



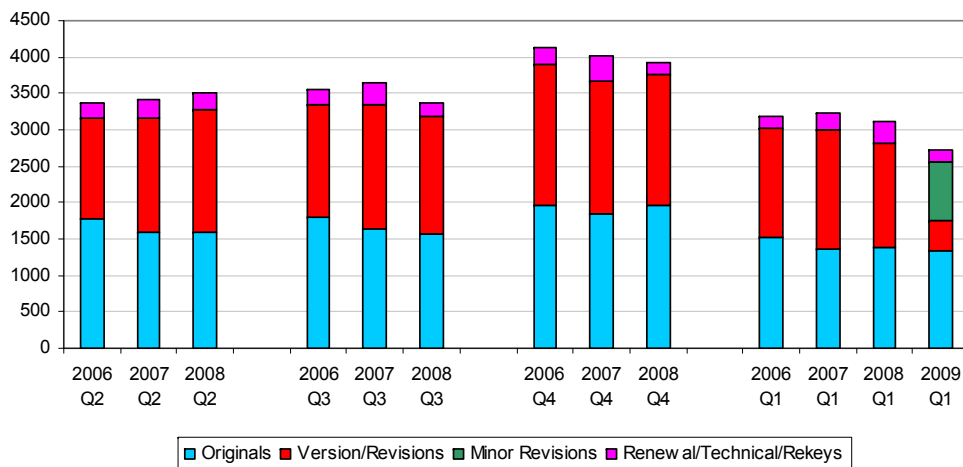
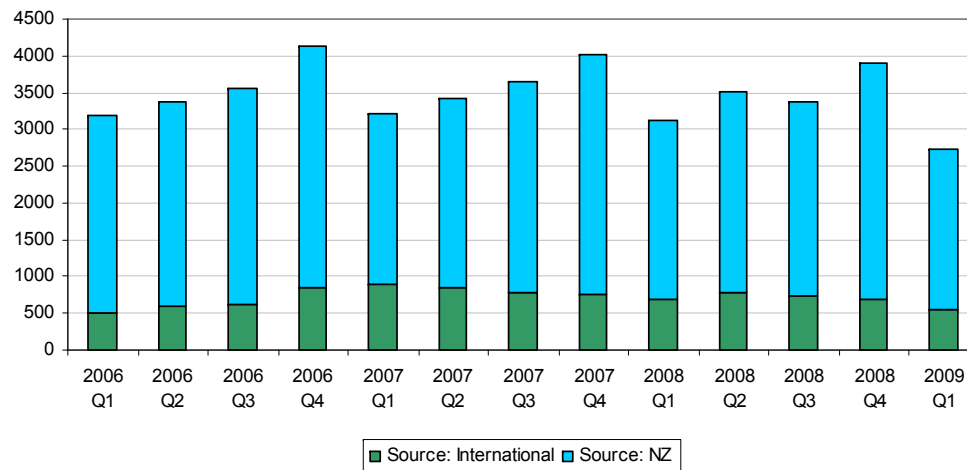
# 2009 Q1 CAB Approvals Data

20 April 2009

# Commercials approved in Q1 2009

## 2009 started with a whimper

- 2,725 commercials approved
- 12.7% less than same period in 2008
- Lowest volume in past 13 quarters



