



First Quarter Approvals Data 2020

	2013 Q1	2014 Q1	2015 Q1	2016 Q1	2017 Q1	2018 Q1	2019 Q1	2020 Q1
Material supplied for approval:								
Original commercials	1,452	1,407	1,334	1,335	1,503	1,560	1,432	1,378
Version of existing commercial (excluding HD duplicates)	1,474	1,563	1,889	1,891	1,203	1,301	1,386	1,113
Total Approvals Awarded	2,926	2,970	3,223	3,226	2,706	2,861	2,818	2,491
YOY % Change	-5.61%	1.50%	8.52%	0.09%	-16.12%	5.73%	-1.50%	-11.60%
Originals as % of Total	49.6%	47.4%	41.4%	41.4%	55.5%	54.5%	50.8%	55.3%
Duration of commercials supplied:								
Less than 15s	43	36	87	35	50	54	47	62
15 seconds	1,515	1,551	1,666	1,590	1,327	1,515	1,447	1,307
30 seconds	1,061	981	1,096	1,263	849	820	798	705
45 seconds	38	31	41	28	23	29	18	21
60 seconds	130	267	191	81	244	204	208	151
Greater than 60s (including infomercials)	137	104	142	229	213	239	300	245
Total Approvals Awarded	2,924	2,970	3,223	3,226	2,706	2,861	2,818	2,491
<20s as % of Total	53.3%	53.4%	54.4%	50.4%	50.9%	54.8%	53.0%	55.0%
30s as % of Total	36.3%	33.0%	34.0%	39.2%	31.4%	28.7%	28.3%	28.3%
Classifications awarded:								
G - General	2090	2150	2353	2472	2004	2077	2100	1786
CF - Food in Children's Programming	8	22	61	20	25	13	8	8
GXC - General Except Children	683	689	681	619	559	637	616	603
PGR - Parental Guidance Required	30	26	33	35	42	66	35	46
AO - Adults Only	12	3	15	5	10	11	7	6
Restricted Other - e.g. L830, GAA, and S7-12	102	80	80	75	66	57	52	42
Total Approvals Awarded	2,925	2,970	3,223	3,226	2,706	2,861	2,818	2,491
Restricted (i.e. all except G and CF) as % of Total	28.3%	26.9%	25.1%	22.8%	25.0%	26.9%	25.2%	28.0%