

Master Planner Report

Effective date: 2020-05-21

From Date: 2020-09-14

To Date: 2020-12-20

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		
CITY Vancouver	A Million Little Things Pre-Release	2020-09-28 - 2020-12-20	Meter: 9/05/2019 - 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	2057 - 2203 ...T...	Audience TC	30.7	4.8	11.7	12.2	10.8	2.5	3.3	3.0	0.5	32.2	0.9	19.9	2.2	8.4	9.3		
					KELOWNA EM	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7
					VANCOUVER-VICTORIA EM	0.6	0.4	0.3	0.4	0.4	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Bless the Hams	2020-09-14 - 2020-12-20	Meter: 9/05/2019 - 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	2027 - 2103 ...SU	Audience TC	30.2	8.2	24.1	24.3	17.0	2.6	13.4	13.5	3.0	36.3	3.2	13.1	5.6	10.7	10.7	10.7		
				KELOWNA EM	0.7	0.7	1.4	1.4	0.7	1.4	1.4	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	
				VANCOUVER-VICTORIA EM	0.7	0.9	1.0	1.0	0.8	0.6	1.1	1.2	0.4	0.6	0.3	0.6	1.2	0.9	0.9	0.9		
Bob's Burgers	2020-09-14 - 2020-12-20	Meter: 9/05/2019 - 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	2057 - 2133 ...SU	Audience TC	42.7	12.7	33.2	37.9	29.2	6.2	22.0	26.7	4.3	51.0	4.0	13.5	6.5	11.2	11.2	11.2		
				KELOWNA EM	0.7	1.4	1.4	1.4	1.4	1.4	1.4	2.0	2.0	1.4	0.7	0.7	1.4	0.7	0.7	0.7		
				VANCOUVER-VICTORIA EM	0.8	1.4	1.3	1.4	1.0	1.3	1.7	1.8	0.0	0.8	0.6	0.6	1.5	0.9	1.0			
Broadcast Television	2020-09-14 - 2020-12-20	Meter: 9/05/2019 - 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	6:57 - 10:03 MTWTF..	Audience TC	5.7	0.3	2.0	3.0	1.3	0.2	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4		
				KELOWNA 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		
				VANCOUVER-VICTORIA EM	0.2	0.0	0.1	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Booky Nine-Nine	2020-09-14 - 2020-12-20	Meter: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	2027 - 2103 ...T...	Audience TC	46.0	12.0	28.9	29.9	28.0	9.1	18.9	20.4	6.6	57.3	4.7	18.0	2.9	10.0	9.5	9.5		
				KELOWNA EM	1.4	0.7	1.4	1.4	1.4	1.4	1.4	2.0	2.0	1.4	0.7	0.7	1.4	0.7	0.7			
				VANCOUVER-VICTORIA EM	1.3	1.3	1.7	1.8	1.7	2.0	2.2	2.5	2.8	1.4	1.3	1.0	0.6	1.1	1.1			
BT Canada	2020-09-14 - 2021-01-03	Meter: 9/05/2019 - 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	2057 - 2203 ...W...	Audience TC	5.7	2.0	3.0	3.0	1.3	0.2	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4		
				KELOWNA 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			
				VANCOUVER-VICTORIA EM	0.2	0.0	0.1	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
Chicago Fire	2020-09-14 - 2020-12-20	Meter: 9/05/2019 - 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	2057 - 2203 ...W...	Audience TC	107.1	11.7	20.1	24.8	36.8	2.0	4.0	8.3	5.6	115.1	2.4	70.3	9.7	16.0	16.6			
