



## Second Quarter Approvals Data 2022

	2015 Q2	2016 Q2	2017 Q2	2018 Q2	2019 Q2	2020 Q2	2021 Q2	2022 Q2
<b>Material supplied for approval:</b>								
Original commercials	1,923	2,043	1,816	1,629	1,618	1,218	1,462	1,323
Version of existing commercial	1,486	1,598	1,361	1,346	1,351	1,163	1,046	1,163
<b>Total Approvals Awarded</b>	<b>3,409</b>	<b>3,771</b>	<b>3,249</b>	<b>2,975</b>	<b>2,969</b>	<b>2,381</b>	<b>2,508</b>	<b>2,486</b>
YOY % Change	-1.02%	10.62%	-13.84%	-8.43%	-0.20%	-19.80%	5.33%	-0.88%
Originals as % of Total	56.4%	54.2%	55.9%	54.8%	54.5%	51.2%	58.3%	53.2%
<b>Duration of commercials supplied:</b>								
Less than 15s	70	168	93	79	68	70	69	108
15 seconds	1626	1787	1,647	1,539	1,666	1,149	1,289	1,176
30 seconds	1210	1367	1,005	834	839	595	734	694
45 seconds	41	25	17	26	15	32	26	26
60 seconds	179	180	200	196	163	198	170	194
Greater than 60s (including infomercials)	283	244	287	301	218	337	220	288
<b>Total Approvals Awarded</b>	<b>3,409</b>	<b>3,771</b>	<b>3,249</b>	<b>2,975</b>	<b>2,969</b>	<b>2,381</b>	<b>2,508</b>	<b>2,486</b>
<20s as % of Total	49.8%	51.8%	53.6%	54.4%	58.4%	51.2%	54.1%	51.6%
30s as % of Total	35.5%	36.3%	30.9%	28.0%	28.3%	25.0%	29.3%	27.9%
<b>Classifications awarded:</b>								
G - General	2,612	2,751	2,445	2,138	2,255	1,700	1,929	1,798
CF - Food in Children's Programming	26	23	19	11	4	8	18	3
GXC - General Except Children	660	871	672	638	630	611	480	624
M - Mature (formerly PGR)	34	52	26	53	36	25	25	27
AO - Adults Only	13	7	7	14	7	4	9	16
Restricted Other - L830, GAA, and S7-12	64	67	80	121	37	33	47	18
<b>Total Approvals Awarded</b>	<b>3,409</b>	<b>3,771</b>	<b>3,249</b>	<b>2,975</b>	<b>2,969</b>	<b>2,381</b>	<b>2,508</b>	<b>2,486</b>
Restricted as % of Total	22.6%	26.4%	24.2%	27.8%	23.9%	28.3%	22.4%	27.6%