

INDUSTRY NEWSLETTER

Q2 – 2025



ACTING CEO'S FOREWORD

It is with great pleasure that this edition of our Industry Newsletter is presented, a testament to our unwavering commitment to innovation, excellence, and sustainable growth. Over the past quarter, the organisation has reached notable milestones across multiple fronts, reflecting resilience, adaptability, and a collective vision for the future.

In a rapidly evolving industry landscape, marked by technological advancement and dynamic market trends, we have not only maintained our competitive edge but have also strengthened our position as a trusted leader. Our teams have successfully delivered on strategic priorities enhancing operational efficiency, expanding our digital capabilities, and reinforcing compliance and service excellence across all departments.

The dedication of our staff and the unwavering support of our stakeholders have been instrumental in driving our progress. Through collaboration and innovation, we continue to align our work with national priorities and global best practices, ensuring that our organisation remains adaptive and forward looking.

As we look ahead, our focus will remain on deepening our impact, leveraging data driven insights, advancing digital transformation, and cultivating partnerships that promote sustainable development and inclusivity. Together, we are building an organization that not only responds to today's challenges but also shapes the future of our industry.

Sincere appreciation to every member of our team, our valued partners, and our stakeholders for their continued commitment and contribution to our shared success.

In this newsletter you can expect:

CSAM reporting lines

Public Complaints
Resolutions

Online Safety Pledge



Film and
Publication
Board

Content Regulatory Authority of South Africa.

EDITOR'S CORNER

Dear Esteemed Stakeholder,

We are pleased to present this edition of our newsletter, which focuses on the latest advancements, insights, and trends in content regulation, specifically designed for our esteemed industry partners.

As we navigate the dynamic landscape of content creation and distribution, our primary focus remains on protecting children and fostering responsible media practices. This newsletter highlights the collaborative efforts between industry stakeholders and our organisation, showcasing how, together, we are building a resilient and principled online environment, not just in South Africa but worldwide.

Stay informed and engaged as we work together to set industry standards that prioritise safety and ethical practices. We truly value your ongoing involvement and look forward to sharing details about our upcoming events in 2025.

Be sure to connect with us on social media and keep your contact information updated to receive the latest news on these important initiatives.

In this edition...

We are elated to announce our current Initiatives and strategic focus.

Happy reading!
Keep sending us your stories

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<https://www.fpb.org.za/newsletters/>



STRATEGIC PARTNERSHIPS AND COLLABORATIONS

Advancing online safety through strategic partnerships

During the quarter, FPB strengthened partnerships with multiple stakeholders to promote digital literacy and online safety.

- A collaboration with META supported a four week digital literacy campaign targeting parents and teens on META platforms.
- Engagements with TikTok explored potential partnerships on public awareness and digital safety initiatives.
- We participated at the Department of Basic Education, Integrated Online Safety Programme in Limpopo, aimed at introducing e-safety curricula to learners.
- The Gauteng Department of Social Development hosted a Capacity Building Workshop where FPB shared insights on addressing online risks facing children.

The organisation also took part in the Cybersecurity Awareness Month activities, joining the GCIS webinar alongside law enforcement and civil society stakeholders to promote responsible online behaviour.

Driving collaboration across sectors

We actively participated in multi stakeholder platforms such as the GBVF NATJOINTS work stream, working alongside the Department of Justice, SAPS, and the Department of Women, Youth and Persons with Disabilities to strengthen gender based violence initiatives.

We also attended the POWA Annual General Meeting and GBV Diversity Webinar, contributing to national conversations about inclusive responses to gender-based violence, particularly for women with disabilities.

Furthermore, we also collaborated with the Department of Communications and Digital Technologies (DCDT) and the Department of Basic Education (DBE) in preparation for the Western Cape Smart Device Handover, which aims to enhance digital access in schools.

Engagements with MTN and MTV Base explored synergies through the Room of Safety campaign, a 10-part series promoting child online protection through relatable storytelling across Africa.

Strengthening Institutional Frameworks

Additionally, new Memoranda of Understanding (MoUs) were drafted with key partners including SAPS, GCIS, and LIMA, while existing collaborations with Netflix and others continued to bear fruit.

Promoting awareness and education

In September, the Acting CEO engaged students from Eduvos University, leading a discussion on the evolution of content regulation in the age of Artificial Intelligence (AI). The session highlighted the importance of ethical digital practices and adaptive policy frameworks to protect users in an evolving media landscape.

CLASSIFICATION AND TURNAROUND TIMES



We have once again demonstrated efficiency and commitment to timely service delivery during the second quarter of the 2025/26 financial year.

During this period, the FPB processed and classified a total of 207 titles, showing consistency in managing the classification workload across films, trailers, and games.

Efficient turnaround times

The report highlights impressive turnaround times, with 87.4% of all content classified within seven working days, and the majority completed between three and seven days. This performance underscores the FPB's ongoing commitment to ensuring that content classifications are

handled promptly while maintaining accuracy and regulatory compliance. Month to month data also showed steady progress, 83.3% in July, 91.2% in August, and 88.1% in September, reflecting strong operational consistency across the quarter.

