

Business Requirements

Sony Computer Entertainment Inc.



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SCEI Confidential & Proprietary.



About This Document

- ⬢ *When you release contents to PlayStation®Home, you must obey Technical Requirements and Business Requirements. Even if your contents are technically possible, and even if TRC doesn't restrict your idea, there will be a case that SCE applies the business requirements to your contents to protect healthy business and worldview of PlayStation®Home.*
- ⬢ *In this document, the business requirements, which are related to examination of your proposal and QA, are explained.*

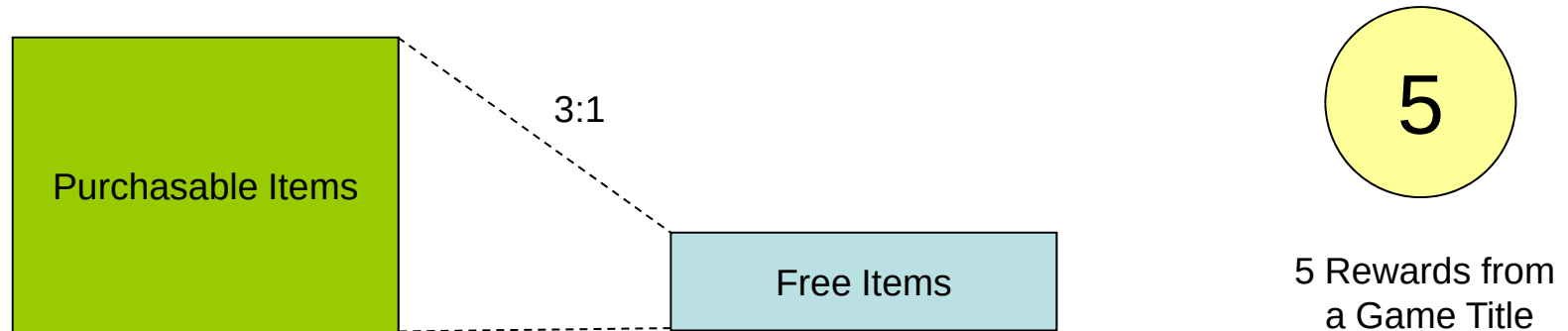


Regulation Rule (Purchasable vs Free Item)

🏠 *Purchasable : Free = 3 : 1*

Not to fulfill PlayStation®Home with Free Items.

- *5 items per IP for Game Title related PlayStation®Home Rewards, and they won't be counted as Free Item*
- *If the clothing for male and female is the same design, we count it as 1.*



🏠 *Please ask regional SCE if your idea matches the regulation.*

Commerce Items

- ⏏ *You must set “[#Legal]” to the end of description for all **Commerce Items***
 - *e.g.: “This is example.[#Legal]”*
 - *The tag will be replaced with the following Legal Info in each language.*
 - TERMS OF SERVICE
Download is subject to the PlayStation®Network Terms of Service/User Agreement and any specific additional conditions applying to this item.
If you do not wish to accept these terms, do not download this item.
Download is for use solely within PlayStation®Home by the purchasing SEN account. Content may not be used by any other account.
 - *The text won't be displayed after purchasing.*
 - *You don't have to enter the tag for Non-Commerce Items.*
- ⏏ *In HDK1.40, the [#Legal] tag will be automatically added when you import localized texts to Object Editor.*



Object Name, Description, and Thumbnail for a Bundled Sales (1)

- ◇ *When you input object name for a dummy object, please follow the rule below.*
 - *Include “Set,” “Pack,” or other word so that a user can understand it’s a bundled sale.
e.g.) *** Costume Set, *** 3 T-Shirts Pack*
 - *If it is obvious that the dummy object contains multiple objects, the above word is not needed.
e.g.) One Pease = One Peace (Torso)+ One Peace (Legs)*

- ◇ *Please include thumbnails of all objects in the thumbnail of the dummy object as large as possible.*
 - *If difficult, please be consulted by regional SCE.*



Object Name, Description, and Thumbnail for a Bundled Sales (2)

🏠 *Please input the following texts so that what is included in the Bundled Sale.*

- *If only clothing*

This bundled sale contains the following items for avatar customization.

