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Q1:

It is clear the redevelopment of the framework must be done to have ma15+ rating re-introduced with the addition of the R18+ rating in the gaming industry. When compared to other developed nations with stricter, full classification guidelines i.e. Germany, our rating system fails to provide users with the appropriate information and/or choice. Ultimately there is no standard across the mediums, and they by lack of fair choice.

Q2:

To accurately inform the public of the nature of the media, and provide freedom of choice based on both the demographic of the users and purchasers of the medium.

Q3:

No, for classification of the content itself should suffice. If this is to protect minors, allowing access to the technology or platform with adult content is failure upon any given care taker.

Q4:

Content should not be defined by the opinion of one or many opposed to content, as negative opinion is more often than not voiced more than positive. This may apply to some mediums better than others e.g. Advertising, however it a flawed approach. The response to the 'Rip and Roll' advertising is one such example - <http://www.bandt.com.au/news/asb-says--rip-and-roll--does-not-cross-the-line>

Q5:

It is up to the consenting adult to decide how content will impact themselves and not others if not responsible for them. Content designed for children should be classified to that similar of visual or audible content for children. However this medium is not child specific and should be treated as such.

Q6:

No, content in any other medium is classified clearly in reference to who the directed market is and not who it may or may not reach.

Q7:

Artworks should be classified as any medium or product in the private space of any retail outlet as primarily that is where it can and will be seen by the public of any age.

Q8:

Music or sound may be classified in accordance to the music industry. If concepts within music is unsuitable then it should be labeled so, however if context permits suitability, surely content will determine its classification without separate regulation or classification.

Q9:

No. Once again, targeted market should be key to classifying the medium. Size of the audience is determined by the classification. Currently, if the classification is RC, it's potential in from the board of classifications perspective is 0.

Q10:

In this modern time, content whether restricted or not can be brought into a public domain. It is up to who monitor the public domain (police) to restrict inappropriate content from being displayed there. It should be classified appropriate to the medium.

Q11:

The age demographic that currently uses the medium should affect the new classifications, which the government and currently the ACL have been ignoring for the past 10 years, for the lack of a backbone or consideration for others.

Q12:

Having a broad, effective, informative and fair classification scheme will determine control and influence over the audience in which it serves to protect. Restrictions could be enforced by login id and existing laws. Establishing relationships or formulating partnerships with publishers to enforce such a system requires a fair scheme to consumers, while supporting the given industry.

Q13:

Varified login id/accounts to determine access is a possiblitiy. Ultimately, it is up to care takers or parents to ensure control.

Q14:

Unrelated to the current classification debate in the gaming industry. However, it is controlled by law and distribution and it's placement in the retail space. Retailers can be charged by law for supply. Id is needed. Any other access is illegal.

Q15:

Always display classifications, warnings or consumer advice can appear on the back as further support to the classification.

Q16:

As spoken of in Q17, self regulation is

Q17:

I would support a co-regulatory model. I believe trust must be given to the industry with government monitoring early stages, serving penalties from poor practice or ill-judgement.

Q18:

I recommend G and PG as many games in this range require little thought. e.g. racing, sports etc. Where government involvement is not needed.

Q19:

Australian-based studios, accessed for ethical practices.

Q20:

It is understood that classifications are incomplete in one way or the other.

Q21:

The introduction of an R18+ rating and the review of the MA15+ for the gaming industry. To align itself with the remainder of the developed world, increasing choice for consenting adults.

Q22:

Keep similar colours and wording to that of the movie and television classification.

Q23:

Q24:

Content that perpetates harm to others.

Q25:

Q26:

Q27:

Q28:

Q29:

Other comments: