



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

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 Pre-Release, Black-ish, Bob's Burgers, Brooklyn Nine-Nine, BT Canada, BT Canada Repeat, Chicago Fire, Chicago Med, Chicago PD, CityLine, CityLine Encore, Cityline Repeat, CityNews at 6, CityNews Tonight, CityNews Tonight Encore, CityNews Weekend, CityNews Weekend Late, Daily Mail, Dick Clark's Rockin' NYE, Duncanville, 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, Modern Family Repeat.

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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			
Mom Early Prime Strip		2020-12-21 - 2021-05-30	Meier: 12/16/2018-4/14/2019 & Diary: Fall 2018 Actuals & Winter-Spring 2019	18:57 - 20:03SU	EDMONTON EM	0.4	0.2	0.3	0.3	0.3	0.2	0.3	0.2	0.1	0.3	0.2	0.4	0.4	0.2	0.3	0.3		
					LLOYDMINSTER 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	0.0	0.0	0.0	0.0
					Audience TC	5.7	1.0	2.4	2.6	2.6	0.6	1.0	1.2	0.1	6.3	0.5	3.2	0.5	1.5	1.4			
Mom Strip		2020-12-21 - 2021-05-30	Meier: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	18:57 - 20:03 MTWTF..SU	EDMONTON EM	0.4	0.2	0.3	0.3	0.3	0.2	0.3	0.2	0.1	0.3	0.2	0.4	0.2	0.4	0.2	0.3	0.3	
					LLOYDMINSTER 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	0.0	0.0	0.0	0.0
					Audience TC	10.5	1.9	2.7	3.1	4.8	1.8	2.0	2.0	1.0	12.1	0.5	5.7	0.1	0.7	1.1			
Mr. Mayor		2021-02-22 - 2021-05-30	Meier: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	21:27 - 22:03 ...T...	EDMONTON EM	0.6	0.4	0.3	0.3	0.5	0.7	0.4	0.4	0.1	0.5	0.1	0.6	0.1	0.6	0.1	0.1	0.2	
					LLOYDMINSTER 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	0.0	0.0	0.0	0.0
					Audience TC	9.2	1.3	2.2	2.7	3.8	1.1	1.3	1.3	0.4	10.0	0.4	5.4	0.3	0.9	1.4			
ROTN: Saturday Canadian		2020-12-21 - 2021-05-30	Meier: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	18:57 - 23:03 ...SA	EDMONTON 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	0.0	0.0		
					LLOYDMINSTER 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	0.0	0.0	0.0	
					Audience TC	19.6	8.5	15.7	17.0	8.7	3.3	7.1	7.0	0.7	27.1	6.8	11.0	5.2	8.6	10.0			
ROTN: Weekday Canadian		2020-12-21 - 2021-05-30	Meier: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	5:00 - 4:59 MTWTF..	EDMONTON EM	1.1	1.6	1.5	1.7	1.0	1.2	1.3	1.5	0.2	1.2	2.2	1.0	1.9	1.7	2.1	2.1		
					LLOYDMINSTER EM	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.5	0.2	0.2	0.2		
					Audience TC	13.6	0.7	0.9	1.3	5.7	0.5	0.6	0.8	0.6	14.3	0.1	7.8	0.2	0.3	0.6			
ROTN: Weekend Day		2020-12-21 - 2021-05-30	Meier: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	5:00 - 18:03 ...SASU	EDMONTON EM	0.7	0.1	0.1	0.1	0.5	0.2	0.1	0.1	0.5	0.6	0.0	0.9	0.0	0.0	0.0	0.1		
					LLOYDMINSTER 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	0.0	0.0		
					Audience TC	2.5	0.2	0.7	1.0	1.0	0.1	0.3	0.4	0.2	2.9	0.3	1.4	0.2	0.4	0.6			
ROTN: Weekend Late		2020-12-21 - 2021-05-30	Meier: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	23:57 - 5:00 ...SASU	EDMONTON EM	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1		
