February 2025

EA Player Safety Transparency Report 2024

Electronic Arts

At Electronic Arts, we strive to create experiences where all players feel welcome, safe and included.

We design games and experiences with rich stories, and authentic characters and worlds. Some of these also give players the option to enhance their play with user-generated content (UGC): for us this includes usernames, team names, text chat, voice chat, customized in-game assets, and images.

To maintain a positive play environment, we embed player safety principles into our product development and live service practices and ensure that moderation, using both automated detection and human review, is incorporated into our UGC features.

This Transparency Report covers the calendar year 2024. It highlights the actions EA takes to proactively evaluate UGC before it becomes part of our game ecosystems and how we review and respond to player reports of disruptive UGC. The data is for all EA experiences globally.

Contents

01 **Rules of Conduct & Positive Play Charter**
Fostering Safe Play
Promoting Fair Play

02 **Proactive Moderation**

03 **Player Reports**

04 **Enforcement Actions**
Enforcements by Policy Area
Appeals

05 **Sharing Our Safety Data**

01 Rules of Conduct & Positive Play Charter

The Rules of Conduct in EA's User Agreement set out what behavior and content is acceptable (and what is not) in our games and services and what players can expect from us when those rules are broken. EA's Positive Play Charter provides examples and explanations to empower players to help shape a positive community.

Fostering Safe Play

We invest in **proactive** technology and processes to detect and remove unsafe or harmful UGC before players encounter it. We also provide ways for players to **submit reports** if they see disruptive UGC in game. We use a combination of automated and human review to prioritize and evaluate each report. If we confirm a violation, we rely on a range of actions including warnings, temporary suspensions, and bans to remind players of the rules and protect our communities.

We provide information about player and parent tools that enhance and manage the experience when a family with teens and children plays games online. We also help our players learn more about our moderation and enforcement process.

Promoting Fair Play

While this report focuses on UGC, EA is also committed to fair play, and we invest in tools and technologies that protect against cheating behavior when it disrupts our players from enjoying a fair gaming experience. Our policies prohibit activity that engages or assists in cheating, collusion, unfair play, or using exploits. This includes spamming, hacking, phishing, generating or distributing malware, or otherwise damaging or disrupting the systems of EA, our partners, or our players. This prohibition also includes account or in-game currency buying, selling, distributing or farming.

In 2024, we received **~7 million** reports of cheating in EA experiences where in-game reporting for cheating is an option. We use these reports as a signal of where unfair gameplay is occurring. EA anticheat, launched in 2023, is our flagship product to help prevent, identify, and address cheating activity. Since its launch, **over 26 million** PC players have enjoyed fair play in **over two billion** PC gaming sessions. EA anticheat has prevented **over 32 million** attempts to cheat in twelve protected games.

02

Proactive Moderation

Our safe play efforts start with proactive moderation. We maintain filtering tools to scan and block illegal, offensive or inappropriate content in real-time. We consider the context and age-rating of the game or service and try not to interfere with expected conversations and content.

There are some topics we won't ever allow, including hateful conduct, bullying that goes beyond trash talk or gameplay banter, and sexual content.

Text filters are in nearly all EA experiences with usernames, item descriptions, or text chat and include more than 20 global languages. If players choose an inappropriate name or item description, we'll ask them to try again. If a player's text chat is inappropriate, we replace that text with hashmarks - #### - so that it doesn't disrupt other players. That's also a signal to the player about what kind of language is against the rules for that experience.

In this reporting period, we proactively scanned **more than 25 billion** usernames, item descriptions, or text chat messages - and over **99%** were evaluated as acceptable. We filtered out approximately **232 million** text strings, representing **0.9%** of all text content evaluated. The most common types of blocked text contained sexual references, personally identifiable information, or vulgarity.

