

## Second Quarter Approvals Data 2025

	2018 Q2	2019 Q2	2020 Q2	2021 Q2	2022 Q2	2023 Q2	2024 Q2	2025 Q2
<b>Material supplied for approval:</b>								
Original commercials	1,629	1,618	1,218	1,462	1,323	1,236	1,092	949
Version of existing commercial	1,346	1,351	1,163	1,046	1,163	880	820	809
<b>Total Approvals Awarded</b>	<b>2,975</b>	<b>2,969</b>	<b>2,381</b>	<b>2,508</b>	<b>2,486</b>	<b>2,116</b>	<b>1,912</b>	<b>1,758</b>
YOY % Change	-8.43%	-0.20%	-19.80%	5.33%	-0.88%	-14.88%	-9.64%	-8.05%
Originals as % of Total	54.8%	54.5%	51.2%	58.3%	53.2%	58.4%	57.1%	54.0%
<b>Duration of commercials supplied:</b>								
Less than 15s	79	68	70	69	108	50	38	51
15 seconds	1,539	1,666	1,149	1,289	1,176	1,052	1,111	1,037
30 seconds	834	839	595	734	694	659	578	568
45 seconds	26	15	32	26	26	11	21	2
60 seconds	196	163	198	170	194	189	31	27
Greater than 60s (including infomercials)	301	218	337	220	288	155	133	73
<b>Total Approvals Awarded</b>	<b>2,975</b>	<b>2,969</b>	<b>2,381</b>	<b>2,508</b>	<b>2,486</b>	<b>2,116</b>	<b>1,912</b>	<b>1,758</b>
<20s as % of Total	54.4%	58.4%	51.2%	54.1%	51.6%	52.1%	60.1%	61.9%
30s as % of Total	28.0%	28.3%	25.0%	29.3%	27.9%	31.1%	30.2%	32.3%
<b>Classifications awarded:</b>								
G - General	2,138	2,255	1,700	1,929	1,798	1,538	1,327	1,237
CF - Food in Children's Programming	11	4	8	18	3	3	1	5
GXC - General Except Children	638	630	611	480	624	521	522	480
M - Mature (formerly PGR)	53	36	25	25	27	14	39	29
AO - Adults Only	14	7	4	9	16	3	7	-
Restricted Other - L830, GAA, and S7-12	121	37	33	47	18	37	16	7
<b>Total Approvals Awarded</b>	<b>2,975</b>	<b>2,969</b>	<b>2,381</b>	<b>2,508</b>	<b>2,486</b>	<b>2,116</b>	<b>1,912</b>	<b>1,758</b>
Restricted as % of Total	27.8%	23.9%	28.3%	22.4%	27.6%	27.2%	30.5%	29.4%