INTERNATIONAL CLASSIFICATION PRODUCT

SLEEK, SMART & STREAMLINED

INTRODUCING THE NEXT-GEN VIDEO CLASSIFIER

EVOLUTION OF BBFC SVOD APPROACH

2010 - online only classifications

BBFC started issuing online

only classifications

01

02

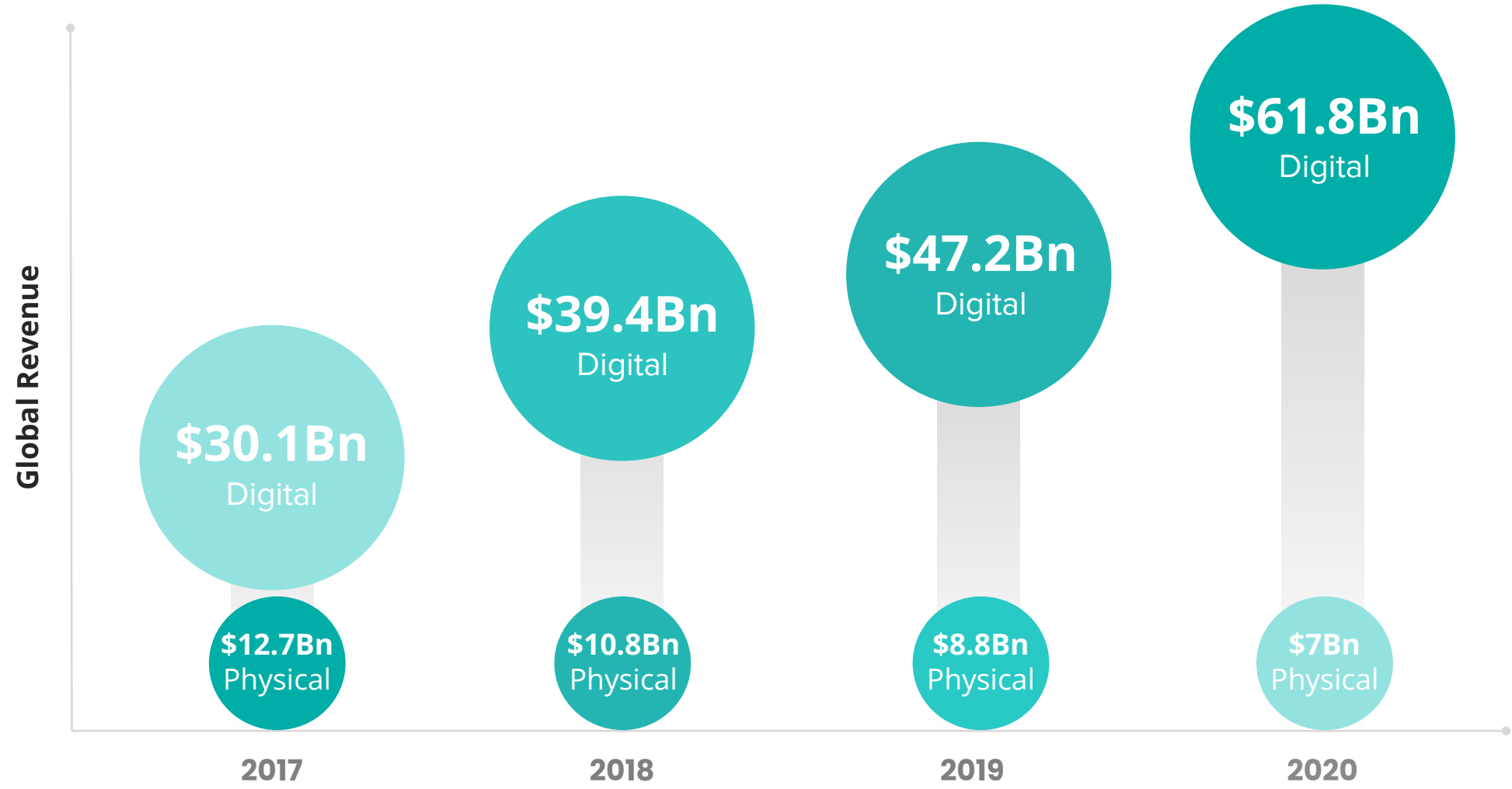**2019 - Enabling SVODs to self-rate after BBFC training**

