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Contact: Missi Tessier
(202) 570-7776
tvomb@tvguidelines.org

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TV Content Rating System Reaches Record Satisfaction and Usage Levels, Survey Finds

WASHINGTON, D.C. – The TV Parental Guidelines Monitoring Board (TVOMB) today released the results of its biennial national survey, which revealed that parental satisfaction with the accuracy of TV Parental Guidelines (the TV ratings system) remains extremely high and that parents find it a valuable resource when determining the age appropriateness of television programs. Specifically, parents view the TV ratings system (83%) more positively than in any previous survey and also reported the highest level of usage (83%). Additionally, 90% of parents consider the TV ratings system helpful and nearly all parents (96%) expressed satisfaction with the accuracy of the TV ratings system for TV shows overall.

The online survey, conducted by Hart Research Associates during September 3-11, 2024, included responses from more than 1,062 American parents of children ages two to 17. The survey is part of TVOMB's ongoing tracking of parents' awareness, usage and feelings towards the TV ratings system.

"In a time when children's health and well-being remain a top priority, the TV Parental Guidelines have become an indispensable tool for families across America," said Curtis LeGeyt, chairman of the Monitoring Board and president and CEO of the National Association of Broadcasters. "This comprehensive study provides valuable insights into the effectiveness and impact of the TV ratings system in today's evolving media landscape. This year's record levels of adoption highlight the TV ratings system's critical role in empowering parents to make informed decisions about their children's viewing habits."

Among other significant findings, the survey revealed that:

1. Ninety-one percent of parents say they understand the parental ratings for television.
2. Usage of TV ratings is high across subgroups, with parents of color, those with children under age 11, and parents under age 45 using them the most.
3. Ninety-three percent of parents are aware that TV ratings provide guidance based on a child's age.



4. Most parents feel the age ratings and content descriptors (S, L, V, D, FV) are the most well-known elements and have the most positive impact on parents' views of the TV ratings system.
5. Most parents (95%) feel it is important to know about the sexual situations (S) content descriptor, and 90% say it is important to know about the violence (V) content descriptor.
6. Virtually all parents (99%) who have used parental controls (V-chip) found them to be useful.
7. A majority of parents (77%) would favor all streaming services using the same parental television ratings used for broadcast television and cable television.

TVOMB's latest survey results demonstrate the effectiveness of the TV ratings systems for American families. With record-high satisfaction and usage levels, particularly among diverse demographic groups, the system proves its continued relevance in today's digital age. As streaming services become the primary platform for children's television consumption, these findings highlight the critical need for uniform ratings across all media platforms to ensure parents can make informed decisions about their children's viewing content in an ever-evolving media landscape. For a downloadable copy of the survey, please visit the TV Parental Guidelines website at tvguidelines.org, or access it [here](#).

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About the TV Parental Guidelines

The TV Parental Guidelines were created in 1996 to help parents monitor and control what their children watch on the increasing number of TV channels available in American homes each day. Designed by leading organizations of the TV industry to give parents more information about the age-appropriateness and content of TV programs, the guidelines, modeled after the familiar movie ratings, are easily recognizable and easy to use. They apply to most television programs, including those geared towards young children. The TV Parental Guidelines Monitoring Board (TVOMB) is responsible for overseeing the TV Parental Guidelines and for ensuring uniformity and consistency in the application of the guidelines. The Board is composed of up to 24 members from the broadcast and cable television industries, as well as representatives from the program production and public interest communities. The Board of Directors consists of the chief executive officers of the Motion Picture Association (MPA), NCTA – The Internet & Television Association, and the National Association of Broadcasters (NAB). For more information, please visit www.tvguidelines.org.