

Self- and co- regulatory initiatives in the Netherlands

Contribution to WG I: Empowering users: Focus on protection tools

EPRA Tbilisi, October 9th, 2014

Nienke Meester, legal advisor, Dutch Media Authority
CvdM www.cvdM.nl

Program

1. Legal Framework Dutch Media Act 2008
2. Kijkwijzer
3. Voluntary initiatives by industry
4. Wrap up: Lessons learned.

A photograph of a modern building with large glass windows. The windows reflect the surrounding environment, including trees and a person walking inside. The text "1. Legal framework Dutch Media Act 2008" is overlaid in red on the image.

1. Legal framework Dutch Media Act 2008

Linear media content

Rules that apply to both public service and private media:

- Seriously harmful programs: absolute forbidden (directly supervised by CvdM)
- Harmful programs: only allowed if broadcaster joins an officially acknowledged classification organization

Non-linear media content



Rules that apply to public service media :

- Seriously harmful video's: absolute forbidden (directly supervised by CvdM)
- Harmful video's: only allowed if an officially acknowledged classification organization is joined

Rules that apply to private media:

- Seriously harmful video's: only made available in such a way as to ensure that minors will not normally hear or see them
- No rules regarding harmful video's

NICAM

- Public service media, and private media that intent to broadcast linear audio-visual content, are obliged to be a member of and obey to regulations of Netherlands Institute for Classification of Audiovisual Media = NICAM (www.kijkwijzer.nl)
- Strong incentive for self-regulation: Those which are not affiliated with NICAM can only broadcast programs for all ages and are directly supervised by the Dutch media authority CvdM



2. Kijkwijzer



System of Kijkwijzer

- Broadcasters and other parties classify their products according Kijkwijzer criteria to inform parents and audience about content and age
- Age ratings



- Content descriptors





Start Uitzending Gemist Live tv Live radio Gids A-Z

Inloggen Account aanmaken NPO Plus Zoeken

Spuiten en Slikken



Favoriet Delen

Spuiten En Slikken



Voor deze aflevering geldt een leeftijdsbeperking. De aflevering kan alleen tussen 22:00 uur en 06:00 uur bekeken worden.

Beeld vergroten Instellingen

Alles wat je wil weten over seks en drugs, maar nooit durfde te vragen), dat zie je nu! Spuiten en Slikken in de studio.

Zo 7 sep 2014 22:09 45 min 24 sec
Informatief BNN
Volgende uitzending: 5 okt 2014 22:10 op NPO 3



