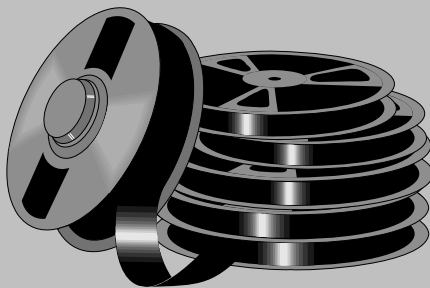


Ontario Film Review Board

Annual Report

2006/2007



www.ofrb.gov.on.ca

May 31, 2007

The Honourable Gerry Phillips
Minister of Government Services
Whitney Block
4th Floor, Suite 4320
99 Wellesley St. W.
Toronto ON M7A 1W3

Dear Minister Phillips:

I am pleased to present the Annual Report of the Ontario Film Review Board for the fiscal year ending March 31, 2007.

The report outlines the duties and responsibilities of the Ontario Film Review Board under the mandate of the *Film Classification Act, 2005* and the operating results for the fiscal year.

Yours sincerely,



Janet Robinson, Chair

Ontario Film Review Board

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Report from the Chair

The fiscal year 2006-2007 was a busy year for the Ontario Film Review Board (OFRB). Our daily activities have been streamlined- daily panels kept to a minimum, extra panels added if needed and our public education program is expanding with new initiatives - promoting educational outreach to schools.

Daily Activities

In 2006-2007 the OFRB classified 4,612 films, screening a total of 448,314 minutes of film. In addition, we classified another 2,744 films by documentation.

As of March 31, 2007 the OFRB consisted of 20 members, an increase from a low of 12 members. The new members are being trained to ensure a consistent decision-making process. We must continue to maintain a balance of male and female members and ensure our members provide representation from the entire province. At the Chair's discretion three-member panels for 35mm have continued to replace the previous two-member panels; this change is due to the appointment of new members,. Senior members are occasionally working as single-person panels for adult film approval while mainstream DVDs and videos are screened by two-member panels. All members are trained in the classification guidelines and administrative work that is required in completing summary reports.

The OFRB continued to update its formal *Member Reference Manual*, a document designed to be easily amended to reflect new policies and procedures. Our reference document *Classifying Mainstream Films*, which defines our classification guidelines, has been adopted by five other provincial boards. The changed legislative regime has greatly reduced our non-approval decision of adult films.

Public evenings continue to be very popular with the community and post secondary film schools. We had 24 public screenings with approximately 448 participants.

As chair, I participated in “Bring your Kids to Work” day, speaking with 90 grade nine students explaining how the OFRB classifies film.

Our outreach program included meetings with Probis Clubs, Carleton University Film Studies, Uplands ESL School and Showcase Ontario, with a total attendance of 405 participants.

We have instituted a public evening survey to measure the effectiveness of these programs. Please see the survey insert for results.

The OFRB hosted several paralegal students from Humber College as part of their adjudication studies.

The OFRB produced a new bilingual classification poster along with a brochure explaining film classifications and video game ratings. These documents also included our website address for further information on making informed viewing choices.

“Class Acts Wanted” the Public Service Announcement competition with the Ontario film schools was a huge success. Minister Phillips announced the competition in January 2006, we had 31 submissions; selected 5 candidates and provided them with \$7500.00 and a mentor from the advertising industry. The top 3 and 2 runners-up were announced at a reception in September.

Members of the Canadian Motion Picture Theatre Association very kindly offered to alternate the PSAs on their pre-show reel in several Ontario theatres. Since the release in mid October, the PSA has been shown on 691 screens in Ontario.

We held two full board meetings with the guest speakers from the Prohibited Importation Unit of Canadian Border Services on illegal adult product and Toronto Police Service, Community Mobilization Unit and members of Student Youth Commission on youth and violent video games.

Objectives of the Chair

My major objective as Chair of the OFRB is to provide information to the consumers of Ontario. It is important that we supply individuals with sufficient information to make informed entertainment choices for themselves and, more importantly, for their children.

Several enhancements have been made to the OFRB website and it includes not only film classifications and content advisories, but also all elements observed by the panel during the classification process.

