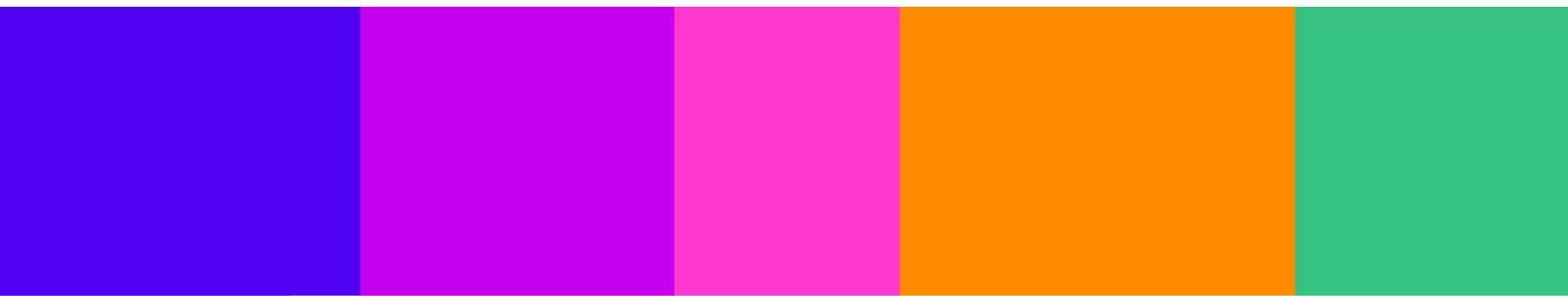


Your response

Question	Your response
<p>Question 1: Do you agree with our proposals in this section? Please explain your reasons and provide any relevant supporting evidence.</p>	<p>Confidential? – No</p> <p>Ukie’s members agree with the research, evidence and evaluation content. We commend Ofcom’s efforts to support people to navigate content online in a safe manner.</p> <p>We believe that video games are an integral part of providing people with digital skills and supporting Ofcom’s efforts to enhance the UK’s media literacy. After all, there are over 3.4 billion players globally, and Ofcom’s recent Online Nation 2023 survey found that 38% of UK adults and 57% of UK children reported playing games online. The industry is committed to creating a safe, fun, fair and inclusive playing experience for this large and growing audience, and to empower people to customise their own experience and learn to set their own boundaries.</p> <p>Additionally, the video games sector spearhead countless initiatives to empower people, including parents and children, to understand and implement online safety measures on their accounts. As an example, Ukie recently launched the ‘Ask About Games’ parent hub, and providing information designed to support parents, caregivers and families in navigating the world of video games and to help families ensure a safe and enjoyable gaming environment for their children.</p> <p>Ask about games acts not only as a hub for easy-to-use information about games and content ratings in particular but is now linked with the independent ‘family games database’ which provides clear and easy to understand outlines of thousands of games that are available – including guides as to content, but also other features such as monetisation and online play. These features allow parents and players alike to access easy to use, appropriate information about games and the features within them so that they can make informed choices.</p> <p>The Hub also links to ongoing campaigns developed by the industry such as the ‘power up pact’ which gives parents easy to use methods to manage gameplay and in game spend via direct discussions with children.</p>



Question	Your response
	<p>The video games industry is committed to fostering positive and safe player communities, and various companies have implemented user support materials and functionalities to assist users in understanding and navigating terms of services.</p> <p>For example, many industry leaders are active members of the Fair Play Alliance, a coalition of studios and publishers dedicated to reducing player toxicity and enhancing player safety. This collaboration allows companies to exchange ideas and develop effective solutions for managing player behaviour.</p> <p>Additionally, industry efforts include partnerships with organisations like Safe in Our World to create resources such as the Good Game Playbook, a dynamic tool for prevention and awareness of harmful behaviours.</p> <p>Within individual games, sometimes developers include systems like the reputation system and commendation system are implemented to promote positive behaviour and raise awareness about harmful behaviours. These tools are essential for maintaining a healthy and enjoyable games environment.</p>
<p>Question 2: Do you agree with our proposals in this section for working with platforms? Please explain your reasons and provide any relevant supporting evidence</p>	<p>Confidential? – No</p> <p>Our members agree that Ofcom should highlight and promote best practices in media literacy. We believe that video games have led in this aspect due to their engaging and interactive mechanisms. We argue below that through thoughtful integration of media literacy concepts, video games can play a significant role in educating and empowering players of all ages.</p> <p>We believe that the interactive nature of games fosters critical thinking and problem-solving skills. Many games require players to evaluate information, make decisions, and solve complex problems, which translates to improved critical evaluation of media content. Additionally, games that simulate real-world scenarios or allow players to role-play help users understand complex issues such as the impact of misinformation and the consequences of online actions, making abstract concepts more concrete and relatable. Evidence to suggest this can be found in the Power of Play report¹, published by Ukie and other global video games association in September 2023, which surveyed 13,000 players (aged 16 and older) and found that players believing that it has improved their:</p>

