



**CONTENT  
RATING**

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**PRACTICAL  
GUIDE**



MINISTRY OF JUSTICE  
NATIONAL DEPARTMENT OF JUSTICE  
DEPARTMENT OF PROMOTION OF JUSTICE POLICIES

# CONTENT RATING PRACTICAL GUIDE

**Organization**

National Department of Justice

3<sup>rd</sup> Edition.

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## PRESENTATION

The National Secretariat of Justice (SNJ), of the Ministry of Justice, has as one of its competences the attribution of the content rating to audiovisual works (television, cinema and video markets, electronic games and role-playing games - RPG).

This competence stems from a constitutional provision regulated by the Statute of Children and Adolescents and is regulated by Ordinances of the Ministry of Justice. The content rating is consolidated as public policy of the State and its symbols are recognized by the majority of families, and those use them to choose the television programming, as well as films and games that their children and adolescents might or cannot access.

The parental rating process adopted in Brazil considers the co-responsibility of the family, society and the State in guaranteeing children and adolescents the rights to education, leisure, culture, respect and dignity. This public policy consists of indicating the not recommended age, in order to inform parents, guaranteeing them the right to choose.

The emergence of the content rating in Brazil, its regulation and application, has been an achievement of Brazilian society, which yearned for an information mechanism that would guarantee parents the minimum subsidies to be able to decide of what content their family nucleus should have access to, safely and responsibility.

Understanding freedom of expression as a fundamental human right, as a precept to guarantee the expression of opinions, ideas and thoughts without retaliation or censorship, whether by governments, private or public bodies, or other individuals, is fundamental and unequivocal, within a democratic society.

The National Secretariat of Justice has sought to unify, objectify and publicize the criteria and interpretation of the Manual of the New Rating System. The effort to make the content rating increasingly clear is in line with the effective purpose of public policy: to provide reliable instruments for the choice of the

family and to protect the child and adolescent against images that may harm their formation.

This Practical Guide is a democratic instrument that aims to give transparency and objectivity to the public policy of the content rating, highlighting the analysis criteria. It can serve TV stations, film and game producers and distributors, as well as society in general and family.

## **NATIONAL SECRETARIAT OF JUSTICE**

The National Secretariat of Justice (SNJ) is part of the Ministry of Justice and holds a vast area of activity. Its mission aims to promote and build rights and justice policies aimed at guaranteeing and developing human rights and citizenship, through joint actions by public authorities and society.

The Department's specific objectives are: coordinating the policy to combat trafficking in persons; articulating the fight against organized crime, money laundering and corruption; protecting and promoting the rights of migrants; intensifying and improving international legal cooperation; improving the accreditation and supervision mechanisms of social entities qualified as Civil Society Organizations of Public Interest (OSCIP) or Foreign Organization (OE).

SNJ is also in charge of coordinating activities for the content rating of television programs and films, public entertainment, electronic games, applications and role-playing games (RPGs), the object of this practical guide.

## OBJECTIVE

This practical guide aims to expose, in a clear and simplified way, how the Ministry of Justice conducts the analysis of audiovisual works - television, cinema and video market, electronic games and role-playing games (RPG).

Next, the operational and technical definitions of the age classification, attenuating and aggravating factors will be presented, showing how the team of the National Secretariat of Justice issues the reports that instruct the administrative proceedings of the Content Rating Coordination.

The New Indicative Classification Manual is from 2006 and the last edition of the Practical Guide is from 2012. During the period of its use as an instrument that guides all the analysis carried out by the National Secretariat of Justice on the theme Content Rating, some sensitive points that have undergone an adaptation have been identified, deleted or included. This review has been carried out with the aim of better instructing administrative proceedings, aiming to protect children and adolescents from inappropriate contents, harmful to their healthy physical and psychological development, as recommended by the Statute of Children and Adolescents.

This edition incorporates the result of the Seminar on Content Rating held by the Ministry of Justice, in Brasília, on March 16, 2018; the meeting between the National Secretariat of Justice and members of the Civil Society Monitoring Committee for the Content Rating (CASC-Classind), in the city of Rio de Janeiro, on April 13, 2018; as well as the “Public Debate in Defense of the Content Rating”, promoted by the Federal Attorney for Citizens' Rights, at the headquarters of the Attorney General's Office, in Brasília, on April 24, 2018; and the public consultation carried out by the Ministry of Justice, from 20 to 28 June 2018, regarding the public policy of content rating, which gave rise to Ordinance No. 1,189, of 3 August 2018; as well as the regional workshops, held in the months of October and November 2018, in the five regions of the country.

## AUTHORIZATION FROM PARENTS AND GUARDIANS

AGE GROUP	CONTENT RATING	ACCESS CONDITION
UNDER 10 YEARS OLD	FREE TO NR 16	IN THE PRESENCE OF A RESPONSIBLE OR ACCOMPANYING PARTY AUTHORIZED BY THE PRESENT
10 TO UNDER 12 YEARS OF AGE	FREE TO NR 10	NO RESTRICTION
	NR 12 TO NR 16	IN THE PRESENCE OF A RESPONSIBLE OR ACCOMPANYING PARTY AUTHORIZED BY
12 TO UNDER 14 YEARS OF AGE	FREE TO NR 12	NO RESTRICTION
	NR 14 TO NR 16	IN THE PRESENCE OF A RESPONSIBLE OR ACCOMPANYING PARTY AUTHORIZED BY
14 TO UNDER 16 YEARS OF AGE	FREE TO NR 14	NO RESTRICTION
	NR 16	IN THE PRESENCE OF A RESPONSIBLE OR ACCOMPANYING PARTY AUTHORIZED BY
16 TO UNDER 18 YEARS OF AGE	FREE TO NR 16	NO RESTRICTION
	NR 18	IN THE PRESENCE OF A RESPONSIBLE OR ACCOMPANYING PARTY AUTHORIZED BY

**NR: NOT RECOMMENDED.**

**PERSON IN CHARGE: RELATIVES UP TO 4TH GRADE, MAJOR AGE (PARENTS, GRANDPARENTS, STANDARDS, BROTHERS, UNCLES, COUSINS), TUTOR, GUARDIAN OR GUARD HOLDER.**

**ACCOMPANYING PARTY IT IS EACH ONE WHO DOES NOT FILL AS RESPONSIBLE AND WHO POSSESSES WRITTEN AUTHORIZATION FROM THESE.**



# APPLICATION OF THE RATING SYSTEM CRITERIA

It is important to clarify that audiovisual works are analyzed taking into account three different thematic axes: “Sex and nudity”, “drugs” and “violence”. The analysis of a work is effectuated as a whole and not only by isolated parts. For example, in the case of exhibitions or art shows, the age rating shall be attributed to the set of pieces presented, taking into account the particularities of their arrangement and the characteristics of the physical space that exhibits them. Even so, it is emphasized that, just as in audiovisual works, it is possible that the presentation of a certain type of content is sufficient to support the classification of the rest of the set. The elements called attenuating and aggravating factors may soften or enhance the impact of the rating indicator, in order to decrease or increase the age range to which the works are not recommended.

It should also be noted that the criteria that support the public policy of the Rating System are objective and there is no interference from individualized approaches from each viewer, which would turn the application of a certain age group impractical.

It is important to understand that the work carried out by the Rating System does not restrict any content from being transmitted (censorship), nor is it of a qualitative nature, without the presence of a judgment of value.

# PARENTAL RATING

## ANALYSIS CRITERIA

Listed here are rating indicators and their respective operational descriptions, divided by criteria (violence, sex and drugs), attenuating and aggravating elements and subdivided by age groups for which they are not recommended to.

### A. VIOLENCE

#### A.1 General Audiences (GA)

L

The occurrence of scenes that refer to violence is not always harmful to a child's psychological development. Contents that are accepted for this age group may present:

##### A.1.1 WEAPON WITHOUT VIOLENCE

- Presence of weapons of any nature, without the violent context, as long as the object is at the heart of the scene or image in question.
- For this criterion, fits the use of weapons in shooting ranges, trainings in which there is no direct aggression between the characters, and the use in any other appropriate place, in which that usage is not depicted in a violent manner.
- There is no consolidation of the indicator when the characters are presented as characterized and their clothing is associated with weapons, such as films of cowboys, policemen, samurai, warriors, among others, except in cases where armament is at the heart of the images presented.

**EXAMPLE:** a samurai demonstrates his skills with a sword and then places it on the table.

##### A.1.2 DEATH WITHOUT VIOLENCE

- Scenes in which deaths are presented without violence, both at the moment the act occurs, as in the exposure of a corpse, without the involvement of pain or injuries.
- They may be related to illness or old age, without evident physical suffering.

**EXAMPLE:** an elderly woman dies while sleeping.

##### A.1.3 BONE OR SKELETON WITHOUT VIOLENCE

- Display of human or animal bones and skeletons that are not related to any type of violence.

