



Master Planner Report

Effective date: 2020-05-21
From Date: 2020-12-21
To Date: 2021-05-30
Selling Option Type: Selling Option Regular
Selling Option Nature: Regular

Table with columns: 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. Rows include programs like A Million Little Things, Black-ish, Bob's Burgers, Breakfast Television, Brooklyn Nine-Nine, BT Canada, Chicago Fire, Chicago Med, Chicago PD, CityLine, CityLine Encore, CityNews at 6, CityNews Tonight, CityNews Tonight Encore, CityNews Tonight National, CityNews Weekend, CityNews Weekend Late, Daily Mail, Dick Clark's Rockin' NYE, Dunceville, Extra Late, Family Feud, Family Guy, General Hospital, Holiday Movies, Hudson and Rex, Hudson and Rex Repeat, L&O: OCU, Let's Make a Deal, Manifest, Meed-ish, Modern Family Encore.

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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
			Actuals & Winter-Spring 2020		CALGARY LETHBRIDGE EM	0.5	0.6	0.5	0.6	0.5	0.6	0.6	0.6	0.7	0.4	0.5	0.4	0.5	0.5	0.5
					LETHBRIDGE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Modern Family Repeat		2020-12-21 - 2021-05-30			Audience TC	7.6	0.9	3.3	3.7	4.6	0.7	2.1	2.0	0.1	8.9	1.2	3.0	0.3	1.3	
					CALGARY LETHBRIDGE EM	0.4	0.1	0.3	0.3	0.5	0.1	0.3	0.4	0.1	0.4	0.2	0.3	0.1	0.2	
					LETHBRIDGE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
			Mezr: 12/16/2018-4/14/2019 & Diary: Fall 2018 Actuals & Winter-Spring 2019	18:57 - 20:03 ...SU	Audience TC	7.6	0.9	3.3	3.7	4.6	0.7	2.1	2.0	0.1	8.9	1.2	3.0	0.3	1.3	
					CALGARY LETHBRIDGE EM	0.4	0.1	0.3	0.3	0.5	0.1	0.3	0.4	0.1	0.4	0.2	0.3	0.1	0.2	
					LETHBRIDGE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Mon Early Prime Strp		2020-12-21 - 2021-05-30	Mezr: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	18:57 - 20:03 MTWTF..SU	Audience TC	9.7	1.2	3.7	3.8	4.2	0.4	1.4	1.3	1.2	11.6	0.7	5.5	0.7	2.3	
					CALGARY LETHBRIDGE EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
					LETHBRIDGE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Mom Strp		2020-12-21 - 2021-05-30	Mezr: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	19:57 - 21:03 MTWTF..SU	Audience TC	11.4	1.0	3.6	4.1	5.5	0.3	1.5	1.5	0.8	13.2	1.0	5.9	0.7	2.1	
					CALGARY LETHBRIDGE EM	0.6	0.2	0.3	0.4	0.6	0.1	0.3	0.3	0.4	0.5	0.3	0.6	0.3	0.4	
					LETHBRIDGE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Mr. Mayor		2021-02-22 - 2021-05-30	Mezr: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	21:27 - 22:03 ...T...	Audience TC	33.2	13.0	24.7	23.3	21.5	9.2	16.9	13.5	1.3	37.6	3.1	11.6	3.8	7.7	
					CALGARY LETHBRIDGE EM	2.1	2.7	2.6	2.5	2.7	3.8	3.4	2.8	1.0	1.9	1.3	1.5	1.6	1.6	
					LETHBRIDGE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
ROTN: Saturday Canadian		2020-12-21 - 2021-05-30	Mezr: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	18:57 - 23:03 ...SA	Audience TC	14.3	0.5	1.9	2.5	5.5	0.3	1.2	1.1	0.4	14.9	0.2	8.9	0.2	0.7	
					CALGARY LETHBRIDGE EM	0.7	0.1	0.2	0.2	0.5	0.1	0.2	0.2	0.3	0.6	0.1	0.8	0.0	0.1	
					LETHBRIDGE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
ROTN: Weekly Canadian		2020-12-21 - 2021-05-30	Mezr: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	5:00 - 4:59 MTWTF..	Audience TC	3.1	0.3	0.7	0.9	1.8	0.2	0.3	0.3	0.1	3.7	0.6	1.3	0.2	0.4	
					CALGARY LETHBRIDGE EM	0.1	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1		
					LETHBRIDGE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
ROTN: Weekly Late		2020-12-21 - 2021-05-30	Mezr: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	22:57 - 5:03 MTWTF..	Audience TC	2.3	0.7	0.9	1.2	1.0	0.4	0.5	0.5	0.0	2.6	0.4	1.3	0.3	0.5	
					CALGARY LETHBRIDGE EM	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.1		
					LETHBRIDGE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
