

PEGI Express

The Online Rating Tool



PEGI Express is the name of a newly developed version of the PEGI rating system (<http://www.pegi.info/en/index/id/33/>) that allows games for Windows Phone to get an age rating.

Some things are similar to the classic PEGI system that is used for boxed products and large-scale online titles, but other elements were redesigned to cater specifically to the needs of mobile platform operators and mobile game developers.

For developers and publishers that have never used the PEGI system, there is a short tutorial of the Online Rating Tool below but first, let's have a look at some of the elements of PEGI Express:

What is the same?

- *the icons*: a consumer, who may or may not already be familiar with the PEGI system, will always see the same set of icons, referring to the minimum recommended age for a game.



- *the criteria*: the fundamentals for determining the PEGI rating of a game's content will remain in place. For example, whether it appears in a long game for console or in a short game for a mobile device, a specific act of violence will be rated exactly the same in both.

What is different?

- *the user interface*: PEGI Express is designed to be intuitive and easy to use. Submitting games will only require a very short time. Games with barely or no inappropriate content for children are classified at once. Only as the amount and diversity of potentially inappropriate content increases, a few more questions need to be answered.
- *the workflow*: PEGI Express uses a post-release audit system to verify ratings of games. The system is designed to cope with a very high volume of ratings required and the need for quick turnover time to match the flexibility of the digital distribution model. It will avoid that the release of a game is delayed but ensures that correct ratings are given. In case an improper rating is given, the game can immediately be relabeled.
- *the price*: there is no charge, the audit fee will be carried by the Windows Phone platform.

The process of self-classification

This involves four short steps:

1. *Submission*: The game is entered into the database with information such as the title name, genre, developer name and locale.
2. *Terms of use*: Developer will need to accept PEGI's conditions of terms of use by clicking a check box.
3. *Classification*: The game is evaluated and classified by filling in a short form questionnaire.
4. *Licensing*: The license generated by the system can immediately be downloaded by the developer. The licenses are not country-specific and contain an age classification and content descriptors.

PEGI Express for Windows Phone is scheduled to go live in the **Summer of 2011**.

Accessing the website

The PEGI Express website can be accessed via <http://create.msdn.com> as part of the app submission process for Windows Phone. This means that no additional registration is required.

Submitting a game

The form on the first page requires you to enter the title of the game, the platform (Windows Phone 7 by default), the genre and the release date.



[dashboard](#)

[submit](#)

[help](#)

Submit

fill out the form and add a game

Please complete the form below and enter the product details of the game you want to rate.

Game Title ?	<input type="text" value="PEGI Pilots"/>
Platform ?	<input type="text" value="Windows Phone 7"/>
Genre ?	<input type="text" value="-- Flight Simulation"/>
Release Date ?	<input type="text" value="9/18/2011"/>

[Next](#)










© 2011 by PEGI S.A. All rights reserved.

On the following screen, a submitter must tick all categories that apply to the game's content.

Rate Game

Does the game contain any of the following?

You must select all categories that apply to your game. Multiple categories are possible.

	yes	no
 Scary Elements pictures or sounds likely to scare or frighten young children	<input type="radio"/>	<input checked="" type="radio"/>
 Language Swearing or other bad language	<input type="radio"/>	<input checked="" type="radio"/>
 Violence Violence of any kind	<input type="radio"/>	<input checked="" type="radio"/>
 Crime glamorization of crime or detailed instructions on how to commit crimes	<input type="radio"/>	<input checked="" type="radio"/>
 Gambling Moving images that encourage and/or teach the use of games of chance that are played/carried out as a traditional means of gambling	<input type="radio"/>	<input checked="" type="radio"/>
 Discrimination depictions of ethnic, religious, nationalistic or other stereotypes likely to encourage hatred	<input type="radio"/>	<input checked="" type="radio"/>
 Online the game allows online game play with or against other people	<input type="radio"/>	<input checked="" type="radio"/>
 Drugs, Alcohol, Tobacco	<input type="radio"/>	<input checked="" type="radio"/>
 Sex Sex, Nudity or Sexual Innuendo	<input type="radio"/>	<input checked="" type="radio"/>

[Back](#) [Next](#)

- **scenario A: no inappropriate content**

If no categories would apply (there is no potentially inappropriate content present in the game) as shown above, the work is already done and the system will only ask you to confirm this :

[dashboard](#)[submit](#)[help](#)

Finalise Game

finalise your submission

Please review the game details you've submitted as well as the answers given to the questionnaire. You can download the license after finalising your submission.

