



Consumer  
Focus

Campaigning for a fair deal

20<sup>th</sup> November 2008

Video Games Classification  
Department for Culture, Media and Sport

[Redacted]

Dear Sir

**Video Games Classification – A Consultation**

I have read the consultation document on the current classification system for video games. We have a few comments to make.

Firstly, I believe that a coherent single system would be the best option for consumers. As the Byron report concluded, currently there appears to be confusion regarding the current system of dual classification and two sets of symbols and the public understanding of the meaning of these. Therefore we do not support Option 1 neither do we support Option 4, Voluntary Code of Practice.

Secondly, it is important that whichever system is approved there needs to be proactive efforts to build consumer awareness of the new system. We feel that BBFC are more likely to achieve this. However, if PEGI could be convinced to work with BBFC to find a games rating system which can be developed for all British consumers, adults as well as children, so much the better

I very much hope that a single system will prove to be the popular option.

Yours sincerely

Ed Mayo  
Chief Executive

Consumer Focus

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