



Fourth Quarter Approvals Data 2021

	2014 Q4	2015 Q4	2016 Q4	2017 Q4	2018 Q4	2019 Q4	2020 Q4	2021 Q4
Material supplied for approval:								
Original commercials	2,093	2,428	2,005	1,796	1,880	1,944	1,738	1,402
Version of existing commercial (excluding HD duplicates)	1,991	1,904	1,715	1,687	1,628	1,375	1,357	1,164
Total Approvals Awarded	4,084	4,332	3,720	3,483	3,508	3,319	3,095	2,566
YOY % Change	5.64%	6.07%	-14.13%	-6.37%	0.72%	-5.39%	-6.75%	-17.09%
Originals as % of Total	51.2%	56.0%	53.9%	51.6%	53.6%	58.6%	56.2%	54.6%
Duration of commercials supplied:								
Less than 15s	65	93	67	27	64	137	82	77
15 seconds	2086	2183	1,994	1,820	1,949	1,928	1,693	1,385
30 seconds	1405	1629	1,211	1,019	998	862	883	778
45 seconds	34	30	28	28	14	27	17	16
60 seconds	344	87	159	236	188	155	302	192
Greater than 60s (including infomercials)	150	310	261	353	295	210	118	118
Total Approvals Awarded	4,084	4,332	3,720	3,483	3,508	3,319	3,095	2,566
<15s as % of Total	1.6%	2.1%	1.8%	0.8%	1.8%	4.1%	2.6%	3.0%
30s as % of Total	34.4%	37.6%	32.6%	29.3%	28.4%	26.0%	28.5%	30.3%
Classifications awarded:								
G - General	3128	3345	2,705	2,776	2,539	2,488	2,301	1,906
CF - Food in Children's Programming	18	20	20	12	9	12	31	-
GXC - General Except Children	744	784	803	602	732	731	681	594
M - Mature (formerly PGR)	56	49	79	34	41	61	30	30
AO - Adults Only	17	14	19	3	9	3	13	4
Restricted Other - L830, GAA, and S7-12	121	120	94	56	178	24	39	32
Total Approvals Awarded	4,084	4,332	3,720	3,483	3,508	3,319	3,095	2,566
Restricted as % of Total	23.0%	22.3%	26.7%	20.0%	27.4%	24.7%	24.7%	25.7%