



Second Quarter Approvals Data 2019

	2013 Q2	2014 Q2	2015 Q2	2016 Q2	2017 Q2	2018 Q2	2019 Q2
Material supplied for approval:							
Original commercials	1,706	1,580	1,923	2,043	1,816	1,629	1,618
Version of existing commercial	1,861	1,864	1,486	1,598	1,361	1,346	1,422
Total Approvals Awarded	3,575	3,444	3,409	3,771	3,249	2,975	3,040
YOY % Change	6.91%	-3.66%	-1.02%	10.62%	-13.84%	-8.43%	2.18%
Originals as % of Total	47.7%	45.9%	56.4%	54.2%	55.9%	54.8%	53.2%
Duration of commercials supplied:							
Less than 15s	103	43	70	168	93	79	68
15 seconds	1527	1738	1626	1787	1,647	1,539	1,666
30 seconds	1317	1187	1210	1367	1,005	834	839
45 seconds	28	58	41	25	17	26	15
60 seconds	152	278	179	180	200	196	163
Greater than 60s (including infomercials)	248	140	283	244	287	301	289
Total Approvals Awarded	3,375	3,444	3,409	3,771	3,249	2,975	3,040
<20s as % of Total	48.3%	51.7%	49.8%	51.8%	53.6%	54.4%	57.0%
30s as % of Total	39.0%	34.5%	35.5%	36.3%	30.9%	28.0%	27.6%
Classifications awarded:							
G - General	2591	2450	2,612	2,751	2,445	2,138	2,305
CF - Food in Children's Programming	31	7	26	23	19	11	4
GXC - General Except Children	837	882	660	871	672	638	630
PGR - Parental Guidance Required	27	23	34	52	26	53	36
AO - Adults Only	28	7	13	7	7	14	7
Restricted Other - L830, GAA, and S7-12	61	75	64	67	80	121	58
Total Approvals Awarded	3,575	3,444	3,409	3,771	3,249	2,975	3,040
Restricted as % of Total	26.7%	28.7%	22.6%	26.4%	24.2%	27.8%	24.0%