About ESRB

We are the non-profit, self-regulatory body for the video game industry. Established in 1994, our primary responsibility is to help consumers – especially parents – make informed choices about the games their families play.

What We Do and Why

Our rating system was established with the help of child development and academic experts, based on an analysis of other rating systems and what kind of information is valuable to parents. We found that consumers respond best to an age-based rating system that includes information about the content of a game. As games evolved, we found that parents place equal importance on understanding the ways in which some games are played, such as interacting with others online and spending money on in-game items.

Our three-part rating system includes Rating Categories to suggest age-appropriateness, Content Descriptors to indicate what type of content may have triggered the rating, and Interactive Elements, to advise about sharing the user's location with other users, in-game purchases, user interactions, and

unrestricted internet access. The result is a rating system that is widely adopted by game publishers, supported by retailers, regularly used by parents, and consistently described by regulators and opinion leaders as the most effective entertainment rating system in the U.S., if not the world.

We are also responsible for enforcing industry-adopted advertising guidelines, and helping to ensure responsible web and mobile privacy practices under the ESRB Privacy Certified Program.