**EXAMPLE:** the fossil of a prehistoric man, in which there are no signs of violence, is presented in an archaeological excavation or in a museum.

#### A.1.4 FANTASY VIOLENCE

- Presentation of elementary and fanciful levels of violence, such as the aggressive acts seen in cartoons aimed at children, which do not correspond to reality.
- Presentation of non-impacting fights of Manichean child and juvenile plots, of fighting good against evil, without being consistent with reality.
- Presentation of violence in a caricatured way inserted in the comedy-slapstick genre (food war, blows that do not result in significant physical damage), that is, that are made to provoke laughter and not as incentives of violence.
- It is worth mentioning that the characterization of the criterion absorbs the presentation of weapons and artifacts used in the fantasy achievement of violence, so that such objects should not be identified as a burdensome criterion for analysis. In these cases, depending on the presentation, there is no indicator of "weapon with violence", which is absorbed by the technical criterion on fantasy violence.

**EXAMPLE:** presentation of a cartoon, in which an individual strikes an anvil on the head of another, which is crushed and, shortly thereafter, returns to its original form.

### A.2 Not recommended for children under 10

10

Contents that are accepted for this age group may present:

#### A.2.1 ANGUISH

- Content that may cause discomfort in the viewer, such as the presentation of harsh discussions, eschatology, characters in depression or intense sadness, accidents and destruction, death of parents or people or animals with strong ties to the character.
- Included are surgical procedures or interventions, in hospitals or not, in which a doctor (or someone with knowledge of first aid) performs any invasive action, with visualization of injuries, incisions, sutures, among others, in order to save or restore a patient's health.
- In such procedures, when blood is present, it should be cited as a specific thematic criterion.

**EXAMPLE 1:** a child with cancer dies in the hospital, accompanied by his family, who cries.

**EXAMPLE 2:** situation in which one person ends up vomiting over another.

#### A.2.6 WEAPON WITHIN VIOLENCE

- Usage of weapons to practice violence, whether or not the violent act has been consummated.
- The indicator should be used as long as there is at least a real threat.

**EXAMPLE 1:** an individual points any type of weapon at another person or threatens this other person, even if the aggression or actual attack is not consummated.

**EXAMPLE 2:** an individual hears a noise at home and picks up a knife to defend himself.

### A.2.2 CRIMINAL ACT WITHOUT VIOLENCE

- Any action that results in a crime, misdemeanor or infraction, provided for in Brazilian law, which does not result or is directly related to violence.

**EXAMPLES:** theft, home invasion, graffiti, corruption, among others.

### A.2.3 DEPRECIATIVE LANGUAGE

- Scenes in which the characters make malicious or disparaging comments about someone who is not present, molding themselves to insults and inferiorities, measured against the character who is the indirect victim of the action.

- There is no presence of the indicator when infantile terms are used, which do not compromise the dignity and honesty of those involved, with little or no offensive power, such as silly, boring, ugly, etc.

**EXAMPLE:** character says “Look at that stupid ballsy coming up to my boyfriend!”

### A.2.4 FEAR/TENSION

- Scenes in which the framing, the camera games, the lighting, the art direction, the sound, the behavior of the characters, the editing resources or any other element of the audiovisual language, create a tense atmosphere, which can cause fear or scare the viewer.

**EXAMPLE:** in a dark house, an individual hears strange noises. Suddenly, a masked person appears on the scene, accompanied by a loud sound effect, causing a shock in the viewer.

### A.2.5 BONE OR SKELETON WITH RESIDUE OF ACT OF VIOLENCE

- Display of human or animal bones and skeletons that may be related to any type of violence. This includes those found during police investigations, medical examinations and other typical situations in which the consummation of violence is evident.

**EXAMPLE:** an investigation team finds a skeleton, which has a perforation in the skull, caused by a firearm projectile.

## A.3 Not recommended for children under 12

12

Contents that are accepted for this age group may present:

### A.3.1 VERBAL AGGRESSION

- Presentation of scenes in which insults occur or maybe exchanges of offenses in between characters.
- There is no presence of the indicator when childish or playful terms are used, which do not compromise the dignity and honesty of those involved, with little or no offensive power, such as silly, boring, ugly, among others.

**EXAMPLE:** an individual uses bad language to attack or offend another individual present in the scene, such as of scumbag, son of a bitch, among others.

### A.3.2 SEXUAL HARASSMENT

- An individual embarrasses someone, in order to obtain sexual advantage or favor, taking advantage of his/her status as superior in the exercise of employment, position or function.
- The indicator is also identified when the aggressor practices the act using any other form of power.
- In this case, the sexual act itself is not consummated, only constraint remains present.

**EXAMPLE 1:** a boss seduces an employee, implying that she must have sex with him to get a promotion. However, the sexual act does not occur.

**EXAMPLE 2:** a person is sexually harassed while using public transport.

### A.3.3 VIOLENT ACT

- Threat or intentional action of violence, which violates bodily integrity, freedom or health, own or that of others. This indicator includes cases of human trafficking.

**EXAMPLE 1:** the characters fight each other, exchanging punches or kicks.

**EXAMPLE 2:** someone puts pills or tranquilizers in someone else's tea, to make him pass out.

**EXAMPLE 3:** a man throws pepper gas at people participating in a public event.

**EXAMPLE 4:** an individual threatens to kill another.

**EXAMPLE 5:** a person does self-harm.

### A.3.4 VIOLENT ACT AGAINST ANIMAL

- Display of ill-treatments, with the presence or not of injuries to animals. The indicator also applies when the character intentionally takes the life of an animal.
- The use of animals in any type of feud, for fun or pleasure, also conforms to the indicator.
- There is no configuration of the criterion in cases where slaughter is carried out for the purpose of survival or consumption. However, other criteria can be used, such as anguish and the presence of blood, if they are decisive in the scenes.

**EXAMPLE 1:** angry, a man kicks his dog.

**EXAMPLE 2:** a group of boys have fun beating cats on the street.

### A.3.5 BULLYING

- It is the act of psychological violence, intentional and repetitive, committed against defenseless people or who have some characteristic that can be stigmatized. The indicator is generally identified in student settings, such as colleges and universities.
- Often, the aggressor (or aggressors) commits this type of violence, given their physical superiority or by means of intimidation, derived from their influence on the social environment in which they are inserted.

**EXAMPLE:** A group of students intimidates or humiliates someone, simply because they are overweight, because of their height, because they wear glasses or because they have better or worse grades than they do.

### A.3.6 DESCRIPTION OF VIOLENCE

- Narrations, graphic cards or dialogs that describe, in detail, any type of violence, such as descriptions of abortions, death sentences, euthanasia, murders, suicides, aggressions, tortures, among others.
- The descriptions of accidents, with physical suffering or deaths, also represent this trend.

**EXAMPLE:** an individual confesses to a murder, revealing the details of the act.

### A.3.7 DANGER EXPOSURE

- Display of a volitional or omissive act that endangers the life or health of oneself or others. The act depends on the awareness of the omission or the risk of the action taken. The danger must be palpable and predictable.

**EXAMPLE 1:** a person walks on top of a building in a reckless manner, knowing the risk of falling.

**EXAMPLE 2:** an individual drives a vehicle, drunk.

**EXAMPLE 3:** an individual leaves a child locked in a vehicle without assistance.

**EXAMPLE 4:** an individual realizes that someone else is going to have an accident and, even though they may prevent it, omitting themselves from trying to avoid it.

### A.3.8 CORPSES

- Display of lifeless bodies, with death resulting from violence or not.
- It is worth mentioning that the corpses must be presented in a decontextualized way within the cause of death.
- The indicator is excluded when there is a display of the exact moment of death or shortly after the death of a person.

**EXAMPLE 1:** a police team finds a defunct in the middle of the street.

**EXAMPLE 2:** several fallen and lifeless bodies are seen in the setting of an action game.

**EXAMPLE 3:** scenes where the corpse is shown during an analysis of experts at the crime scene or in laboratories.

### A.3.9 EXPOSURE OF PERSON UNDER EMBARRASSING OR DEGRADING SITUATION

- Bullying, embarrassment, degradation or humiliation, which may be expressed in several ways, either verbally or through images or contexts.
- The predisposition of the person(s) to get involved in a situation is not an attenuating indicator, even if it does so out of innocence or in exchange for any kind of retribution.

**EXAMPLE 1:** a person agrees to put on a donkey hat in exchange for money.

**EXAMPLE 2:** a person accepts to be soiled with eggs in order to participate in a TV program.

**EXAMPLE 3:** a boss offends the employee in front of his team, ridiculing him.

**EXAMPLE 4:** a teacher humiliates a student who was late for class.

**EXAMPLE 5:** a student ridicules his teacher to make him uncomfortable.

### A.3.10 BODILY INJURY

- Display of bodily injuries, cuts, fractures or internal organs, whether produced by any type of violence or accidents.

