

I want to experience the Korea Media Rating Board!

- ① Participate in the <Rating Experience Program>. Group of 5~20 people are eligible for application.
- ② There is the <Media Rating Education Program>. The media professionals visit youth organizations and schools.
- ③ Visit the website of the Korea Media Rating Board. You can experience the <Weekly News R> providing educational videos and interesting stories pertaining to recent film rating information.

Application

- ▶ Website : www.kmrb.or.kr
- ▶ e-mail : hspark@kmrb.or.kr
- ▶ Contact : 051-990-7200

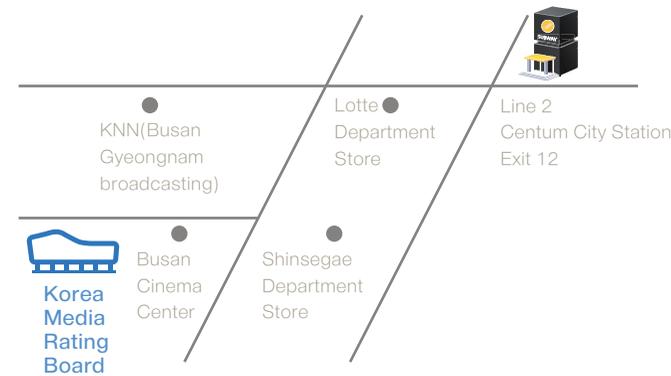


Rating is not a regulation but guidance!

I want to know more about the Korea Media Rating Board!

Please visit the website and SNS of the Korea Media Rating Board, and you can find much useful information on the rating system.

- ▶ Website : www.kmrb.or.kr
- ▶ blog : blog.naver.com/daliboni
- ▶ facebook : www.facebook.com/kmrbstory



Address: 1-3 Floor, Visual Entertainment Center,
#39 Centumseo-ro, Haeundae District, Busan
Inquiry: 82-51-990-7200

WE Korea Media Rating Board will continue to serve and satisfy our customer form Busan, the capital city of the filming industry.



영상물
등급
위원회
KOREA MEDIA
RATING BOARD



What is the purpose the Korea Media Rating Board!

It classifies films, videos, and other motion pictures into age-based ratings and recommends domestic performances of foreign artists.

Through these rating systems, the Korea Media Rating Board works so that the domestic viewers are provided with accurate information for their viewing and it serves as a compass in protecting children from harmful and unsuitable materials.

The Korea Media Rating Board is a public organization with professionals from all corners of our society including visual, youth, law, culture, education, and media.



The purpose and basis of establishment : In accordance with Article 71 of the Promotion of Motion Pictures and Video Product Act, it has been launched in June 1999 to secure the ethics and public spirit of motion pictures and to protect the youth from harmful materials.

Why do we need a rating system?

As adolescents are in a stage of both physical and psychological development, extremely sexual or violent motion pictures could have a significant negative influence on them.

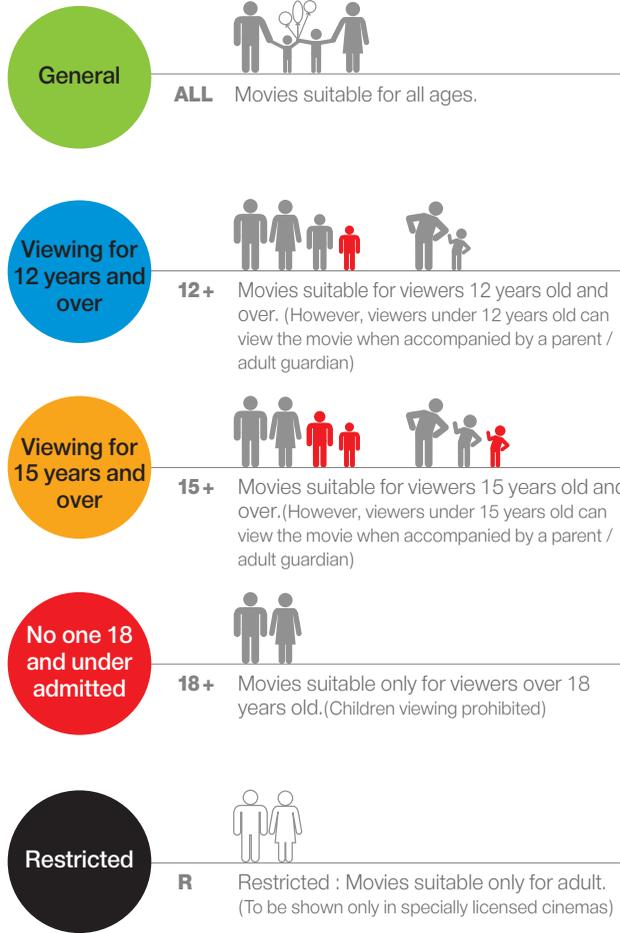
The rating system provides us and our families with the suitable content for each age group. So let's protect children from harmful motion pictures through the Korea Media Rating Board.

Choosing the appropriate viewing for the age will provide undoubtedly greater satisfaction.



How is the rating classified?

The rating system for the motion pictures is divided into 5 different categories.



What are the criteria for the rating?

The ratings are decided by determining the content and degree of expression of 7 key factors: theme and sex and nudity, violence, language, horror, drugs and imitable behavior.

-  **Theme** _ The effect on the formation of emotions, values of the concerned group of age as well as the ability to understand and accept the theme.
-  **Sex and Nudity** _ Level of exposure of human body as well as caress, sexual intercourse and other sexual activities.
-  **Violence** _ Level of damage to human body and oppression through torture and blood battles, pain, indignity and sexual violence.
-  **Language** _ Level and frequency of vulgar language and slangs.
-  **Horror** _ Level of psychological shock resulting from tension, stimuli and threat.
-  **Drugs** _ Level of drugs use and promotion or glamorization of such activities.
-  **Imitable Behavior** _ Level of imitation, encouragement and stimulus to perform the expressed act of murder, drug, suicide, school violence and out casting, and use of weapons

When and who determines the Ratings

All distributed motion pictures for commercial use must be subject to rating before actual commercial showing.

In order to reflect the expansive opinion of the society on the motion pictures, the Korea Media Rating Board is composed of parents, movie professionals, journalists, lawyers and professionals from all different area of our society.

The rating is finalized in accordance with laws and rating standards, and any objections to the finalized rating could be raised within 30 days from the rating announcement.

