



Fourth Quarter Approvals Data 2022

	2015 Q4	2016 Q4	2017 Q4	2018 Q4	2019 Q4	2020 Q4	2021 Q4	2022 Q4
Material supplied for approval:								
Original commercials	2,428	2,005	1,796	1,880	1,944	1,738	1,402	1,390
Version of existing commercial (excluding HD duplicates)	1,904	1,715	1,687	1,628	1,375	1,357	1,164	1,150
Total Approvals Awarded	4,332	3,720	3,483	3,508	3,319	3,095	2,566	2,540
YOY % Change	6.07%	-14.13%	-6.37%	0.72%	-5.39%	-6.75%	-17.09%	-1.01%
Originals as % of Total	56.0%	53.9%	51.6%	53.6%	58.6%	56.2%	54.6%	54.7%
Duration of commercials supplied:								
Less than 15s	93	67	27	64	137	82	77	82
15 seconds	2183	1,994	1,820	1,949	1,928	1,693	1,385	1,298
30 seconds	1629	1,211	1,019	998	862	883	778	653
45 seconds	30	28	28	14	27	17	16	21
60 seconds	87	159	236	188	155	302	192	190
Greater than 60s (including infomercials)	310	261	353	295	210	118	118	296
Total Approvals Awarded	4,332	3,720	3,483	3,508	3,319	3,095	2,566	2,540
<20s as % of Total	52.5%	55.4%	53.0%	57.4%	62.2%	57.4%	57.0%	54.3%
30s as % of Total	37.6%	32.6%	29.3%	28.4%	26.0%	28.5%	30.3%	25.7%
Classifications awarded:								
G - General	3345	2,705	2,776	2,539	2,488	2,301	1,906	1,990
CF - Food in Children's Programming	20	20	12	9	12	31	-	4
GXC - General Except Children	784	803	602	732	731	681	594	485
M - Mature (formerly PGR)	49	79	34	41	61	30	30	19
AO - Adults Only	14	19	3	9	3	13	4	2
Restricted Other - L830, GAA, and S7-12	120	94	56	178	24	39	32	40
Total Approvals Awarded	4,332	3,720	3,483	3,508	3,319	3,095	2,566	2,540
Restricted as % of Total	22.3%	26.7%	20.0%	27.4%	24.7%	24.7%	25.7%	21.5%