



CONTENT
RATING

**AUDIOVISUAL
PRACTICAL
GUIDE**

Ministry of Justice and Public Security
National Secretariat of Justice
Department of Promotion of Justice Policies

CONTENT RATING
AUDIOVISUAL
PRACTICAL GUIDE

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PRESENTATION

The National Secretariat of Justice (SENAJUS), of the Ministry of Justice and Public Security, has as one of its competences the attribution of the content rating to audiovisual works (broadcast and cable television; cinema and video market; streaming and video on demand services; electronic games, apps; role playing games – RPG and shows open to the public).

This competence results from constitutional provision regulated by the Statute of Children and Adolescents and is ruled by ordinances of the Ministry of Justice and Public Security. The content rating is established as a public policy and its symbols are recognized by most families. They use them to choose television programming, as well as movies, tv shows, shows, games, RPG and apps that their children and teens should or should not have access to.

The parental rating process adopted by Brazil considers the shared responsibility of the family, society, and the State in guaranteeing the child and adolescent rights to education, leisure, culture, respect, and dignity. This public policy consists of indicating the age not recommended, in order to inform parents, guaranteeing them the right of choice.

The emergence of the content rating in Brazil, its regulation and application, was an achievement of the Brazilian society, which longed for an information mechanism that guaranteed parents minimum subsidies to be able to decide on which contents their family should have access, safely and responsibly.

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

The National Secretariat of Justice has sought to unify, objectify, and give publicity to the criteria and interpretation of the New Content Rating Manual. The effort to make the content rating increasingly clear, meets the effective purpose of public policy: to provide reliable tools for the choice of the family and to protect the child and adolescent against images that may harm their education.

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

NATIONAL SECRETARIAT OF JUSTICE

The National Secretariat of Justice (SENAJUS) is an integral part of the structure of the Ministry of Justice and Public Security and has a wide area of activity. Its mission is to promote and build rights and justice policies aimed at the guarantee and development of human rights and citizenship, through joint actions of the public authorities and society.

The Secretariat's specific objectives are to coordinate the policy of addressing people trafficking; articulate the fight against organized crime, money laundering and corruption; protect and promote the rights of migrants; intensify and enhance international legal cooperation; improve the mechanisms of accreditation and supervision of social entities categorized as Public Interest Civil Society Organizations (OSCIP) or Foreign Organization (OE).

SENAJUS is also responsible for coordinating the content rating activities, the object of this practical guide.

OBJECTIVE

This practical guide aims to expose, in a clear and simplified way, how the Ministry of Justice and Public Security performs the analysis of audiovisual works and other age rated products.

Next, the operational and technical definitions of indicators or criteria for the rating of age group will be presented, the attenuating and aggravating factors, highlighting how the team of the National Secretariat of Justice issues the reports that instruct the administrative processes of the Coordination of Content Rating Policies.

The New Content Rating Manual is from 2006 and the latest edition of the Practical Guide is from 2018. This review was conducted with the objective of better instructing administrative processes, aiming to protect children and adolescents from inappropriate content, harmful to their healthy physical and psychological development, as recommended by the Statute of Children and Adolescents.

This revised and expanded edition incorporates the changes proposed by Ordinance 502 of November 23, 2021, published on November 24 of the same year, which was built with the broad participation of society, which includes: controlling bodies, civil society, and other direct administration agencies. For this purpose, a public consultation that happened between June 1st and July 15, 2021, was used. This Coordination of Content Rating Policies received hundreds of suggestions, which were analyzed individually. The collective effort that resulted in the aforementioned ordinance is also reflected in this practical guide.

AUTHORIZATION OF PARENTS AND GUARDIANS

AGE GROUP	CONTENT RATING	ACCESS CONDITION
Under 10 years old	General to NR 16	In the presence of the person responsible or accompanying person authorized by it.
10 to under 12 years	General to NR 10	No restriction
	NR 12 to NR 16	In the presence of the person responsible or accompanying person authorized by it
12 to under 14 years	General to NR 12	No restriction
	NR 14 to NR 16	In the presence of the person responsible or accompanying person authorized by it
14 to under 16 years	General to NR 14	No restriction
	NR 16	In the presence of the person responsible or accompanying person authorized by it
16 to under 18 years	General to NR 16	No restriction
	NR 18	In the presence of the person responsible or accompanying person authorized by it

NR: Not recommended

Responsible person: Relatives of age up to 4th degree (Parents, Grandparents, Steppathers<Brothers, Uncles, Cousins), Tutor, Curator or Custodian.

Accompanying person: It is everyone who is not filled as a responsible and who has a written authorization from them.

The authorization of parents, tutors, curators, and guardians will be made as follows:

I– The authorization of access to cinemas and shows open to the public, when the exhibition of pieces rated as "not recommended for children under 18 (eighteen) years old", may be made only for adolescents aged 16 (sixteen) years or older.

II– The authorization of access to cinemas and shows open to the public, when the exhibition of pieces rated as "not recommended for children under 16 (sixteen) years old" or less may be made for children and adolescents aged 10 (ten) years or older.

In accordance with Article 75, sole paragraph, of Law No. 8,069 of July 13, 1990, children under 10 (ten) years old may only enter and remain in the places of presentation or exhibition when accompanied by their parents or guardian.

Authorization must be made:

I – in the event of the presence of the legal guardian or legal companion during the event, by presenting the documentation that identifies the minor, proving the bond; or

II – in writing, signed exclusively by parents, tutors, curators or guardians, in the case of unaccompanied minors.

For the purposes of this authorization, parents, grandparents, stepfathers, brothers, uncles, cousins, tutors, curators, or custodians are considered. However, those who have written authorization are considered companions, even though they are not considered as the responsible person.

APPLICATION OF THE CONTENT RATING CRITERIA

It is important to clarify that audiovisual works are analyzed considering three distinct thematic axes: "sex and nudity", "drugs" and "violence", in addition to measuring the descriptive and contextual phases of the identified contents. The analysis of a work is done as a whole and not only in isolated parts. For example, in the case of serial works, the age rating will be attributed to the group of episodes, considering the particularities, incidence, relevance, scene composition of the rating indicator presented, in addition to other specific characteristics present in this guide. Furthermore, it is emphasized that it is possible that the presentation of a certain type of content is sufficient to support the rating of the rest of the set. The elements called attenuating and aggravating can soften or enhance the impact of rating indicators, in order to decrease or increase the age group to which the works are not recommended.

It is also worth mentioning that the criteria that support the public policy of the Content Rating system are objective and there are no interferences of individualized approaches from each spectator, which would make the application of a determined age group impractical.

It is understood that the work performed by the Rating System does not restrict any content from being conveyed (censorship), nor is it qualitative, without the presence of value judgment.

Are previously rated, audiovisual pieces intended for broadcast television; audiovisual pieces for home video; audiovisual pieces for cinemas and exhibition spaces; video games and apps marketed or distributed free of charge in physical media and role-playing games (RPG's).

The procedure for procedural registration conducted in the Ministry of Justice and Public Security, required for all platforms, broadcasters and other subjects who use the rating system, is

currently done by petitioning in the Electronic Information System – SEI¹, filling the technical data sheet. Later, the procedure will be conducted by the new Electronic Rating System – CLASSIND.

Furthermore, are rated by the self-rating system, exempt from the procedural registration, subject to monitoring and changes as determined by the Ministry of Justice and Public Security: classifiable pieces destined to the conditioned access service (SeAc); classifiable pieces intended for video-on-demand services by subscription or free of charge; exhibitions or live performances, open to the public, such as circus, theatrical, musical shows, exhibitions and visual arts exhibitions; radio programs; television promos; electronic games and apps commercialized or distributed, offered or accessible free of charge, exclusively in digital media and classifiable pieces intended for internet applications or applications directed to the Brazilian market.

Will not be the object of the content rating system: competitions, events, and sports programs; electoral programs and advertisements; advertising in general; journalistic programs; the audiovisual content produced by users of internet applications, for payment or not, without prejudice to the liability provided for in Law No. 12,965 of April 23, 2014, Marco Civil da Internet, and other specific legislation.

This Practical Guide does not use criteria or indicators that attribute different age indications to similar content, due to value judgments, cultural or religious divergences, sexual orientation, ethnicity, race, or color, belonging to any social groups and gender. With the exception of criteria that seek to elucidate gender equity, eliminate racism, promote respect between cultures and religions, combat violence, promote equality and human rights.

The Content Rating Policy does not prohibit the exhibition of work or spectacles, does not promote scenes cuts or requests the exclusion of audiovisual content, in accordance with Article 5, item IX, of the Federal Constitution.

¹ Available at:

https://sei.mj.gov.br/sei/controlador_externo.php?acao=usuario_externo_logar&id_orgao_acesso_externo=0

CONTENT RATING ANALYSIS CRITERIA

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

A. VIOLENCE

A.1. GENERAL AUDIENCES

The occurrence of scenes that refer to violence is not always harmful to the psychological development of the child. Contents that show:

A.1.1. WEAPON WITHOUT VIOLENCE

- Presence of weapons of any nature, without the violent context being present, provided that the object is the core of the scene or image in question.

- to fit in this criterion, the use of weapons in shooting stands, training in which there is no direct aggression between the characters and the use in any other appropriate location, whose use is not presented in a violent manner.

- There is no consolidation of the indicator when the characters are presented with characterization and that their clothing is associated with weapons, such as cowboy, police, samurai, warrior's films among others, except in cases where weaponry is the focus of the images presented.

EXAMPLE: A samurai demonstrates his abilities 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 time the act occurs, and in the exposure of a corpse, without the involvement of pain or injuries.

- They may be related to illnesses or old age, without the physical suffering being evidenced.

EXAMPLE: an elderly lady dies while she sleeps.

A.1.3. BONES OR SKELETON WITHOUT VIOLENCE

- Display of human or animal bones and skeletons that do not exhibit relationship with any type of violence.

EXAMPLE: the fossil of a prehistoric person, in which there are no marks of violence, is presented in 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 intended for children, which do not match reality, provided that the consequences of the act are also not visually aggressive or impactful.

- Presentation of non-impacting fights in children's Manichaeian plots, of fighting good against evil, respected the provisions of the previously mentioned concept.

- Presentation of violence in a cartoonish way, such as that inserted in the genre slapstick comedy (food war, blows that do not result in significant physical damage), that is, that are made to provoke laughter and not as encouragers of aggressions.