				KELOWNA EM	2.7	0.7	0.7	1.4	1.4	0.0	0.7	0.7	1.4	2.0	0.7	2.7	1.4	1.4	1.4			
				VANCOUVER-VICTORIA EM	2.5	1.0	0.8	1.0	1.7	0.3	0.6	1.8	2.3	0.3	3.4	1.7	1.3	1.4				
Chicago Med	2020-09-14 - 2020-12-20	Meter: 9/05/2019 - 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	19:57 - 21:03 ...W... 19:57 - 22:03 ...W...	Audience TC	96.7	7.7	13.5	19.8	28.5	0.9	1.8	5.4	5.7	104.9	0.7	68.3	6.7	11.7	14.3			
				KELOWNA EM	2.4	0.8	0.6	0.8	1.3	0.2	0.2	0.4	1.7	2.1	0.4	3.4	1.4	1.4				
				VANCOUVER-VICTORIA EM	0.2	0.0	0.1	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.2	0.0	0.2	0.3				
Chicago PD	2020-09-14 - 2020-12-20	Meter: 9/05/2019 - 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	21:57 - 23:03 ...W...	Audience TC	90.9	16.1	21.3	30.0	1.2	2.6	5.4	2.4	93.9	0.6	60.9	8.9	13.5	13.5				
				KELOWNA EM	2.0	0.7	0.7	1.4	1.4	0.0	0.7	0.7	1.4	2.0	0.7	2.7	1.4	1.4				
				VANCOUVER-VICTORIA EM	2.5	1.2	0.9	1.1	1.7	0.2	0.3	0.6	0.8	2.2	0.2	3.3	2.2	1.4				
CityLine	2020-09-14 - 2020-12-20	Meter: 9/05/2019 - 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	11:57 - 13:03 MTWTF..	Audience TC	15.7	0.4	3.3	3.9	3.0	0.2	1.6	1.1	0.0	17.3	1.6	12.7	0.2	2.3	2.3			
				KELOWNA EM	0.7	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				
				VANCOUVER-VICTORIA EM	0.3	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.0	0.4	0.0	0.1				
CityLine Encore	2020-09-14 - 2020-12-20	Meter: 9/05/2019 - 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	11:57 - 13:03 MTWTF..	Audience TC	15.7	0.4	3.3	3.9	3.0	0.2	1.6	1.1	0.0	17.3	1.6	12.7	0.2	2.3	2.3			
				KELOWNA EM	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
				VANCOUVER-VICTORIA EM	0.3	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.0	0.4	0.0	0.1				
CityNews at 6	2020-09-14 - 2020-12-20	Meter: 9/05/2019 - 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	17:57 - 19:03 MTWTF..	Audience TC	10.0	1.7	5.1	6.1	3.5	0.2	1.6	2.1	1.3	12.6	1.2	6.5	1.5	3.5	4.0			
				KELOWNA 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					
				VANCOUVER-VICTORIA EM	0.2	0.1	0.2	0.2	0.0	0.1	0.2	0.1	0.2	0.1	0.2	0.2	0.2					
CityNews Tonight	2020-09-14 - 2020-12-20	Meter: 9/05/2019 - 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	22:57 - 0:03 MTWTF..	Audience TC	7.5	1.2	3.2	3.7	2.8	0.6	1.3	1.5	0.2	8.1	0.3	4.6	0.6	2.0	2.2			
				KELOWNA 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						
				VANCOUVER-VICTORIA EM	0.2	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1						
CityNews Tonight National	2020-09-14 - 2021-01-03	STD: 12/31/2019 Actuals	22:57 - 23:33 ...T...	Audience TC	40.7	2.0	15.6	21.8	22.2	0.8	8.6	12.9	5.0	46.9	1.2	18.5	1.2	7.0	8.9			
