

# Guidelines for erotic content 2026

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Media reaches a broad audience, including young people and vulnerable groups, and Ad Alliance B.V. (Ad Alliance) acknowledges its social responsibility in this regard. Therefore, additional guidelines apply to advertising that is erotic, erotically related, sexually suggestive, or intended to stimulate erotic interest. These guidelines apply in addition to all relevant laws and regulations, including the Dutch Media Act 2008, the Dutch Advertising Code (NRC), and decisions of the Advertising Code Committee (RCC).

- Campaigns for erotically oriented products are subject to additional guidelines and may only be purchased following consultation with and approval from Ad Alliance.
- Escort agencies and related sexual service providers, such as erotic chat lines, are not accepted.
- Advertisers within the erotic industry that do not fall under the above categories, products, or brands will be assessed on a case-by-case basis.
- The standard guidelines below apply. At all times, the channels within the Ad Alliance portfolio reserve the right to refuse a campaign and/or a specific commercial.

### **Purchasing guidelines**

- Material must be appropriate for the identity of the channel, the programs, and the intended audience. As a result, material may be excluded from certain channels and/or programming.
- Material will not be broadcast or published before 21:00 (additional fees may apply). A later time slot may be determined by Ad Alliance following an internal review.
- Material will not be broadcast or published on RTL4, on kids' channels or children's websites/platforms, or alongside family programming.
- Depending on the campaign, product, or commercial, these restrictions may be further tightened.

### **Guidelines for commercials, billboards, and other TV and online/digital formats**

#### **1. General**

1.1 These guidelines apply to commercials, billboards, and other TV expressions, as well as online/digital expressions.

1.2 The provider of the Expressions (the Advertiser) remains at all times responsible for the content of the Expression and for the services offered within the Expression.

1.3 These guidelines apply in addition to the terms already agreed upon between the Advertiser and Ad Alliance and/or RTL Media Nederland Services S.A., as well as its group companies, hereinafter collectively referred to as RTL. This includes, among other things, the agreement between the Advertiser and Ad Alliance, the General Terms and Conditions of Ad Alliance, as well as any other guidelines issued by RTL.

#### **2. Content guidelines**

2.1 All material is internally assessed against prevailing societal standards, "good taste and decency," and any conflicts with public morals, including:

- Whether the commercial contains offensive nudity
- Whether sensual or suggestive sounds are present
- What associations the commercial evokes
- The level of "youthfulness" it conveys

2.2 The Advertiser is not permitted to include the following visuals in the Expression:

- Visuals below the waist, except for the display of buttocks.
- Visuals of multiple women and/or men touching each other, whether above or below the waist.

- Visuals of objects being used to perform actions.
- Visuals depicting sexual acts involving minors.
- Visuals depicting sexual acts involving animals.
- Visuals depicting violent sexual acts.
- Any other visuals that violate standards of decency or generally accepted societal norms of propriety.

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

- Crude or degrading descriptions of sexual acts, in any language.
- Implicit or explicit references to sexual acts, in any language.
- References related to the prohibited visuals listed in section 2.2, including references to minors.
- The use of words such as: geil (horny), wijf (bitch), pijpen (blowjob), neuken (fuck), piepjonge meiden (very young girls), and/or any other words or word combinations that violate standards of decency or generally accepted societal norms of propriety.

### **3. Enforcement**

3.1 The Advertiser guarantees compliance with these guidelines at all times and indemnifies RTL against any claims from third parties and any resulting costs and/or damages.

3.2 The Advertiser must submit the Expression for review at least 3 working days before the campaign start (prior to the submission deadline), including online/digital expressions.

3.3 If an Expression does not comply with the guidelines set out above, it will be rejected and therefore will not be broadcast or published.

3.4 At the request of Ad Alliance, the Advertiser must modify the Expression in accordance with Ad Alliance's instructions. This does not affect the Advertiser's full responsibility for the Expression.

3.5 Ad Alliance is not liable for any additional costs and/or (consequential) damages resulting from adjustments or rejections as described in sections 3.3 and 3.4.

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