



AKOS

# Co-regulated system for protection of minors in Slovenia

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- AKOS – converged regulator since 2002
- Regulating telecommunication, radiocommunication, audiovisual, postal and railways services
- EU Audiovisual field: common European legal framework – the AVMS Directive
- Implementation of AVMSD in Nov. 2012 – Law on AVMS: consists of basic provisions on protection of minors („might impair“ and „seriously impair“ content, age groups, watersheds, PIN code protection obligations...)
- April 2013 – General act on protection of minors adopted by AKOS: prescribed potentially harmful elements for every age group of children and youth in terms of sexuality/nudity, violence, fear, discrimination, drugs/alcohol abuse, dangerous behaviour, coarse language.

- ‘**Might-impair**’ content allowed on TV (labels + wathersheds OR labels + PIN) and on VOD (labels, PIN for 18, no watersheds)



PG



after 8 pm



after 10 pm



from 0 – 5 am

- ‘**Seriously-impair**’ content forbidden on TV, allowed on VOD, provided that minors can not access it - technical protection obligatory, no watershed



## Inspection supervision:

- over TV and on non-linear services
- Proceeding/decision in the hand of one independent person - inspector

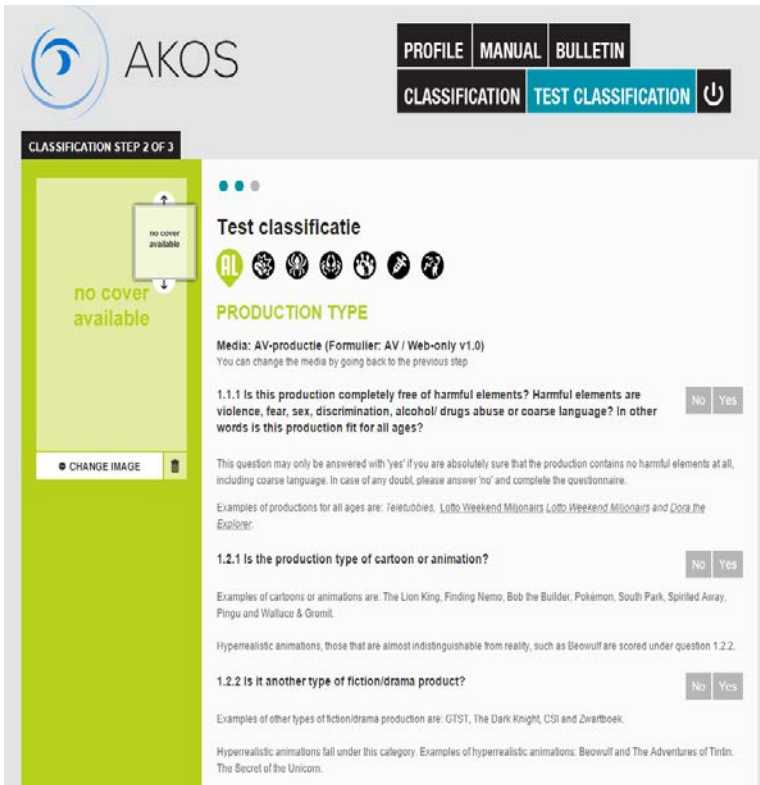


## Sanctions:

- request to eliminate the violations and to comply with the law; temporary suspension of a license, revocation of a license or other measures AND/OR
- impose **fines** via the offense procedure:  
6.000-60.000 EUR (+ 600 EUR for responsible person)

- From the beginning of enforced provisions on PoM caused a lot of uncertainties in explanations of harmful elements arose from the legal acts - AKOS efforts to unify perceptions
- In cooperation with Dutch NICAM we developed a practical tool for coding AV content
- Adaptation of the Dutch [www.kijkwijzer.nl](http://www.kijkwijzer.nl) into Slovenian version of <http://www.gledoskop.si/>
- Broadcasters and VOD service providers signed coregulation agreement on cooperation with AKOS
- Coders are broadcaster's employees and employees from VOD service providers
- Coders are trained and licensed by the NICAM (the licence has to be renewed every year)





CLASSIFICATION STEP 2 OF 3

no cover available

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AKOS

PROFILE MANUAL BULLETIN

CLASSIFICATION TEST CLASSIFICATION

Test classificatie

PRODUCTION TYPE

Media: AV-productie (Formulier: AV / Web-only v1.0)  
You can change the media by going back to the previous step.

