



## Fourth Quarter 2019 Approvals Data

	2013 Q4	2014 Q4	2015 Q4	2016 Q4	2017 Q4	2018 Q4	2019 Q4
<b>Material supplied for approval:</b>							
Original commercials	1,969	2,093	2,428	2,005	1,796	1,880	1,944
Version of existing commercial (excluding HD duplicates)	1,897	1,991	1,904	1,715	1,687	1,628	1,450
<b>Total Approvals Awarded</b>	<b>3,866</b>	<b>4,084</b>	<b>4,332</b>	<b>3,720</b>	<b>3,483</b>	<b>3,508</b>	<b>3,394</b>
YOY % Change	3.45%	5.64%	6.07%	-14.13%	-6.37%	0.72%	-3.25%
Originals as % of Total	50.9%	51.2%	56.0%	53.9%	51.6%	53.6%	57.3%
<b>Duration of commercials supplied:</b>							
Less than 15s	52	65	93	67	27	64	137
15 seconds	2092	2086	2183	1,994	1,820	1,949	1,928
30 seconds	1274	1405	1629	1,211	1,019	998	862
45 seconds	27	34	30	28	28	14	27
60 seconds	243	344	87	159	236	188	155
Greater than 60s (including infomercials)	178	150	310	261	353	295	285
<b>Total Approvals Awarded</b>	<b>3,866</b>	<b>4,084</b>	<b>4,332</b>	<b>3,720</b>	<b>3,483</b>	<b>3,508</b>	<b>3,394</b>
<15s as % of Total	1.3%	1.6%	2.1%	1.8%	0.8%	1.8%	4.0%
30s as % of Total	33.0%	34.4%	37.6%	32.6%	29.3%	28.4%	25.4%
<b>Classifications awarded:</b>							
G - General	2859	3128	3345	2,705	2,776	2,539	2,488
CF - Food in Children's Programming	29	18	20	20	12	9	12
GXC - General Except Children	806	744	784	803	602	732	731
PGR - Parental Guidance Required	36	56	49	79	34	41	61
AO - Adults Only	6	17	14	19	3	9	3
Restricted Other - L830, GAA, and S7-12	130	121	120	94	56	178	99
<b>Total Approvals Awarded</b>	<b>3,866</b>	<b>4,084</b>	<b>4,332</b>	<b>3,720</b>	<b>3,483</b>	<b>3,508</b>	<b>3,394</b>
Restricted as % of Total	25.3%	23.0%	22.3%	26.7%	20.0%	27.4%	26.3%