



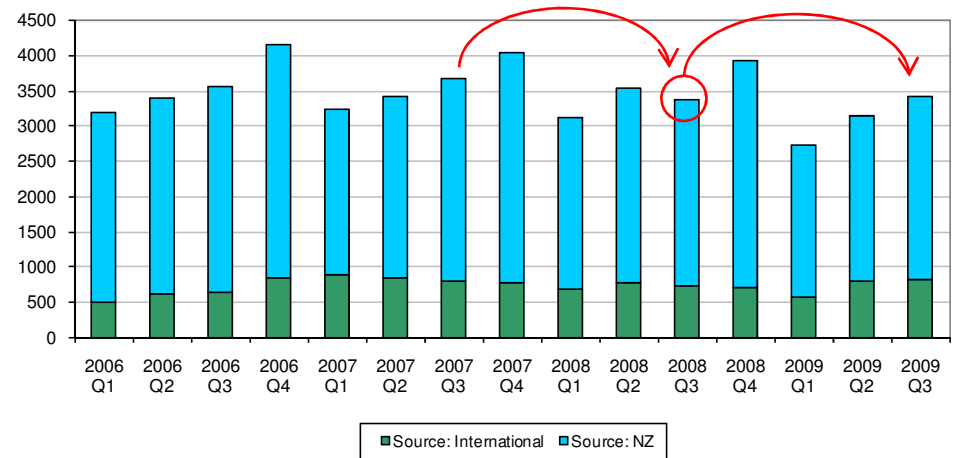
2009 Q3 CAB Approvals Data

20 October 2009

Number of commercials approved in Q3 2009

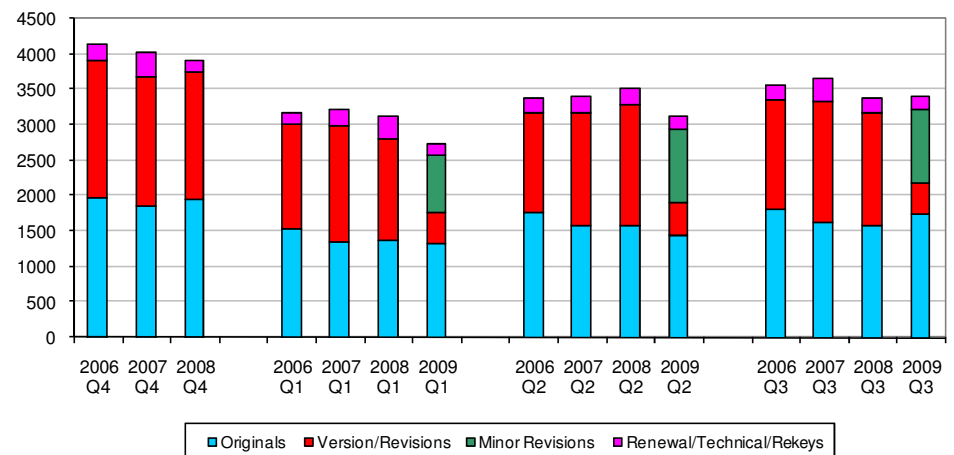
A slower pace but positive signs of life

- 3,407 commercials approved
- 1% up on same period in '08 but still 6.8% down from '07
- Normal distribution restored after shock of 2008 financial crisis

