

2009 Q2 CAB Approvals Data

30 July 2009

Commercials approved in Q2 2009

2009 continues at slower pace

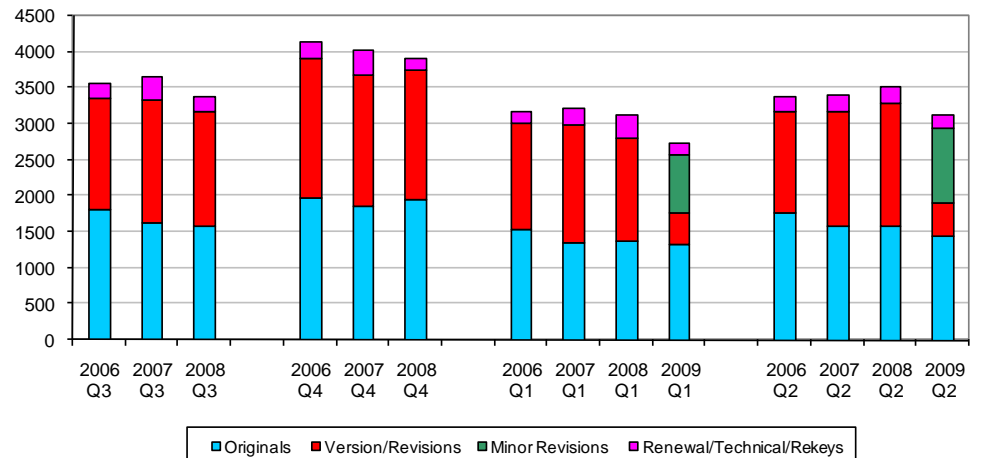
- 3,123 commercials approved
- 12.6% less than same period in 2008
- 3rd worst quarter in past 14 quarters (Q1 09 was worst)

No significant change in 1:3 source ratio

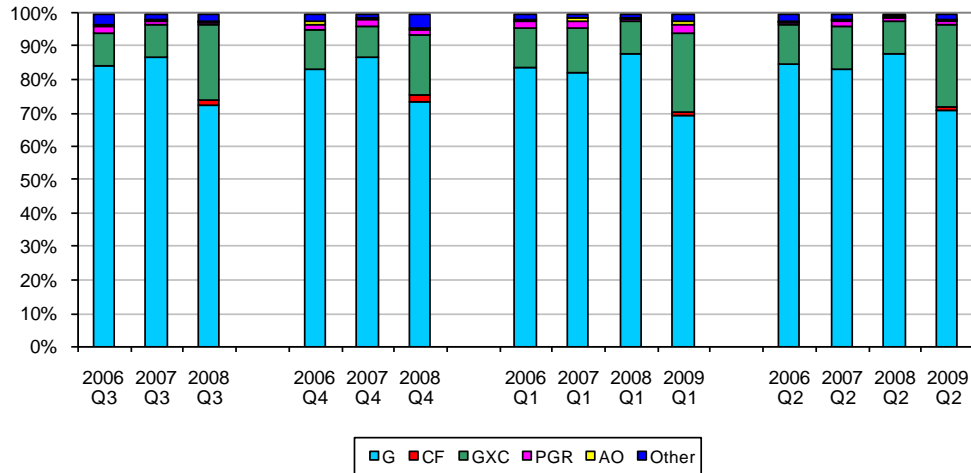
- Note that this data reflects the dispatch source not the origin of the original production

Volumes declined across the board

- Proportionally equal declines in the numbers of originals, revision and technical approvals



Classifications awarded...

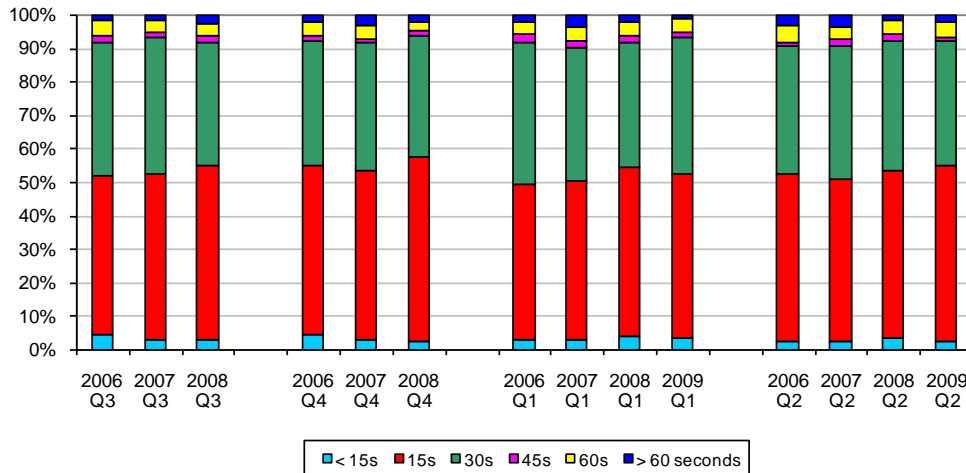


CF restricts advertising to children

- Significant increase in proportion of GXC (General Except Children) ratings
- 5.2% (27 ads) of all food and beverage ads approved* could run in Children's programming.
- In Q2 2008 it was 89.7% (515 ads)

* Includes G ratings awarded to non-product advertisement

...and durations



Slightly more shorter commercials

- Commercials <20 seconds in length account for 54.7% of approvals
- This is above the 53% historic average

Split by advertising categories

Q2 2009	Q2 2008	Q2 2007	TOP 20 Categories	Volume	YOY Change
1	1	1	Retail - General	259	(156)
2	7	4	Cinema	184	35
3	19	13	Household - Furnishings	180	108
4	5	6	Household - Electrical Products	171	8
5	10	19	Food - General	163	49
6	3	2	Food - Supermarket	155	(34)
7	16	3	Retail - Clothing	153	61
8	6	8	Financial	136	(26)
9	4	11	Music	117	(46)
10	18	20	Therapeutics	111	24
11	2	9	Cosmetics/Toiletries	107	(85)
12	11	14	Entertainment	105	(6)
13	9	7	Food - Takeaway and Restaurant	96	(22)
14	37	33	Charities	90	72
15	15	17	Multimedia	88	(7)
16	8	5	Travel	78	(66)
17	31	24	Retail - Toys	74	49
18	13	10	Motor Vehicles	72	(34)
19	12	12	Building construction	69	(41)
20	23	22	Retail - Sports	58	(6)

- Increase in Household Furnishing due to regional discounting (e.g. Rug Sales) and increased activity from larger retailers
- Big increase in the number of Charity commercials produced
- Food brands continue to produce record number of commercials
- Stronger performance from Clothing Retailers, Toys, Cinema and Therapeutics
- Weaker performance from Cosmetics/Toiletries, Travel, Music and Building construction sectors

Top 20 account for 79% of all commercials approved in Q2 2009.

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