



Fourth Quarter 2018 Approvals Data

	2012 Q4	2013 Q4	2014 Q4	2015 Q4	2016 Q4	2017 Q4	2018 Q4
Material supplied for approval:							
Original commercials	1,832	1,969	2,093	2,428	2,005	1,796	1,880
Version of existing commercial (excluding HD duplicates)	1,905	1,897	1,991	1,904	1,715	1,687	1,628
Total Approvals Awarded	3,737	3,866	4,084	4,332	3,720	3,483	3,508
YOY % Change	1.03%	3.45%	5.64%	6.07%	-14.13%	-6.37%	0.72%
Originals as % of Total	49.0%	50.9%	51.2%	56.0%	53.9%	51.6%	53.6%
Duration of commercials supplied:							
Less than 15s	33	52	65	93	67	27	64
15 seconds	1989	2092	2086	2183	1,994	1,820	1,949
30 seconds	1451	1274	1405	1629	1,211	1,019	998
45 seconds	27	27	34	30	28	28	14
60 seconds	124	243	344	87	159	236	188
Greater than 60s (including infomercials)	113	178	150	310	261	353	295
Total Approvals Awarded	3,737	3,866	4,084	4,332	3,720	3,483	3,508
<15s as % of Total	0.9%	1.3%	1.6%	2.1%	1.8%	0.8%	1.8%
30s as % of Total	38.8%	33.0%	34.4%	37.6%	32.6%	29.3%	28.4%
Classifications awarded:							
G - General	2817	2859	3128	3345	2,705	2,776	2,539
CF - Food in Children's Programming	15	29	18	20	20	12	9
GXC - General Except Children	712	806	744	784	803	602	732
PGR - Parental Guidance Required	52	36	56	49	79	34	41
AO - Adults Only	33	6	17	14	19	3	9
Restricted Other - L830, GAA, and S7-12	108	130	121	120	94	56	178
Total Approvals Awarded	3,737	3,866	4,084	4,332	3,720	3,483	3,508
Restricted as % of Total	24.2%	25.3%	23.0%	22.3%	26.7%	20.0%	27.4%