

**New Dutch Advertising Code for Alcoholic Beverages –  
Provisions specifically relating to minors (under 18)**

Article 10

Advertising for alcoholic beverages may not be specifically directed at minors. Advertising for alcoholic beverages may not use illustrations, colour or design, cartoons, symbols or idols, noise, music, [mobile phone] ring tones, [mobile phone] text messages, or language or expressions typically used by minors, which have an attraction to minors that rises considerably above the effect they have on adults.

Article 11

Advertising for alcoholic beverages may not show persons younger than 25 years who drink alcoholic beverages or incite to drink alcoholic beverages.

Article 12

Advertising for alcoholic beverages may not suggest that either the consumption of alcoholic beverages is a sign of being grown-up or refraining from alcohol consumption a sign of not being grown-up.

Article 13

In advertisements for alcoholic beverages, it is not permitted to offer articles for free or for less than half of the normal price to persons who have not reached the legal age for purchasing alcoholic beverages yet.

Article 21

Advertising for alcoholic beverages, in whatsoever form, may not reach an audience made up of more than 25 per cent of minors. In the case of advertisements (not including those on internet sites), this is measured by generally accepted market surveys. In the case of cinemas and events, this is measured by the number of people attending. In the case of internet advertising, the burden of proof lies with the advertiser who has to base the figures on generally accepted market surveys.

## Article 22

Advertising for alcoholic beverages may not be broadcast on radio or television immediately before or immediately after programmes for audiences made up of more than 25 per cent of minors. This is measured by generally accepted market surveys.

## Article 23

Broadcasters of children's programmes [whose average audience for all programmes consists of more than 25 per cent minors] may not advertise alcoholic beverages.

## Article 24

Advertising for alcoholic beverages is not permitted in either the form of unsolicited mobile phone text messages to minors, in the form of mobile phone ring tones or mobile phone games, or in the form of internet games or other computer games specifically designed for children. Sponsoring or product placement in these games is not permitted.

## Article 25.2

Advertising for alcoholic beverages may not be made on internet sites which are specifically directed at children.

## Article 31

Every audiovisual advertisement for alcoholic beverages on television, in cinemas, theatres and on closed TV circuits must be accompanied by a clearly visible educational slogan by which the consumer is encouraged to consume alcohol in a responsible manner.

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### Key definitions:

'Minors' are defined by the code as persons under 18 years of age.

'Alcoholic beverages' are defined by the code as drinks which contain at least 0.5 volume per cent of alcohol