



Third Quarter Approvals Data 2019

	2013 Q3	2014 Q3	2015 Q3	2016 Q3	2017 Q3	2018 Q3	2019 Q3
Material supplied for approval:							
Original commercials	1,942	1,830	2,137	1,931	1,721	1,669	1,777
Version of existing commercial	1,755	1,980	1,822	1,618	1,622	1,547	1,625
Total Approvals Awarded	3,697	3,810	3,959	3,549	3,343	3,216	3,402
YOY % Change	12.85%	3.06%	3.91%	-10.36%	-5.80%	-3.80%	5.78%
Originals as % of Total	52.5%	48.0%	54.0%	54.4%	51.5%	51.9%	52.2%
Duration of commercials supplied:							
Less than 15s	60	69	40	77	52	105	78
15 seconds	1,939	1,901	1,902	1,825	1,836	1,688	1,735
30 seconds	1,250	1,277	1,559	1,102	984	877	926
45 seconds	51	54	29	39	27	41	45
60 seconds	195	316	119	206	182	171	222
Greater than 60s (including infomercials)	202	193	310	300	262	334	396
Total Approvals Awarded	3,697	3,810	3,959	3,549	3,343	3,216	3,402
<20s as % of Total	1.6%	1.8%	1.0%	2.2%	1.6%	3.3%	2.3%
30s as % of Total	33.8%	33.5%	39.4%	31.1%	29.4%	27.3%	27.2%
Classifications awarded:							
G - General	2,630	2,784	3,030	2,620	2,446	2,467	2,557
CF - Food in Children's Programming	27	30	19	29	14	12	9
GXC - General Except Children	883	813	794	752	693	583	678
PGR - Parental Guidance Required	39	28	31	66	66	48	57
AO - Adults Only	10	7	14	11	22	15	5
Restricted Other - e.g. L830, GAA, and S7-12	108	148	71	71	102	91	96
Total Approvals Awarded	3,697	3,810	3,959	3,549	3,343	3,216	3,402
Restricted as % of Total	28.1%	26.1%	23.0%	25.4%	26.4%	22.9%	24.6%