

	2009 Q2	2010 Q2	2011 Q2	2012 Q2	2013 Q2	2014 Q2	2015 Q2	2016 Q2
Material supplied for approval:								
Original commercials	1,439	1,672	1,664	1,516	1,706	1,580	1,923	2,043
Version of existing commercial	1,684	1,582	1,787	1,828	1,861	1,864	1,486	1,598
Total Approvals Awarded	3,123	3,254	3,451	3,344	3,575	3,444	3,409	3,771
YOY % Change	-11.20%	4.19%	6.05%	-3.10%	6.91%	-3.66%	-1.02%	10.62%
Originals as % of Total	46.1%	51.4%	48.2%	45.3%	47.7%	45.9%	56.4%	54.2%
Duration of commercials supplied:								
Less than 15s	74	92	109	38	103	43	70	168
15 seconds	1,633	1,575	1,679	1,718	1,527	1,738	1,626	1,787
30 seconds	1,166	1,285	1,380	1,196	1,317	1,187	1,210	1,367
45 seconds	36	36	60	36	28	58	41	25
60 seconds	150	178	159	204	152	278	179	180
Greater than 60s (including infomercials)	64	88	64	152	248	140	283	244
Total Approvals Awarded	3,123	3,254	3,451	3,344	3,375	3,444	3,409	3,771
<20s as % of Total	54.7%	51.2%	51.8%	52.5%	48.3%	51.7%	49.8%	51.8%
30s as % of Total	37.3%	39.5%	40.0%	35.8%	39.0%	34.5%	35.5%	36.3%
Classifications awarded:								
G - General	2,215	2,307	2,381	2,347	2,591	2,450	2,612	2,751
CF - Food in Children's Programming	26	35	27	24	31	7	26	23
GXC - General Except Children	776	801	906	858	837	882	660	871
PGR - Parental Guidance Required	45	47	44	34	27	23	34	52
AO - Adults Only	9	17	9	16	28	7	13	7
Restricted Other - L830, GAA, and S7-12	52	47	84	65	61	75	64	67
Total Approvals Awarded	3,123	3,254	3,451	3,344	3,575	3,444	3,409	3,771
Restricted as % of Total	28.2%	28.0%	30.2%	29.1%	26.7%	28.7%	22.6%	26.4%