



IRISH FILM CLASSIFICATION OFFICE

Annual Report of the Director of Film Classification 2018



An Roinn Dlí agus Cirt
agus Comhionannais
Department of Justice
and Equality



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To Charles Flanagan
T.D., Minister for
Justice and Equality

Dear Minister,

I am pleased to present the Annual Report of the Director of Film Classification for 2018 as prescribed by Section 29 of The Video Recordings Act 1989.

Our statutory functions are governed by the Censorship of Films Act 1923 and The Video Recordings Act 1989 together with their relevant amendments. We also adhere to the following Principles as described on our website www.ifco.ie:

- We believe that adults (i.e., persons over 18) should be free, within the law, to choose what they wish to view.
- We have a duty to protect children and young people from harm.
- We strongly encourage and promote the exercise of parental responsibility.

In 2018 a total of 448 films were certified for cinema release in Ireland. This is on a par with the previous year when 447 theatrical features were submitted.

As stated in the 2017 Annual Report, there was a serious decline in submissions of video/DVD works after a number of years of relative stability. This decline continued in 2018 with a total number of 2,621 applications; a decrease of 467 on the previous year. Within this figure we certified 36 video games rated 18 by PEGI as being suitable for release. This decreasing trend will continue in 2019.

During 2018, two decisions were appealed to the Classification of Films Appeal Board, who upheld the IFCO decision in each case.

I would like to place on record my appreciation of the work done by my IFCO colleagues, the Assistant Classifiers and also to acknowledge the continuing assistance and constructive input of John Laffan and the staff of the Civil Governance unit of the Department of Justice and Equality.

Yours Sincerely

Ger Connolly
Director of Film Classification



Statements of Compliance with State Body Governance

1. I confirm that an Oversight Agreement has been agreed with the Department of Justice & Equality which indicates compliance with the requirements of the Code of Practice for the Governance of State Bodies.
2. An Appropriate assessment of IFCO's principal risks has been carried out. The two main risks identified are:
 - With shorter deadlines between production and classification ever decreasing, IFCO has invested in an online delivery system which will go live in Q1 2019 to facilitate our business clients.
 - AS DVD submissions continue to decrease, financials must be closely monitored.
3. IFCO is adhering to the Public Spending Code.
4. IFCO is compliant with Irish tax law.
5. On Behalf of the Irish Film Classification Office, I acknowledge my responsibility as Director for ensuring an effective system of internal control is maintained and operated.

The system of internal control is designed to manage risk to a tolerable level rather than to eliminate it. The system can therefore only provide reasonable and not absolute assurance that assets are safeguarded, transactions authorised and properly recorded, and that material errors or irregularities are either prevented or detected in a timely way.

Risk and Control

A risk register is in place which identifies key risks facing IFCO and these have been identified, evaluated, and graded according to their significance. This register will be reviewed again in 2019.

The risk register details the controls and actions needed to mitigate risks and responsibility for operation of controls assigned to specific staff. I confirm that a control environment containing the following elements is in place:

- Procedures for all key business processes have been documented.
- Financial responsibilities have been assigned at management level with corresponding accountability.
- There is an appropriate budgeting system with an annual budget which is kept under review by senior management.
- There are systems aimed at ensuring the security of the information and communication technology systems.
- There are systems in place to safeguard the assets.

Procurement

I confirm that IFCO has procedures in place to ensure compliance with current procurement rules and guidelines.

Internal Control Issues

No weaknesses in internal control were identified in 2018 which require disclosure.

Financial control environment

I confirm that a control environment containing the following elements is in place:

- Financial responsibilities have been assigned at management level with corresponding accountability.
- Reporting arrangements have been established at all levels where responsibility for financial management has been assigned.
- Formal procedures have been established for reporting significant control failures and ensuring appropriate corrective action.

Administrative controls and management reporting

I confirm that a framework of administrative procedures and regular management reporting is in place, including segregation of duties and a system of delegation and accountability and, in particular, that there is an appropriate budgeting system with an annual budget, which is kept under review by management.

