



minors, quoting FTC Chairman Robert Pitofsky as saying, "Companies in the entertainment industry routinely undercut their own rating restrictions by target marketing violent films, records, and video games to young audiences"; and

Whereas, A June, 2002 Federal Trade Commission (FTC) report entitled "Marketing Violent Entertainment to Children: a 21-Month Follow-Up Review of Industry Practices in the Motion Picture, Music Recording & Electronic Game Industries," found that 69% of children under the age of 17 have been able to purchase games rated *M*; and

Whereas, A New York City Council investigation called "Parents Beware: Retail Stores Ignore Video Game Ratings," released on December 7, 2003, sent youths under the age of 17 to attempt to purchase *M*-rated video games at 35 stores in New York City and found that:

- a) Only 9% of all stores targeted in the study asked minors to show proof of age when attempting to purchase *M*-rated video games; and
- b) A minor was able to purchase *M*-rated games 97% of the time, nearly 30% more frequently than reported by the FTC; and

Whereas, Many parents and anti-violence groups argue that the continued use of these video games increases aggression and propensity for violence in minors; now, therefore, be it

Resolved, That the Council of the City of New York calls on the entertainment industry and retailers to enforce the ratings system for the sale of violent video games.