- It is worth mentioning that the characterization of the criterion absorbs the presentation of weapons and artifacts used in the fanciful achievement of violence, so that such objects should not be identified as a serious criterion of analysis. In these cases, depending on the presentation, there is no indicator of "weapon with violence", which is absorbed by the technical criterion of fanciful violence.

EXAMPLE 1: presentation of a cartoon, in which a character hits an anvil on the head of another, who crumples and then returns to its original form.

EXAMPLE 2: A character fires his shotgun at another's face, who gets covered in soot and with smoke coming out of his ears.

A.2. NOT RECOMMENDED FOR CHILDREN UNDER 10

In this age group, are included contents that show:

A.2.1. ANGUISH

- Contents that may cause discomfort to the viewer, such as the presentation of harsh discussions, eschatology, characters with depression or intense sadness, accidents and destructions, death of people or animals with strong ties to the character.

- Includes procedures or surgical 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 the health of a patient.

- In such procedures, when blood or injuries are presented, these should be cited as their own thematic criteria.

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

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

EXAMPLE 3: A doctor performs a heart transplant. The procedure is presented in great detail.

A.2.2. WEAPON WITH VIOLENCE

-Use of weapons, in order to commit violence, whether or not there is the accomplishment of the violent act.

-The indicator should be used as long as there is at least one real threat.

EXAMPLE 1: A character points any type of weapon at others or threatens them, even if aggression or actual assault is not accomplished.

EXAMPLE 2: A character hears a noise at home and picks up a knife to defend himself.

A.2.3. CRIMINAL ACT WITHOUT VIOLENCE

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

EXAMPLE: theft, home invasion, graffiti, corruption, among others.

A.2.4. DEPRECIATIVE LANGUAGE

-Scenes in which the characters make mean or depreciating comments about someone who is not present, including swearing and diminishing statement aimed at the character who is an indirect victim of the action.

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

EXAMPLE: character says, "Look at that scumbag getting close to our friend."

A.2.5. FEAR OR TENSION

-Scenes in which framing, camera composition, lighting, art direction, sound, character behavior, editing features or any other element of audiovisual language create a tense setting that can cause fear or fright on the viewer.

EXAMPLE: In a dark house, a character hears strange noises. Suddenly, a masked person appears on the scene, accompanied by a high sound effect, capable of causing fright in the spectator.

A.2.6. BONES OR SKELETON WITH REMNANT OF ACTS OF VIOLENCE

-Display of human or animal bones or skeletons resulting from any type of violence. These include those found during police raids, medical expertise, and other typical situations in which the violence is evident.

EXAMPLE: An investigation team finds a skeleton, which features a skull with a hole caused by a firearm projectile.

A.3. NOT RECOMMENDED FOR CHILDREN UNDER 12

In this age group, are included contents that show:

A.3.1. VERBAL AGGRESSION

-Showing of scenes in which swearing occurs or exchange of offenses between characters.

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

EXAMPLE: a character uses low-slander terms to assault or offend another individual present at the scene, such as "deadbeat", "son of a bitch", among others.

A.3.2. SEXUAL HARASSMENT

-A character embarrasses someone, in order to obtain advantage or sexual favor, prevailing from his status as superior in the exercise of employment, position or function.

-The indicator is also identified when the aggressor practices the act using of any other form of power.

-In this case, the sexual act is not consummated, being present only the embarrassment.

-For the rating purposes, any unauthorized libidinous touch also configures the indicator, in this case, combined with the violent act.

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

EXAMPLE 2: A person is sexually groped without consent while using public transport.

A.3.3. VIOLENT ACT

-Threat or intentional action of violence, which should be based on own bodily harm, freedom, or health, or to others. This indicator includes cases of human trafficking.

EXAMPLE 1: The characters fight each other, exchanging punches and kicks.

EXAMPLE 2: someone puts tablets or tranquilizers in someone else's tea to make them faint.

EXAMPLE 3: A man throws pepper spray at people attending a public event.

EXAMPLE 4: One character threatens to kill another.

EXAMPLE 5: a person self-harm.

A.3.4. VIOLENT ACT AGAINST ANIMALS

-Display of ill-treatment, with the presence, or not, of injuries against animals. The indicator also applies when the character intentionally takes the life of an animal.

-The use of animals in any type of fight, for fun or pleasure, also fits the indicator.

-There is no representation of the criterion in cases where slaughter is done for survival or consumption. However, other criteria can be used, such as anguish and the presence of blood, if they are important to the scenes.

EXAMPLE 1: Angry, a man kicks his dog.

EXAMPLE 2: a group of boys have fun stoning cats in the street.

A.3.5. BULLYING

-It is the act of psychological violence, intentional and repetitive, committed against people who are defenseless or that have some characteristic that can be pointed at. The indicator is generally identified in student environments, such as colleges and universities.

-Often, the aggressor (or aggressors) commits such type of violence, due to their physical superiority or through intimidation, derived from their influence on the social environment in which it is inserted.

- Whenever there is the realization of the indicator with the use of physical violence, the violent act should be combined.

EXAMPLE: A group of students intimidates or humiliates someone, because they are overweight, due to their height, due to their glasses or for having better or worse grades than them.

A.3.6. DESCRIPTION OF VIOLENCE

-Narrations, graphic cards, or dialogues that narrate, in detail, any type of violence, such as descriptions of abortions, death sentences, euthanasia, murders, suicides, torture or aggression of any kind under any motivation.

-The descriptions of accidents, with physical suffering or deaths, also represent this indicator.

EXAMPLE 1: A character confesses to a murder, revealing the details of the act.

EXAMPLE 2: a character reports having been kicked out of the house by his/her parents just because of his sexual orientation.

A.3.7. DANGER EXPOSURE

-Display of willing or omissive act that endangers the life or health of one another or of others. The act depends on the awareness about the omission, or the risk of the action performed. The danger must be palpable and predictable.

-The indicator is not accomplished when the agent has a legal duty to act (police officers, firefighters) or when he has the proper training (circus performers, gymnasts).

-The indicator is not accomplished in pieces whose main character predominantly puts himself at risk, such as action films, superheroes and the like.

EXAMPLE 1: a person walks on top of a building, recklessly, knowing the risk of falling.

EXAMPLE 2: A drunken character drives a vehicle.

EXAMPLE 3: An individual leaves a child locked in a car without any assistance.

EXAMPLE 4: a person realizes that someone else will suffer an accident and, even though it can prevent it, it is absent to avoid it.

A.3.8. CORPSE EXHIBITION

-Display of lifeless bodies, with death being the result of violence or not.

-It is worth mentioning that corpses should be presented in a decontextualized way with the cause of death.

-The indicator is excluded when the exact moment of death is displayed or shortly after the death of a person.

-Corpses from death without violence should have their impact softened by the mitigating of scene composition and/or motivation.

EXAMPLE 1: A police team finds a deceased in the middle of the street.

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

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

A.3.9. EXPOSURE OF PERSON IN EMBARRASSING OR DEGRADING SITUATION

-Moral harassment, embarrassment, degradation, or humiliation that can be expressed in various ways, whether verbally, imagery or contextually.

-The person's predisposition to engage in a situation is not an attenuating indicator, even if he does so out of innocence or in exchange for any kind of retribution.

- When embarrassment involves physical violence, it must be combined with the violent act.

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

EXAMPLE 2: A boss offends the employee in front of the team, ridiculing him.

EXAMPLE 3: The teacher humiliates a student who arrived late in the classroom.

EXAMPLE 4: A student ridicules his teacher, to put him in an uncomfortable situation.

A.3.10. BODILY INJURY

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

-Except for small injuries without great imagery impact, always when they do not result from direct violence of one human being against another, such as abrasions from falls, scratches, redness, among others.

-Scars or mutilations already consolidated do not shape the indicator.

EXAMPLE: A character has an open fracture, a bruise, a cut, or another visible injury.

A.3.11. DEATH DERIVED FROM HEROIC ACT

-It consists of an altruistic act of any character, which results in his death, when done in order to save the life of others, for the benefit of the majority or for the sake of humanity.

EXAMPLE: A pilot launches his spaceship against a celestial object, to try to diverge it from 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 or injury.

EXAMPLE 1: a man feels the pains of a heart attack and falls dead in the street.

EXAMPLE 2: A climber falls from the top of a mountain, coming to death.

A.3.13. OBSCENITY

-Act or word, expressed in a written or gestural manner, in order to offend, ridicule or embarrass someone.

EXAMPLE 1: In traffic, a man shows his middle finger in a laugh to another driver.

EXAMPLE 2: a character makes gestures that refer to the sexual act, just to offend or embarrass someone.

A.3.14. BLOOD PRESENCE

-Display of blood from some bodily injury, whether it is displayed or not; physical assaults (such as punches, cuts, and gunshots), accidents (such as driving and domestic injuries), medical procedures or internal injuries (such as surgeries, vomiting with blood) and bloody scenarios or objects.

-It is worth mentioning that: small cuts, blood collection for laboratorial tests, menstruation and nosebleeds not related to physical aggressions are not considered (except when the framing and scene compositions highlights the presence of blood).

-The slaughter of animals, even for consumption, may show such indicator, provided that the image framing highlights the display of blood.

EXAMPLE: Identification of bloody walls at an alleged crime scene.

A.3.15. VICTIM'S SUFFERING

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

-The consequences of natural births without explicit complications do not fit in this indicator.

EXAMPLE 1: A character 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. OVERVALUATION OF PHYSICAL BEAUTY

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

-The valuation has to be expressed clearly.

-Beauty contests or fashion programs do not fit in this indicator, 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 possible failures in surgical procedures, attenuate the indicator.

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

A.3.17. CONSUMPTION OVERVALUATION

-Scenes and dialogues that present, emphatically, consumption as an indispensable condition for a happier life or for social acceptance.

EXAMPLE: one character humiliates the other because he does not have a trendy shoe.

A.3.18. PSYCHOLOGICAL VIOLENCE

-Violence that happens in an unequal relationship, in which the agents exert any kind of power over the victims, subjecting them in an unintentional way to psychic mistreatment.

EXAMPLE: Father humiliates son, saying that he will never be anything in life and that it is a burden to the family.

A.4. NOT RECOMMENDED FOR CHILDREN UNDER 14

In this age group, are included contents that show:

A.4.1. ABORTION

-Conscious discontinuation of the pregnancy, with or without expulsion of the fetus, resulting in the death of the unborn child. For the contemplation of this indicator, it is necessary that the act be initiated or that the individual goes to the place of the procedure, making clear its execution.

