AT&T Mobility Content Standards & Guidelines for apps showcase

2011
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### AT&T Mobility General Content Standards & Guidelines for apps showcase

#### Version Changes

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<th>Changes Made</th>
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Generally Accessible Content

All non-Premium content will be considered Generally Accessible Content as defined in the CTIA Content Classification Guidelines.

Basic (i.e., non-Premium) content may not include any of the Restricted Content Identifiers as defined in the CTIA Guidelines:

- Nudity
- Graphic sexual activity or sexual behaviors
- Intense profanity
- Intense violence
- Hate speech
- Graphic depiction of illegal drug use
- Any activities that are restricted by law to those 18 years of age and older, such as gambling and lotteries
AT&T Mobility General Content Standards & Guidelines for apps showcase

TV-MA and R-rated Content

As part of the CTIA Guidelines, TV-MA and R-rated movie content is classified as Generally Accessible Content only if the movies do not contain any of the Restricted Content Identifiers listed above.

TV-14 and PG-13 Content

TV-14 and movie PG-13 programming is contained in the Generally Accessible Content definition.

Intellectual Property

By providing assets to AT&T in connection with the apps showcase, you agree to fully defend, indemnify, and hold harmless AT&T and its affiliates from any and all damages, costs, and expenses arising from or related to claims, demands or allegations of intellectual property infringement or misappropriation that in whole or in part are based on, arise from or relate to software, materials, data, or other information provided by or on your behalf to AT&T or any third-party (including, without limitation, to any AT&T customer).
AT&T Mobility Games And Applications Content Standards & Guidelines
for apps showcase

1) General Guidelines

Games must comply with Entertainment Software Rating Board (ESRB) ratings E, EC, E10+ or T.

Any material edited from content and rated by the ESRB, or unrated by the ratings boards, is considered Generally Accessible Content if it does not contain:

- Nudity
- Graphic sexual activity or sexual behavior
- Intense profanity
- Hate speech
- Intense violence
- Graphic depiction of illegal drug, tobacco or alcohol use
2) Nudity

The depiction of any of the following constitutes nudity in games and applications:

- Male genitals
- Female genitals
- Female breasts
- Female nipples
- Bare buttocks
- Pubic hair
- See-through images revealing any of the above

Nudity does not include full to medium body shots in which any acceptable clothing — no matter how small—is worn.
3) Graphic Sexual Activity Or Behaviors

The following describes what is deemed to be Graphic Sexual Activity and are classified as Restricted Content:

- Explicit sexual acts, functions, or behavior (e.g., masturbation, ejaculation)
- Dwelling or lengthy discussions relating to sexual acts or functions, including descriptions of genitals
- Obscured but clearly implied sexual acts
- Visible sexual touching or fondling
- Depictions of sexual violence
- Material likely to incite interest in abusive sexual activity
- Depiction of physical restraint in a sexual context (e.g., sadomasochism)
- Degrading sexual or prurient activities (e.g., bestiality)
- Sexual penetration involving objects
- Use of objects to imply sexual activity
4) Intense Profanity

The following content is considered to be profane and is classified as Restricted Content:

- The F-word, S-word and N-word
- Insufficiently obscured F-word, S-word or N-word (audio removal must be complete and profanities must be obscured visually by using asterisks between first and last letters—e.g., f**k)
- Excessive bleeping or audio removal
- One or more AT&T Restricted Words (listed in the Appendix)
5) Hate Speech

Hate Speech is defined as words or non-verbal actions intended to degrade, intimidate or incite violence or prejudicial action against someone based on their:

- Age
- Gender
- Race
- Ethnicity
- National origin
- Religion
- Sexual orientation
- Disability
- Region or geographic location

All content, including humor, that uses derogatory terms or images to refer to, portray, or make fun of a group of people based on any of the above characteristics constitutes Hate Speech.
6) Intense Violence

Intense Violence is considered to be Restricted Content, and is defined as clear and dwelling depictions or descriptions of any of the following:

- Sexual violence/rape
- Blood and gore
- The act of killing
- Deliberate injury and unusual methods of causing pain or injury
- Deliberate damage to objects
- Criminal acts
- Extreme violence, including sadism and torture
- Infliction of severe pain or physical harm (possible exceptions: artistic, educational, or sports depictions)
- Use of weapons by human figures or fantasy characters that is realistic enough to be considered promotion of violence
- Repeated, sustained violence (including kicking, hitting, or stabbing) that amounts to cruel and unusual behavior
- Violence involving graphic images of blood or injuries
- “Calls to action” or depictions that, in context, demonstrate a clear intent to incite any of the acts in this list

Depending on the context, simple verbal (including comedic) references to violence, or the simple depiction of violent elements, such as guns, may not constitute Intense Violence.
7) Alcohol, Tobacco & Drug Use

Games and applications should not present graphic depictions of illegal drug, alcohol or tobacco use.