Naar de website

Bekijk op plus

Meer Spuiten en Slikken

Alle afleveringen

- 

Spuiten En Slikken
(BNN)
Zo 28 sep · 22:14 · 46 min
- 

Spuiten En Slikken
(BNN)
Zo 21 sep · 22:11 · 46 min
- 

Spuiten En Slikken
(BNN)
Zo 14 sep · 22:11 · 45 min

Seks & drugs nieuws >>>



Volg ons op Twitter



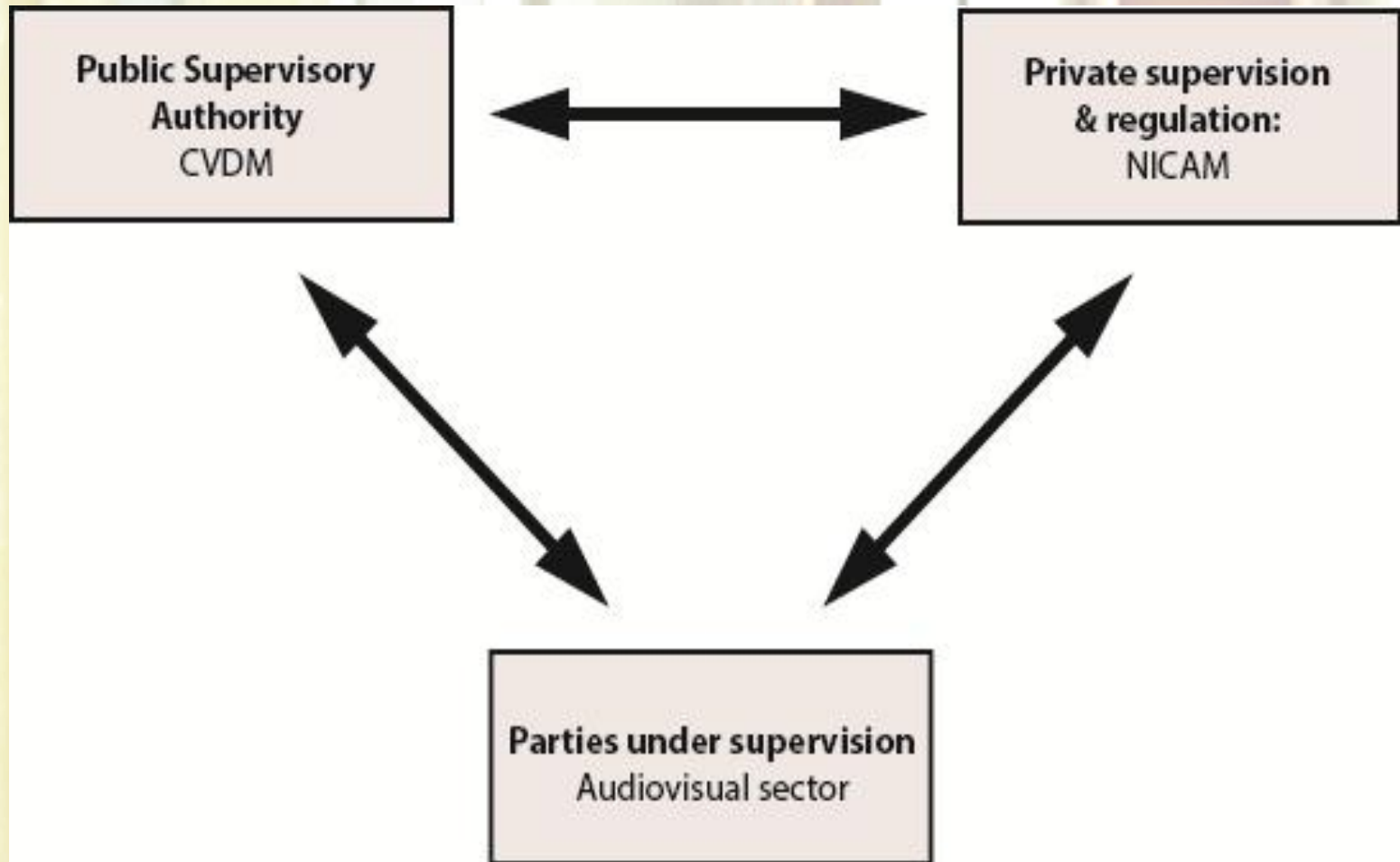
Like ons op Facebook

Bekijk ook

Uitzending Gemist

Uitgelicht

Kijkwijzers' co-regulatory design



3. Voluntary initiatives by industry



Compliance to Kijkwijzer

- Public service broadcasters
- Private broadcasters
- Film distributors
- Cinema operators
- Producers, importers and retailers of DVD, video and games

Recent developments

- 2012: agreement with HBO
- 2013: agreement with VodNed
- 2014: agreement with Netflix NL



You Rate It

- International qualification Tool
- Rating of User Generated Content (UGC)
- Introduced by the British Board of Film Classifications (BBFC) and NICAM
- Simple uniform tool to qualify UGC on UGC platforms on the basis of the answer to several simple questions
- Ratings can differ from country to country to reflect different national sensitivities and concerns over content.





Partecipa subito!

Scarica l'app 16mm e carica le tue foto e video. Puoi partecipare



APP PER IOS



APP PER ANDROID



CARICA VIA VIDEO

Recenti Che segui Popolari In TV

DAL PALCO ALLA TV



by MIGUEL_CRIS

Amore e fantasia - dedicato a chi crede nell'amore

87 20



MIGUEL_CRIS

Follow

PARTECIPAZIONI 2

FOLLOWERS 3

FOLLOWING 0



Amore e fantasia - dedicato a chi crede nell'amore

20 utenti hanno classificato questo video: il risultato è "per tutti".

