



CARA STATEMENT ON THE VOLUNTARY FILM RATING SYSTEM

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LOS ANGELES — The goal of the Classification and Rating Administration (CARA), the voluntary film rating system administered by the MPAA, is to provide parents with credible and consistent information about the level of content in movies to help them determine what is appropriate for their children. None of the ratings indicate whether a film is good, bad, or otherwise, nor is it CARA’s purpose to prescribe social policy. This system has withstood the test of time because, as American parents’ sensitivities change, so too does the rating system. Elements such as violence, language, drug use, and sexuality are continually re-evaluated through surveys and focus groups to mirror contemporary concern and to better assist parents in making the right family viewing choices.

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About the Appeals process:

The Classification and Rating Appeals Board is made up of members of the industry knowledgeable about the distribution and exhibition of motion pictures and whose sole mission is to maintain the integrity of the voluntary ratings system. A successful appeal requires a decisive two-thirds majority affirming that the rating is “clearly erroneous.” The overriding objective of the appeals process is to ensure that the rating system remains consistent and therefore credible. The Board reviews 800-900 films each year. Usually fewer than a dozen ratings a year are appealed.

For more information about the CARA Appeals process, please visit www.filmratings.com and click on “Ratings” and the “Rating Rules” tab.

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