Type of Text Blocked

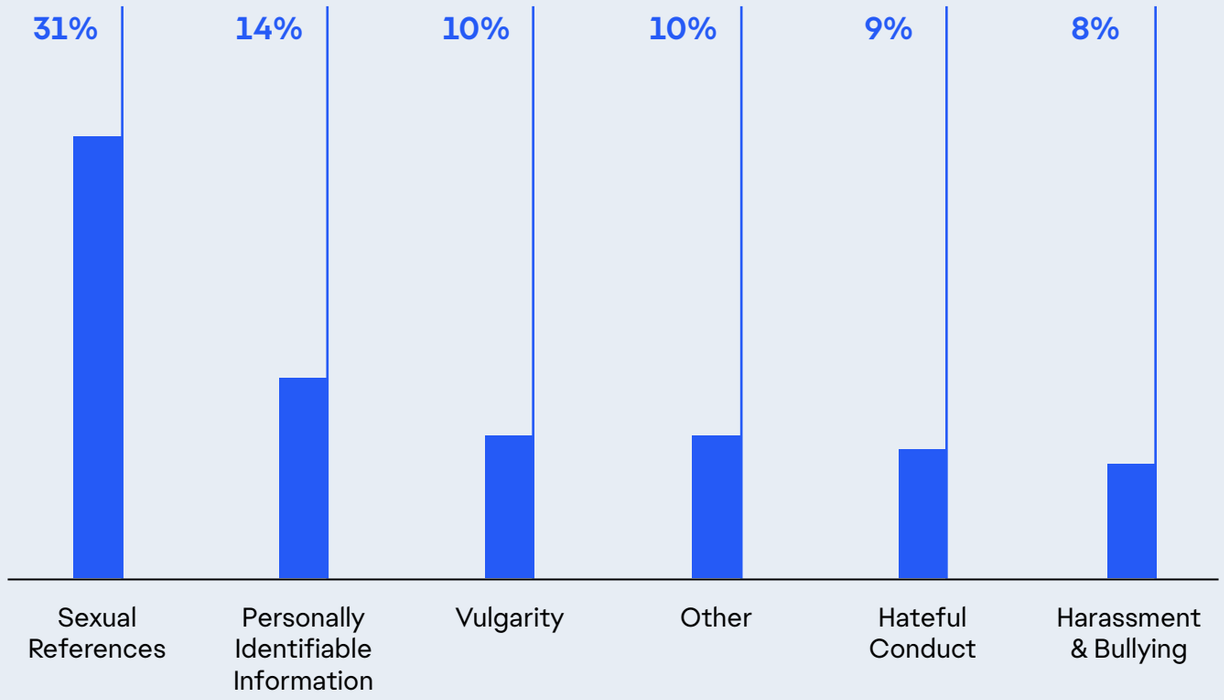


Chart Note: "Other" includes smaller volume areas such as spam or inappropriate references to drugs and alcohol.

02 Proactive Moderation

A small number of EA experiences include the option for players to upload images to use in creating assets like their EA Account avatar or a team uniform in College Football 25 and Madden NFL 25. To help images stay appropriate to the game, all external uploads and images players create in-game using those uploads are filtered by automated means, supported by human review. If a player attempts to upload or create an image we don't allow, we'll ask them to choose another one.

In this reporting period, we proactively evaluated more than **33 million** images - and **over 99%** were deemed acceptable. We filtered out approximately **245,000**, representing **0.7%**. The most common types of blocked images contained sexual content or violence.

Type of Images Blocked

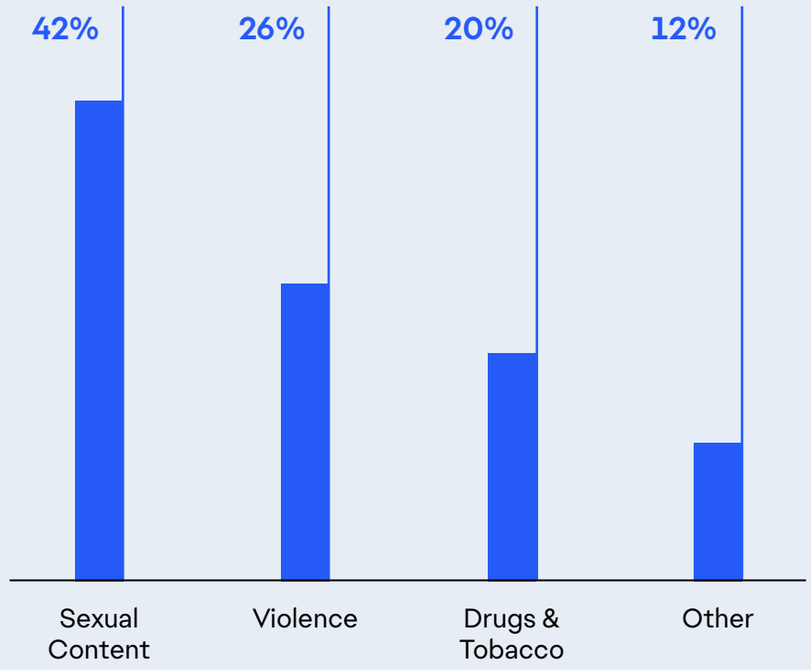


Chart Note: "Sexual Content" here refers to excessive or otherwise indecent content and Other includes smaller volume areas such as QR codes, alcohol, or hate symbols.

03

Player Reports

Player reporting lets us investigate any inappropriate content and behavior that is not blocked by proactive moderation. All EA experiences give players the option to report in-game or on EA Help. You can learn more about reporting to us here.

We received **19,993,176** total reports of disruptive UGC in 2024.