Graphic depictions are defined as words, or non-verbal actions, that portray illegal drug, tobacco, or alcohol use in such an explicit and persistent manner that a reasonable person would conclude that the depiction is intended to promote or incite this behavior.

Depending on the context, simple verbal (including comedic) references to alcohol, tobacco, or drug use may not constitute Restricted Content.
8) Social Networking & Chat

All social networking and chat applications or games which allow communication between users will be responsible for all of the safety tools below. AT&T shall provide all best efforts to ensure that content providers are adhering to the following safety guidelines by conducting ongoing audits of social networking and chat applications or games.

All social networking and chat applications or games are required to have the following:
• An age acknowledgement tool at registration that successfully determines if the user’s age is appropriate, and blocks access if he or she does not meet the set age requirement
  o A minimum age of 13 is required for all non-romance themed games and applications
  o A minimum age of 18 is required for all romance and dating themed games and applications
• A ‘Report Abuse’ function must be made easily accessible to the user with clear action provisions outlining how complaints will be responded to
1) Nudity

The depiction of any of the following constitutes nudity in video content:

- Male genitals
- Female genitals
- Female breasts
- Female nipples
- Bare buttocks
- Pubic hair
- See-through images revealing any of the above

Nudity does not include full to medium body shots in which any acceptable clothing — no matter how small—is worn.
2) Graphic Sexual Activity

The following depictions in video content are deemed to be Graphic Sexual Activity, and are classified as Restricted Content:

- Explicit sexual acts, functions and behavior (e.g., masturbation, ejaculation)
- Lengthy discussions relating to sexual acts or functions, including descriptions of genitals
- Obscured but clearly implied sexual acts
- Visible sexual touching or fondling
- Depictions of sexual violence
- Material likely to incite interest in abusive sexual activity
- Depiction of physical restraint in a sexual context (e.g., sadomasochism)
- Degraded sexual or prurient activities (e.g., bestiality)
- Sexual penetration involving objects
- Use of objects to imply sexual activity
3) Modeling Video Content

The following depictions relating to models in video content are classified as Restricted Content:

- Headless images (male model images containing chest or back only IS permitted)
- Two or more models touching each other in a sexually suggestive manner
- Model posing in a sexually suggestive manner, including legs apart or up
- Models touching themselves (including any form of caressing) in a sexually suggestive manner, on the breasts, genitals, or buttocks
- Model appearing to be pulling or removing an article of clothing to clearly imply nudity, including a bikini top or bottom (clothing untied but still on IS permitted)
- Eating or sucking on any foreign objects, including eating food
- Model revealing skin below the bikini line
- Model bent over from any angle such that the context is sexually suggestive
- Nipples visible, protruding through clothing or any nipple covers, including pasties
- Model wearing skin-tone clothing that is indistinguishable from flesh
- Model covered with foreign objects
- Pixilated images
- Excessive cleavage
- Sexually provocative depiction of clearly underage minors
- A dwelling camera pan or zoom from model's head to breasts, genitals or buttocks
- Camera moving to or zooming in on a model's breasts, genitals, buttocks, or spread legs, or camera angles being used in any other manner that is sexually suggestive
- Model moving in a sexually suggestive manner
4) Modeling Video Titles

Titles of modeling videos may not contain the following:

- Sexually suggestive language
- Titles overtly implying implication of nudity
- Derogatory or offensive words (including, but not limited to: profanity, obscured profanity, and Hate Speech)
5) Non-Modeling Video Content

The following depictions in non-modeling video content are classified as Restricted Content:

- Characters involved in sexually suggestive behavior
- Characters involved in violent behavior
- Characters not fully clothed
- Depictions of body functions (possible exceptions: flatulence or burping)
- Sexually oriented words
- Derogatory words
- Pixilated images
- Explicit promotion of gambling, alcohol use, or drug use
6) Non-Modeling Video Titles

Titles of non-modeling video content may not contain the following:

- Sexually suggestive language
- Titles overtly implying nudity
- Words related to body functions (possible exceptions: flatulence or burping)
- Derogatory or offensive words (including, but not limited to: profanity, obscured profanity, and Hate Speech)
- Explicit promotion of gambling, alcohol use, or drug use
7) Intense Profanity

The following content is considered to be profane and is classified as Restricted Content:

- The F-word, S-word and N-word
- Insufficiently obscured F-word, S-word, or N-word (audio removal must be complete and profanities must be obscured visually by using asterisks between first and last letters—e.g., f**k)
- Excessive bleeping or audio removal
- One or more AT&T Restricted Words (listed in the Appendix)
8) Hate Speech

Hate Speech is defined as words or non-verbal actions intended to degrade, intimidate or incite violence or prejudicial action against someone based on their:

- Age
- Gender
- Race
- Ethnicity
- National origin
- Religion
- Sexual orientation
- Disability
- Region or geographic location

All content, including comedic humor, that uses derogatory terms or images to refer to, portray, or make fun of a group of people based on any of the above characteristics constitutes Hate Speech.
9) Intense Violence

Intense Violence is considered to be Restricted Content, and is defined as clear and prolonged depictions and/or descriptions of any of the following:

- Sexual violence/rape
- Blood and gore
- The act of killing
- Deliberate injury and unusual methods of causing pain or injury
- Deliberate damage to objects
- Criminal acts
- Extreme violence, including sadism and torture
- Infliction of severe pain or physical harm (possible exceptions: artistic, educational, or sports depictions)
- Violence involving use of weapons by human figures or fantasy characters that is realistic enough to be considered promotion of violence
- Repeated, sustained violence (including kicking, hitting or stabbing) that amounts to cruel and unusual behavior
- Violence involving graphic depictions of blood or injuries
- “Calls to action” or depictions that, in context, demonstrate a clear intent to incite any of the acts in this list

Depending on the context, simple verbal (including comedic) references to violence, or the simple depiction of violent elements, such as guns, may not constitute Intense Violence.
10) Alcohol, Tobacco & Drug Use

Video clips should not present graphic depictions of illegal drug, alcohol or tobacco use.

Graphic depictions are defined as words or non-verbal actions that portray illegal drug, alcohol or tobacco use in such an explicit and persistent manner that a reasonable person would conclude that the depiction is intended to promote or incite such behavior.

Depending on the context, simple verbal (including comedic) references to alcohol, tobacco, or drugs, or use of same, may not constitute Restricted Content.
1) Nudity

The depiction of any of the following constitutes nudity in images:

- Male genitals
- Female genitals
- Female breasts
- Female nipples
- Bare buttocks
- Pubic hair
- See-through images revealing any of the above

Nudity does not include full to medium body shots in which any acceptable clothing — no matter how small — are worn.
2) Graphic Sexual Activity

The following depictions are deemed to be Graphic Sexual Activity in images and are classified as Restricted Content:

- Explicit sexual acts, functions and behavior (e.g., masturbation, ejaculation)
- Obscured but clearly implied sexual acts
- Visible sexual touching or fondling
- Sexual violence
- Material likely to incite interest in abusive sexual activity
- Depiction of physical restraint in a sexual context (e.g., sadomasochism)
- Degrad ing sexual or prurient activities (e.g., bestiality)
- Sexual penetration involving objects
- Use of objects to imply sexual activity
3) Modeling Image Content

The following image content relating to models is classified as Restricted Content:

- Headless images (male model images containing chest or back only IS permitted)
- Two or more models touching each other in a sexually suggestive manner
- Model posing in a sexually suggestive manner, including legs apart or up
- Models touching themselves (including any form of caressing) in a sexually suggestive manner, on the breasts, genitals, or buttocks
- Model appearing to be pulling on or removing clothing an article to clearly imply nudity, including a bikini top or bottom (clothing untied but still on IS permitted)
- Eating or sucking on any foreign objects, including eating food
- Model revealing skin below the bikini line
- Model bent over from any angle such that the context is sexually suggestive
- Nipples visible, protruding through clothing or any nipple covers, including pasties
- Model wearing skin-tone clothing that is indistinguishable from flesh
- Model covered with foreign objects
- Pixilated images
- Excessive cleavage
- Sexually provocative depictions of clearly underage minors
4) Modeling Image Titles

Titles of modeling image may not contain any of the following:

- Sexually suggestive language
- Titles overtly implying nudity
- Titles containing derogatory or offensive words (including but not limited to: profanity, obscured profanity and Hate Speech)
5) Non-Modeling Image Content

The following depictions in non-modeling image content are classified as Restricted Content:

- Characters involved in sexually suggestive behavior
- Characters involved in violent behavior
- Characters not fully clothed
- Depictions of body functions (possible exceptions: flatulence or burping)
- Sexually oriented words
- Derogatory words
- Pixilated images
- Explicit promotion of gambling, alcohol use or drug use
6) Non-Modeling Image Titles

Non-modeling image titles may not contain any of the following:

- Sexually suggestive language
- Titles overtly implying nudity
- Words related to body functions (possible exceptions: flatulence or burping)
- Derogatory or offensive words (including, but not limited to: profanity, obscured profanity and Hate Speech)
- Explicit promotion of gambling, alcohol use or drug use
7) Historical Art Exception

In certain limited circumstances, images representing historical works of art may be considered Generally Accessible Content even if these images contain content that would otherwise be considered Restricted Content.