1.1.1 Is this production completely free of harmful elements? Harmful elements are violence, fear, sex, discrimination, alcohol/ drugs abuse or coarse language? In other words is this production fit for all ages?  No  Yes

This question may only be answered with 'yes' if you are absolutely sure that the production contains no harmful elements at all, including coarse language. In case of any doubt, please answer 'no' and complete the questionnaire.

Examples of productions for all ages are: Teletubbies, Loto Weekend Miljonairs Loto Weekend Miljonairs and Dora the Explorer.

1.2.1 Is the production type of cartoon or animation?  No  Yes

Examples of cartoons or animations are: The Lion King, Finding Nemo, Bob the Builder, Pokémon, South Park, Spirited Away, Pingu and Wallace & Gromit.

Hyperrealistic animations, those that are almost indistinguishable from reality, such as Geowulf are scored under question 1.2.2.

1.2.2 Is it another type of fiction/drama product?  No  Yes

Examples of other types of fiction/drama production are: GTST, The Dark Knight, CSI and Zwartboek.

Hyperrealistic animations fall under this category. Examples of hyperrealistic animations: Beowulf and The Adventures of Tintin: The Secret of the Unicorn.

CHANGE IMAGE

- Coders should code their own material/material will be offered in a catalogue
- After they view the content, they have to fulfill the questionnaire
- Questionnaire is based on 60 scientifically developed and tested questions adapted to SLO legislation
- 7 groups of questions with its own descriptors - each group represents one potentially harmful element
- Almost every positive answer to the question opens a new subquestion(-s)
- Most of the (sub)questions leads to one particular age group



- Basic characteristics of the production 5 questions
- Violence 10 questions
- Fear 20 questions
- Sex / nudity 10 questions
- Discrimination 3 questions
- Dangerous behaviour 3 questions
- Drugs / alcohol abuse 7 questions
- Coarse language 3 questions



## PRODUCTION DETAILS

Media: AV-productie (Formulier: AV / Web-only v1.0)

When assessing the content you must consider the context, the effects of the content and feelings it might provoke in viewers, the feasibility of acts, the framing of displayed acts and the manner in which an issue is treated from the aspect of appropriateness for a certain age group ([Art. 3](#)).

**1.1.1 Is this production completely free of harmful elements? Harmful elements are violence, fear, sex, discrimination, alcohol/ drugs abuse or coarse language? In other words is this production fit for all ages?**

No Yes

This question may only be answered with 'yes' if you are absolutely sure that the production contains no harmful elements at all, including coarse language. In case of any doubt, please answer 'no' and complete the questionnaire.

Examples of productions for all ages are: *Teletubbies*, *Who Wants to be a Millionaire*, and *Dora the Explorer*.

**1.2.1 Is the production type of cartoon or animation?**

No Yes

Examples of cartoons or animations are: *The Lion King*, *Finding Nemo*, *Bob the Builder*, *Pokémon*, *South Park*, *Spirited Away*, *Pingu* and *Wallace & Gromit*.

Hyperrealistic animations, those that are almost indistinguishable from reality, such as *Beowulf* are scored under question 1.2.2.

**1.2.2 Is it any (other) type of fiction/drama product?**

No Yes

Examples of other types of fiction/drama production are: *The Dark Knight* and *CSI*.

Hyperrealistic animations fall under this category. Examples of hyperrealistic animations: *Beowulf* and *The Adventures of Tintin: The Secret of the Unicorn*.