The Interprovincial Film Classification Council of Canada has begun working with the Entertainment Software Ratings Board [ESRB] and the Canadian Home and School Association to promote the Classification and Game Ratings brochure throughout Canadian elementary schools.

Looking to the future, the OFRB will continue to further its excellent working relationship with the film industry and the other provincial boards, strive to improve our website, and move forward with new ideas and initiatives to educate and serve our clients, the residents of Ontario.

I am looking forward to the future with a commitment to undertake new challenges, to promote education, and inspire innovation.

The Board and its Operations

Our Mission

The OFRB receives its mandate from the Ontario government through the *Film Classification Act, 2005 (FCA)* and operates as an arm's-length agency reporting to the Minister of Government Services.

Subject to a few specific exceptions, if a film (feature/trailer), including videos and DVDs is to be distributed or exhibited in Ontario, it must first be classified by the OFRB.

Under the authority of the *FCA*, the OFRB reviews and classifies mainstream film and reviews and approves adult sex films for public exhibition and distribution. Ontario's film classifications, *General, Parental Guidance, 14A, 18A and Restricted*, are set out in Regulation 452/05 under the *FCA*.

Who We Are

The OFRB is a community board, and its members represent a cross-section of the many diverse communities across Ontario. The OFRB's members vary in age, gender, vocation, cultural background and sexual orientation.

On the recommendation of the Minister of Government Services and the Provincial Cabinet, members are appointed for an initial two-year term by the Lieutenant Governor through orders-in-council. Members may be re-appointed for a further 3-year followed by a 5-year term for a maximum of 10 years on the board.

Members work a seven-hour day, usually four to five times per month, and are paid on a per diem basis.

Types of Panels

There are three types of screening panels, with a senior member providing oversight to each. Each type of panel serves a different purpose as follows:

Normal: This panel consists of one to three members. Although the members endeavour to agree on the classification, occasionally one may disagree with the classification, and that member may request a cumulative panel.

Cumulative: Two to four other board members screen the film. The results of both the Normal and Cumulative Panels are tallied, and the majority rules. Since a member initiates this process, there is no cost to the submitter. This type of panel is considered part of our in-house quality assurance program.

Appeal: This panel is requested and paid for by a submitter who is dissatisfied with the OFRB's initial decision. It consists of three to five members who have not yet seen the film in question. This panel's decision as to classification or approval is final subject to the right of the Director to require a reconsideration.

By the time a controversial film has gone through three panels, as many as 12 different board members have viewed the film.

Reconsideration:

The Director under the *Film Classification Act, 2005* may submit a film including a video game to the Board, or require a person who distributes, offers to distribute, exhibits or offers to exhibit a film or video game to submit it to the Board for the purpose of reconsidering the classification or approval decision, or to determine if a film is exempt. In such cases there is no additional cost to the submitter and the panel consists of a minimum of three members who have not yet seen the film in question. This panel's decision is final.

How We Classify

The OFRB members take into account the general character and integrity of each film in its entirety and use the *FCA* and sets of guidelines to determine the film's classification. These guidelines, which are continually reviewed and updated, allow the board to be objective yet flexible. In this way, the board is not only able to maintain the integrity of community standards, but also to appreciate and accommodate the film's artistic merit, or social and documentary significance.

While viewing the film, each panel member makes notes on the elements that contribute to the classification. These elements include coarse language, nudity, violence, sexual activity, horror and psychological impact. Following the screening, panel members use these notes in their discussion and to determine their ultimate decision as to the classification of the film.

Each element is weighed on the basis of content and treatment and the cumulative effect of those factors on the audience. Members consider style, tone, duration, frequency and the amount of visual and/or verbal detail. How the elements relate to the narrative also contributes to the panel's decision.

Besides the classification, the OFRB may choose to include content advisories, such as *Nudity*, *Coarse Language* or *Brutal Violence*. These warnings, along with the classification, must appear on all exhibition-related advertising to help the viewer make informed choices.

Why We Classify

A film classification board helps consumers make informed choices about the films they see. Throughout the developed world, movie viewers have asked for industry-independent information about age-suitability (the classification) and content (advisories such as *Coarse Language*, *Violence*, *Nudity*, etc.) of films. This information assists them in deciding whether a particular movie is appropriate for their children, or for themselves.

