[GB] Co-regulatory scheme for age-rating online music videos made permanent

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Agreement has been reached by the UK Government, the British Board of Film Classification and Vevo and YouTube to make permanent a trial scheme for the rating of all music videos by artists signed to Sony Music UK, Universal Music UK and Warner Music UK. Independent music labels will also take part in a further six month phase of the project. The governing Conservative Party had included in its manifesto a commitment to introduce age rating for all music videos online. This development is part of the implementation of the commitment; the Government will also seek to extend it internationally by sharing its experience.

The scheme works through the three record labels supplying to the British Board of Film Classification ahead of release any music video by their artists for release in the UK that they would expect to receive at least a 12 rating. The Board then classifies each video, watching it through in its entirety and assigning an age rating of 12, 15 or 18 and specific content advice (for example on strong language, sexual references or sexualised nudity) on the basis of the Board's published Classification Guidelines. The issues considered in determining the rating include drug misuse, dangerous behaviour presented as safe, bad language, sexual behaviour and nudity, and threatening behaviour and violence. On Vevo the ratings symbol appears on the video player for the first few seconds and again when the cursor is moved or when the 'I' icon is clicked. Vevo is also exploring plans to link these age ratings to additional technology to support age controls. On YouTube, a 'Partner Rating' appears on the website and the smartphone app; record labels may also 'age-gate' music videos rated 18, and the system complements YouTube's existing 'restricted' mode.

So far 132 music videos have been submitted for certification and only one was given an 18 rating (Dizzee Rascal's 'Couple of Stacks').

Department for Culture, Media and Sport, '"Action to protect children from viewing age-inappropriate music videos online", 18 August 2015

https://www.gov.uk/government/news/action-to-protect-children-from-viewing-age-inappropriate-music-videos-online

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