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CONTINUE





## VIOLENCE

2.2.1 Does the production contain one or more of types of physical violence?

Never  Once or more

2.3.1 Are there acts of violence that are intrusive?

Never  Once or more

2.4.1 Are there images of injuries sustained as a result of visible acts of violence?

Never  Once or more

2.5.1 Do violent acts occur that people may, in principle, actually be able to carry out?

No  Yes

2.6.1 Does the production contain scenes of sexual violence which are only implied/justified by the context?

No  Yes

2.6.2 Are there scenes of occasional sexual violence?

No  Yes

2.6.3 Does the production contain scenes of explicit sexual violence?

No  Yes

2.7.1 Is the violence extremely ruthless?

Never  Occasional  Frequent

2.8.1 Is all the violence slapstick violence?

No  Yes

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## FEAR

3.0.1 Does the production contain any frightening images?

Never  Once or more

3.1.1 Are there images of extremely frightened people?

Never  Once or more

3.1.2 Are the extremely frightened people always, so in all cases, saved immediately?

No  Yes

3.5.2 Do severe injuries occur in the production?

Never  Once or more

3.5.1 Do injuries occur in the production?

Never  Once or more

3.5.2 Do severe injuries occur in the production?

Never  Once or more

3.6.1 Are there images of mutilated dead human bodies?

Never  Once or more

3.7.1 Are there images and/ or scenes of suicide, an attempted suicide or of someone who has committed suicide?

Never  Once or more

3.8.1 Does the production include scenes of self-mutilation?

Never  Once or more

3.9.1 Are there images of visible threats of violence?

Never  Once or more

3.12.1 Do the frightening situations occur in a realistic environment?

Never  Once or more

3.12.2 Do one or more unrealistic characters feature in the frightening scenes?

No  Yes

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## SEX

4.0.1 Does the production contain any nudity or sexual content?	<input type="button" value="No"/>	<input type="button" value="Yes"/>	
4.1.1 Is the content of your production pornographic?	<input type="button" value="No"/>	<input type="button" value="Yes"/>	
4.1.2 Is the content of your production explicit sexual programming content?	<input type="button" value="No"/>	<input type="button" value="Yes"/>	
4.1.4 Does the production contain nudity without a sexual context?	<input type="button" value="No"/>	<input type="button" value="Yes"/>	
4.1.5 Does the production contain discrete suggestions of sexual activity?	<input type="button" value="Never"/>	<input type="button" value="Occasional"/>	<input type="button" value="Frequent"/>
4.1.6 Does the production contain sexual acts without details?	<input type="button" value="Never"/>	<input type="button" value="Occasional"/>	<input type="button" value="Frequent"/>
4.1.7 Are the sexual acts portrayed in a manner to make the greatest possible impact?	<input type="button" value="No"/>	<input type="button" value="Yes"/>	
4.1.8 Does the production contain nudity in a sexual context?	<input type="button" value="Never"/>	<input type="button" value="Occasional"/>	<input type="button" value="Frequent"/>
4.1.9 Does the production contain graphic scenes with nudity and sex?	<input type="button" value="No"/>	<input type="button" value="Yes"/>	
4.1.10 Are the scenes of sex shown with the purpose of raising awareness or educating about human sexuality or health?	<input type="button" value="No"/>	<input type="button" value="Yes"/>	



## DISCRIMINATION

### 5.1.1 How often do scenes of discrimination occur in the production?

Never Occasional Frequent

The term discrimination includes any expression that implies the inferiority of a group/ particular sections of the community are portrayed as inferior on the basis of race, religion, skin colour, sex, nationality, sexual preference or ethnic origin. Discrimination may also take of an 'us and them' mentality and jokes about foreigners, women, men or ethnic groups.

Often here means that it covers a relatively large part of the production.

### 5.1.2 Does the production contain scenes of severe or explicit discrimination?

Never Occasional Often

Example: Hotel Rwanda.

### 5.1.3 Are all the scenes of discrimination justified by the context?

No Yes

Justified by the context means that the production contains acts that could by themselves harm the development of children or minors, however acts related to them or the context of such content mitigate the display. For example by its purpose, genre, educational, historical, or comic context, the manner in which such acts are shown, or their framing.