- There are regular reviews by management of periodic and annual financial reports which indicate financial performance against forecasts.
- A risk management system operates within IFCO.
- IFCO ensures that there is an appropriate focus on good practice in purchasing and that procedures are in place to ensure compliance with all relevant guidelines and procurement policy.

Administrative controls and management reporting

I confirm that IFCO is in compliance with the relevant provisions of the Act having regard for the need to eliminate discrimination, promote equality of opportunity and treatment of staff and persons to whom we provide services, and protection of human rights and service users.

These commitments are reflected, as required, in the current Strategic Plan.

'Brief very mild threat.'
(Consumer advice for *Mary Poppins Returns* on IFCO's website)



MARY POPPINS RETURNS
Director: Rob Marshall.



Key Developments in 2018

Operational Activity

The total number of cinema feature films certified during 2018 was 448, an increase of 1 on the previous year.

The total number of video works certified was 2,621, a decrease of 15% on 2017. While this is a significant drop, it is a smaller decrease than the previous year. While it is likely that submissions will continue to fall, it is to be hoped that the new online delivery system of works to be classified will have a positive impact.


Appeals

There were two appeals in 2018:

THE FIRST PURGE was classified 18 with the consumer advice:

	Genre:	Horror/Action
	Director:	Gerard McMurray
	Cast:	Y'lan Noel, Lex Scott Davis, Joivan Wade
	Distributor:	Universal
	Release Date:	6th July 2018 (as supplied by Distributor)
	Date Classified:	15th June 2018
	Duration:	97' 25"


The First Purge

	None	Mild	Moderate	Strong
 Violence				✓
Drugs				✓
Sex / Nudity				✓
Language				✓
Other/Comments	Strong bloody violence, sustained threat and disturbing scenes.			

BUMBLEBEE was classified 12A with the following consumer advice:

	Genre:	Action/Sci-fi
	Director:	Travis Knight
	Cast:	Hailee Steinfeld, Justin Theroux, Angela Bassett
	Distributor:	Paramount
	Release Date:	26th Dec 2018 (as supplied by Distributor)
	Date Classified:	27th Nov 2018
	Duration:	109' 20"

Bumblebee

	None	Mild	Moderate	Strong
 Violence			✓	
Drugs		✓		
Sex / Nudity		✓		
Language		✓		
Other/Comments	Moderate violence.			

In both cases the Classification of Films Appeal Board affirmed the decision of the Director.

'Infrequent mild sex references.'

(Consumer advice for *Mamma Mia! Here We Go Again* on IFCO's website)



MAMMA MIA! HERE WE GO AGAIN

Director: Ol Parker.



Video Games

During 2018, IFCO examined 36 games rated 18 by the Pan European Games Information System (PEGI) to ensure compliance with provisions of The Video Recordings Act, 1989.

This Pan European model, instituted in 2003 with IFCO as a founding member, continues to evolve and has proved an effective and consistent mechanism for games classification. Ger Connolly is a member of the PEGI council which establishes classification criteria. He is also a member of the PEGI complaints board which adjudicates on classification appeals.

Focus Groups/Presentations

A number of interactive presentations were made to Second and Third Level Students during the year. Included amongst these was an innovative event at the Cinemagic Film Festival in Dublin in which we partnered with the British Board of Film Classification.

IFCO was also pleased to join with the Dublin International Film Festival in hosting the Fantastic Flix Kids jury strand over a number of weeks at the beginning of the year.

Research

During 2018 we examined methods to conduct an effective review of the classification guidelines which would accurately reflect the public attitudes and expectations of the work done by IFCO. It was decided to commission, during Q2 of 2019, an independent research project which will be nationwide and broad-based. It will cover parents/guardians of minors and their attitudes to the classification issues which are relevant today.