**EXAMPLE:** an individual has an open fracture, cut or other visible injury.

### A.3.11 DEATH DERIVED FROM HEROIC ACT

- It consists of an altruistic act of any character, which results in self-death, when done with the intention of saving the life of others, for the benefit of the majority or for the good of humanity.

**EXAMPLE:** a pilot launches his spaceship against a celestial object, to try to divert it from the Earth, losing his life in the act.

### A.3.12 NATURAL OR ACCIDENTAL DEATH WITH PAIN OR VIOLENCE

- Accidental or natural deaths. They must present identifiable suffering, suffering or injuries.
- The indicator should be punctuated both at the moment of death and upon the exposure of the corpse.

**EXAMPLE 1:** a man feels the pain of a heart attack and falls dead on the street.

**EXAMPLE 2:** a climber falls from the top of a mountain, dying.

### A.3.13 OBSCENITY

- Act or word, expressed in written or gestural form, with motives of offending, ridiculing or embarrassing someone.

**EXAMPLE 1:** in traffic, a man points his middle finger at another.

**EXAMPLE 2:** an individual makes gestures that refer to the sexual act, just to offend or embarrass someone.

### A.3.14 BLOOD PRESENCE

- Display of blood from any bodily injury, whether it is displayed or not; physical aggressions (such as punches, cuts and shots), accidents (such as automobile and domestic), medical procedures and internal injuries (such as surgery, vomiting with blood) and bloody objects or scenarios.

- It is worth mentioning that: small cuts, blood withdrawal for laboratory exams, menstruation and nosebleeds are not considered (except when framing and scene compositions value the presence of blood).

- The slaughter of animals, even for consumption, can present such an indicator, as long as the image framework values the visualization of blood.

**EXAMPLE:** identification of bloody in walls in an alleged crime scene.

### A.3.15 VICTIM'S SUFFERING

- Display of suffering or ailment, due to violent fact, accident, illness or medical/surgical procedure.

**EXAMPLE 1:** an individual cries in pain after suffering a car accident.

**EXAMPLE 2:** The characters in a game scream in pain when they are hit by blows.

### A.3.16 OVERESTIMATION OF PHYSICAL BEAUTY

- Excessive appreciation of physical beauty, presented as an essential condition for a happier life or for social acceptance.

- Valuation has to be expressed clearly.

- Beauty contests or fashion programs do not conform to the trend, as long as there is no discourse or statements that define in a futile or restricted way the standards of beauty or body aesthetics.

- The presentation of the risks inherent to this behavior, such as anorexia or bulimia, in addition to the other risks and possible failures in surgical procedures, among others, mitigate the indicator.

**EXAMPLE:** situations in which plastic surgery or extreme diets are highly valued, being presented as essential to achieve a better and happier life, always associated with aesthetics and not with health.



**A.3.17 CONSUMPTION OVERVALUATION**

- Scenes and dialogs that emphatically present consumption as an essential condition for a happier life or for social acceptance.

**EXAMPLE:** an individual humiliates another, because he/she does not have fashionable shoes.

**A.3.18 PSYCHOLOGICAL VIOLENCE**

- Violence that happens in an unequal relationship, in which agents exercise any type of power over the victims, intentionally subjecting them to psychological abuse.

**EXAMPLE:** father humiliates son/daughter by saying that he/she will never be anything in life and that he/she is a burden on the family.

**A.4 Not recommended for children under 14 years****14**

Contents that are accepted for this age group may present:

**A.4.1 ABORTION**

- Willful discontinuation of pregnancy, with or without expulsion of the fetus, resulting in the death of the unborn child. In order to contemplate this indicator, it is necessary that the act be initiated or that the individual goes to the place of the procedure, making clear the intention of carrying it out.

- Spontaneous abortion does not conform to the indicator.

**EXAMPLE:** - A woman goes to a medical clinic and intentionally terminates her pregnancy.

**A.4.2 STIGMA/PREJUDICE**

- Dialogs, images or contexts that stereotype the so-called minorities or vulnerable groups, presented as a mockery or, in turn, depreciate an individual or group. Such violence asks to take into account the particularities, reiterating its historical valuation as something negative, in order to ridicule its own characteristics or beliefs (social identity). This behavior results in the lower of the individual or group, giving it a defective condition.

- Stigma is considered when a derogatory characteristic is attributed to a person or a group of people. Prejudice, in turn, when there is a direct offense or a limitation on access to the rights guaranteed to all.

**EXAMPLE 1:** Indians are presented as lazy or indolent.

**EXAMPLE 2:** homeless people are portrayed as bandits.

**EXAMPLE 3:** a person is the target of pejorative adjectives, due to his/her sexual orientation.

#### A.4.3 EUTHANASIA

- It is the intentional act of providing someone with a painless death to relieve the suffering caused by an incurable or painful illness. It is usually performed by a health care professional or close person, at the express request of the sick person.

- Assisted suicide, in humanitarian conditions, conforms to the indicator.

**EXAMPLE:** a man, a terminal cancer patient, counts on the help of a friend so that the life support devices that keep him alive get to be turned off.

#### A.4.4 SEXUAL EXPLORATION

- Content in which an individual benefits from the prostitution of another. It also corresponds to inducing or attracting someone to prostitution or other forms of sexual exploitation, such as facilitating it, preventing it or making it difficult for someone to abandon it.

**EXAMPLE 1:** an individual maintains an establishment where prostitution is practiced, so that he/she profits from this activity.

**EXAMPLE 2:** A video game character does the work of a ruffian.

#### A.4.5 INTENTIONAL DEATH

- An individual intentionally kills someone.

- This indicator is also observed when mythological, fanciful, extraterrestrial beings (anthropomorphized or not) and animals commit violence, assuming the central role of the act.

- There is no incidence of the indicator in documentaries on animal life, in which animal attacks on humans can be shown. In this case, the indicator “natural or accidental death with pain or violence” should be used.

**EXAMPLE 1:** a man fires a revolver at his victim's head.

**EXAMPLE 2:** a werewolf kills a vampire, after piercing his chest with a wooden stake.

**EXAMPLE 3:** a killer shark kills some bathers, showing behavior that is not consistent with the one of its species.

#### A.4.6 DEATH PENALTY

- Legal process by which a person is killed by an action of the State, as punishment for a crime committed.

- Exceptional judgments (carried out without due legal process) are not included in this indicator.

**EXAMPLE:** By means of the actions through a criminal court, a person is sentenced to death.

## A.5 Not recommended for children under 16

**16**

Contents that are accepted for this age group may present:

### A.5.1 ACT OF PEDOPHILIA

- Sexual violence against vulnerable (under 14 years old). In this case, there is no need for sexual consummation, but any libidinous act involving children and adolescents in this age group.

**EXAMPLE 1:** an adult commits a carnal conjunction or any libidinous act with an 11-year-old child, even if the victim appears to agree with the act.

**EXAMPLE 2:** an individual has fun or takes pleasure in seeing pictures of naked children on the internet.

**EXAMPLE 3:** a scene shows an individual or group producing or broadcasting sexual images involving children or adolescents.

### A.5.2 HATE CRIME

- Images or contexts that present physical aggressions, motivated by discriminatory hatred.

- Including gender bias or gender identity, race or ethnicity, religion or creed, sexual orientation, geographic belonging, age, physical or social condition, behavior or any other situation that stigmatizes a group of people.

- Dialogs that address these issues are generally more suited to indicator in the description of violence or stigma/prejudice.

**EXAMPLE:** An anti-Semitic group meets a Jew on the street and attacks him out of hatred for his culture, ethnicity or religion.

### A.5.3 RAPE/SEXUAL COERCION

- Type of sexual assault that usually involves sexual intercourse or other forms of libidinous acts, performed against a person without their consent. The act can be performed by physical force, coercion, abuse of authority or against a person unable to offer valid consent, such as in cases where the victim is unconscious, disabled or has any disabilities.

- It is also observed, at the moment when someone tries to embarrass others, being through violence or serious threat, to have carnal conjunction or to practice or allow another libidinous act to be practiced with them.

- Content in which an individual convinces others to practice the sexual act, using their hierarchical condition or any other power relationship.

**EXAMPLE 1:** a woman is sexually abused.

**EXAMPLE 2:** a prisoner is obliged to have sex with his cellmates, under threat of death or personal injury.

**EXAMPLE 3:** a person is coerced into having sex with the boss in order to keep the job.

#### A.5.4 MUTILATION

- Grotesque or overrated scenes of dismemberment or evisceration of an individual, alive or not, causing pain or not. It is also contemplated when there is the display of body parts resulting from violence.

- The indicator is not considered in cases of autopsy.

**EXAMPLE:** a man cuts out his fellow's head.

#### A.5.5 SUICIDE

- Exhibition of an act in which an individual uses any means to take out his/her own life.

- Contexts in which the character tries to perform the act are also contemplated in this indicator.

- Cases in which the character is compelled to kill himself/herself are excluded.

