

Guidelines for eroticism 2025

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Ad Alliance B.V. (Ad Alliance) takes its social responsibility seriously. There are advertising restrictions on TV for broadcasting erotic, erotically related and/or erotica stimulating campaigns and spot materials. This includes products and/or brands such as, but not limited to, Easytoys, Kamasutra fair, Durex, Second Love, Christine le Duc, Erexon.

- Additional guidelines apply to campaigns of erotic products and can only be purchased after consultation with and after approval from Ad Alliance
- Escort agencies and related sexual service providers such as erotic chat lines are not accepted
- Advertisers within the erotic industry not belonging to the above categories, products or brands are assessed on a case-by-case basis.
- The standard guidelines below apply. At any time, the broadcasters within the Ad Alliance portfolio have the right to refuse a campaign and/or a specific commercial.

Purchasing Guidelines

- Material must be appropriate to the identity of the channel, the programs and the intended viewing audience. Material can therefore be excluded from channels and/or programming.
- Content will be broadcast no earlier than 9:00 p.m. (any surcharges will apply). A later time can be determined by Ad Alliance after internal check.
- Material is not broadcast on RTL4, on kids channels or in family programming
- Depending on the campaign/product/commercial, these restrictions can be further tightened.

Guideline for commercials, billboards and other TV expressions

1. General

1.1 This Directive applies to commercials, billboards and other television advertisements.

1.2 The provider of the Communications (Advertiser) remains responsible at all times for the content of the Communications and the services offered in the Communications.

1.3 This policy applies in addition to terms and conditions already agreed between the Advertiser and Ad Alliance and/or CLT-UFA S.A. (CLT-UFA), as well as its group companies, hereinafter jointly referred to as RTL. This includes the agreement between the Advertiser and Ad Alliance, the General Terms and Conditions of Ad Alliance, as well as any other guidelines of RTL.

1.4 This Directive also applies in addition to the applicable laws and regulations, including self-regulation, including the Dutch Advertising Code.

2. Substantive guidelines

2.1 Material is always tested internally against the prevailing social norms, 'good decency and taste' and conflict with good morals, including:

- Is there offensive nudity?
- Are there any sensual or insinuating sounds
- What association does the commercial evoke

- What is the degree of 'youthfulness'

2.2 The Advertiser is not permitted to include the following images in the Advertisement:

- Images below the belt, with the exception of showing buttocks.
- Images of several women and/or men groping each other, both above and below the belt.
- Images of attributes with which actions are performed.
- Images of sex with minors.
- Images of sex with animals.
- Images of violent sex.
- Other images that are in conflict with the standards of decency or the generally applicable social standards of decency.

2.3 The Advertiser is not permitted to include the following language in the advertisement:

- Crude and degrading designations of sexual acts, in any language.
- Implicit or explicit indications of sexual acts, in any language.
- Indications in relation to the unauthorised images referred to in point 2.2 above, including, for example, reference to minors.
- The use of words such as: horny, female, blowjob, fucking, very young girls and/or other words and word combinations that are in conflict with the standards of decency or the generally applicable social standards of decency.

3. Enforcement

3.1 The Advertiser guarantees to comply with this guideline at all times and indemnifies RTL against any claims from third parties and resulting costs and/or damages.

3.2 The Advertiser will submit the Advertisement for assessment at least 3 working days (before the submission deadline).

3.3 If an Advertisement does not comply with the guidelines set out above, the Advertisement in question will be refused and will therefore not be broadcast.

3.4 At the request of Ad Alliance, the Advertiser will change the Advertisement in accordance with the request of Ad Alliance. This does not affect the fact that the Advertiser remains fully responsible for the Advertisement.

3.5 Ad Alliance is not liable for additional costs and/or (consequential) damages, resulting from an adjustment and/or refusal as described in points 3.3 and 3.4.

3.6 Ad Alliance reserves the right to amend the above guidelines at any time.