-Miscarriage is not in line with the indicator.

EXAMPLE: a woman goes to a medical clinic and performs the willful interruption of her pregnancy.

A.4.2. STIGMA OR PREJUDICE

-Dialogues, images, or contexts that stereotype so-called minorities or vulnerable groups, presented in the form of a laughingstock or that disparage an individual or group. Such violence can consider the particularities, reiterating its historical value as something negative, in order to ridicule its own characteristics or beliefs (social identity). This behavior results in the lessening of the individual or group, attributing it defective condition.

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

-Cases in which characters describe or report events in which they were victims of aggression sprees driven by prejudice are not in line with this indicator. In this case, the description of violence applies.

-References or nicknames used in a pejorative way also fit into the indicator.

-Except in situations in which the terms are used without embarrassment, consensually, used among friends, spouses, or familiars, provided that they are objectively used as a form of affection or due to trust or derived from complicity.

EXAMPLE 1: Indigenous peoples are presented as lazy or slothful.

EXAMPLE 2: Homeless people are portrayed as bandits.

EXAMPLE 3: a person is the target of pejorative adjectives due to their sexual orientation.

A.4.3. EUTHANASIA

-It is the intentional act of providing someone with a painless death to alleviate the suffering caused by an incurable or painful disease. It is usually performed by a healthcare professional or close person upon express request from the sick person.

- Assisted suicide, under humanitarian conditions, is in line with the indicator.

EXAMPLE: a man, terminal cancer patient, has the help of a friend to turn off life support devices.

A.4.4. SEXUAL EXPLOITATION

-Content where a character benefits from the prostitution of another. It also corresponds to someone's solicitation or attraction to prostitution or other form of sexual exploitation, such as facilitating, preventing, or hindering someone from abandoning them.

EXAMPLE 1: a character maintains an establishment where he/she practices prostitution, so that he profits from this activity.

EXAMPLE 2: a character from a video game performs the work of a ruffian.

A.4.5. INTENTIONAL DEATH

-An individual kills someone, intentionally or premeditatedly, regardless of the reason or motive presented.

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

-This indicator includes the commissive acts in which the agent assumes the risk of killing, such as the death caused in a car accident in which the driver is drunk.

-There is no incidence of the indicator in documentaries about animal life, in which fortuitous attacks of animals on humans can be shown. In this case, one can see the indicator of accidental death with violence.

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, demonstrating behavior that is not consistent with that of the species.

A.4.6. DEATH PENALTY

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

- Exception judgments (conducted without due process) are not contemplated in this indicator.

EXAMPLE: by the action of a criminal court, a person is sentenced to capital punishment.

A.5. NOT RECOMMENDED FOR CHILDREN UNDER 16

In this age group, are included contents that show:

A.5.1. PEDOPHILIA ACTS

-Sexual violence against vulnerable people (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 carnal conjunction or any libidinous act against an 11-year-old child, even if the victim appears to agree to the act.

EXAMPLE 2: A character has fun or enjoys seeing pictures of naked children on the internet.

EXAMPLE 3: A scene shows an individual or group producing or spreading sexual images involving children or adolescents.

A.5.2. HATE CRIME

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

-This includes prejudice of gender or gender identity, race or ethnicity, religion or creed, sexual orientation, geographic belonging, age, physical or social condition, behaviors or any other situation that is a group of people.

-Dialogues dealing with these issues are generally more appropriate to indicators of description of violence, stigma, or prejudice.

EXAMPLE: An anti-Semitic group finds a Jew on the street and attacks him motivated by hatred of his culture, ethnicity, or religion.

A.5.3. RAPE OR SEXUAL COERCION

-Type of sexual assault that usually involves forced intercourse or other forms of non-consensual violent libidinous acts performed against a person. The act can be performed by physical force, coercion, abuse of authority or against a person unable to offer a valid consent, as in cases where the victim is unconscious, disabled or has any disability.

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

- Contents in which a character convinces others to perform the sexual act, using their hierarchical condition or any other power relationship.

EXAMPLE 1: A person is forced to perform oral sex on their partner.

EXAMPLE 2: an inmate is required to have sex with his cellmates, under threat of death or bodily injury.

EXAMPLE 3: a character is coerced into having sex with the boss, to keep his job.

A.5.4. MUTILATION

- Grotesque or overrated scene or act of dismemberment or evisceration of a character, alive or not, causing pain or not. It is also contemplated when there is the display of body parts resulting from violence.

EXAMPLE: one man cuts off another man's head.

A.5.5. SUICIDE

- Display of an act in which character uses any means to take his own life.

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

-Exclude cases of death derived from a heroic act or those in which the character is compelled to kill himself. In the latter, it is up to intentional death.

-In the case of death derived from participation in a game known as "Russian roulette", the indicator is considered.

EXAMPLE 1: A character throws himself from the top of a building and dies in the fall.

EXAMPLE 2: a character 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 character beats his victim so that he reveals where a sum of money is stored.

EXAMPLE 2: A character inflicts a great physical suffering on others, for revenge or pleasure.

A.5.7. GRATUITOUS VIOLENCE OR TRIVIALIZATION OF VIOLENCE

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

-On occurrences in which violence is committed abruptly, but there is a serious motivation capable of motivating aggression does not fit the indicator.

EXAMPLE 1: a character stabs others in the back, without the cause of aggression being presented or the consequences to the perpetrator of violence.

EXAMPLE 2: A character from a video game freely assaults pedestrians on the street.

EXAMPLE 3: A person complains about loud music being performed by his neighbor and he reacts with a gunshot, killing him.

A.6. NOT RECOMMENDED FOR CHILDREN UNDER 18

In this age group, are included contents that show:

A.6.1. INCITMENT TO VIOLENCE

-Scenes that, through dialogues, images and/or contexts, enhance and encourage the practice of violence or retract it in a "beautiful", "interested", "acceptable" or "positive" way. The content, therefore, values the violent act and/or the aggressors.

EXAMPLE 1: a person encourages others to commit violence against anyone, always using this as the only solution for resolving the conflict.

EXAMPLE 2: dialogues and scenes in which a character 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 suffering can be seen.

-The visual detailing of aggression is an indispensable condition for the consolidation of this indicator.

EXAMPLE 1: one man wants revenge on another and hangs him from a tree, then plucking all his fingers and teeth before killing him.

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

B.SEX AND NUDITY**B.1.GENERAL AUDIENCES**

The occurrence of scenes that refer to sex or nudity is not always harmful to the psychological development of the child. In this age group, are included contents that show:

B.1.1.NON-EROTIC NUDITY

The indicator is applied firmly to the following cases: portrayals of Indigenous or traditional forestry communities; breastfeeding; child nudity (without association with pedophilia); autopsies; works of art without explicit erotic content; medical examinations; cases where an individual needs assistance or care to change clothes and/or bathe.

-Scenes in which there is an appreciation of the intimate parts of the characters through close-ups or other film features do not fit in this indicator. In this case, the indicator of nudity should be used.

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

B.2. NOT RECOMMENDED FOR CHILDREN UNDER 10

In this age group, are included contents that show:

B.2.1. EDUCATIONAL CONTENT ABOUT SEX

-Non-stimulating dialogues and images about sex that are within an educational or informative context.

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

B.3. NOT RECOMMENDED FOR CHILDREN UNDER 12

In this age group, are included contents that show:

B.3.1. SEXUAL APPEAL

-Scenes that present stimulating dialogues, manifestations of desire or sexual provocations.

-Sexualization should be latent, either by imagery appreciation of some physical characteristic or some sexual quality of the individual.

-In these cases, the erotic context is usually not actively stimulated by the focused character.

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

EXAMPLE 2: a character comment with another: "Wow! He's hot!" Simultaneously with the comment, the framework values the body of the person described.

B.3.2. SEXUAL CARESS

-Scenes in which characters caress each other and sexualization is present, but the action does not result in sexual intercourse. This indicator, therefore, is present when there are more striking caresses, in which it is clear that there is no completion of the act or sexual insinuation.

-This indicator is never combined with sexual innuendo and any kind of sexual intercourse.

EXAMPLE: in a room, a couple caress 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 INSINUATION

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

EXAMPLE 1: A couple kisses as they undress and lie down on the bed. The scene is cut before the act can be seen by the viewer.

EXAMPLE 2: a couple awakens in the morning, both naked, under the sheets. It can be inferred that the sexual act occurred.

B.3.4. FOUL LANGUAGE

-Dialogues, narrations, or graphic cards that have foul or low-slang words. They are offensive expressions usually related to sex, excrement, and sexual organs.

-The terms such as buttocks, penis and vagina do not enter the list.

EXAMPLE: sh*t, a**hole, p*ssy, f*ck, b*tch, etc.

B.3.5. SEXUAL CONTENT LANGUAGE

-Dialogues, narrations, signs, or graphic cards about sex, without the presentation of vulgarities. The terms describe the practice of sexual act or sexual behavior, without its description being detailed and/ or trivialized.

-This indicator refers to a language that refers to behavior or sexual act without allusion to specific sexual positions and practices, which are framed by the indicator of vulgarity.

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

EXAMPLE 2: through sign language, a character insinuates that a sexual intercourse is occurring.

EXAMPLE 3: One character says to another, "Did you know they fucked last night?".

B.3.6. MASTURBATION

-Non-explicit scene of individual masturbation. This indicator does not fit when the individual receives the help of another person in performing the act (manual sex).

EXAMPLE: a close medium shot of a man is presented in the bathroom and, due to his gestures (hand movement in the pelvic region), it is perceived that he is masturbating.

B.3.7. VEILED NUILITY

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

-In scenes where characters have just come out of the bath or sauna and are covered only by towels, is not considered by this indicator. The exception is when the construction of the scene evokes the supposed veiled nudity.

EXAMPLE 1: In a scene with nudity, a stripe or graphic effect on the breasts, buttocks and genitals is included.

EXAMPLE 2: A scene is presented in which a character's bare breasts are strategically covered by an object of the environment.

B.3.8.SEX SIMULATION

-Images or sounds in which any type of sexual intercourse is presented, in a false manner, without contemplating the sexual act itself. These are, in other words, situations in which the characters stage the sexual act.

EXAMPLE: two characters stage the sex act to embarrass a friend.

