

FLEMISH REGULATOR FOR THE MEDIA - CONTENT CREATOR PROTOCOL

REGULATIONS FOR THE READILY RECOGNISABLE INDICATION OF COMMERCIAL COMMUNICATIONS IN ONLINE VIDEOS BY CONTENT CREATORS, INFLUENCERS, AND VLOGGERS

The Flemish Regulator for the Media (VRM) is the independent regulator for audiovisual media in Flanders. In the interest of viewers and listeners in Flanders the VRM sees to it that the media regulations, set out in the Media Decree, are complied with in Flanders. The Media Decree (or the Decree on radio and television broadcasting of 27 March 2009) is a Flemish decree containing rules for radio and television broadcasting. Following an amendment, the Media Decree has also applied to video platform services (online video) since May 2021.

The VRM makes the Content Creator Protocol (CCP) available to content creators, vloggers, and influencers who post videos on social media platforms. This allows them to easily look up how to post online videos on social media platforms (such as YouTube, Instagram, TikTok, Twitch, etc.) in compliance with media regulations.

The Content Creator Protocol is intended for every content creator, vlogger, and/or influencer offering an audiovisual media service whose place of establishment is Flanders. Compliance therewith is the responsibility of the content creator, not the client.

The Content Creator Protocol consists of three themes: commercial communications on social media, commercial communications and content aimed at minors, and the prohibition of hate speech.




Content creators who provide an audiovisual media service, have Flanders as their place of establishment, and make use of commercial communications, are obliged to communicate this clearly to their followers via three steps:



1. Label your commercial communications as '**advertentie**' or '**publiciteit**' at the beginning of your description*.
2. Tag your partner(s): **@partner**.
3. When uploading your video, use the **platform's disclosure tool** to indicate that it contains branded content.

*The full word "reclame" can also be used. If the audience predominantly consists of non-Dutch speakers, the full word "advertising" may also be used.

LOOKING FOR MORE INFORMATION?

-  www.vlaamseregulatormedia.be/content-creator-protocol
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**Vlaamse
overheid**

**VLAAMSE
REGULATOR
VOOR DE MEDIA**

Onafhankelijk toezichthouder voor
de Vlaamse audiovisuele media