87 per tutti

2014

Love

Classifica

4. Wrap up: Lessons learned

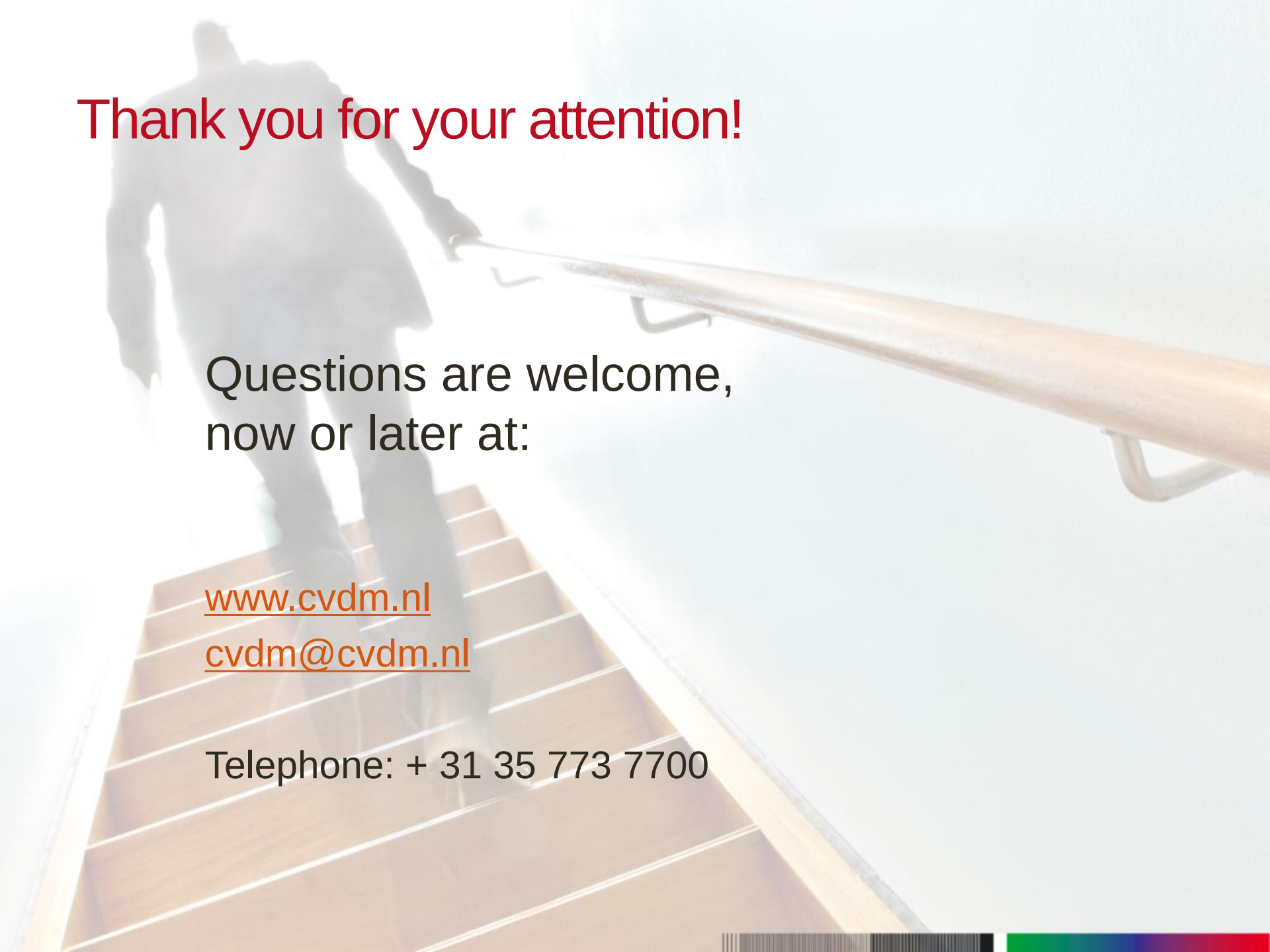


Challenges for pan EU co-regulatory system?

- How can we safeguard freedom of expression?
- How can we get full commitment of the industry?
- How can we obtain the trust of the audience?
- How can we encourage the participation of all EU member states and even outside the EU?
- How can we stimulate a permanent development of the system?

Requirements for pan EU co-regulatory system?

- Provide constitutional guarantees
- Align public and private interests as much as possible
- Create system of checks and balances
- Arrange for high level of organization and low administrative burden
- Guarantee the basic principles of good-regulation
- Take account of cultural differences build in the system
 - Provide for universal concepts during the classification process
- Arrange for frequent and adequate evaluation



Thank you for your attention!

Questions are welcome,
now or later at:

www.cvdm.nl

cvdm@cvdm.nl

Telephone: + 31 35 773 7700