

Find the Right Balance

Choosing the Best Way for Kids to Play Video Games

As fun ways to play and connect, video games have a place in the everyday lives of the Game Generation. But, like any form of entertainment, it's all about balance, especially for children. That's why we're empowering parents with tools such as parental controls and ratings to help you decide on the best way to play with your family.



Just Dance 2020 (Ubisoft)



Kerbal Space Program: Breaking Ground Expansion (Take-Two Interactive)

Parents Have the Power

Like most parents, you want to encourage healthy game play. And that means you also want to set limits.



70% of families have a child who plays video games.¹



49% of parents limit their child's time playing video games.¹



87% of parents require permission for new game purchases.¹

Giving You Control

It's easy today to restrict in-game spending, in-game interactions, and how long your kids play. From consoles and personal computers to handheld gaming and mobile devices, parental controls are designed to create balanced, positive play. They can help you:



Ensure only the **right games** are played in your home.



Set **time limits and restrictions**.



Restrict or allow spending to **control how and when in-game purchases** take place.



Decide **whether to allow your kids to communicate online** and in which games.

Find more at ParentalTools.org



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ESRB Ratings: Helping You Make Informed Choices

ESRB-assigned age and content ratings provide information about what's in a game or app so consumers, especially parents, can make informed decisions about which games and/or apps are appropriate for their families. ESRB ratings have three parts:



- **Rating Categories** suggest age appropriateness.
- **Content Descriptors** indicate content that may have triggered a particular rating and/or may be of interest or concern.
- **Interactive Elements** highlight a game's interactive or online features, including users' ability to interact with each other, the sharing of users' location with other users, if purchases of digital goods or services are offered, and/or if unrestricted internet access is provided.

ESRB also provides **Rating Summaries** for many physical video games. These brief paragraphs provide more detailed information about a game's content and context. You can find these summaries on esrb.org and ESRB's free [ratings search app](#).

-  **90%** of parents **pay attention to the games** their child plays.¹
-  **77%** of parents who purchase physical games **regularly check the ESRB-assigned age rating**.²
-  **83%** of parents who are aware of ESRB ratings **are confident that they accurately describe game content**.²



Learn more about balancing your family's game play at GameGeneration.org



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1. 2019 Essential Facts About the Computer and Video Game Industry. ESA.

2. Ratings Awareness and Use Survey (conducted by Hart Research Associates). ESRB. April 2019.