ROTN: Weekend Day		2020-12-21 - 2021-05-30	Mezr: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	5:00 - 18:03 ...SASU	Audience TC	3.1	0.3	0.7	0.9	1.8	0.2	0.3	0.3	0.1	3.7	0.6	1.3	0.2	0.4	
					CALGARY LETHBRIDGE EM	0.1	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1		
					LETHBRIDGE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
ROTN: Weekend Late		2020-12-21 - 2021-05-30	Mezr: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	23:57 - 5:00 ...SASU	Audience TC	3.1	0.3	0.7	0.9	1.8	0.2	0.3	0.3	0.1	3.7	0.6	1.3	0.2	0.4	
					CALGARY LETHBRIDGE EM	0.1	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1		
					LETHBRIDGE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
The Bachelor		2020-12-21 - 2021-05-30	Mezr: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	20:57 - 23:03 M.....	Audience TC	38.2	10.6	24.7	26.6	14.0	4.2	9.6	10.1	1.2	43.2	3.7	24.3	6.3	15.0	
					CALGARY LETHBRIDGE EM	1.7	1.9	1.6	1.8	1.2	1.7	1.4	1.4	0.6	1.5	0.8	2.1	2.1	1.8	
					LETHBRIDGE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
The Doctors		2020-12-21 - 2021-05-30	Mezr: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	12:57 - 14:03 MTWTF..	Audience TC	4.0	0.1	0.6	0.8	1.0	0.0	0.2	0.3	0.0	4.1	0.1	3.0	0.1	0.4	
					CALGARY LETHBRIDGE EM	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.1	0.2	0.0		
					LETHBRIDGE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
The Grammy Awards		2020-12-21 - 2021-01-31	STD: 01/28/2018, 02/10/2019 & 01/26/2020 Actuals	20:57 - 0:33SU	Audience TC	85.6	13.1	34.1	34.9	33.7	4.8	11.7	15.1	3.9	98.2	8.7	51.8	8.2	22.4	
					CALGARY LETHBRIDGE EM	5.0	2.4	3.5	3.7	4.1	2.0	2.4	3.1	2.9	4.7	3.5	5.9	2.9	4.5	
					LETHBRIDGE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
					Audience TC	85.6	13.1	34.1	34.9	33.7	4.8	11.7	15.1	3.9	98.2	8.7	51.8	8.2	22.4	
					CALGARY LETHBRIDGE EM	5.0	2.4	3.5	3.7	4.1	2.0	2.4	3.1	2.9	4.7	3.5	5.9	2.9	4.5	
					LETHBRIDGE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
					Audience TC	85.6	13.1	34.1	34.9	33.7	4.8	11.7	15.1	3.9	98.2	8.7	51.8	8.2	22.4	
					CALGARY LETHBRIDGE EM	5.0	2.4	3.5	3.7	4.1	2.0	2.4	3.1	2.9	4.7	3.5	5.9	2.9	4.5	
					LETHBRIDGE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
The Kelly Clarkson Show		2020-12-21 - 2021-05-30	Mezr: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	16:57 - 18:03 MTWTF..	Audience TC	3.5	0.4	0.8	2.0	0.8	0.1	0.2	0.3	0.0	3.7	0.2	2.6	0.3	0.7	
					CALGARY LETHBRIDGE EM	0.2	0.0	0.1	0.2	0.1	0.0	0.0	0.0	0.1	0.0	0.3	0.1	0.3		
					LETHBRIDGE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
The Price Is Right		2020-12-21 - 2021-05-30	Mezr: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	10:57 - 12:03 MTWTF..	Audience TC	15.5	0.8	2.4	2.5	6.2	0.2	0.7	0.8	0.1	15.9	0.3	9.3	0.6	1.6	
					CALGARY LETHBRIDGE EM	0.6	0.1	0.2	0.2	0.4	0.0	0.1	0.1	0.1	0.5	0.1	0.8	0.2		
					LETHBRIDGE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
The Simpsons		2020-12-21 - 2021-05-30	Mezr: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	20:57 - 21:33SU	Audience TC	15.7	1.5	6.8	7.3	9.6	0.8	3.6	3.9	0.4	16.8	0.8	6.1	1.0		
					CALGARY LETHBRIDGE EM	0.8	0.3	0.7	0.8	1.1	0.2	0.7	0.9	0.3	0.7	0.3	0.6	0.4		
					LETHBRIDGE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
Weekend Matinee Movie		2020-12-21 - 2021-05-30	Mezr: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	9:57 - 18:03SASU	Audience TC	7.2	1.2	1.6	1.5	2.3	0.1	0.2	0.3	0.3	7.6	0.1	4.9	1.1		
					CALGARY LETHBRIDGE EM	0.2	0.0	0.1	0.1	0.2	0.0	0.0	0.1	0.0	0.2	0.0	0.3			
					LETHBRIDGE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
Young Rock		2021-02-22 - 2021-05-30	Mezr: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	20:57 - 21:33T...	Audience TC	23.9	2.6	11.5	13.0	10.9	0.9	4.2	4.6	3.0	30.2	3.2	13.0	1.7		
					CALGARY LETHBRIDGE EM	1.2	0.5	0.7	0.9	1.1	0.4	0.5	0.4	1.0	0.3	1.3				
					LETHBRIDGE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					