

38

49

114

139

44

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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 2014 as prescribed by Section 29 of The Video Recordings Act 1989.

2014 marked a continuation in the slight decline in business experienced in previous years. While this is to be expected given the ever increasing use of on demand services, which fall, rightly, outside the legislative remit of this office, most mainstream DVD works continue to be submitted for classification. This is due to distributors seeing the value in the IFCO trust mark in giving consistent classification decisions to the public and parents/guardians in particular.

Cinema films classified increased again to 391, while DVDs dropped to 3,793 for the reasons stated above.

Revenues were 1,700K Euro which is reflective of the lower throughput of DVD submissions.

The second part of our in-house research project was undertaken during 2014. Again it focused on perceptions and attitudes but in this case among parents of post primary students. The results of this research will be published in early 2015.

During 2014 no decisions were appealed to the Classification of Films Appeal Board.

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, Gráinne Whelan and their 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 style with a large 'G' and a long horizontal stroke at the end.

Ger Connolly
Acting Director of Film Classification



"Mild threat and fantasy action. Very mild innuendo. Scenes of strong flashing lights."

(Consumer advice for *The Lego Movie* on IFCO's website)



The Lego Movie

Director: Phil Lord, Christopher Miller





Key Developments in 2014

Operational Activity

The total number of cinema feature films certified during 2014 was 391, a healthy increase of 47 on 2013.

The total number of DVDs certified was 3793, a decrease of 13% on 2013. As previously adverted to in other annual reports, the continuing downward trend is mostly due to the increased on demand options open to the viewing public. Nevertheless, as also previously stated, copyright holders wish the trust mark that is the IFCO certification be carried on mainstream releases.

Appeals

There were no appeals to the Classification of Films Appeal Board during 2014.

Video Games

During 2014 IFCO examined 27 games rated 18 by the Pan European Games Information System (PEGI) to ensure compliance with provisions of The Video Recordings Act 1989.

Public Feedback

Given the level of cinema admissions and DVD sales the volume of public complaint regarding IFCO decisions is very small and in most cases correspondents are satisfied when referred to our published guidelines which were updated in 2012.

Parental Research

As signaled in our 2013 Report, the second and concluding part of IFCO's wide-ranging consultation with parents/guardians on their attitudes to film classification is underway. Focusing on parents of post-primary aged children and carried out with the support of the National Parents Council, the results of this research will be published early in 2015.

Schools Focus Groups

As part of IFCO's on-going commitment to establishing a more complete picture of changes in perception and emphases among our consumer base, a series of focus groups/presentations were carried out in Irish schools throughout 2014. Presented by our team of Assistant Classifiers, and designed by Classifiers David Power and Mark Brennan, these events focused on post-primary aged children and were invaluable in terms receiving firsthand feedback from children who our classifications are designed to protect.

The response from the schools that took part has been overwhelmingly positive and the feedback from the pupils will feed into the concluding part of our Attitudes survey to be published early in 2015.

IFCO Website

The IFCO website continues to be a valuable resource for those who use it. Regrettably, there is not sufficient awareness of it and it is hoped that a project can be initiated in the medium term to increase the numbers who will access this resource.



"Some scary scenes and scenes of threat which may unsettle some younger viewers."

(Consumer advice for *Into the Woods* on IFCO's website)



Into the Woods

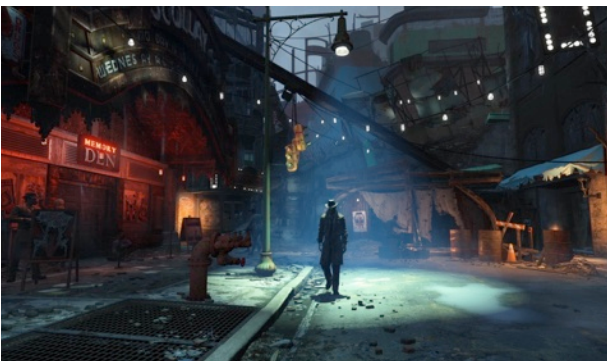
Director: Rob Marshall





Pan European Game Information (PEGI)

IFCO continues to be a proactive member of the self regulated classification system for video games. With the greater emphasis on multi-player games and user generated content, allied with the exponentially increasing number of small games, the system is closely examining ways of economically refining the procedures for the classification of this media product.



