



FOR IMMEDIATE RELEASE

March 25, 2013

FEDERAL TRADE COMMISSION SURVEY ON FINDS COMPLIANCE WITH MOVIE RATING SYSTEM AT ALL-TIME HIGH

Washington – The Federal Trade Commission (FTC) today announced the results of an undercover shopper survey which found the enforcement of the film industry’s voluntary rating system at an all-time high with 76% of underage shoppers being turned away from R-rated films. The survey also demonstrated steady improvement in rating enforcement among DVD retailers. Less than one-third of child shoppers were able to purchase DVDs of R-rated movies. The following is a comment from Senator Chris Dodd, Chairman and CEO of The Motion Picture Association of America (MPAA):

“Since the rating system was created 44 years ago, the MPAA and our member companies have been dedicated to giving parents the tools and information about the content of our films so that they can make the best decisions possible about what they allow their children to see.”

“This report reinforces the importance and effectiveness of our industry’s voluntary rating system. But that system is only as good as its enforcement. The National Association of Theater Owners (NATO) has been a tremendous partner since the creation of the voluntary rating system. We congratulate them not only for their dedication to enforcing the system, but their commitment to America’s families as well.”

The voluntary rating system was created in 1968 by then-MPAA Chairman Jack Valenti. This system equips parents with comprehensive and easy to digest resources. In addition to letter ratings, the Classification & Ratings Administration (CARA) provides brief descriptions of the specifics behind a movie’s rating. These descriptors apply to every movie rated G, PG, PG-13, R and NC-17, identifying the content in the movie that raised it to that rating level. Moreover, modifiers and unique language applied to each descriptor are intended to give an even more complete picture about what parents can expect their children to see when they go to a particular movie.

<http://www.ftc.gov/opa/2013/03/mysteryshop.shtm>).

About the MPAA

The Motion Picture Association of America, Inc. (MPAA) serves as the voice and advocate of the American motion picture, home video and television industries from its offices in Los Angeles and Washington, D.C. Its members include: Walt Disney Studios Motion Pictures; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; and Warner Bros. Entertainment Inc.

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For more information, contact:

MPAA Washington, D.C.

Howard Gantman

(202) 378-9127

Howard_Gantman@mpaa.org