B.4.NOT RECOMMENDED FOR CHILDREN UNDER 14

In this age group, are included contents that show:

B.4.1. EROTIZATION

-Presentation of images, dialogues, and erotic contexts, sensual or sexually stimulating, such as strip tease and erotic dances. There is an appreciation for imagery of the sexual context.

-In these cases, the erotic context is usually actively stimulated by the character in focus.

EXAMPLE 1: A character performs a strip tease.

EXAMPLE 2: A character insinuates herself, getting only intimate attire 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 the appreciation of the framing is present.

-Any nudity not specified in the limiting list of non-erotic nudity.

-Especially with regards to the portrayal of upright phallus and the perception of female genitalia in a close-up shot, it is understood that this indicator is aggravated by scene composition.

EXAMPLE 1: One person changes clothes, while another observes it. The genitals are on display.

EXAMPLE 2: A character is taking a bath and the framing of the scene focuses on his private parts.

B.4.3. PROSTITUTION

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

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

B.4.4. SEXUAL INTERCOURSE

-Scene in which any non-explicit type of sex (vaginal, anal, oral and/or manual) is presented.

-In scenes in which one perceives the sounds of the sexual act, even when the excerpt does not show the participants, except for the proven sex simulation, there is the consolidation of the indicator, but attenuated by the scene composition.

EXAMPLE: A character lays on his partner, who interweaves his legs around his waist. Both are naked, but the framing focuses only on their faces during a kiss.

B.4.5. VULGARITY

-Images, dialogues, or contexts that present sexuality in a detailed or vulgar way. There is the imagery appreciation of sexual content or the trivialization of inappropriate language, so that the impact on 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 dick in your cunt and then make you cum."

EXAMPLE 2: when describing a sexual experience, a young person details the libidinous act, even with technical terms.

B.5. NOT RECOMMENDED FOR CHILDREN UNDER 16

In this age group, are included contents that show:

B.5.1. INTENSE SEXUAL INTERCOURSE

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

EXAMPLE: a couple maintains a long-term sexual intercourse, in which some details are valued, such as sweat, typical intercourse movements or orgasms, but it is not possible to visualize penetration, fellatio or masturbation.

B.6. NOT RECOMMENDED FOR CHILDREN UNDER 18

In this age group, are included contents that show:

B.6.1. EXPLICIT SEX

-Presentation of explicit sexual intercourse, of any nature, including masturbation, with the display of realistic reactions of the participants of the sexual act and/or visualization of 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 OR IMPACTFUL SEXUAL SITUATION

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

EXAMPLE: a group sex scene is presented, in which participants relate to more than one partner.

C.DRUGS

C.1. GENERAL AUDIENCE

The occurrence of scenes that refer to drugs are not always harmful to the child's psychological development. In this age group, are included contents that show:

C.1.1. MODERATE OR INSINUATED CONSUMPTION OF LEGAL DRUG

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

EXAMPLE 1: the consumption of sparkling wine in the new year or wine during dinner can be perceived 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 beverages on the tables, without, however, any of the characters and extras ingesting their contents.

C.2. NOT RECOMMENDED FOR CHILDREN UNDER 10

In this age group, are included contents that show:

C.2.1. DESCRIPTION OF LEGAL DRUG USE

-Dialogues, narrations, signs, or graphic cards with the description of the consumption of legal drugs.

EXAMPLE: one character says: "Yesterday was hot, I opened a cold beer and drank all in a single shot. Nothing like having my beer here on the beach."

C.2.2. DISCUSSION ON DRUGS

-Images, dialogues, or contexts that present the theme drugs. This indicator includes approaches to causes, consequences, relevant solutions, decriminalization, and trafficking. The theme is presented in a balanced way, involving social issues about the theme, without any incitement.

EXAMPLE 1: Some characters debate the possible penalties for drug traffickers.

EXAMPLE 2: the narrator of a documentary comments that the city in question is the main point of drug trafficking in the country, but also has several qualities and prominent sights.

C.2.3. MEDICINAL USE OF ILLEGAL DRUG

-This indicator is applied when there are scenes in which some character consumes drugs that are considered illicit in Brazil, for medicinal purposes, in a relevant context.

EXAMPLE: a character, who lives in a country where the use of marijuana for medicinal purposes is lawful, or on prescription, uses the drug to mitigate the pain of cancer.

C.3. NOT RECOMMENDED FOR CHILDREN UNDER 12

In this age group, are included contents that show:

C.3.1. LEGAL DRUG USE

- Scene in which smoking and/or alcohol intake is shown.

-The indicator is also consolidated in the case where drunkenness is shown, even if the previous consumption of beverages is not observed, since the consequence of the act confirms the use of the drug, thus excluding the possibility of insinuation.

-The ritualistic use of hallucinogenic substance, such as Ayahuasca, Peyote or Santo-Daime, fits this indicator. When such substances are used in a decontextualized manner, for recreational purposes only, the indicator used should be that of illegal drug use.

EXAMPLE: a character comes home and smokes a nicotine cigarette.

C.3.2. IRREGULAR CONSUMPTION OF MEDICINE

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

-Except for the consumption of originally legal medicines, whose use is aimed at numbness or psychosensory alteration, such as morphine, opiates, amphetamine derivatives, among others. In this case, illegal drug use shall be considered.

EXAMPLE 1: a character consumes prescription drugs without having consulted a doctor.

EXAMPLE 2: a character doubles, on his own, the dose of a tranquilizer prescribed by the doctor.

EXAMPLE 3: A character ingests a controlled-use medicine with alcoholic beverages. In this case, the indicator is combined with the consumption of legal drug.

C.3.3. DISCUSSION ON LEGALIZATION OF ILLEGAL DRUGS

-Presentation of dialogues between characters creating a discussion on the legalization of drugs (from production to consumption), making clear the causes, consequences, and relevant solutions, with a balanced discourse on social and health issues.

-It is essential that there is no incitement or detailing 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 describes, generically, drug use in a given country, with informative intent within the context of legalization.

C.3.4. INDUCTION TO THE CONSUMPTION OF LEGAL DRUGS

-Scenes in which the character stimulates smoking, alcohol consumption or the consumption of medication irregularly.

-It is imperative that there is, at least, the attempt to convince the other person, making it clear that she does not have the habit of consumption, that she is being convinced to try the substance for the first time or that she is compelled to resume the use of the drug, after abandoning it.

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

C.3.5. MENTION OF ILLEGAL DRUGS

-Mention, description, or presentation of illegal drugs, without the supposed consumption.

-The indicator is not observed when referring to trafficking of narcotics.

-The drug must be presented or mentioned, not occurring the indicator when it is implicit or not described objectively.

EXAMPLE 1: A "bag of cocaine" or a "brick of marijuana" is seen on the table of a police station.

EXAMPLE 2: A character wears a t-shirt that refers to any type of drug, without directly encouraging the use.

C.4. NOT RECOMMENDED FOR CHILDREN UNDER 14

In this age group, are included contents that show:

C.4.1. INSINUATED CONSUMPTION OF ILLEGAL DRUGS

-Scene in which, through images, dialogues, signs, or context, it is understood that there was the consumption of illegal drugs.

EXAMPLE: in an ashtray, remains of a marijuana cigarette can be seen.

C.4.2. DESCRIPTION OF THE CONSUMPTION OR TRAFFICKING OF ILLEGAL DRUGS

-Scene in which a character reveals by verbal or gestural language, that he consumed or trafficked any illicit drug.

EXAMPLE 1: A character says, "Yesterday, I came home and smoked a joint."

EXAMPLE 2: A person leaves a letter, stating that he traffics cocaine, to confess his crime.

C.5. NOT RECOMMENDED FOR CHILDREN UNDER 16

In this age group, are included contents that show:

C.5.1. ILLEGAL DRUG USE

-Presentation of the use of illegal drugs, such as cocaine, merla, crack, marijuana, synthetic drugs, etc.

-The indicator is consolidated when the effects of consumption are shown, unequivocally proving the practice.

-It includes in the identification of the indicator, the consumption of originally legal medicines, whose use aims at numbness or psychosensory alteration, such as morphine, opiates, amphetamine derivatives, among others.

EXAMPLE 1: A man instills a line of cocaine.

EXAMPLE 2: a character presents incisive reactions of drug use, so that the use is proven.

C.5.2. INDUCTION TO ILLEGAL DRUG USE

-Scenes in which the character encourages the consumption of drugs considered illicit in Brazil.

-It is mandatory that there is, at least, the attempt to convince the other person, making it clear that he does not have the habit of consumption, that he is being convinced to try the substance for the first time or that it is compelled to resume the use of the drug, after abandoning 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. PRODUCTION OR TRAFFICKING OF ILLEGAL DRUG

-The indicator is applied when scenes are presented in which there is any stage of production (from planting to harvesting) and/or marketing (from packaging to the user) of drugs considered illicit in Brazil.

EXAMPLE: scenes that retract cocaine production, a marijuana plantation, or the purchase of hashish.

C.6. NOT RECOMMENDED FOR CHILDREN UNDER 18

In this age group, are included contents that show:

C.6.1. INCITING THE USE OF ILLEGAL DRUGS

-Images, dialogues, or contexts in which the consumption of any illicit drug is stimulated or praised, disseminating the idea that drugs are beneficial (in any context) or innocuous.

-Also, any praise to the consumption of these substances, by relating them directly as an indispensable condition to reach power, fun, success, or happiness, is also associated with this indicator.

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

D.ATTENUATING AND AGGRAVATING

D.1.ATTENUATING ELEMENTS

Attenuating factors are imagery or contextual factors of the work that can reduce the impact of rating indicators.

D.1.1. SCENE COMPOSITION

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

EXAMPLE 1: A murder is displayed in a wide shot.

EXAMPLE 2: A sex scene is displayed in a cut-out manner, without the valorization of the sexual content.

EXAMPLE 3: In the context of a game, the characters of a violent scene are shown in the distance, appearing exceedingly small and undetailed.

EXAMPLE 4: The protagonists of a fight appear as infantilized animations during a violent scene, rather than realistic reproductions of human beings.

EXAMPLE 5: A murder is displayed so that both the aggressor and the victim appear blurry or out of focus, so that the action is not explicit.

D.1.2. POSITIVE CONTENT

-Presentation of appropriate content for a healthy education of children and adolescents.