Most developed countries, including the United States, Great Britain, Australia, New Zealand, South Africa, France, Germany, Spain, Portugal, Greece, Norway, Denmark and Sweden have film classification boards.

The OFRB's focus is classification. The board is a valued source of information about movies and videos that helps viewers make the right entertainment decisions for themselves and for their children.

Our Community

Community standards are at the forefront whenever the OFRB revises its guidelines. The board uses many avenues to gauge the needs of the community it serves.

The OFRB is structured specifically to address community standards issues. OFRB members are people from all over the

province of Ontario, who screen films on a part-time basis. Members represent the diverse population of Ontario - varying ages, with diverse work histories, ethnic backgrounds and sexual orientations. We strive to have an equal male-female split.

The full board meets at least twice a year to discuss any changes in policy, procedure or guidelines. All changes are discussed, debated and voted on by the full board before any changes are made.

The board tests its perception of community standards in twice-monthly screenings where public groups view a movie with the official panel and compare their opinions about how the movie should be classified against the official panel's decision.

The board also hears directly from the media, from public interest groups and from members of the general public via letter, telephone, fax, e-mail and its website.

The board's responsibility is to understand and reflect the community standards of Ontario.

Refusal to Approve

The OFRB's authority to refuse approval of films is for films that have as their main object the depiction of explicit sexual activity. The OFRB's authority to refuse approval is based on the standards of criminal obscenity. The board regularly reviews its Adult Sex Guidelines to ensure as much consistency as possible within its mandate as a provincial regulator, with the rules governing the Canadian Border Services and the Criminal Code of Canada. The OFRB plays no role in determining obscenity or child pornography. This is a function of the police and is a federal responsibility.

Financial & Operational Information 2006-2007

Financial Information 2006/2007

Revenue:	Film and Video Classification Fees *	\$2,978,212
	Total Revenue	\$2,978,212
Expenditures:	Per Diems.....	\$389,739
	Direct Operating Expenses	\$86,452
	Administrative & Overhead Expenses	\$401,615
	Total Expenditures **	\$877,806

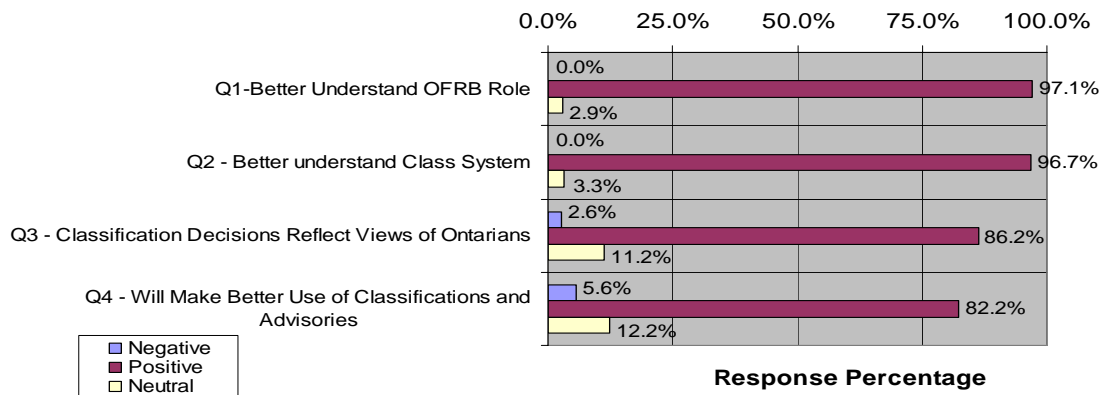
* For classification of films including videos and DVDs distributors pay \$4.20 per minute, Mainstream films in languages other than English and French pay a flat fee of \$78.75 per film, and there is no fee for mainstream films wholly produced in Canada. There are also fees for classifying trailers, and for some films classified by documentation.

