



Approvals Data – First Quarter 2010

Commercial Approvals Bureau

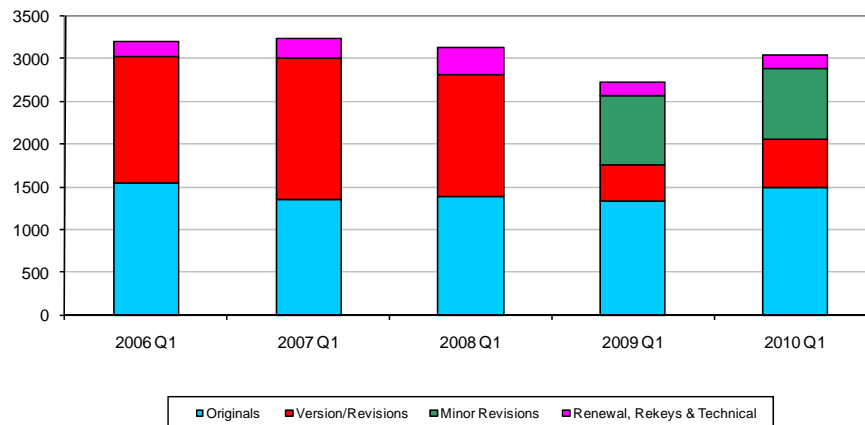
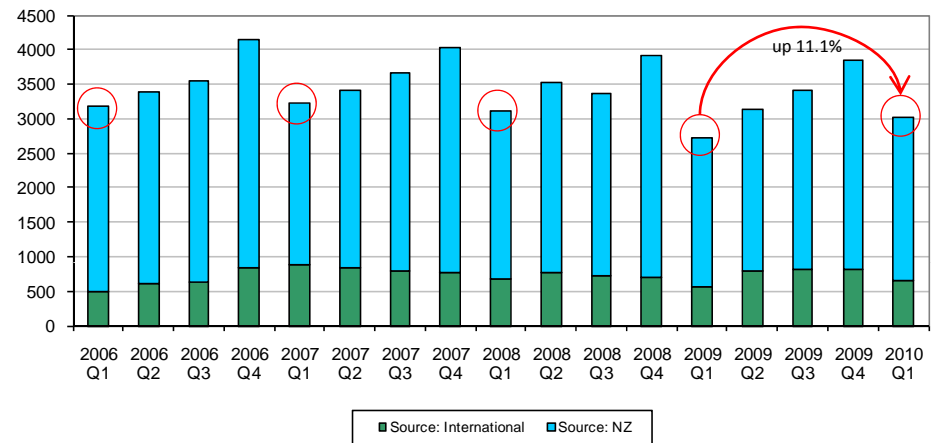
7 May 2010

A positive start to the year

Q1 showed strong signs of the recovery

- 3,028 commercials approved
- 11.1% increase on 2009 reversing much of last year's 12.7% decline
- Comparable to pre-financial crisis first quarters but still down on 2007 peak

Quarterly Approvals



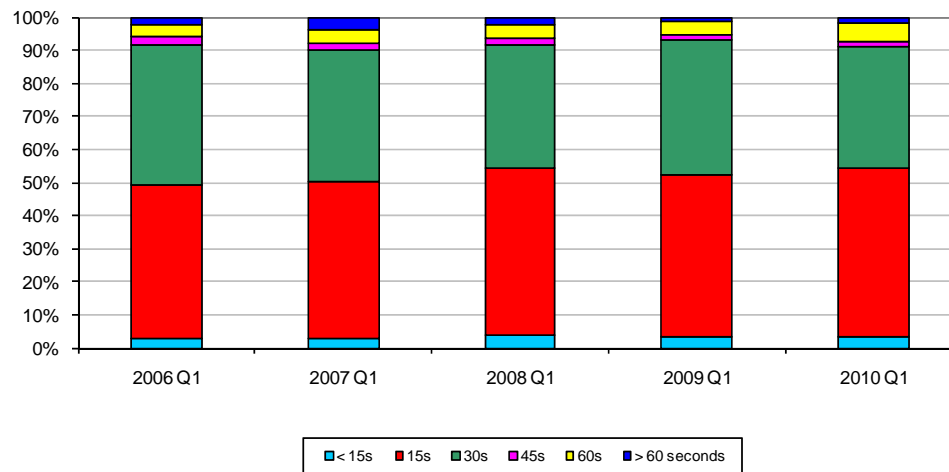
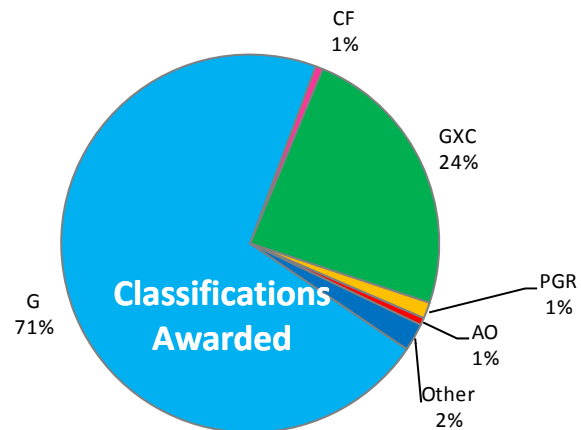
Investment in original commercials

- Highest number of original ads approved since 2006
- Continued decline in the number of 'technical errors' processed

Durations and classifications

Rating and durations

- The split of classifications awarded was consistent with other quarters since the introduction of the Children’s Food (CF) classification
- Overall trend towards shorter ads continues with 54.2% of all ads <20s (49% in 2006)
- Increase in 60s ads attributed to longer format supermarket commercials




Split by advertising categories

Q1 2008	Q1 2009	Q1 2010	TOP 20 Categories	Volume	YOY Change
1	1	1	Retail - General	242	31
5	12	2	Food - Supermarket	180	87
3	2	3	Entertainment	161	(36)
9	4	4	Cosmetics/Toiletries	158	16
12	11	5	Household - Furnishings	157	63
4	5	6	Cinema	147	18
6	6	7	Household - Electrical Products	147	25
7	3	8	Food - General	136	(25)
10	7	9	Retail - Clothing	124	19
12	13	10	Music	103	13
20	14	11	Therapeutics	101	11
2	8	12	Financial	99	(1)
16	22	13	Building Construction	94	52
14	16	14	Food - Takeaway and Restaurant	81	(1)
15	15	15	Motor Vehicles	78	(5)
25	19	16	Retail - Toys	76	27
18	29	17	Motor Vehicle Accessories	70	42
24	10	18	Multimedia	61	(34)
26	23	19	Retail - Sports	56	14
23	20	20	Beverages - Non Alcoholic	52	6

- Ongoing battle between supermarket brands has boosted number of executions
- Advertisers hits but recession (i.e. building and household goods) appear to be back in the market
- But financial advertisers remain at lower levels due to failure of finance companies

Top 20 account for 77.6% of all commercials approved in Q1 2010.



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