- Product Name (Category Name)
- Product Name (Category Name)

* Each items will be placed in specified categories in “Customize Character” menu.

- *If only furniture*

This bundled sale contains the following items for apartment customization.

- Product Name (Category Name)
- Product Name (Category Name)

* Each items will be placed in specified categories in “Furniture” menu.

- *If clothing + furniture*

This bundled sale contains the following items.

- Product Name (Category Name)
- Product Name (Category Name)

* Each items will be placed in specified categories in “Customize Character” and “Furniture” menu.

Thumbnails

- 🏠 *You can use Black background when an object is hard to recognize or doesn't look great (e.g. a White Table)*



Category Icon for PlayStation®Store GUI

- ⏏ *Please place a thumbnail which will be used as a “category icon” of your company/game title.*
<SPEC>
 - *128×128 pixel PNG file*
 - *The background is White*

- ⏏ *Please choose the one of the following types, and place the logo to the center of the image as large as possible.*
(Please ask regional SCE if you are not sure.)
 1. *Game Title Logo*
 2. *Franchise Logo*
 3. *Company Logo*
 4. *Brand Logo*

** Company “Name” set in the Object Editor will be displayed in the Item Detail Screen, so, it is not necessary to show a company logo for the category image.*

- ⏏ *The upper and lower 13 pixels will be covered by chip object in the World Map.*



Clothing

- 🗨 *If you have two clothing whose name is the same for male and female, please name the objects as “Name (for Male)” and “Name (for Female)”*
 - *This is because Gender difference cannot be recognized in XMB’s purchase history.*



Active Items

🏠 *You must set the following texts to the end of description for all **Active Items***

- This is an Active item. Active items provide more functionality than a normal furniture item. You may only place two Active items in your apartment or clubhouse at any time. Active items are provided under the following terms and conditions.



⬠ *If you support game launching from your game title lounge, you need to support game launching from Menu Pad as well.*

- *Please create a Game Launching Object*

- *Please Refer 'HDK Document > Object > Game Launching Object*

⬠ *Please create PlayStation®Home Rewards for all ages when you give it from PlayStation®3 Game Titles.*

- *As such items can be seen to any users including ones from other regions.*





Ratings



About Ratings (1)

- ⚡ *Proposal and rating examinations are based on if your contents are appropriate and acceptable from Law, Customs, User Feeling point of view in a certain country/region. Therefore a content which passed the examination in a certain country/region could be failed in other country/region.*
 - *If you are planning to release global contents, it's safer to create contents for all ages.*
- ⚡ *When SCE decides a certain content can be released in a certain region in age rating examination, the list indicated in the next page will be considered.*
- ⚡ *If you are creating contents which are not for all ages, you must set age ratings appropriately, and release the contents to proper aged users.*
- ⚡ *Contents which will be shown to all aged and all regional users in a Personal Space or a Clubhouse, for example, clothing and furniture, must be for all age.*



About Ratings (2)

⬡ *Points to be considered in proposal and rating examination*

- *Sexual Expression*

- *If there is an element in a content which gives users sexual stimulation*

- *Violent Expression*

- *If there is an element in a content which gives users fear or unpleasantness*

- *Antisocial Expression*

- *If there is an element in a content which encourage users antisocial activity*

- *Language and Ideological Expression*

- *If there is an element in a content which encourage discriminations and slanders*

⬡ *As described in the previous page, age ratings are related to country/regional laws, customs, and user feelings, therefore, it is complicated. Please be consulted by regional SCE if your content is appropriate.*





Global Contents



Regional Differences

- ⓘ *PlayStation®Home is operated region by region as same as PS games.*
 - *Therefore, there are slight law, business priority, and operational difference between regions.*
- ⓘ *Please contact regional Publisher Relation Div. in SCE to release PlayStation®Home contents in each region.*
 - *A certain region of SCE doesn't have control to release contents in other regions.*



Minimum Age

- Minimum Age who can enter PlayStation®Home is differ region by region.

