

Master Planner Report

Effective date: 2020-05-21

From Date: 2020-12-21

To Date: 2021-05-30

Selling Option Type: SellingOption Regular

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 Wreppg	A Million Things Pre-Release	2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	19:57 - 21:03 ...T....	Audience TC	11.4	3.8	5.3	5.1	0.8	0.0	0.0	0.0	0.0	0.0	11.5	0.0	11.1	3.9	5.5	5.5	
	Black-ish	2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	20:27 - 21:03 ...T....	WINNPEG EM	1.2	1.3	1.0	1.0	0.2	0.0	0.0	0.0	0.0	0.0	4.8	0.0	2.2	2.0	2.7	2.0	2.1
Bob's Burgers		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	19:57 - 20:33 ...SU..	Audience TC	4.9	0.9	3.3	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	3.0	3.2	3.2	
		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	19:57 - 20:33 ...SU..	Audience TC	0.5	0.3	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.0	0.7	1.1	1.2	
Bookj'n Nine-Nine		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	19:57 - 20:33 ...SU..	Audience TC	5.7	0.0	2.3	3.9	4.3	0.0	1.6	3.0	0.0	0.0	0.0	1.5	0.0	1.5	0.0	0.7	0.9
		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	19:57 - 20:33 ...SU..	WINNPEG EM	0.6	0.0	0.5	0.8	1.0	0.0	0.7	1.3	0.0	0.0	0.5	0.0	0.3	0.0	0.3	0.4	
Bookj'n Nine-Nine Pre-Release		2020-06-01 - 2021-08-01	Meas: 06/27/2019-09/08/2019: Diary: FL 17/SP17 Actuals Adjusted	22:27 - 23:03 ...T....	Audience TC	0.9	0.0	1.0	1.1	0.3	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.7	0.0	1.5	0.0	2.1
		2020-09-14 - 2021-01-03			WINNPEG EM	4.0	0.2	1.7	2.3	1.1	0.0	0.0	0.5	0.0	0.0	4.0	0.0	2.8	0.2	1.6	1.8	
BT Canada Repeat		2020-09-14 - 2021-01-03			Audience TC	5.7	0.2	1.5	1.9	0.8	0.0	0.3	0.3	0.0	5.7	0.0	4.9	0.2	1.3	1.3		
		2020-09-14 - 2021-01-03			WINNPEG EM	0.3	0.0	0.1	0.2	0.1	0.0	0.2	0.2	0.0	0.2	0.0	0.4	0.0	0.4	0.1	0.2	
Chicago Fire		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	19:57 - 21:03 ...W....	Audience TC	49.3	8.1	10.5	11.7	13.5	2.6	2.0	0.0	0.0	48.1	0.0	36.1	5.8	7.9	11.7		
		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	18:57 - 20:03 ...W....	WINNPEG EM	5.0	2.8	1.9	2.2	2.8	1.8	0.7	0.0	0.0	4.0	0.0	7.2	4.1	2.9	4.4		
Chicago MD		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	18:57 - 20:03 ...W....	Audience TC	43.4	5.8	7.2	8.0	12.1	2.6	2.0	0.0	0.0	43.3	0.0	31.8	3.3	5.2	8.5		
		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	20:57 - 22:03 ...W....	WINNPEG EM	4.4	2.0	1.3	1.5	2.5	1.8	0.7	0.0	0.0	3.6	0.0	6.3	2.3	1.9	3.2		
CityLine		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	10:57 - 12:03 MTWTF..	Audience TC	46.3	12.1	14.3	16.0	14.5	0.0	0.0	0.0	0.0	45.7	0.0	31.6	13.0	13.9	15.2		
		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	5:57 - 9:03 MTWTF..	WINNPEG EM	4.7	4.2	2.6	3.0	3.0	0.0	0.0	0.0	0.0	3.8	0.0	6.3	9.2	5.1	5.7		
CityLine Encore		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	11:57 - 13:03 MTWTF..	Audience TC	2.9	0.1	0.8	1.0	0.4	0.0	0.2	0.2	0.0	2.9	0.0	2.5	0.1	0.7	0.8		
		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	5:57 - 9:03 MTWTF..	WINNPEG EM	0.2	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.2	0.0	0.2	0.1		
CityNews at 6		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	11:57 - 13:03 MTWTF..	Audience TC	2.9	0.1	0.8	1.0	0.4	0.0	0.2	0.2	0.0	2.9	0.0	2.5	0.1	0.7	0.8		
