



commercial approvals

Third Quarter Approvals Data 2020

	2013 Q3	2014 Q3	2015 Q3	2016 Q3	2017 Q3	2018 Q3	2019 Q3	2020 Q3
Material supplied for approval:								
Original commercials	1,942	1,830	2,137	1,931	1,721	1,669	1,777	1,513
Version of existing commercial	1,755	1,980	1,822	1,618	1,622	1,547	1,567	1,277
Total Approvals Awarded	3,697	3,810	3,959	3,549	3,343	3,216	3,344	2,790
YOY % Change	12.85%	3.06%	3.91%	-10.36%	-5.80%	-3.80%	3.98%	-16.57%
Originals as % of Total	52.5%	48.0%	54.0%	54.4%	51.5%	51.9%	53.1%	54.2%
Duration of commercials supplied:								
Less than 15s	60	69	40	77	52	105	78	65
15 seconds	1,939	1,901	1,902	1,825	1,836	1,688	1,735	1,436
30 seconds	1,250	1,277	1,559	1,102	984	877	926	741
45 seconds	51	54	29	39	27	41	45	15
60 seconds	195	316	119	206	182	171	222	173
Greater than 60s (including infomercials)	202	193	310	300	262	334	338	360
Total Approvals Awarded	3,697	3,810	3,959	3,549	3,343	3,216	3,344	2,790
<20s as % of Total	1.6%	1.8%	1.0%	2.2%	1.6%	3.3%	2.3%	2.3%
30s as % of Total	33.8%	33.5%	39.4%	31.1%	29.4%	27.3%	27.7%	26.6%
Classifications awarded:								
G - General	2,630	2,784	3,030	2,620	2,446	2,467	2,557	2,093
CF - Food in Children's Programming	27	30	19	29	14	12	9	38
GXC - General Except Children	883	813	794	752	693	583	678	560
M - Mature (formerly PGR)	39	28	31	66	66	48	57	40
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	38	59
Total Approvals Awarded	3,697	3,810	3,959	3,549	3,343	3,216	3,344	2,790
Restricted as % of Total	28.1%	26.1%	23.0%	25.4%	26.4%	22.9%	23.3%	23.6%