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February 24, 2025

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TV Parental Guidelines Monitoring Board Releases Annual Report Highlighting 2024 Activities

WASHINGTON – The TV Parental Guidelines Monitoring Board (Monitoring Board) released its 2024 Annual Report, which outlines its ongoing efforts to uphold the integrity and reliability of the TV ratings system. The report provides an overview of key initiatives aimed at expanding awareness and increasing the use of the TV Parental Guidelines among families.

“The 2024 Annual Report marks another productive year for the Monitoring Board,” said Curtis LeGeyt, president and CEO of the National Association of Broadcasters (NAB) and 2024 chairman of the Monitoring Board. “Findings from the 2024 parental survey reinforce the effectiveness of the TV ratings system in helping families make informed viewing decisions. This report underscores the Monitoring Board’s ongoing commitment to maintaining the accuracy and consistency of TV ratings while adapting to the needs of today’s diverse and evolving media landscape.”

Included in the annual report is a summary of Monitoring Board activities completed in 2024:

1. Conducted the biennial national survey of parents to evaluate their feedback on the TV Parental Guidelines. Key findings from the survey revealed high levels of awareness, usage and appreciation of the TV ratings system.
2. Chairman LeGeyt hosted the annual meeting at NAB, providing board members with the opportunity to review 2024 activities and correspondence, discuss the streaming task force and spot check reviews and engage in collaboration with entertainment representatives and public interest groups.
3. The Monitoring Board received and responded to 243 pieces of public correspondence. However, only 12 pieces were relevant to the board’s work. This prompted discussions among board members about rating applications and the timely resolution of concerns.
4. The Streaming Task Force met quarterly to discuss streaming-related correspondence, update the Streaming Best Practices guidelines and ensure a uniform streaming experience across platforms.
5. The spot check groups met quarterly to assess the consistent application of the TV ratings system across networks, platforms and time slots.

“It has been an honor to serve these past two years as Chair of the Monitoring Board,” said LeGeyt. “I am grateful to our board members for their commitment to ensuring the TV Parental Guidelines remains a trusted and effective tool for parents in guiding their children’s viewing experiences.”

Effective January 1, 2025, President and CEO of NCTA – The Internet & Television Association Michael Powell succeeded Curtis LeGeyt as chair of the Monitoring Board. Powell will serve a two-year term as Monitoring Board chair.

For a downloadable copy of the annual report, please visit the TV Parental Guidelines website at http://www.tvguidelines.org/resources/TV_Parental_Guidelines_2024AnnualReport.pdf

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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 in 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 is responsible for overseeing the TV Parental Guidelines and for ensuring uniformity and consistency in the application of the Guidelines. The Board is comprised of up to 24 members from the broadcast, cable television, and streaming service industries, as well as 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.