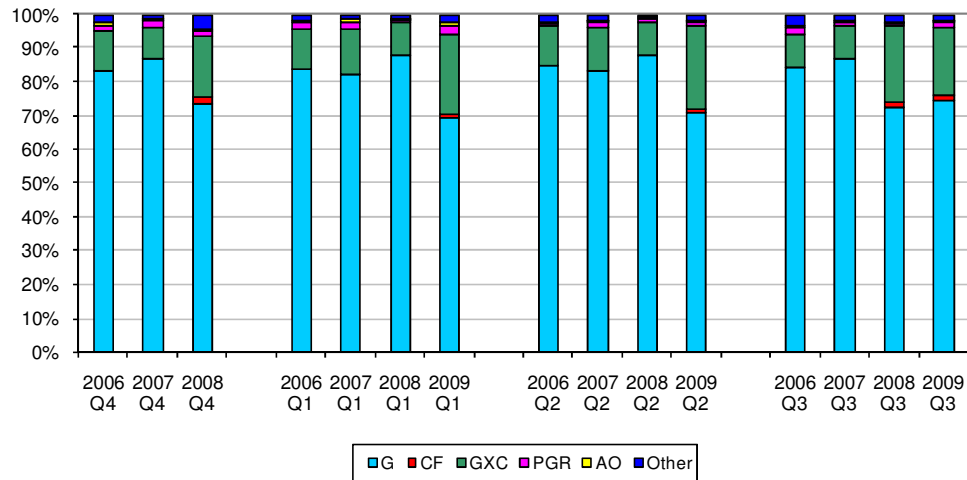


A notable increase in new commercials

- 51% of all ads approved were originals
- Historic Q3 average is 47.3%



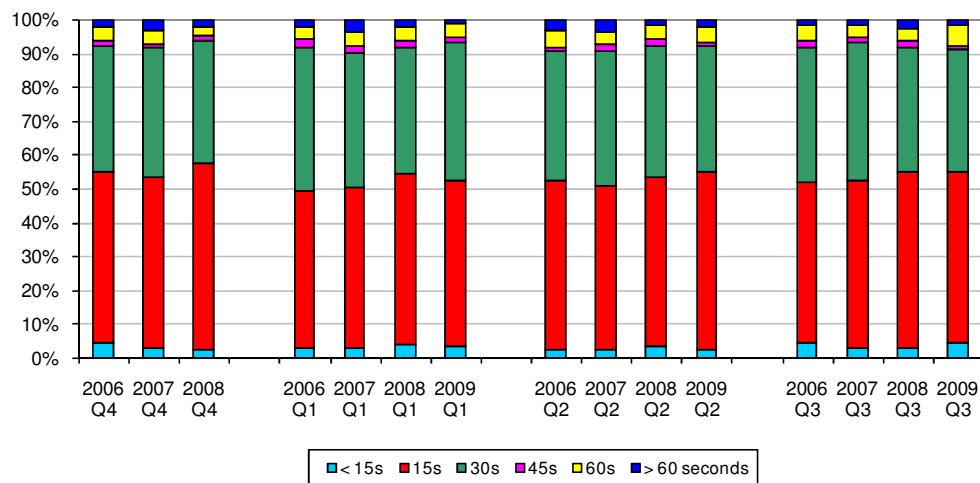
Classifications awarded...



Long-term impact of CF rating now clear

- 9.3% of food and beverage ads approved in Q3 could be used during children’s programming

...and durations



Still trending towards shorter durations

- Commercials <20 seconds in length account for 54.8% of approvals
- Increase in 60s is attributed to Progressive Enterprise’s new “Shop Smarter” campaign



Split by advertising categories

Q3 2009	Q3 2008	Q3 2007	TOP 20 Categories	Volume	YOY Change
1	1	1	Retail - General	276	(119)
2	6	3	Household - Electrical Products	196	39
3	2	5	Food - Supermarket	186	(76)
4	14	12	Food - General	175	68
5	16	17	Household - Furnishings	174	97
6	12	10	Entertainment	163	52
7	4	4	Cinema	160	(9)
8	3	14	Music	160	(10)
9	5	9	Cosmetics/Toiletries	153	(13)
10	11	7	Retail - Clothing	153	37
11	7	2	Financial	108	(23)
12	13	18	Therapeutics	101	(10)
13	19	21	Retail - Toys	91	33
14	10	11	Building Construction	82	(35)
15	18	13	Multimedia	73	(1)
16	26	15	Business Products/Services	71	31
17	17	23	Motor Vehicle Accessories	64	(11)
18	15	19	Motor Vehicles	62	(38)
19	45	45	Advocacy	59	54
20	8	8	Food - Takeaway and Restaurant	57	(72)

- Household furnishings and household electrical products categories produced significantly more commercials
- Branded food advertisers continue trend of producing more commercials during recession
- Food takeaway category declined sharply
- Advocacy category increased sharply thanks to numerous public health campaigns and than Q3 08 was unusually low

Top 20 account for 77.5% of all commercials approved in Q3 2009.



For more information contact Rob on +64 9 373 2907
or email Rob@commercialapprovals.co.nz