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

-Presentation of behaviors that indicates responsibility, that value honesty, friendship, respect, solidarity, diversity, child cognitive abilities, knowledge, body and environmental care, manual, motor, social or emotional skills, which promote a culture of peace or that make mention of human rights in a positive way.

EXAMPLE 1: a scene that presents intrafamily discussions about sex and pregnancy in adolescence, with the aim of raising awareness.

EXAMPLE 2: Children organize themselves to help abandoned animals in the area.

D.1.3. ARTISTIC CONTEXT

-Classifiable content that is connected to an artistic context.

EXAMPLE 1: a low-slang word in a poem cited by the character.

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

D.1.4. COMIC OR CARTOONISH CONTEXT

-The classifiable content is presented in a funny, ridiculous, cartoonish, or burlesque way.

-The attenuator is applied in situations that usually induce laughter or comicalness.

EXAMPLE 1: A thief is leaving the scene of the theft and gets stuck in the window railing, unable to escape. The character's music and gesture give a ridiculous tone to the situation.

EXAMPLE 2: A humor program presents an unsuccessful sexual relationship of a couple in crisis, to provoke laughter.

D.1.5. CULTURAL CONTEXT

-Classifiable content is linked to cultural questions.

-For this attenuating factor to be attributed, the contents must appear associated with the rituals, traditions and customs of peoples, religions, or specific communities.

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

D.1.6. SPORTING CONTEXT

-The classifiable content is linked to a sporting context.

-The mitigating factor does not apply in clandestine fights or when someone is obliged, against their will, to participate in the fight.

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

D.1.7. FANTASY CONTEXT

- The indicator is applied when the composition of the audiovisual work is fanciful, making clear it is not related 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.

D.1.8. HISTORICAL CONTEXT

-Classifiable content is intended to portray an admittedly important moment in world or local history.

-The mere fact that a film is set at a certain time does not refer to the attenuating factor. The fact described has to be contextualized historically.

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

D.1.9. IRONIC CONTEXT

-The classifiable content is presented in a context that manifests sarcastic meaning or opposite its literal meaning.

EXAMPLE: in jest, two friends curse each other, without intending to offend each other.

D.1.10. COUNTERPOINT

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

a) explanation of negative consequences to aggressors, traffickers, criminals or victims and drug users.

b) condemnation of violence.

c) alternative ways of resolving conflicts.

EXAMPLE: a character becomes chemically dependent and is demonstrated its degradation, with consequent repentance and initiative to leave the addiction.

D.1.11. FREQUENCY

-The classifiable content is presented in an occasional manner (one or a few times in the work), reducing its impact.

EXAMPLE: during a novel, there is only one violent act throughout the course of the work.

D.1.12. INSINUATION

-The classifiable content is not actually presented but is inferable the possibility of its occurrence through images, dialogues, gestures, sounds or contexts.

EXAMPLE: Two characters enter inside a room and the door is closed. With the still image on the outside, you hear the sound of the firing of a firearm, so that a murder is implied.

D.1.13. MOTIVATION

-This attenuating condition applies to cases where the character practices the content classified in specific circumstances such as self-defense, compliance with legal duty, exclusion of illegality, coercion, assistance or sacrifice for others.

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

-The foul language used as interjection, without direct offense to another character, fits this indicator.

EXAMPLE 1: When you see that one character is in shock, another slaps it in the face so that it returns to normal.

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

EXAMPLE 3: A man hits his foot on a table corner and says, "Ow, sh*t!".

D.1.14. RELEVANCE

-The classifiable content is not important or relevant to the work.

EXAMPLE: a scene of sexual innuendo is presented, unimportant to the plot of the piece, being easily ignored or disregarded by the spectator.

D.1.15. SIMULATION

-The classifiable content is presented as real, but it is clear to the viewer, during the work, that it is a mistake or a fraud.

EXAMPLE: a character fires a firearm at another, who falls on the ground, bloody. However, in the next scene, it is explained that the weapon shot blanks and the blood was false.

D.1.16. ATTEMPT

-The classifiable content is not materialized by circumstances unrelated to the agent's will.

EXAMPLE: a man fires his pistol at another. Although hit, the victim survives the attack.

D.2. AGGRAVATING ELEMENTS

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

D.2.1. TRIVIALIZATION

-Presentation of comic or cartoonish contents, which instead of attenuating the scene, give the feeling of incentivizing or encouraging the act practiced.

-The classifiable content is presented in a trivial way, without proper consideration on its actual consequences.

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

D.2.2. SCENE COMPOSITION

-Any element of 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 the detailed display of aggression and its consequences for the victim.

EXAMPLE 2: A sensual soundtrack values an erotic scene.

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

D.2.3. INAPPROPRIATE CONTENT WITH CHILD OR ADOLESCENT

-It is applied when classifiable content involves a child or adolescent. In this context, scenes are also contemplated in which the child or adolescent are and spectators of the classifiable content.

EXAMPLE 1: a teenager fires a firearm at a child.

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

EXAMPLE 3: a child or adolescent uses a licit or illicit drug.

D.2.4. CONTEXT

-It 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 responsiveness, such as the elderly, women or disabled.

EXAMPLE 1: a woman is beaten by her husband.

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

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

D.2.5. FREQUENCY

-Classifiable content is presented several times in the plot.

EXAMPLE: during a novel, murders are often displayed.

D.2.6. INTERACTION

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

-The classifiable content is performed by the user-controlled character.

EXAMPLE 1: In a realistic war game, blood and death are seen, so that the player holds the controller in the same way he 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 blows of the characters.

EXAMPLE 3: presentation of cinematic events with realistic effect, such as three-dimensional images, which promote a greater immersion of the spectator in the work.

D.2.7. MOTIVATION

-The aggravating is applied when the character performs the classifiable act for a foolish or futile reason, such as revolt, revenge, or interest.

EXAMPLE: a character decides to kill a criminal, unnecessarily, instead of reporting him to the police.

D.2.8. RELEVANCE

-The 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 indispensable for understanding the plot.

D.2.9. VALUING NEGATIVE CONTENT

-It is applied when the negative content displayed is followed by images, dialogs or contexts that value the practice, such as:

- 1.presentation of positive consequence for those who perpetrate violence.
- 2.praise of violence or the presentation of its practice in an ambiguous way.
- 3.display of violence or drug use as the unique or predominant form of conflict resolution.
- 4.violent content performed by valued image character (protagonist or person within a pre-established beauty standard).

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

EXAMPLE 2: A player earns more points for practicing a more violent murder during a game.

EXAMPLE 3: A character says, "You have to kill the killer, because he deserves to die."

EXAMPLE 4: A character is fired and decides to go back to drinking to forget his frustration.

E. CONTENT DESCRIPTORS

The information on the Content Rating includes content descriptors, which are a summary of the main indication indicators present in the rated work. The list of descriptors explains the rating and also informs parents and guardians about the type of content present in the work.

The internal procedure for the use of the above-mentioned descriptors follows a rigid pattern of analysis. Its social function is to inform the contents present in the work, not being used only as a parameter of the assigned rating or of the indicators with highest rating. It reflects, mainly, the three thematic axes, even if none of them is not specifically defining of the rating attributed to the work in question. Therefore, the descriptors reflect the contents as a whole, informing parents and guardians, as broadly as possible, the specifics of the criteria present in audiovisual works.

For example, a piece rated as "Not recommended for children under 10 years" with the descriptor "Violence" will contain minor violent scenes, while a work rated "Not recommended for children under 16" and the same descriptor will feature more violent scenes.

It is important to inform that works rated as "General audience" may contain content descriptors, due to the identification of indicators specified in this Practical Guide.

As regards quantity, a maximum of three content descriptors and at least one except in works rated as "General audience" that do not have any identifiable indicators.

Below is the list of terms used in the parental rating display:

E.1 - Criminal Acts

E.8 - Nudity

E.2 - Sexual Content

E.9 - Medical Procedures

E.3 - Drugs

E.10 - Explicit Sex

E.4 - Illegal Drugs

E.11 - Sensitive Themes

E.5 - Legal Drugs

E.12 – Violence

E.6 - Inappropriate Language

E.13 - Extreme Violence

E.7- Fear

E.14 - Fantasy Violence

Historically, the Content Rating Policy presented different content descriptors, each one of it due to the legislation once in force and which are now obsolete. However, these may have been replaced by the equivalent descriptor in use, as mentioned above. There are also old descriptors that have lost their importance and should be totally excluded or ignored because they are associated with editorial opinions. Such construction was used in the early days of this public policy but does not represent the principles and guidelines in force. For this purpose, below are the equivalence lists (E.15, E.16 and E.17) that can be used and the list of descriptors that should be disregarded (E.18).

E.15 - Violence Axis:

Old descriptors	Equivalence
Inciting crime Criminal Act Criminal acts without bodily injury Criminal acts without bodily injury	Criminal acts
Verbal Aggression Description of Violence Description of violent act Verbal description of violent act	Inappropriate language
Scary Scenes Horror Fear, anguish Fear/Tension	Fear
Detailed Scenes of Natural Childbirth Surgical Procedure Medical Procedure Medical Procedure with Visible Damage Medical procedure with visible damage Medical Procedures	Medical Procedures
Anguish Conflicts Family Conflicts Psychological Conflicts Attenuated Psychological Conflicts Extreme Psychological Conflicts Intense Psychological Conflicts Moderate Psychological Conflicts Discussions on abortion Euthanasia Harrowing Themes	Sensitive themes