Fallout 4



Far Cry 4





"Frequent fantastic action violence consistent with the franchise."

(Consumer advice for *The Amazing Spider-Man 2* on IFCO's website)



The Amazing Spider-Man 2

Director: Marc Webb



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 2014 indicating that Supply Certificates were not in force under Sec.14 (3) (b) in respect of certain works was 0.

Financial

The fees charged by the Office for the certification of cinema films and DVD/videos and for the issuing of licences in 2014 were as follows:

Video	€1,106,525.49
Film	€317,585.25
Licences	€275,350.00
Miscellaneous	€2,833.43

Total income received on behalf of the Department in 2014 was €1,702,294.17.



Guardians of the Galaxy
Director: James Gunn

I2A



The Raid 2
Director: Gareth Evans

18



Cold in July
Director: Jim Mickle

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Paddington
Director: Paul King

G



"Strong language and sex references."

(Consumer advice for *The Grand Budapest Hotel* on IFCO's website)



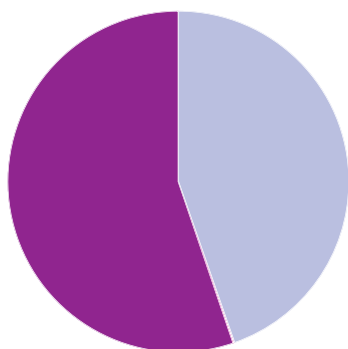
The Grand Budapest Hotel

Director: Wes Anderson



Certification of Cinema Films

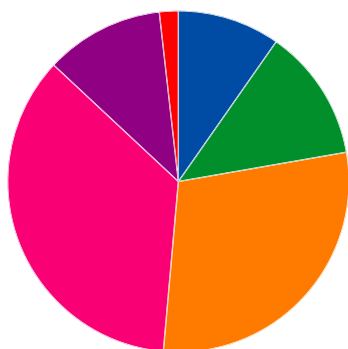
Cinema Films Certified 2014



Features	390
Shorts	1
Trailers	481
Total	872

	2011	2012	2013	2014
Features	318	336	343	390
Shorts	5	2	1	1
Trailers	377	395	424	481
Total	700	733	768	872

Certified by Category 2011 – 2014



G	38
PG	49
12A	114
15A	139
16	44
18	7
Total	391

	2011	2012	2013	2014
G	37	27	24	38
PG	37	33	37	49
12A	87	94	105	114
15A	87	116	125	139
16	51	52	34	44
18	19	14	19	7
Total	318	336	344	391

Country of Origin

Single Country of Origin

Australia	6
Belgium	1
Canada	7
France	7
Germany	2
India	41
Indonesia	1
Ireland	21
Japan	2
Netherlands	1
New Zealand	1
Norway	1
Palestine	1
Philippines	1
Poland	2
Russia	3
Singapore	1
South Africa	1
Sweden	2
UK	57
USA	142
Total	301