				KELOWNA EM	0.7	0.0	0.7	0.7	0.7	0.0	0.7	1.4	1.4	0.7	0.7	0.0	0.7					
				VANCOUVER-VICTORIA EM	1.0	0.2	0.9	1.3	1.1	0.2	1.0	1.6	2.2	1.0	0.3	1.0						
CityNews Weekend	2020-09-14 - 2020-12-20	Meter: 9/05/2019 - 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	17:57 - 19:03 ...SASU	Audience TC	17.3	3.8	5.8	7.0	6.4	1.7	2.4	3.0	3.3	18.9	0.4	10.9	2.2	3.4	4.1			
				KELOWNA EM	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
				VANCOUVER-VICTORIA EM	0.2	0.1	0.2	0.2	0.2	0.1	0.1	0.2	0.1	0.2	0.1	0.3						
CityNews Weekend Late	2020-09-14 - 2020-12-20	Meter: 9/05/2019 - 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	22:57 - 0:03 ...SASU	Audience TC	8.9	1.2	3.2	3.2	4.1	0.8	1.7	1.9	0.4	10.0	0.8	4.8	0.4	1.6	1.7			
				KELOWNA 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						
				VANCOUVER-VICTORIA EM	0.3	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3						
Daily Mail	2020-09-14 - 2020-12-20	Meter: 9/05/2019 - 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	16:57 - 18:03 MTWTF..	Audience TC	5.6	1.2	1.9	2.8	2.0	0.1	0.4	0.9	0.2	6.1	0.2	3.6	1.1	1.6	1.9			
				KELOWNA 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						
				VANCOUVER-VICTORIA EM	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.2						
Dancing with the Stars	2020-09-14 - 2020-11-29	Meter: 9/05/2019 - 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	19:57 - 22:03 M....	Audience TC	105.0	12.5	26.9	23.6	32.2	2.8	8.5	8.0	5.8	116.3	5.6	72.8	9.7	18.4	15.2			
				KELOWNA EM	1.4	2.0	1.4	1.4	2.0	1.4	0.7	1.4	2.0	0.7	3.4	1.4	1.1					
				VANCOUVER-VICTORIA EM	2.5	1.3	1.5	1.3	1.4	0.5	0.9	0.9	2.4	2.4	1.4	3.5						
Extra Late	2020-09-14 - 2020-12-20	Meter: 9/05/2019 - 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	0:57 - 1:33 MTWTF..	Audience TC	5.5	1.2	2.0	2.4	2.5	0.7	0.9	1.2	0.3	6.5	0.6	3.0	0.5	1.0	1.2			
				KELOWNA 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						
				VANCOUVER-VICTORIA EM	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1						
Family Feud	2020-09-14 - 2020-12-20	Meter: 9/05/2019 - 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	14:57 - 16:03 MTWTF..	Audience TC	18.4	1.1	2.0	2.9	5.7	0.6	1.1	1.2	0.4	19.2	0.4	12.7	0.4	0.9	1.7			
				KELOWNA EM	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
				VANCOUVER-VICTORIA EM	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1						
Family Guy	2020-09-14 - 2020-12-20	Meter: 9/05/2019 - 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	21:27 - 22:03 ...SU	Audience TC	35.9	10.3	30.2	30.4	23.5	5.7	20.6	20.4	4.9	44.4	3.7	12.3	4.6	9.7	10.0			
				KELOWNA EM	0.7	0.7	1.4	1.4	1.4	0.7	1.4	2.0	2.0	1.4	0.7	0.7						
				V																		

