

Master Planner Report

Effective date: 2020-05-21
 From Date: 2020-12-21
 To Date: 2021-05-30
 Selling Option Name: 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
CITY on QAT	A Million Little Things Pre-Release	2020-12-21 - 2021-05-30	Measr: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	21:57 - 23:03 ...T...	Audience TC	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0
					MEDICINE HAT EM	0.5	0.9	0.8	0.5	0.5	1.0	0.9	0.9	0.3	0.0	0.3	0.0	0.6	0.7	0.7
					Audience TC	0.3	0.0	0.3	0.2	0.0	0.2	0.2	0.2	0.0	0.3	0.0	0.2	0.0	0.1	0.1
					MEDICINE HAT EM	0.5	0.0	1.0	1.0	0.5	0.0	1.2	1.2	0.0	0.4	0.0	0.4	0.0	0.9	0.8
					Audience TC	0.5	0.0	0.4	0.4	0.3	0.0	0.3	0.3	0.0	0.5	0.0	0.2	0.0	0.2	0.2
					MEDICINE HAT EM	0.7	0.0	1.6	1.5	0.8	0.0	1.8	1.8	0.0	0.6	0.0	0.6	0.0	1.3	1.2
					Audience TC	0.2	0.0	0.2	0.2	0.1	0.0	0.1	0.1	0.0	0.2	0.0	0.1	0.0	0.0	0.1
					MEDICINE HAT EM	0.3	0.0	0.5	0.5	0.4	0.0	0.7	0.7	0.0	0.3	0.0	0.2	0.0	0.4	0.4
					Audience TC	0.6	0.0	0.5	0.5	0.3	0.0	0.3	0.3	0.0	0.6	0.0	0.3	0.0	0.2	0.2
					MEDICINE HAT EM	0.8	0.0	1.8	1.8	0.9	0.0	2.0	2.1	0.0	0.7	0.0	0.7	0.0	1.5	1.4
					Audience TC	0.3	0.0	0.3	0.2	0.0	0.2	0.2	0.2	0.0	0.3	0.0	0.1	0.0	0.1	0.1
					MEDICINE HAT EM	0.5	0.0	1.4	1.4	0.5	0.0	1.2	1.2	0.0	0.4	0.0	0.4	0.0	0.9	0.8
					Audience TC	0.5	0.0	0.4	0.4	0.3	0.0	0.3	0.3	0.0	0.5	0.0	0.2	0.0	0.2	0.2
					MEDICINE HAT EM	0.7	0.0	1.6	1.5	0.8	0.0	1.8	1.8	0.0	0.6	0.0	0.6	0.0	1.3	1.2
					Audience TC	0.2	0.0	0.2	0.2	0.1	0.0	0.1	0.1	0.0	0.2	0.0	0.1	0.0	0.0	0.1
					MEDICINE HAT EM	0.3	0.0	0.5	0.5	0.4	0.0	0.7	0.7	0.0	0.3	0.0	0.2	0.0	0.4	0.4
					Audience TC	0.6	0.0	0.5	0.5	0.3	0.0	0.3	0.3	0.0	0.6	0.0	0.3	0.0	0.2	0.2
					MEDICINE HAT EM	0.8	0.0	1.8	1.8	0.9	0.0	2.0	2.1	0.0	0.7	0.0	0.7	0.0	1.5	1.4
					Audience TC	0.3	0.0	0.3	0.2	0.0	0.2	0.2	0.2	0.0	0.3	0.0	0.1	0.0	0.1	0.1
					MEDICINE HAT EM	0.5	0.0	1.4	1.4	0.5	0.0	1.2	1.2	0.0	0.4	0.0	0.4	0.0	0.9	0.8
					Audience TC	0.5	0.0	0.4	0.4	0.3	0.0	0.3	0.3	0.0	0.5	0.0	0.2	0.0	0.2	0.2
					MEDICINE HAT EM	0.7	0.0	1.6	1.5	0.8	0.0	1.8	1.8	0.0	0.6	0.0	0.6	0.0	1.3	1.2
					Audience TC	0.2	0.0	0.2	0.2	0.1	0.0	0.1	0.1	0.0	0.2	0.0	0.1	0.0	0.0	0.1
					MEDICINE HAT EM	0.3	0.0	0.5	0.5	0.4	0.0	0.7	0.7	0.0	0.3	0.0	0.2	0.0	0.4	0.4
