First name: Paul
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Q1:
A new framework is required, as interactive entertainment is becoming more popular and the current system has significant difficulties in giving appropriate ratings to such forms of entertainment. The video game titled 'We Dare' is an excellent example of this issue.
Q2:
To classify material such that the classification accurately reflects the themes and content of the material.
Q3:
All media interacts with people on a psychological level, just because one type of media is watched, whilst another requires a controller does not change the fact that both can have a significant impact on the viewer and/or player.
Q4:
I think this is an important consideration, as teh entertainment industry continues its rapid expansion we must look at ways to maintain the classification service, without an overload to the classification system.
Q5:
I think content for children is the most important to be classified accurately. Content for children should be at the top of the reviews list. As people grow older their ability to deal with varying themes and confronting content improves. It's difficult to answer the first half of the question as it seems to me that the potential impact of content is what the classification system is intended to rate, thus the question infers a pre-classification classification to decide if content requires classification. Confused? I am.
Q6:
Only so far as to make classification more important to far-reaching media. A small indipendant production is going to be viewed by far less people than the next Dreamworks production.
Q7:
Media is Media, if we must classify what is appropriate to be watched on a TV, then yes confronting artwork should also be classified.
Q8:
Yes, media is media.
Q9:
As per Q6:
Only so far as to make classification more important to far-reaching media. A small indipendant production is going to be viewed by far less people than the next Dreamworks production.
Q10:
No, the potential impact on viewers / players is very similar in both instances.
Q11:

Beyond what is in te content, the way in which it requires the viewer / player to behave. Again review 'We Dare' for a perfect example of why the player actions can be so important to ratign media.

Q12:

Parents are the ONLY way to control access to online content. Firewalls, blacklists, etc will NOT work. Every secondary student I've asked whilst running school workshops has told eme of at least 1 way to bypass the state education department firewall. It's not because they are not trying, it's more akin to trying to block a river with rocks. No matter how much one stops, some is going to get around the rocks and keep on flowing.

Q13:

Parents, leaving your kid online alone is much like dropping your kid in the middle of the city. They could be doing anything. Good parenting tells us that leaving your kid in the middle of the city unattended is a poor choice, it follows that leaving your kid on an internet connection without supervision is also a very poor choice.

Q14:

As per Q13:

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Q15:

When it is going to be rated beyond the possible minimum age of the viewer / player.

Q16:

Government agencies work for the government, thus their role is simple: to provide what the people want. My impression of what the people want is a rating system that will alow them to make sure the content they allow their children / adolecents access to is appropriate. Industry bodies should support the end-goal of the government and support appropriate content regulation. Adult users should check the ratings of content that thier dependents are watching / playing / experiencing. Younger users only need to understand what the system is, and why it is good for them.

Q17:

It would reduce the cost of classification, and support the growth of the entertainment industry, as it grows, so will the industry body. We would need heavy fines should anyone in the industry begin breaching the classification system guidelines (More effective than what is done currently on network TV channels for mis-classification).

Q18:

Without a reviewed rating, a 'likely classification' is not good enough to become an actual classification. If we are to have the system, then it must be used on ALL content equally.

Q19:

Yes, smaller groups should be able to classify their content for a much smaller price. The cost of classification should reflect the potential audience, and the value of the developing company.

Q20:

G and PG are clearly understood withing videos, DVDs and Movies. There is confusiton bertween the M and MA classifications, as well as teh R / X ratings. Most importantly the perception that many

parents hold of video games being 'only games' and ignoring the ratings on the covers is exposing many children to content far beyond what they should be experiencing.

Q21:

An R adn X rating for video games would bring the clasification of interactive media back into line with movies and TV. The exclusion of an R / X rating for video games is damaging the industry within Australia, and unfairly restricting access to adult themed video games from adult gamers.

Q22:

Media is Meida, so having ONE classification system for all media would be ideal. There are differences between media, but in essence all have the same potential to impact people adversly.

Q23:

Yes, unification is the only sensible way forwards. Content will continue to overlap more and more in the future.

Q24:

I believe adults are termed that as they are at a level of emotional development where they can decide what content is suitable and what content is not. Rating content is a sensible thing to do, restricting the freedom of the general public is not sensible. Regardless as per Q12: If high school students can bypass bans, then it follows that tech savvy adults will be far more efficient at it negating the intention to block prohibited content, and instead just removing any legal avenues for the conent owners to profit.

Q25:

Prohibition will fail, as per Q12 and Q24, it is impossible to prohibit content, the real-world effect is that the content onwners will not profit from any Australians, whilst many Australians will still enjoy the content (be it illigal to download or not)

Q26:

A national classification system seems to me a pretty self-explanitory way to make classification consistent across the country.

Q27:

No Response

Q28:

Yes, we need a unified system, and one that is prepared for the future.

Q29:

#1 an R rating for video games. Adults play games, and are currently being treated like children, unable to play adult themed games.

#2 consider what the media requires players to do. 'We Dare' was grossly under-rated on this basis.

Other comments:

The advertising of this submissing system was very poor.