					LLOYDMINSTER 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	0.0	0.0		
					Audience TC	2.5	0.2	0.7	1.0	1.0	0.1	0.3	0.4	0.2	2.9	0.3	1.4	0.2	0.4	0.6			
The Bachelor		2020-12-21 - 2021-05-30	Meier: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	20:57 - 23:03 M....	EDMONTON 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	0.0	0.0		
					LLOYDMINSTER 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	0.0	0.0		
					Audience TC	20.8	7.1	14.7	12.7	5.6	1.9	3.3	3.7	1.7	24.4	2.0	15.1	5.2	11.4	8.9			
The Doctors		2020-12-21 - 2021-05-30	Meier: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	12:57 - 14:03 MTWTF..	EDMONTON EM	1.3	1.4	1.5	1.4	1.7	0.7	0.7	0.8	1.1	1.2	0.7	1.9	2.1	2.4	2.0			
					LLOYDMINSTER EM	0.2	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
					Audience TC	4.0	0.3	0.7	1.1	1.5	0.2	0.4	0.4	0.1	4.4	0.1	4.4	0.1	0.3	0.7			
The Grammy Awards		2020-12-21 - 2021-01-31	STD: 01/29/2018, 02/10/2019 & 01/26/2020 Actuals	20:57 - 0:33SU	EDMONTON 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	0.0			
					LLOYDMINSTER 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	0.0			
					Audience TC	85.9	16.7	38.2	42.8	33.4	5.6	11.5	12.4	2.9	105.2	16.4	52.5	11.1	26.7	30.5			
The Kelly Clarkson Show		2020-12-21 - 2021-05-30	Meier: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	16:57 - 18:03 MTWTF..	EDMONTON EM	4.3	2.4	3.0	3.5	3.5	1.9	2.2	2.5	2.0	3.8	1.8	5.2	2.9	3.9	4.5			
					LLOYDMINSTER EM	0.7	0.5	0.5	0.7	0.5	0.2	0.2	0.5	0.2	0.7	0.9	0.7	0.7	0.7	0.9			
					Audience TC	85.9	16.7	38.2	42.8	33.4	5.6	11.5	12.4	2.9	105.2	16.4	52.5	11.1	26.7	30.5			
The Price Is Right		2020-12-21 - 2021-05-30	Meier: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	10:57 - 12:03 MTWTF..	EDMONTON 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	0.0			
					LLOYDMINSTER 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	0.0			
					Audience TC	23.2	1.8	5.3	7.9	12.6	1.1	3.9	6.0	0.3	26.6	3.1	10.5	0.7	1.4	1.9			
The Simpsons		2020-12-21 - 2021-05-30	Meier: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	20:57 - 21:33SU	EDMONTON EM	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1			
					LLOYDMINSTER 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	0.0			
					Audience TC	6.0	0.2	0.6	0.8	2.0	0.2	0.4	0.4	0.2	6.2	0.1	4.0	0.1	0.2	0.4			
Weekend Matinee Movie		2020-12-21 - 2021-05-30	Meier: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	10:57 - 18:03 ...SASU	EDMONTON EM	0.3	0.0	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1			
					LLOYDMINSTER 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	0.0			
					Audience TC	18.6	2.4	6.3	9.6	8.1	1.4	2.8	4.4	1.5	23.4	3.3	10.5	0.9	3.5	5.2			
Young Rock		2021-02-22 - 2021-05-30	Meier: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	20:57 - 21:33 ...T...	EDMONTON EM	0.8	0.3	0.3	0.5	0.7	0.6	0.4	0.4	0.3	0.7	0.2	1.0	0.1	0.3	0.7			
					LLOYDMINSTER EM	0.2	0.0	0.0	0.2	0.2	0.2	0.0	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.0	0.0		
					Audience TC	0.2	0.0	0.0	0.2	0.2	0.2	0.0	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.0	0.0		