**EXAMPLE 1:** a woman throws herself off a building and dies on the spot.

**EXAMPLE 2:** a man consumes a large dose of medication, with the intention of taking his own life.

#### A.5.6 TORTURE

- Refers to the prolonged or severe imposition of physical or psychological pain, through violence, intimidation or punishment, to obtain personal satisfaction (revenge or pleasure), information or any other advantage.

**EXAMPLE 1:** A man beats up his victim to reveal where a sum of money is being kept.

**EXAMPLE 2:** a man inflicts a great physical suffering on another, for vengeance or pleasure.

#### A.5.7 GRATUITOUS VIOLENCE/BANALIZATION OF VIOLENCE

- Disproportionate violent reaction to a banal situation, for no apparent reason, as the predominant or unique form of conflict resolutions.

**EXAMPLE 1:** an individual stabs someone in their back, without presenting the cause of the aggression or the consequences to the perpetrator of the violence.

**EXAMPLE 2:** A video game character freely attacks pedestrians on the street.

**EXAMPLE 3:** a person complains about loud music being played by his neighbor and he/she/she reacts with a firearm shot, killing him.

**A.6 Not recommended for children under 18****18**

Contents that are accepted for this age group may present:

**A.6.1 APOLOGY TO VIOLENCE**

- Scenes that, by means of dialogs, images and contexts enhance and encourage the practice of violence or portray it in a "beautiful", "interesting", "acceptable" or "positive" way. The content, therefore, values the violent act and/or the aggressors.

**EXAMPLE 1:** a person encourages others to practice violence against anyone, always using this as the only solution to resolve possible conflicts.

**EXAMPLE 2:** dialogs and scenes in which an individual declares, defends or incites violence as something pleasurable or necessary.

**A.6.2 CRUELTY**

- Graphic and/or realistic scene of violence, presented in a sadistic way, in which intense physical ailments are glimpsed.

**EXAMPLE 1:** a man wants to take revenge on another and hangs him on a tree, subsequently pulling out all his fingers and teeth, before killing him.

**EXAMPLE 2:** a person is charred by someone else, as a form of revenge, in a realistic context.

## B.

## SEX AND NUDITY

## B.1 General Audiences (GA)

L

The occurrence of scenes that refer to sex or nudity is not always harmful to a child's psychological development. Contents that are accepted for this age group may present:

## B.1.1 NON-EROTIC NUDITY

- Nudity, of any nature, as long as it is exposed without sexual appeal, such as in a scientific, artistic or cultural context.
- Child nudity and autopsy situations and other medical procedures also fall into this category, as long as they are not associated, in each case, with acts of pedophilia or sexual feature.

**EXAMPLE:** a documentary that shows the reality of an indigenous tribe, in which people live naked.

## B.2 Not recommended for children under 10 years

10

Contents that are accepted for this age group may present:

## B.2.1 EDUCATIONAL CONTENT ABOUT SEX

- Dialogs and non-stimulating images about sex that are within an educational or informational context.

**EXAMPLE:** in a school, students learn about the human reproductive system.

## B.3 Not recommended for children under 12

12

Contents that are accepted for this age group may present:

## B.3.1 SEXUAL APPEAL

- Scenes that present stimulating dialogs, manifestations of desire or provocations of a sexual nature.
- Sexualization must be latent, whether due to the image enhancement of some physical characteristic or some sexual quality of the individual.
- In these cases, the erotic context is not actively stimulated by the focused character.

**EXAMPLE 1:** some characters look at the buttocks of a woman who passes them, showing sexual interest.

**EXAMPLE 2:** an individual comments with another: "Wow! She's hot!".

**B.3.2 SEXUAL FONDLING**

- Scenes in which characters caress and sexualization is present, but the action does not result in sexual intercourse. The indicator, therefore, occurs when there are more striking caresses, otherwise it is clear that the act or sexual innuendo is not achieved.

**EXAMPLE:** In a room, a couple caresses each other intensely. However, they are interrupted by the arrival of a third person, which makes it impossible to achieve the sexual act.

**B.3.3 SEXUAL INNUENDO**

- The indicator is applied when it is possible to deduce through dialogs, images and/or contexts, which the relationship has occurred, will occur or is occurring, without being able to visualize the sexual act.

**EXAMPLE 1:** a couple kisses, begins to undress and lies on the bed. The scene is cut before the act can be seen by the viewer.

**EXAMPLE 2:** a couple wakes up in the morning, both naked, under the sheets. It can be inferred that the sexual act took place.

**B.3.4 FOUL LANGUAGE**

- Dialogs, narrations or graphic cards that contain foul or slang words. Offensive expressions that are generally related to sex, excrement and sexual organs.

- Terms such as: buttocks, penis and vagina are not included.

**EXAMPLE:** sh\*t, \*ss \*, p\*ssy, c\*m, p\*te, etc.

**B.3.5 SEXUAL CONTENT LANGUAGE**

- Dialogs, narrations, signs or graphic cards about sex, without the presentation of vulgarities. The terms describe the practice of the sexual act or sexual behavior, without describing it in detail and/or trivializing it.

**EXAMPLE 1:** two characters talk: "Did you two really have sex? When was that?".

**EXAMPLE 2:** by means of sign language, an individual implies that a sexual relationship is taking place.

**B.3.6 MASTURBATION**

- Non-explicit scene of individual masturbation. There is no need to talk about the indicator when the individual receives help from another person in performing the act (manual sex).

**EXAMPLE:** the average plan of a man is shown in the bathroom and, through his gesticulation (hand movement in the pelvic region), it is noticed that he is masturbating.

### B.3.7 VEILED NUDITY

- Nudity without the presentation of frontal nudes (penis, vagina), breasts or buttocks, that is, in which individuals' private parts are not presented, as long as there is a sexual context.

**EXAMPLE 1:** in a nude scene, a stripe or graphic effect is inserted on the breasts, buttocks and genitals.

**EXAMPLE 2:** a scene is presented in which an individual's bare breasts are strategically covered by an object from the environment.

### B.3.8 SEX SIMULATION

- Pictures or sounds in which any type of sexual intercourse is presented, in a farcical way, without considering the sexual act itself. In other words, these are situations in which the characters specifically act out the sexual act.

**EXAMPLE:** two characters represent the sexual act, to embarrass a friend, without it being consummated.

## B.4 Not recommended for children under 14

14

Contents that are accepted for this age group may present:

### B.4.1 EROTIZATION

- Presentation of images, dialogs and erotic, sensual or sexually stimulating contexts, such as strip teases and erotic dances. There is an image enhancement of the sexual context.

- In these cases, the erotic context is actively stimulated by the focused character.

**EXAMPLE 1:** a man performs a striptease.

**EXAMPLE 2:** a woman insinuates herself, staying only in a bikini to seduce another person, while making sexually stimulating gestures to provoke her partner.

### B.4.2 NUDITY

- Scene in which breasts, buttocks and/or genitals are displayed, whenever the sexual context or enhancement of the setting is present.

**EXAMPLE 1:** One person changes clothes, while another observes them. The genitals are exposed.

**EXAMPLE 2:** an individual is taking a shower and the framing of the scene focuses on his/her genitals.

### B.4.3 PROSTITUTION

- Presentation of any stage of the act of prostitution: seduction/conquest, offering, hiring, sexual practice or payment.

**EXAMPLE:** a man stops the car on the street and a prostitute approaches, reveals her price and gets in the car.



#### B.4.4 INTERCOURSE

- Scene in which any type of sex (vaginal, anal, oral and/or manual) is not explicit.

**EXAMPLE:** a couple has a sexual relationship, but it is not possible to see the penetration.

#### B.4.5 VULGARITY

- Images, dialogs or contexts that present sexuality in a detailed or vulgar way. There is an image enhancement of sexual content or the trivialization of inappropriate language, so that the impact for the viewer is more intense.

**EXAMPLE 1:** a young man mentions the sexual act, describing the practice incisively, stating: "I'm going to put my d\*\*k in your p\*ss\* and then make you come".

**EXAMPLE 2:** when describing a sexual experience, a young man details the performed sexual act, even with technical terms.

### B.5 Not recommended for children under 16

16

Contents that are accepted for this age group may present:

#### B.5.1 INTENSE SEXUAL INTERCOURSE

- Overestimated and/or long-lasting scene, in which any type of sex (vaginal, anal, oral, manual) is presented but not explicit. In this modality, the sexual act is shown in a credible and forceful way.

**EXAMPLE:** a couple has a long-term sexual relationship, in which some details are valued, such as sweat, typical movements of intercourse or orgasms, and it is not possible to visualize penetration, fellatio or masturbations.

### B.6 Not recommended for children under 18

18

Contents that are accepted for this age group may present:

#### B.6.1 EXPLICIT SEX

- Presentation of explicit sexual intercourse, of any nature, including masturbation, including the realistic reactions of participants in the sexual act and/or visualization of the sexual organs. It does not occur exclusively in pornographic works.