Website

During 2017, work began on updating the IFCO website. While it has proved a very useful tool, particularly for parents/guardians in accessing film content, it had begun to have a dated appearance. In order to optimise the site and ensure compliance with current Government modelling, the launch date was delayed and will now launch in Q2 2019. IFCO would like to express its thanks to the IT section of the Department in facilitating this project.

Part of the research mentioned above will examine the desirability of an IFCO App. and depending on the outcome we would hope, if desired, to facilitate.

Complaints

During 2018, IFCO received 18 complaints from the public which related specifically to classifications awarded. The most received in respect of any one title was 6 in the case of SHOW DOGS, a comedy classified PG for "Mild violence, language and rude humour." Of these, two were from people who had not seen the film.

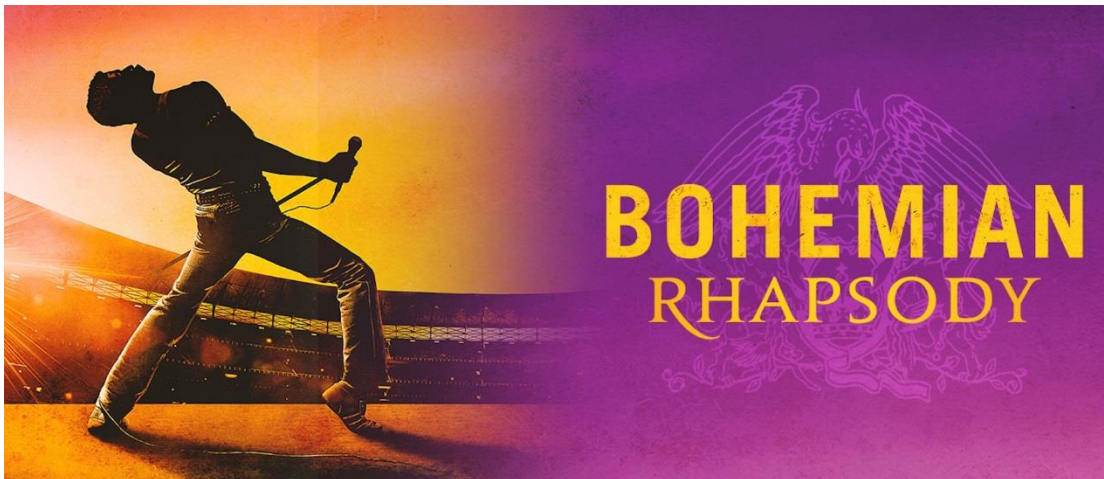
It is to be hoped that the updated website will be more visited and perhaps encourage people to contact IFCO. All constructive input, whether positive or negative is very welcome and informs as to people's expectations of IFCO service.

Digital Delivery

As indicated in the 2017 Report, we investigated the feasibility of facilitating digital delivery of DVD submissions. This emanated from requests by our business clients due to the pressures of time between production completion and release date. I am pleased to say that this has been successfully implemented and goes live in Q1 2019.

As with our website project I would like to acknowledge the assistance and guidance from the Department IT section.

'Moderate sex and drugs references.'
(Consumer advice for *Bohemian Rhapsody* on IFCO's website)



BOHEMIAN RHAPSODY
Director: Bryan Singer.





