695	686	700	733

Certified by Category



	2009	2010	2011	2012
G	22	23	37	27
PG	50	49	37	33
12A	56	66	87	94
15A	103	115	87	116
16	57	41	51	52
18	19	23	19	14
Total	307	317	318	336

Country of Origin

Single Country of Origin

Australia	7
Canada	5
Denmark	2
France	9
Germany	4
India	37
Ireland	10
Japan	1
Netherlands	1
Norway	1
Poland	5
Spain	2
Sweden	1
UK	52
USA	133

Total 270

Multiple Country of Origin

UK/USA	11
Ireland/UK	3
USA/Canada	3
France/Germany	2
France/Spain	2
France/USA	2
UK/France	2
Canada/France	1
Canada/UK	1
France/Belgium	1
Austria/France/Germany	1
Belgium/France/Italy	1
Canada/Spain/Japan	1
Chile/France/USA	1
Finland/France/Germany	1
France/Canada/Portugal/Italy	1
France/Italy/Qatar	1
France/Netherlands/Switzerland/Belgium	1
France/Poland/Germany	1
France/Poland/UK	1
France/UK/USA/Brazil	1
Germany/Canada	1
Germany/France/Belgium	1
India/UK	1
Indonesia/USA	1
Ireland/Germany	1
Ireland/USA/India	1
Italy/France/Ireland	1
Mexico/Argentina/UK	1
Norway/Denmark	1
Poland/Czech Republic	1
Poland/Germany/France/Canada	1
Spain/Canada	1
Spain/USA	1
Spain/USA/Bolivia/France	1
Tanzania/USA	1
Turkey/Bosnia & Herzegovina	1
UK/Australia	1
UK/Austria/France/Brazil	1
UK/Canada/Sweden	1
UK/France/Italy	1
UK/Germany/France	1
UK/Spain	1
USA/Australia	1
USA/Canada	1
USA/Hungary/Spain	1
USA/Italy/Spain	1
USA/South Africa	1

Total 66



"Frequent strong crude sexual content. Several scenes of soft drugs use."

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



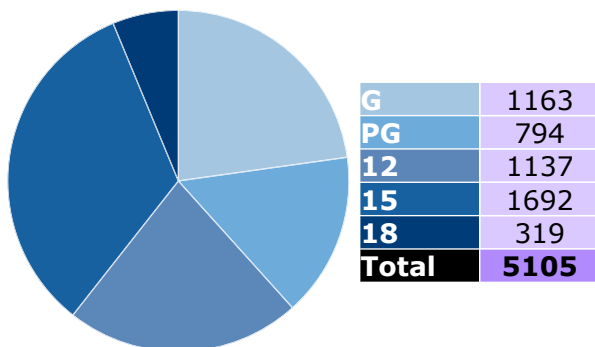
Ted

Director: Seth MacFarlane



Certification of Video/DVDs

DVD/Video Works Certified by Category 2012

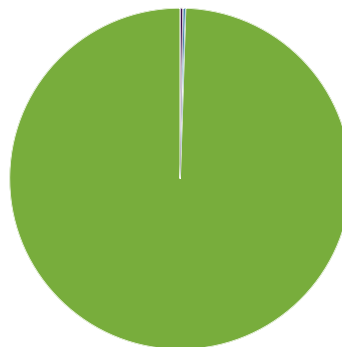


DVD/Video Works Certified by Category 2009 – 2012

	2009	2010	2011	2012
G	1581	1509	1353	1163
PG	1383	1006	786	794
12	1468	1256	1162	1137
15	1839	1758	1582	1692
18	419	390	390	319
Total	6690	5919	5273	5105

Licences Issued 2012

Wholesale	4
Vehicle Retail	4
Retail	1554
Total	1562



Brave

Director: Mark Andrews, Brenda Chapman

PG



What Richard Did

Director: Leonard Abrahamson

I5A



"Very graphic scenes of violence and sex. These may disturb some viewers, regardless of age."

(Consumer advice for *Killer Joe* on IFCO's website)



Killer Joe

Director: William Friedkin



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

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

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

Dani McClafferty
Lives in Dublin
Counsellor
Appointed 2012

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

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

John Keith
Lives in Nenagh
Former Public Servant
3 Children
Appointed 1993
Contract Ceased 2012

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