This includes but is not limited to explicit condemnation of discrimination.

Example of a production in which discrimination is explicitly condemned: Australia.

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Vsi



## BEHAVIOUR

**5.2.1 Does the production feature any scenes of dangerous behaviour that children could copy?**

No

Yes

Examples of dangerous behaviour include, but are not limited to: instructions on how to harm (oneself), make explosives or how to commit suicide.

**5.2.2 How dangerous is the behaviour in the production?**

Mildly

Moderately

Very

Factors to take into account to determine how dangerous an act is, are:

- Are they performed by a rolemodel, with whom children will identify? For example: *Jackass*.
- What kind of harm do they cause? Ranging from a bruise to death.
- How easy it is for a child to replicate the act?
- Does it involve readily accessible items or appliances? For example: drinking bleach.
- The level of detail. For instance: a very detailed description of, or instruction on, how to make a bomb or harm (your)self.

**5.2.3 How often do scenes occur of dangerous behaviour which children could copy?**

Occasional

Frequent

Occasional in this question means that the scenes do not cover a large proportion of the production.

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## DRUGS AND/OR ALCOHOL ABUSE

6.0.1 Does the production contain any tobacco, alcohol, drugs or other harmful substances?  No  Yes

6.1.1 Does the production contain drug addiction, explicit scenes of the abuse of drugs, alcohol or other harmful substances which are not negatively framed?  No  Yes

6.1.2 Does the production contain scenes of drug abuse, or other harmful substances?  Never  Occasional  Frequent

6.1.3 Are there scenes of using tobacco products and/ or alcohol?  Never  Occasional  Frequent

6.1.4 Is the use of drugs, tobacco and alcohol or other harmful substances glorified?  No  Yes

6.1.5 Is all use of alcohol, drugs or other harmful substances carried out by a comical anti-hero in a comedy?  No  Yes

6.1.6 Is the purpose of the production to raise awareness on the harmful effects of the use of alcohol, drugs, smoking and/ or other harmful substances?  No  Yes

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## COARSE LANGUAGE

7.0.1 Does the production contain any inappropriate language?

No Yes

This also includes strong words from other languages that can easily be understood as being offensive.

7.1.1 Does the production contain strong swear words?

Never Occasional Frequent

Strong swear words are: bitch, fuck, etc.

7.1.2 Does the production contain aggressive, or repeated use of the strongest swear words?

Never Once or more

This includes frequent, aggressive, or repeated use of the strongest swear words or vulgar expressions, which provoke feelings of discomfort, inferiority, offense, etc. in an average adult

BACK

SAVE



AKOS

## Rihanna - Bitch Better Have My Money (Explicit) 4

Please find the classification result below. Check the result and if you would like to change something go back.



This production has been saved and published  
[Undo publication](#)

Complete classification result: GPG,A12,SPG,DVsi,BVsi,H15,T12 ([show explanation](#))

### Full explanation of rating:

Violence		PG		→
Fear		12	12	
Sex		PG		→
Discrimination		Vsi	Vsi	
Behaviour		Vsi	Vsi	
Drugs and/or alcohol abuse		15	15	→
Coarse language		12	12	



Questionnaire: AV / Web-only v1.0

Organization: AKOS / Coder: Igor Zabjek

Media: AV-productie / Type of production: Amusement ([view production details](#))

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- PoM area needs **constant adjustment and development of regulatory approaches** – according to the changing media practices and patterns of media consumption.
- Although the enforcement of rules is essential, **restrictive regulation may not be sufficient** to effectively tackle the issues related to protection of minors in the complex digital environment.
- It is very important to keep **raising awareness of AV service providers and educating viewers** for informed and responsible use of media services.
- Convergence of media and new ways of content distribution and abundance of transborder and not regulated services require **new approaches and enhanced cooperation both with service providers and with other NRAs**.
- More than ever it is needed to **promote and support the production of quality content** for children and youth – the role of Gledoskop in the future!

Thank you!

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