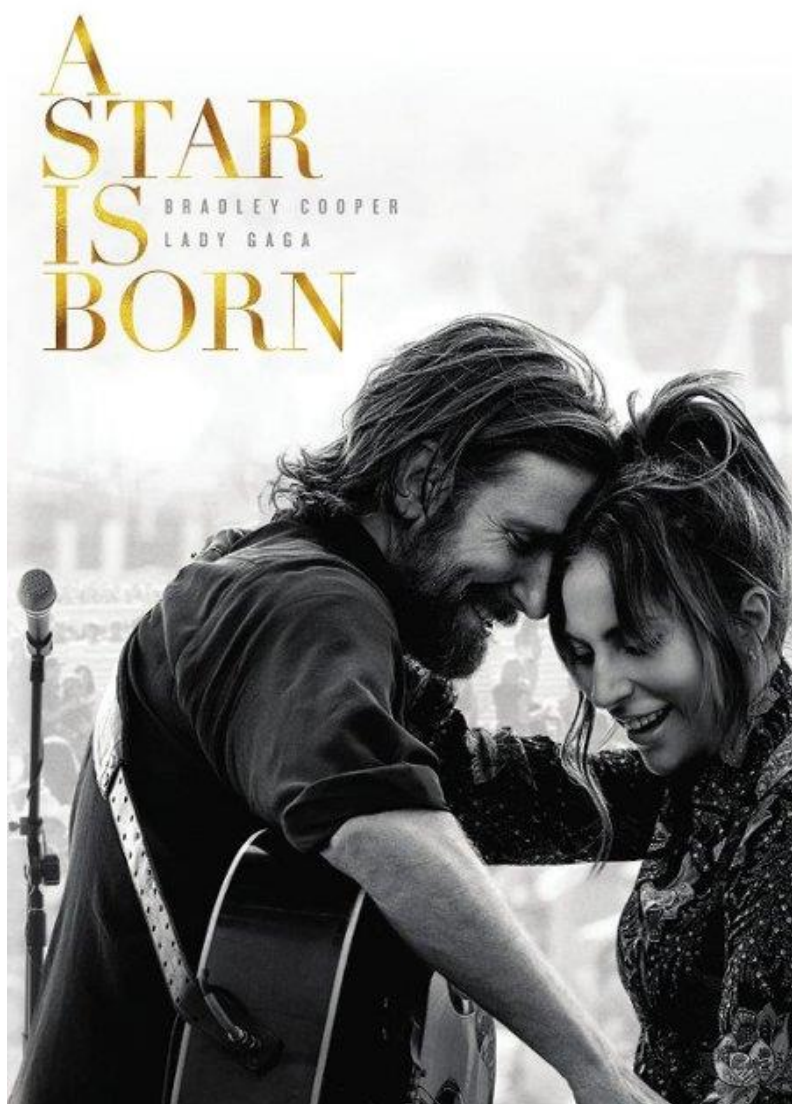
Financial

The fees charged by the Office for the certification of cinema films and DVD/videos and for the issuing of licences in 2018 were as follows:

○ Video	€682,096.80
○ Film	€366,731.80
○ Licences	€210,800.00
○ Miscellaneous	€1,000.00

Total income received on behalf of the Department in 2018 was
€1,260,628.60.

'Scenes of drugs use. Moderate/strong violence and sex references.'
(Consumer advice for *A Star Is Born* on IFCO's website)



A STAR IS BORN
Director: Bradley Cooper.





Certification of Cinema Submissions

Cinema Submissions Certified 2018

Features	448
Shorts	12
Trailers	687
Total	1147

All by Category

G	200
PG	197
12A	391
15A	276
16	60
18	23
Total	1147

Features/Shorts Certified by Category

	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
G	28	37	38	41
PG	47	62	58	61
12A	117	131	126	124
15A	129	142	164	159
16	38	35	45	52
18	12	13	20	23
	371	420	451	460

Single Country of Origin

143	USA
72	India
58	UK
35	Ireland
15	Poland
13	France
9	Japan
6	Australia
5	China
2	Bosnia and Herzegovina
1	Austria
1	Canada
1	Denmark
1	Germany
1	Korea
1	Morocco
1	Norway
1	Pakistan
1	Spain
367	Total

