

Contents

| | |
|--|----|
| 1. Letter to the Minister for Justice and Equality | 1 |
| 2. Key Developments in 2013 | 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 Frances Fitzgerald
T.D., Minister for Justice
and Equality.

Dear Minister,

I am pleased to present the Annual Report of the Director of Film Classification for 2013 as prescribed by Section 29 of The Video Recordings Act 1989.

The year under review saw a decrease in business when compared to previous years. This is in line with our experience over the past number of years. This fall off in submissions is due to the continued growth in streaming and downloading home entertainment material. However, I am pleased to say, most mainstream titles continue to be submitted to IFCO for classification regardless of mode of delivery. This in itself is a vote of confidence from our business clients in the classification service we provide to aid the public, and parents/guardians in particular, to make informed viewing choices.

Cinema films classified marginally increased to 344, while DVDs dropped to 4,336, for the reasons stated above.

Revenues were €1.922 million which is reflective of the lower throughput of DVD submissions.

As I indicated in the 2012 Report we commenced our in house research into attitudes and perceptions of the consumer to our work at IFCO during 2013. This focused on parents/guardians of primary schoolchildren and the results were posted on our website. Also, we commenced the second tranche of research which will focus on parents/guardians of post primary students.

During 2013 no decisions were appealed to the Classification of Films Appeal Board.

Sadly two of our Assistant Classifier colleagues, Tony Stapleton and Tom Fitzgerald, passed away during the year. Their contribution and, more importantly, their friendships are greatly missed.

Finally I would like to express my sincere appreciation of the contribution made by the team of Assistant Classifiers, Office Manager Mary Ita O'Sullivan and my Civil Service colleagues at IFCO and also to John Laffan and his colleagues in the Civil Governance Section of the Department.

Yours Sincerely,

A handwritten signature in black ink that reads 'Ger Connolly'. The signature is written in a cursive, flowing style.

Ger Connolly
Acting Director of Film Classification



"Very mild scary scenes."

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



Frozen

Director: Chris Buck, Jennifer Lee





Key Developments in 2013

Operational Activity

The total number of cinema feature films certified during 2013 was 344, a slight increase on 2012.

The total number of DVDs certified was 4336, a decrease of 8% on 2012. As stated in the 2012 report the decrease is partially explained by the continued expansion of the video on demand industry. However, as pointed out in previous reports, there remains a demand by distributors to have material classified within the country of sale to provide consistent information to consumers.

Appeals

There were no appeals to the Classification of Films Appeal Board during 2013. The term of office of the Board ended on 29th April 2013 and new appointments have yet to be made.

Video Games

The position regarding video games remains as stated in the 2012 report.

During 2013 IFCO examined 42 games rated 18 by the Pan European Games Information System (PEGI) to ensure compliance with provisions of The Video Recordings Act 1989. This self regulation system continues to be a success. However, there is a need for creation of better public awareness of this model.

Guidelines

The updating of our guidelines published in 2012 have been welcomed by the various stakeholders. Given the constantly evolving nature of film and home entertainment, it is important that we continue to monitor satisfaction levels of IFCO's work.

Film Classification Survey – Parental Attitudes 2013

As signposted in our 2012 Report, this year saw the publication of the results of IFCO's first consultation with the public in almost 10 years. Overseen by Assistant Classifiers David Power and Mark Brennan, the research study focused on attitudes towards film classification among parents/guardians of primary-pupils and was carried out in two parts. An online survey was designed and distributed to parents nationally via the National Parents Council (Primary). Alongside the survey, a number of focus groups were held where parents were asked to respond to a number of illustrative film sequences to give context to classification issues that would not be possible through the survey.



"Mild language and sex references. Some scary scenes."

(Consumer advice for *The Secret Life of Walter Mitty* on IFCO's website)



The Secret Life of Walter Mitty

Director: Ben Stiller





Some of the key findings of the report are as follows:

- Violence in all forms continues to be an issue of serious concern to parents.
- Sexual content is of greater concern than drugs content. This is particularly interesting given that drugs content was of significantly greater concern to post-primary parents as per the 2004 survey. It can be assumed this is due to the very small drugs related incidence in films rated 12A or lower.
- Language is of least concern.
- The vast majority would like to see IFCO classifications preceding films available to an Irish audience on TV.

The Report document was designed by Niall Munroe and is available to download via the IFCO website.

Further Research

In order to provide a more complete picture of changes in perception and emphases among our consumer base a further research project is underway, this time focusing on parents/guardians of post-primary aged children. The results of this study will be published in 2014.

