



## Fourth Quarter Approvals Data 2024

	2017 Q4	2018 Q4	2019 Q4	2020 Q4	2021 Q4	2022 Q4	2023 Q4	2024 Q4
<b>Material supplied for approval:</b>								
Original commercials	1,796	1,880	1,944	1,738	1,402	1,390	1,176	1,054
Version of existing commercial (excluding HD duplicates)	1,687	1,628	1,375	1,357	1,164	1,150	1,146	904
<b>Total Approvals Awarded</b>	<b>3,483</b>	<b>3,508</b>	<b>3,319</b>	<b>3,095</b>	<b>2,566</b>	<b>2,540</b>	<b>2,322</b>	<b>1,958</b>
YOY % Change	-6.37%	0.72%	-5.39%	-6.75%	-17.09%	-1.01%	-8.58%	-15.68%
Originals as % of Total	51.6%	53.6%	58.6%	56.2%	54.6%	54.7%	50.6%	53.8%
<b>Duration of commercials supplied:</b>								
Less than 15s	27	64	137	82	77	82	87	38
15 seconds	1,820	1,949	1,928	1,693	1,385	1,298	1,188	1,225
30 seconds	1,019	998	862	883	778	653	633	533
45 seconds	28	14	27	17	16	21	4	15
60 seconds	236	188	155	302	192	190	63	28
Greater than 60s (including infomercials)	353	295	210	118	118	296	347	119
<b>Total Approvals Awarded</b>	<b>3,483</b>	<b>3,508</b>	<b>3,319</b>	<b>3,095</b>	<b>2,566</b>	<b>2,540</b>	<b>2,322</b>	<b>1,958</b>
<20s as % of Total	53.0%	57.4%	62.2%	57.4%	57.0%	54.3%	54.9%	64.5%
30s as % of Total	29.3%	28.4%	26.0%	28.5%	30.3%	25.7%	27.3%	27.2%
<b>Classifications awarded:</b>								
G - General	2,776	2,539	2,488	2,301	1,906	1,990	1,836	1,443
CF - Food in Children's Programming	12	9	12	31	-	4	-	-
GXC - General Except Children	602	732	731	681	594	485	433	487
M - Mature (formerly PGR)	34	41	61	30	30	19	15	18
AO - Adults Only	3	9	3	13	4	2	2	-
Restricted Other - L830, GAA, and S7-12	56	178	24	39	32	40	36	10
<b>Total Approvals Awarded</b>	<b>3,483</b>	<b>3,508</b>	<b>3,319</b>	<b>3,095</b>	<b>2,566</b>	<b>2,540</b>	<b>2,322</b>	<b>1,958</b>
Restricted as % of Total	20.0%	27.4%	24.7%	24.7%	25.7%	21.5%	20.9%	26.3%