



**you rate it**

Rating user-generated content online

For decades video content has been created and supplied by a limited number of producers, broadcasters and distributors. The internet creates a great number of new producers by offering a distribution channel to everyone with a video camera.

Young kids are greatly attracted to online video and get access to it via several *individual* (mobile) devices. NICAM together with the BBFC offer You Rate It as a solution for rating non-professional content, to inform parents and children, enabling them to make a well informed viewing decision.

## How does it work?

Through a single, simple questionnaire, You Rate It instantaneously produces an age rating and content advice. The ratings produced by the tool will enable those with responsibility for children to make fully informed viewing choices in relation to non-professional content online. The height of the ratings can differ from country to country taking cultural and societal differences in to account. (For example, strong language is an issue for consumers in the UK but less in other countries. The tool reflects such differences).

You Rate It is customizable to fit any website. Its design but also the way ratings (data) are stored and used can be fully adjusted. The rating may be linked to internet filters, or shown visibly to all users, or both. Furthermore, You Rate It is simple, it contains six questions about the content of the UGC, on behaviour, drugs, horror, language, sex/nudity and violence. Completing the questionnaire takes fewer than a couple of minutes. It also includes a facility for viewers to report to the appropriate law enforcement body content which in their view might be illegal.

Equally importantly, the tool is flexible. It is not designed to be used in a rigid way. Rather, its use can be adapted to meet the needs of different users. How it is used depends on what different countries, publics and platforms want. For instance, the questionnaire may be completed by those uploading content while the content is being uploaded. Alternatively, it may be completed by those viewing the content, or both.

The tool has the option of using either existing, well understood age ratings and labels or new, simplified ratings. This depends on the choices of different countries or platforms.

## Pilot

Mediaset (IT) has decided to start a pilot with You Rate It. The pilot was launched in March 2014 on their video sharing website [www.16mm.it](http://www.16mm.it) as well as in their iOS and Android apps. User generated videos can now be rated with You Rate It by users as well as uploaders. The questionnaire has taken into account national differences and uses the national, recognizable labels. In Italy this means a traffic light system: green (all ages), amber (parental guidance), red (adults) and nocivo (adults only).

## Join us!

We feel that this way of self-rating will empower and involve viewers, uploaders, parents and children and will create media awareness. BBFC and NICAM would welcome the involvement of other ratings bodies, regulating bodies and platforms to develop the tool further, in particular through pilot projects to put the tool into practice.

Interested? Join us or find out more on: [www.yourateit.eu](http://www.yourateit.eu)

## Who are we?

The Netherlands Institute for the Classification of Audio-visual Media (NICAM) is responsible for the coordination of the Kijkwijzer system, set up to protect young viewers of possible harmful effects of audio-visual content. Additionally, NICAM is the independent administrator for the PEGI system. Both PEGI and Kijkwijzer are based on scientific research in the field of child and media. The British Board of Film Classification (BBFC) is an independent, non-governmental body which classifies films and videos in the UK. Working together in response to an initiative of the CEO Coalition started by the European Commission (Neelie Kroes), the BBFC and NICAM have developed a tool for rating User Generated Content (UGC) across different territories and platforms.

Both NICAM and the BBFC are actively involved in [MIRACLE](#) (Machine-readable and interoperable age classification labels in Europe). This project, co-financed by the EC will provide a common database structure for age classification information, to improve interoperability. MIRACLE will therefore also be used within You Rate It.