

[NL] TV Commercials Aimed at Children

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The state secretary for Education, Culture and Science has answered the questions of members of the Lower Chamber of Parliament concerning the proposal for the Concession Act (IRIS 1999-8: 11). In the proposed Act the willingness to introduce restrictive measures concerning commercials that are aimed at children, is limited to the creation of a legal basis for possible further legislation and a prohibition on sponsoring children programs. The government thinks that a complete ban on commercial and public broadcasting organisations from broadcast commercials that are directed to minors, would be too far-reaching. According to the government, selfregulation with regard to the content of commercials aimed at children is sufficient to guarantee the protection of children and their parents. A European interdiction would therefore be out of the question.

Aanhangsel Handelingen II 1999/2000, nr. 453 en 454.

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