

ADVERTISING AND MARKETING GUIDELINES FOR APP DEVELOPERS

- Only for USK ratings generated with the IARC-System -

In general, there is no legal obligation to display USK labels or descriptors within advertising materials.

However, for the benefit of consumers, the USK encourages developers to display the assigned rating icon, content descriptors and interactive elements in all advertising and marketing materials for their apps as outlined below. For questions relating to any of the recommended guidelines detailed below, contact advertising@usk.de.

A) USK Rating Icons, Content Descriptors and Interactive Elements

Hi-res versions of USK rating icons are accessible [here](#). USK icons are trademarks owned by the FSU GmbH and must not be altered.

- **Rating categories** indicate the age-appropriateness of an app.
- **Content descriptors** indicate the reasons (e.g., Violence, Sexual Content, Language) that an app was assigned a particular age rating.
- **Interactive elements** indicate other interactive aspects of an app (e.g., if an app displays the user's location to others or allows the user to make in-app purchases).

Rating Categories



Content Descriptors (Examples)

Gewalt
Schreckmomente
Sexuelle Inhalte

Interactive Elements (Examples)

Chats
Standortweitergabe
In-Game-Käufe (+ zufällige Objekte)

B) Display of Assigned Rating Information

For most ads (e.g., in-app, online, print, out-of-home, digital communications, ads on mobile devices and product-specific web pages/sites):

The rating icon, and if possible, the content descriptors and interactive elements should be displayed large and clear enough to be legible with a line separating the content descriptors and interactive elements, as shown in the two examples below:



For smaller advertisements (e.g., in-app and small banner ads), the rating information can be displayed in text (e.g. “USK ab 6”).

C) For television ads, pre-roll videos, trailers and (gameplay) videos:

There are no legal requirements for the inclusion of the USK rating in trailer material, neither in image nor in sound. It is however recommended to prominently display the USK label and its descriptors. We advise, for example, that the corresponding label is displayed at the end of the trailer.

D) Responsible Ads

If the game or app contains adverts that are not suitable for the age group for which it has been rated, you can expect your rating to be raised accordingly.

Additionally, ads for apps rated USK 12, USK 16 or USK 18 should not be directed to consumers for whom the app is not rated as appropriate. For example, a platform directly aimed at children should not be used for advertisements of apps rated “USK ab 18” independent from the advertisements’ actual content.

Ads should accurately reflect the nature and content of the app it is promoting and its assigned rating (i.e., an ad should not mislead the consumer as to the app’s true character.).

For example: If an app does not contain blood or suggestive themes, then the advertisement should not portray any type of blood or suggestive themes.

Ads cannot glamorize or exploit the USK rating in order to market an app.

For example: Ads should not contain phrases like “A USK 18 rating has never been pushed this far”.

For questions relating to any of the recommended guidelines, contact advertising@usk.de.

USK, Berlin, 26.07.2024