<p>Abortion</p> <p>Agony</p> <p>Victim's Agony</p> <p>Agony of the Victims</p> <p>Family Aggression</p> <p>Physical Aggression</p> <p>Physical aggression against women</p> <p>Physical Aggression Against Children</p> <p>Physical and Verbal Aggression</p> <p>Aggression in the home environment</p> <p>Aggression in the home or family environment</p> <p>Aggression in the Family Environment</p> <p>Physical Aggressions</p> <p>War Environment</p> <p>Threat</p> <p>Threat, dishonesty, and irresponsibility</p> <p>Features firearm</p> <p>Presents blood</p> <p>Weapons</p> <p>Firearms</p> <p>Murder</p> <p>Murders</p> <p>Violent Act</p> <p>Violent act against animals</p> <p>Running over</p> <p>Bullying</p> <p>Scenes of abuse with women or minors</p> <p>Scenes of Violence</p> <p>Impactful scenes</p> <p>Impactful content</p>	<p>Violence</p>
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<p>Violent Content</p> <p>Violent content with blunt weapons</p> <p>Violent content with firearms</p> <p>Violent content with the presence of weapons</p> <p>Violent content with the presence of firearms</p> <p>Violent content not relevant to plot understanding</p> <p>Impactful Content</p> <p>Crime against sexual dignity</p> <p>Sex Crime</p> <p>Crimes against sexual dignity</p> <p>Discrimination</p> <p>Pain or Suffering</p> <p>Children as victims</p> <p>Involves children and adolescents as victims and aggressors</p> <p>Stigma</p> <p>Sexual exploitation</p> <p>Exposure to degrading situations</p> <p>Exposure to danger</p> <p>Exposure of a person in an embarrassing situation</p> <p>Exposure of a person in an embarrassing and degrading situation</p> <p>Corpse Exposure</p> <p>Exposure of people in embarrassing situation</p> <p>Exposure of people in embarrassing and degrading situation</p> <p>Exposure of people in degrading situations</p> <p>Injuries</p> <p>Homicide</p> <p>Manslaughter</p> <p>Insinuation of Sexual Abuse</p> <p>Bodily injury</p> <p>Accidental Death</p> <p>Accidental Death with Violence</p>	<p style="text-align: center;">Violence</p>
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<p>Death with Violence</p> <p>Intentional Death</p> <p>Natural Death with Violence</p> <p>Violent Death Death/Murder</p> <p>Mutilation</p> <p>Bones with remnants of violence</p> <p>Bones with remnants of violence</p> <p>Bones</p> <p>Bones with a remnant of violence</p> <p>Death Penalty</p> <p>Extreme Emotional Disturbance</p> <p>Severe Emotional Disturbance</p> <p>Extreme Emotional Disturbance</p> <p>Severe Emotional Disturbance</p> <p>Moderate Emotional Disturbance</p> <p>Prejudice</p> <p>Presence of blunt weapon</p> <p>Presence of blunt weapon and firearm</p> <p>Presence of firearm</p> <p>Presence of weapons</p> <p>Presence of Weapons with Violence</p> <p>Presence of blood</p> <p>Presence of blood and firearm</p> <p>Racism</p> <p>Blood</p> <p>Animated Blood</p> <p>Realistic Blood</p> <p>Suffering</p> <p>Victim Suffering</p> <p>Suicide</p> <p>Slap, Push and Blow to the Head</p>	<p>Violence</p>
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<p>Assassination attempt</p> <p>Attempted Rape</p> <p>Attempted Murder</p> <p>Suicide Attempt</p> <p>Torture</p> <p>Animated Violence</p> <p>Violence against Children</p> <p>Domestic violence</p> <p>Violence involving children as a victim</p> <p>Violence Involving Children as Victims and Aggressors</p> <p>Violence Involving Children and Adolescents</p> <p>Family Violence</p> <p>Gratuitous violence</p> <p>Light Violence</p> <p>Moderate Violence</p> <p>Moderate Animated Violence</p> <p>Moderate Realistic Violence</p> <p>Occasional Violence</p> <p>Realistic Violence</p> <p>Light Realistic Violence</p> <p>Victim in a state of agony</p>	<p>Violence</p>
<p>Sexual Abuse</p> <p>Inciting violence</p> <p>Murders and mutilations with cruelty and in excess</p> <p>Trivialization</p> <p>Trivialization of violence</p> <p>Impactful Violent Scenes</p> <p>Hate Crime</p> <p>Cruelty</p> <p>Beheading</p>	<p>Extreme Violence</p>

Praise of violence Praise and inciting violence Rape Child rape Extreme Violence Extreme Violence Extreme Animated Violence Extreme Realistic Violence Glamorization and trivialization of violence. Glamourization and incitement of violence Glamourization of violence Encouraging Serious Violence Mutilations Pedophilia Repetition of Impactful Violent Scenes Repetition or Exaggeration of Impactful Violent Scenes Trivialized Violence Violence with Impactful Violence with cruelty Violence with cruelty Impactful Violence Excessive Violence Serious Violence Animated Serious Violence Realistic Serious Violence Impactful violence	Extreme Violence
Presentation of violence in a fun or humorous way Light Animated Violence	Fantasy Violence

E.16- Axis of Sex and Nudity:

Old descriptors	Equivalence
Sexual Appeal	
Intimate Caress	
Caresses	
Intimate Caress	
Insinuating Sex Scenes	
Sex Scenes	
Sex scenes without penetration	
Light Sexual Content	
Educational Sex Content	
Sexual Content	
Educational Sex Education	
Erotic	
Eroticism	
Eroticization	Sexual content
Early Sexual Eroticization	
Exposure of child affectivity and sexuality in an adult context.	
Obscene Gesture	
Obscene Gestures	
Incest	
Insinuation of Sexual Intercourse with Erotic Appeal	
Sex Insinuation	
Insinuation of anal sex	
Frequent Insinuation of sex	
Light Sex Insinuation	
Occasional Insinuation of sex	
Insinuation of Oral Sex	
Insinuation of Oral and Anal Sex	
Sexual Insinuation	

<p>Sex insinuations</p> <p>Masturbation</p> <p>Veiled Nudity</p> <p>Obscenity</p> <p>Prostitution</p> <p>Intimate Relationship</p> <p>Sexual Intercourse</p> <p>Intense sexual intercourse</p> <p>Non-Explicit Sexual Intercourse</p> <p>Intimate Relationships</p> <p>Sex</p> <p>Attenuated Sex</p> <p>Oral sex</p> <p>Realistic Sex</p> <p>Veiled Sex</p> <p>Sex Simulation</p> <p>Complex Sexual Situation</p> <p>Complex Sexual Situations</p>	<p>Sexual content</p>
<p>Superficial description of prostitution</p> <p>Language</p> <p>Low-slang Language</p> <p>Foul language and sexual content</p> <p>Foul and derogatory language</p> <p>Foul language, low-slang, profanity</p> <p>Low-slang language</p> <p>Sexual Content Language</p> <p>Derogatory language, Derogatory language, and sexual content</p> <p>Obscene language and gestures</p> <p>Erotic Language</p> <p>Erotic and derogatory language</p> <p>Erotic language, of sexual content</p>	<p>Inappropriate language</p>

<p>Improper Language</p> <p>Inappropriate Language</p> <p>Inappropriate Language</p> <p>Inappropriate language with sexual connotation</p> <p>Inappropriate Language Metaphorical Language</p> <p>Metaphorical Language of Sexual Content</p> <p>Obscene Language</p> <p>Obscene and foul Language</p> <p>Obscene language and sexual content</p> <p>Obscene and derogatory language</p> <p>Obscene and erotic language</p> <p>Obscene language, foul and sexual content</p> <p>Obscene, foul, and derogatory language</p> <p>Obscene, derogatory language and sexual content.</p> <p>Obscene, Derogatory and Erotic Language, of Sexual Content</p> <p>Sexual Language</p> <p>Swearing</p> <p>Low-slang Vocabulary</p> <p>Vulgarity</p>	<p>Inappropriate language</p>
<p>Nude Scenes</p> <p>Artistic nudity</p> <p>Full nudity</p> <p>Nudity of Buttocks</p> <p>Nudity of buttocks and breasts</p> <p>Nudity of Breasts</p> <p>Frequent nudity</p> <p>Frontal Nudity</p> <p>Non-erotic nudity</p> <p>Occasional Nudity</p>	<p>Nudity</p>
<p>Pornographic content</p> <p>Pornography</p>	<p>Explicit sex</p>

Explicit Sexual Intercourse Frequent Explicit sex Occasional Explicit sex	Explicit sex
Educational content on sexual diversity	Sensitive themes
Teens in violent and sexual content scenes	Violence and sexual content

E.17- Drug Axis:

Old descriptors	Equivalence
Consumption of Legal and Illegal Drugs Drug Use And/or Alcohol Consumption	Drugs
Adolescents involved in drug use Adolescents Involved in Illicit Drug Use Inciting Drug Use Inciting the use of Illegal drugs Attenuated Drug Use Illicit Drug Use Light Drug Use Drug Use Drug Use Involving Adolescents Illicit Drug Use by an Adult Illicit Drug Use Illicit Drug Use (Player) Illicit Drug Use (NPC) Consumption of Mild Illegal Drugs Light Drug Use Heavy Drug Use Drug Use by Adolescents Drug Use by Adults Drug Use by Children Drug Consumption and Trafficking	Illegal Drugs

<p>Drug Consumption and Trafficking</p> <p>Consumption and Sales of Illegal Drugs</p> <p>Excessive Consumption of Illegal Drugs</p> <p>Explicit and repeated consumption of Illegal drugs</p> <p>Occasional Drug Use</p> <p>Repeated drug use</p> <p>Repeated consumption of heavy drugs</p> <p>Drug Consumption, Production and Trafficking</p> <p>Frequent Drugs</p> <p>Occasional Drugs</p> <p>Heavy Drugs</p> <p>Inducing the Use of Illegal Drugs</p> <p>Inducing children to use lawful drugs</p> <p>Insinuation of Drug Use</p> <p>Insinuation of Drug Use</p> <p>Insinuation of illicit drug use</p> <p>Drug Possession</p> <p>Possession of Light Drugs</p> <p>Possession of Heavy Drugs</p> <p>Possession and consumption of light drugs</p> <p>Possession and consumption of heavy drugs</p> <p>Illicit Drug Production</p> <p>Illicit Drug Themes</p> <p>Attenuated Drug Trafficking</p> <p>Drug Trafficking</p> <p>Drug Trafficking and Consumption</p>	<p>Illegal Drugs</p>
<p>Adolescents involved in the use of Legal drugs</p> <p>Adolescents involved in the use of Legal drugs</p> <p>Alcohol and Tobacco Products</p> <p>Frequent Alcohol</p> <p>Occasional Alcohol</p>	<p>Legal Drugs</p>

