



## Third Quarter Approvals Data 2006 - 2011

	2006 Q3	2007 Q3	2008 Q3	2009 Q3	2010 Q3	2011 Q3
<b>Material supplied for approval:</b>						
Original commercials	1,804	1,632	1,571	1,739	1,809	1,796
Version of existing commercial	1,751	2,025	1,802	1,668	1,916	1,754
<b>Total Approvals Awarded</b>	<b>3,555</b>	<b>3,657</b>	<b>3,373</b>	<b>3,407</b>	<b>3,725</b>	<b>3,550</b>
YOY % Change		2.87%	-7.77%	1.01%	9.33%	-4.70%
Originals as % of Total	50.7%	44.6%	46.6%	51.0%	48.6%	50.6%
<b>Duration of commercials supplied:</b>						
Less than 15s	146	101	92	141	67	49
15 seconds	1698	1809	1757	1,726	1,972	1798
30 seconds	1416	1489	1234	1,230	1,304	1438
45 seconds	77	67	76	36	54	38
60 seconds	150	118	127	205	223	155
Greater than 60s (including infomercials)	68	73	87	69	105	72
<b>Total Approvals Awarded</b>	<b>3,555</b>	<b>3,657</b>	<b>3,373</b>	<b>3,407</b>	<b>3,725</b>	<b>3,550</b>
<20s as % of Total	4.1%	2.8%	2.7%	4.1%	1.8%	1.4%
30s as % of Total	39.8%	40.7%	36.6%	36.1%	35.0%	40.5%
<b>Classifications awarded:</b>						
G - General	3001	3184	2436	2,537	2,749	2457
CF - Food in Children's Programming			66	45	22	31
GXC - General Except Children	350	347	751	697	770	867
PGR - Parental Guidance Required	74	50	35	67	68	67
AO - Adults Only	16	10	6	6	22	18
Restricted Other - L830, GAA, and S7-12	114	66	79	55	94	110
<b>Total Approvals Awarded</b>	<b>3,555</b>	<b>3,657</b>	<b>3,373</b>	<b>3,407</b>	<b>3,725</b>	<b>3,550</b>
Restricted as % of Total	15.6%	12.9%	25.8%	24.2%	25.6%	29.9%