

New Content Coming to Disney+: What You Need to Know

Hi, from Disney+!

Since the day they were born, children have been watched over by their parents at every stage of their lives. So before we introduce some [new content on Disney+](#) – with more mature dramas, laughs, thrills and surprises – we’re updating our Parental Controls to give you even more control over your use of Disney+ and ways to ensure that Disney+ remains the most suitable viewing experience for you and your family.

What do you need to know?

Beginning March 16, all Disney+ subscribers will be asked to update their Parental Controls. This includes the option to select content ratings restrictions for each profile, as well as to add a PIN to lock profiles, and enable a Kid-Proof Exit question for Kids Profiles.

When opening Disney+ for the first time on or after March 16, subscribers will be asked if they would like to change the content rating on each of their profiles from TV-14 up to TV-MA. Subscribers can also choose to add a PIN to their profile for additional protection.

Switching to TV-MA will require confirmation with the account password. Those that choose to switch will have full access to everything Disney+ has to offer, including on the homepage under “Recommended for You” and “Trending” rows.

What are content ratings?

Content ratings provide guidance on the suitability of content for viewers on TV series and movies. To understand how we rate our content, please visit the [Content Ratings](#) on Disney+ Help Center article.

How do I set up content ratings by profile?

Every household is different and this is why Disney+ allows the creation of up to seven profiles per account. Each profile can be tailored to have a different level of content rating applied to it. Once Parental Controls are turned on, the main account holder can then select a specific content rating for each profile on the account.

The content rating options per profile are as follows: TV-Y, TV-Y7, TV-Y7-FV, G/TV-G, PG/TV-PG, PG-13, TV-14, R, TV-MA. Once a content rating is applied, content made available within each specific profile via the home page and via the search functionality will be relevant for the content rating set. If no content rating is selected, the default rating applied per profile is TV-14. Account holders can change an individual profile’s content rating at any time under Profile settings.

What other Parental Control features does Disney+ offer?

Disney+ offers multiple parental control features for your use with our service.

Profile PIN – adding a PIN restricts others from accessing that profile, including profiles set to a R or TV-MA content rating. A PIN can be set at any time under Profile settings.

Kids Profiles – a Kids Profile offers an easy-to-navigate Disney+ interface that only features content suitable for all viewers. You can also enable the kid-proof exit feature to ensure young viewers aren’t navigating to other profiles without completing an exit challenge. .

Kid-Proof Exit – this feature makes it harder to leave a Kids Profile with a simple exit question. Account holders will need to verify their password to turn this feature on or off under Profile settings.

What happens if I choose not to change anything?

Those that choose to keep their settings the same will continue to enjoy Disney+ as they always have within a TV-14 content rating environment. Changes can be made at any time under Profile settings to access the full catalog of content.

Still have questions?

Contact kristie.adler@disney.com and patrick.oneil@disney.com.