The IFCO Schools Outreach Programme

Building on this research, we extended our involvement with schools in 2013. Assistant Classifiers David Power, Mark Brennan and Dani McClafferty made a number of audiovisual presentations on site in schools. The presentation was designed to inform students about the history of IFCO and give an insight into the various classification issues and how they are treated today. The feedback from the schools which took part has been overwhelmingly positive and the Schools Programme will be continued and extended into 2014.

IFCO also made a number of interactive presentations to Third Level Students during the year.

IFCO Website

Visitors to the IFCO website increased by 6 per cent on 2012 (a total of 437,294 page loads in 2013). This is a welcome increase and it is hoped that IFCO's continued research and schools programmes in 2014 will create even greater awareness of the site as a valuable resource for consumers.



“Intense, frightening and sustained perilous situations. Very brief gory imagery and infrequent strong language.”

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



Gravity

Director: Alfonso Cuarón



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 48.

Financial

The fees charged by the Office for the certification of cinema films and DVD/videos and for the issuing of licences in 2013 were as follows:

| | |
|---------------|---------------|
| Video | €1,269,224.16 |
| Film | €354,159.80 |
| Licences | €298,943.40 |
| Miscellaneous | €30.00 |

Total income received on behalf of the Department in 2013 was €1,922,357.36.



Philomena
Director: Stephen Frears

I2A



Only God Forgives
Director: Nicolas Winding Refn

18



Starred Up
Director: David Mackenzie

16



Despicable Me 2
Director: Pierre Coffin, Chris Renaud

G



"Strong sex references. Brief drugs use and references. Strong language."

(Consumer advice for *Anchorman 2: The Legend Continues* on IFCO's website)



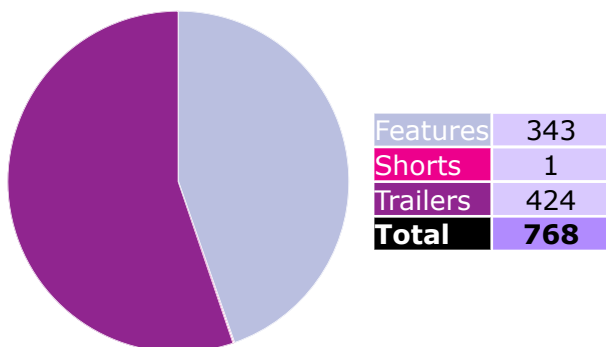
Anchorman 2: The Legend Continues

Director: Adam McKay



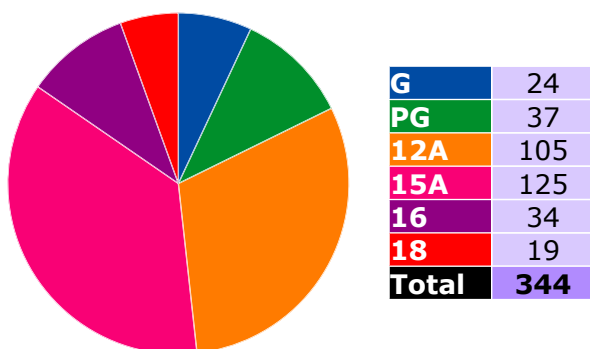
Certification of Cinema Films

Cinema Films Certified 2013



| | 2010 | 2011 | 2012 | 2013 |
|--------------|------------|------------|------------|------------|
| Features | 317 | 318 | 336 | 343 |
| Shorts | 5 | 5 | 2 | 1 |
| Trailers | 364 | 377 | 395 | 424 |
| Total | 686 | 700 | 733 | 768 |

Certified by Category 2010 – 2013



| | 2010 | 2011 | 2012 | 2013 |
|--------------|------------|------------|------------|------------|
| G | 23 | 37 | 27 | 24 |
| PG | 49 | 37 | 33 | 37 |
| 12A | 66 | 87 | 94 | 105 |
| 15A | 115 | 87 | 116 | 125 |
| 16 | 41 | 51 | 52 | 34 |
| 18 | 23 | 19 | 14 | 19 |
| Total | 317 | 318 | 336 | 344 |

Country of Origin

Single Country of Origin

| | |
|-------------|-----|
| Belgium | 3 |
| Canada | 3 |
| Denmark | 1 |
| France | 10 |
| India | 36 |
| Ireland | 13 |
| Italy | 1 |
| Japan | 4 |
| Philippines | 2 |
| Poland | 5 |
| South Korea | 1 |
| Spain | 2 |
| Sweden | 1 |
| UK | 46 |
| USA | 162 |

