



CITIZENSHIP

Microsoft's 'Play Smart, Play Safe!' Campaign



The landscape



- Video gaming is an important part of popular culture, of the mainstream entertainment industry and of our children's every day life.
- Our research demonstrates that parents welcome video games as part the family's entertainment options and recognise their educational value:
 - 75% of parents see video games as beneficial and as having educational value



The landscape cont.



- Parents are concerned about what children are playing, who they are playing with, and how long they are playing.
- They want to be the decision-maker and want to feel empowered to make the right decision:
 - 96% parents feel responsible for checking **age ratings** of games their children play
 - 62% stated that they would welcome **additional functions** to help them manage the time their kids spend gaming



We have developed the tools

Family Timer

Family Timer

- Daily
- Weekly
- Off

Use the left stick to increase or decrease your time limit for the selected time range.

4 Hours

Set Clock

Continue

Select Back



Family Settings

System Settings

- Console Settings
- Family Settings**
- Memory
- Network Settings
- Computers
- Xbox LIVE Vision
- Initial Setup

Protect younger family members by limiting content, communications, and online interactions.

You can adjust settings for the console or for individual profiles.

Select Back



Then we built an awareness campaign



Helping You Decide what is Right for Your Children

Dear Parent
As head of the Microsoft Entertainment and Devices Division in Europe, I really want to help provide an environment where everyone can enjoy safely the benefits of digital and interactive entertainment.

I want to do all that I can to give parents the information, and the technology, you need to help you make decisions about the games and the amount of time you want your children to play.

That is why we have created this guide. It provides information about computer and video games and about the rating system which exists in most EU countries to help parents determine what is age-appropriate for children – like the ratings which exist for films.

It also gives you lots of information about Microsoft's parental controls for Microsoft products called 'Family Settings' – including a step-by-step guide on how to operate them on your console and/or computer.

I've also included information on a great new piece of technology called 'Family Timer' which enables parents to control the length of time their children can play games on their Xbox 360. Family Timer on Xbox 360 and Windows Vista gives parents the ability to set a daily or weekly time limit on console or PC usage. Parents can also decide when they want their children to be able to play games, e.g. during the week or during the weekend only.

I really do hope that you find this information helpful. More than that, I want this guide to become a 'one stop shop' for any parent who wants information to help them make informed choices about how your children get the most out of the games they play. Feel free to share it with your friends, or with your child's school.

To download a copy of this guide, go to www.xbox.com/9-8E/playsmart

Best wishes,



Chris Lewis
Regional Vice President, Entertainment and Devices Division, Europe
Microsoft

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Study reveals parents' changing attitudes toward gaming

Thursday, 5 March 2009

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Play Smart, Play Safe!

A Family Guide to Video Gaming



Building partnerships: ISFE and regulators



Building partnerships: NGOs



Building partnerships: Retailers



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✓	✓	✓	✓	✓
✓	✓	✓	✓	✓

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Thank You!

