[NL] Netherlands: Evaluation of Classification System

IRIS 2004-4:1/30

Lisanne Steenmeijer
Institute for Information Law (IViR), University of Amsterdam

In reaction to a press release from a national parents' association, the State Secretary for Education, Culture and Science has evaluated the functioning of the Dutch classification system for audiovisual media, Kijkwijzer (see also IRIS Plus 2003-10). The association, Ouders en Coo, publicly cast doubt upon the classification system, stating that ten films had been rated too low. Kijkwijzer was introduced on 22 February 2001 by NICAM (Dutch Institute for the Classification of Audiovisual Media), the organization responsible for the development and implementation of Kijkwijzer on behalf of the film and video sectors and the public and commercial broadcasters.

The State Secretary sets out her conclusions in a letter of 16 February 2004. She notes that Ouders en Coo rightly claim that accurate classification of films which are broadcast late in the evening is important, because the same film could be re-run some other time in the early evening. However, contrary to what Ouders en Coo claimed, the State Secretary finds no indication that there has been any inaccuracy with regard to the rating of the films. She also points out that, according to an analysis of complaints cases, the complaints procedure has added greatly to the current, sharpened classification system. Nevertheless, international comparison of data is necessary to find the potential weak spots in the system, in order to improve the quality control of Kijkwijzer.

Kamerstukken II 2003/04, 29 326, nr.2

http://www.overheid.nl/op/index.html

Letter of the State Secretary of 16 February 2004, Kamerstukken II (Parliamentary documents of the Lower House) 2003/04, 29 326, nr.2

© European Audiovisual Observatory (Council of Europe) 2026

© European Audiovisual Observatory (Council of Europe) 2026