

INSTRUCTIONS FOR EXHIBITING AUDIOVISUAL PROGRAMMES IN CINEMAS OR OTHER PUBLIC LOCATIONS

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KANSALLINEN AUDIOVISUAALINEN INSTITUUTTI
NATIONELLA AUDIOVISUELLA INSTITUTET
NATIONAL AUDIOVISUAL INSTITUTE



Providers of audiovisual programmes must submit a notification to KAVI

The notification must be submitted if programmes are provided for economic purposes and on a regular basis.¹ The provider shall pay an annual supervision fee based on the method and locality of provision.

If a provider, however, provides only content exempt from the classification obligation enacted in Section 9 of the Act they are not obliged to submit a notification.

The annual supervision fee of public presenting of films/audiovisual programmes is EUR 200 for each location (e.g. a multiplex is one location).

The age limits and content symbols of classified audiovisual programmes

Persons under 18 years of age may only be provided with an audiovisual programme² if it is classified, unless the programme has been exempt from the obligation to classify. A symbol representing the age limit and the detrimental content must be visible in the audiovisual programme or in connection to it.

The age limit and content symbols are as follows:



Suitable for all
(in Finnish)



Suitable for
7 years and older



Suitable for
12 years and older



Suitable for
16 years and older



Forbidden
under 18 years old



Suitable for all
(in Swedish)



Contains
violence



Contains
sex scenes



May cause
anxiety



Contains
drug use

The content symbol represents the basis for the age limit, i.e. the subject of the content detrimental to children. Content detrimental to children may include violence, sexual content, content causing anxiety or other content similar to these.

The providers of audiovisual programmes may agree on a code of conduct for how to use the symbols in the audiovisual programme or in connection to it, and on how the age limits are informed in marketing. KAVI may ensure that this code of conduct complies with the legislation.

¹ The registering and fee payment obligation does not apply to e.g. an organiser of an individual provision of an audiovisual programme or a bus operator, who shows audiovisual programmes in his charter buses. However, all the other regulations of the law, such as the obligation to classify and mark and to abide by the age limits, are still valid for occasional presentations as well.

² Film, television programme, game or other moving picture content meant for viewing, which has been created by electronic means.

The provider of audiovisual programmes is under the obligation to comply with the age limits and to inform the audience about them

It is prohibited to provide an audiovisual programme that has the age limit of 18 to minors. An audiovisual programme provider must also ensure that an audiovisual program with an age limit of 7, 12 or 16 is not available for viewing by children younger than the age limit. However, a programme can be publicly exhibited to a person up to three years younger than the age limit of 7, 12 or 16 given to the programme if the child is accompanied by a person at least 18 years of age.

An audiovisual programme provider must communicate age limits and other measures used to promote the protection of children in connection with the provision of programmes.

If a programme has been classified before 2012 (by the Finnish Board of Film Classification) this classification is still valid, and only the age limit marking is used, NOT the content symbol(s).

If the audiovisual programme is exhibited in a public location accessible to persons of all ages, only audiovisual programmes exempt from the classification or programmes classified for all ages may be exhibited.

KAVI supervises that the age limits are followed when exhibiting programmes to the public. KAVI may impose a penalty payment if the provider, despite requests, refuses to fulfill the obligations as regulated by law. The providers may agree on methods used for ensuring a child's age in a code of conduct.

Classification of audiovisual programmes

KAVI maintains and develops an online classification system for audiovisual programmes, but classifying the programmes³ is mostly the responsibility of autonomous and independent audiovisual programme classifiers who are trained and certified by KAVI. KAVI supervises their work. The Institute keeps a registry of all the certified classifiers. The kavi.fi/en/meku website includes information on classifier training, and also on the fees of KAVI's classification service.

KAVI collects a fee for the use of the classification system for audiovisual programmes. The fee is determined annually by the Ministry of Culture and Education. (See [Fees](#))

The provider of audiovisual programmes must ensure that the classified programme provided has been registered to the audiovisual programme database of KAVI and marked accordingly with age limit and content symbols. The registration is carried out in connection with the classification process. Each audiovisual programme⁴ shall be registered just once.

As an example: a film is being provided for the first time in Finland for the public in a cinema. The film is classified and its age limit and content data is registered on the KAVI audiovisual programme database. After this, other providers (television, recording distributors etc.) shall use the age limit and content data in the database to mark the film before providing it to the public.

An audiovisual programme provided without a classification

Audiovisual programmes with content meant *explicitly* for adult audiences can be exhibited without a classification. Explicitly in this case means that the content of the program, e.g. violence, sexual content,

3 An evaluation based on viewing the audiovisual programme on whether the audiovisual programme may be detrimental to the development of a child younger than certain age.

4 All episodes of a television series will be classified separately.

or content which may cause anxiety or similar, would be detrimental to children.

An unclassified audiovisual programme meant explicitly for adult audience must be marked with the following 18 symbol.



The provider of programmes explicitly meant for adults shall once a year, by the end of January, deliver a list of the unclassified 18 category titles to the KAVI provided during the previous calendar year.

A programme provided without classification and marking

It is permitted to present unclassified audiovisual programmes, which

1. include nothing but educational or cultural material;
2. include nothing but music, sport or replications of sports, cultural events, religious services or other similar events;
3. include nothing but hobby crafts, well-being, discussions, games and play, fashion, gardening, construction, cooking, interior decoration, quiz shows or other similar themes provided to people of all ages;
4. include nothing but marketing material for goods or services (excluding marketing materials for audiovisual programmes);
5. include nothing but informative material about ideological or political operations;
6. include topical news material;
7. is a live transmission.

Programmes exempt from the obligation of classification based on their content are not marked with an age limit, nor are they registered to KAVI. The provider may mark the exempt programmes with the following symbol:



The audiovisual programme database of the KAVI (www.ikarajat.fi) includes information on whether a certain audiovisual programme has a valid classification, or not. If the programme is not in the database, it must be classified.

Festival Permit

KAVI, on application, may grant permission to present audiovisual programmes in an event specifically organized for exhibiting them (this is known as a festival permit). The application should be sent to kirjaamo@kavi.fi. For further information, see INSTRUCTIONS FOR ORGANISERS OF FILM FESTIVALS.

These instructions are based on the Act on Audiovisual Programmes (710/2011)

Further information:

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