



## Second Quarter Approvals Data 2023

	2016 Q2	2017 Q2	2018 Q2	2019 Q2	2020 Q2	2021 Q2	2022 Q2	2023 Q2
<b>Material supplied for approval:</b>								
Original commercials	2,043	1,816	1,629	1,618	1,218	1,462	1,323	1,236
Version of existing commercial	1,598	1,361	1,346	1,351	1,163	1,046	1,163	880
<b>Total Approvals Awarded</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>	<b>2,116</b>
YOY % Change	10.62%	-13.84%	-8.43%	-0.20%	-19.80%	5.33%	-0.88%	-14.88%
Originals as % of Total	54.2%	55.9%	54.8%	54.5%	51.2%	58.3%	53.2%	58.4%
<b>Duration of commercials supplied:</b>								
Less than 15s	168	93	79	68	70	69	108	50
15 seconds	1787	1,647	1,539	1,666	1,149	1,289	1,176	1,052
30 seconds	1367	1,005	834	839	595	734	694	659
45 seconds	25	17	26	15	32	26	26	11
60 seconds	180	200	196	163	198	170	194	189
Greater than 60s (including infomercials)	244	287	301	218	337	220	288	155
<b>Total Approvals Awarded</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>	<b>2,116</b>
<20s as % of Total	51.8%	53.6%	54.4%	58.4%	51.2%	54.1%	51.6%	52.1%
30s as % of Total	36.3%	30.9%	28.0%	28.3%	25.0%	29.3%	27.9%	31.1%
<b>Classifications awarded:</b>								
G - General	2,751	2,445	2,138	2,255	1,700	1,929	1,798	1,538
CF - Food in Children's Programming	23	19	11	4	8	18	3	3
GXC - General Except Children	871	672	638	630	611	480	624	521
M - Mature (formerly PGR)	52	26	53	36	25	25	27	14
AO - Adults Only	7	7	14	7	4	9	16	3
Restricted Other - L830, GAA, and S7-12	67	80	121	37	33	47	18	37
<b>Total Approvals Awarded</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>	<b>2,116</b>
Restricted as % of Total	26.4%	24.2%	27.8%	23.9%	28.3%	22.4%	27.6%	27.2%