[NL] Dutch Media Authority launches new hotline for children to report undisclosed advertisements on social media

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On 4 November 2025, the *Commissariaat voor de Media* (Dutch Media Authority) introduced a special hotline for children (*De Klachtenknop*), allowing them to submit an anonymous tip if they believe that an influencer has uploaded sponsored content without labelling it as such. The initiative was launched on the occasion of the national Media Literacy Week, which took place from 7 to 14 November 2025.

The Media Authority monitors the compliance of audiovisual media service providers with the Media Act 2008. Under Article 3a.5 of the act, all audiovisual commercial communications on a video platform service must be recognisable as such. Since 2022, influencers who upload video content through a third-party video platform service can qualify as providers of an on-demand commercial media service and be subjected to the Media Authority's active supervision. In 2024, the Media Authority issued its first fine to a TikTok influencer for publishing videos containing undisclosed advertisements. In 2025, it also adopted a revised policy rule on the classification of on-demand commercial media services, which broadened the range of video uploaders falling within its oversight (IRIS 2025-7:1/19).

Additionally, all persons who advertise on social media, whether or not actively supervised by the Media Authority and regardless of their number of followers, must comply with the Advertising Code for Social Media & Influencer Marketing. It applies to all forms of content which may contain advertising, including text messages, pictures, podcasts, videos, and streaming. All persons who advertise on social media, regardless of their number of followers, must disclose that they obtain an advantage for showcasing certain products or services. Such an advantage may take the form of a monetary payment, a discount, or free goods. Social media users consuming sponsored content must also be able to clearly identify it as such.

The new hotline is expected to enhance the Media Authority's capacity to monitor sponsored content on social media and ensure a safe online environment for young people.

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Commissariaat voor de media, Commissariaat opent meldpunt voor kinderen

https://www.cvdm.nl/nieuws/commissariaat-opent-meldpunt-voor-kinderen/

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