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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 2015 as prescribed by Section 29 of The Video Recordings Act 1989.

The year under review showed an unexpected, but welcome, increase in the number of DVD submissions. This 7% increase is very satisfying as it reinforces yet again the desire of our business partners to have their product classified by IFCO for distribution in Ireland. Consequently it affords the consumer the opportunity to make informed choices based on a consistent level of classification.

Cinema films classified dropped very slightly to 371, while DVDs increased to 4065.

The second part of our in-house research project, undertaken during 2014, was published early in the year. With the focus on post primary students' parents, it should come as no surprise that the greatest level of concern is towards the depiction of violence in all its forms. As a result of these consultations it is my intention to review our published guidelines during 2016 with a view to updating and expanding on the various classification issues.

During 2015 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 'GERARD Connolly'. The signature is written in a cursive style with a large, stylized 'G' and 'C'.

Ger Connolly
Acting Director of Film Classification



"Very mild threat."

(Consumer advice for *Inside Out* on IFCO's website)



Inside Out

Director: Pete Docter, Ronaldo Del Carmen





Key Developments in 2015

Operational Activity

The total number of cinema feature films certified during 2015 was 371, a marginal decrease of 20 on 2014.

The total number of DVDs certified was 4065, an increase of 7% on 2014. This marks the first annual increase in DVD submissions since 2005 and is to be greatly welcomed.

Given the plethora of on demand services, a very significant factor in the number of DVDs being submitted is the desire of our business partners to have their product examined by IFCO. This branding is seen as giving the consumer consistent and trusted advice.

Parental Research

This year saw the publication of the results of the second and concluding part of IFCO's first wide-ranging consultation with parents/guardians in almost 10 years. Attitudes towards film classification and the issues that influence it are constantly evolving. This being the case, it is crucial that IFCO takes the time to consult with consumers, especially parents/guardians, to gauge their awareness of and opinions on the work undertaken by the Office.

This work was carried out among parents of post-primary students and complements the 2013 publication on the attitudes of parents of primary schoolchildren. It was overseen by Assistant Classifier David Power and carried out with the assistance of the National Parents Council (Post-Primary).

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

- Violence in all forms continues to be the issue of most concern to parents.
- Sexual content is the second greatest concern, slightly more so than drugs. This is slightly surprising given that the respondents are parents of children in secondary school, who face greater exposure to issues of drug use than those in primary school.
- Language is of least concern. However, this should be tempered by the fact that 62% still regard the use of bad/ coarse language to be harmful rather than just unpleasant.
- The vast majority would like to see IFCO classifications preceding films available to an Irish audience on TV etc.
- There is concern about a perceived lack of enforcement of age restrictions by exhibitors.
- A film classification smart-phone app should be made available.

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



"Mild threat and dangerous situations."

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



The Walk

Director: Robert Zemeckis



**Appeals**

There were no appeals to the Classification of Films Appeal Board during 2015.

Video Games

During 2015 IFCO examined 30 games rated 18 by the Pan European Games Information System (PEGI) to ensure compliance with provisions of The Video Recordings Act 1989.

Focus Groups/Presentations

A number of interactive presentations were made to Second and Third Level Students during the year.

Guidelines

Following on from IFCO's public consultation, it is the intention to revisit our published guidelines during 2016 and where necessary to update and expand on them.

Smartphone App

Given that the public consultation expressed a desire to have a film classification application available, the possibility of its provision will be examined during 2016.



“Moderate action violence.”

(Consumer advice for *Mission: Impossible - Rogue Nation* on IFCO’s website)



Mission: Impossible - Rogue Nation

Director: Christopher McQuarrie



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 2015 indicating that Supply Certificates were not in force under Sec.14 (3) (b) in respect of certain works was 17.

Financial

The fees charged by the Office for the certification of cinema films and DVD/videos and for the issuing of licences in 2015 were as follows:

Video	€1,043,439.37
Film	€276,249.00
Licences	€261,100.00
Miscellaneous	€127.00

Total income received on behalf of the Department in 2015 was €1,580,915.37.



Spectre
Director: Sam Mendes

I2A



Legend
Director: Brian Helgeland

18



The Voices
Director: Marjane Satrapi

16



Snoopy and Charlie Brown: The Peanuts Movie
Director: Steve Martino

G



"Strong frightening scenes."

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



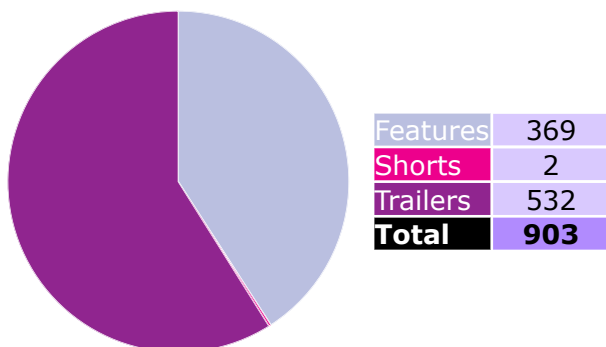
Poltergeist

Director: Gil Kenan



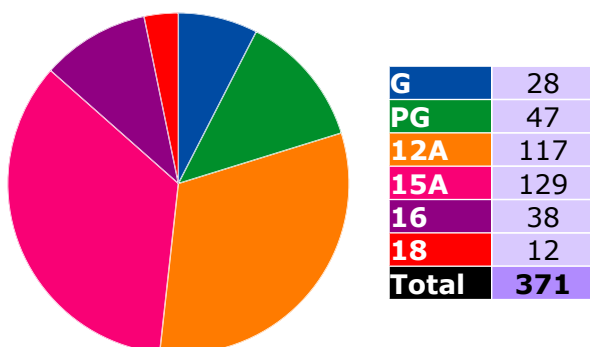
Certification of Cinema Films

Cinema Films Certified 2015



	2012	2013	2014	2015
Features	336	343	390	369
Shorts	2	1	1	2
Trailers	395	424	481	532
Total	733	768	872	903

