

## Advertising Placement Legislation: Netherlands

A. Advertising Airtime	Private Radio	Public Radio
Does your national legislation refer to a maximum amount of advertising time?	Yes	Yes
Does your national legislation say anything about a maximum daily amount of advertising time?	Yes 15%	Yes 15%
<i>If yes, please specify what the daily amount of advertising is. If the amount is expressed in percentage, please indicate in the comment box the relevant reference for the calculation of the advertising airtime (i.e. either a 24 hour period or the real transmission time of the channel per day)</i>		
<b>Comment:</b> 15% maximum daily amount of transmission time (12 minutes per hour), but public radio cannot use more than 10% of the broadcasting time on commercials on yearly basis.		
Does your national legislation refer to a maximum hourly amount of advertising time?	Yes	Yes
<i>If yes, please detail the maximum hourly amount of advertising and answer the question:</i>	20%	20%
<i>Does the percentage of maximum hourly amount of advertising need to be calculated within a given hourly clock hour, or at any time within a 60 minute period (sliding hour)?</i>	Clock hour	Clock hour
B. Programme Interruptions	Private Radio	Public Radio
Can you, according to your national legislation, interrupt programmes with advertising breaks?	Yes	Yes
Is there any distinction to be made depending on the category of programme, e.g. news and current affairs programmes, religious programmes, children programmes, or any other type of programme (please specify)?	No	Yes
<b>Comment:</b> No commercial breaks before and after religious and children programmes.		
C. Minimum length of a programme for an interruption	Private Radio	Public Radio
As a general rule, must the programme be of minimum length in order to be interrupted by an	No	Yes

advertising break?		45 min.
Is there any distinction to be made in regard to a minimum length requirements depending on the category of programme e.g. news and current affairs programmes, religious programmes, children programmes, or any other type of programme (please specify)?	Yes	Yes
<b>Comment:</b> 30 minutes is the minimum length in these cases.		
Must there be a minimum interval between two advertising breaks? <i>If yes, please indicate the minimum length.</i>	Yes 20 min.	Yes 30 min.
<b>D. Number and length of breaks</b>	<b>Private Radio</b>	<b>Public Radio</b>
Does your national legislation refer to a <b>maximum number</b> of commercials per break?	No	No
Does your national legislation refer to a <b>maximum length</b> for advertising breaks?	Yes 12 min/hour	Yes 12 min/hour
Does your national legislation refer to a <b>minimum length</b> for advertising breaks?	Yes 1 min	Yes 1 min
Does your national legislation allow <b>advertising breaks with one commercial only</b> ?	Yes	Yes
<b>Comment:</b> Private Radios: Yes, providing the commercial is at least 1 minute long.		
Does your national law refer to the gross duration (i.e. as scheduled in the Radio programme guide – the <b>gross duration</b> includes the time dedicated to advertising breaks) or the <b>net duration</b> ?	Not app.	Not app.
<b>Comment:</b> This is not specified.		
Do any other rules apply?	No	Yes
<b>Comment:</b> Public radio cannot use more than 10% of the total broadcasting time on yearly basis.		