** Note: This excludes indirect costs related to activities such as inspection, enforcement, legal, policy, etc.

Classification Breakdown Mainstream Films Screened (all languages)

	2006/2007	2005/2006	2004/2005
General	18.20%	25.25%	23.96%
Parental Guidance	28.98%	35.06%	32.16%
14A	40.24%	29.80%	32.04%
18A	7.90%	7.39%	8.20%
Restricted	4.67%	2.50%	3.63%

Public Screening Survey Results– 2006-2007



Financial and Operational Information

	2006/2007	2005/2006
Financial Information		
• Revenue*	\$2,978,212	\$3,308,178
• Expenditures**	\$877,806	\$734,176
Operational Information		
Films Screened		
• Mainstream (English and French)	1444	2218***
• Mainstream (other languages)	226	218***
• Adult Sex Films.....	2525	2061
• Mainstream Trailers	417	457
Total Films Screened.....	4612	4954***
Minutes Screened		
• Mainstream (English and French)	134658	293322***
• Mainstream (other languages)	25177	24425***
• Adult Sex Films.....	287612	238839
• Mainstream Trailers	867	899
Total Films Screened.....	448314	557485***
Classified without screening		
• Mainstream Films (Classified by documentation)	2744	2091***
Appeals/ Non-Approval Decisions		
• Appeals – decision changed	9	7
• Appeals – decision upheld	1	3
• Non-Approval decisions	25	14
Screening Panels		
• Number of Panels	467	480
• Average Panel Minutes.....	962	1161***
Turnaround time		
• 35mm film (standard <=1-2 days)	1.3	1.2
• Video/ DVD (Mainstream) (standard <=10 days)	7.1	9.2
• Video/ DVD (Adult) (standard <=10 days)	9.6	10.2
Public Screenings Public Screenings		
• Number of screenings	24	23
• Number of participant	448	393

* For classification of films including videos and DVDs distributors pay \$4.20 per minute. Mainstream films in languages other than English and French pay a flat fee of \$78.75 per film, and there is no fee for mainstream films wholly produced in Canada. There are also fees for classifying trailers, and for some films classified by documentation.

** This excludes indirect costs related to activities such as inspection, enforcement, legal, policy, etc.

*** Information revised from 2005-06 annual report due to better ability to track and report on films classified by documentation.

Chair

Janet Robinson

Janet Robinson is a Registered Nurse, who worked for 24 years in a demanding obstetrical/gynaecological practice. She established a consulting company that provided home visits to new parents.

Janet worked several years as a part-time contract Occupational Health Nurse with the Toronto Star, Ontario Power Generation and the Royal York Hotel.

Janet is also active in her community where she lives with her husband. They have two grown children and three grandchildren. When her schedule permits, she loves to pursue her passion for reading and golf with friends and family.

Members of the Ontario Film Review Board

Member	Municipality	First Appointed (current position)	Current Term Expires
Duane Anderson	Toronto	October 25, 2006	October 25, 2008
Aris Babikian	Toronto	December 7, 2005	December 7, 2008
Tina Bragagnolo	Ajax	May 28, 2003	May 28, 2009
Pat Brown	Brantford	July 15, 2005	July 15, 2008
Tony Cosentino	London	July 5, 2004	July 5, 2009
Donald Duprey	Toronto	November 15, 2006	November 15, 2008
Lorraine Dupuis	Sudbury	April 11, 2006	April 11, 2009
Cathy Ferlisi	Concord	October 25, 2006	October 25, 2008
Janet Fine	Toronto	December 7, 2005	December 7, 2008
John Hastings	Toronto	June 30, 2006	July 30, 2007

Member	Municipality	First Appointed (current position)	Current Term Expires
Lorelei Kidd	Toronto	April 24, 2003	April 24, 2008
Kristina Laukkanen	Toronto	October 25, 2006	October 25, 2008
Ron Maloughney	Burlington	June 22, 2005	June 22, 2008
Claudia Monte	Windsor	October 25, 2006	October 25, 2008
Aggrey Msosa	Ottawa	May 17, 2006	May 17, 2009
Sue Rainville	Toronto	June 1, 2005	June 1, 2008
Janet Robinson	Toronto	October 13, 2004	July 15, 2008
Shauna Stein	Toronto	November 22, 2002	November 22, 2011
Trudie Villeneuve	Toronto	January 5, 2006	January 5, 2009
John Wilkie	Toronto	April 11, 2006	April 11, 2009