Multiple Country of Origin

UK/USA	13
USA/France	6
Ireland/UK	5
Australia/USA	3
USA/Canada	3
Denmark/Germany/France/Belgium/UK	2
France/Belgium	2
France/Canada	2
Germany/USA	2
UK/China/USA	2
UK/France/Canada	2
UK/USA/France	2
Argentina/Spain/India/USA	1
Canada/India	1
Canada/South Korea/USA	1
Canada/Spain	1
Canada/USA/Germany/France	1
Denmark/Sweden	1
Denmark/UK/South Africa	1
France/Italy	1
France/Poland	1
France/USA/Belgium/Italy	1
Germany/Canada	1
Germany/UK	1
Hong Kong/China	1
Iceland/Germany/Ireland	1
India/France/Germany/USA	1
Ireland/Canada	1
Ireland/Germany	1
Ireland/Spain	1
Ireland/USA	1
Israel/Germany/Poland/Luxembourg/Belgium	1
Kenya/USA	1
New Zealand/USA	1
Norway/Germany/Sweden/Fr/Fin	1
Norway/Ireland/Sweden	1
Romania/USA	1
UK/Australia	1
UK/Brazil	1
UK/France	1
UK/Germany/France/Cyprus/USA	1
UK/Ireland/France	1
UK/Ireland/USA	1
UK/Mexico	1
UK/Spain	1
UK/USA/Germany	1
UK/USA/Germany/Belgium	1
UK/USA/Russia/Netherlands	1
UK/Vietnam	1
USA/Canada/Madagascar	1
USA/Germany/Canada	1
USA/Hong Kong/UK	1
USA/India	1
USA/Italy/Afghanistan	1
USA/Japan	1
USA/Romania	1
USA/UK/Spain	1
Total	89



"Very strong language and racist comments consistent with the period. Strong sex references and situations."

(Consumer advice for *A Million Ways to Die in the West* on IFCO's website)



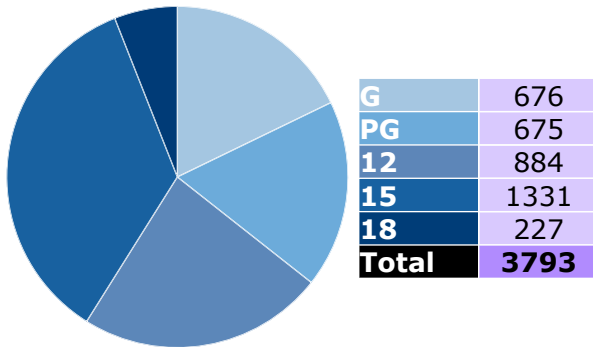
A Million Ways to Die in the West

Director: Seth MacFarlane

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Certification of Video/DVDs

DVD/Video Works Certified by Category 2014

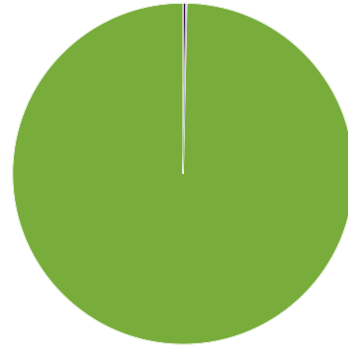


DVD/Video Works Certified by Category 2010 – 2014

	2011	2012	2013	2014
G	1353	1163	924	676
PG	786	794	817	675
12	1162	1137	1033	884
15	1582	1692	1317	1331
18	390	319	245	227
Total	5273	5105	4336	3793

Licences Issued 2014

Wholesale	3
Vehicle Retail	1
Retail	1183
Total	1187



One Million Dublins
Director: Aoife Kelleher

PG



'71
Director: Yann Demange

I5A



"Frequent and very explicit sexual content. Very violent scenes of sadomasochism. Strong violence. This will be offensive to some viewers."

(Consumer advice for *Nymphomaniac: Volume II* on IFCO's website)



Nymphomaniac: Volume II

Director: Lars vonTrier



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 2014

Olga Bennett
Former Public Representative
Appointed 1993

Dani McClafferty
Counsellor
Appointed 2004
Re-appointed 2014

Mark Brennan
Journalist and TV Producer
Appointed 2004
Re-appointed 2014

David Power
TV Producer
Appointed 2006
Re-appointed 2014

Mairead Marron
Counsellor/Psychotherapist
Appointed 1995

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

www.ifco.ie

