

# press release



...setting a framework for  
commercial content

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## **IMCB LAUNCHES CLASSIFICATION FRAMEWORK FOR COMMERCIAL CONTENT ON MOBILE PHONES**

**The Independent Mobile Classification Body (IMCB), the body appointed by the UK mobile phone operators to oversee the self-classification of new forms of commercial content on mobile phones, today launches its Classification Framework, against which all providers of mobile content will be expected to self-classify their commercial content.**

Commercial content that is rated as 18 in accordance with the Classification Framework will be restricted, through age verification arrangements put in place by each mobile phone operator, to those customers who are aged 18 or over.

If providers of commercial content do not classify their content in line with the framework correctly, they may be in breach of their contract with the mobile phone operator, who will then enforce the IMCB's classification requirements. The framework does not cover general Internet content. Nevertheless, where access to the Internet is available, the mobile operators can provide filters to protect customers from unsuitable content.

Speaking about the new framework, IMCB Director Paul Whiteing said: "In launching the Classification Framework, we have fulfilled one of the key commitments made by the mobile phone operators last year in their code of practice.

"This is a positive step forward in encouraging responsible access to commercial content. However, parents and carers, with the continuing support of the mobile operators, will still need to play an active role in guiding their children about using their mobile phones appropriately.

Some help and advice on this subject can be found on the new IMCB website, and we hope to add to and enhance this information over time.”

Commenting on behalf of the mobile operators, Hamish MacLeod said: “Today’s publication of the independent framework, the first in the world for mobile content, marks another significant milestone for the UK mobile operators in meeting their commitments under the code of practice for new forms of content. Customers and content providers will benefit greatly from the self-regulation of mobile content being backed up by the IMCB’s independent expertise.”

Further information about the work of the IMCB can be found at [www.imcb.org.uk](http://www.imcb.org.uk).

– ENDS –

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#### **NOTES**

- IMCB is the mobile industry-funded classification body responsible for setting a classification framework for content deemed to be suitable to those aged 18 and over. Appointed in October 2004, IMCB is a subsidiary company of ICSTIS, the Independent Committee for the Supervision of Standards of Telephone Information Services, the regulatory body for all premium rate charged telecommunications services.
- Commercial mobile content is content provided by content providers where mobile phone operators act as the delivery provider and exercise an element of commercial control over the content delivered through their contracts with content providers. Commercial content that is within IMCB’s remit includes still pictures, video and audio-visual material and mobile games.
- Content providers will determine whether they need to rate their content as 18 by self-classifying it against IMCB’s Classification Framework. “18” classified content will then be placed behind access controls (which are methods of preventing unrestricted access to content through, for example, barring). When combined with age verification checks, the effect should be that such content is only accessed by those aged 18 or over.
- The Classification Framework, together with other information about the work of IMCB, can be found at [www.imcb.org.uk](http://www.imcb.org.uk)