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Digital Single Market

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BBFC as a prime exemplar on self regulation - with a new role in protecting children from harmful content accessed on mobile devices

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The Mobile Broadband Group is appointing the British Board of Film Classification (BBFC) to take over from the Independent Mobile Classification Board (IMCB) in providing the independent framework that underpins the Mobile Operators' code of practice, established in 2004, for the self regulation of new forms of content on mobile.

The Classification Framework enables mobile operators to restrict access to their commercial content that is unsuitable for customers under the age of 18. The Framework is applied to commercial content such as: video and audio/video material; or mobile games.

The framework is also used by the mobile operators to calibrate the internet filters that parents can use to restrict content accessible by children via a mobile operator's internet access service. The BBFC works to published Classification Guidelines based on large scale public consultation exercises involving around 10,000 people.

The Classification Guidelines are formally revised every 4-5 years. The BBFC Classification Framework is a living document which will be updated regularly to reflect evolving public attitudes and societal concerns. Premium rate voice services or premium rate SMS (text only) services are not covered by the BBFC Classification Framework and continue to operate under the PhonepayPlus Code of Practice.

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