BBFC began training Netflix to

classify their original content

to the same standards

03

2020s - Conduct R&D to develop a scalable multi-territory age rating / warning label solution

BBFC has been working with Online Services on a voluntary basis for 14+ years. Today, the organisation has direct relationships with 29 Online Services

GLOBAL VIEWING BEHAVIOUR SHIFTING FROM PHYSICAL TO DIGITAL

Global Revenue

$30.1Bn
Digital

$39.4Bn
Digital

$47.2Bn
Digital

$61.8Bn
Digital

$12.7Bn
Physical

$10.8Bn
Physical

$8.8Bn
Physical

$7Bn
Physical

2017

2018

2019

2020

Sources: MPA; comScore

THE PROBLEM

There are barriers to Online Services adopting best practice age ratings and warning labels that are recognised and understood by consumers and reflect cultural differences

Online Services Logistical Challenge
Sending media content to multiple territory regulators is costly and risks leaks

Limited Legislation
Majority of territories do not mandate the use of best practice age ratings on online services
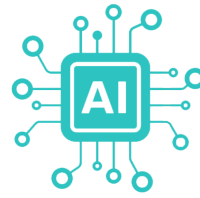
Multiple Viewings Cost
The viewing cost in each territory is prohibitive to online services seeking best practice age ratings and warning labels

Cheaper Alternatives for Online Services
Third party or in-house multi-territory age ratings are low cost but come with little transparency for viewers

SOLVING THE PROBLEM

Machine Learning Algorithms

Recurring patterns between data can be identified and the DNA for each territory media classification determined

Global Classification Data

Historical data from regulators holds the cultural DNA of each territory

Auditing & Manual Rules

Auditing and Manual Rules around very specific compliance issues can ensure optimal cultural DNA for each territory

Enriched Compliance Data

Metadata captured during the classification process details the DNA of the media work.

Regulator Input

Regulators classification data and territory specific knowledge can shape the AI output for their territory

Global Classification Data

Machine Learning Algorithms.