**EXAMPLE:** a woman opens a man's pants, strokes his penis and inserts it into her vagina.

#### B.6.2 COMPLEX/STRONG IMPACT SEXUAL SITUATION

- Presentations of sexual acts or situations, such as incest (presentation of sex scenes or erotic-affective relationships between first-degree or related relatives, such as father, mother, brother, stepfather, stepson, etc.), group sex, violent fetishes, zoophilia, necrophilia, coprophilia.

**EXAMPLE:** a group sex scene is presented.

C.

## DRUGS

## C.1 General Audiences (GA)

L

The occurrence of scenes that refer to drugs is not always harmful to a child's psychological development. Contents that are accepted for this age group may present:

## C.1.1 MODERATE OR INSINUATED CONSUMPTION OF LICIT DRUG

- Scenes irrelevant to the plot, in which moderate or insinuated consumption of licit drugs is presented, in social situations, without presenting the effects related to their ingestion, such as drunkenness. This indicator includes regular consumption of medicines.

**EXAMPLE 1:** the consumption of sparkling wine in the new year or wine at dinner can be seen in a celebration.

**EXAMPLE 2:** a man consumes a mild pain medication with a prescription.

**EXAMPLE 3:** in a bar you can see glasses and bottles of alcoholic drinks on the tables.

## C.2 Not recommended for children under 10

10

Contents that are accepted for this age group may present:

## C.2.1 DESCRIPTION OF LEGAL DRUG CONSUMPTION

- Dialogs, narrations, signs or graphic cards describing the consumption of legal drugs.

**EXAMPLE:** "It was hot yesterday, I opened a cold beer and drank it in one go. Nothing like having a beer here on the beach".

## C.2.2 DISCUSSION ON THE DRUGS THEME

- Images, dialogs or contexts that present the topic of drugs. Included in this indicator are approaches on causes, consequences, relevant solutions, decriminalization and trafficking. The speech is presented in a balanced way, involving social issues regarding the theme, without supportive acts of illegal.

**EXAMPLE:** some characters debate about possible penalties for drug traffickers.

## C.2.3 MEDICINAL USE OF ILLEGAL DRUG

- The indicator is applied when there are scenes in which an individual consumes drugs that are considered illegal in Brazil, for medicinal purposes, in a relevant context.

**EXAMPLE:** an individual, who lives in a country where the use of marijuana for medical purposes is lawful, or on prescription, uses the drug to relieve the pain of cancer.

## C.3 Not recommended for children under 12

12

Contents that are accepted for this age group may present:

### C.3.1 CONSUMPTION OF LEGAL DRUGS

- Scene in which smoking and/or consumption of alcoholic beverages is displayed.
- The indicator is also consolidated in the case where drunkenness is shown, even if the previous consumption is not observed, since the consequence of the act confirms the use of the drug, excluding, therefore, the possibility of insinuation.
- The ritualistic use of hallucinogenic substances, such as ayahuasca, peyote or Santo-Daime, according to the indicator. When such substances are used in a decontextualized way, only for recreational purposes, the indicator used must be the consumption of illegal drugs.

**EXAMPLE:** an individual comes home and smokes a nicotine cigarette.

### C.3.2 IRREGULAR CONSUMPTION OF MEDICINE

- Sequences in which the consumption of medicines is displayed, without medical prescription or in disagreement with it.

**EXAMPLE 1:** an individual consumes prescription drugs without consulting a doctor.

**EXAMPLE 2:** an individual doubles, on their own, the dose of a tranquilizer prescribed by the doctor.

### C.3.3 DISCUSSION ON THE “DECRIMINALIZATION OF ILLEGAL DRUGS”

- Presentation of dialogs between characters generating a debate on the legalization of illegal drugs (from production to consumption), making clear the relevant causes, consequences and solutions, with a balanced discourse on social and health issues.
- It is essential that there are no supportive acts or details of drug use.

**EXAMPLE 1:** a television program on marijuana legalization presents a thoughtful debate on the topic.

**EXAMPLE 2:** the narrator of a documentary generically describes illegal drug use in a given country, with an informative bias within the context of legalization.

### C.3.4 INDUCTION TO THE USE OF LEGAL DRUGS

- Scenes in which the character encourages smoking, the consumption of alcoholic beverages or the consumption of medicines in an irregular way.
- It is imperative that there is at least an attempt to convince the other person, making it clear that they are not in the habit of consumption, that they are being convinced to try the substance for the first time or that is compelled to resume use of the drug after abandoning it.

**EXAMPLE:** one person insists that another person taste a nicotine cigarette.

### C.3.5 MENTIONING ILLEGAL DRUGS

- Mention, description or presentation of illegal drugs, without presuming consumption.
- The indicator is not observed when inferring drug trafficking.

**EXAMPLE 1:** a "bag of cocaine" or a "tablet of marijuana" is seen on a police station table.

**EXAMPLE 2:** an individual wears a T-shirt that refers to any type of illegal drug, without directly encouraging its use.

## C.4 Not recommended for children under 14

14

Contents that are accepted for this age group may present:

### C.4.1 INSINUATED CONSUMPTION OF ILLEGAL DRUGS

- Scene in which, through images, dialogs, signs or context, it is understood that there has been consumption of illegal drugs.

**EXAMPLE:** In an ashtray, the remains of a marijuana cigarette can be seen.

### C.4.2 DESCRIPTION OF ILLEGAL DRUG CONSUMPTION OR TRAFFICKING

Scene in which an individual reveals in verbal or sign language that he/she has consumed or trafficked any illegal drug.

**EXAMPLE 1:** "Yesterday, I came home and smoked a joint".

**EXAMPLE 2:** a person leaves a letter, stating that he/she traffics cocaine, to confess his/her crime.

## C.5 Not recommended for children under 16 years

16

Contents that are accepted for this age group may present:

### C.5.1 CONSUMPTION OF ILLEGAL DRUGS

- Presentation of the use of illegal drugs, such as cocaine, oxy, crack, marijuana, synthetic drugs, etc.
- The indicator is consolidated in the case where the effects of consumption are shown, proving unequivocally the practice.

**EXAMPLE 1:** A man inhales cocaine.

**EXAMPLE 2:** an individual has strong reactions to drug use, so that the use is proven.

### C.5.2 INDUCTION TO THE USE OF ILLEGAL DRUGS

- Scenes on which the character encourages the consumption of drugs considered illegal in Brazil.
- It is imperative that there is at least an attempt to convince the other person, making it clear that they are not in the habit of consuming, that they are being convinced to try the

substance for the first time or that they are compelled to resume the use of the drug afterwards just to abandon it.

**EXAMPLE:** a man offers a marijuana cigarette to his colleague, who is reluctant to try it, but gives in to his friend's desire to be considered “cool”.

### C.5.3 ILLEGAL DRUG PRODUCTION OR TRAFFICKING

- The indicator is applied when there is a scene in which there is any stage of production (from planting to harvest) and/or commercialization (from packaging to receipt by the user) of drugs considered illegal in Brazil.

**EXAMPLE:** scenes depicting cocaine production, a cannabis plantation or the purchase of hashish.

## C.6 Not recommended for children under 18

18

Contents that are accepted for this age group may present:

### C.6.1 INDUCTION TO THE USE OF ILLEGAL DRUGS

- Images, dialogs or contexts in which the use of any illegal drug is encouraged or enhanced, spreading the idea that drugs are beneficial (in any context) or harmless.

- Any praise for the consumption of these substances is also shaped by this indicator, by relating them directly, as a sine qua non condition to reach power, fun, success or happiness.

**EXAMPLE:** a man talks about the benefits of cocaine, encouraging its use as a form of pleasurable recreation.

## D. ATTENUATING AND AGGRAVATING

### D.1 ATTENUATING ELEMENTS

Mitigating factors are imagery or contextual factors in the work that can reduce the impact of the indicators.

#### D.1.1 SCENE COMPOSITION

- Any element of the audiovisual language (direction, script, photography, lighting, art direction, sound, editing and image quality) that attenuates the classifiable content.

**EXAMPLE 1:** a murder is displayed on a grand overall plan.

**EXAMPLE 2:** a sex scene is displayed in a choppy way, without enhancing the sexual content.

**EXAMPLE 3:** in the context of a game, the characters in a violent scene are shown at a distance, appearing very small and not very detailed.

**EXAMPLE 4:** the protagonists of a fight appear as infantile animations during a violent scene, instead of realistic reproductions of human beings.

**EXAMPLE 5:** a murder is displayed in such a way that both the aggressor and the victim appear blurry or foggy, so that the action is not explicit.

#### D.1.2 POSITIVE CONTENT

- Presentation of content suitable for the healthy education of children and adolescents.

- Presentation of references to sex education (including STDs), condom use and contraceptive methods.

- Presentation of behaviors that denote responsibility, value honesty, friendship, respect, solidarity, diversity, the child's cognitive skills, knowledge, body and environment care, manual, motor skills, social or emotional, that promote a culture of peace or that mention human rights in a positive way.

