



Comments on behalf of the Interactive Software Federation of Europe
on the issues papers of the Commission regarding the revision of
the Television Without Frontiers Directive

Issue 4: Commercial Communications

The Interactive Software industry is currently subject to various laws and regulations enforced in EU member states. In addition, the PEGI Code of conduct, along with its companion guidelines¹, includes strong commitments to exert self-restraint when it comes to advertising products unsuitable for minors.

In particular, PEGI is intended to secure the consistency of any advertising, marketing and promotional activities of interactive software products, with the basic aim of informing the public of a product's content in a responsible manner. Also, the Code reflects the interactive software industry's commitment not to put on the market interactive software products likely to be in breach of human decency. The same rule applies with regard to the advertising, marketing and promotion of interactive software.

The implementation of the PEGI Code is monitored by ISFE and its member national trade associations on a continuing basis. Some of them have even initiated improvements to the code by striking agreements with local regulatory bodies, as exemplified in Spain (see our comments on issue 6). Finally, the ISFE membership also adheres to the relevant International Chamber of Commerce (ICC) Code of Practice on Advertising. In conclusion, therefore the self-regulatory approach is again preferred by the industry.

¹ The PEGI Code of Conduct and guidelines can be found on our website www.isfe-eu.org.