[NL] Minister Proposes to Allow Advertising on Dutch Education Network

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The Minister is of the view that it would be better for the further development of the portalsite and accompanying services to take place independently of the Government. Arguments for this include the Minister's reservations about being in a position whereby he would be able to influence the content of education by determining the content of the portalsite. Continued responsibility for Kennisnet could leave him in such a position.

The Minister published a handvest (charter) entitled Kennisnet which, inter alia, allows limited-scale advertising on Kennisnet. He believes that the participation of business is necessary in order to make the educational content both good and affordable. A majority of the Parliament has already expressed its opposition to advertising on Kennisnet. By setting rules to limit advertising, the Minister aims to secure the acceptance of his proposals. Although the paragraph in the charter dealing with advertising (para. 6) opens with a statement that the Kennisnet-organisation will strive to keep the network free from commercial expression insofar as possible, advertising will be allowed on Kennisnet to some extent. Teaching material, however, is not allowed to contain advertising. In other places, for example on the news-site, a maximum of 5% per page may consist of commercial expressions. Advertisements for weapons, drugs, cigarettes, alcohol, gambling, sex or medicines are excluded from the network. The Minister will defend the draft legislation in Parliament on 7 June.

"*Kennisnet verzelfstandigt*", 23 May 2001

http://ocw.netspanning.nl/persbericht.jsp?pageID=68

Press Release of the Ministry of Education, Culture and Science, 23 May 2001

Tweede Kamerbrief of 23 May 2001

Letter to Parliament from the Minister of Education, Culture and Science of 23 May 2001

http://ocw.netspanning.nl/persbericht.jsp?pageID=68

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Handvest & Statuten van de stichting in oprichting

Charter and Statute of the corporation in formation

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