The largest number of reports was for short text UGC such as usernames and team names. **Less than 1%** of the reported Names were later confirmed as violations. We continue to invest in improving our reporting systems and in our communications to players about what is and is not a violation of our policies.

Type of Report	Reports	% of Reports
Names (Usernames, Group Names, Team Names)	17,140,389	85.73%
Text Chat	1,781,172	8.91%
Text Descriptions or Comments	634,817	3.18%
Images	433,576	2.17%
Voice Chat	3,222	0.02%
Total	**19,993,176**	

Reviewing Reports

We use a combination of human moderation and technology to review reports. For text, we use automated tools to screen and prioritize reports for human review. All reports that may require action are reviewed by humans. For images, humans review all reports, and if we confirm a violation, we remove the content and take appropriate action on the responsible account. We also use validated reports to enhance our filtering tools.

In 2024, we piloted voice chat moderation in Battlefield 2042. When a player is reported for disruptive voice chat, our content moderation team reviews a recording of the session before any action is taken. Because we respect player privacy, we review audio only when it has been reported by another player.

After we receive a report and confirm that a violation occurred, we notify the player to explain the inappropriate content and why it was against our policy. Then we explain the action taken on their EA Account such as a warning, suspension, or ban. At any time, players can learn more about enforcement actions we take and how to review their history or appeal an action in this EA Help article. If we find and confirm illegal content, we take action to protect our players by reporting it to the relevant authorities as required.

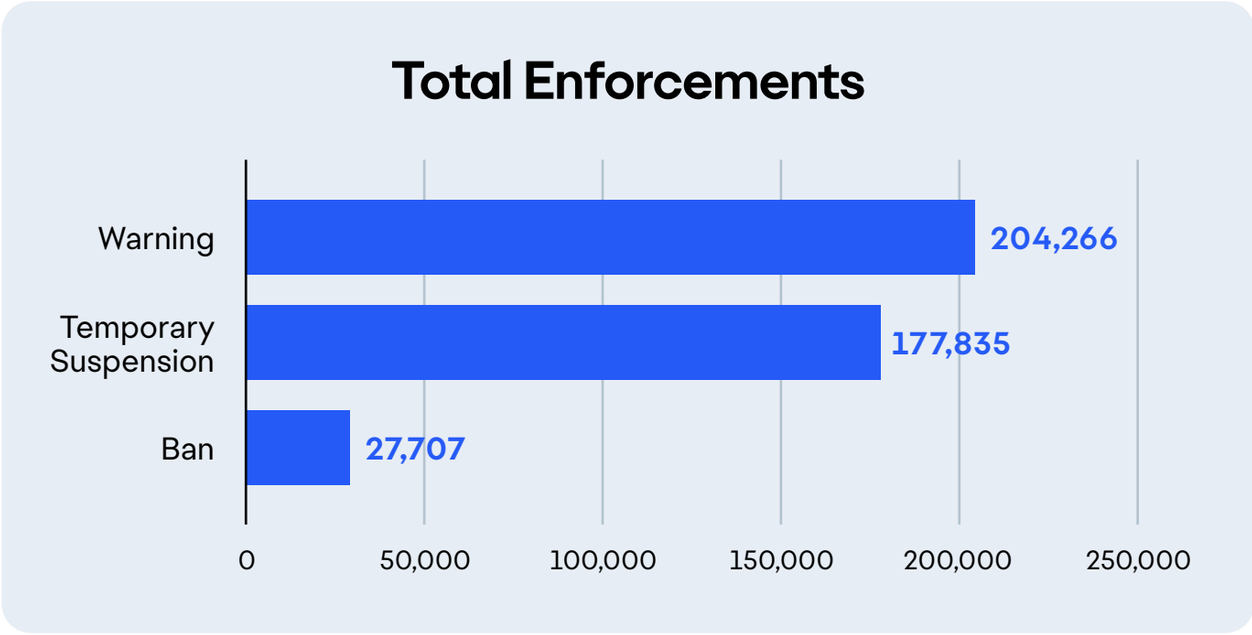
When players submit a report to EA, they get two replies: one says we received their report, and the second says whether we confirmed a violation and took action on their report.

04

Enforcement Actions

When UGC does not follow the Rules of Conduct and Positive Play Charter, we may remove the content, place restrictions on the responsible EA Account, or take away access to some EA Services. We consider the severity of the violation in addition to a player's account history. For example, using profanity will result in a less severe action than hateful conduct, while a player who has multiple actions against their account will face more severe actions than a player with no previous record of being disruptive.

In 2024, we issued a total of **409,808** actions for disruptive UGC on EA Accounts. This is less than **0.1%** of active accounts.



