



Working for a safer Internet

Who? The Internet Content Rating Association (ICRA) is an independent, non-profit organization whose mission is to empower parents to protect children from potentially harmful content while respecting the free speech rights of content providers.

What? ICRA has created the world's leading content labeling system for all forms of online content. The ICRA system consists of major categories such as nudity, sex, language, violence as well as alcohol, drugs, gambling, chat and many others. Content providers self label at www.icra.org and receive a metadata tag to place in the header of their web pages. This computer code is then read by filters and the content is accepted or not depending upon parental preferences.

ICRA provides a free filter, ICRAplus which blocks based on ICRA labels and can be configured to include other filtering tools such as URL block lists and artificial intelligence. ICRA labels are also read by many of the world's leading filtering tools, such as Rulespace which is used by Microsoft and Yahoo!

Current developments include a human-reviewed service called ICRAchecked, work on new technical standards for mobile devices and work with search engines to visually depict which sites in a search result are labeled.

When? ICRA operates 24/7 and in a number of the major European languages.

Where? ICRA is headquartered in Washington DC with offices in the UK and a Point of Presence in Germany.

How? ICRA's work is supported by member companies such as AOL, AT&T, BT, Microsoft, Verizon and many others. In addition, we have received funding from the European Union and major Trusts and Foundations.

How many? Over 200,000 sites have registered with ICRA including many of the leading, high volume sites. Nearly 10,000 copies of the free ICRAplus filter are downloaded every month.

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