



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.² The provider shall pay an annual supervision fee based on the method and locality of provision.

The notification is submitted at kavi.fi/fi/meku/kuvaohjelmat/tarjoajaksi-ilmoittautuminen (only in Finnish or Swedish).

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.

Regarding the distribution of recordings, the annual fee for providing audiovisual programmes is EUR 100. The supervision fee is location-specific.

If the provider distributes programmes in several different localities or in several different ways (for example, sells recordings via the Internet and in two video rental shops), a separate fee for each location must be paid. In the example case, the fee regarding the mail order service via the Internet is EUR 100 per year and regarding the video rental shops 2 x EUR 100, therefore a total of EUR 300 per year.

The age limits and content symbols of classified audiovisual programmes

Persons under 18 years of age may only be provided an audiovisual programme³ if it is classified, unless the programme has been relieved from the obligation to classify. A mark 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:



1 Recording refers to a physical copy (DVD, Blu-Ray etc.).

2 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.

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

The content symbol will represent the basis of the age limit, i.e. the subject of the content detrimental to children. Content detrimental to children may include violence, sexuality, issues causing anxiety or other content similar to these.

The providers 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 communicated in marketing. KAVI may insure that this code of conduct complies with the legislation.

The recording shall be marked with the age limit markings, as well as with at the most two content symbols. If the programme has more than two content symbols, the contents with the two most important symbols must be on display.

The size and place of the the rating on the packaging

A programme distributed as a physical recording must have the rating symbols (both the age limit and two of the most significant content symbols) on the bottom of the back cover of the packaging, inside a white rectangular. The minimum size of this rectangular is 12mm x 35mm. The minimum size for the symbol is 10 mm in diameter. At the right end of the rectangular, there should be the text ikarajat.fi (vertically).

The Finnish age rating must be visible on the front cover of the packaging if the front cover has a ratings symbol from another country. The minimum size for the symbol is 12 mm in diameter. KAVI prefers that the symbols are visible on the front cover of all recording packages because it helps detecting the rating for example when films are sold online.

If the release includes several programmes, and they contain different age limits, the release package shall be marked with the highest age limit and its content symbols.

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

Presenting an audiovisual programme to a minor is prohibited if the age limit of the programme is 18 years.

A provider of an audiovisual programme must ensure that an audiovisual programme rated 7, 12 or 16 will not be provided to a child younger than that. The age of the customer shall be verified when providing audiovisual programmes. The providers may agree on a code of conduct methods used for ensuring a child's age.

KAVI is responsible for ensuring that the age limits followed and may impose a penalty payment if the provider, despite requests, refuses to fulfill the obligations regulated by law.

Classification of audiovisual programmes

KAVI maintains and develops an online classification system for audiovisual programmes, but classifying the programmes⁴ is mostly the responsibility of autonomous and independent audiovisual programme classifiers 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 fee of KAVI's classification service.

⁴ An evaluation based on viewing the audiovisual programme on whether the audiovisual programme may be detrimental to the development of a child younger than a certain age.

KAVI collects a fee for the use of the classification system for audiovisual programmes.⁵ The fee is annually determined by the Ministry of Education and Culture. 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 programme 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 provided without a classification. Explicitly in this case means that the content of the programme, e.g. violence and sexual content, or content which may cause anxiety or similar, would be detrimental to children. For example, programmes such as *Little House on the Prairie* or *MacGyver* cannot be distributed with the 18 rating.

An audiovisual programme meant explicitly for an adult audience shall be marked with this 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 age category titles to the KAVI provided during the previous calendar year.



A programme provided without a classification and a marking

It is permitted to present unclassified audiovisual programmes which

1. include nothing but educational material;
2. include nothing but music, sport or replications of sports or cultural events or religious services or other similar events;
3. includes nothing but crafts, well-being, discussions, games and play, fashion, gardening, building, cooking, interior design, quiz shows or other such content provided to all age groups.
4. include nothing but marketing material for goods or services (excluding marketing materials for audiovisual programmes);
5. include nothing but material informing about ideological or political operations;
6. include topical news issues;
7. is a live presentation.

Programmes exempt from 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:



⁵ As regards to a series programme, all episodes will be classified separately.

The audiovisual programme database of KAVI (ikärajat.fi) includes information on whether a certain audiovisual programme has a valid age limit decision.

If an audiovisual programme inspected by Finnish Board of Film Classification (before 1 January 2012) is republished as a recording after 2012 (Blu-ray, DVD, anniversary edition, etc.) it must be re-classified before providing it to the public.

This instruction is based on the Act on Audiovisual Programmes (710/2011), <http://www.finlex.fi/fi/laki/kaannokset/2011/en20110710.pdf> (unofficial, unconsolidated version),

Further information:

National Audiovisual Institute, Department for Media Education and Audiovisual Media
kavi.fi/en/meku

Head of the Department, Deputy Director Leo Pekkala, e-mail: leo.pekkala@kavi.fi,
tel. +358 (0)295 338 008, or

Senior Officer Maarit Pietinen, e-mail: maarit.pietinen@kavi.fi, tel: +358 (0) 295 338 002