



commercial approvals

## First Quarter Approvals Data 2018

	2012 Q1	2013 Q1	2014 Q1	2015 Q1	2016 Q1	2017 Q1	2018 Q1
<b>Material supplied for approval:</b>							
Original commercials	1,454	1,452	1,407	1,334	1,335	1,503	1,560
Version of existing commercial (excluding HD duplicates)	1,646	1,474	1,563	1,889	1,891	1,203	1,301
<b>Total Approvals Awarded</b>	<b>3,100</b>	<b>2,926</b>	<b>2,970</b>	<b>3,223</b>	<b>3,226</b>	<b>2,706</b>	<b>2,861</b>
YOY % Change	13.30%	-5.61%	1.50%	8.52%	0.09%	-16.12%	5.73%
Originals as % of Total	46.9%	49.6%	47.4%	41.4%	41.4%	55.5%	54.5%
<b>Duration of commercials supplied:</b>							
Less than 15s	44	43	36	87	35	50	54
15 seconds	1,636	1,515	1,551	1,666	1,590	1,327	1,515
30 seconds	1,115	1,061	981	1,096	1,263	849	820
45 seconds	29	38	31	41	28	23	29
60 seconds	180	130	267	191	81	244	204
Greater than 60s (including infomercials)	96	137	104	142	229	213	239
<b>Total Approvals Awarded</b>	<b>3,100</b>	<b>2,924</b>	<b>2,970</b>	<b>3,223</b>	<b>3,226</b>	<b>2,706</b>	<b>2,861</b>
<20s as % of Total	54.2%	53.3%	53.4%	54.4%	50.4%	50.9%	54.8%
30s as % of Total	36.0%	36.3%	33.0%	34.0%	39.2%	31.4%	28.7%
<b>Classifications awarded:</b>							
G - General	2259	2090	2150	2353	2472	2004	2077
CF - Food in Children's Programming	23	8	22	61	20	25	13
GXC - General Except Children	663	683	689	681	619	559	637
PGR - Parental Guidance Required	48	30	26	33	35	42	66
AO - Adults Only	16	12	3	15	5	10	11
Restricted Other - e.g. L830, GAA, and S7-12	91	102	80	80	75	66	57
<b>Total Approvals Awarded</b>	<b>3,100</b>	<b>2,925</b>	<b>2,970</b>	<b>3,223</b>	<b>3,226</b>	<b>2,706</b>	<b>2,861</b>
Restricted (i.e. all except G and CF) as % of Total	26.4%	28.3%	26.9%	25.1%	22.8%	25.0%	26.9%