
THE NETHERLANDS – LARGE LANDSCAPE WITH (DECREASING) PUBLIC SUPPORT

EXAMPLES FROM THE REPOSITORY

Successful commercial websites: **spele.nl**, **donaldduck.nl**, **squla.nl**; Interactive platforms: **moviestarplanet.nl**; Websites from public broadcasters: **hetklokhuis.nl**, **jeugdjournaal.nl**; Public funded websites: **museumkids.nl**, **dierenzoeker.nl**; Apps: **Topo Nederland**, **Los in 't Bos**

GATEWAYS AND PLATFORMS

MyBee.nl: children's browser (based on whitelisting) and browser app
Meestersipke.nl, search engine for children, private initiative
Davindi.nl, search engine for children, public funded
Snugger App, app for parents directing them to appropriate games and apps for children
Mediasmarties.nl – websites for parents with reviews of sites, games and apps
mijnkindonline.nl/onderwerpen/apps – reviews and tips
Digidreumes.nl – review of apps for 2 to 4 years old
Cinekid AppLab – app directing parents and children to good apps

The Netherlands have a large positive content landscape. The MyBee-whitelist has more than 310 websites specifically for children. What strikes is the popularity of American social networks, like Google, YouTube, Facebook or Instagram. Dutch children use more and more tablets and the content-market is growing. The public domain of digital content for children is under pressure. Kennisnet, funded by the government, is forced to cut money and has to end very popular educational sites for children in primary schools, like www.davindi.nl and www.watnou.nl. The main providers are public-law, private, institutional and commercial. The government has a focus on teaching media literacy, but there is no funding programme for positive content and services for children. Indirect positive content is stimulated by the government though: Via the public broadcaster, via Kennisnet/Mijn Kind Online and via Mediawijzer.net.

Providers view: "Lots of private initiatives with great concepts for kids but the main problem is that the Dutch market is too small."