**EXAMPLE 1:** scene that features intrafamily discussions about sex and teenage pregnancy, with the aim of raising awareness.

**EXAMPLE 2:** children organize to help abandoned animals in the region.

#### D.1.3 ARTISTIC CONTEXT

- Classifiable content is linked to an artistic context.

**EXAMPLE 1:** there is a slang word in a poem recited by the character.

**EXAMPLE 2:** in a song sung by the singer, there are verses that report violent events.

#### D.1.4 COMIC OR FARCICAL CONTEXT

- Classifiable content is presented in a funny, ridiculous, farcical or burlesque manner.
- Mitigation applies in situations that generally induce laughter or humor.

**EXAMPLE 1:** a thief is leaving the place of theft and is trapped in the window railing, unable to escape. The character's music and gestures lend a ridiculous tone to the situation.

**EXAMPLE 2:** a humor show features an unsuccessful sexual relationship of a couple in crisis, to provoke laughter.

#### D.1.5 CULTURAL CONTEXT

- Classifiable content is linked to a cultural context.
- For this mitigation to be attributed, the contents must appear associated with rituals, traditions and customs of specific peoples, religions or communities.

**EXAMPLE:** in the midst of an indigenous tribe, a shaman smokes a pipe and blows smoke over the person being blessed.

#### D.1.6 SPORTS CONTEXT

- Classifiable content is linked to a sport context.
- Mitigating does not apply in clandestine struggles or when someone is forced, against his will, to participate in the fight.

**EXAMPLE:** two opponents exchange blows in a sports fight, with clear rules.

#### D.1.7 FANTASY CONTEXT

- The indicator is applied when the scene composition of the audiovisual work is fanciful, making clear its non-correspondence with reality.

**EXAMPLE 1:** a child with superpowers destroys a car with only one hand.

**EXAMPLE 2:** a man hits another with a laser shot out of his eyes.

**EXAMPLE:** an individual becomes chemically dependent and its degradation is demonstrated, with consequent regret and initiative to quit.

#### D.1.8 HISTORICAL CONTEXT

- Classifiable content is linked to a historical context.
- The simple fact that a film is set at a certain time does not endorse the mitigating factor. The described fact has to be historically contextualized.

**EXAMPLE:** a battle scene depicts a documented and widely known event.

#### D.1.9 IRONIC CONTEXT

- Classifiable content is presented in a context that expresses a sarcastic or opposite meaning to its literal meaning.

**EXAMPLE:** jokingly, two friends curse each other, with no intention of offending.

#### D.1.10 COUNTERPOINT

- Applies when the classifiable content presented is followed by images, dialogs or contexts that discourage its practice, such as:

- a) clarification of negative consequences for the aggressor, dealer, criminal or the victims and users of drugs;
- b) condemnation of violence;
- c) alternative ways of resolving conflicts.

#### D.1.11 FREQUENCE

- Classifiable content is presented in a timely manner (once or a few times in the work), leaving its impact reduced.

**EXAMPLE:** during a season of soap opera, there is only one violent act throughout the entire work.

#### D.1.12 INSINUATION

- Classifiable content is not actually presented, but the possibility of its occurrence is inferred through images, dialogs, gestures, sounds or contexts.

**EXAMPLE:** Two characters enter a room and the door is closed. With the static image outside, you hear the sound of a firearm firing, so that a murder is understood.

#### D.1.13 MOTIVATION

- This mitigating condition applies to cases in which the character practices the classifiable content in specific circumstances such as self-defense, compliance with legal duty, exclusion of illegality, coercion, assistance or sacrifice by others.

- It is also applied when the content is presented in a way that it is clear that the author commits the classifiable act by mistake, threat or coercion.

- The foul language used as an interjection, without direct offense to another character, conforms to the indicator.

**EXAMPLE 1:** seen that an individual is in shock, another person slaps him/her on the face to return to their normal self.

**EXAMPLE 2:** to defend a hostage who was about to be executed, a police officer targets and kills the criminal.

**EXAMPLE 3:** a man taps a corner of a table and says, "Oh, s\*it!"

#### D.1.14 RELEVANCE

- Classifiable content is not important or relevant to the work.

**EXAMPLE:** a scene of sexual innuendo is unimportant for the plot of the work, being easily ignored or disregarded by the viewer.



### D.1.15 SIMULATION

- Classifiable content is presented as real, but it is clear to the viewer, during the play, that it is a mistake or a hoax.

**EXAMPLE:** an individual fires a firearm at another, which falls bleeding on the floor. However, in the next scene, it is clarified that the weapon was a blank and the blood was fake.

### D.1.16 ATTEMPT

- Classifiable content does not materialize due to circumstances beyond the control of the agent.

**EXAMPLE:** one man fires his pistol at another. Despite being hit, the victim survives the attack.

## D.2 AGGRAVATING ELEMENTS

Aggravating factors are contextual factors of the work that can increase the impact or the aggressive potential of the indicators.

### D.2.1 BANALIZATION

- Presentation of comic or cartoon content, which instead of attenuating the scene, gives the feeling of being apologetic or encouraging the act performed.

- Classifiable content is presented in a trivial manner, without due consideration of its real consequences.

**EXAMPLE:** the author of a multiple homicide makes comments to generate laughter in the viewer, trying to minimize the violence committed.

### D.2.2 SCENE COMPOSITION

- Any element of the audiovisual language (direction, script, photography, lighting, art direction, sound, editing and image quality) that aggravates the classifiable content.

**EXAMPLE 1:** a murder is seen in detail, with a detailed display of the aggression and its consequences for the victim.

**EXAMPLE 2:** a sensual soundtrack enhances an erotic scene.

**EXAMPLE 3:** The high degree of graphic realism in a game makes the blood look very lively and convincing, being highly valued in the scene.

### D.2.3 IMPROPER CONTENT WITH CHILD OR TEENAGER

- Applies when classifiable content involves a child or teenager. In this context, scenes are also contemplated in which the child or adolescent is a spectator of the classifiable content.

**EXAMPLE 1:** a teenager shoots a child.

**EXAMPLE 2:** a child watches a fight between his parents.

**EXAMPLE 3:** a child or adolescent uses legal or illegal drugs.

#### D.2.4 CONTEXT

- Applies when the classifiable content is inserted in a context that highlights the impact, sensation or intensity, such as family violence and violence against people with reduced reaction capacity, such as the elderly, women or the disabled.

**EXAMPLE 1:** a woman is beaten by the husband.

**EXAMPLE 2:** a disabled person is a victim of sexual violence.

**EXAMPLE 3:** an elderly person is assaulted by his caregiver.

#### D.2.5 FREQUENCY

- Classifiable content is shown multiple times in the plot.

**EXAMPLE:** during a soap opera, murders are frequently shown.

#### D.2.6 INTERACTION

- The technology employed allows the spectator or player to experience high levels of interaction and excitement, increasing their immersion in the work.

- Classifiable content is made by the character controlled by the user.

**EXAMPLE 1:** In a realistic war game, blood and deaths are seen, so the player holds the joystick control in the same way that he/she would hold a real rifle.

**EXAMPLE 2:** in a fighting game, in which there is the presentation of blood and realistic characters, the player needs to move intensely, while playing, imitating the strokes of the characters.

**EXAMPLE 3:** presentation of cinematographic apparatus with realistic effect, such as three-dimensional images, which promote greater immersion of the viewer in the piece.

#### D.2.7 MOTIVATION

- The indicator is applied when the character performs the act classifiable for clumsy or futile reasons, such as revolt, revenge or interest.

**EXAMPLE:** an individual decides to kill a criminal, unnecessarily, instead of reporting it to the police.

**EXAMPLE 2:** a disabled person is a victim of sexual violence.

**EXAMPLE 3:** an elderly person is assaulted by his caregiver.

#### D.2.8 RELEVANCE

- Classifiable content is important or relevant to the work.

**EXAMPLE:** a murder is presented as the starting point of the work, so that the act is essential for understanding the plot.

#### D.2.9 VALUATION OF NEGATIVE CONTENT

- Applies when the negative content presented is followed by images, dialogs or contexts that encourage its practice, such as:

- a) presentation of positive consequences for those who perpetrate violence;
- b) praise for violence or the presentation of its practice in an ambiguous way;
- c) showing violence or drug use as the only or predominant form of conflict resolution;
- d) violent content performed by an individual with a valued image (protagonist or person within a pre-established standard of beauty).

**EXAMPLE 1:** at the end of the work, the criminal deceives the police and goes to live in a paradisiacal place.

**EXAMPLE 2:** a player gains more points for practicing a more violent murder during a game.

**EXAMPLE 3:** an individual says: “You have got to kill that murderer, because he/she deserves to die”.

**EXAMPLE 4:** an individual is fired and decides to go back to drinking to forget his/her frustration.

## E. CONTENT DESCRIPTORS

The information on the content rating includes **content descriptors** that are a summary of the main rating indicators present in the classified work. The list of descriptors explains the classification and also informs parents and guardians about the type of content present in the work.