	Minimum Age
SCEA	13
SCEE	16
SCEJ	0
SCEAsia	0

Regional Differences (Language)(SCEA, SCEJ, SCEAsia)

- There is a regional difference on supported countries/regions and languages.

	<i>Country/Region</i>	<i>Language</i>
<i>SCEA</i>	<i>USA</i>	<i>English (en-US)</i>
	<i>Canada</i>	<i>English (en-US)</i> <i>French (fr-FR)</i>
<i>SCEJ</i>	<i>Japan</i>	<i>Japanese (ja-JP)</i>

Preferred Language set for a SEN account will be used in PlayStation®Home.
XMB Language doesn't matter.

Regional Differences (Language) (SCEAsia)

	<i>Country/Region</i>	<i>Language</i>
<i>SCEAsia</i>	<i>Korea</i>	<i>Korean (ko-KR)</i>
	<i>Singapore</i>	<i>English (en-SG)</i>
	<i>Hong Kong</i>	<i>Traditional Chinese (zh-HK)</i> <i>English (en-SG) <- shared with Singapore Eng.</i>
	<i>Taiwan</i>	<i>Traditional Chinese (zh-TW)</i> <i>English (en-SG) <- shared with Singapore Eng.</i>
	<i>Malaysia</i>	<i>English (en-SG) <- shared with Singapore Eng.</i>
	<i>Indonesia</i>	<i>English (en-SG) <- shared with Singapore Eng.</i>
	<i>Thailand</i>	<i>English (en-SG) <- shared with Singapore Eng.</i>

Preferred Language set for a SEN account will be used in PlayStation®Home. XMB Language doesn't matter.



Regional Differences (Language)(SCEE part 1)

	<i>Country/Region</i>	<i>Language</i>
<i>SCEE</i>	<i>United Kingdom</i>	<i>English(en_GB)</i>
	<i>Ireland</i>	<i>English(en_GB)</i>
	<i>Belgium</i>	<i>French(fr_FR)</i>
	<i>Luxembourg</i>	<i>French(fr_FR)</i> <i>German(de_DE)</i>
	<i>Netherlands</i>	<i>English(en_GB)(*)</i>
	<i>France</i>	<i>French(fr_FR)</i>
	<i>Germany</i>	<i>German(de_DE)</i>
	<i>Austria</i>	<i>German(de_DE)</i>
	<i>Switzerland</i>	<i>German(de_DE)</i> <i>French(fr_FR)</i> <i>Italian(it_IT)</i>
	<i>Italy</i>	<i>Italian(it_IT)</i>
	<i>Portugal</i>	<i>English(en_GB)(*)</i>

Preferred Language set for a SEN account will be used in PlayStation®Home.

XMB Language doesn't matter.

(*) English will be used although users cannot choose it as Preferred Language.



Regional Differences (Language)(SCEE part2)

	<i>Country/Region</i>	<i>Language</i>
<i>SCEE</i>	<i>Finland</i>	<i>English(en_GB)</i>
	<i>Sweden</i>	<i>English(en_GB)</i>
	<i>Australia</i>	<i>English(en_GB)</i>
	<i>NewZealand</i>	<i>English(en_GB)</i>
	<i>Spain</i>	<i>Spanish(es_ES)</i>
	<i>Russia</i>	<i>English(en_GB)(*)</i>
	<i>United Arab Emirates</i>	<i>English(en_GB)</i>
	<i>South Africa</i>	<i>English(en_GB)</i>
	<i>Czech Republic</i>	<i>English(en_GB)</i>
	<i>Poland</i>	<i>English(en_GB)</i>
	<i>Saudi Arabia</i>	<i>English(en_GB)</i>
	<i>Greece</i>	<i>English(en_GB)</i>
	<i>Denmark</i>	<i>English(en_GB)</i>
	<i>Norway</i>	<i>English(en_GB)</i>

Preferred Language set for a SEN account will be used in PlayStation®Home.

