



First Quarter Approvals Data 2024

	2017 Q1	2018 Q1	2019 Q1	2020 Q1	2021 Q1	2022 Q1	2023 Q1	2024 Q1
Material supplied for approval:								
Original commercials	1,503	1,560	1,432	1,378	1,215	1,134	1,117	940
Version of existing commercial	1,203	1,301	1,386	1,113	1,050	969	861	838
Total Approvals Awarded	2,706	2,861	2,818	2,491	2,265	2,103	1,978	1,778
YOY % Change	-16.12%	5.73%	-1.50%	-11.60%	-9.07%	-7.15%	-5.94%	-10.11%
Originals as % of Total	55.5%	54.5%	50.8%	55.3%	53.6%	53.9%	56.5%	52.9%
Duration of commercials supplied:								
Less than 15s	50	54	47	62	58	111	49	42
15 seconds	1,327	1,515	1,447	1,307	1,150	1,049	1,021	965
30 seconds	849	820	798	705	674	589	538	474
45 seconds	23	29	18	21	7	5	10	21
60 seconds	244	204	208	151	133	182	153	40
Greater than 60s (including infomercials)	213	239	300	245	243	167	207	236
Total Approvals Awarded	2,706	2,861	2,818	2,491	2,265	2,103	1,978	1,778
<20s as % of Total	50.9%	54.8%	53.0%	55.0%	53.3%	55.2%	54.1%	56.6%
30s as % of Total	31.4%	28.7%	28.3%	28.3%	29.8%	28.0%	27.2%	26.7%
Classifications awarded:								
G - General	2004	2077	2100	1786	1,587	1,580	1,447	1,385
CF - Food in Children's Programming	25	13	8	8	3	2	2	-
GXC - General Except Children	559	637	616	603	579	490	478	369
M - Mature (formerly PGR)	42	66	35	46	61	9	31	9
AO - Adults Only	10	11	7	6	5	1	4	5
Restricted Other - e.g. L830, GAA, and S7-12	66	57	52	42	30	21	16	10
Total Approvals Awarded	2,706	2,861	2,818	2,491	2,265	2,103	1,978	1,778
Restricted (i.e. all except G and CF) as % of Total	25.0%	26.9%	25.2%	28.0%	29.8%	24.8%	26.7%	22.1%