



## Third Quarter Approvals Data 2023

	2016 Q3	2017 Q3	2018 Q3	2019 Q3	2020 Q3	2021 Q3	2022 Q3	2023 Q3
<b>Material supplied for approval:</b>								
Original commercials	1,931	1,721	1,669	1,777	1,513	1,222	1,390	1,139
Version of existing commercial	1,618	1,622	1,547	1,567	1,224	1,186	1,196	1,119
<b>Total Approvals Awarded</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>	<b>2,586</b>	<b>2,258</b>
YOY % Change	-10.36%	-5.80%	-3.80%	3.98%	-18.15%	-12.02%	7.39%	-12.68%
Originals as % of Total	54.4%	51.5%	51.9%	53.1%	55.3%	50.7%	53.8%	50.4%
<b>Duration of commercials supplied:</b>								
Less than 15s	77	52	105	78	65	80	70	83
15 seconds	1,825	1,836	1,688	1,735	1,436	1,226	1,262	1,177
30 seconds	1,102	984	877	926	741	735	769	648
45 seconds	39	27	41	45	15	20	16	6
60 seconds	206	182	171	222	173	140	208	133
Greater than 60s (including infomercials)	300	262	334	338	307	207	261	211
<b>Total Approvals Awarded</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>	<b>2,586</b>	<b>2,258</b>
<20s as % of Total	53.6%	56.5%	55.8%	54.2%	54.8%	54.2%	51.5%	55.8%
30s as % of Total	31.1%	29.4%	27.3%	27.7%	27.1%	30.5%	29.7%	28.7%
<b>Classifications awarded:</b>								
G - General	2,620	2,446	2,467	2,557	2,093	1,735	1,983	1,670
CF - Food in Children's Programming	29	14	12	9	38	1	2	-
GXC - General Except Children	752	693	583	678	560	610	529	486
M - Mature (formerly PGR)	66	66	48	57	40	39	52	31
AO - Adults Only	11	22	15	5	-	1	6	12
Restricted Other - e.g. L830, GAA, and S7-12	71	102	91	38	6	22	14	59
<b>Total Approvals Awarded</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>	<b>2,586</b>	<b>2,258</b>
Restricted as % of Total	25.4%	26.4%	22.9%	23.3%	22.1%	27.9%	23.2%	26.0%