Multiple Country of Origin

16	UK/USA
4	Australia/USA
4	China/USA
3	France/Belgium
2	Ireland/Canada/Luxembourg
2	Ireland/UK
2	Ireland/UK/USA
2	Italy/France
2	UK/France/USA
2	UK/Germany
2	UK/Poland
2	USA/China
2	USA/UK
2	Various
1	Australia/Belgium/France/Italy/South Africa/Spain
1	Belgium/Netherlands
1	Chile/Germany/Spain/USA
1	Denmark/France/Germany/Sweden
1	France/Italy
1	France/Japan
1	France/Russia
1	France/UK/Cambodia/USA/China
1	Germany/Belgium/Luxembourg/Norway/USA
1	Germany/Belgium/UK/Italy
1	Germany/France
1	Germany/Luxembourg/Denmark
1	Germany/USA
1	Iceland/Belgium
1	Ireland/Luxembourg
1	Ireland/UK/France
1	Ireland/UK/France/Canada/USA
1	Ireland/UK/Hong Kong/Hungary/USA
1	Israel/Switzerland/Germany/France
1	Italy/France/Switzerland
1	Italy/USA
1	Mexico/USA
1	Netherlands/Germany/Denmark/UK
1	New Zealand/Australia/France
1	Poland/France/UK
1	Poland/UK
1	Russia/France/Germany/Belgium
1	Spain/Bulgaria
1	Spain/UK/Germany
1	Sweden/USA/UK
1	Switzerland/France
1	Switzerland/Rep of Macedonia/Ireland
1	Switzerland/Vatican
1	City/Italy/Germany/France
1	UK/Australia/USA
1	UK/Cambodia
1	UK/France
1	UK/Germany/Sweden/Canada/USA
1	UK/Ireland
1	UK/Luxembourg/USA
1	UK/Mexico
1	UK/New Zealand
1	UK/Pakistan
1	USA/France
1	USA/Ghana/Italy
1	USA/Italy
1	USA/Spain
93	Total

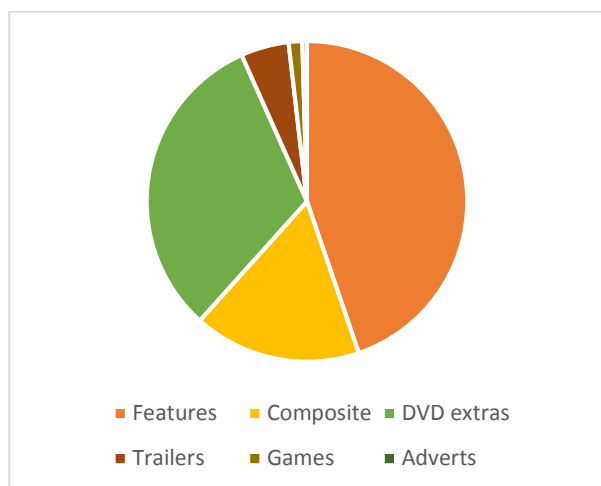
'Very strong violence. Strong sex.'
(Consumer advice for *Widows* on IFCO's website)



WIDOWS
Director: Steve McQueen

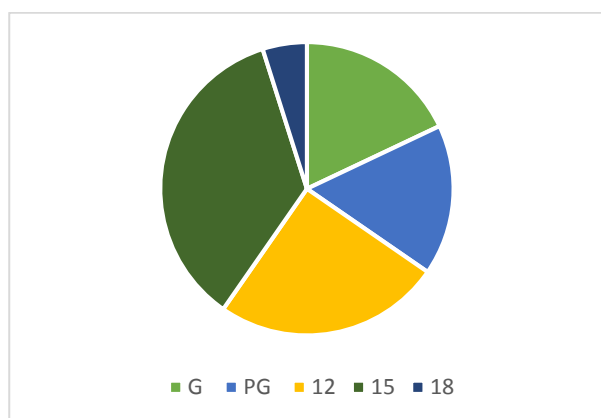


Certification of Video/DVDs



By Type of Work

Feature	1173
Composite	443
DVD Extra	830
Trailer	127
Video Game	36
Advert	12
Total	2621



