[NL] Use of New Electronic Media by Public Broadcasters

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In a letter dated 20 April 1995, the Dutch Media Authority (Commissariaat voor de Media) informed the public broadcasters that it will allow them to make use of the possibilities offered by new electronic media. The Commissariaat voor de Media will inter alia allow the interactive use of television, the publication of electronic programme guides and the distribution of programmes on Internet.

While the Dutch Media Act is not clear on the question how the public broadcasting organisations may exploit the new electronic media, the permission of the Media Authority opens a wide range of new possibilities in regards to the exchange of information, the publication of programme guides and direct merchandising. Although this is not specified, the permission may include the provision of video on demand and pay per view services.

Possible revenues of the use of these new media are to be invested in their radio and television programmes.

Letter of the Commissariaat voor de Media to the Nederlandse Omroep Stichting, dated 20 April 1995, WM/1632/AdG.

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