These exceptions depend on a variety of circumstances, including:

- The overall context—whether the image(s) are displayed in a manner that clearly conveys that the images are historical works of art
- The number of images containing content that would otherwise be considered Restricted Content
- The level and detail of the content identifiers that would otherwise cause these images to be considered Restricted Content
8) Hate Speech

Hate Speech is defined as words or non-verbal actions intended to degrade, intimidate, or incite violence or prejudicial action against someone based on their:

- Age
- Gender
- Race
- Ethnicity
- National origin
- Religion
- Sexual orientation
- Disability
- Region or geographic location

All content, including humor, that uses derogatory terms or images to refer to, portray, or make fun of a group of people based on any of the above characteristics shall constitute Hate Speech.
9) Intense Violence

Intense Violence is considered to be Restricted Content, and is defined as clear depictions of any of the following:

- Sexual violence/rape
- Blood and gore
- The act of killing
- Deliberate injury and unusual methods of causing pain or injury
- Deliberate damage to objects
- Criminal acts
- Extreme violence, including sadism and torture
- Infliction of severe pain or physical harm (possible exceptions: artistic, educational or sports depictions)
- Violence involving use of weapons by human figures or fantasy characters that is realistic enough to be considered promotion of violence
- Repeated, sustained violence (including kicking, hitting or stabbing) that amounts to cruel and unusual behavior
- Graphic images of blood or injuries
- “Calls to action” or depictions that, in context, demonstrate clear intent to incite any of the acts listed above

Depending on the context, simple verbal (including comedic) references to violence, or the simple depiction of violent elements, such as guns, may not constitute Intense Violence.
10) Alcohol, Tobacco & Drug Use

Images should not present graphic depictions of tobacco, alcohol, or illegal drug use.

Graphic depictions are defined as words or non-verbal actions that portray alcohol, tobacco, or illegal drug use in such an explicit and persistent manner that a reasonable person would conclude that the depiction is intended to promote or incite such behavior.

Depending on the context, simple verbal (including comedic) references to alcohol, tobacco, or drug use may not constitute Restricted Content.
1) Graphic Sexual Activity

The following depictions are deemed to be Graphic Sexual Activity and are classified as Restricted Content:

- Descriptions of explicit sexual acts, functions, and behavior (e.g., masturbation, ejaculation)
- Descriptions of sexual touching or fondling
- Descriptions of sexual violence
- Material likely to incite interest in abusive sexual activity
- Descriptions of physical restraint in a sexual context (e.g., sadomasochism)
- Descriptions of degrading sexual or prurient activities (e.g., bestiality)
- Descriptions of sexual penetration involving objects
- Use of objects to imply sexual activity
2) Intense Profanity

The following content is considered to be profane and is classified as Restricted Content:

- The F-word, S-word and N-word
- Insufficiently obscured F-word, S-word, or N-word (audio removal must be complete and profanities must be obscured visually by using asterisks between first and last letters—e.g., f**k)
- Excessive bleeping or audio removal
- Language intended to incite violence
- One or more AT&T Restricted Words (listed in the Appendix)

Restricted Words for Content

There are two levels of restricted words in audio content, and each level is dealt with in a specific manner:

- Always Restricted For Content (level 0)—these words are always restricted and always obscured when featured in titles
- Restricted Based On Context (level 1)—these words are restricted when deemed inappropriate based on context; they are always obscured when featured in titles
  - Example: Song lyrics “Got a nice butt”—based on context, the lyrics are compliant
  - Example: Song lyrics “Stick it in the butt”—in this case, based on context, the word “butt” is explicitly sexual and therefore Restricted

Both level 0 and level 1 words can be found in the Appendix.
3) Hate Speech

Hate Speech is defined as words or non-verbal actions intended to degrade, intimidate, or incite violence or prejudicial action against someone based on their:

- Age
- Gender
- Race
- Ethnicity
- National origin
- Religion
- Sexual orientation
- Disability
- Region or geographic location

All content, including humor, that uses derogatory terms or images to refer to, portray or make fun of a group of people based on any of the above characteristics shall constitute Hate Speech.
4) Intense Violence

Intense Violence is classified as Restricted Content, and is defined as clear descriptions or depictions of any of the following:

- Sexual violence/rape
- Blood and gore
- The act of killing
- Deliberate injury and unusual methods of causing pain or injury
- Deliberate damage to objects
- Criminal acts
- Extreme violence, including sadism and torture
- Infliction of severe pain or physical harm (possible exceptions: artistic, educational or sports depictions)
- Violence involving use of weapons by humans or fantasy characters that is realistic enough to be considered promotion of violence
- Repeated, sustained violence (including kicking, hitting and stabbing) that amounts to cruel and unusual behavior
- Graphic images of blood or injuries
- “Calls to action” or descriptions that, in context, demonstrate clear intent to incite any of the acts listed above

Depending on the context, simple verbal (including comedic) references to violence, or the simple description of violent elements, such as guns, may not constitute Intense Violence.
5) Alcohol, Tobacco & Drug Use

Audio content should not present descriptions of tobacco, alcohol, or illegal drug use.

Description of illegal drug, tobacco, or alcohol use is defined as words or non-verbal sounds that depict such behavior in such an explicit and persistent manner that a reasonable person would conclude that the depiction is intended to promote or incite illegal drug, tobacco, or alcohol use.

Depending on the context, simple verbal (including comedic) references to alcohol, tobacco or drug use may not constitute Restricted Content.
Search Keyword Guidelines

The following search keyword guidelines apply to AT&T Mobility content that has been approved per AT&T Content Standards.

A. The following search keywords are permitted:

- Any words that are contained in a content title (e.g., image, music or game titles)
- Any words that are contained in an artist title
- Any words related to a brand name or other commonly used title directly associated with the content
- Any words that are commonly used as content category descriptors (e.g., for music: “rap” or “rock”; for images: “modeling”, “animation” or “TV shows”; for games: “action” or “adventure”)

B. Content category descriptor keywords and all other keywords not directly related to the content as described in the preceding list may not contain the following:

- Sexually explicit or sexually suggestive words or phrases
- Words or phrases overtly implying nudity
- Words or phrases related to body functions (possible exceptions: flatulence or burping)
- Words or phrases containing derogatory or offensive words (including, but not limited to: profanity, obscured profanity, and Hate Speech)
- Words or phrases which imply the presence of content that would otherwise be restricted by AT&T Content Standards
- Words or phrases that take on sexually explicit meanings based on the content tied to the keyword (e.g., showing bikini models tied to the search keyword “pussy”)
Appendix

1) Restricted Words List for Images

<table>
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<th>3-way</th>
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<td>nipple</td>
<td>sodomize</td>
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<tr>
<td>cornhole</td>
<td>get laid</td>
<td>nude</td>
<td>spankthemonkey</td>
<td></td>
</tr>
<tr>
<td>crazy sex</td>
<td>glory hole</td>
<td>nudity</td>
<td>spearchucker</td>
<td></td>
</tr>
<tr>
<td>cum</td>
<td>gob the knob</td>
<td>nutsack</td>
<td>sperm</td>
<td></td>
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<tr>
<td>cunnilingus</td>
<td>golden shower</td>
<td>oily-bj</td>
<td>spooge</td>
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<tr>
<td>cunt</td>
<td>gook</td>
<td>oral sex</td>
<td>squirts</td>
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<tr>
<td>dago</td>
<td>gringo</td>
<td>orgasm</td>
<td>teabagging</td>
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<td>deep throat</td>
<td>hairpie</td>
<td>orgie</td>
<td>testicles</td>
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<td>deep-throat</td>
<td>handjob</td>
<td>orgy</td>
<td>threesome</td>
<td></td>
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<tr>
<td>deepthroating</td>
<td>hard-on</td>
<td>outdoor sex</td>
<td>threesome</td>
<td></td>
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<tr>
<td>dildo</td>
<td>hentai</td>
<td>paki</td>
<td>three-way</td>
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</tbody>
</table>
Appendix

2) Restricted Words List for Content

<table>
<thead>
<tr>
<th>Words Always Restricted For Content (Level 0)</th>
<th>Words Restricted Based On Context (Level 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>anal sex, asshole, bestiality, beat off, blowjob, bukkake, bullshit, butt fuck, butthole, camel jockey, chink, circle jerk, clit, coolie, coot, cornhole, cum, cunnilingus, cunt, dago, deep throat, deepthroating, dickhead</td>
<td>bondage, boner, boob, breast, cock, condoms, eat me, erection, erotic, fetish, fingered, get laid, hustler, molest, nipple, nude, nudity, orgie, orgy, panties, penetrate, penis, porn, pussies, pussy, queer, rape, threesome, topless, vagina, vibrator, voyeur, whose</td>
</tr>
</tbody>
</table>