Master Planner Report

Effective date: 2020-05-21

From Date: 2020-09-14

To Date: 2020-12-20

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	
			Actuals & Winter-Spring 2020		KELOWNA EM	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0
					VANCOUVER-VICTORIA EM	0.3	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.2	0.0	0.4	0.0	0.1	0.1
ROTN: Weekday Late		2020-09-14 - 2020-12-20	Meter: 9/09/2019 - 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	22:57 - 4:59 MTWTF..	Audience TC	15.7	0.4	3.3	3.9	3.0	0.2	1.0	1.1	0.0	17.3	1.6	12.7	0.2	2.3	2.8	
					KELOWNA EM	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	
					VANCOUVER-VICTORIA EM	0.3	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.2	0.0	0.4	0.0	0.1	
ROTN: Weekend Day		2020-09-14 - 2020-12-20	Meter: 9/09/2019 - 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	5:00 - 18:03 ...SASU	Audience TC	5.5	1.2	2.0	2.4	2.5	0.7	0.9	1.2	0.3	6.5	0.6	3.0	0.5	1.0	1.2	
					KELOWNA 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	
					VANCOUVER-VICTORIA EM	0.1	0.0	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.0	0.1	0.0	0.1	
ROTN: Weekend Late		2020-09-14 - 2020-12-20	Meter: 9/09/2019 - 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	23:57 - 5:00 ...SASU	Audience TC	5.5	1.2	2.0	2.4	2.5	0.7	0.9	1.2	0.3	6.5	0.6	3.0	0.5	1.0	1.2	
					KELOWNA 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	
					VANCOUVER-VICTORIA EM	0.1	0.0	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.0	0.1	0.0	0.1	
The Bachelorette		2020-09-14 - 2020-12-20	Meter: 05/13/2019-09/08/2019, Diary: FL17/SP17 Actuals Adjusted	19:57 - 22:03 T....	Audience TC	83.7	22.3	38.3	32.9	26.9	6.1	10.3	7.8	2.8	88.2	1.7	56.9	16.2	28.0	25.1	
					KELOWNA EM	2.0	2.0	1.4	1.4	1.4	0.7	1.4	0.7	0.7	1.4	0.0	2.7	2.7	2.7	2.0	
					VANCOUVER-VICTORIA EM	2.0	2.3	2.0	1.9	1.1	1.1	1.0	0.9	1.2	1.8	0.2	2.9	3.6	3.0	2.6	
The Doctors		2020-09-14 - 2020-12-20	Meter: 9/09/2019 - 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	15:57 - 17:03 MTWTF..	Audience TC	8.8	1.2	2.1	2.5	2.9	0.9	1.2	1.3	0.1	9.2	0.3	5.8	0.3	0.8	1.2	
					KELOWNA 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	
					VANCOUVER-VICTORIA EM	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.0	0.1	0.0	0.2	0.1	0.1	0.1	
The Kelly Clarkson Show		2020-09-14 - 2020-12-20	Meter: 9/09/2019 - 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	13:57 - 15:03 MTWTF..	Audience TC	11.3	1.1	1.7	1.4	4.2	0.2	0.5	0.4	0.2	11.6	0.2	7.1	0.9	1.2	0.9	
					KELOWNA 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	
					VANCOUVER-VICTORIA EM	0.2	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.2	0.2	0.1	
The Price is Right		2020-09-14 - 2020-12-20	Meter: 9/09/2019 - 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	9:57 - 11:03 MTWTF..	Audience TC	54.3	7.1	12.6	12.3	25.5	2.0	4.8	5.5	0.0	55.5	1.2	28.8	5.1	7.8	6.7	
					KELOWNA EM	1.4	0.7	0.7	0.7	1.4	0.0	0.7	0.7	0.0	1.4	0.0	1.4	0.0	1.4	0.7	
					VANCOUVER-VICTORIA EM	1.0	0.7	0.5	0.5	0.8	0.3	0.4	0.5	0.0	0.9	0.1	1.1	1.0	0.6	0.5	
The Simpsons		2020-09-14 - 2020-12-20	Meter: 9/09/2019 - 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	19:57 - 20:33 ...SU	Audience TC	52.6	15.3	38.3	38.5	30.9	6.6	22.8	23.3	3.7	63.5	7.2	21.7	8.7	15.5	15.3	
					KELOWNA EM	1.4	1.4	1.4	2.0	1.4	1.4	2.0	2.0	1.4	1.4	1.4	1.4	1.4	1.4	1.4	
					VANCOUVER-VICTORIA EM	1.3	1.7	1.7	1.8	1.5	1.4	1.9	2.0	1.1	1.2	1.4	1.1	1.9	1.5	1.5	
Weekend Matinee Movie		2020-09-14 - 2020-12-20	Meter: 9/09/2019 - 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	9:57 - 18:03 ...SASU	Audience TC	16.6	2.3	4.3	5.5	5.2	0.6	1.4	1.7	0.7	18.5	1.1	11.4	1.7	2.9	3.9	
					KELOWNA EM	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.7	0.0	0.0	0.7	
					VANCOUVER-VICTORIA EM	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.3	0.2	0.0	0.3	0.1	0.1	