Manual Rules & Auditing
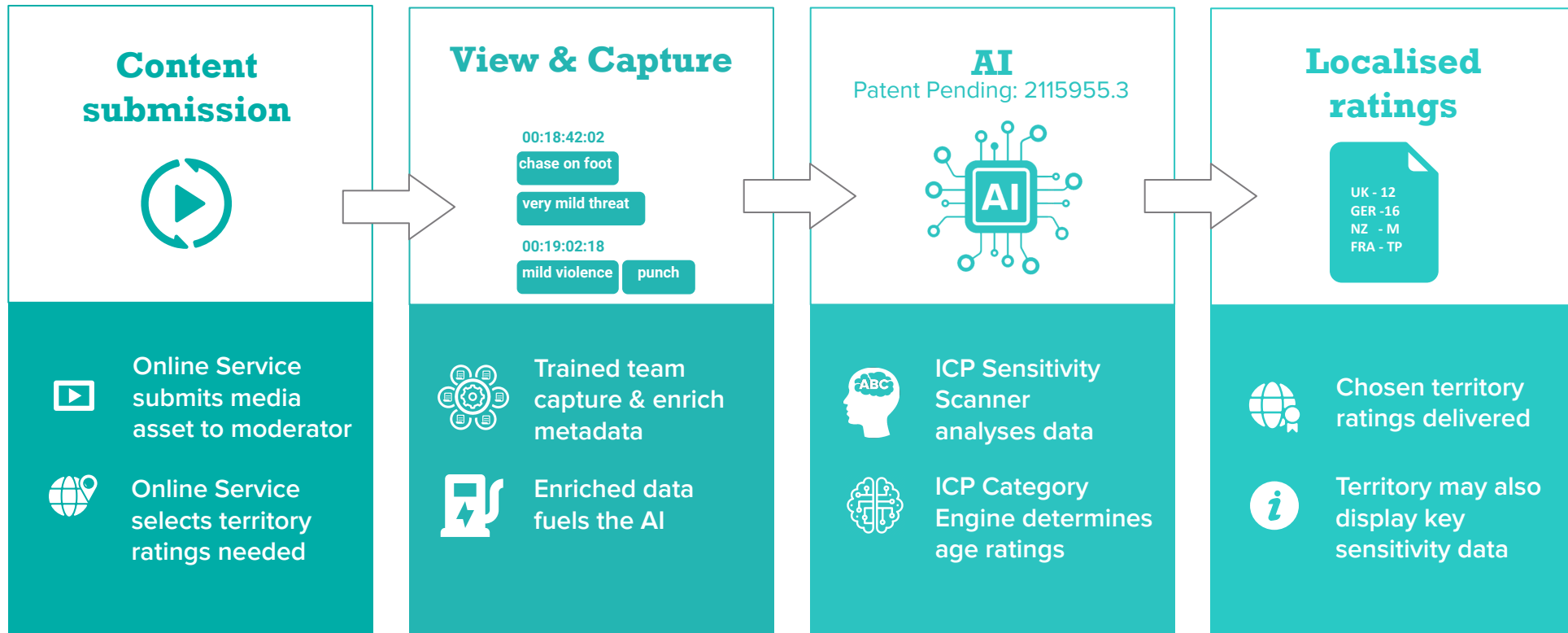
Regulator Input

Enriched compliance data

Summary

Together, these 5 ingredients can form an **International Classification Product** capable of addressing the identified challenges.

THE
SOLUTION

Using the 5 ingredients we've developed an International Classification Product (ICP) capable of delivering multiple territory age ratings and warning labels from one expert content viewing

Content submission

Online Service submits media asset to moderator

Online Service selects territory ratings needed

View & Capture

00:18:42:02
chase on foot

very mild threat

00:19:02:18
mild violence   punch

Trained team capture & enrich metadata

Enriched data fuels the AI

AI
Patent Pending: 2115955.3

AI

ICP Sensitivity Scanner analyses data

ICP Category Engine determines age ratings

Localised ratings

UK - 12
GER -16
NZ - M
FRA - TP

Chosen territory ratings delivered

Territory may also display key sensitivity data

UK Patent Application No: 2115955.3
European Patent Application No: 22156170.7
Granted US Patent No: 7/666758

SOLVING THE PROBLEM - IT'S IN OUR DNA!

Global Classification Data

Cultural DNA of each territory

including local sensitivities

INTERNATIONAL
CLASSIFICATION
PRODUCT

Manual Rules & Auditing

Synthetic DNA, custom input

from regulators to edit the

Cultural DNA of each territory as

sensitivities change over time

Enriched Compliance Data

DNA of each media work

including all of the timestamped

compliance issues

UK Patent Application No: 2115955.3
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INTERNATIONAL CLASSIFICATION PRODUCT

ICP delivers a confidence score for the age ratings in each desired territory based on the enriched compliance data input from each media work.

Trusted Age Ratings / Warning Labels

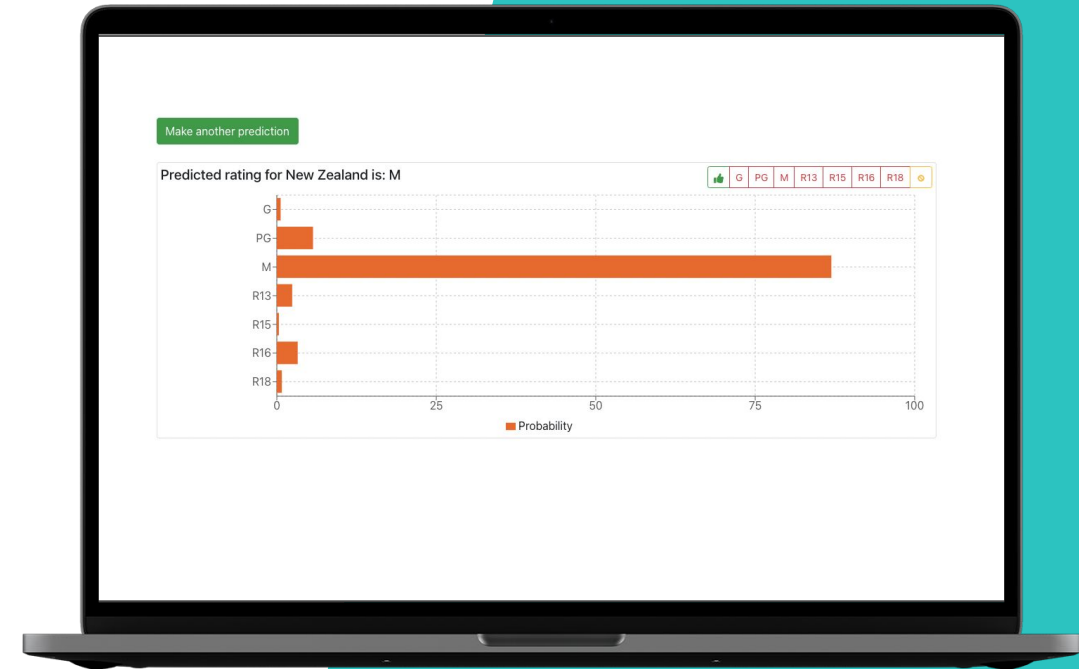ICP delivers culturally relevant, familiar age ratings and warning labels

