

Guidelines on Home-use Game Software Advertisement, etc. for “games to be played only by children aged 18 and over”

Computer Entertainment Supplier's Association (CESA) stipulates the following guidelines for the healthy growth of youngsters.

1. Target of this Guideline

1. This guideline is intended for any home-use game software sold in Japan (although this includes software for mobile game, it does not include software for business-use game machines, PC game software for adults and mobile phone contents) that was rated “Z” (for children aged 18 and over) by CERO (hereinafter referred to as “target software”). This guideline shall not apply to any software of parallel import.

2. Expression Standards for Promotion

*Overseas game software that contains expressions categorized into “Z section” or “17+ (MATURE)” must comply with the same guidelines at TGS2021 ONLINE.

1. In running advertisement for the target software, it must comply with the following expression standards for promotion.
 - ① “Any depiction falling under Z section (for children aged 18 and over)” specified by CERO shall not be included in any advertisement or promotional material.
 - ② Clearly indicate that the depiction mentioned above is included in the game software.
 - ③ Indicate the “Z icon” and “Not sold to children under age 18” message.
2. The design of the package for the target software must comply with the aforementioned expression standards for promotion.

3. Guideline for Advertising Medium

Do not run any advertisement in educational magazines for preschool children, elementary school students, junior high school students and high school students. Also, turn down any offers to carry an article in such magazines.

4. Guideline for Store Sales, Events, Exhibitions, etc. (In case of promoting Z section depiction)

1. In case of exhibiting “depiction that falls under Z section” at an event or an exhibition, the area around the trial play stand must be enclosed and separated so that the image cannot be seen from the surrounding area. In case of trial play using head-mounted display making an image unable to be seen from the surrounding area, it is considered as an enclosed and separated case. In either case, when a person requests to try the game, make sure to check the age of that individual.
2. Make sure to check the age when distributing the trial version.

5. Guideline for Publicizing on the Internet

1. The official website of the target software prepared by the manufacture must have the words “this product is intended for children of age 18 and over” and “this product is not sold to children under age 18” clearly indicated on the top page. Some way to check the age is required in browsing the relevant page.
2. When running an advertisement of the target software on the internet, the words “this product is intended for children of age 18 and over” must be clearly indicated on the page with the ad.
3. As for the website that sells the target software, some way to check the age is required at the time of purchase.
4. Each website must have a link to CERO's rating introduction page.

6. Amendments

1. The Board of CERO can make amendments to this Code (including Charts) as necessary.
2. After amendments to this Code are made, CERO shall notify the regular members and supporting members so that the amendments become widely known.

<Supplementary Regulations>

This Guideline is effective as of April 1, 2008.

Amended on June 20, 2012