

MICROSOFT AND NINTENDO APPLY PEGI RATINGS TO GAMES AND APPS IN ONLINE STOREFRONTS

Use of global IARC system expands across digital stores

Brussels, 7 January 2016 – PEGI today announced that Microsoft has begun deploying the International Age Rating Coalition (IARC) rating system to administer the familiar PEGI rating symbols for all games and apps in the Windows Store for PC, tablet and phones in 38 European countries. Recently, Nintendo also implemented the IARC system for all digital content that is available via the [Nintendo eShop](#).

Established by PEGI and other international rating organizations, the IARC rating system streamlines the process for assigning age and content ratings to the high volume of digitally delivered games and apps coming into the market today. PEGI ratings are also displayed in [Google Play](#) and [Firefox Marketplace](#) using the IARC rating system. PEGI will continue to assign ratings for console downloadable and/or packaged games that play on Microsoft's Xbox, Nintendo, and Sony PlayStation platforms through traditional means.

"Microsoft and Nintendo have long been supporters of the PEGI system", says Simon Little, Managing Director of PEGI S.A. "It is great to see them deploying the new streamlined process for assigning age ratings for digitally delivered games and apps. Developers can obtain ratings at no cost while consumers are getting the necessary guidance about age appropriateness of the content in games and apps."

"Microsoft has long supported IARC's efforts to bring forward a single, much streamlined and cost effective global rating process for developers. We're pleased to make the IARC system available in early 2016 in the Windows Store as a way to help our customers find regionally relevant ratings for games and apps," said Todd Brix, General Manager, Windows Store and Developer Marketing, Microsoft.

Launched in 2014, the IARC rating system simplifies the process by which developers obtain age ratings by having them answer a single set of questions about their product's content and interactive elements. Their responses automatically generate different age ratings from each participating territory along with a generic rating for the rest of the world. Currently, the IARC rating system administers the familiar and trusted content ratings from PEGI in Europe, ESRB in North America, ClassInd in Brazil, USK in Germany and the Classification Board in Australia with more rating authorities expected to join in the future.

For more information about IARC, including a [video](#) and [infographic](#), please visit www.globalratings.com.



About PEGI S.A.:

PEGI S.A. is the organisation behind the pan-European age rating system for video games. PEGI's aim is to educate consumers and in particular to protect minors from exposure to potentially unsuitable game content. PEGI does this by providing parents and caregivers with detailed information allowing them to make informed choices when buying games for children. PEGI also ensures that games are sold and advertised in a responsible manner. Products classified by PEGI are available in 38 countries in Europe. For more information, please visit www.pegi.info.

Contact:

PEGI S.A.

Dirk Bosmans

dirk.bosmans@pegi.eu

+32 2 612 17 72