

## [NL] New Sponsorship Rules

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The Dutch Parliament has significantly amended the Government's Bill on the introduction of sponsorship rules for the public broadcasting stations. The Bill - aimed at implementing the 1989 EC Directive on transfrontier television - set out strict limitations on the possibilities of external financing by commercial sponsoring. The Parliament changed the 'no - except' approach into a 'yes - except' form; sponsoring of the programmes of public broadcasters is allowed, except for programmes as news broadcasts, political programmes, programmes aimed at children of 12 years or less and consumer information. Contrary to the Government's proposal, the condoned use of bill boards will be legally allowed to inform the viewers of the fact that a programme is sponsored.