Total 290

Multiple Country of Origin

| | |
|-------------------------------------|----|
| UK/USA | 11 |
| France/USA | 3 |
| Ireland/UK | 3 |
| USA/Germany | 3 |
| USA/Russia | 2 |
| Argentina/Spain/France | 1 |
| Australia/UK | 1 |
| Australia/USA | 1 |
| Canada/USA | 1 |
| Chile/USA | 1 |
| Denmark/Sweden/Italy/France/Germany | 1 |
| France/Thailand | 1 |
| Germany/Australia/UK | 1 |
| Ireland/Canada | 1 |
| Ireland/Germany/France | 1 |
| Ireland/Singapore/UK | 1 |
| Ireland/UK/Switzerland/USA | 1 |
| Italy/France | 1 |
| Romania/France/Belgium | 1 |
| Saudi Arabia/Germany | 1 |
| Spain/France | 1 |
| UK/Fiji | 1 |
| UK/France/USA | 1 |
| UK/Italy/Switzerland | 1 |
| UK/South Africa | 1 |
| UK/USA/Australia | 1 |
| USA/Belgium | 1 |
| USA/Bulgaria | 1 |
| USA/China | 1 |
| USA/Czech Republic/Ireland | 1 |
| USA/Germany/UK | 1 |
| USA/Japan | 1 |
| USA/Malta | 1 |
| USA/New Zealand | 1 |
| USA/UK/Australia | 1 |
| USA/UK/Ireland | 1 |
| USA/UK/Qatar | 1 |

Total 54



"Strong bloody violence. Strong crude language and sex references."

(Consumer advice for *Kick-Ass 2* on IFCO's website)



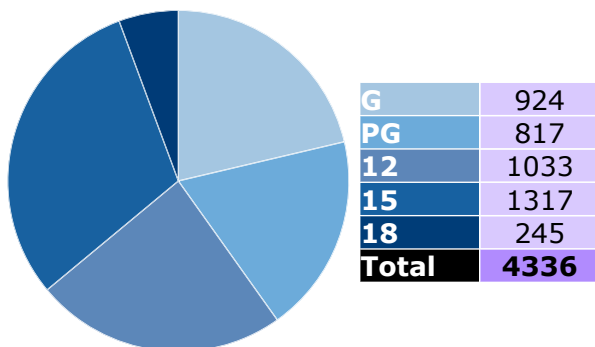
Kick-Ass 2

Director: Jeff Wadlow



Certification of Video/DVDs

DVD/Video Works Certified by Category 2013

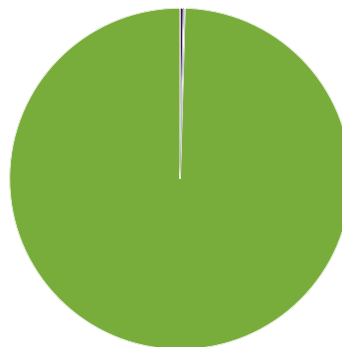


DVD/Video Works Certified by Category 2010 – 2013

| | 2010 | 2011 | 2012 | 2013 |
|--------------|-------------|-------------|-------------|-------------|
| G | 1509 | 1353 | 1163 | 924 |
| PG | 1006 | 786 | 794 | 817 |
| 12 | 1256 | 1162 | 1137 | 1033 |
| 15 | 1758 | 1582 | 1692 | 1317 |
| 18 | 390 | 390 | 319 | 245 |
| Total | 5919 | 5273 | 5105 | 4336 |

Licences Issued 2013

| | |
|----------------|-------------|
| Wholesale | 4 |
| Vehicle Retail | 2 |
| Retail | 1330 |
| Total | 1336 |



From Up on Poppy Hill
Director: Goro Miyazaki

PG



Arbitrage
Director: Nicholas Jarecki

I5A



"Frequent and very gory violence."

(Consumer advice for *Django Unchained* on IFCO's website)



Django Unchained

Director: Quentin Tarantino



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 During 2013

Olga Bennett
Former Public Representative
Appointed 1993

Dani McClafferty
Counsellor
Appointed 2012

Mark Brennan
Journalist and TV Producer
Appointed 2004
Re-appointed 2011

David Power
TV Producer
Appointed 2006
Re-appointed 2011

Tom Fitzgerald
Former Public Representative
Appointed 2002

Tony Stapleton
Former Sales Director
Appointed 1993

Mairead Marron
Counsellor/Psychotherapist
Appointed 1995

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

www.ifco.ie