Warnings

Warnings are our signal that things aren't going right and our way of reminding players about the rules so they can make changes to stay in the game. During the period of this report, we issued **204,266** warnings to individual accounts for minor violations. We've found that warnings are the **#1 response** we take to violations and that **80%** of all violations are a first offense.

Temporary Suspensions

In 2024, we gave **177,835** temporary suspensions for higher level violations or repeat offenses.

Bans

We issue permanent EA Account bans for severe violations to protect our players and employees and the integrity and fun of our experiences. Once an EA Account is banned, a player loses access to any online content associated with their account. In 2024, we issued **27,707** permanent bans with **81%** being cumulative actions on EA Accounts that received prior warnings or temporary suspensions.

04

Enforcement Actions

Enforcements by Policy Area

Policy Area	Total Actions	% of Total
Harassment & Bullying	140,948	34.39%
Inappropriate Content (General)	117,256	28.61%
Hateful Conduct	97,945	23.90%
Excessive or Extreme Content	22,158	5.41%
Inappropriate Reference (Harmful Activities)	17,578	4.29%
Inappropriate Content (Child Safety)	8,213	2.00%
Misuse of EA Account	5,648	1.38%
Violence & Threats	62	0.02%
Terrorism	0	0.00%
Total	**409,808**	

04

Enforcement Actions

Policy Area Definitions

Harassment & Bullying

Any act to harm, intimidate, or coerce others is prohibited. We do not allow any content or behavior that promotes, glorifies, or engages in bullying, trolling, stalking, insults, or slurs.

Inappropriate Content (General)

Using EA's platforms to engage in offensive language and content that is inappropriate for the specific game age rating, community, or individual, breaks the Rules of Conduct and Positive Play Charter. What we see most in this area is profanity or obscene language that is outside usual player conversation for the game.

Hateful Conduct

It is against EA's Rules of Conduct and Positive Play Charter to share or engage in hateful conduct, or the promotion of hateful ideologies. This includes any form of expression that discriminates, mocks, or promotes hateful rhetoric against people or groups or encourages others to do so based on their race, sexual orientation, gender identity/expression, religion, heritage, age, country of origin, caste, disability, or nationality.

We consider Hateful Conduct a more severe violation and apply a temporary suspension on the first offense.

Excessive or Extreme Content

This type of UGC may include excessive profanity or otherwise indecent, offensive, shocking, or vulgar language or behavior that is ongoing and may be directed at individual players. It also includes references to violent or tragic events and those who committed them. It goes beyond normal gameplay banter and is objectively inappropriate for a specific game audience or community.

We consider this content a more severe violation and give a temporary suspension on the first offense.

Inappropriate Reference (Harmful Activities)

We do not allow players to reference harmful activities directed at other players. The most common references we see are to illegal drugs and related activity, including excessive or harmful alcohol consumption, or to promote self-harm or suicide.

Inappropriate Content (Child Safety)

Content that is inappropriate about children is never acceptable. It includes referencing things like violence, nudity, age, or sexualization of children or creating, displaying or sharing content that depicts or references children in an inappropriate context. We consider child safety a top priority and give a temporary suspension on the first offense.

Additionally, we use proactive filters to detect potential child sexual abuse material (CSAM) before it enters our experiences. We report all apparent CSAM to the National Center for Missing and Exploited Children (NCMEC) as required by US law. During this period, **30** images detected and filtered as potential CSAM were reported to NCMEC, and the associated EA Accounts were permanently banned.

Misuse of EA Account

This violation includes using an EA Account to engage in other behaviors unrelated to gameplay including abuse of EA Staff and Partners, breaking confidentiality or playtest agreements, misuse of customer support, and the creation of new or additional EA accounts for the purpose of inappropriate conduct.

Violence & Threats

It is against EA's Rules of Conduct and Positive Play Charter for players to engage in threats or violence against other players. This may include unsolicited or unwanted communications of sexual content, physical threats, or threats directed at an individual or group's status; deceiving emergency services with a false report to send first responders to another person's address; and intentional and non-consensual sharing of the personal information of another individual.

Terrorism

Terrorist and violent extremist content including illegal references to terrorist groups or attempts to convert users to terrorist groups, violates EA's Rules of Conduct.

04 Enforcement Actions

Appeals

If players feel we have issued an enforcement action by mistake, they may appeal our decision. Players may also appeal filtering decisions. Our moderation team reviews each appeal and will give further details about the decision. More information on the appeal process is on EA Help.

In 2024, we received **77,915** appeals. From these appeals, we determined that **1,359** appeals (or **1.7%**) had merit and overturned the original decision.

05

Sharing Our Safety Data

As a global company, EA also reports safety data under the European Union's Digital Services Act (DSA), which can be found in an accompanying document here.

The reporting period for this data is 17 February 2024 to 31 December 2024. It includes data for all EA experiences globally.

Electronic Arts