Scalable

ICP requires just one content viewing

Secure, cost, and time effective for online services

ICP reduces the logistical challenge and risk of content leaks

Make another prediction

Predicted rating for New Zealand is: M

G | PG | M | R13 | R15 | R16 | R18

G
PG
M
R13
R15
R16
R18

0   25   50   75   100

Probability

INTERNATIONAL CLASSIFICATION PRODUCT

In 2023 ICP territory coverage has the potential to reach 4.2Bn people, 53% of the global population

~40 territories in Europe

ICP Phase 1 covers 23 territories in Europe, with Phase 2 having the potential to reach 40 territories

~61 territories in North and South America

ICP Phase 1 covers 12 territories in North and South America, with Phase 2 having the potential to reach 61 territories

~18 territories in Asia

ICP Phase 1 covers 12 territories in Asia, with Phase 2 having the potential to reach 18 territories

Map to show current ICP coverage (Phase 1) in green, and ICP potential coverage in 2023 (Phase 2) in orange
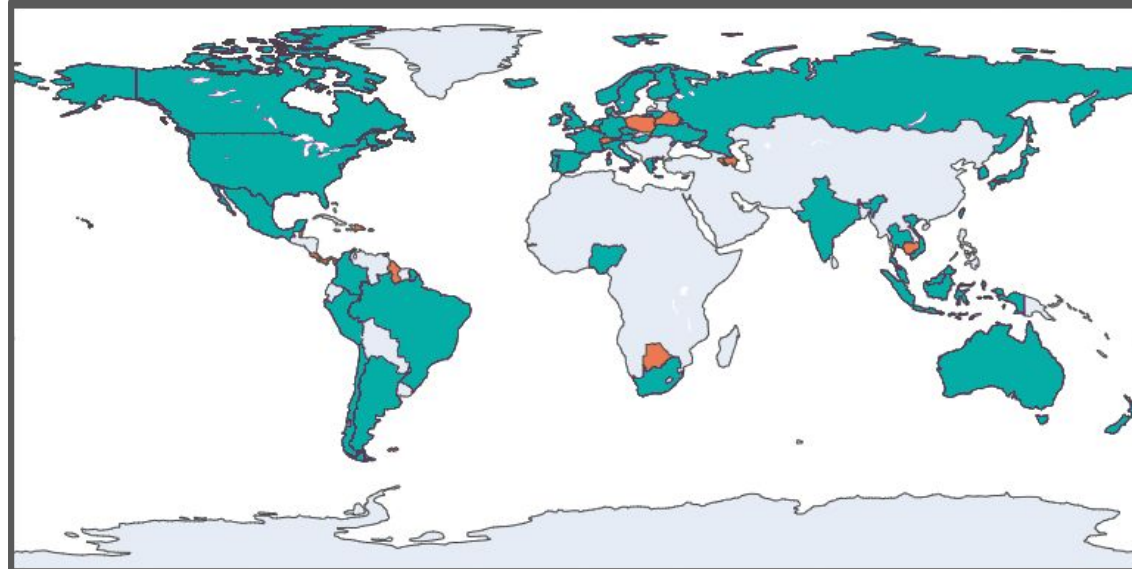
Flexible Implementation

The International Classification Product will provide Online Services with multiple implementation options to fit into their desired workflow

Outsource to ICP Regulator Partner

+ Submit media to ICP Partner Regulator

+ Receive required age ratings and warning labels

+ Minimal on-boarding effort & cost

In-house SaaS solution

+ Content owner or Online Service integrates ICP into internal processes

+ Receive required age ratings and warning labels

+ Content remains in-house

Outsource to ICP Media Partner

+ Work with existing Media Services provider

+ Receive required age ratings and warning labels with other services

+ Minimise on-boarding effort & cost

CONTACT US

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