

IS THERE ANY NEWS ABOUT NICAM?

Concerning the evaluation of the system

Due to the fall of the government in 2002 the parliamentary evaluation of NICAM was delayed. The political debate will now probably take place during the coming half year. However, the documents which are relevant for the evaluation, are available.

- Final report ‘Self-Regulation in audiovisual products’, commissioned by the Ministry of Health, Welfare & Sport, published November 2002

‘NICAM/Kijkwijzer has now effectively established itself in the everyday life of the Netherlands’.

- NICAM evaluation by the Netherlands Media Authority, December 2002

‘In the opinion of the authority, NICAM is working well. In the space of two years much has been achieved and NICAM has more than proved its worth’.

Apart from these conclusions both reports contain a number of recommendations for further improvement of the system. All of them are momentarily carried out by NICAM.

In reaction to the revision of the EC Directive Television Without Frontiers the Dutch government concluded “The integrated (NICAM-)approach for film, television and video has resulted in clearly positive effects in society”.

In June 2003 the EC published the final results of a study on existing rating practices in the European Community. In the report the NICAM system is recommended as a model that could be applied elsewhere.

According to two surveys from October last year, some 90% of parents with growing children appreciate NICAM’s service and some 70% say they are using the pictograms when it comes to making choices for their children.

Concerning other issues

- The age category ‘PG6’ was changed in ‘6’
- On 1 September 2003 a new version of the classification system was introduced: version 1.2
- In September 2003 a new publicity campaign is being started (television spots, posters, leaflets)
- In 2003 a new publication series was started: NICAM Dossiers
- A request arrived from Turkey for assistance in developing a NICAM-like classification system
- PEGI – Pan European Games Information – launched in May 2003: first PEGI logo’s appeared on the market; NICAM and VSC acting as administrators, ISFE own PEGI.

*Is there any news about
nicam?*

European Conference of Film Classification 2003
Berlin

Wim Bekkers



Evaluation

- Fall of government caused delay of parliamentary evaluation
- Debate will take place in the months to come
- Documents relevant for evaluation available

Evaluation

Report 'Self-Regulation in audiovisual products',
November 2002, commissioned by government:

*'NICAM has now effectively established itself in
the everyday life of the Netherlands'*



Evaluation

Report by the Dutch Media Authority, December
2002

*‘In the opinion of the authority, NICAM is
working well. In the space of two years much
has been achieved and NICAM has more than
proved its worth’*



Evaluation

Both reports contain a number of recommendations:

- further improvement of questionnaire
- further improvement of complaints procedure
- systematic monitoring
- further improvement of displaying pictograms on television screen

All recommendations are carried out



Evaluation

Official Dutch reaction to the revision of the
EC Directive Television Without Frontiers, July
2003

*‘The integrated NICAM approach for film, television
and video has resulted in clearly positive effects in
society’*



Evaluation

EC report published in June 2003 with final results of study on existing rating practices in the European Community: recommendation of NICAM system



Evaluation

Two surveys from last October:

-some 90% of parents with growing children appreciate the service

-some 70% say they are using the pictograms when it comes to making choices for children



So

- Positive reactions, feedback and figures
- But formal political decision still has to be made
- Socio-cultural climate of the moment can be important
- Moral values: still too much sex and violence on TV?!
- So
- one never knows!

A few other issues

- PG6 was changed in '6'
- As of 1 September version 1.2 in operation
- New publication series: NICAM-Dossiers
- September: start of new publicity campaign
- Request from Turkey for assistance in developing classification system
- PEGI- Pan European Games Information launched in May, first experiences positive