XMB Language doesn't matter.

(*) English will be used although users cannot choose it as Preferred Language.

Regional Differences (Rating Board)(SCEA, SCEJ, SCEAsia)

⬢ *There is a regional difference on rating boards.*

- *Basically, SCE rates your content, and some game title related contents could have the same rating as the game title.*

	<i>Rating Board</i>
<i>SCEA</i>	<i>SCEA</i>
<i>SCEJ</i>	<i>SCEJ</i>
<i>SCEAsia</i>	<i>Korea: KGRB (Games) or SCEAsia (Others) Singapore: SCEAsia Hong Kong: SCEAsia Taiwan: CGSRR or SCEAsia Malaysia: SCEAsia Indonesia: SCEAsia Thailand: SCEAsia</i>

Regional Differences (Rating Board)(SCEE part1)

<i>Country</i>	<i>Rating Board</i>
<i>United Kingdom</i>	<i>PEGI (Games) or SCEE (Others)</i>
<i>Ireland</i>	<i>PEGI (Games) or SCEE (Others)</i>
<i>Belgium</i>	<i>PEGI (Games) or SCEE (Others)</i>
<i>Luxembourg</i>	<i>PEGI (Games) or SCEE (Others)</i>
<i>Netherlands</i>	<i>PEGI (Games) or SCEE (Others)</i>
<i>France</i>	<i>PEGI (Games) or SCEE (Others)</i>
<i>Germany</i>	<i>USK or PEGI (Games) or SCEE (Others)</i>
<i>Austria</i>	<i>PEGI (Games) or SCEE (Others)</i>
<i>Switzerland</i>	<i>PEGI (Games) or SCEE (Others)</i>
<i>Italy</i>	<i>PEGI (Games) or SCEE (Others)</i>
<i>Portugal</i>	<i>PEGI (Games) or SCEE (Others)</i>
<i>Finland</i>	<i>PEGI (Games) or SCEE (Others)</i>
<i>Sweden</i>	<i>PEGI (Games) or SCEE (Others)</i>
<i>Australia</i>	<i>OFLCAU (Games) or SCEE (Others)</i>
<i>New Zealand</i>	<i>OFLCNZ (Games) or SCEE (Others)</i>



Regional Differences (Rating Board)(SCEE part2)

<i>Country</i>	<i>Rating Board</i>
<i>Spain</i>	<i>PEGI (Games) or SCEE (Others)</i>
<i>Russia</i>	<i>PEGI (Games) or SCEE (Others)</i>
<i>United Arab Emirates</i>	<i>PEGI (Games) or SCEE (Others)</i>
<i>South Africa</i>	<i>PEGI (Games) or SCEE (Others)</i>
<i>Czech Republic</i>	<i>PEGI (Games) or SCEE (Others)</i>
<i>Poland</i>	<i>PEGI (Games) or SCEE (Others)</i>
<i>Saudi Arabia</i>	<i>PEGI (Games) or SCEE (Others)</i>
<i>Greece</i>	<i>PEGI (Games) or SCEE (Others)</i>
<i>Denmark</i>	<i>PEGI (Games) or SCEE (Others)</i>
<i>Norway</i>	<i>PEGI (Games) or SCEE (Others)</i>



Regional Differences (Rating)(SCEA, SCEJ, SCEAsia)

🏠 The table shows which content needs rating to be input.

- Please contact SCE in each region on Rating Issue.

