



## Third Quarter Approvals Data 2021

	2014 Q3	2015 Q3	2016 Q3	2017 Q3	2018 Q3	2019 Q3	2020 Q3	2021 Q3
<b>Material supplied for approval:</b>								
Original commercials	1,830	2,137	1,931	1,721	1,669	1,777	1,513	1,222
Version of existing commercial	1,980	1,822	1,618	1,622	1,547	1,567	1,224	1,186
<b>Total Approvals Awarded</b>	<b>3,810</b>	<b>3,959</b>	<b>3,549</b>	<b>3,343</b>	<b>3,216</b>	<b>3,344</b>	<b>2,737</b>	<b>2,408</b>
YOY % Change	3.06%	3.91%	-10.36%	-5.80%	-3.80%	3.98%	-18.15%	-12.02%
Originals as % of Total	48.0%	54.0%	54.4%	51.5%	51.9%	53.1%	55.3%	50.7%
<b>Duration of commercials supplied:</b>								
Less than 15s	69	40	77	52	105	78	65	80
15 seconds	1,901	1,902	1,825	1,836	1,688	1,735	1,436	1,226
30 seconds	1,277	1,559	1,102	984	877	926	741	735
45 seconds	54	29	39	27	41	45	15	20
60 seconds	316	119	206	182	171	222	173	140
Greater than 60s (including infomercials)	193	310	300	262	334	338	307	207
<b>Total Approvals Awarded</b>	<b>3,810</b>	<b>3,959</b>	<b>3,549</b>	<b>3,343</b>	<b>3,216</b>	<b>3,344</b>	<b>2,737</b>	<b>2,408</b>
<20s as % of Total	1.8%	1.0%	2.2%	1.6%	3.3%	2.3%	2.4%	3.3%
30s as % of Total	33.5%	39.4%	31.1%	29.4%	27.3%	27.7%	27.1%	30.5%
<b>Classifications awarded:</b>								
G - General	2,784	3,030	2,620	2,446	2,467	2,557	2,093	1,735
CF - Food in Children's Programming	30	19	29	14	12	9	38	1
GXC - General Except Children	813	794	752	693	583	678	560	610
M - Mature (formerly PGR)	28	31	66	66	48	57	40	39
AO - Adults Only	7	14	11	22	15	5	-	1
Restricted Other - e.g. L830, GAA, and S7-12	148	71	71	102	91	38	6	22
<b>Total Approvals Awarded</b>	<b>3,810</b>	<b>3,959</b>	<b>3,549</b>	<b>3,343</b>	<b>3,216</b>	<b>3,344</b>	<b>2,737</b>	<b>2,408</b>
Restricted as % of Total	26.1%	23.0%	25.4%	26.4%	22.9%	23.3%	22.1%	27.9%