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MPAA LAUNCHES ENHANCED FILM RATINGS WEBSITE

Los Angeles — The Motion Picture Association of America, Inc. (MPAA) has re-launched an enhanced film ratings website — www.filmratings.com — the official website of the Classification and Ratings Administration (CARA).

“The sole purpose of the ratings system is to provide parents with clear and concise information about the content of a film in order to help them determine whether a movie is suitable for their children,” said Dan Glickman, Chairman of the MPAA. “We overhauled our film ratings website so that we can continue to provide additional clarity, enhanced information and added transparency about the system to maximize our communication with parents.”

The new website features an expanded printable database of films rated as far back as 1968 — the birth year of the ratings system — searchable by title, year or rating. Other features include detailed explanations of the process and history of the system, ratings definitions, answers to frequently asked questions and a place for parents to sign-up for Red Carpet Ratings — a free weekly email service that provides ratings information on current films.

“All of our film raters share one essential attribute: parenthood! Each time we rate a movie we ask the primary question, ‘What would I want to know about this film before I decide to let my child see it?’” said Joan Graves, Chairman of CARA. “Our goal is to help make parents’ jobs easier, by providing clear information about films so parents can make choices for their kids according to their values, keeping in mind their children’s individual sensitivities. It’s a responsibility we take seriously, and we are excited to have a more user-friendly website to provide information to parents on the ratings process and about the ratings themselves.”

The site also features a section on the MPAA’s Advertising Administration — with which parents may be less familiar — which provides a crucial service to parents in ensuring that movie advertising is appropriately placed before the right audience. Every film that is submitted for an MPAA rating is required to have its advertising approved by the Advertising Administration before it is displayed to the public.

The Advertising Administration reviews about 60,000 pieces of film advertising every year including theatrical, home video and online trailers; print ads; radio and TV spots; billboards; posters; and other promotion materials.

“Our goal is to ensure that advertising for any film — no matter what its rating — is suitable for its intended audience,” said Marilyn Gordon, Senior Vice President of the Advertising Administration and Vice Chairman of CARA. “We’re thrilled that parents will have an opportunity to learn more about this vital aspect of the ratings process when visiting www.filmratings.com.”

About the MPAA

The Motion Picture Association of America, Inc. (MPAA) serves as the voice and advocate of the American motion picture, home video and television industries from its offices in Los Angeles and Washington, D.C. Its members include: The Walt Disney Studios; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLLP; and Warner Bros. Entertainment Inc.

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