



ENTERTAINMENT SOFTWARE RATING BOARD

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BEST PRACTICES AND GUIDELINES FOR THE DISPLAY OF RATING INFORMATION ON MOBILE APPS



**Prepared by
ESRB's Advertising Review Council
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INTRODUCTION

ESRB ratings enjoy high levels of awareness, use and credibility among consumers. Display of ESRB rating information demonstrates your commitment to providing consumers with guidance about a particular app's content and age-appropriateness in a clear, consistent and responsible manner. This guide illustrates ESRB's best practices and guidelines on how we recommend that Rating Categories, Interactive Elements and Content Descriptors be displayed on mobile devices or in online stores to ensure that consumers will be apprised of rating information prior to downloading an app.

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CONTACTING THE ESRB

Should you have any questions with regard to the display of ESRB rating information or would like us to review (with 24-hour turnaround), the placement or display of rating information in your app store, please contact:

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SECTION ONE: DISPLAY OF ESRB RATING INFORMATION

ESRB strongly recommends that storefronts prominently and legibly display the Rating Category (and Interactive Elements and Content Descriptors, if assigned) prior to download or purchase.

To DOWNLOAD ESRB RATING CATEGORY OR INTERACTIVE ELEMENT ICONS - Go to www.esrb.org, select “Publishers” (contact lschnapp@esrb.org for log-in information). Select [“Icon and VO Downloads”](#). ESRB icons are trademarks of the Entertainment Software Association and cannot be altered in any way. If you need help exporting these images to a certain size, please contact lschnapp@esrb.org.

I. RATING CATEGORY

The ESRB mobile app rating system is made up of the following five Rating Categories which indicate the age appropriateness of an app:



DISPLAY - At a minimum, we recommend that the Rating Category be displayed on either the app product page or purchase page, by using the appropriate ESRB rating icon whenever feasible.

LEGIBILITY - If the display resolution does not allow for clear legibility of the Rating Category icon (i.e., icon resolution should be sharp), text of the Rating Category can be used instead, as follows: **ESRB: TEEN**

Text display of the Rating Category should be in bold, uppercase letters and large and clear enough to be legible to most consumers.

II. INTERACTIVE ELEMENTS

If an app shares personal information, displays user's location to others, and/or users can create or exchange content, the following Interactive Elements descriptors may also be assigned:



Shares Info – Indicates that personal information provided by the user (e.g., e-mail address, phone number, credit card info, etc.) is shared with third parties.



Shares Location – Includes the ability to display the user's location to other users of the app.



Users Interact – Indicates possible exposure to unfiltered/uncensored user-generated content, including user-to-user communications and media sharing via social media and networks.

DISPLAY - If assigned, it is strongly recommended that the above Interactive Element(s) icons be displayed next to the Rating Category.

LEGIBILITY - If the display resolution does not allow for clear legibility of Interactive Element icons (i.e., icon resolution should be sharp), text of the Interactive Element(s) assigned can be used instead, using one of the methods described below for Content Descriptors.

Text display of Interactive Elements should be in lowercase letters with the first letter of each word in uppercase and large and clear enough to be legible to most consumers. Example: “**ESRB: TEEN** - Shares Info”

III. CONTENT DESCRIPTORS

Content Descriptors (e.g., Violence, Sexual Content, Language) indicate the reasons that an app was assigned a particular age rating.

DISPLAY - If assigned, it is strongly recommended that the Content Descriptor(s) be displayed next to or underneath the Rating Category as follows:



Comic Mischief



Comic Mischief



LEGIBILITY - If the display resolution does not allow for clear legibility of the rating icon (i.e., icon resolution should be sharp), text of the Rating Category and Content Descriptor(s) can be used instead, as follows: “**ESRB: TEEN** – Violence, Mild Language, Shares Info.”

Content Descriptors should be in lowercase letters with the first letter of each word in uppercase and large and clear enough to be legible to most consumers.

III. RATING DISPLAY PRINCIPLES

CONSPICUOUS – Rating information should be prominently and legibly displayed in a location where the user will see it before they download the app (e.g., on the app product/description page.)

CONNECTED – The Rating Category, Content Descriptors, and Interactive Elements should be displayed together so that it is apparent they are part of a single rating.

CONSISTENT – Rating information should always appear in the same place across a given device or storefront, in a location where it will be accurately associated with the app to which it was assigned.

KEYLINE – If the screen background is light, we recommend using the icons with the black outline. If the screen background is dark, we recommend using the icons with the white outline as follows:

Light Background



Dark Background



RATINGS DEFINITION PAGE - The Rating Category and Interactive Elements icon should link to a Ratings Definition page in the storefront. The Ratings Definition page should be based on the Ratings Guide available on our website at http://www.esrb.org/ratings/ratings_guide.jsp (see example on page 8). Please contact lschnapp@esrb.org if you need assistance creating this page.

