

The game industry's 45 percent youth audience standard for print and Internet advertising obviously allows marketers to advertise in magazines and on websites with large youth audiences, but it compares favorably to the other industries, which haven't adopted such standards.

And the music industry, despite steps by some labels and retailers, overall has lagged far behind in providing parents with the information they can use to determine whether a labeled CD is appropriate for their children – or to encourage retailers to adopt and enforce age-based restrictions on access to explicit-content music.

Going forward, this agency will continue to work with the music industry to ensure that explicit-content music is properly labeled and that parents have the information they need to make informed decisions about their children's music consumption.

¹ Jenna Wortham, *Yet Another Vogue for the iPhone: Video Games*, N.Y. Times (June 29, 2009), available at www.nytimes.com/2009/06/29/technology/29iphone.html.