Certified by Category 2012 – 2015



	2012	2013	2014	2015
G	27	24	38	28
PG	33	37	49	47
12A	94	105	114	117
15A	116	125	139	129
16	52	34	44	38
18	14	19	7	12
Total	336	344	391	371

Country of Origin

Single Country of Origin

Argentina	1
Australia	3
Brazil	1
China	1
Denmark	2
France	6
Germany	2
India	52
Ireland	22
Indonesia	1
Italy	1
Japan	5
Netherlands	1
Poland	1
Spain	2
UK	45
USA	141
Total	287

Multiple Country of Origin

UK/USA	11
UK/France	4
Australia/USA	2
Chile/USA	2
France/Belgium	2
Germany/Belgium/Luxembourg/Ireland	2
Ireland/UK	2
UK/France/USA	2
USA/Germany	2
USA/South Korea	2
Argentina/Spain	1
Australia/Germany	1
Australia/Turkey/USA	1
Austria/UK	1
Canada/Germany/Australia	1
Canada/UK	1
Finland/France	1
Finland/UK/Germany	1
France/China	1
France/Italy/China/Belgium	1
France/Mauritania	1
France/Spain/Panama	1
France/Switzerland/Germany/USA/Belgium	1
France/UK	1
Germany/China/USA	1
Germany/Ireland	1
Greece/UK/Ireland/Netherlands/France	1
India/UK	1
Ireland/Canada	1
Ireland/Cuba	1
Ireland/Denmark/Belgium/Luxembourg/France	1
Ireland/France	1
Ireland/UK/Canada	1
Italy/France	1
Italy/France/Switzerland/UK	1
Japan/USA	1
Mexico/France	1
Netherlands/Germany/Ireland/Belgium	1
Netherlands/Ireland/Germany	1
Poland/Ireland	1
Russia/Ireland	1
South Korea/China	1
Spain/Canada	1
Spain/UK/France	1
Sweden/France/Norway	1
Sweden/Germany/France/Norway	1
Taiwan/China/Hong Kong/France	1
UK/Australia/USA	1
UK/Germany/USA	1
UK/Italy/Spain	1
UK/Luxembourg	1
UK/New Zealand	1
UK/North Korea	1
UK/USA/Canada/China	1
UK/USA/Iceland	1
USA/Canada/China	1
USA/France	1
USA/Italy	1
USA/Russia	1
USA/Switzerland	1
USA/UK/Czech Republic	1
Total	82



"Strong sex scenes. Strong language and offensive situations.
Scene of strong drugs use."

(Consumer advice for *Get Hard* on IFCO's website)



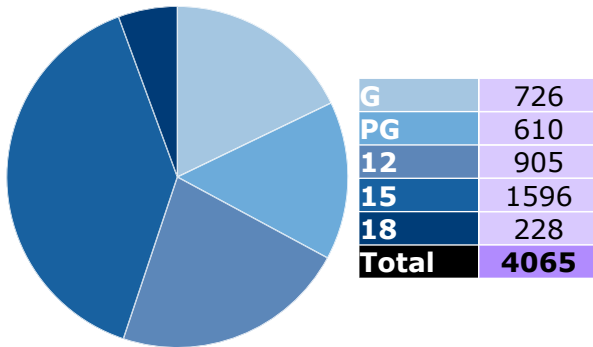
Get Hard

Director: Etan Cohen



Certification of Video/DVDs

DVD/Video Works Certified by Category 2015

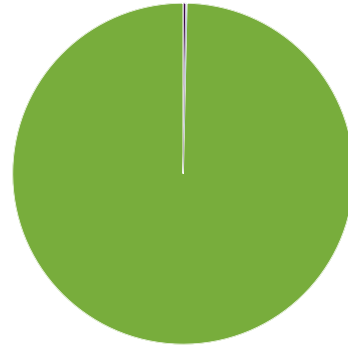


DVD/Video Works Certified by Category 2012 – 2014

	2012	2013	2014	2015
G	1163	924	676	726
PG	794	817	675	610
12	1137	1033	884	905
15	1692	1317	1331	1596
18	319	245	227	228
Total	5105	4336	3793	4065

Licences Issued 2015

Wholesale	3
Vehicle Retail	1
Retail	1155
Total	1159



The Tale of the Princess Kaguya
Director: Isao Takahata

PG



Steve Jobs
Director: Danny Boyle

I5A



"Explicit sexual content."

(Consumer advice for *Fifty Shades of Grey* on IFCO's website)



Fifty Shades of Grey

Director: Sam Taylor-Johnson



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 2015

Olga Bennett
Former Public Representative
Appointed 1993

Dani McClafferty
Counsellor
Appointed 2004
Re-appointed 2015

Mark Brennan
Journalist and TV Producer
Appointed 2004
Re-appointed 2015

David Power
TV Producer
Appointed 2006
Re-appointed 2015

Mairead Marron
Counsellor/Psychotherapist
Appointed 1995

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

www.ifco.ie

