



## Third Quarter Approvals Data 2024

	2017 Q3	2018 Q3	2019 Q3	2020 Q3	2021 Q3	2022 Q3	2023 Q3	2024 Q3
<b>Material supplied for approval:</b>								
Original commercials	1,721	1,669	1,777	1,513	1,222	1,390	1,139	1,032
Version of existing commercial	1,622	1,547	1,567	1,224	1,186	1,196	1,119	900
<b>Total Approvals Awarded</b>	<b>3,343</b>	<b>3,216</b>	<b>3,344</b>	<b>2,737</b>	<b>2,408</b>	<b>2,586</b>	<b>2,258</b>	<b>1,932</b>
YOY % Change	-5.80%	-3.80%	3.98%	-18.15%	-12.02%	7.39%	-12.68%	-14.44%
Originals as % of Total	51.5%	51.9%	53.1%	55.3%	50.7%	53.8%	50.4%	53.4%
<b>Duration of commercials supplied:</b>								
Less than 15s	52	105	78	65	80	70	83	79
15 seconds	1,836	1,688	1,735	1,436	1,226	1,262	1,177	1,072
30 seconds	984	877	926	741	735	769	648	551
45 seconds	27	41	45	15	20	16	6	15
60 seconds	182	171	222	173	140	208	133	42
Greater than 60s (including infomercials)	262	334	338	307	207	261	211	173
<b>Total Approvals Awarded</b>	<b>3,343</b>	<b>3,216</b>	<b>3,344</b>	<b>2,737</b>	<b>2,408</b>	<b>2,586</b>	<b>2,258</b>	<b>1,932</b>
<20s as % of Total	56.5%	55.8%	54.2%	54.8%	54.2%	51.5%	55.8%	59.6%
30s as % of Total	29.4%	27.3%	27.7%	27.1%	30.5%	29.7%	28.7%	28.5%
<b>Classifications awarded:</b>								
G - General	2,446	2,467	2,557	2,093	1,735	1,983	1,670	1,374
CF - Food in Children's Programming	14	12	9	38	1	2	-	6
GXC - General Except Children	693	583	678	560	610	529	486	471
M - Mature (formerly PGR)	66	48	57	40	39	52	31	49
AO - Adults Only	22	15	5	-	1	6	12	7
Restricted Other - e.g. L830, GAA, and S7-12	102	91	38	6	22	14	59	25
<b>Total Approvals Awarded</b>	<b>3,343</b>	<b>3,216</b>	<b>3,344</b>	<b>2,737</b>	<b>2,408</b>	<b>2,586</b>	<b>2,258</b>	<b>1,932</b>
Restricted as % of Total	26.4%	22.9%	23.3%	22.1%	27.9%	23.2%	26.0%	28.6%