



## First Quarter Approvals Data 2022

	2015 Q1	2016 Q1	2017 Q1	2018 Q1	2019 Q1	2020 Q1	2021 Q1	2022 Q1
<b>Material supplied for approval:</b>								
Original commercials	1,334	1,335	1,503	1,560	1,432	1,378	1,215	1,134
Version of existing commercial	1,889	1,891	1,203	1,301	1,386	1,113	1,050	969
<b>Total Approvals Awarded</b>	<b>3,223</b>	<b>3,226</b>	<b>2,706</b>	<b>2,861</b>	<b>2,818</b>	<b>2,491</b>	<b>2,265</b>	<b>2,103</b>
YOY % Change	8.52%	0.09%	-16.12%	5.73%	-1.50%	-11.60%	-9.07%	-7.15%
Originals as % of Total	41.4%	41.4%	55.5%	54.5%	50.8%	55.3%	53.6%	53.9%
<b>Duration of commercials supplied:</b>								
Less than 15s	87	35	50	54	47	62	58	111
15 seconds	1,666	1,590	1,327	1,515	1,447	1,307	1,150	1,049
30 seconds	1,096	1,263	849	820	798	705	674	589
45 seconds	41	28	23	29	18	21	7	5
60 seconds	191	81	244	204	208	151	133	182
Greater than 60s (including infomercials)	142	229	213	239	300	245	243	167
<b>Total Approvals Awarded</b>	<b>3,223</b>	<b>3,226</b>	<b>2,706</b>	<b>2,861</b>	<b>2,818</b>	<b>2,491</b>	<b>2,265</b>	<b>2,103</b>
<20s as % of Total	54.4%	50.4%	50.9%	54.8%	53.0%	55.0%	53.3%	55.2%
30s as % of Total	34.0%	39.2%	31.4%	28.7%	28.3%	28.3%	29.8%	28.0%
<b>Classifications awarded:</b>								
G - General	2353	2472	2004	2077	2100	1786	1,587	1,580
CF - Food in Children's Programming	61	20	25	13	8	8	3	2
GXC - General Except Children	681	619	559	637	616	603	579	490
M - Mature (formerly PGR)	33	35	42	66	35	46	61	9
AO - Adults Only	15	5	10	11	7	6	5	1
Restricted Other - e.g. L830, GAA, and S7-12	80	75	66	57	52	42	30	21
<b>Total Approvals Awarded</b>	<b>3,223</b>	<b>3,226</b>	<b>2,706</b>	<b>2,861</b>	<b>2,818</b>	<b>2,491</b>	<b>2,265</b>	<b>2,103</b>
Restricted (i.e. all except G and CF) as % of Total	25.1%	22.8%	25.0%	26.9%	25.2%	28.0%	29.8%	24.8%