

Master Planner Report

Effective date: 2020-05-21

From Date: 2020-12-21

To Date: 2021-05-30

Selling Option Type: SellingOption Regular

Selling Option Nature: Regular

Channel	Selling Option	Estimate Period	Rationale	Time Info	Market Name	A18+	A18-34	A18-49	A25-54	M18+	M18-34	M18-49	M25-54	V12-17	V2+	V2-11	W18+	W18-34	W18-49	W25-54			
The Kelly Clarkson Show	The Kelly Clarkson Show	2020-12-21 - 2021-05-30	Meter: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	16:57 - 18:03 MTWTF..	Audience TC	2.4	0.0	0.3	0.3	0.7	0.0	0.0	0.0	0.0	0.0	2.4	0.1	1.5	0.0	0.1	0.1		
					PRINCE ALBERT EM	0.3	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.2	0.1	0.4	0.0	0.0	0.1	0.0	0.1	0.1	
					REGINA-MOOSE JAW EM	0.3	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.4	0.1	0.6	0.0	0.0	0.1	0.0	0.1	0.1
					SASKATOON EM	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.0	0.1	0.0	0.1	0.1
					YORKTON EM	0.5	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.4	0.1	0.6	0.0	0.0	0.1	0.0	0.1	0.1
The Price Is Right	The Price Is Right	2020-12-21 - 2021-05-30	Meter: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	15:57 - 17:03 MTWTF..	Audience TC	2.4	0.0	0.3	0.3	0.7	0.0	0.0	0.0	0.0	2.4	0.1	1.5	0.0	0.1	0.0	0.1	0.1	
					PRINCE ALBERT EM	0.3	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.2	0.1	0.4	0.0	0.1	0.0	0.1	0.0	0.1	0.1
					REGINA-MOOSE JAW EM	0.5	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.4	0.1	0.6	0.0	0.0	0.1	0.0	0.1	0.1
					SASKATOON EM	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.0	0.1	0.0	0.1	0.1
					YORKTON EM	0.5	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.4	0.1	0.6	0.0	0.0	0.1	0.0	0.1	0.1
The Simpsons	The Simpsons	2020-12-21 - 2021-05-30	Meter: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	18:57 - 19:33 ___SU	Audience TC	2.4	0.0	2.7	2.6	1.4	0.0	1.5	1.6	0.0	2.4	0.0	1.0	0.0	1.0	0.0	1.2	1.1	
					PRINCE ALBERT EM	0.3	0.0	0.6	0.6	0.4	0.0	0.7	0.7	0.0	0.2	0.0	0.2	0.0	0.2	0.0	0.5	0.5	
					REGINA-MOOSE JAW EM	0.5	0.0	1.0	1.0	0.6	0.0	1.1	1.2	0.0	0.4	0.0	0.4	0.0	0.4	0.0	0.9	0.8	
					SASKATOON EM	0.1	0.0	0.1	0.3	0.2	0.0	0.5	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
					YORKTON EM	0.5	0.0	1.1	1.1	0.6	0.0	1.2	1.3	0.0	0.4	0.0	0.4	0.0	0.4	0.0	0.9	0.8	
Weekend Matinee Movie	Weekend Matinee Movie	2020-12-21 - 2021-05-30	Meter: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	13:57 - 18:03 ___SASU	Audience TC	1.0	0.4	0.3	0.3	0.5	0.9	0.4	0.0	0.2	1.2	0.1	0.2	0.0	0.1	0.0	0.1	0.1	
					PRINCE ALBERT EM	0.1	0.2	0.1	0.1	0.1	0.8	0.2	0.0	0.2	0.1	0.1	0.1	0.0	0.1	0.0	0.1	0.1	
					REGINA-MOOSE JAW EM	0.5	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.4	0.1	0.6	0.0	0.0	0.1	0.0	0.1	
					SASKATOON EM	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.0	0.1	0.0	0.1	
					YORKTON EM	0.2	0.3	0.1	0.1	0.2	1.4	0.3	0.0	0.4	0.2	0.2	0.1	0.0	0.1	0.0	0.1	0.1	
Young Rock	Young Rock	2021-02-22 - 2021-05-30	Meter: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	18:57 - 19:33 ___T...	Audience TC	5.0	0.4	1.0	1.3	1.3	0.0	0.0	0.0	0.0	5.0	0.0	3.8	0.4	1.0	1.3	1.3		
					PRINCE ALBERT EM	0.4	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.6	0.0	0.0	0.0	0.0		
					REGINA-MOOSE JAW EM	0.6	0.0	0.2	0.4	0.3	0.0	0.0	0.1	0.0	0.5	0.0	0.8	0.0	0.8	0.0	0.4	0.7	
					SASKATOON EM	0.5	0.4	0.4	0.5	0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.8	0.0	0.8	0.0	0.7	0.9	
					YORKTON EM	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.0	0.0	