

Criteria and Label Specification Guide for Box-Set Submission

The label specifications are designed to ensure that the visual packaging of all box-sets are consistently labeled with the appropriate rating and consumer advice to help consumers make informed choices. The labels should be clear and visible.

Please follow the specifications stated in this guide when preparing packaging/inlays for all feature films submitted in a box-set.

Criteria of a Box-set

A box set includes:

- All films of a series - such as the Star Wars series or the Lord of the Rings trilogy.
- All films by a specific Director or featuring a specific male or female lead - such as A Collection of Alfred Hitchcock's Greatest Works, A Collection of James Dean's Movies or A Collection of Audrey Hepburn's Films.
- It should be a finished product with proper title & packaging for the box set when submitting for classification.

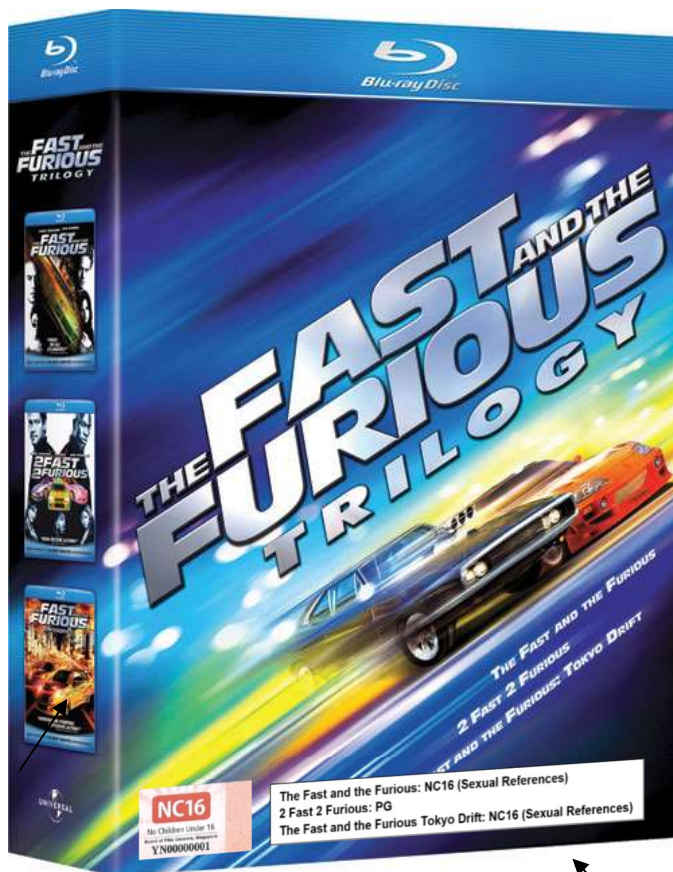


Scenario of feature films submitted in a box-set

If the box-set submission consists of more than one feature film with different ratings, the single classification label issued will always **bear the highest rating**.

The **rating and English consumer advice** for each feature film must be appropriately printed on the inlay or packaging of the box-set. Besides the English consumer advice, if the IMDA has provided the consumer advice in another language, this may also be included in the inlay or packaging.

Please refer to the visual example below on how the rating and consumer advice for each feature film would be reflected on the video packaging or inlay for the box-set which carries the classification label with the highest rating.




Label bears the highest rating

Consumer Advice reflected clearly

For standardisation, distributors can refer to the following samples:

Font size: 10

Font Typeface: Non-italic Arial Bold typeface.

Twilight: PG (Some Violence)  **(Arial Bold Size 10)**

The font size applies to both stick-on (sticker) labels and advisory that is incorporated at design stage. It can be either black text against white/ lighter-coloured background OR white text against a black/ darker-coloured background.

Samples of Label Presentation

Examples where feature films share the same rating

Lord of The Rings – The Return of the King: PG
Lord of The Rings – The Two Towers: PG

Lord of The Rings – The Return of the King: PG / Lord of The Rings – The Two Towers: PG

Examples where feature films have different ratings

The Godfather: M18 (Violence)
Godfather II: PG
Godfather III: PG

The Godfather: M18 (Violence) / Godfather II: PG / Godfather III: PG

Examples where both English and Chinese consumer advice are provided by the IMDA for feature films with different ratings

Ong Bak: M18 (Violence 暴力画面)
Ong Bak 2: NC16 (Violence 暴力画面)
Ong Bak 3: M18 (Violence 暴力画面)

Ong Bak: M18 (Violence 暴力画面) / Ong Bak 2: NC16 (Violence 暴力画面) /
Ong Bak 3: M18 (Violence 暴力画面)

Examples where one of the feature films consists of extra features that are given a higher rating than the feature

The Matrix: PG
The Matrix Reloaded: NC16 (Sexual References)
Extra Features: M18 (Some Sexual Scenes)
The Matrix Revolutions: NC16 (Sexual References)

The Matrix: PG / The Matrix Reloaded: NC16 (Sexual References) Extra Features: M18 (Some Sexual Scenes) / The Matrix Revolutions: NC16 (Sexual References)