



## Third Quarter Approvals Data 2006 - 2016

	2009 Q3	2010 Q3	2011 Q3	2012 Q3	2013 Q3	2014 Q3	2015 Q3	2016 Q3
<b>Material supplied for approval:</b>								
Original commercials	1,739	1,809	1,796	1,598	1,942	1,830	2,137	1,931
Version of existing commercial	1,668	1,916	1,754	1,678	1,755	1,980	1,822	1,618
<b>Total Approvals Awarded</b>	<b>3,407</b>	<b>3,725</b>	<b>3,550</b>	<b>3,276</b>	<b>3,697</b>	<b>3,810</b>	<b>3,959</b>	<b>3,549</b>
YOY % Change	1.01%	9.33%	-4.70%	-7.72%	12.85%	3.06%	3.91%	-10.36%
Originals as % of Total	51.0%	48.6%	50.6%	48.8%	52.5%	48.0%	54.0%	54.4%
<b>Duration of commercials supplied:</b>								
Less than 15s	141	67	49	40	60	69	40	77
15 seconds	1,726	1,972	1,798	1,685	1,939	1,901	1,902	1,825
30 seconds	1,230	1,304	1,438	1,261	1,250	1,277	1,559	1,102
45 seconds	36	54	38	38	51	54	29	39
60 seconds	205	223	155	151	195	316	119	206
Greater than 60s (including infomercials)	69	105	72	101	202	193	310	300
<b>Total Approvals Awarded</b>	<b>3,407</b>	<b>3,725</b>	<b>3,550</b>	<b>3,276</b>	<b>3,697</b>	<b>3,810</b>	<b>3,959</b>	<b>3,549</b>
<20s as % of Total	4.1%	1.8%	1.4%	1.2%	1.6%	1.8%	1.0%	2.2%
30s as % of Total	36.1%	35.0%	40.5%	38.5%	33.8%	33.5%	39.4%	31.1%
<b>Classifications awarded:</b>								
G - General	2,537	2,749	2,457	2,367	2,630	2,784	3,030	2,620
CF - Food in Children's Programming	45	22	31	24	27	30	19	29
GXC - General Except Children	697	770	867	743	883	813	794	752
PGR - Parental Guidance Required	67	68	67	72	39	28	31	66
AO - Adults Only	6	22	18	11	10	7	14	11
Restricted Other - e.g. L830, GAA, and S7-12	55	94	110	59	108	148	71	71
<b>Total Approvals Awarded</b>	<b>3,407</b>	<b>3,725</b>	<b>3,550</b>	<b>3,276</b>	<b>3,697</b>	<b>3,810</b>	<b>3,959</b>	<b>3,549</b>
Restricted as % of Total	24.2%	25.6%	29.9%	27.0%	28.1%	26.1%	23.0%	25.4%