Alcohol Consumption	Legal Drugs
Alcohol and Tobacco Consumption	
Alcohol or Cigarette Consumption	
Alcohol or Cigarette Consumption (Player)	
Alcohol or Cigarette Consumption (NPC)	
Consumption of alcoholic beverages and cigarettes	
Licit Drug Use	
Licit Drug Use using a positive approach	
Licit Drug Use	
Licit Drug Use (Tobacco)	
Licit Drug Use by adolescents	
Licit Drug Use and Trafficking	
Excessive Consumption of Legal Drugs	
Insinuated use of Legal drug	
Insinuated use of Legal drugs	
Irregular Consumption of Medicine	
Irregular Consumption of Medicines	
Moderate Alcohol or Cigarette Consumption	
Moderate consumption of Legal drugs	
Children involved in the use of Legal drugs	
Legal drug	
Frequent Legal Drugs	
Occasional Legal Drugs	
Insinuation of Legal Drug Use	
Frequent Tobacco	
Occasional Tobacco	
Legal Drugs Trafficking	
Trafficking and consumption of Legal drugs	
Alcohol Use	
Use of tobacco products	

<p>Detailed Description of Licit Drug Use</p> <p>Superficial description of drug use</p> <p>Verbal description of drug use</p> <p>Verbal description of illicit drug use</p> <p>Verbal Description of Licit Drug Use</p> <p>Verbal descriptions of drugs</p> <p>Discussion on Illegal drugs</p> <p>Discussion on Illegal drug production</p> <p>Mention of drugs</p> <p>Mention of Illegal drugs</p>	<p>Inappropriate language</p>
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E.18- Descriptors that should be disregarded without the need for replacing it:

Old descriptors	Equivalence
<p>High Stress</p> <p>At the request of the applicant</p> <p>At the request of the applicant (Inciting consumption)</p> <p>Child Learning (Shapes, Colors, Motor skills, etc.)</p> <p>Presents Irony</p> <p>Presents irony and/or metaphors</p> <p>Presents irony and metaphors</p> <p>Presents Metaphors</p> <p>Presents reprehensible/undesirable behaviors</p> <p>Presents Slang</p> <p>Art</p> <p>Absence of Drugs</p> <p>Absence of Sex</p> <p>Absence of Violence</p> <p>Low stress</p> <p>Science</p>	<p>Exclude</p>

<p>Marketing</p> <p>Behavior that values consumption</p> <p>Reprehensible/undesirable behaviors</p> <p>General Knowledge</p> <p>Motor skills</p> <p>Creativity</p> <p>Frequent Creatures</p> <p>Occasional Creatures</p> <p>Dishonesty</p> <p>Absolute Distortion of Ethical Values</p> <p>Values Distortion</p> <p>Distortion of ethical values</p> <p>Serious Distortion of Ethical Values</p> <p>Moderate Distortion of Ethical Values</p> <p>Occasional Distortion of Ethical Values</p> <p>Social studies</p> <p>Western</p> <p>Physics</p> <p>Folklore</p> <p>Geography</p> <p>Slang</p> <p>History</p> <p>Frequent Human (Civilian)</p> <p>Occasional Human (Civilian)</p> <p>Frequent Human (Military)</p> <p>Occasional Human (Military)</p> <p>Frequent Humans</p> <p>Occasional Humans</p> <p>Inciting gambling</p> <p>Inducing the Distortion of Ethical Values</p> <p>English language</p> <p>Irony and/or metaphors</p>	<p>Exclude</p>
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<p>Reading</p> <p>Mathematics</p> <p>Metaphors</p> <p>Music</p> <p>Frequent Non-Human</p> <p>Occasional Non-Human</p> <p>None</p> <p>Frequent Objects</p> <p>Occasional Objects</p> <p>Portuguese language</p> <p>Promiscuity</p> <p>Chemistry</p> <p>Writing</p> <p>Religion</p> <p>Situations Offensive to Ethical Values</p> <p>Thematic</p> <p>Adolescent Theme</p> <p>Light adolescent Theme</p> <p>Adult theme</p> <p>Attenuated Adult Theme</p> <p>Attenuated Theme</p> <p>Theme with improper subjects</p> <p>Inappropriate Theme</p> <p>Pre-Teen Theme</p> <p>Stress</p> <p>Attenuated Stress</p> <p>Episodic Stress</p> <p>Frequent Stress</p> <p>Moderate Stress</p>	<p>Exclude</p>
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F. INTERACTIVE ELEMENTS

For video games and applications, information about the content rating may also include descriptors of interactive elements, which are alerts about mechanics present in the product that may allow excessive exposure of the young person on the internet or spending real money. There are three descriptors used:

F.1- Shares location

Indicates the ability to display the user's precise location in the real world to other players.

F.2- Digital purchases

Indicates the possibility to make purchases of digital products, such as extra stages, skins, surprise items, music, virtual coins, subscriptions, season passes, upgrades or prizes, with real-world currency.

F.3- Digital purchases (includes random items)

Indicates the possibility of making in-game purchases, with real money (or with virtual currencies or other forms of in-game currency that can be purchased with real money), of digital goods or prizes in which the player does not know before the purchase what it will receive (example: loot boxes, item packs, mysterious prizes, costumes, skins, etc.).

F.4- User interaction

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

CONTENT RATING DISPLAY MODE

Information on the Content Rating of audiovisual works shall be disclosed in a standardized manner. Standardization is the definition and specification of size, color, proportion, positioning, time, and duration of display.

Standardized rating information must be visible and transmitted in any medium that contains or advertises the classifiable product, specifically arranged depending on the product.

I. Display of symbols and content descriptors:

- a) cases and packaging of classifiable products.
- b) cases and packaging of other products with built-in classifiable material.
- c) covers of RPG books.
- d) catalogs, calendars, and programming.
- e) apps and games available on portable devices (mobile phones, smartphones, tablets and comparable).
- f) access points to audiovisual works, video games, RPG and other amusements and public shows.
- g) products with digital distribution.
- h) products presented on television with conditioned access, broadcast television, video on demand (VoD) and/or exhibition rooms.
- i) websites, Brazilian or aimed at the Brazilian public.

II. Displaying the information "check the rating system information" ("verifique a classificação indicativa" in Portuguese):

- a) banners, posters, and marketing displays.
- b) advertising in electronic media (advertisements on television, radio, internet).
- c) outdoor advertising (billboards, panels, etc.).
- d) printed advertising.
- e) trailers or teasers.

III. Optional display of the content rating symbol assigned to the announcing work or mandatory display of the "check the rating system" information ("verifique a classificação indicativa" in Portuguese):

- a) television promos on broadcast television.

For all situations mentioned above, content descriptors should only be displayed when officially assigned by the Ministry of Justice and Public Security.

The display of symbols should follow the specifications presented in this Practical Guide in cases of official assignment or self-classification.

In the event of advertisement of pieces not yet officially rated by the Ministry of Justice and Public Security, which do not have specific rules in the current ordinance and/or in this Practical Guide and that do not comply with the above, the information "check the rating system information" ("verifique a classificação indicativa" in Portuguese) should be disclosed.

A. THE SYMBOLS OF THE CONTENT RATING

All symbols and models mentioned in this section are available for download on the Content Rating website, within the portal of the Ministry of Justice and Public Security.

The Content Rating information shall be displayed in short or completely, according to the type of material and place of exhibition, in the following templates:

A.1 For the works officially rated by the Ministry of Justice and Public Security, the symbol of the classification of the work must be presented as set out in the examples of this item, and may not be inverted, mirrored, partially transparent or undergo any angular alteration.

The following six types of definitive symbols are displayed:



For self-rated pieces, not yet endorsed by the Ministry of Justice and Public Security, the presentation of the temporary symbol must be made, as shown below:



The self-rating of works, products and shows open to the public must be presented through the use of the temporary symbols specified above, until the confirmation of the rating attributed by the Ministry of Justice and Public Security, when they should be replaced by the definitive ones.

In both situations of displaying the symbol, they must be square-shaped, with rounded edges. The colors of each colored square cannot be changed or vary in tone, having the following compositions:

General audience (green):	RGB 0; 166; 81	CMYK 83%; 6%; 96%; 1%
10 years (light blue):	RGB 0; 149; 218	CMYK 76%; 29%; 0%; 0%
12 years (yellow):	RGB 251; 193; 21	CMYK 1%; 25%; 99%; 0%
14 years (orange):	RGB 245; 130; 32	CMYK 0%; 60%; 100%; 0%
16 years (red):	RGB 236; 29; 37	CMYK 1%; 99%; 97%; 0%
18 years (black):	RGB 0; 0; 0	CMYK 20%; 20%; 10%; 100%

A.2 Symbols may be displayed in a monochrome fashion when the material on which they will be printed does not allow the display of colors or when the rest of the promotional or packaging part does not show colors.

A.3 The content rating process may originate or designed, when it comes to the first presentation of the work to the Ministry of Justice and Public Security, in its entirety or not. On the other hand, it will be considered derivative, in the case of reissue of work already rated by the Ministry of Justice and Public Security, with addition or deletion of content. In this second case, these products will be considered as edited works.

The interested party is allowed to request the secondary process in cases of deletion of contents of works already rated, provided that the rating of the original process is maintained. It is mandatory to request, by the interested party, the analysis of the reissued work, in case of addition of content. It is noteworthy that the dubbing or subtitling of the work already rated does not characterize a process derived from the content rating.

B. CONTENT RATING DISPLAY ON RPG BOOK CASES, PACKAGING AND COVERS

The Content Rating shall be displayed in two locations in the packaging and packaging of media or products containing, in some way, the classifiable product:

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

For covers or packages up to 270cm² of frontal area, the symbol must measure at least 10mm in height X 10mm wide. Around the symbol should contain a mandatory border in white color, at least 0.25mm wide. Therefore, the symbol and its edge should measure, in total, at least 10.5mm in height X 10.5mm wide.

For covers or packs with a frontal area larger than 270cm², the symbol and edge must be adjusted to 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 of all its dimensions.

B.2 The full display should appear anywhere on the back of the package, 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 interactive information box of the content rating must be displayed according to the examples of this item, and may not be inverted, mirrored, partially transparent or undergo any angular change. The information box templates were 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 270cm² of frontal area, the standard information box should measure at least 16mm in height X 35mm in width. Around the box should contain a mandatory white border, at least 0.25mm wide. Therefore, the box and its edge should measure, in total, at least 16.5mm in height X 35.5mm wide.

For covers or packages with a frontal area larger than 270cm², the boxes and edges must be adjusted to have a total height of at least 10% of the height of the cover or packaging. Changing the height of the boxes implies a proportional change in all their dimensions and elements.

The six types of information boxes for works already officially rated by the Ministry of Justice and Public Security are shown below:



The standard information box consists of the following elements:

a) title "RATING INFORMATION: XX YEARS" written at the top, in uppercase letters; b) symbol of the rating on the left; c) descriptors of the content of the work, aligned in the white area; d) name, in full of the rating range.