For example, a work classified as "Not recommended for children under 10 years" and with the descriptor "Violence" will contain mild violent scenes, meanwhile a work with classification "Not recommended for children under 16" and the same descriptor, will show scenes of stronger violence.

Below is the list of terms used to display the parental rating#:

<b>E.1 – Atos Criminosos</b> (Criminal Acts)	<b>E.8 – Nudez</b> (Nudity)
<b>E.2 – Conteúdo Sexual</b> (Sexual Content)	<b>E.9 – Procedimentos Médicos</b> (Medical procedures)
<b>E.3 – Drogas</b> (Drugs)	<b>E.10 – Sexo Explícito</b> (Explicit Sex)
<b>E.4 – Drogas Ilícitas</b> (Illegal Drugs)	<b>E.11 – Temas Sensíveis</b> (Sensitive Themes)
<b>E.5 – Drogas Lícitas</b> (Legal Drugs)	<b>E.12 – Violência</b> (Violence)
<b>E.6 – Linguagem Imprópria</b> (Inappropriate Language)	<b>E.13 – Violência Extrema</b> (Extreme Violence)
<b>E.7 – Medo</b> (Fear)	<b>E.14 – Violência Fantásica</b> (Fantasy Violence)

\*Only descriptors in Portuguese should be used.

## F. INTERACTIVE ELEMENTS\*\*

For electronic games and applications, the information about the content rating may also include descriptors of interactive elements, which are alerts about mechanisms present in the product that may allow excessive exposure of the young person on the internet or expenditure of real money. There are three descriptors used by the industry, as follows:

### F.1 – Compartilha localização

 (Shares location)

Indicates the ability to display the user's precise location, in the context of the real players;

### F.2 – Compras on-line

 (Digital purchases)

Indicates the possibility of making purchases of digital products, such as extra levels, skins, surprise items, music, virtual currencies, subscriptions, season passes, upgrades or prizes, with real world currency.

### F.3 – Interação de usuários

 (User interaction)

Indicates possible exposure to user-generated, unfiltered content, including communications between users and media sharing through networks or social media.

\*\*Only interactive elements in Portuguese should be used.

# CONTENT RATING DISPLAY MODE

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The content rating information for audiovisual works should be disseminated in a standardized manner. Standardization means the definition and specification of size, color, proportion, positioning, time and duration of exhibition.

Standardized classification information must be visible and clearly transmitted in any medium that contains or advertises the classifiable product, such as:

- cases and packagings of classifiable products;
- cases and packagings of other products with embedded classifiable material;
- banners, posters and advertising displays;
- RPG book covers;
- catalogs, diaries and programming;
- programming calls on open television;
- portable devices (cell phones, smartphones, tablets and similar devices);
- access places for audiovisual works, electronic games, role playing games and other public entertainment events;
- products with digital distribution;
- products shown on television and/or exhibition rooms;
- electronic media advertising (advertisements on television, cinema, radio, internet);
- outdoor advertising (billboards, panels, etc.);
- printed advertising;
- Brazilian internet websites or those addressed to the Brazilian public;
- trailers.

<b>A. AGE RATING SYMBOLS AND BOXES</b>
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All symbols and models dealt with in this section are available for download on the Content Rating System website, within the Ministry of Justice portal.

The content rating information must be displayed in a summarized or complete form, according to the type of material and location of exhibition, in the following ways:

A.1 Presentation of the rating **symbol** of the product, as shown in the examples in this item, which cannot be inverted, mirrored, partially transparent or undergo any angular alteration.

The six types of symbols are shown below:



The shape is square, with rounded edges. The colors of each colored square cannot be altered or vary in tone, having the following compositions:

Under 10 (green)	RGB 0; 166; 81	CMYK 83%; 6%; 96%; 1%
10 years old (light blue):	RGB 0; 149; 218	CMYK 76%; 29%; 0%; 0%
12 years old (yellow):	RGB 251; 193; 21	CMYK 1%; 25%; 99%; 0%
14 years old (orange):	RGB 245; 130; 32	CMYK 0%; 60%; 100%; 0%
16 years old (red):	RGB 236; 29; 37	CMYK 1%; 99%; 97%; 0%
18 year sold (black, <i>rich black</i> ):	RGB 0; 0; 0	CMYK 20%; 20%; 10%; 100%

**A.2** Symbols can be displayed in monochrome when the material on which they will be printed does not allow for the display of colors or when the rest of the advertising piece or packaging does not have colors.

## B. DISPLAY FOR RPG BOOK WRAPPINGS, PACKAGING AND COVERS

The content rating must be displayed in two places on the packaging and packaging of media or products that contain, in some way, the classifiable product:

**B.1** The **symbol** must appear in the lower left corner or in the lower right corner of the front, following the model shown in item **A.1**.

For covers or packages up to **270cm<sup>2</sup>** of frontal area, the symbol should measure at least **10mm high X 10mm wide**. Around the symbol there must be a mandatory white border, at least **0.25mm wide**. Therefore, the symbol and its border must measure, in total, at least **10.5mm high X 10.5mm wide**.

For covers or packaging with a front area greater than **270cm<sup>2</sup>**, the symbol and border must be adjusted so that they have a total height of at least 10% of the height of the cover or packaging. Changing the height of the symbol implies a proportional change in all of its dimensions.

**B.2** The complete display must appear anywhere on the back of the packaging, in two possible models:

- a) **standard information box**, for products without descriptors of interactive elements; or
- b) **interactive information box**, for products with descriptors of interactive elements.

The **standard information box** and the **interactive information box** of the content rating must be displayed according to the examples in this item, and cannot be inverted, mirrored, partially transparent or undergo any angular changes. The information box templates have been created exclusively for the back of packaging, and should not be used in any other media.

**B.2.1** For covers or packages up to **270cm<sup>2</sup>** of frontal area, the standard information box should measure at least **16mm high X 35mm wide**. Around the box there must be a mandatory white border, at least **0.25mm wide**. Therefore, the box and its border must measure, in total, at least **16.5mm high X 35.5mm wide**.

For covers or packaging with a front area greater than **270cm<sup>2</sup>**, the boxes and borders must be adjusted so that they have a total height of at least 10% of the height of the cover or packaging. Changing the height of the boxes implies in a proportional change in all of its dimensions.

The six types of information boxes are shown below:

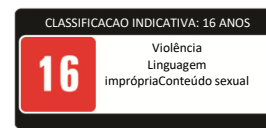
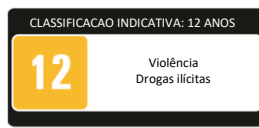
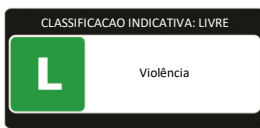


The **standard information box** is composed of the following elements: a) title “CLASSIFICAÇÃO INDICATIVA: XX ANOS” written at the top, in upper case; b) rating symbol on the left; c) product content descriptors, aligned in the white area; d) full name of the classification range.

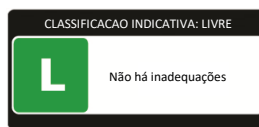
The content descriptors must be inserted in Arial Narrow font, size 7, black, and must be centered in the space between the symbol and the black border. Content descriptors, up to a maximum of three, must be written each in its own line, with the initial letter of each word written in capital letters.

For works classified before 2012, whose official classification still contains descriptors of old content or more than three, exhibitors must contact the Ministry of Justice to receive an updated list of descriptors.

Here are three examples of boxes with random content descriptors:



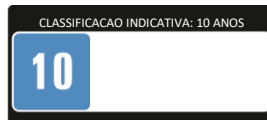
In the case of a work with no content descriptor pointed out, the phrase "There are no inadequacies" must appear inside the white area. The sentence must be in Arial Narrow font, size 7, black, and centered in the space between the symbol and the black border. In this exclusive case, only the first letter of the word “Não” must be capitalized. Follow the template:



**B.2.2** The interactive information box should measure at least **20mm high X 35mm wide**. Around the box there must be a mandatory white border, at least **0.25mm wide**. Therefore, the box and its border must measure, in total, at least **20.5mm high X 35.5mm wide**.

For covers or packaging with a front area greater than **270cm<sup>2</sup>**, the boxes and borders must be adjusted so that they have a total height of at least 10% of the height of the cover or packaging. Changing the height of the boxes implies in a proportional change in all of its dimensions.

The six types of information boxes are shown below:



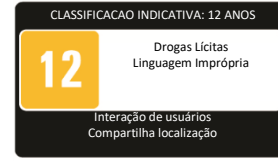
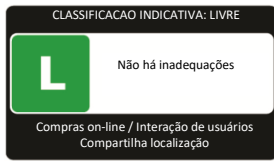
The **standard information box** is composed of the following elements: a) title “CLASSIFICAÇÃO INDICATIVA: XX ANOS ”written at the top, in upper case; b) classification symbol on the left; c) work content descriptors, aligned in the white area; d) interactive elements, aligned in the black area.

