



Fourth Quarter Approvals Data 2009 - 2016

	2009 Q4	2010 Q4	2011 Q4	2012 Q4	2013 Q4	2014 Q4	2015 Q4	2016 Q4
Material supplied for approval:								
Original commercials	1,960	1,880	1,838	1,832	1,969	2,093	2,428	2,005
Version of existing commercial (excluding HD duplicates)	1,888	1,927	1,861	1,905	1,897	1,991	1,904	1,715
Total Approvals Awarded	3,848	3,807	3,699	3,737	3,866	4,084	4,332	3,720
YOY % Change	-1.66%	-1.07%	-2.84%	1.03%	3.45%	5.64%	6.07%	-14.13%
Originals as % of Total	50.9%	49.4%	49.7%	49.0%	50.9%	51.2%	56.0%	53.9%
Duration of commercials supplied:								
Less than 15s	118	73	81	33	52	65	93	67
15 seconds	2,043	1,928	1,984	1,989	2,092	2,086	2,183	1,994
30 seconds	1,374	1,483	1,346	1,451	1,274	1,405	1,629	1,211
45 seconds	61	37	29	27	27	34	30	28
60 seconds	172	195	179	124	243	344	87	159
Greater than 60s (including infomercials)	80	91	80	113	178	150	310	261
Total Approvals Awarded	3,848	3,807	3,699	3,737	3,866	4,084	4,332	3,720
<15s as % of Total	3.1%	1.9%	2.2%	0.9%	1.3%	1.6%	2.1%	1.8%
30s as % of Total	35.7%	39.0%	36.4%	38.8%	33.0%	34.4%	37.6%	32.6%
Classifications awarded:								
G - General	2,866	2,729	2,671	2,817	2,859	3,128	3,345	2,705
CF - Food in Children's Programming	42	34	63	15	29	18	20	20
GXC - General Except Children	778	807	725	712	806	744	784	803
PGR - Parental Guidance Required	69	61	67	52	36	56	49	79
AO - Adults Only	19	25	17	33	6	17	14	19
Restricted Other - L830, GAA, and S7-12	74	151	156	108	130	121	120	94
Total Approvals Awarded	3,848	3,807	3,699	3,737	3,866	4,084	4,332	3,720
Restricted as % of Total	24.4%	27.4%	26.1%	24.2%	25.3%	23.0%	22.3%	26.7%