



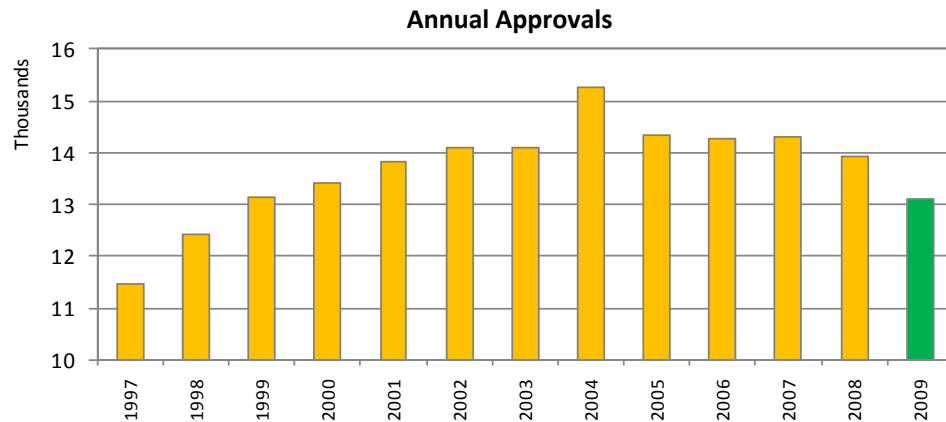
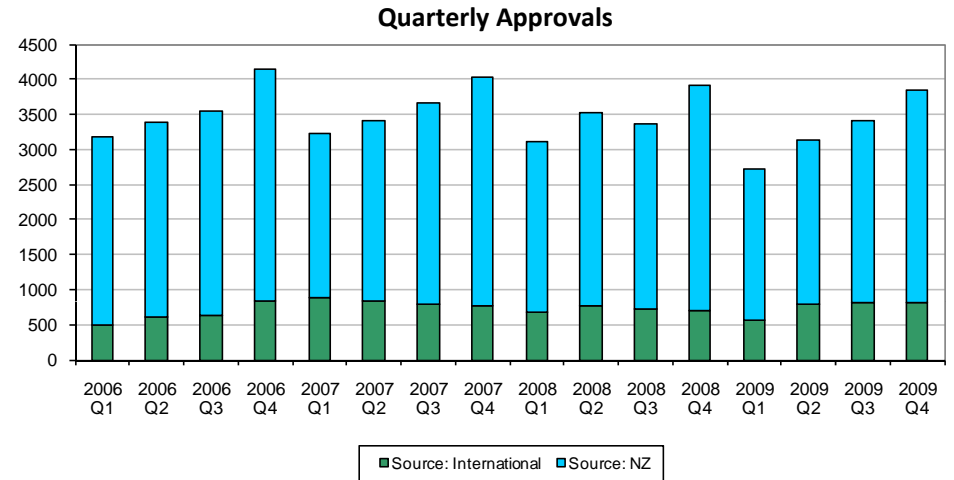
# Q4 2009 CAB Approvals Data

3 February 2009

# Counting commercials

## Q4 continued trend of lower volume

- 3,848 commercials approved
- 1.7% down on same period in '08 and 4.4% down from '07