Game Details

Game Title	PEGI Pilots
Platform	Windows Phone 7
Genre	-- Flight Simulation
Release Date	Sep 18, 2011

Questionnaire

No questions were answered.

[Back](#)[Finalise](#)

© 2011 by PEGI S.A. All rights reserved.

Once finalised, a license for a PEGI 3 rating will be prepared for download:



[dashboard](#)

[submit](#)

[help](#)

License

download your license

Here you can download the license for your game.

Game Details

Game Title	PEGI Pilots
Platform	Windows Phone 7
Genre	-- Flight Simulation
Release Date	Sep 18, 2011

License Details



Publisher Details

Title ⓘ	<input type="text" value="Mr."/>	▼
First Name ⓘ	<input type="text" value="John"/>	
Last Name ⓘ	<input type="text" value="PEGI"/>	
Country ⓘ	<input type="text" value="Belgium"/>	▼
Phone Number ⓘ	<input type="text" value="+32"/>	<input type="text" value="555 555 555"/>
E-mail ⓘ	<input type="text" value="info@pegi.eu"/>	
Publisher Name ⓘ	<input type="text" value="PEGI"/>	

[Download](#)

© 2011 by PEGI S.A. All rights reserved.

This game contains scary elements, violence and online gameplay:



Sometimes the rating tool may ask, where necessary, to submit more information about the selected content categories, to finetune their influence on the age rating:

In this case, it is necessary to define the type of violence. The definitions are construed in such a way that they exclude each other, so that only one category can be chosen.

[dashboard](#)[submit](#)[help](#)

Rate Game

Violence

Please tick the option that applies to your game.

- ☐ Humorous violence set in a cartoon, slapstick and/or child-like setting
- ☒ Implied violence to humans where the actual violence (death or injury) is not shown
- ☐ Arcade style or sporting action violence
- ☐ Non-realistic looking violence (the characters react in an unrealistic way and no blood/ gore is being shown)
- ☐ Realistic looking violence (the characters react in a realistic way)

[Back](#)[Next](#)

© 2011 by PEGI S.A. All rights reserved.

Once done, everything is recapped for review and confirmation:



[dashboard](#)

[submit](#)

[help](#)

Finalise Game

finalise your submission

Please review the game details you've submitted as well as the answers given to the questionnaire. You can download the license after finalising your submission.

Game Details

Game Title	PEGI Pilots
Platform	Windows Phone 7
Genre	-- Flight Simulation
Release Date	Sep 18, 2011

Scary Elements

pictures or sounds likely to scare or frighten young children **yes**

Violence - Implied violence to humans where the actual violence (death or injury) is not shown

Implied violence to humans where the actual violence (death or injury) is not shown **yes**

Online

the game allows online game play with or against other people **yes**

[Back](#)

[Finalise](#)

© 2011 by PEGI S.A. All rights reserved.

In this particular case, a license for a 7 rating with content descriptors for Fear, Violence and Online gameplay can be downloaded:

[dashboard](#)[submit](#)[help](#)

License

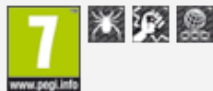
download your license

Here you can download the license for your game.

Game Details

Game Title	PEGI Pilots
Platform	Windows Phone 7
Genre	-- Flight Simulation
Release Date	Sep 18, 2011

License Details



Publisher Details

Title ⓘ	<input type="text" value="Mr."/>	▼
First Name ⓘ	<input type="text" value="John"/>	
Last Name ⓘ	<input type="text" value="PEGI"/>	
Country ⓘ	<input type="text" value="Belgium"/>	▼
Phone Number ⓘ	<input type="text" value="(+32)"/>	<input type="text" value="555 555 555"/>
E-mail ⓘ	<input type="text" value="info@pegi.eu"/>	
Publisher Name ⓘ	<input type="text" value="PEGI"/>	

[Download](#)

© 2011 by PEGI S.A. All rights reserved.