



## First Quarter Approvals Data 2023

	2016 Q1	2017 Q1	2018 Q1	2019 Q1	2020 Q1	2021 Q1	2022 Q1	2023 Q1
<b>Material supplied for approval:</b>								
Original commercials	1,335	1,503	1,560	1,432	1,378	1,215	1,134	1,117
Version of existing commercial	1,891	1,203	1,301	1,386	1,113	1,050	969	861
<b>Total Approvals Awarded</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>	<b>1,978</b>
YOY % Change	0.09%	-16.12%	5.73%	-1.50%	-11.60%	-9.07%	-7.15%	-5.94%
Originals as % of Total	41.4%	55.5%	54.5%	50.8%	55.3%	53.6%	53.9%	56.5%
<b>Duration of commercials supplied:</b>								
Less than 15s	35	50	54	47	62	58	111	49
15 seconds	1,590	1,327	1,515	1,447	1,307	1,150	1,049	1,021
30 seconds	1,263	849	820	798	705	674	589	538
45 seconds	28	23	29	18	21	7	5	10
60 seconds	81	244	204	208	151	133	182	153
Greater than 60s (including infomercials)	229	213	239	300	245	243	167	207
<b>Total Approvals Awarded</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>	<b>1,978</b>
<20s as % of Total	50.4%	50.9%	54.8%	53.0%	55.0%	53.3%	55.2%	54.1%
30s as % of Total	39.2%	31.4%	28.7%	28.3%	28.3%	29.8%	28.0%	27.2%
<b>Classifications awarded:</b>								
G - General	2472	2004	2077	2100	1786	1,587	1,580	1,447
CF - Food in Children's Programming	20	25	13	8	8	3	2	2
GXC - General Except Children	619	559	637	616	603	579	490	478
M - Mature (formerly PGR)	35	42	66	35	46	61	9	31
AO - Adults Only	5	10	11	7	6	5	1	4
Restricted Other - e.g. L830, GAA, and S7-12	75	66	57	52	42	30	21	16
<b>Total Approvals Awarded</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>	<b>1,978</b>
Restricted (i.e. all except G and CF) as % of Total	22.8%	25.0%	26.9%	25.2%	28.0%	29.8%	24.8%	26.7%