

gamescom 2018

Koelnmesse has officially assigned USK (Entertainment Software Self-Regulation Body) as youth-protection authority at gamescom. This task encompasses the age rating of any kind of content that is intended to be exhibited, (all platforms including mobile apps, browser games, game portals as well as trailers, stage presentations and other contents). Additionally, USK serves as the primary contact for all gamescom exhibitors with regard to any youth-protection-related issues, whether prior to or during the fair itself.

As an exhibitor you are entirely responsible for ensuring that your booth and presentation conform to German youth-protection requirements under the provisions of the German Children and Young Persons Protection Act (“JuSchG”). Compliance is validated by the regulatory authorities during the fair. For the purpose of consistent and uniform implementation, Koelnmesse and USK have jointly adopted the regulations described below. These regulations apply for ALL exhibitors at gamescom, entertainment and business area.

Upon admission, in accordance with the age on their photo ID/health insurance card with photo, the organizer (Koelnmesse) will provide visitors with three types of non-removable wristbands in colors corresponding to the colors of the respective USK stickers for ages 12/16/18 which support booth personnel in terms of age verification. Please note that the wristbands will also be handed out on Tuesday and that age checks must also be carried out on Tuesday (including in the business area!). Only visitors who have demonstrably attained the age of 12, 16 or 18 (confirmed via photo ID or health insurance card with photo) will receive the respective wristband and gain access to the appropriate areas. There are no exceptions. Parental accompaniment or consent forms do not replace proof of age.

All B2B- and B2C-presentations of games, trailer and game-based presentations need to be rated by the USK to show them in the public. Unrated content can only be presented to adults in separate areas. If B2B-presentations are clearly aimed at your business partners and cannot be watched from the outside no rating is necessary. Trailer and software without games related content like company trailers, recruiting videos or hardware trailers do not need a rating.

Deadline for submission is August, the 6th, 3pm.

Content must be sent with the submission form attached to test@usk.de or via mail. Games and trailers can be sent as disc, USB-stick, key, voucher, link or FTP. Multiple trailers within one trailer reel and one submission form will be rated as one collection resulting in one final rating.

The rating fees are based on the current cost structure.

At the Trade Fair

All gaming stations in the B2B and B2C-Area must be labeled with the correct rating so visitors can easily get the age rating information. Parallel to the law, the sticker size should be at least 1.200 sqmm. Monitors/walls showing trailers do not need to display a USK rating nor does the trailer itself need to display one.

NEW: “Zone Rating” If the same game is shown on multiple units in a row or in one area labeling all units is not necessary. The entrance or the back wall behind the units can be labeled instead, we recommend using at least 20x20cm stickers then.

Please find the sticker templates [here](#). The USK will not bring stickers to the gamescom.

USK All Ages / 6 / 12

Content with this rating can be shown openly to anybody, though the staff must make sure that 12+-content must not be actively played by under agers.

USK 16/18/ not rated

Content with this rating can only be shown to visitors to the correct age group. Separate rooms, turned monitors and privacy screens are the choice to make sure no under ager can see that content. Access control to these areas must be conducted by the booth personnel.

National pavilions

National pavilions in the business area which are presenting different prototypes, trailers and products should submit an application with all contents and a content lists for which an overall pavilion rating (max. USK 12+ for the open area) will be provided. In the case that individual contents deviate from the USK approval applied for, these may be removed from the collection and presented separately (content not rated) or submitted and reviewed separately.

Additional Information

- Companies who are in contact with the USK for the first time automatically fall under the rule of pre-payment. Please plan sufficient time for the clearance of all payments
- If a company aims to show a segment from a full product at gamescom please tick “gamescom-Demo” on the submission form and inform us about the content to be playable
- Games or Demos that already feature an earlier USK rating and have not changed in terms of youth protection issues must show that very rating
- IARC ratings are only valid within the participating storefronts and are not valid at gamescom
- Every exhibitor can define additional age rating rules above that of USK (i.e. VR Units or complex installations)
- Every displayed platform version must carry its own rating

The competent authorities (the City of Cologne) will thoroughly monitor compliance with the German Children and Young Persons Protection Act (JuSchG) at the fair and take the appropriate legal actions in the event of violations of the law. Any violations will be punished by closing the trade fair booth of the responsible company and can result in substantial fines.

To prevent the latter, USK is available to help you resolve any questions, problems and ambiguities regarding youth protection.

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