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Q1:

Q2:

To advise consumers of the nature and degree of potential offense of content. Consumers should be able to self-select material for consumption on the basis of fully informed consent about the content.

Q3:

Consideration should be given to the impact of the content, rather than the platform or technology. Having different standards for different platforms undermines the content-based analysis of the scheme. Moreover, it fails to respect and acknowledge the equal contributions of different media as equal forms of art.

Q4:

Yes, although it is possible that it should be labelled, if not centrally classified, prior to distribution.

Q5:

Content directed towards vulnerable individuals, a category in which children and young people feature prominently, should be classified to enable those consumers and guardian to be informed of the impact of the material. The context of material - its target market, or its forum for display - should be taken into account.

Q6:

Yes. The context of material, including its target market, forum for display and cultural context, should be taken into account.

Q7:

The context of material should be taken into account. In general, artwork should be excluded. Artistic freedom should be respected in so far as possible.

Q8:

Q9:

Yes.

Q10:

Yes.

Q11:

Q12:

Any method of regulating online content must allow the highest degree of access to consumers who are able to make informed choices about content they access. While blanket restrictions on content applied to all consumers are probably effective means of regulation, they are also necessary illiberal and should be avoided wherever possible. Moreover, the privacy of consumers of content should be respected to the highest degree possible.

Q13:

Q14:

Q15:

Where material contains potentially objectionable content, consumer should be aware prior to purchase or consumption.

Q16:

The Government should be able to compel content producers to inform consumers of potentially objectionable content. The Government should also hear appeals regarding appropriate content labelling, and include all stakeholders in its decision-making. However, a hands-off approach wherein the Government expected objectionable content to be labelled by industry, rather than centrally classifying all material in the first instance, may be appropriately.

Q17:

As Q16.

Q18:

Q19:

If classification is centrally undertaken with a corresponding cost, yes. Artists should not bear a financial burden for compliance, in so far as possible.

Q20:

M and MA are relatively easily confused across all media. The lack of R rating amongst computer games tends to suggest that all games are appropriate and designed for children, which is not the case.

Q21:

Q22:

All formats should have the same marking system.

Q23:

Yes.

Q24:

The same types of content prohibited offline or in print.

Q25:

The current RC category is too broad, for example, in relation to compulsory application to instruction in crime and application to all types of violent sex.

Q26:

Consistency is important for a meaningful code to be adopted, if that code is compulsory and involves central classification.

Q27:

Q28:

Yes.

Q29:

The addition of an R category for computer games would aid current understandings. The development of a general universal scheme will aid the expansion of classification to new and emerging platforms, such as 3D or otherwise more interactive content, virtual reality and other unanticipated formats.

Other comments: