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G



PG



I2A



I5A



I6



I8



To Alan Shatter, TD
Minister for Justice and
Equality.

Dear Minister,

I am pleased to present the Annual Report of the Director of Film Classification for 2010, as prescribed by Section 29 of The Video Recordings Act 1989.

2010 was a year of consolidation for IFCO after our move from Harcourt Terrace to the new state of the art facility in Smithfield.

The new in-house viewing facilities for our DVD business are of the highest standard. The viewing of all cinema releases under a licence agreement with the Light House Cinema is proving most satisfactory and has delivered considerable savings on the alternative scenario of having to be provided with a purpose built screening facility.

The new extranet facility is now being used by the majority of our business clients and has increased efficiency, significantly reducing our reliance on paper records.

Office revenues for 2010 were €2.514 million, an increase of €116,000 on 2009. This does not reflect an increase in business, but rather the timing of payments by clients, the vast bulk of which are made in advance.

The number of cinema release films classified during the year totaled 317, a slight increase on 2009. DVD submissions, on the other hand, show a decline of 12 per cent. I believe this trend will continue into the future but the rate of decrease will lessen until, hopefully, a level is achieved which will remain relatively static.

During 2010, in line with the stated policy of merging similar agencies, IFCO assumed the secretarial role for both the Censorship of Publications Board and The Censorship of Publications Appeal Board.

Video games continue to be classified by the Pan European Games Information (PEGI) system. Games rated 18 by PEGI are routinely submitted to IFCO for examination to ensure compliance with Section 1 (1) of the Video Recordings Act 1989.

In compliance with the terms of the Public Service Agreement, IFCO has significantly reduced its cost base and this will be maintained over the coming years.

Finally, I would like to express my appreciation of the contribution made by the team of Assistant Classifiers, Office Manager Mary Ita O'Sullivan, my civil service colleagues at IFCO and the Corporate Affairs Section of the Department. I would also like to acknowledge the contribution made by Mark Brennan, Marian McGennis and P.J. Sheridan, whose contracts as Assistant Classifiers expired in 2010.

Yours Sincerely,

A handwritten signature in black ink that reads 'Ger Connolly'. The signature is written in a cursive style with a prominent underline.

Ger Connolly
Acting Director of Film Classification



Key Developments in 2010

Operational Activity

The total number of cinema feature films certified during 2010 was 317, an increase of 3.3 per cent on 2009.

The total number of DVDs certified was 5,919, a decrease of 12 per cent on 2009. This is a global trend and will continue for 2011.

Appeals

The Classification of Films Appeal Board considered one appeal during 2010.

In July, the certificate given to *The Hole 3D* was appealed by the distributor (E1 Entertainment). The decision of the Acting Director was affirmed and the film certified 15A.

Prohibition

During 2010 a prohibition order was made in respect of the 1978 production of *I Spit On Your Grave*. Such prohibitions are increasingly rare but IFCO is still empowered to do so if we feel the legislation has been breached.

Limited Release Films

The number of limited release films certified during 2010 was 124, an increase of 13 on 2009. In 2010, this initiative included such films as *Chico & Rita*, *Vincere*, *The Secret in Their Eyes*, *The Disappearance of Alice Creed*, *One Hundred Mornings* and *Winter's Bone*.

Limited Release DVDs

2010 was the second full year of the reduced fee scale for limited release DVDs. There were 1,243 such applications and this initiative served to mitigate the drop in DVD submissions as well as affording the viewing public access to niche market titles which might be otherwise uneconomic to release in Ireland.

Cost Management

As a result of the Public Service Agreement 2010-2014 and the underlying commitment to achieve savings IFCO reduced its outturn from €1.171 million in 2009 to €729,000 in 2010. Although in 2009 the office incurred some one-off costs, these savings were mainly achieved through payroll and expenses savings. These savings will be maintained through the term of the agreement and beyond.

IT Developments

The 2009 enhancements to our IT system for both consumers and our business customers continues to be very successful.

Video Games

Ireland continues to be a proactive member of the Pan European Games Information (PEGI) system, where a system of industry self-regulation is in practice. These titles are content checked by PEGI to ensure compliance with its standards.

In order to ensure compliance with the Video Recordings Act 1989, IFCO has an agreement with PEGI whereby all games classified 18 are submitted to IFCO, pre-release, for clearance for Irish distribution.



“Mild/moderate fantasy violence. Swordplay scenes with fantasy characters have intensity which may scare some younger viewers.”

(Consumer advice for *Alice in Wonderland* on IFCO's website)



Alice in Wonderland

Director: Tim Burton





The PEGI system rates video games under the following age categories: 3, 7, 12, 16 and 18.

Together with Ireland, PEGI's other founder members are Austria, Belgium, Denmark, Finland, France, Greece, Italy, Luxembourg, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and the United Kingdom. PEGI is now also used by Bulgaria, Cyprus, the Czech Republic, Estonia, Hungary, Iceland, Israel, Latvia, Lithuania, Malta, Poland, Romania, Slovakia and Slovenia.

The PEGI website is www.pegi.info

Research & Public Awareness

It is now seven years since IFCO carried out a survey of attitudes to film classification and six years since the last major public awareness campaign.

Given the technological advances in home entertainment as well as the advancement of 3D cinema, there is an urgent need to consult with the public to gauge their expectations and to help IFCO reflect the views of wider society. There is also a need for IFCO to conduct a proactive public information campaign highlighting for parents the tools at their disposal. However, we are aware of the budget implications of such a project at this time.

Focus Groups

As in previous years, a series of focus group screenings enabled IFCO to engage with and explore the opinions of parents, young persons, second and third level students, educators, psychologists, etc. The responsibility for coordinating IFCO's focus group screenings/discussions was undertaken by one of our team of Assistant Classifiers, Mark Brennan.

On occasion during the year the Acting Director Ger Connolly made presentations at various venues around the country.

Legislation Compliance

As in previous years, IFCO continues to co-operate with Gardaí and Customs in their enforcement of the legislation under which IFCO operates.

IFCO Website

Visitors to the IFCO website decreased by 9 per cent on 2009 (a total of 365,413 page loads in 2010). This is disappointing given that the site is considered a most valuable tool by those who use it and underlines the need for IFCO to carry out a public information campaign.

Censorship of Publications

As part of the rationalisation of State agencies IFCO now has the secretarial role for The Censorship of Publications Board and also The Censorship of Publications Appeal Board.



“Frequent action sequences including weapons violence and killings in unrealistic settings. This is at the high end of 12A classification.”

(Consumer advice for *Inception* on IFCO's website)



Inception

Director: Christopher Nolan



Certification for Court Proceedings

Complaints regarding breaches of the provisions of the Censorship of Films Act, 1923, and the Video Recordings Act, 1989, are referred by the Office to An Garda Síochána for investigation.

Under Section 23 of the Video Recordings Act, 1989, the Film Classification Office may issue certificates to provide certain information which is admissible as evidence in court proceedings.

The total number of Certificates issued in 2010 indicating that Supply Certificates were not in force under Sec.14 (3) (b) in respect of certain works was 120.

Financial

The fees charged by the Office for the certification of cinema films and DVD/videos and for the issuing of licences in 2010 were as follows:

Video	€1,827,370.26
Film	€305,884.84
Licences	€381,196.10

Total income received on behalf of the Department in 2010 was €2,514,451.20.



Scott Pilgrim vs. The World
Director: Edgar Wright

12A



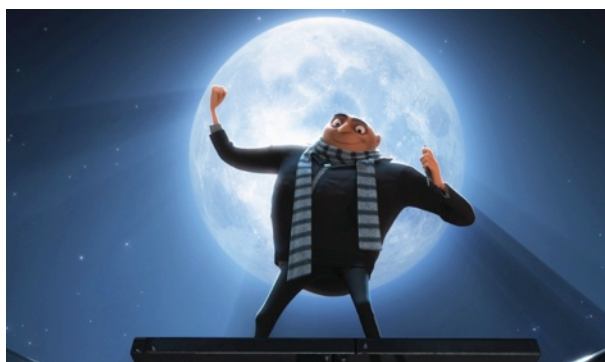
The Killer Inside Me
Director: Michael Winterbottom

18



Let Me In
Director: Matt Reeves

16



Despicable Me
Director: Pierre Coffin, Chris Renaud

G



“Drugs references and a scene of strong drugs usage. Moderate sex references and situations. Strong language.”

(Consumer advice for *The Social Network* on IFCO’s website)



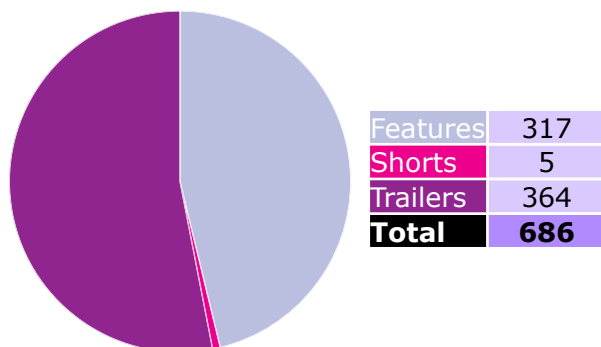
The Social Network

Director: David Fincher



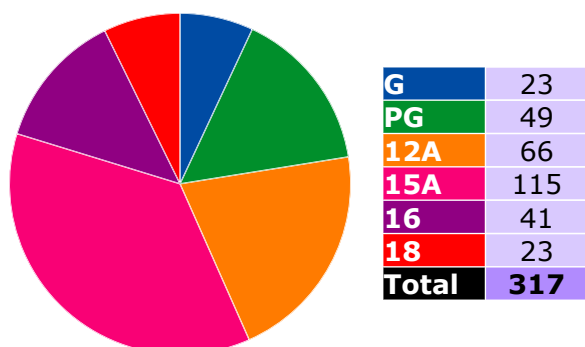
Certification of Cinema Films

Cinema Films Certified 2010



	2007	2008	2009	2010
Features	284	297	307	317
Shorts	4	10	2	5
Trailers	343	378	386	364
Total	631	685	695	686

Certified by Category



	2007	2008	2009	2010
G	15	21	22	23
PG	51	50	50	49
12A	46	65	56	66
15A	109	86	103	115
16	41	55	57	41
18	22	20	19	23
Total	284	297	307	317

Country of Origin

Single Country of Origin

Australia	3
Austria	1
Canada	3
China	1
France	13
Germany	1
Greece	1
India	24
Iran	1
Ireland	11
Italy	2
Malaysia	1
Mexico	2
Netherlands	1
Poland	1
Russia	1
Spain	2
UK	34
USA	140
Total	243

Multiple Country of Origin

Argentina/South Korea/Brazil	1
Argentina/Spain	1
Canada/Italy	1
Chile/Mexico	1
Finland/Norway/Sweden/France	1
France/Italy/Belgium	1
France/Belgium	1
France/Cameroon	1
France/Canada/UK	1
France/Czech Republic/UK	1
France/Germany/UK	1
France/Israel/Italy/India	1
France/Italy/Iran	1
France/Monaco	1
France/USA	5
France/USA/Spain/UK	1
Germany/France	1
Germany/France/Israel/Lebanon	1
India/Australia	1
Ireland/UK	2
Ireland/UK/Belgium/France	1
Israel/Germany/France	1
Italy/France	2
Italy/USA	1
Netherlands/Canada/UK/France/Poland	1
Peru/Columbia/France/Germany	1
Spain/Mexico	1
Spain/UK	1
Sweden/Denmark/Germany	4
Thailand/UK/France/Germany/Spain	1
UK/Australia	1
UK/France	2
UK/France/USA	1
UK/Germany	1
UK/Germany/USA	1
UK/South Africa/Rwanda	1
UK/USA	13
USA/Australia	3
USA/Canada	5
USA/Canada/France	2
USA/China	1
USA/Germany	1
USA/India	1
USA/New Zealand	1
USA/UAE	1
Total	74



“Strong, bloody violence, strong language and moderate sexual content.”

(Consumer advice for *Kick Ass* on IFCO’s website)



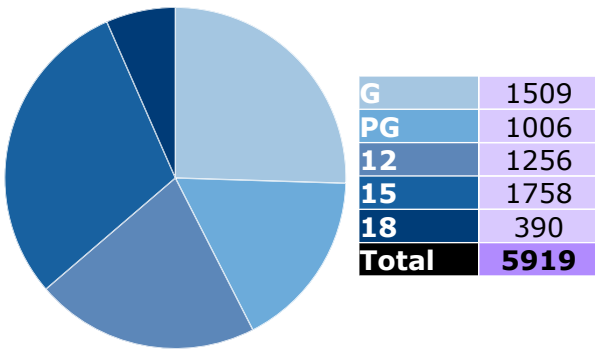
Kick Ass

Director: Matthew Vaughn



Certification of Video/DVDs

DVD/Video Works Certified by Category 2010

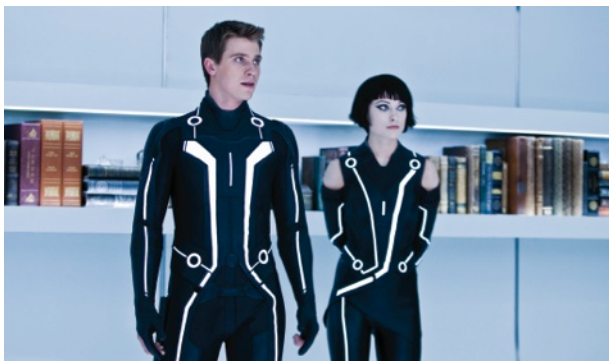
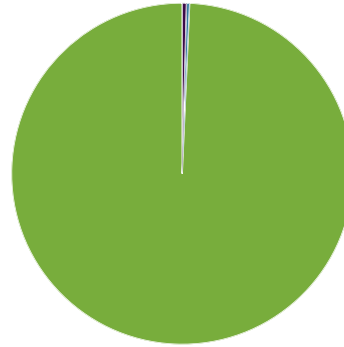


DVD/Video Works Certified by Category 2007 – 2010

	2007	2008	2009	2010
G	2317	1977	1581	1509
PG	1855	1891	1383	1006
12	1592	1659	1468	1256
15	1806	1915	1839	1758
18	463	517	419	390
Total	8033	7959	6690	5919

Licences Issued 2010

Wholesale	8
Vehicle Retail	6
Retail	1990
Total	2004



Tron: Legacy
Director: Joseph Kosinski

PG



The Town
Director: Ben Affleck

15A



"Sustained graphic sadistic torture with very gory injury/killings.
The content is consistent with other releases in the franchise."

(Consumer advice for *Saw 3D* on IFCO's website)



Saw 3D

Director: Kevin Greutert



Staff

Acting Director of Film Classification

Ger Connolly was appointed Acting Director in December 2009, having been Deputy Director from 2003. He was born and lives in Kildare town. He graduated from UCD with a B. Comm. Degree. He studied accountancy with Deloitte, Haskins & Sells, and worked in that capacity in the advertising and manufacturing industries.

He represents Ireland at the council of European Film Classifiers and also is a member of both the Advisory and Appeals boards of PEGI, the Pan European Games Information System.

Part-Time Assistant Classifiers

Olga Bennett
Lives in Dublin
Former Public Representative
1 Child
Appointed 1993

Mairead Marron
Lives in Swords
Counsellor/Psychotherapist
6 Children
Appointed 1995

Mark Brennan
Lives in Dublin
Journalist and TV Producer
2 Children
Appointed 2004
Re-appointed 2007
Contract Ceased 2010

Marian McGennis
Lives in Ballybrittas,
Co. Laois
Former Public Representative
3 Children
Appointed 2007
Contract Ceased 2010

Elizabeth Davidson
Lives in Dublin
Educationalist
4 Children
Appointed 2008

P. J. Sheridan
Lives in Clane, Co. Kildare
Former Public Servant
3 Children
Appointed 2004
Re-appointed 2007
Contract Ceased 2010

Tom Fitzgerald
Lives in Dingle
Former Public Representative
3 Children
Appointed 2002

Tony Stapleton
Lives in Navan
Former Sales Director
5 Children
Appointed 1993

John Keith
Lives in Nenagh
Former Public Servant
3 Children
Appointed 1993

The Office Manager is Mary Ita O'Sullivan, who supervises a team of Civil Servants.

www.ifco.ie

