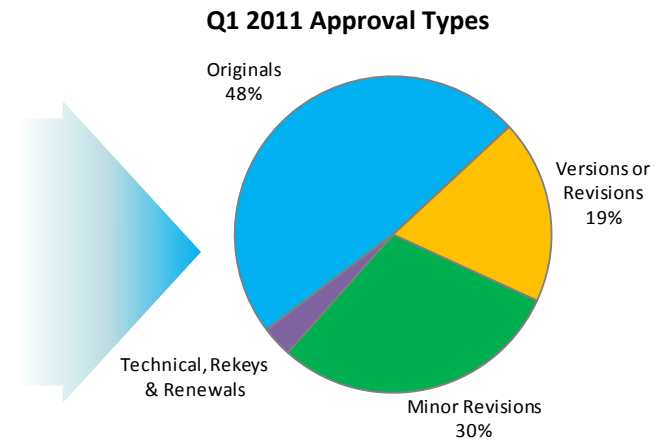
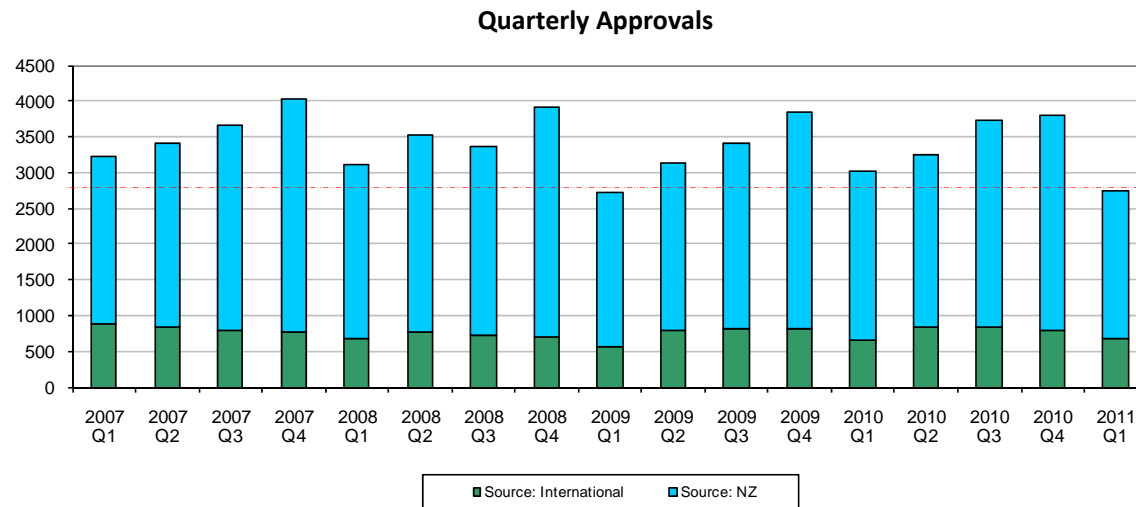