					Audience TC	0.6	0.0	0.5	0.5	0.3	0.0	0.3	0.3	0.0	0.6	0.0	0.3	0.0	0.2	0.2
					MEDICINE HAT EM	0.8	0.0	1.8	1.8	0.9	0.0	2.0	2.1	0.0	0.7	0.0	0.7	0.0	1.5	1.4
					Audience TC	0.3	0.0	0.3	0.2	0.0	0.2	0.2	0.2	0.0	0.3	0.0	0.1	0.0	0.1	0.1
					MEDICINE HAT EM	0.5	0.0	1.4	1.4	0.5	0.0	1.2	1.2	0.0	0.4	0.0	0.4	0.0	0.9	0.8
					Audience TC	0.5	0.0	0.4	0.4	0.3	0.0	0.3	0.3	0.0	0.5	0.0	0.2	0.0	0.2	0.2
					MEDICINE HAT EM	0.7	0.0	1.6	1.5	0.8	0.0	1.8	1.8	0.0	0.6	0.0	0.6	0.0	1.3	1.2
					Audience TC	0.2	0.0	0.2	0.2	0.1	0.0	0.1	0.1	0.0	0.2	0.0	0.1	0.0	0.0	0.1
					MEDICINE HAT EM	0.3	0.0	0.5	0.5	0.4	0.0	0.7	0.7	0.0	0.3	0.0	0.2	0.0	0.4	0.4
					Audience TC	0.6	0.0	0.5	0.5	0.3	0.0	0.3	0.3	0.0	0.6	0.0	0.3	0.0	0.2	0.2
					MEDICINE HAT EM	0.8	0.0	1.8	1.8	0.9	0.0	2.0	2.1	0.0	0.7	0.0	0.7	0.0	1.5	1.4
					Audience TC	0.3	0.0	0.3	0.2	0.0	0.2	0.2	0.2	0.0	0.3	0.0	0.1	0.0	0.1	0.1
					MEDICINE HAT EM	0.5	0.0	1.4	1.4	0.5	0.0	1.2	1.2	0.0	0.4	0.0	0.4	0.0	0.9	0.8
					Audience TC	0.5	0.0	0.4	0.4	0.3	0.0	0.3	0.3	0.0	0.5	0.0	0.2	0.0	0.2	0.2
					MEDICINE HAT EM	0.7	0.0	1.6	1.5	0.8	0.0	1.8	1.8	0.0	0.6	0.0	0.6	0.0	1.3	1.2
					Audience TC	0.2	0.0	0.2	0.2	0.1	0.0	0.1	0.1	0.0	0.2	0.0	0.1	0.0	0.0	0.1
					MEDICINE HAT EM	0.3	0.0	0.5	0.5	0.4	0.0	0.7	0.7	0.0	0.3	0.0	0.2	0.0	0.4	0.4
					Audience TC	0.6	0.0	0.5	0.5	0.3	0.0	0.3	0.3	0.0	0.6	0.0	0.3	0.0	0.2	0.2
					MEDICINE HAT EM	0.8	0.0	1.8	1.8	0.9	0.0	2.0	2.1	0.0	0.7	0.0	0.7	0.0	1.5	1.4
					Audience TC	0.3	0.0	0.3	0.2	0.0	0.2	0.2	0.2	0.0	0.3	0.0	0.1	0.0	0.1	0.1
					MEDICINE HAT EM	0.5	0.0	1.4	1.4	0.5	0.0	1.2	1.2	0.0	0.4	0.0	0.4	0.0	0.9	0.8
					Audience TC	0.5	0.0	0.4	0.4	0.3	0.0	0.3	0.3	0.0	0.5	0.0	0.2	0.0	0.2	0.2
					MEDICINE HAT EM	0.7	0.0	1.6	1.5	0.8	0.0	1.8	1.8	0.0	0.6	0.0	0.6	0.0	1.3	1.2
					Audience TC	0.2	0.0	0.2	0.2	0.1	0.0	0.1	0.1	0.0	0.2	0.0	0.1	0.0	0.0	0.1
					MEDICINE HAT EM	0.3	0.0	0.5	0.5	0.4	0.0	0.7	0.7	0.0	0.3	0.0	0.2	0.0	0.4	0.4
					Audience TC	0.6	0.0	0.5	0.5	0.3	0.0	0.3	0.3	0.0	0.6	0.0	0.3	0.0	0.2	0.2
					MEDICINE HAT EM	0.8	0.0	1.8	1.8	0.9	0.0	2.0	2.1	0.0	0.7	0.0	0.7	0.0	1.5	1.4
					Audience TC	0.3	0.0	0.3	0.2	0.0	0.2	0.2	0.2	0.0	0.3	0.0	0.1	0.0	0.1	0.1
