

| | 2011 Q1 | 2012 Q1 | 2013 Q1 | 2014 Q1 | 2015 Q1 | 2016 Q1 | 2017 Q1 |
|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Material supplied for approval: | | | | | | | |
| Original commercials | 1,323 | 1,454 | 1,452 | 1,407 | 1,334 | 1,335 | 1,503 |
| Version of existing commercial (excluding HD duplicates) | 1,413 | 1,646 | 1,474 | 1,563 | 1,889 | 1,891 | 1,203 |
| Total Approvals Awarded | 2,736 | 3,100 | 2,926 | 2,970 | 3,223 | 3,226 | 2,706 |
| YOY % Change | -9.64% | 13.30% | -5.61% | 1.50% | 8.52% | 0.09% | -16.12% |
| Originals as % of Total | 48.4% | 46.9% | 49.6% | 47.4% | 41.4% | 41.4% | 55.5% |
| Duration of commercials supplied: | | | | | | | |
| Less than 15s | 112 | 44 | 43 | 36 | 87 | 35 | 50 |
| 15 seconds | 1404 | 1636 | 1515 | 1551 | 1666 | 1590 | 1327 |
| 30 seconds | 968 | 1115 | 1061 | 981 | 1096 | 1263 | 849 |
| 45 seconds | 40 | 29 | 38 | 31 | 41 | 28 | 23 |
| 60 seconds | 140 | 180 | 130 | 267 | 191 | 81 | 244 |
| Greater than 60s (including infomercials) | 72 | 96 | 137 | 104 | 142 | 229 | 213 |
| Total Approvals Awarded | 2,736 | 3,100 | 2,924 | 2,970 | 3,223 | 3,226 | 2,706 |
| <20s as % of Total | 55.4% | 54.2% | 53.3% | 53.4% | 54.4% | 50.4% | 50.9% |
| 30s as % of Total | 35.4% | 36.0% | 36.3% | 33.0% | 34.0% | 39.2% | 31.4% |
| Classifications awarded: | | | | | | | |
| G - General | 1929 | 2259 | 2090 | 2150 | 2353 | 2472 | 2004 |
| CF - Food in Children's Programming | 24 | 23 | 8 | 22 | 61 | 20 | 25 |
| GXC - General Except Children | 667 | 663 | 683 | 689 | 681 | 619 | 559 |
| PGR - Parental Guidance Required | 54 | 48 | 30 | 26 | 33 | 35 | 42 |
| AO - Adults Only | 3 | 16 | 12 | 3 | 15 | 5 | 10 |
| Restricted Other - e.g. L830, GAA, and S7-12 | 59 | 91 | 102 | 80 | 80 | 75 | 66 |
| Total Approvals Awarded | 2,736 | 3,100 | 2,925 | 2,970 | 3,223 | 3,226 | 2,706 |
| Restricted (i.e. all except G and CF) as % of Total | 28.6% | 26.4% | 28.3% | 26.9% | 25.1% | 22.8% | 25.0% |