

## CI 2367 M McCausland

First name:

Mitchell

Last name:

McCausland

Q1:

Focus on developing a new framework for classification.

Q2:

To give clear and concise advice to consumers about the content of media, to be only used as a means of informing consumers, not for censorship and that classification should be consistent

Q3:

Yes, because for some content creators, classification is too costly to consider as they cannot afford it. Also the sheer number of applications created for smartphones exceeds the resources of the Australian Classification Board, thus making mandatory classification for mobile devices impractical.

Q4:

Q5:

Q6:

Most definitely. As stated earlier, some content producers/distributors cannot afford the cost of classification. Without the worry of mandatory classification smaller content producers can be more competitive in the marketplace.

Q7:

No. Advising consumers about high impact art exhibitions through marketing (i.e. newspaper advertisements, brochures) is adequate.

Q8:

No. The current system for music/sound classification is adequate.

Q9:

No.

Q10:

No.

Q11:

Q12:

The nature of the Internet prevents an effective method of total control of content access.

Q13:

Educating both children and parents about safe browsing, whilst parents should monitor what their children access.

Q14:

By not having them in plain view for everyone to see.

Q15:

On packaging and on the description page for online content.

Q16:

Q17:

Yes. This system has worked in the United States and Europe much more effectively than what the current Government-controlled system in Australia has.

Q18:

Q19:

When the producers of a certain piece of content cannot pay for classification without making severe losses. So, small independent films, independent games and so on.

Q20:

For the most part the categories are clear. However, the MA15+ rating causes confusion as it is not that much different from the M rating. Finally, the lack of an R18+ category for video games is confusing since the rest of the categories reflect film classification as well as the rest of the developed world have a similar category for video games.

Q21:

An R18+ category for video games. The MA15+ category for film, television and video games needs a major retooling as it is meaningless in its current state.

Q22:

Q23:

Yes.

Q24:

Nothing.

Q25:

Q26:

Yes, though I am not certain as to how to promote such a thing.

Q27:

Q28:

Yes, since this will create a better sense of consistency with classification.

Q29:

There should be transparency as to how the content is analysed and examined to determine their classification so the public have a better understanding of how the classification of a specific piece of media was determined.

Other comments: