

2011 Q2 2012 Q2 2013 Q2 2014 Q2 2015 Q2 2016 Q2 2017 Q2

Material supplied for approval:

Original commercials	1,664	1,516	1,706	1,580	1,923	2,043	1,816
Version of existing commercial	1,787	1,828	1,861	1,864	1,486	1,598	1,361
Total Approvals Awarded	3,451	3,344	3,575	3,444	3,409	3,771	3,249
YOY % Change	6.05%	-3.10%	6.91%	-3.66%	-1.02%	10.62%	-13.84%
Originals as % of Total	48.2%	45.3%	47.7%	45.9%	56.4%	54.2%	55.9%

Duration of commercials supplied:

Less than 15s	109	38	103	43	70	168	93
15 seconds	1679	1718	1527	1738	1626	1787	1,647
30 seconds	1380	1196	1317	1187	1210	1367	1,005
45 seconds	60	36	28	58	41	25	17
60 seconds	159	204	152	278	179	180	200
Greater than 60s (including infomercials)	64	152	248	140	283	244	287
Total Approvals Awarded	3,451	3,344	3,375	3,444	3,409	3,771	3,249
<20s as % of Total	51.8%	52.5%	48.3%	51.7%	49.8%	51.8%	53.6%
30s as % of Total	40.0%	35.8%	39.0%	34.5%	35.5%	36.3%	30.9%

Classifications awarded:

G - General	2381	2347	2591	2450	2,612	2,751	2,445
CF - Food in Children's Programming	27	24	31	7	26	23	19
GXC - General Except Children	906	858	837	882	660	871	672
PGR - Parental Guidance Required	44	34	27	23	34	52	26
AO - Adults Only	9	16	28	7	13	7	7
Restricted Other - L830, GAA, and S7-12	84	65	61	75	64	67	80
Total Approvals Awarded	3,451	3,344	3,575	3,444	3,409	3,771	3,249
Restricted as % of Total	30.2%	29.1%	26.7%	28.7%	22.6%	26.4%	24.2%