PRE- REVIEW - ESRB will review, with 24-hour turnaround, the placement and display of rating information in your app store. Please contact Lisa Schnapp at lschnapp@esrb.org.

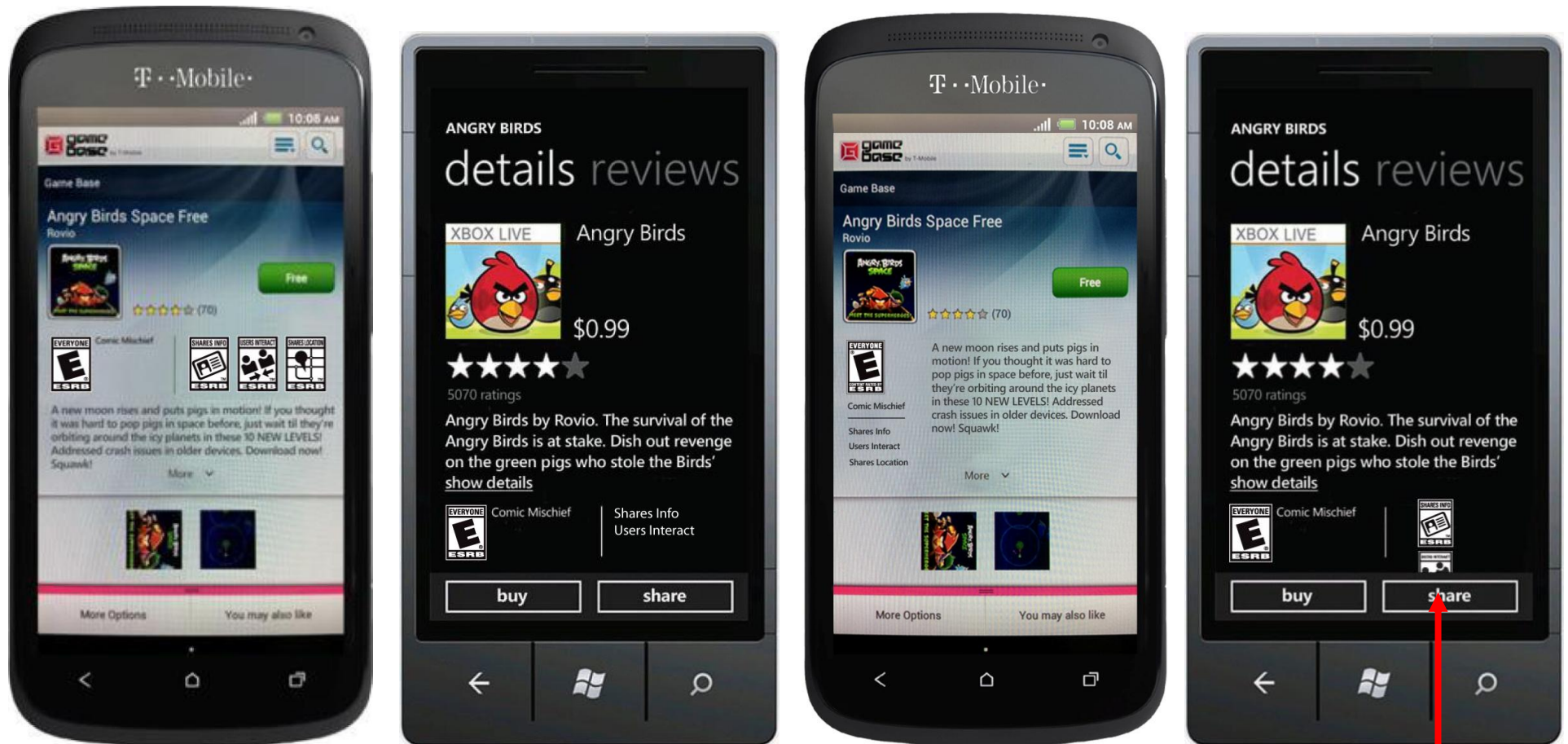
SECTION TWO:

EXAMPLES OF RECOMMENDED DISPLAY OPTIONS FOR RATING INFORMATION

PLEASE NOTE - The rating information displayed on the examples on the following pages have not been assigned to these apps and icon resolution and text will look sharper on actual handsets and websites. See page 3 for instructions on how to access ESRB icons.