	<i>Scenes(*)</i>	<i>Clothing (**)</i>	<i>Furniture (**)</i>	<i>Games in a scene</i>	<i>Games in a personal space (**)</i>
<i>SCEA</i>	<i>SCEA Rating</i>	<i>SCEA Rating (All Age)</i>	<i>SCEA Rating (All Age)</i>	<i>No rating needed</i>	<i>SCEA Rating</i>
<i>SCEJ</i>	<i>SCEJ Rating</i>	<i>SCEJ Rating (All Age)</i>	<i>SCEJ Rating (All Age)</i>	<i>SCEJ Rating</i>	<i>SCEJ Rating (All Age)</i>
<i>SCEAsia (Korea)</i>	<i>SCEAsia Rating</i>	<i>SCEAsia Rating</i>	<i>SCEAsia Rating</i>	<i>KGRB Rating</i>	<i>KGRB Rating</i>
<i>SCEAsia (Others)</i>				<i>SCEAsia Rating</i>	<i>SCEAsia Rating</i>

(*) Game title related scenes will have the same rating as the games.

(**) Clothing, furniture, Games in a personal space can be seen by users in other regions.
Therefore, they must be for all ages.



Regional Differences (Rating)(SCEE)

	<i>Scenes (*)</i>	<i>Clothing (**)</i>	<i>Furniture (**)</i>	<i>Games in a scene</i>	<i>Games in a personal space (**)</i>
SCEE	<i>SCEE Rating (PEGI and etc.)</i>	<i>SCEE Rating (***)</i>	<i>SCEE Rating (***)</i>	<i>SCEE Rating</i>	<i>SCEE Rating</i>

Any contents should aim to be suitable for 7+ rating.

Free Contents for German Users cannot be 16+.

Free and Paid Contents for German Users cannot be 18+.

(*) Game title related scenes will have the same rating as the games.

(**) Clothing, furniture, Games in a personal space can be seen by users in other regions.
Therefore, they must be for all ages.

(***) If Virtual Items are related any IP, proper rating need to be set to obtain the IP.



Regulation Rule (Ratings of Items) (SCEJ)

🏠 SCEJ

- *Lounges*

- *If the lounge is related to a game title, the lounge will be set the same CERO equivalent rating as your game title.*

- *Objects*

- *Must be for all ages*

- *Games (Mini-Game and Arcade Game)*

- *Games won't have ratings, but will be managed by ratings of lounges where the games exist.*

- *CERO will not rate PlayStation®Home contents, therefore, SCEJ will rate all your assets.*

Please contact regional SCE on Age Ratings of your contents.



Regulation Rule (Ratings of Items) (SCEAsia)

🏠 SCEAsia

- *Lounges*
 - *SCEAsia will rate your contents.*
- *Objects*
 - *SCEAsia will rate your contents.*
- *Games (Mini-Game and Arcade Game)*
 - *For Korea*
 - *Must be submitted to KGRB to get rating.*
 - *For others*
 - *SCEAsia will rate your contents.*

Please contact regional SCE on Age Ratings of your contents.



Regulation Rule (Ratings of Items) (SCEA)

🏠 SCEA

- *Lounges*

- *If the lounge is related to a game title, the lounge will be set the same ESRB equivalent rating as your game title.*

- *Objects*

- *Must be for all ages.*

- *Games (Mini-Game and Arcade Game)*

- *In a scene*

- *No rating needed.*

- *In a personal space*

- *SCEA will rate your contents.*

Please contact regional SCE on Age Ratings of your contents.

Regulation Rule (Ratings of Items) (SCEE)

🏠 SCEE

- *Lounges*
 - *No rating needed (*)*
- *Objects*
 - *Must be for all ages.*
- *Games (Mini-Game and Arcade Game)*
 - *In a scene*
 - *SCEE will rate your contents. (*)*
 - *In a personal space*
 - *SCEE will rate your contents.*

(*) If the scene is supporting a Game title, games within the scene take the same rating of the Game title.
If games in the scene are higher rated than the Game title, the scene is then rated at that level.

Please contact regional SCE on Age Ratings of your contents.

