

Hearing on video games and protection of minors

VM2-2 Van Maerlant 2 / Rue Van Maerlant 2, Brussels B-1040

AGENDA
8th July 2009
10:00 – 16:30

LANGUAGE OF THE MEETING – ENGLISH (NO INTERPRETATION)

- 09:30 – 10:00** **Registration of participants**
- 10:00 – 10:15** **Welcoming address and introduction by Mr. Gregory Paulger, Director Audiovisual, Media and Internet, DG Information Society and Media, European Commission**
- 10:15 – 11:45** **Panel 1**
Raising awareness among parents and consumers
Age ratings are only effective when somebody ensures their respect and takes care that minors do not play games that are unsuitable for their age group. This requires that parents and teachers know about the risks inherent to children playing games that are not suitable for them and about the importance of age ratings. What can the industry and politicians do in order to raise parents', teachers' and consumers' awareness on this point?
- **Mr. Peter Behrens**, Medienpädagogischer Forschungsverbund Südwest, representative of "klicksafe" (German part of Safer Internet Programme)
 - **Mr. Zdenek Zalis**, Safer Internet Institute Czech Republic, Project Manager of Safer Internet / InSafe in the Czech Republic
 - **Mr. Keith Ramsdale**, Electronic Arts Vice President and general manager in the UK, Ireland and Nordic regions
 - **Mr. Paul Fox**, Microsoft EMEA, Head of live and citizenship

11:45 – 13:00

Panel 2

Online Games: particular risks, specific responses?

How does PEGI Online work? Why are online-games still PEGI's "problem child"? How can PEGI Online be improved and be spread more widely? What is the characteristic of "casual games" and what are the specific risks?

- **Mr. Jeffrey Goldstein**, Utrecht University, specialized in Media Psychology
- **Mr. Olaf Wolters**, German USK (Organisation for the Voluntary Monitoring of Entertainment Software), Managing Director
- **Mr. Martijn Huigsloot**, NICAM /PEGI, Deputy PEGI coordinator
- **Mr. David Cooke**, BBFC (British Board of Film Classification), Director
- **Mr. Frédéric Brunet**, journalist (Joystick, Joypad, PSM 3, Official Xbox Magazine and Jeux Vidéo Magazine)
- **Mr. Malte Behrmann**, EGDF (European Games Developer Federation), Secretary General

13:00 – 14:00

Lunch break

14:00 – 14:15

Keynote speech by Ms. Viviane Reding, Commissioner for Information Society and Media, European Commission.

14:15 – 15:45

Panel 3

Towards a pan-European Code of Conduct for the retail sale of video games

Although the physical sale of video games to minors is much easier to control than the online distribution of games, sales of inappropriate games to minors in retail shops are still significant. Strict respect of age ratings is absolutely necessary. In its Communication of April 2008, the Commission gave the game industry and retailers a two years grace period to agree and implement a code of conduct, ensuring that games will only be sold to minors in accordance with the age rating; so time is running out!

- What is the state of play of the code of conduct?
 - What are the core elements of an effective code of conduct?
 - How can as many retailers as possible be involved, particularly major retail groups?
 - What are the obstacles that make a code of conduct a difficult objective, both in terms of substance and implementation?
-
- **Mr. Toine Manders**, Member of the European Parliament
 - **Mr. Patrice Chazerand**, ISFE (Interactive Software federation of Europe), Secretary General
 - **Mr. Willem van Teeseling**, Project manager of "Bureau 240a", tasked with improving compliance of Kijkwijzer and PEGI

- **Mr. Marcin Turski**, Licomp Empik Multimedia (Polish multimedia retailer), President of the board
- **Mr. Martin De Wilde**, GERA (Global Entertainment Retail Association-Europe), President

15:45 – 16:15

Any other business

16:15 – 16:30

Closing remarks by Mr. Gregory Paulger