

# BURO 240a

## Fulfilment and enforcement

A Dutch approach

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Ministerie van Justitie



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## Situation

- Since 2002 uniform classification of films, TV-programmes, DVD's under KIIKWIJZER.
- Since 2003 classification of games under PEGI.



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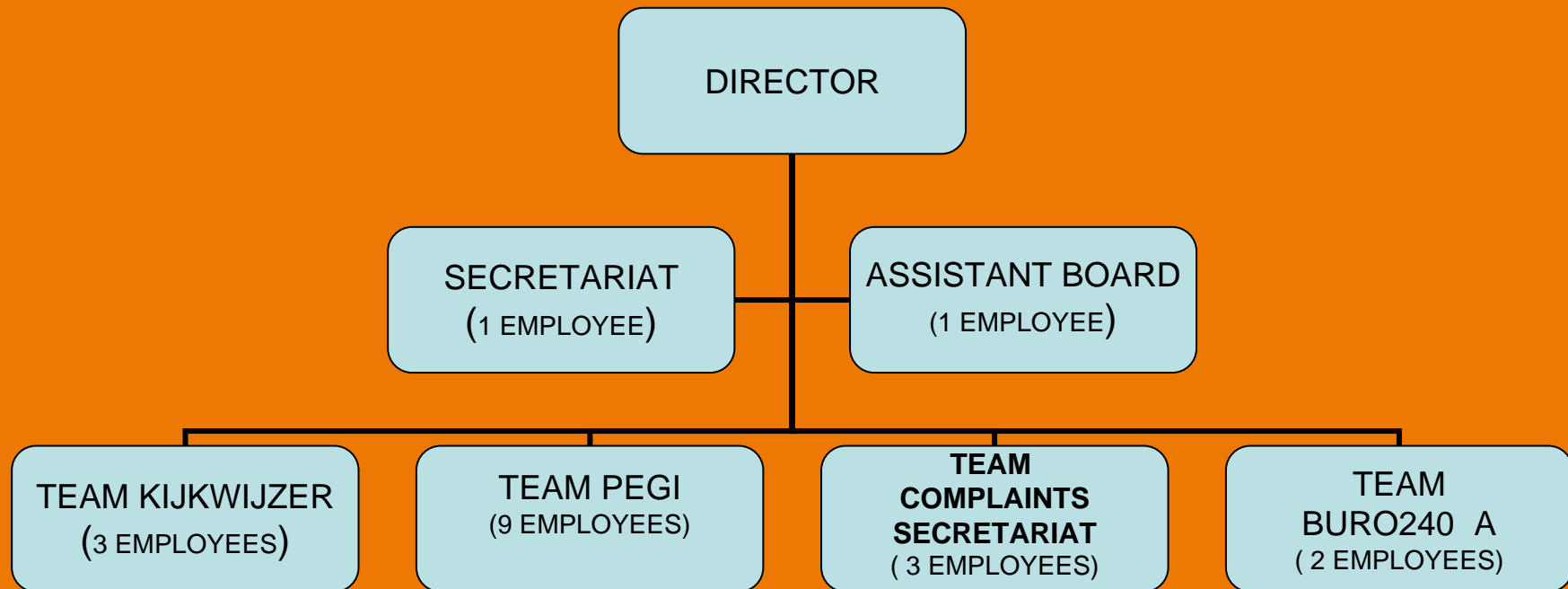
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## NICAM is co-regulation

Government	Industry
Justice Culture	Public Broadcasters Private Broadcasters Distributors (film, dvd, game) Cinemas Speciality shops Videoshops

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## NICAM Institute



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## Comparison

- PEGI is PAN European
- PEGI is owned by the industry
- PEGI provides licences for using the system
- KIJKWIJZER is Dutch but also available in Turkey and Iceland
- KIJKWIJZER is co-regulation: 50% government and 50% industry
- Coders from the companies.



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## Strong/ Weak

- + Based on scientific research
- + Producers and distributors working together
- + Support in the community
- Shopassistants are not strong enough
- Consumer behaviour is not predictable



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## Establishment BURO240a

- As result of governmental investigation in 2008:
  - Fulfilment in shops, libraries, theaters, speciality stores en videoshops is poor
  - Fulfilment on average 14%
  - Cinema's 59%, videoshops 29%
- Agreement between government and industry (10-2-2009)
- Start BURO240a first of April 2009





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## Task BURO240a

- Training all relevant personnel with help of e-learning system
- Feedback by mystery shopping
- Involvement of big (retail) chains



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## Bottlenecks

- 30.000 employees with a turnover of 30%
- Internet shops
- Piracy
- Streaming
- Intercommuniteair sales via internet



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## Planning

- E-learning system ready in August
- Design mystery shopping ready in July
- Campaign ready for take off in September
- Enforcement organisation ready in September
- Launch in last week of September by Minister of Justice



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