I. SMARTPHONES

OPTIMAL... All assigned components of the rating (i.e., Rating Category and, if assigned, Interactive Element(s) icon or in text and Content Descriptor(s) in text) should be displayed in one of the following ways prior to download or purchase:



Stacked Interactive
Elements icons scroll

ENHANCED ... All assigned components of the rating should be displayed similar to above, except for the use of the Interactive Element graphic without ESRB branding and with descriptive text underneath:

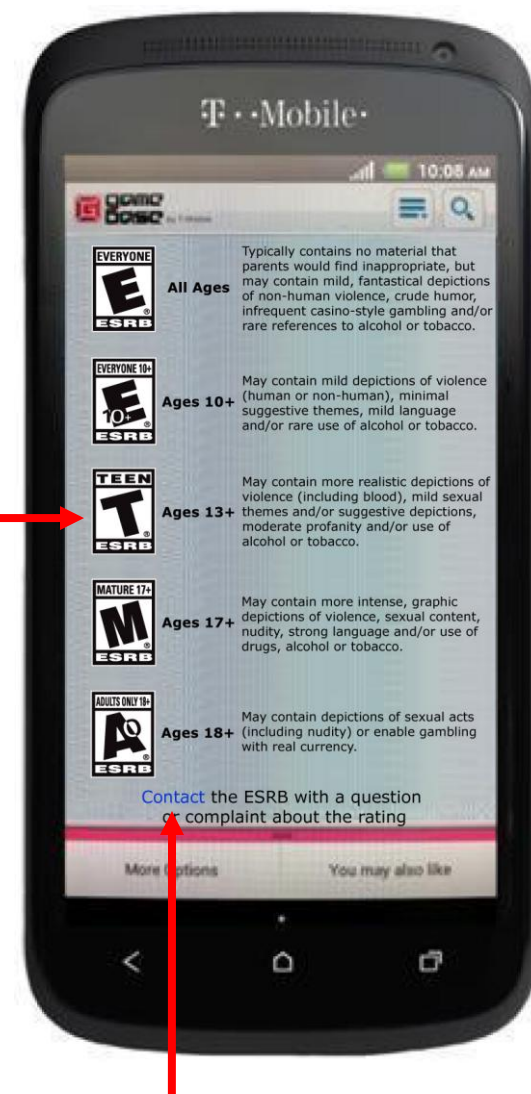


Interactive Elements graphic without ESRB branding.
Descriptive text under the icon.

AT A MINIMUM... All assigned components of the rating should be displayed similar to above, except for the use of the Interactive Elements graphic without either ESRB branding or descriptive text underneath and, as an alternative, the Interactive Element graphic(s) link to a Ratings Definition Page within the storefront as follows:




Rating Category icons and/or Interactive Elements graphic without ESRB branding or descriptive text link to Ratings Definition Page.



Storefront can provide optional consumer link for questions or complaints

II. ONLINE APP STORES

ONLINE STORE PRODUCT PAGE:

 Windows Phone

Phones Features **Apps+Games** News How-to


Search apps and how-to

Explore My Phone

Overview Spotlight Apps **Games** Purchase history

games / puzzle + trivia

Angry Birds



Free





★★★★★
392 reviews



Free for a limited time only! Download before May 15th to get the full game for free!

Use the unique powers of the Angry Birds to destroy the greedy pigs' defenses!



The survival of the Angry Birds is at stake. Dish out revenge on the greedy pigs who stole their eggs. Use the unique powers of each bird to destroy the pigs' defenses. Angry Birds features challenging, physics based demolition gameplay with hours and hours of replay value. Each of the over 300 levels require logic, skill, and force to solve.

[show details](#)

 **Comic Mischief**





DISPLAY OF RATING INFORMATION IN TEXT ON ONLINE STORE PRODUCT PAGE:

Sprint  [Discover Sprint](#) [Find a store](#) [Business](#) [Shopping Cart](#) 

[My Sprint](#) [Shop](#) [Digital Lounge](#) [Community](#) [Support](#) [Sign in/Sign up](#)

48 Movie Mania by mSpot

[Digital Lounge](#) > [Featured Applications](#) [View All](#) > [48 Movie Mania by mSpot](#)

 You're currently shopping media as guest user HTC EVOT™ Shift 4G  [Sign in or select another guest device](#)


Search for:
☒ Artist ☐ Title or keyword

[Advanced Search](#)

[Ringtones](#)
[Tracks](#)
[Ringback Tones](#)
[TV & Radio](#)
[My Content Manager](#)

[More Games & Apps](#)
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Quick Links
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[» Give Us Feedback](#)
[» Mobile Alerts](#)
[» Sprint Navigation](#)
[» Sprint Family Locator](#)
[» Get Sprint Picture Mail](#)

[Tell a Friend](#)

48 Movie Mania by mSpot

by Sprint TV

Movie Mania by mSpot is your one stop for hours of endless movie and classic TV entertainment streamed directly to your mobile phone.