Approvals data – Q1 2011

Commercial Approvals Bureau

2011 started slowly

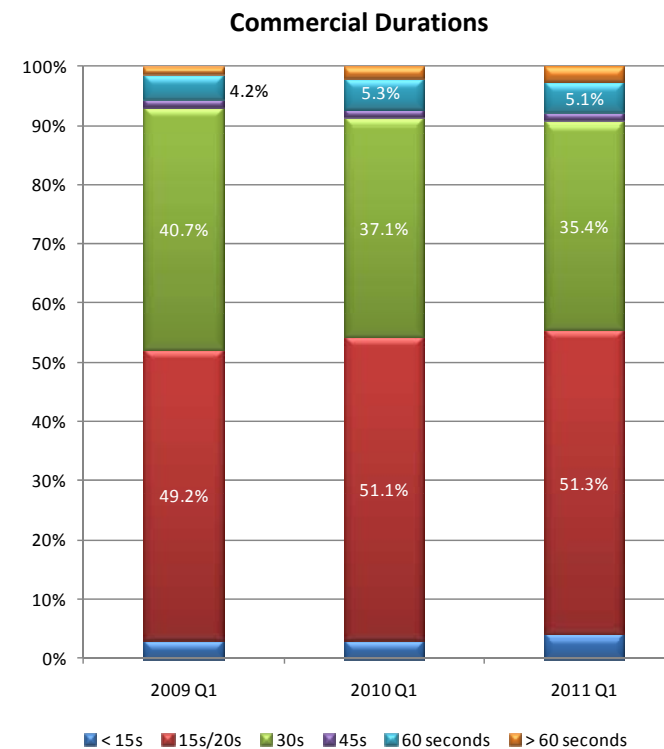
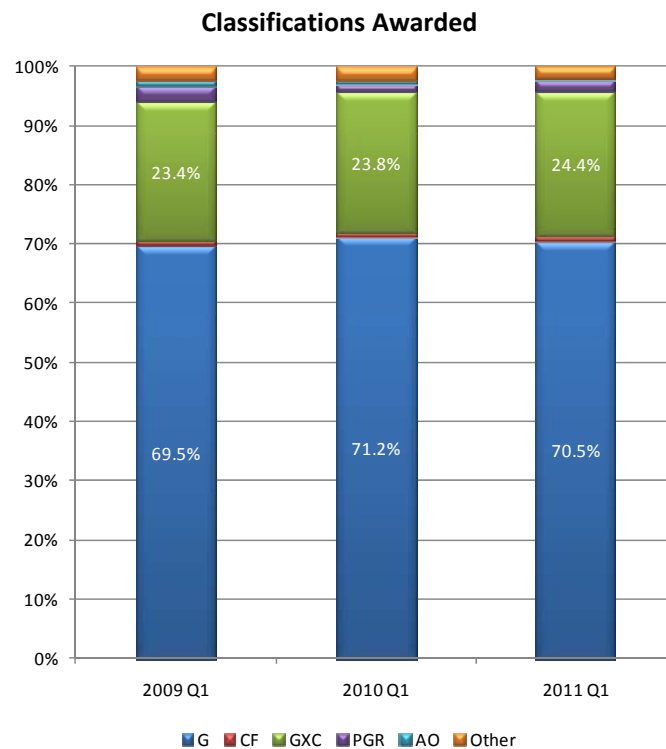


Quarter started very slowly but recovered in March

- 2,736 ads approved during quarter which is 9.6% less than during Q1 2010
- Q1 was marginally better (11 ads) than Q1 2009
- Particularly slow January (18% behind Jan 2009)
- Split between approvals types was broadly consistent with previous 1st quarters

Classifications and durations

- Slight increase in the proportion of restricted ratings (i.e. non-G classifications) due to sustained activity from food related advertisers
 - The proportion of alcohol approvals declined from the record highs seen during Q4 2010 (2.1% vs 3.6%)
- An increase in the proportion of very short (<15s) commercials. In contrast the proportion of 30s commercials was at its lowest level for 6 years



Split by advertising categories

Q1 2009	Q1 2010	Q1 2011	TOP 20 Categories	Volume	YOY Change
1	1	1	Retail - General	254	12
4	4	2	Cosmetics/Toiletries	164	6
12	2	3	Food - Supermarket	157	(23)
3	8	4	Food - General	145	9
5	6	5	Cinema	136	(21)
6	7	6	Household - Electrical Products	131	(16)
2	3	7	Entertainment	98	(63)
7	9	8	Retail - Clothing	88	(36)
15	15	9	Motor Vehicles	87	9
14	11	10	Therapeutics	87	(14)
8	12	11	Financial	82	(17)
11	5	12	Household - Furnishings	80	(77)
10	18	13	Multimedia	72	11
14	14	14	Food - Takeaway and Restaurant	66	(15)
19	16	15	Retail - Toys	60	(16)
32	21	16	Sports Events	58	8
9	24	17	Travel & Tourism	58	14
13	10	18	Music	57	(46)
18	25	19	Retail - DIY	52	11
23	19	20	Retail - Sports	50	(6)

- Travel & Tourism, Motor Vehicles and DIY categories had largest relative share increases
- Household Furnishings, Entertainment and Music categories has significant absolute and relative declines
- Top 20 categories accounted for lowest proportion of approvals in past 5 years – long term average is $\pm 78\%$

Top 20 account for 72.4% of all commercials approved in Q1 2011.



For more information email rob@commercialapprovals.co.nz