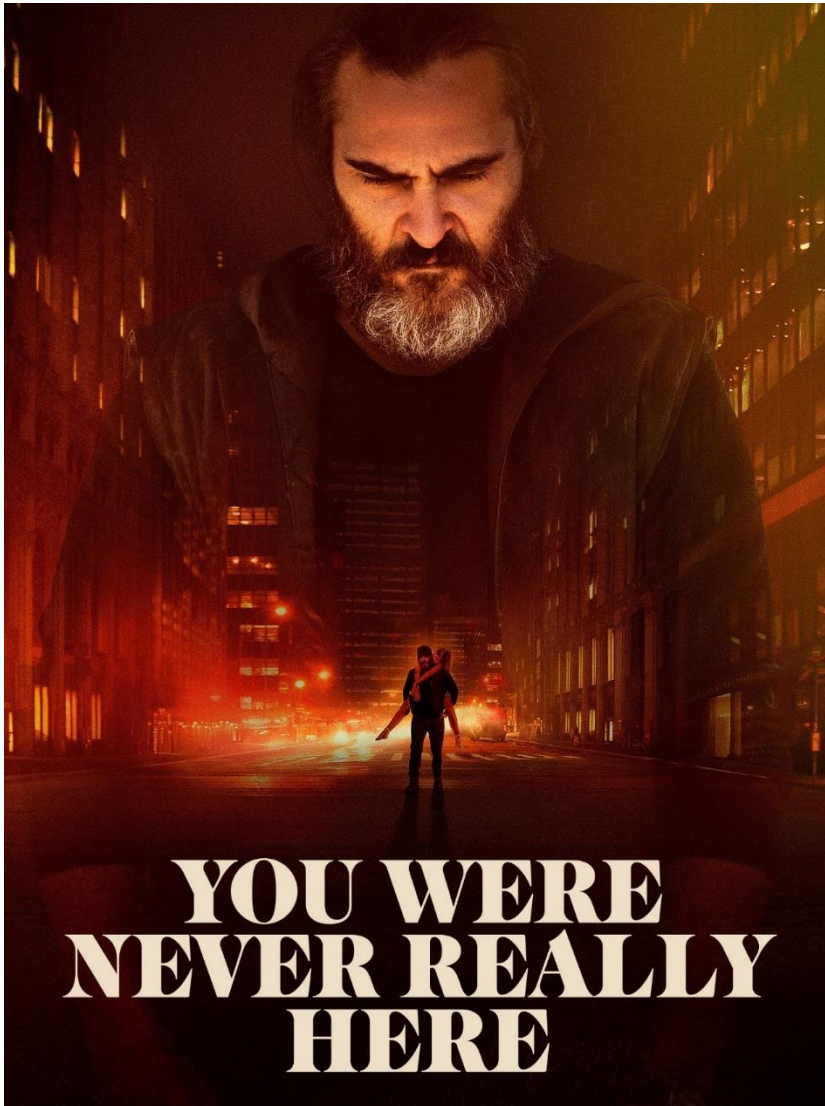
DVD/Video Works Classified by Category

	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
G	726	805	551	471
PG	610	590	531	436
12	905	845	705	657
15	1596	1427	1118	929
18	228	163	184	128
Total	4065	3830	3089	2621

Video Retail Licences Issued 2018

Vehicle	1
Retail	1045
Total	1046

'Very strong gory violence. Strong references to child abuse.'
(Consumer advice for *You Were Never Really Here* on IFCO's website)



YOU WERE NEVER REALLY HERE
Director: Lynne Ramsay



Classification Team

Director of Film Classification

Ger Connolly was appointed as Director of Film Classification in May 2016. He was formerly an Assistant Censor and Deputy Director.

He was appointed a part-time assistant film censor in November 1993 and served as Deputy/Acting Director from 2003-2016.

He represents Ireland on the council of PEGI, the Pan European Games classification system, and sits on both its Advisory Board and Complaints Board.

Part-Time Assistant Classifiers During 2018

Zélie Asava

PhD in Film Studies
Appointed 2017

Mark Brennan

Journalist
Appointed 2017

Niamh McCole

PhD in Film Studies
Appointed 2017

David Power

TV Producer
Appointed 2017

Martin Scanlon

Barrister
Appointed 2017

www.ifco.ie



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