



Age Ratings You Trust

PUBLIC ACCEPTABILITY OF GLAMOUR IMAGES ON MOBILE DEVICES: THE BBFC'S POLICY RESPONSE

A. Introduction

Research carried out on behalf of the BBFC in 2014 demonstrates that members of the public are concerned by children and young people accessing certain “glamour” content which, in their view, is inappropriate and even has the potential to cause harm. The public was concerned in particular by glamour content, both still images and videos, that features a sexual invitation and/or an intention to sexually arouse the viewer. The public argued that the sexual invitation may consist of either one strong sexual element or a mixture of less individually salient elements that combine to make a sexual invitation.

There is support for the use of adult filters to prevent, as far as possible, those under 18 accessing such content.

Some members of the public participating in this research noted the specific nature of viewing content on a mobile device. They considered that the nature of these devices enables children and young people to evade parental oversight, to decontextualise images and to share them among peer groups. These issues are more problematic in glamour content than other genres, as there is no context or narrative provided for the viewer. Respondents therefore urged the BBFC to take into account the particular nature of viewing glamour content on mobile devices.

B. The response of the BBFC

The response outlined below covers situations where the BBFC is considering where to draw the line in relation to the classification, delivered via mobile networks, of glamour content at the adult category or below the adult category. This content generally features little or no context. The BBFC's consideration is relevant to calibrating the filters used by the UK's Mobile Network Operators to restrict access to internet content.

The response does not cover the classification of sex, sex references and nudity in other contexts (for example narrative or documentary films) which may involve richly contextualised material.



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The BBFC is unlikely to classify below 18 glamour content, both still images and video, featuring:

- A sexual invitation
- An intention to sexually arouse the viewer

The following content is unlikely to be acceptable for under 18 year olds to view on a mobile device in a glamour context:

- Full frontal nudity in a sexualised manner, or exposure of the genitals
- Sexual poses that imply readiness for sex or draw attention to sex organs whether exposed or not, (for example a woman bending over and/or spreading her legs) which heighten the sexual invitation or the arousing nature of an image
- Unambiguous sexual fetish themes in an obvious or sustained manner
- Masturbation

Beyond these elements, the public remains concerned by the cumulative impact of layering of sexual elements that it wants the BBFC to take into consideration alongside other factors. These include images that:

- Play to male fantasies, such as 'girl on girl'
- Objectify women and which are primarily about sexual arousal for the viewer, evoking ideas about female exploitation and inequality
- Convey an obvious sexual invitation, such as 'come hither', sultry and sexual facial expressions
- Feature non explicit but clearly sexual poses
- Link sex and with other adult themes, such as drinking or gambling

The BBFC will take account of these factors in considering the classification of glamour material featuring such content.

BBFC

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