

Mexico City, december 3, 2020.

General Guidelines of the Mexican System of Classification Equivalences for Video Game Contents.

Dear clients and friends,

On November 27, the General Guidelines of the Mexican System of Classification Equivalences for Video Game Contents. *Content* (the "Guidelines") were published in the Federal Official Gazette. As its name refers, the purpose of the Guidelines is to establish the **Mexican System of Classification Equivalences for Video Game Content** (the "System"), as well as the graphic specifications for the warnings, content descriptors and interactive elements that must be implemented by "Mandated Subjects" with respect to video games distributed, commercialized or leased in México. This, in order to create specific parameters that help to make an appropriate categorization of their content, as well as their target audiences.

In general, the Guidelines establish the following:

- 1) The distributors, marketers or lessors of video games are considered Mandated Subjects.
- 2) The function of the Guidelines is to watch over and comply with the best interest of the child, which is configured as a prevailing need of the State to grant special protection to children and adolescents. Considering their degree of social vulnerability and the use of technology by these groups their rights should be tutelaged through public policies in order to avoid their exposure to contents not suitable for their age.
- 3) The System will help guarantee that the criteria applied in the Guidelines are in accordance with those issued by the *Entertainment Software Rating Board* (ESRB) in charge of the classification of video games in the United States of America.
- 4) Parental Controls are regulated as a tool available on any device that plays video games, designed to allow the person responsible for the minor to prevent or restrict access to video games that are not suitable for their age, as well as a measure to access actions to block content and interactive elements, as well as the setting of time limits.
- 5) The obligations in terms of the Guidelines include: (i) complying with the System and the graphic specifications for warnings, interactive elements and content descriptors in video games in any format, (ii) include the classification of each video game sold or leased, as appropriate, and (iii) restricting the sell or lease of videogames for adults to minors, by requesting proof of age to potential clients.
- 6) The Mandated Subjects must include the classification of content corresponding to each video game for sale or lease, as well as include warnings specifications of each Classification in accordance with the following:
 - a. Warning: Measures that allow full identification of the content.
 - b. Classification Category: brief explanation of the content according to the Warning and the corresponding Classification.
 - c. Content Specifications: A guide to the content that may appear in the video games assigned to each category. However, a particular video game may contain one, several or none of the references and/or content described in the content specifications.
- 7) The System is categorized as follows:
 - a. CLASSIFICATION (A): For all audiences
 - b. CLASSIFICATION (B): For adolescents 12 years and older.
 - c. CLASSIFICATION (B15): For those over 15 years old.
 - d. CLASSIFICATION (C): Not suitable for persons under 18 years.
 - e. CLASSIFICATION (D): Extreme content and adult.

8) The content specifications serve as an example of the content that may appear in the video games assigned to each category, which must be shown with a stamp on the front cover and another on the back cover, both with specific measures for each type of box for this purpose.

Finally, the entry into force of the Guidelines is subject to a period of 180 days from their publication, that is to say, on May 26, 2021. Therefore the Guidelines will be binding only for those video games that are distributed after this date. Likewise, within the same term, the Ministry of the Interior is subject to issue a Parental Guide on the subject of video games.

The lawyers of Mañón Quintana are at your service for any doubt or comment related to this informative note.

Sincerely,

Antonio Mañón
antonio.manon@mqsc.mx

Gerardo Quintana-Pineda
gerardo.quintana@mqsc.mx

Jorge Rosales-Fernandez
jorge.rosales@mqsc.mx

Dario Jandette-Fuentes
dario.jandette@mqsc.mx

Santiago J. Nuñez-Chaim
santiago.nunez@mqsc.mx

Julio J. Copo-Terres
julio.copo@mqsc.mx

Antonio Barrera-Rios
antonio.barrera@mqsc.mx

Gerardo Sanchez
gerardo.sanchez@mqsc.mx

Enock Perez-Arias
enock.perez@mqsc.mx

Beatriz Gonzalez-Alanis
beatriz.gonzalez@mqsc.mx

Paulina Ruiz
paulina.ruiz@mqsc.mx

Sofia Philippe
sofia.philippe@mqsc.mx

Nuria Ledezma
nuria.ledezma@mqsc.mx

Fernando Salinas
fernando.salinas@mqsc.mx

Ilse Salgado
ilse.salgado@mqsc.mx

Bruno Saab
bruno.saab@mqsc.mx

Juan Daniel Martinez
daniel.martinez@mqsc.mx

Frida Salgado
frida.salgado@mqsc.mx

Paulina Martin-Gonzalez
paulina.martin@mqsc.mx

Hugo Oseguera
hugo.oseguera@mqsc.mx

Ciudad de México

Córdoba 42, Piso 5 - B,
Roma Norte, 06700,
Ciudad de México

C. +52 (55) 8438.0000
D. +52 (55) 8438.0001
contacto@mqsc.mx

Tijuana

Misión de San Javier 10643,
suite 400, piso 4, Zona Río,
22010, Tijuana, B.C.

C. +52 (664) 615.7150