¹ <https://ukie.org.uk/download/46zpjdg8j4ezz7gevd4kp5p4cp/0>

Question	Your response
	<ul style="list-style-type: none"> • Creativity: 75% in the UK, 73% globally; 73% in Europe; • Problem-solving skills: 87% in the UK, 69% globally; 66% in Europe; • Cognitive Skills: 73% in the UK, 69% globally, 68% in Europe, • Teamwork and collaboration skills: 73% in the UK, 69% globally, 68% Europe, <p>Educational content within video games, often termed "edutainment," effectively teaches media literacy concepts in an engaging manner. Games designed with educational purposes help users learn to identify credible sources, understand advertising techniques, and recognize biased information.</p> <p>Furthermore, social interaction and collaboration in multiplayer games and online gaming communities expose players to diverse viewpoints and teach them to navigate digital interactions responsibly. This exposure is crucial for recognising and countering misinformation. Moreover, games with strong moderation and community guidelines model appropriate online behaviour and highlight the importance of respectful digital interaction, promoting digital citizenship. These teachings that are gathered through the moderation process are often shared with the wider technology sector, meaning they work closely with other chat, social media, and UGC (User Generated Content) platforms to report bad actors and content, so they can also take appropriate action on their platforms. In consultation with expert organisations such as the Anti-Defamation League, Tech Against Terrorism (TAT) and The Simon Wiesenthal Center, as well as academics and safety partners from across the globe, game companies are constantly evaluating their moderation policies and are proactively seeking to learn from and implement industry best practice.</p> <p>Media creation within video games also contributes to media literacy. Many games allow players to create and share their own content, such as designing levels or developing mods. Engaging in these creative activities helps players understand media production principles and the importance of authenticity and credibility. This firsthand experience in content creation leads to</p>

Question	Your response
	<p>more critical consumption of other media forms, as players become more aware of the processes involved in media production.</p> <p>We hope the above provides a clear account of the many ways in which video games champion media literacy by engaging players to learn by play and to familiarise themselves with the various ways of engaging with the online world. Our members are keen to work with Ofcom to provide further examples on good practice in the games space. As part of that, video games can also raise awareness about media literacy through in-game campaigns and messages. We have seen in the past that partnerships between game developers and educators can lead to the creation of games that align with media literacy curricula, ensuring that the content is both engaging and educational.</p>
<p>Question 3: Do you agree with our proposals in this section? Please explain your reasons and provide any relevant supporting evidence. We are particularly interested in any views and evidence about whether a Media Literacy Week would be impactful.</p>	<p>Confidential? – No</p> <p>Answer: We agree with Ofcom’s approach to develop partnerships with key organisations engaged in media literacy. We have seen the positive impact of partnering up with education institutions to teach younger people on how to interact with games in a safe, fun and responsible manner.</p> <p>The games industry has long fostered relationships with educators and academia to teach children and young people about digital skills and how to use technology in a safe way. As an example, Ukie's Digital Schoolhouse, a not-for-profit initiative, offers free creative computing workshops to primary schools, secondary schools, and colleges through local Schoolhouses. These workshops are designed to integrate computing education with broader skills essential for navigating the digital landscape effectively and in a controlled way. The programme provides practical, hands-on workshops that combine computing skills with critical thinking about digital content. Students engage directly with digital tools and technologies, learning how to create, analyse, and interpret media in various forms.</p> <p>Ukie has benefited directly from engaging educators and students directly in the development of these programmes which give clear guidance and practical steps to better integrate computing education within the current curriculum. We believe this is an approach that would work well with regards to wider media</p>

Question	Your response
	<p>literacy education and engagement, and would encourage Ofcom to engage with as wide an array of stakeholder as possible including educators in order to discuss best practice.</p>
<p>Question 4: Do you agree with our assessment of the potential impact on specific groups of persons?</p>	<p>Confidential? – Y / N NA</p>
<p>Question 5: Do you agree with our assessment of the potential impact of our proposals on the Welsh language?</p>	<p>Confidential? – Y / N NA</p>