

Regulation and certification

The media industry is subject to **regulation**. This controls how it operates and tries to stop it doing things that are unfair or illegal

Media Products are subject to **certification**. This restricts who is able to view them

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Regulation

In the UK, there are two organisations responsible for media regulation

Advertising Standards Authority (ASA)	Office of Communications (Ofcom)
<ul style="list-style-type: none">● Regulates adverts – TV, film, magazines, billboards, internet etc...● Make sure that adverts are not misleading – say things about products which are not true● Make sure that adverts do not discriminate and are suitable to be shown to the intended audience	<ul style="list-style-type: none">● Regulates content that is broadcast on TV, radio etc... (not papers)● Makes sure companies do not treat people unfairly or invade someone's privacy● Makes sure programs are not offensive or harmful● Deals with complaints

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Certification

Films and video games are subject to certification. These put age ratings on products to stop them being seen by people who are too young

British Board of Film Certification (BBFC)	Pan European Game Information (PEGI)
<p>Classifies films and trailers with age ratings:</p> <ul style="list-style-type: none">• U: suitable for all• PG: Parental guidance needed• 12A: Suitable for age 12+ or can be seen with an adult if younger• 12, 15, 18: limited by age <p>More info: BBFC ratings</p>	<p>Classifies video games with age ratings:</p> <ul style="list-style-type: none">• PEGI3: suitable for all• PEGI 7, 12, 16, 18: age limits• Also add warnings about content such as violence, bad language, gambling etc... <p>More info: PEGI ratings</p>

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Media companies take certification and regulation seriously:

- products may need to be edited to get the certification the company wants – a lower certification will allow more people to watch it
- the time it takes to get certification needs to be taken into account
- the ASA or Ofcom can fine companies if they break regulations