

# New Video Games Rating Classification in Mexico

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The video game industry in Mexico had been awaiting for the Government to release a Video Game Rating Classification for the country in order to label games. In the past, video game companies had been using the Entertainment Software Rating Board Rating (ESRB). In this regard, since last year, Local Congresses had started discussing draft bills to establish a Mexican Rating System for video games to let consumers know the type of content each game has and also, to advise parents if certain games are suitable for children according to the age.

To achieve federal certainty, on November 27th 2020, the Ministry of the Interior (Secretaría de Gobernación) in Mexico, issued the Mexican System of Classification Equivalences for Video Game Content Guidelines, imposing the obligation to classify all video games distributed, sold or leased within Mexican territory. This obligation is imposed on video game distributors, marketers or leasers.

The new classifications are established as follows:

- Classification "A". Content for all audiences;
- Classification "B". Content for adolescents from 12 years old;
- Classification "B15". Contents for persons over 15 years of age;
- Classification "C". Content not suitable for persons under 18 years of age; and
- Classification "D". Extreme and adult content.

Alongside to each classification, a small image must be placed on the front of the game according to the established designs. In order to determine the classifications above, the Ministry based on the ESRB (US) and PEGI (UE) ratings. Please see below:

Classification	Description	Mexico	United States	European Union
A	The content is suitable for all ages. It may contain a minimum amount of cartoon, fantasy or light violence, or infrequent use of swearing.			
B	The content is suitable for people 12 years and older. It may contain more cartoon-like, fantasy or light violence, moderate swearing or provocative suggestive themes.			

Classification	Description	Mexico	United States	European Union
B15	The content is suitable for people aged 15 and over. It may contain violence, suggestive topics, vulgar humor, blood, simulated gambling or use of strong language.			
C	The content is suitable for people over 18 years of age. May contain intense violence, bloodshed, sexual content or strong language.			
D	The content is suitable for adults only. It may include prolonged scenes of violence, graphic sexual content or gambling with real money.			

These guidelines will enter into force on May 27<sup>th</sup> 2021. Additionally, video game companies will be now subject to new obligations in Mexico.

Our technology and media team would be glad to assist on this and other matters pertaining to the video game industry.

# Your Key Contacts



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