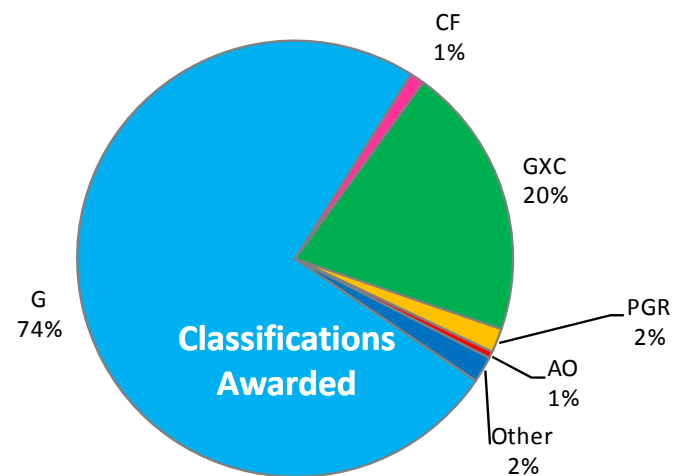
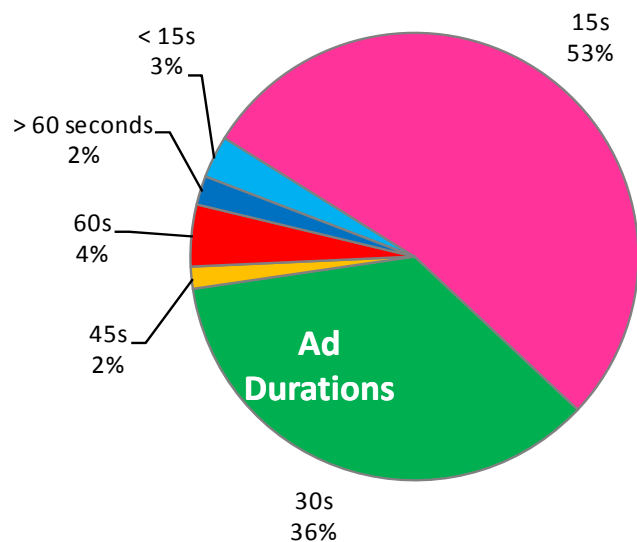
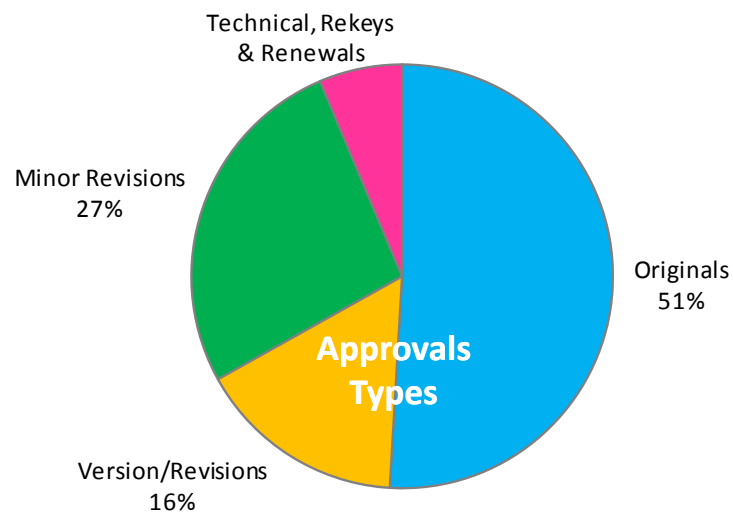
## 2009 was slowest year since 1997

- 13,103 commercials approved
- 5.9% down from Q3 2008 and 8.5% down from '07

# Commercial types Q4 2009

## Durations, types and rating

- No significant variations during the quarter
- 51% of all ads approved were originals which is typical for the Christmas quarter



## Split by advertising categories

Q4 2007	Q4 2008	Q4 2009	TOP 20 Categories	Volume	YOY Change
1	1	1	Retail - General	420	(179)
12	3	2	Music	253	24
4	6	3	Household - Electrical Products	226	37
5	2	4	Food - Supermarket	208	(53)
3	7	5	Cinema	206	55
18	10	6	Multimedia	176	42
11	4	7	Retail - Clothing	168	(52)
9	17	8	Household - Furnishings	159	83
2	5	9	Entertainment	151	(67)
17	9	10	Food - General	137	(4)
10	8	11	Cosmetics/Toiletries	123	(24)
20	32	12	Household - General	100	72
23	16	13	Therapeutics	93	14
6	14	14	Food - Takeaway and Restaurant	88	(6)
24	23	15	Books/Stationery	87	30
7	11	16	Financial	85	(36)
16	19	17	Retail - Toys	83	15
15	15	18	Building construction	82	(8)
19	18	19	Motor Vehicle Accessories	81	10
30	25	20	Charities	58	9

- General retail category yet to show signs of a recovery
- Household goods categories recovered from dire Q4 2008 slump
- Clothing, Entertainment and Financial advertisers have yet to recover from 2008
- Charities continue to climb chart with increased activity

Top 20 account for 78.5% of all commercials approved in Q4 2009.

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