



Fourth Quarter Approvals Data 2023

	2016 Q4	2017 Q4	2018 Q4	2019 Q4	2020 Q4	2021 Q4	2022 Q4	2023 Q4
Material supplied for approval:								
Original commercials	2,005	1,796	1,880	1,944	1,738	1,402	1,390	1,176
Version of existing commercial (excluding HD duplicates)	1,715	1,687	1,628	1,375	1,357	1,164	1,150	1,146
Total Approvals Awarded	3,720	3,483	3,508	3,319	3,095	2,566	2,540	2,322
YOY % Change	-14.13%	-6.37%	0.72%	-5.39%	-6.75%	-17.09%	-1.01%	-8.58%
Originals as % of Total	53.9%	51.6%	53.6%	58.6%	56.2%	54.6%	54.7%	50.6%
Duration of commercials supplied:								
Less than 15s	67	27	64	137	82	77	82	87
15 seconds	1,994	1,820	1,949	1,928	1,693	1,385	1,298	1,188
30 seconds	1,211	1,019	998	862	883	778	653	633
45 seconds	28	28	14	27	17	16	21	4
60 seconds	159	236	188	155	302	192	190	63
Greater than 60s (including infomercials)	261	353	295	210	118	118	296	347
Total Approvals Awarded	3,720	3,483	3,508	3,319	3,095	2,566	2,540	2,322
<20s as % of Total	55.4%	53.0%	57.4%	62.2%	57.4%	57.0%	54.3%	54.9%
30s as % of Total	32.6%	29.3%	28.4%	26.0%	28.5%	30.3%	25.7%	27.3%
Classifications awarded:								
G - General	2,705	2,776	2,539	2,488	2,301	1,906	1,990	1,836
CF - Food in Children's Programming	20	12	9	12	31	-	4	-
GXC - General Except Children	803	602	732	731	681	594	485	433
M - Mature (formerly PGR)	79	34	41	61	30	30	19	15
AO - Adults Only	19	3	9	3	13	4	2	2
Restricted Other - L830, GAA, and S7-12	94	56	178	24	39	32	40	36
Total Approvals Awarded	3,720	3,483	3,508	3,319	3,095	2,566	2,540	2,322
Restricted as % of Total	26.7%	20.0%	27.4%	24.7%	24.7%	25.7%	21.5%	20.9%