					MEDICINE HAT EM	0.5	0.0	1.4	1.4	0.5	0.0	1.2	1.2	0.0	0.4	0.0	0.4	0.0	0.9	0.8
					Audience TC	0.5	0.0	0.4	0.4	0.3	0.0	0.3	0.3	0.0	0.5	0.0	0.2	0.0	0.2	0.2
					MEDICINE HAT EM	0.7	0.0	1.6	1.5	0.8	0.0	1.8	1.8	0.0	0.6	0.0	0.6	0.0	1.3	1.2
					Audience TC	0.2	0.0	0.2	0.2	0.1	0.0	0.1	0.1	0.0	0.2	0.0	0.1	0.0	0.0	0.1
					MEDICINE HAT EM	0.3	0.0	0.5	0.5	0.4	0.0	0.7	0.7	0.0	0.3	0.0	0.2	0.0	0.4	0.4
					Audience TC	0.6	0.0	0.5	0.5	0.3	0.0	0.3	0.3	0.0	0.6	0.0	0.3	0.0	0.2	0.2
					MEDICINE HAT EM	0.8	0.0	1.8	1.8	0.9	0.0	2.0	2.1	0.0	0.7	0.0	0.7	0.0	1.5	1.4
					Audience TC	0.3	0.0	0.3	0.2	0.0	0.2	0.2	0.2	0.0	0.3	0.0	0.1	0.0	0.1	0.1
					MEDICINE HAT EM	0.5	0.0	1.4	1.4	0.5	0.0	1.2	1.2	0.0	0.4	0.0	0.4	0.0	0.9	0.8
					Audience TC	0.5	0.0	0.4	0.4	0.3	0.0	0.3	0.3	0.0	0.5	0.0	0.2	0.0	0.2	0.2
					MEDICINE HAT EM	0.7	0.0	1.6	1.5	0.8	0.0	1.8	1.8	0.0	0.6	0.0	0.6	0.0	1.3	1.2
					Audience TC	0.2	0.0	0.2	0.2	0.1	0.0	0.1	0.1	0.0	0.2	0.0	0.1	0.0	0.0	0.1
					MEDICINE HAT EM	0.3	0.0	0.5	0.5	0.4	0.0	0.7	0.7	0.0	0.3	0.0	0.2	0.0	0.4	0.4
					Audience TC	0.6	0.0	0.5	0.5	0.3	0.0	0.3	0.3	0.0	0.6	0.0	0.3	0.0	0.2	0.2
					MEDICINE HAT EM	0.8	0.0	1.8	1.8	0.9	0.0	2.0	2.1	0.0	0.7	0.0	0.7	0.0	1.5	1.4
					Audience TC	0.3	0.0	0.3												

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 Simpsons	2020-12-21 - 2021-05-30	Metr: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Winter-Spring 2020	2057 - 2133 ...SU	Audience TC	0.7	0.7	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.7	0.7	0.7	
					MEDICINE HAT EM	0.8	2.8	1.9	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	1.7	4.6	2.9	2.8
	Weekend Matinee Movie	2020-12-21 - 2021-05-30	Metr: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Winter-Spring 2020	9:57 - 18:03 ...SASU	Audience TC	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
					MEDICINE HAT EM	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.1	0.1
	Young Rock	2021-02-22 - 2021-05-30	Metr: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Winter-Spring 2020	2057 - 2133 ...T...	Audience TC	0.9	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.0	0.9	0.0	0.8	0.0	0.0	0.3	
					MEDICINE HAT EM	1.4	1.4	1.3	0.9	0.9	1.7	1.4	0.5	0.0	1.2	0.0	1.9	1.1	1.3	1.2	