



Second Quarter Approvals Data 2024

| | 2017 Q2 | 2018 Q2 | 2019 Q2 | 2020 Q2 | 2021 Q2 | 2022 Q2 | 2023 Q2 | 2024 Q2 |
|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Material supplied for approval: | | | | | | | | |
| Original commercials | 1,816 | 1,629 | 1,618 | 1,218 | 1,462 | 1,323 | 1,236 | 1,092 |
| Version of existing commercial | 1,361 | 1,346 | 1,351 | 1,163 | 1,046 | 1,163 | 880 | 820 |
| Total Approvals Awarded | 3,249 | 2,975 | 2,969 | 2,381 | 2,508 | 2,486 | 2,116 | 1,912 |
| YOY % Change | -13.84% | -8.43% | -0.20% | -19.80% | 5.33% | -0.88% | -14.88% | -9.64% |
| Originals as % of Total | 55.9% | 54.8% | 54.5% | 51.2% | 58.3% | 53.2% | 58.4% | 57.1% |
| Duration of commercials supplied: | | | | | | | | |
| Less than 15s | 93 | 79 | 68 | 70 | 69 | 108 | 50 | 38 |
| 15 seconds | 1,647 | 1,539 | 1,666 | 1,149 | 1,289 | 1,176 | 1,052 | 1,111 |
| 30 seconds | 1,005 | 834 | 839 | 595 | 734 | 694 | 659 | 578 |
| 45 seconds | 17 | 26 | 15 | 32 | 26 | 26 | 11 | 21 |
| 60 seconds | 200 | 196 | 163 | 198 | 170 | 194 | 189 | 31 |
| Greater than 60s (including infomercials) | 287 | 301 | 218 | 337 | 220 | 288 | 155 | 133 |
| Total Approvals Awarded | 3,249 | 2,975 | 2,969 | 2,381 | 2,508 | 2,486 | 2,116 | 1,912 |
| <20s as % of Total | 53.6% | 54.4% | 58.4% | 51.2% | 54.1% | 51.6% | 52.1% | 60.1% |
| 30s as % of Total | 30.9% | 28.0% | 28.3% | 25.0% | 29.3% | 27.9% | 31.1% | 30.2% |
| Classifications awarded: | | | | | | | | |
| G - General | 2,445 | 2,138 | 2,255 | 1,700 | 1,929 | 1,798 | 1,538 | 1,327 |
| CF - Food in Children's Programming | 19 | 11 | 4 | 8 | 18 | 3 | 3 | 1 |
| GXC - General Except Children | 672 | 638 | 630 | 611 | 480 | 624 | 521 | 522 |
| M - Mature (formerly PGR) | 26 | 53 | 36 | 25 | 25 | 27 | 14 | 39 |
| AO - Adults Only | 7 | 14 | 7 | 4 | 9 | 16 | 3 | 7 |
| Restricted Other - L830, GAA, and S7-12 | 80 | 121 | 37 | 33 | 47 | 18 | 37 | 16 |
| Total Approvals Awarded | 3,249 | 2,975 | 2,969 | 2,381 | 2,508 | 2,486 | 2,116 | 1,912 |
| Restricted as % of Total | 24.2% | 27.8% | 23.9% | 28.3% | 22.4% | 27.6% | 27.2% | 30.5% |