



Fourth Quarter Approvals Data 2017

	2011 Q4	2012 Q4	2013 Q4	2014 Q4	2015 Q4	2016 Q4	2017 Q4
Material supplied for approval:							
Original commercials	1,838	1,832	1,969	2,093	2,428	2,005	1,796
Version of existing commercial (excluding HD duplicates)	1,861	1,905	1,897	1,991	1,904	1,715	1,687
Total Approvals Awarded	3,699	3,737	3,866	4,084	4,332	3,720	3,483
YOY % Change	-2.84%	1.03%	3.45%	5.64%	6.07%	-14.13%	-6.37%
Originals as % of Total	49.7%	49.0%	50.9%	51.2%	56.0%	53.9%	51.6%
Duration of commercials supplied:							
Less than 15s	81	33	52	65	93	67	27
15 seconds	1984	1989	2092	2086	2183	1,994	1,820
30 seconds	1346	1451	1274	1405	1629	1,211	1,019
45 seconds	29	27	27	34	30	28	28
60 seconds	179	124	243	344	87	159	236
Greater than 60s (including infomercials)	80	113	178	150	310	261	353
Total Approvals Awarded	3,699	3,737	3,866	4,084	4,332	3,720	3,483
<15s as % of Total	2.2%	0.9%	1.3%	1.6%	2.1%	1.8%	0.8%
30s as % of Total	36.4%	38.8%	33.0%	34.4%	37.6%	32.6%	29.3%
Classifications awarded:							
G - General	2671	2817	2859	3128	3345	2,705	2,776
CF - Food in Children's Programming	63	15	29	18	20	20	12
GXC - General Except Children	725	712	806	744	784	803	602
PGR - Parental Guidance Required	67	52	36	56	49	79	34
AO - Adults Only	17	33	6	17	14	19	3
Restricted Other - L830, GAA, and S7-12	156	108	130	121	120	94	56
Total Approvals Awarded	3,699	3,737	3,866	4,084	4,332	3,720	3,483
Restricted as % of Total	26.1%	24.2%	25.3%	23.0%	22.3%	26.7%	20.0%