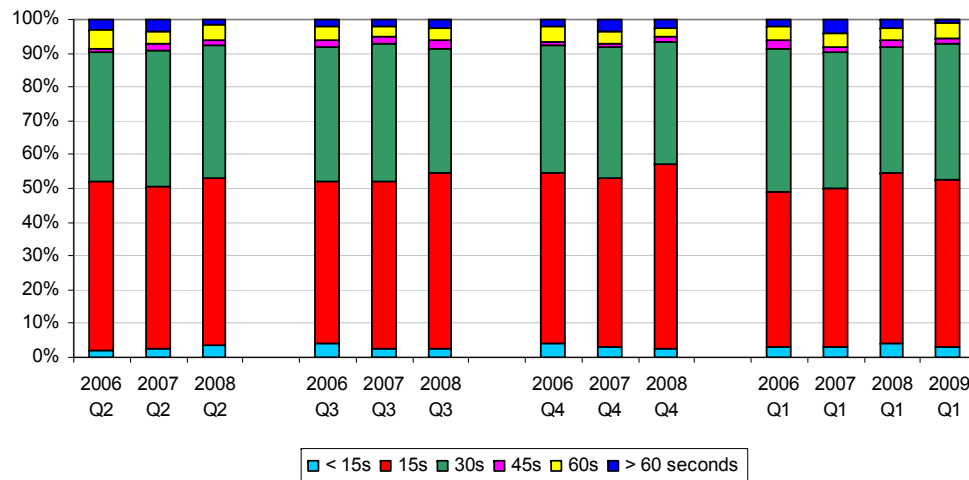
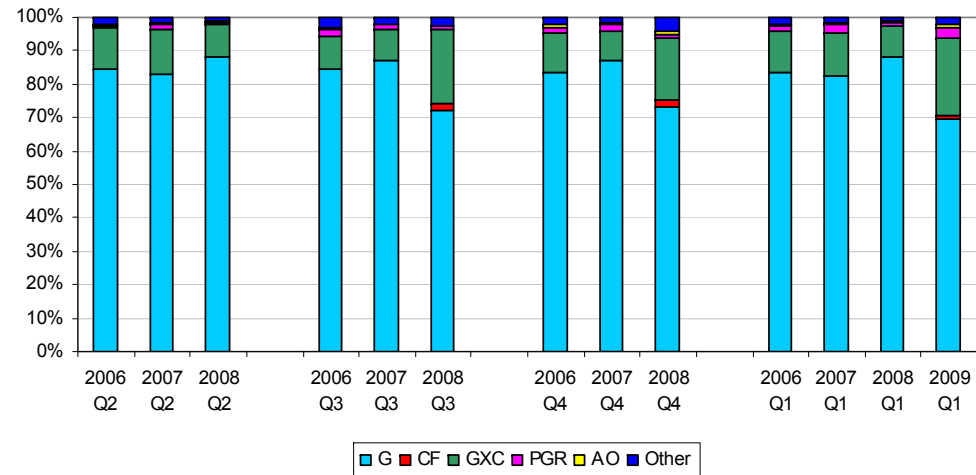
## Decline not entirely due to recession

- 50% decline in number of technical amendments or rekeys
- 8.6% decline in 'regular' commercials

# Classifications and durations

## Fewer CFs but more GXC

- CF continues to restrict the number of commercials available for use in children’s programming
- 70% of ads could be broadcast in children’s times, down from 89% for the same period in 2008
- CF accounted for 1.1% of approvals down from 2% in last two quarters



## Reversal of the 2008 trend?

- 2008 saw trend towards shorter commercials peaking in Q4 with 57% of all ads > 20 seconds
- In Q1 2009 this declined to 52%, marginally below the three year average of 53%

## Split by advertising categories

Q4 2008	Q1 2009	Q1 2008	Q1 2007	TOP 20 Categories	Volume	YOY Change
1	1	1	1	Retail - General	211	(181)
5	2	3	2	Entertainment	197	49
9	3	7	10	Food - General	161	30
8	4	9	14	Cosmetics/Toiletries	142	15
7	5	4	6	Cinema	129	(18)
6	6	6	5	Household - Electrical Products	122	(12)
4	7	10	7	Retail - Clothing	105	(15)
11	8	2	4	Financial	100	(118)
12	9	8	8	Travel	97	(32)
10	10	24	13	Media and DVDs	95	51
17	11	12	9	Household - Furnishings	94	-
2	12	5	3	Food - Supermarket	93	(52)
3	13	13	15	Music	90	1
16	14	20	23	Therapeutics	87	28
	15	15	12	Motor Vehicles	83	11
14	16	14	11	Food - Takeaway and Restaurant	82	7
13	17	29	37	Advocacy*	56	21
15	18	16	22	Building construction & merchants	51	(13)
20	19	25	19	Retail - Toys	49	5
32	20	23	26	Beverages - Non Alcoholic	43	(3)

Top 20 account for 76.6% of all commercials approved in Q1 2009.

\*Q1 07 and Q1 08 figures do not include Government funded Advocacy.

- A marked increase in the number of entertainment commercials – much of the increase can be attributed to the Vector Arena
- Food brands have increased both the absolute number of commercials and their relative share
- Financial Services have seen the biggest decline – less than half as many ads as same period in 2008
- The decline in Supermarket ads is due to a changes in the number of regional dubs that need to be supplied



For more information contact Rob on 09 373 2907 or  
[Rob@commercialapprovals.co.nz](mailto:Rob@commercialapprovals.co.nz)