

ART-16863

ESRB Rating Certificate

Application Name: **ArkanoidDX**
Certificate Issued to: **tarrantfamily@hotmail.co.nz, PixelWhipped**
Date Issued: **12/08/2014**

Rating Category	Content Descriptors	Interactive Elements
	No Descriptors	

Certificate Code
XWgbglS+PirUNLFtcpV2nywKScIG7mn6FTphPhyD6c=

Terms under which this rating is provided:

1. You agree that your responses, which will be used to rate this product, are complete, accurate and take into account all content in the product submitted for rating.
2. ESRB reserves the right to revise or revoke the original rating assigned to your product if ESRB determines it is not the appropriate rating for that product.
3. If ESRB revises a rating after it is assigned, you will be notified. It is your responsibility to contact all storefronts in which your product appears, advise them of the new rating, and request that the rating information for your product be updated promptly. ESRB reserves the right, however, to contact those storefronts offering your product and itself request that the rating information be promptly updated.
4. This rating may be used on all digital storefronts, but not on any physical product.
5. The rating and interactive element icons are registered trademarks of ESRB and may be used only when assigned by ESRB and only for purposes of informing consumers about the content and age-appropriateness of the product.
6. If you feel the wrong rating was assigned to your product, you may appeal directly to the ESRB by using the "appeal" link provided.
7. Updates to your product need only be submitted for rating if the updated material would alter any of your original responses.
8. This rating is only valid for the exact title listed on this rating certificate. Any change made to the title requires a new submission and a subsequent new rating certificate for the product. This includes minor changes (e.g., adding the word "Free" or "Pack 2").
9. For the benefit of consumers, ESRB strongly encourages you to use the assigned rating on all digital storefronts where the product is available, as well as in all advertising and marketing materials, subject to the attached Advertising and Marketing Guidelines.

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Record of Disclosure

Application Name: **ArkanoidDX**
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The following is a summary of the content disclosed for this submission:

No Content Disclosed



ADVERTISING AND MARKETING GUIDELINES

The following **only** applies to products **solely** available via digital distribution that do not have a retail (i.e., boxed) version. For the benefit of consumers, ESRB **strongly encourages** the display of complete rating information as outlined below:

For EPS versions of the ESRB Rating and Interactive Elements icons, more details

on the below guidelines, or rating display examples: Go to www.esrb.org, select "Publishers," login (UN: pub/PW: 4321).



RATING ICONS

INTERACTIVE ELEMENTS ICONS



ESRB icons are trademarks owned by the Entertainment Software Association and cannot be altered.

RATING INFORMATION DISPLAY: The appropriate rating icon and, if assigned, interactive elements icon(s) and content descriptor(s) should be legibly displayed together on a webpage or screen in a location where they will be visible prior to purchase/access/download. For mobile handsets - at a minimum, we recommend that the rating category be displayed on either the product or purchase page, using the appropriate ESRB rating icon whenever feasible.

If the display resolution does not allow for clear legibility (i.e., sharp resolution) of ESRB icons, text can be used instead, as follows: **"ESRB: TEEN"** or **"ESRB: TEEN - Violence, Shares Info."** Text should be large and clear enough to be legible to most consumers.

Point of Sale Activation cards and all advertising (including but not limited to: print, out-of-home, online ads, ads on mobile devices, publisher-controlled websites and social media pages, in-store materials) should legibly display the rating icon, and content descriptors (and, if possible, the interactive elements icon or text [e.g., "Shares Info"]). TV ads should overlay the rating icon for at least 2-4 seconds with a synched voiceover. Trailers/videos should display the rating icon and content descriptors for 4 seconds prior to start. The icon should be 50% of the height of the screen. The Rating Pending icon should not be displayed prior to access of a product but can be used in advertising materials.

AD CONTENT SHOULD:

- **Accurately reflect the nature and content of the product it represents and the rating issued (i.e., an advertisement should not mislead the consumer as to the product's true character.)** *For example:* If a product does not contain blood or suggestive themes, then the advertisement should not portray any type of blood or suggestive themes.
- **Not glamorize or exploit the ESRB rating of a product.** *For example:* Tag lines such as "Banned by the ESRB!" or "A (T) rating has never been pushed this far".
- **Unless behind an ESRB-compliant age-gate, not contain any content that is likely to cause serious or widespread offense to the average consumer.** *For example:* Gratuitous violence or blood, dismemberment, decapitation, torture, mutilation, full or partial nudity, any type of sexual activity, overly sexualized depictions of body parts such as breasts, buttocks, illegal drugs, child or animal abuse, molestation, rape, irresponsible behavior (underage drinking, drinking and driving), women harassed, beaten, bound or gagged, people on fire, offensive language or gestures, profanity, hate speech, racial epithets, defecation, urination, sacrilege, offensive depictions of physically or mentally disabled individuals or any other content that is likely to offend a reasonable parent or consumer. An advertisement should not exploit politically or socially sensitive topics (such as terrorist acts), leverage a tragic event, or promote criminal or fraudulent behavior.

TARGET MARKETING GUIDELINES FOR TEEN ("T"), MATURE ("M"), AND ADULTS ONLY ("AO") PRODUCTS: **Companies should not specifically target advertising for products rated "T," "M" or "AO" to consumers for whom the product is not rated as appropriate.** *The following also applies to AO-rated products (although the cited thresholds pertain to the percentage of the audience under 18 years of age) and Rating Pending products anticipated to be "T," "M" or "AO"-rated.*

Internet and Television: Advertisements for "T" and "M"-rated products should not be placed on websites or television programs where 35% or more of the viewers are under 13 years of age (Teen) or 17 years of age (Mature), respectively.

Print: Advertisements for "T" and "M"-rated products should not be placed in print publications where 45% or more of the readers are under 13 years of age (Teen) or 17 years of age (Mature), respectively.

Other: A trailer for an "M"-rated product that is not suitable for a general audience should be placed behind an ESRB-compliant age-gate. Newsletters promoting "M"-rated products should be directed solely to subscribers age 17 or older. "M"-rated products should not be cross-marketed with other products, brands, or events intended for persons under 17 years of age.

PRE-CLEARANCE: ESRB will review rating display on mobile handsets, consoles, webpages, advertising, marketing materials, and media plans within 24 hours, free of charge, prior to placement in media or distribution to the public.

Companies/developers should submit materials or questions to ARC@esrb.org.