



First Quarter Approvals Data 2021

	2014 Q1	2015 Q1	2016 Q1	2017 Q1	2018 Q1	2019 Q1	2020 Q1	2021 Q1
Material supplied for approval:								
Original commercials	1,407	1,334	1,335	1,503	1,560	1,432	1,378	1,215
Version of existing commercial (excluding HD duplicates)	1,563	1,889	1,891	1,203	1,301	1,386	1,113	1,050
Total Approvals Awarded	2,970	3,223	3,226	2,706	2,861	2,818	2,491	2,265
YOY % Change	1.50%	8.52%	0.09%	-16.12%	5.73%	-1.50%	-11.60%	-9.07%
Originals as % of Total	47.4%	41.4%	41.4%	55.5%	54.5%	50.8%	55.3%	53.6%
Duration of commercials supplied:								
Less than 15s	36	87	35	50	54	47	62	58
15 seconds	1,551	1,666	1,590	1,327	1,515	1,447	1,307	1,150
30 seconds	981	1,096	1,263	849	820	798	705	674
45 seconds	31	41	28	23	29	18	21	7
60 seconds	267	191	81	244	204	208	151	133
Greater than 60s (including infomercials)	104	142	229	213	239	300	245	243
Total Approvals Awarded	2,970	3,223	3,226	2,706	2,861	2,818	2,491	2,265
<20s as % of Total	53.4%	54.4%	50.4%	50.9%	54.8%	53.0%	55.0%	53.3%
30s as % of Total	33.0%	34.0%	39.2%	31.4%	28.7%	28.3%	28.3%	29.8%
Classifications awarded:								
G - General	2150	2353	2472	2004	2077	2100	1786	1,587
CF - Food in Children's Programming	22	61	20	25	13	8	8	3
GXC - General Except Children	689	681	619	559	637	616	603	579
M - Mature	26	33	35	42	66	35	46	61
AO - Adults Only	3	15	5	10	11	7	6	5
Restricted Other - e.g. L830, GAA, and S7-12	80	80	75	66	57	52	42	30
Total Approvals Awarded	2,970	3,223	3,226	2,706	2,861	2,818	2,491	2,265
Restricted (i.e. all except G and CF) as % of Total	26.9%	25.1%	22.8%	25.0%	26.9%	25.2%	28.0%	29.8%