



## Third Quarter Approvals Data 2018

	2012 Q3	2013 Q3	2014 Q3	2015 Q3	2016 Q3	2017 Q3	2018 Q3
<b>Material supplied for approval:</b>							
Original commercials	1,598	1,942	1,830	2,137	1,931	1,721	1,669
Version of existing commercial	1,678	1,755	1,980	1,822	1,618	1,622	1,547
<b>Total Approvals Awarded</b>	<b>3,276</b>	<b>3,697</b>	<b>3,810</b>	<b>3,959</b>	<b>3,549</b>	<b>3,343</b>	<b>3,216</b>
YOY % Change	-7.72%	12.85%	3.06%	3.91%	-10.36%	-5.80%	-3.80%
Originals as % of Total	48.8%	52.5%	48.0%	54.0%	54.4%	51.5%	51.9%
<b>Duration of commercials supplied:</b>							
Less than 15s	40	60	69	40	77	52	105
15 seconds	1,685	1,939	1,901	1,902	1,825	1,836	1,688
30 seconds	1,261	1,250	1,277	1,559	1,102	984	877
45 seconds	38	51	54	29	39	27	41
60 seconds	151	195	316	119	206	182	171
Greater than 60s (including infomercials)	101	202	193	310	300	262	334
<b>Total Approvals Awarded</b>	<b>3,276</b>	<b>3,697</b>	<b>3,810</b>	<b>3,959</b>	<b>3,549</b>	<b>3,343</b>	<b>3,216</b>
<20s as % of Total	1.2%	1.6%	1.8%	1.0%	2.2%	1.6%	3.3%
30s as % of Total	38.5%	33.8%	33.5%	39.4%	31.1%	29.4%	27.3%
<b>Classifications awarded:</b>							
G - General	2,367	2,630	2,784	3,030	2,620	2,446	2,467
CF - Food in Children's Programming	24	27	30	19	29	14	12
GXC - General Except Children	743	883	813	794	752	693	583
PGR - Parental Guidance Required	72	39	28	31	66	66	48
AO - Adults Only	11	10	7	14	11	22	15
Restricted Other - e.g. L830, GAA, and S7-12	59	108	148	71	71	102	91
<b>Total Approvals Awarded</b>	<b>3,276</b>	<b>3,697</b>	<b>3,810</b>	<b>3,959</b>	<b>3,549</b>	<b>3,343</b>	<b>3,216</b>
Restricted as % of Total	27.0%	28.1%	26.1%	23.0%	25.4%	26.4%	22.9%