File size 0KB

Subscription \$6.95/mo

Expires: Recurring

ESRB: TEEN	Shares Info	Language
	Users Interact	Suggestive Themes
	Shares Location	Violence

[License Terms](#)

If you do not have a plan that includes unlimited Sprint Vision, data transfer fees of 3¢ per kilobyte may apply.

Read the complete [Terms of Use](#) for this service.



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ONLINE STORE POP-UP PRICING WINDOW:

DISPLAY OF RATING ICON


at&t AppCenter® Personalize your experience. Select your device


Applications Games Ringtones Ringback Tones Wallpapers



Try AT&T FamilyMap
to keep in touch with your mobile family


 **Jill** is at school
11:42 AM
Accuracy was 24 yards
[Send Message](#)


Games


 **Captain America**
Disney

 **Platinum Sudoku ...**
Gameloft

 **MONOPOLY Here and Now**
Electronic Arts Inc.
Game
[More Info](#)
 Shares Location
Users Interact
Cartoon Violence
\$2.99/mo [Subscribe](#)
\$4.99 [Get It](#)
★★★★★
1006 Ratings

 **WHERE Free Trial**
WHERE, Inc.

 **World Clock**
Handango


 **Currency Conv...**
Handmark

DISPLAY OF RATING CATEGORY IN TEXT


at&t AppCenter® Personalize your experience. Select your device


Applications Games Ringtones Ringback Tones Wallpaper


Try AT&T FamilyMap
to keep in touch with your mobile family


 **Jill** is at school
11:42 AM
Accuracy was 24 yards
[Send Message](#)


Games


 **Captain America**
Disney

 **Platinum Sudoku ...**
Gameloft

 **MONOPOLY Here and Now**
Electronic Arts Inc.
Game
[More Info](#)
ESRB: EVERYONE 10+
Shares Location
Users Interact
Cartoon Violence
\$2.99/mo [Subscribe](#)
\$4.99 [Get It](#)
★★★★★
1006 Ratings

 **WHERE Free Trial**
WHERE, Inc.

 **World Clock**
Handango

 **Currency Cor...**
Handmark

ONLINE STORE PRODUCT LISTING PAGE:

The screenshot shows the Verizon Wireless online store interface. At the top is a red navigation bar with the Verizon logo and links for Explore, Shop, My Verizon, and Support. Below this is a secondary navigation bar with links for Music & Tones, Games, Apps (selected), Wallpapers, and Manage. A search bar is located on the right side of this bar.

The main content area displays a list of apps under the 'Apps' category. On the left, there is a sidebar with various app categories: All Apps, Business, Music, Entertainment, Weather, Productivity Tools, Money Management, News, Social Networking & IM, Shopping, Fitness & Health, Travel & Navigation, Sports & Leisure, Reading & Education, Personalization, Utilities, Themes, Other Media, Music & Tones, Games, Wallpapers, Launch MP3, and Download Manager.

The app listings are presented in a table-like format with the following columns: Title, Ratings, Release Date, Price, and a Get App button. Each entry includes an app icon, a title, a brief description, an ESRB rating (Everyone), a release date of 03/16/2011, and a price.

Title	Ratings	Release Date	Price	Get App
Bluetooth File Explorer A file manager that can be used to browse and manage files of local & remote bluetooth devices using Bluetooth File ... Read More »	EVERYONE ESRB	03/16/2011	\$0.99	Get App
Calculate by Q&MD Calculate is a next-generation clinical calculator and decision support tool for iPhone, Android and BlackBerry, freely available ... Read More »	EVERYONE ESRB	03/16/2011	Free	Get App
e-Mobile Contacts Professional At-a-glance view of all contacts. View contacts by name, phone numbers, company name and email. Get contacts details with ... Read More »	EVERYONE ESRB	03/16/2011	\$19.95	Get App
GeoOpens - Local Coupons and D... GeoOpens is the BEST way to SAVE MONEY at your favorite retailers such as Runara, Republic, Best Buy & Borders as ... Read More »	EVERYONE ESRB	03/16/2011	\$0.99	Get App
go!low Airport go!low Airport tries to make it easier on you by connecting you directly to the airports live data feed, so you know everything ... Read More »	EVERYONE ESRB	03/16/2011	Free	Get App
Pulse News Meet Pulse. A beautiful application that makes reading news fun and engaging. Pulse	EVERYONE ESRB	03/16/2011	Free	Get App