



Second Quarter Approvals Data 2020

	2013 Q2	2014 Q2	2015 Q2	2016 Q2	2017 Q2	2018 Q2	2019 Q2	2020 Q2
Material supplied for approval:								
Original commercials	1,706	1,580	1,923	2,043	1,816	1,629	1,618	1,218
Version of existing commercial	1,861	1,864	1,486	1,598	1,361	1,346	1,351	1,163
Total Approvals Awarded	3,575	3,444	3,409	3,771	3,249	2,975	2,969	2,381
YOY % Change	6.91%	-3.66%	-1.02%	10.62%	-13.84%	-8.43%	-0.20%	-19.80%
Originals as % of Total	47.7%	45.9%	56.4%	54.2%	55.9%	54.8%	54.5%	51.2%
Duration of commercials supplied:								
Less than 15s	103	43	70	168	93	79	68	70
15 seconds	1527	1738	1626	1787	1,647	1,539	1,666	1,149
30 seconds	1317	1187	1210	1367	1,005	834	839	595
45 seconds	28	58	41	25	17	26	15	32
60 seconds	152	278	179	180	200	196	163	198
Greater than 60s (including infomercials)	248	140	283	244	287	301	218	337
Total Approvals Awarded	3,375	3,444	3,409	3,771	3,249	2,975	2,969	2,381
<20s as % of Total	48.3%	51.7%	49.8%	51.8%	53.6%	54.4%	58.4%	51.2%
30s as % of Total	39.0%	34.5%	35.5%	36.3%	30.9%	28.0%	28.3%	25.0%
Classifications awarded:								
G - General	2591	2450	2,612	2,751	2,445	2,138	2,255	1,700
CF - Food in Children's Programming	31	7	26	23	19	11	4	8
GXC - General Except Children	837	882	660	871	672	638	630	611
PGR - Parental Guidance Required	27	23	34	52	26	53	36	25
AO - Adults Only	28	7	13	7	7	14	7	4
Restricted Other - L830, GAA, and S7-12	61	75	64	67	80	121	37	33
Total Approvals Awarded	3,575	3,444	3,409	3,771	3,249	2,975	2,969	2,381
Restricted as % of Total	26.7%	28.7%	22.6%	26.4%	24.2%	27.8%	23.9%	28.3%