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

For works rated before 2012, whose official classification still presents descriptors of old content or in numbers greater than three, exhibitors should contact the Ministry of Justice and Public Security to receive an updated list of descriptors.

Here are three examples of boxes with random content descriptors:



In the case of a work in which no content descriptor has been pointed out, the phrase "No inadequacies" ("Não há inadequações" in Portuguese) should appear inside the white area. The phrase must be written in black Arial Narrow font, size 7, and centered in the space between the symbol and the black border. In this unique case, only the first letter of the word "No" should be capitalized. Here is the model:



B.2.2 The interactive information box should measure at least 20mm in height X 35mm in width. Around the box should contain an obligatory border in the color white, at least 0.25mm wide. Therefore, the box and its edge should measure, in total, at least 20.5mm in height X 35.5mm wide.

For covers or packages with a frontal area greater than 270cm², the boxes and edges must be adjusted to have a total height of at least 10% of the height of the cover or packaging. Changing the height of the boxes implies a proportional change in all their dimensions and elements.

The six types of interactive information boxes are shown below:



The interactive information box consists of the following elements:

a) title "RATING INFORMATION: XX YEARS" written at the top, in uppercase; b) symbol of the rating on the left; c) content descriptors of the work, aligned in the white area; d) interactive elements, aligned in the black area.

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

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

Three examples of random interactive element boxes next:



B.3 Multi-works packaging

In the event that more than one work is distributed in the same packaging, with different rating ranges, regardless of whether or not they are in the same media, information on the content rating should be displayed as follows:

B.3.1 The short version on the front of the package will consist of displaying 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 series X will be sold together. Ten of the episodes were rated as 12 years old, two of them rated as 14 years old and one of them rated as 16 years old. The short form display (front) should be 16 years old.

Example 2: Games X, Y, and Z will be released in the same media in a commemorative edition. Two of them are rated 16 years old and one of them is 18 years old. The short form display (front) should be 18 years old.

B.3.2 The complete format for multiple works can be displayed in two ways:

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

Option b) The information box with the age group of the highest rated work is used, but the content descriptors must be combined. The member must request the Ministry of Justice and Public Security to indicate which descriptors of content should appear in the information box.

C. DISPLAY OF THE RATING SYSTEM IN BANNERS, POSTERS, BILLBOARDS, MARKETING DISPLAYS AND PRINTED MEDIA

The information "check the rating system" ("verifique a classificação indicativa" in Portuguese) should be displayed on posters, flyers, banners, displays (cubes, boxes, silhouettes, totems, etc.) and printed media (newspapers, magazines, comic books, flyers, among others) when disseminating classifiable products such as movies, electronic games, RPGs, and television programs not yet officially rated by the Ministry of Justice and Public Security.

These words should be written in uppercase and arial narrow bold font, so that the height of the letters is at least 1% of the height of the advertisement piece.

When already rated, the symbol display rules will take place as specified below:

C.1 The dissemination of the information will take place through the symbol of the Content Rating, with mandatory white border, following the model of item A.1, and affixed anywhere visible on the object.

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

D. DISPLAY OF THE CONTENT RATING ON CATALOGS, CALENDARS, AND PROGRAMMING

The content rating should be displayed in product catalogs, calendars, and programming.

D.1 The information will be in writing, presenting only the age group of the work officially rated. If there is no classification yet, the term "check the rating system" ("verifique a classificação indicativa" in Portuguese) should be used.

It is mandatory to display the symbols of the rating of the work, close to the said product, following the model of item A.1.

E. DISPLAYING THE CONTENT RATING ON DIGITAL DISTRIBUTION, PAY TV, VIDEO ON DEMAND (VOD) AND PROVIDERS THAT DISTRIBUTE PRODUCTS THAT MUST BE RATED

The content rating should be displayed on digital distribution sites of audiovisual products such as movies, video games, apps, television programs and video on demand services.

The following modalities are included in this category, although the inclusion list is not limited by it: game download services, apps and audiovisual works for smartphones; download services, apps and audiovisual works for portable or desktop consoles; services for buying or renting movies through downloading; download services for games or movies for computers, pay-tv or conditioned access, online TV and IPTV (Internet Protocol Television), apps of audiovisual content (stored locally or not), video-on-demand services (VoD, SVoD and TVoD) regardless of the type of device, over the top services (OTT) that host classifiable products and any other types that host classifiable content.

E.1 Information on content rating symbols and descriptors - should be displayed on all platforms, regardless of the type of device or equipment. Only the symbol must be displayed in the product selection catalog itself as information to parents and guardians. Descriptors may be offered to users on a separate screen, provided that they can be accessed by remote control, cursor, or similar devices, depending on the platform.

E.2 The presentation will take place through the rating symbol of the work, with mandatory white border, following the models of item A.1, depending on the methodology used for the rating (prior analysis or self-rating). There is no determination for font or font size used in writing descriptors; they are only required to be perfectly legible. In the case of a piece in which no content descriptor has been assigned, no information other than the symbol square is necessary.

E.3 For platforms where the age rating is available at any time, the short format display is provided during programming.

F. DISPLAY OF THE CONTENT RATING ON BROADCAST TELEVISION

The Content Rating information must be served in two moments during the presentation of television programs:

-Full display at the beginning of the program.

-Short form display, on the return from commercial breaks.

F.1 The full display at the beginning of the program consists of the presentation of the age rating information range in the projection area footer or in full screen before the start of the program.

F.1.1 The full display consists of six specific elements:

- a) square age group symbol, respecting the color and format specified in field A.1;
- b) full name of the age group indicated, in the format "Not recommended for children under XX years." or "General audience", in uppercase and in a readable font size;
- c) content descriptors, if any, in the format "Presents: XXX, XXX and XXX.", in a readable font size;
- d) information in the Brazilian Sign Language;

- e) Audio description
- f) Hourly recommendation for the program.

Item “b” replaces the XX marking of the model by the age in numbers. Item “c” replaces the XXX markings of the model for the content descriptors reported by the Ministry of Justice and Public Security.

The information in the Brazilian Sign Language, item “d”, and audio description, item “e”, should be displayed using the proper regulation applicable to each type of media, platform or show open to the public, so that the full information about the rating system is provided.

Broadcasters are allowed to display the complete initial information in a manner different from the previously mentioned standard model (B.2.1 and B.2.2), provided that they present all the information necessary for that age group, which includes content descriptions - when assigned by the Ministry of Justice and Public Security - and maintains the use of the symbol, following the model specified in item A.1.

F.2 The short form display consists of presenting the rating system symbol, for at least five consecutive seconds, in the first thirty seconds after the return from a commercial break. The symbol must follow the model shown in item A.1.

G. DISPLAYING THE CONTENT RATING IN ADS AND PROMOS ON ELECTRONIC MEDIA

The age rating should be reported in ads in electronic media (television, cinema, radio, and internet). This includes the following forms of advertising, although not limited by it: television programming promos, movie trailers shown on television or in the movie theaters, commercials that advertise video games and video products, electronic banners on websites and radio advertisements for classifiable products.

G.1 On the radio, it should announce the age group of programs, spectacles, and public amusements. Until the age rating is assigned, it must announce the expression "check the rating system" (“verifique a classificação indicativa” in Portuguese).

G.2 In television, film and the home video and gaming market, advertisements for programs, amusements and shows must display the "check the rating system" (“verifique a classificação indicativa” in Portuguese) information.

G.3 In the case of trailers shown in commercial cinemas, it is mandatory to display the age rating as follows:

- a) in the lower left corner of the screen, in accordance with item F.2, during the presentation of the ad. The display of the symbol should last at least three consecutive seconds during the first ten seconds of the ad; or

b) Centrally on the screen, in large size, on black background. The display should last at least three consecutive seconds and should be inserted at the beginning or end of the ad.

G.4 For display ads of classifiable work (such as banners) on the Internet, the expression "check the rating system" ("verifique a classificação indicativa" in Portuguese) should be announced.

The use of the symbol is optional for all products listed in item G, except as specified in G.3, provided that the model presented in item A.1 is followed.

H. DISPLAY OF THE CONTENT RATING ON WEBSITES

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

H.1 The short form should be presented at any location on the main page (in the case of specific sites of the product, show or entertainment), or next to the product, in case of sites with a greater variety of promotions. The classification displayed must be self-declared (see A1) or, in the case of works that already have published rating, it is mandatory to use the classification assigned by the Ministry of Justice and Public Security.

The symbol must follow the standards presented in A.1, with a height of 70 pixels.

In case of disclosure of work not yet classified, the information "check the rating system" ("verifique a classificação indicativa" in Portuguese), written in uppercase and in a narrow bold font, should be published in a clear and easy-to-view manner.

I. DISPLAYING THE CONTENT RATING IN ACCESS TO AUDIOVISUAL WORKS, ELECTRONIC GAMES, RPG AND OTHER AMUSEMENTS AND PUBLIC SHOWS

The age rating must be informed at places of direct access to the product, amusement, or public spectacles (shops, entrance gates) or at ticket sales location.

I.1 In cinemas, theaters, circuses, concert halls, etc.: the full format of the age rating must be displayed in an easily accessible location, according to the provisions of item A.1, must be presented, either at the time of purchase or purchase of the ticket or invitation, and next to the doors or access gates. The descriptors of the content of the work must be listed in full, necessarily close to the symbol square, in the format described in item E.2, only for works whose rating was officially attributed by the Ministry of Justice and Public Security and published in the Official Gazette.

I.2 In stores, commercial establishments – including websites – that sell and rent any classifiable product: if it is not possible to present the complete format for any product in a clear and easy view of the packaging or packaging, it is up to the establishment or electronic site to make available, in accordance with the provisions of item I.1, the complete display of the rating system.

USEFUL CONTACTS

Content Rating

Ministry of Justice and Public Security

National Secretariat of Justice

Department of Promotion of Justice Policies

Coordination of Content Rating Policy

Esplanada dos Ministérios, Bloco T, Anexo II, Sala 313

CEP 70064-901 - Brasília/DF

Tel: (61) 2025-9061 and (61) 2025-9115

Email: classificacaoindicativa@mj.gov.br

For more information we recommend accessing our website: <http://www.justica.gov.br/seus-direitos/classificacao>, where you will be able to find all the legislation in force that regulates the Content Rating.



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www.justica.gov.br/seus-direitos/classificacao