Films remained the most frequently submitted type of content, accounting for 46% of all classifications, followed by trailers (31%) and games (22%). Notably, no publications were received during this quarter. This trend mirrors South Africa's continued growth in both cinema and online streaming submissions.

Age classification data revealed that most films were rated 13 (33%), followed by 16 (28%), and PG (13%). The prevalence of these ratings indicates that the majority of content remains targeted at teenage and family audiences, aligning with the diverse entertainment preferences of South African viewers.

Theatre releases continue to lead in submissions, representing 40%, closely followed by online content at 38%. Console and PC games made up the remaining share, illustrating the FPB's growing oversight in both traditional and digital entertainment platforms. Violence and language remain the most recurring elements influencing classification decisions, with violence appearing in 144 cases and language in 89.

These were followed by competitive intensity (46), mainly in games, and horror (39). The consistent presence of these elements highlights the FPB's crucial role in guiding parents and consumers on content suitability.

**VISIT OUR WEBSITE TO SEE THE
CLASSIFIED FILMS AND GAMES**

WWW.FPB.ORG.ZA

PUBLIC COMPLAINT RESOLUTIONS

26 Public Complaints Resolved in Quarter 2

In our ongoing commitment to creating a safer digital environment, we have successfully resolved twenty six (26) public complaints during Quarter 2 of the 2025/2026 financial year. The complaints were finalised through the FPB's public complaints reporting portals, with all cases being resolved within the 60 days turnaround time.

Nature of Complaints and Actions Taken:

July 2025

- Six (6) public complaints were resolved.
- In cases involving criminal activity, complainants were advised to open cases with the SAPS
- Other matters were referred to relevant authorities, including:
 - The Information Regulator of South Africa
 - The Independent Police Investigative Directorate (IPID)

These interventions highlight our multifaceted approach, balancing education, law enforcement collaboration and public guidance to safeguard citizens from digital harm.

August 2025

- Seven (7) public complaints were resolved.
- A notable intervention involved a cyberbullying case at Kearsney College in Durban, which was referred to the FPB's Northern region advocacy and awareness team.

This proactive response illustrates how we not only resolve complaints but also uses them as opportunity to drive awareness and prevention, especially among young people and educational institutions.

September 2025

- September saw the resolution of thirteen (13) complaints the highest number in the quarter. The complaints ranged from child sexual abuse material (CSAM) and cyber harassment to racially derogatory content on online podcasts.
- Some cases, such as those involving the MCGEE Podcast and derogatory remarks about the coloured community, were referred to the Gauteng Human Rights Commission for further investigation. Others, such as those involving CSAM and child exploitation, were referred to the SAPS Serial and Electronic Investigations Unit (SECI).
- Additionally, the FPB addressed complaints related to the Grok AI App and Africancasting.com website, both referred to the FPB Compliance Monitoring Unit for deeper investigation into possible content regulation breaches.

Ongoing efforts and cases in progress:

Eighteen (18) complaints remain under review and will be carried into Quarter 3 of the 2025/2026 financial year. Of these, sixteen (16) are still within the turnaround time, while only two (2) have exceeded the 60-day resolution period due to the complexity of investigations.

WOMENS MONTH REFLECTIONS

Safeguarding digital dignity: A continuing call to protect women and children.



In a world where the internet has become both a powerful tool for empowerment and a platform for harm, the message behind the FPB “Safeguarding Digital Dignity” initiative remains as urgent as ever.

The FPB hosted an empowering dialogue under the theme “Empowering women and girls in the digital age: safety, inclusion and resilience.” The event was graced by the Deputy Minister of the Department of Communications and Digital Technologies, Honourable. Mondli Gungubele brought together women leaders, learners, civil society organisations and government representatives to unpack the escalating threats of online gender based violence and revenge pornography.

Though the event has since passed, its message continues to resonate: our collective duty to make digital spaces safer for women, children and all vulnerable groups must not end with a single gathering.

A call to action: from awareness to impact.

The Films and Publications Amendment Act 11 of 2019 makes it illegal to distribute private sexual images or videos without consent, a practice commonly known as “revenge porn.” Despite this legal protection, many victims remain silent due to fear, shame, or lack of awareness about where to turn for help.

The FPB continues to bridge that gap by encouraging victims to report incidents directly through its platforms or via the South African Police Service (SAPS). The FPB’s commitment to education and advocacy ensures that digital safety is not only a matter of law enforcement, but also of public empowerment.

Building a culture of digital responsibility.

Hon. Gungubele’s participation at the workshop underscored the government’s commitment to building a digitally safe and inclusive South Africa. His remarks highlighted the urgent need for collaboration between government, industry partners like TikTok South Africa, and civil society to create safer digital environments. While women remain the most frequent targets of online gender-based violence, children and other vulnerable groups are increasingly at risk of exploitation and harmful exposure online. As digital access expands, so must our vigilance.



GAMING UNDER THE LENS

Advocating safer, smarter game classification

On the 25 September 2025 the Regulatory Development and Research Analysis unit held a webinar to share the report it generated on the effective classification of video games. The webinar was part of the Online Safety Communication Plan, done in collaboration with the Deputy Minister of the Department of Communications and Digital Technologies, to engage the public on the report findings, among other interventions.