Content descriptors must be entered following the same rules as for the standard information box.

The descriptors of interactive elements must be inserted in Arial Narrow font, size 6, white, and must be centered on the lower black border, in a maximum of two lines, with the initial letter of each sentence written in capital letters.



Here are three examples of random interactive element boxes:



### B.3 Packaging with multiple works

If more than one work is distributed in the same packaging, with different ratings, regardless of whether or not they are in the same media, the information about the content rating must be displayed as follows:

**B.3.1** The summarized display, on the front of the packaging, will consist of the display of the symbol of the highest ranking work, following the model shown in item A.1.

Example 1: The thirteen episodes of the first season of the X series will be sold together. Ten episodes have been classified as 12 years old, two of them classified as 14 years old and one of them classified as 16 years old. The summary display (front) should be 16 years old.

Example 2: The X, Y and Z games will be launched on the same media, in a commemorative edition. Two of them are 16 years old and one of them is 18 years old. The summary display (front) should be 18 years old.

**B.3.2** The complete exhibition for multiple works can be achieved in two ways:

**Option a)** Each information box must indicate the work to which it corresponds.

**Option b)** The information box with the age range of the highest rated work is used, but the content descriptors must be combined. The interested party must request the Ministry of Justice to indicate which content descriptors should be included in the information box.

## C. DISPLAY FOR BANNERS, POSTERS, BILLBOARDS, DISPLAYS AND PRESS

The content rating must be displayed on posters, flyers, banners, displays (cubes, boxes, silhouettes, totems, etc.) and printed media (newspapers, magazines, comic books, pamphlets, among others) when they advertise classifiable products such as films, games electronics, RPGs and television programs.

**C.1** The information will be transmitted through the **symbol** of the content rating, with a mandatory white border, following the model of item **A.1**, and affixed in any visible place of the object.

The symbol and its border must have a total height of at least 10% of the height or width of the advertising piece.

In case of disclosure of a work that has not yet been rated, the information “VERIFIQUE A CLASSIFICAÇÃO INDICATIVA” (check the rating) must be included, written in capital letters and in Arial Narrow Bold font, so that the height of the letters is at least 1% of the height of the piece dissemination.

## **D. DISPLAY FOR CATALOGS, DIARIES AND PROGRAMMING**

The content rating must be displayed in product catalogs, diaries and programming.

**D.1** The information will be in writing, presenting only the age range of the work. If there is no rating yet, the term “verifique a classificação indicativa” (Check the rating) must be used.

It is optional displaying the rating symbols next to the product, following the model in item **A.1**.

## **E. DISPLAY FOR DIGITAL DISTRIBUTION AND VIDEO ON DEMAND (VOD)**

The content rating should be displayed on digital distribution sites for audiovisual products such as films, electronic games, applications, television programs and on video on demand services.

The following modalities are included in this category, although the inclusion list is not limited to them: video on demand (VOD) services accessed by any type of device; services for downloading games, applications and audiovisual works for smartphones; services for downloading games, applications and audiovisual works for portable or table consoles; services for purchasing or renting movies via download; computer game or movie download services.

**E.1** Information about the content rating - symbols and descriptors - must be displayed on the individual product screen. The classification will be transmitted through the work rating symbol, with a mandatory white border, following the model in item **A.1**. The work's content descriptors must be listed in full, necessarily close to the square symbol. There is no determination for the format or size of the font used in the wording of the descriptors; they are only required to be perfectly legible. In the case of a work for which

no content descriptor has been assigned, no information is required beyond the square symbol.

**E.2** As a ways of good practices in providing information to parents and guardians, it is recommended that, whenever the system layout allows, at least the rating symbol is already displayed on the product selection chart itself.

<h2 style="margin: 0;">D. DISPLAY FOR TELEVISION</h2>
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The content rating must be shown in **two moments** during the broadcast of television programs:

- Complete display at the beginning of the program.
- Summary display, on the return of the commercials.

**F.1** The complete display at the beginning of the program, consists of the presentation of the information strip of the content rating, at the bottom of the projection area, or in full screen, before the beginning of the program.

**F.1.1** The complete display consists of four specific elements: (a) square symbol of the age group, respecting the color and format specified in field **A.1**; (b) full name of the indicated age group, in the format "Não recomendado para menores de XX anos." or "Livre", in uppercase and legible size; (c) content descriptors, if any, in the format "Apresenta: XXX, XXX e XXX.", legible in size; (**d**) - information in the Brazilian Sign Language.

In item **b**, the XX mark of the model is replaced by the age in numerals. In item **c**, the model's XXX markings are replaced by content descriptors informed by the Ministry of Justice.

The information in the Brazilian Sign Language, item **d**, must be displayed under the terms of ABNT (NBR 15290) and is provided for programs with a rating equal to or less than 10 years.

The broadcasters are allowed to display the complete initial information in a way other than the standard model mentioned above, provided that they present all the necessary information for that age group.

**F.2** The summary display consists on presentation of the content rating symbol, for at least five consecutive seconds, in the first thirty seconds after the interval lap, if one. The symbol must follow the model presented in item **A.1**.

**F.3** Considering that in the pay TV the information of the content rating must be available at any time, the summary display is provided during the scheduled activities.

## G. DISPLAY FOR ELECTRONIC MEDIA ADS AND PREVIEWS

The content rating must be informed in the advertisements in electronic media (television, cinema, radio and internet). This includes, but is not limited to, the following forms of advertising: television programs highlights, movie trailers shown on television or in the cinema, commercials that advertise electronic games and products in the video market, electronic banners on websites and radio ads for classifiable products.

**G.1** On the radio, the age range of programs, shows and public entertainment should be announced. As long as no content rating is given, the expression “verifique a classificação indicativa” (Check the rating) must be announced.

**G.2** On television, cinema, home video and games market, ads for programs, entertainment and shows must display the rating symbol:

a) in the lower left corner of the screen, under the terms of item **F.2**, already during the display of the ad. The symbol must be displayed for at least three consecutive seconds, within the first ten seconds of the ad. As long as no content rating is given, the expression “verifique a classificação indicativa” (Check the rating) must be announced; **or**

b) centrally on the screen, in large size, on a black background. The display must have a minimum duration of three consecutive seconds and must be inserted at the beginning or at the end of the ad. For as long as no content rating is given, the expression “verifique a classificação indicativa” (Check the rating) must be announced.

**G.3** For graphic ads of classifiable work (such as banners) on the internet, the content rating will be shown using the symbol, displayed in the lower right or left corner, with a minimum height of **10%** of the height or width of the ad. For as long as no content rating is given, the expression “verifique a classificação indicativa” (Check the rating) must be announced.

In all cases of use of the symbol, it must follow the model presented in item A.1.

## H. DISPLAY FOR INTERNET WEBSITES

The content rating must be informed on websites, Brazilian or aimed at the Brazilian public, which advertise any classifiable product, such as sites that advertise products, entertainment and shows, game sites, television programs and films.

**H.1** The summary display must be presented at any location on the main page (in the case of specific product, show or entertainment sites), or next to the product, in the case of sites with a greater variety of dissemination.

The symbol must follow the molds in the provisions of **A.1**, with a height of 70 pixels.

In case of disclosure of a work that has not yet rated, the information “verifique a classificação indicativa” (Check the rating) must be included, written in capital letters and in Arial Narrow Bold font, so clearly and easily viewed.

<p><b>I. DISPLAY AT ACCESS TO PLAYS, CONCERTS AND OTHER PUBLIC ENTERTAINMENT EVENTS</b></p>
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The content rating must be informed in places of direct access to the product, entertainment or public spectacle (stores, entrance gates) or in the ticket sales points.

**I.1** In cinemas, theaters, circuses, concert halls, shows, etc.: the complete display of the content rating must be presented in an easily visible place, according to the provisions of item **A.1**, both while purchasing in the act or by invitation, such as next to access doors or gates. The content descriptors of the work must be listed in full, necessarily close to the square symbol, in the format described in item **E.2**.

**I.2** In stores, commercial establishments - including electronic sites - for the sale and rental of a classifiable product: if it is not possible to inform the complete display of any product clearly and easily visible on the packaging or wrapper, it is up to the establishment or website to make it available, in following the provisions of item **I.1**, the complete display of the content rating.

### Content Rating

Ministry of Justice  
National Department of Justice  
Department of Promotion of Justice Policies

#### **Content Rating Coordination**

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For more information we recommend accessing our website: <http://www.justica.gov.br/seus-direitos/classificacao>, where it will be possible to find all the current legislation that regulates the Indicative Classification.



[www.justica.gov.br/seus-direitos/classificacao](http://www.justica.gov.br/seus-direitos/classificacao)

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