



Second Quarter Approvals Data 2021

	2014 Q2	2015 Q2	2016 Q2	2017 Q2	2018 Q2	2019 Q2	2020 Q2	2021 Q2
Material supplied for approval:								
Original commercials	1,580	1,923	2,043	1,816	1,629	1,618	1,218	1,462
Version of existing commercial	1,864	1,486	1,598	1,361	1,346	1,351	1,163	1,046
Total Approvals Awarded	3,444	3,409	3,771	3,249	2,975	2,969	2,381	2,508
YOY % Change	-3.66%	-1.02%	10.62%	-13.84%	-8.43%	-0.20%	-19.80%	5.33%
Originals as % of Total	45.9%	56.4%	54.2%	55.9%	54.8%	54.5%	51.2%	58.3%
Duration of commercials supplied:								
Less than 15s	43	70	168	93	79	68	70	69
15 seconds	1738	1626	1787	1,647	1,539	1,666	1,149	1,289
30 seconds	1187	1210	1367	1,005	834	839	595	734
45 seconds	58	41	25	17	26	15	32	26
60 seconds	278	179	180	200	196	163	198	170
Greater than 60s (including infomercials)	140	283	244	287	301	218	337	220
Total Approvals Awarded	3,444	3,409	3,771	3,249	2,975	2,969	2,381	2,508
<20s as % of Total	51.7%	49.8%	51.8%	53.6%	54.4%	58.4%	51.2%	54.1%
30s as % of Total	34.5%	35.5%	36.3%	30.9%	28.0%	28.3%	25.0%	29.3%
Classifications awarded:								
G - General	2450	2,612	2,751	2,445	2,138	2,255	1,700	1,929
CF - Food in Children's Programming	7	26	23	19	11	4	8	18
GXC - General Except Children	882	660	871	672	638	630	611	480
M - Mature	23	34	52	26	53	36	25	25
AO - Adults Only	7	13	7	7	14	7	4	9
Restricted Other - L830, GAA, and S7-12	75	64	67	80	121	37	33	47
Total Approvals Awarded	3,444	3,409	3,771	3,249	2,975	2,969	2,381	2,508
Restricted as % of Total	28.7%	22.6%	26.4%	24.2%	27.8%	23.9%	28.3%	22.4%