



Second Quarter Approvals Data 2018

	2012 Q2	2013 Q2	2014 Q2	2015 Q2	2016 Q2	2017 Q2	2018 Q2
Material supplied for approval:							
Original commercials	1,516	1,706	1,580	1,923	2,043	1,816	1,629
Version of existing commercial	1,828	1,861	1,864	1,486	1,598	1,361	1,346
Total Approvals Awarded	3,344	3,575	3,444	3,409	3,771	3,249	2,975
YOY % Change	-3.10%	6.91%	-3.66%	-1.02%	10.62%	-13.84%	-8.43%
Originals as % of Total	45.3%	47.7%	45.9%	56.4%	54.2%	55.9%	54.8%
Duration of commercials supplied:							
Less than 15s	38	103	43	70	168	93	79
15 seconds	1718	1527	1738	1626	1787	1,647	1,539
30 seconds	1196	1317	1187	1210	1367	1,005	834
45 seconds	36	28	58	41	25	17	26
60 seconds	204	152	278	179	180	200	196
Greater than 60s (including infomercials)	152	248	140	283	244	287	301
Total Approvals Awarded	3,344	3,375	3,444	3,409	3,771	3,249	2,975
<20s as % of Total	52.5%	48.3%	51.7%	49.8%	51.8%	53.6%	54.4%
30s as % of Total	35.8%	39.0%	34.5%	35.5%	36.3%	30.9%	28.0%
Classifications awarded:							
G - General	2347	2591	2450	2,612	2,751	2,445	2,138
CF - Food in Children's Programming	24	31	7	26	23	19	11
GXC - General Except Children	858	837	882	660	871	672	638
PGR - Parental Guidance Required	34	27	23	34	52	26	53
AO - Adults Only	16	28	7	13	7	7	14
Restricted Other - L830, GAA, and S7-12	65	61	75	64	67	80	121
Total Approvals Awarded	3,344	3,575	3,444	3,409	3,771	3,249	2,975
Restricted as % of Total	29.1%	26.7%	28.7%	22.6%	26.4%	24.2%	27.8%