The webinar created a platform to discuss the rapid innovations in game development. These have introduced potentially harmful experiences for the consumer. As technology has evolved, features such as graphic violence, and immersive gaming experiences have become common. These features help developers to secure high levels of engagement from players. In addition, in order to generate revenue for their games, developers have introduced gambling-like features, while also introducing microtransactions within games.

These developments pose a challenge for regulators. Video game regulation must be effective in order to mitigate potential social and psychological harms (e.g, addiction, aggression, and financial exploitation). Doing this while also respecting freedom of expression, fostering industry innovation, and maintaining a viable business model for developers and publishers is a challenge. The Film and Publication Board is playing catch-up with a vastly transformed gaming environment. A good understanding of the nature of gaming today is necessary in order to develop an effective gaming regulation that simultaneously protects consumers and does not stifle innovation from industry.

Participants decried the practice wherein parents seem to see video games as a babysitting tool, unaware of the potential dangers lurking in the gaming experience. This calls for public education campaigns, to encourage vigilance about gaming risks among parents particularly. Industry also has a role to play, and should adopt the principles of Safety by Design, leveraging technology to ensure child protection through age verification mechanisms and responsible game development.

It was agreed that industry cannot be left to their own devices when it comes to ensuring child and consumer protection generally. This calls for robust regulatory involvement. Finally, seeing that gaming traverses into regulatory scopes beyond the FPB's mandate, it was agreed that collaboration between various regulatory authorities is critical to ensure consumer safety, particularly minors and vulnerable groups.

 *Live*

WEBINAR
GAMING REGULATION

Empowering safe gaming through smart regulation and technology.

OVER 43 000 HARMFUL CONTENT ANALYSED



FPB leads the charge in safeguarding children online

We have intensified our efforts to combat harmful content. Between 1 April and 30 June 2025, we have analysed more than 43,000 pieces of online content, identifying significant amounts of Child Sexual Abuse Material (CSAM) in collaboration with Law Enforcement Agencies.

The FPB also handled five major criminal cases Kempton Park, Vanderbijl Park, Brakpan, Tsakane, and Jeppe. The Tsakane case alone involves over one million of content which is still under review. This is a stark reminder of the vast digital evidence landscape the FPB manages in its mission to protect children from online harm.

These findings, published in the FPB’s Quarterly Online Child Sexual Abuse Prevalence Monitor (CPM), highlight our proactive and responsive approach to curbing online exploitation. They also reaffirm the FPB’s mandate to create a safer digital environment for everyone.

“Every piece of content we analyse represents a real child whose rights have been violated,” said Mr Ephraim Tlhako, FPB’s Executive for Technology and Platform Monitoring. “Our duty is to ensure those responsible are held accountable while preventing the further spread of this material.”

Beyond investigations, the FPB’s NetHelpDesk continues to serve as a vital public reporting platform. During the quarter, five cases were submitted through the system – with two referred to the Child Protection Unit and three resolved promptly.

Rapid response through FPB’s NetHelpDesk and complaints unit


The Public Complaints Unit also demonstrated outstanding performance, achieving a 100% resolution rate by addressing over 500 public complaints and queries within the required turnaround time. This achievement reflects FPB’s commitment to responsiveness, transparency, and accountability in service delivery.

Rapid response through FPB’s NetHelpDesk and complaints unit

As part of its global partnership with INHOPE (International Association of Internet Hotlines), the FPB received 51 ICCAM (I See Child Abuse Material) reports, representing international CSAM cases flagged for local enforcement and removal. These efforts ensure South Africa remains an active player in global collaborations to combat child exploitation online.

During the same period, the FPB also issued multiple takedown notices to platforms such as X (formerly Twitter) and Meta (Facebook) for content depicting child abuse, sexual exploitation, hate speech, and extreme violence. Most of this harmful content was successfully removed following FPB intervention, a testament to the regulator’s authority and impact under the Films and Publications Act 65 of 1996.

Through consistent monitoring, swift action, and global cooperation, the FPB continues to cement its position as South Africa’s leading Content Regulator, safeguarding the country’s digital spaces and protecting its most vulnerable citizens.




REPORT CHILD SEXUAL ABUSE MATERIAL (CSAM)
OR ANY FORM OF CHILD PORNOGRAPHIC CONTENT ONLINE.

WE HAVE OPENED A WHATSAPP LINE
To help you report harmful or prohibited online content.
Save our WhatsApp number : 083 428 4767
Report harmful or prohibited content on WhatsApp

ALTERNATIVELY, YOU CAN CALL OUR HOTLINE NUMBER
Ease of access
Real time support
Dedicated Focus
Confidentiality

0800 148 148




REMEMBER TO ALSO JOIN OUR WHATSAPP CHANNEL
Simply follow these steps to join the channel.

- Scan the QR code
- Follow our page

WHAT YOU CAN REPORT ON THE WHATSAPP LINE

- Child Sexual Abuse Material (CSAM)
- Online Child Abuse/Cyberbullying
- Adult pornography exposed to children
- Any form of harmful or prohibited content

083 428 4767



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