		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	5:57 - 9:03 MTWTF..	WINNPEG EM	0.2	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.2	0.0	0.1	0.1		
CityNews Tonight		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	11:57 - 13:03 MTWTF..	Audience TC	5.3	1.7	3.3	2.7	2.6	0.6	1.8	1.8	0.3	6.1	0.5	2.6	1.1	1.5	0.9		
		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	22:57 - 0:03 MTWTF..	WINNPEG EM	0.2	0.0	0.2	0.2	0.2	0.3	0.2	0.2	0.0	0.2	0.5	0.2	0.5	0.2			
CityNews Tonight Encore		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	22:57 - 0:03 MTWTF..	Audience TC	1.4	0.0	0.6	0.6	0.8	0.0	0.4	0.4	0.0	1.4	0.0	0.6	0.0	0.2	0.4		
		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	5:57 - 7:03 MTWTF..	WINNPEG EM	0.2	0.0	0.2	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.0	0.2	0.0	0.0	0.2		
CityNews Tonight National		2020-09-14 - 2021-01-03	STD: 12/31/2019 Actuals	21:57 - 22:33 ...T....	Audience TC	2.9	0.1	0.8	1.0	0.4	0.0	0.2	0.2	0.0	2.9	0.0	2.5	0.1	0.7	0.8		
		2020-09-14 - 2021-01-03			WINNPEG EM	0.2	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.2	0.0	0.1	0.1		
CityNews Weekend		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	17:57 - 19:03 ...SASU.	Audience TC	0.2	0.0	0.2	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.0	0.2	0.0	0.0	0.2		
		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	22:57 - 0:03 ...SASU.	WINNPEG EM	5.3	1.7	3.3	2.7	2.8	1.8	0.8	0.8	0.1	1.8	0.3	2.6	1.1	1.1	0.6		
CityNews Weekend Late		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	17:57 - 19:03 ...SASU.	Audience TC	0.2	0.1	0.2	0.2	0.2	0.0	0.3	0.3	0.0	0.2	0.2	0.5	0.2	0.1	0.1		
		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	22:57 - 0:03 ...SASU.	WINNPEG EM	1.4	0.0	0.6	0.6	0.8	0.0	0.4	0.4	0.0	1.4	0.0	0.6	0.0	0.2	0.4		
Daily Mail		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	15:57 - 17:03 MTWTF..	Audience TC	0.2	0.0	0.2	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.0	0.2	0.0	0.0	0.2		
		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	18:57 - 1:33 ...T....	WINNPEG EM	16.4	0.1	0.8	1.0	0.4	0.0	0.2	0.2	0.0	16.2	0.0	2.9	0.0	0.1	0.7		
Dick Clark's Rockin' NYE		2020-09-14 - 2021-01-03	STD: 12/31/2019-1/1/2020 Actuals	18:57 - 1:33 ...T....	Audience TC	51.3	8.9	17.7	31.9	22.1	2.8	8.1	12.3	1.4	52.7	0.0	29.1	6.3	9.6	19.6		
		2020-09-14 - 2021-01-03			WINNPEG EM	5.1	1.9	2.8	6.4	4.7	1.2	2.8	5.6	1.9	4.4	0.0	5.6	2.8	2.7	7.2		
Duncannon		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	19:27 - 20:03 ...SU..	Audience TC	7.9	0.6	1.1	1.2	1.3	0.5	1.5	0.7	0.8	0.0	0.5	0.7	0.7	0.8			
		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	19:27 - 20:03 ...SU..	WINNPEG EM	0.9	0.6	1.1	1.2	1.3	0.5	1.5	0.7	0.8	0.0	0.5	0.7	0.7	0.8			
Extra Late		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	19:57 - 1:33 MTWTF..	Audience TC	1.9	0.3	0.5	0.5	1.0	0.2	0.2	0.2	0.1	2.0	0.0	0.9	0.1	0.2	0.3		
		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	14:57 - 16:03 MTWTF..	WINNPEG EM	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.1	0.0	0.1			
Family Feud		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	14:57 - 16:03 MTWTF..	Audience TC	4.2	0.3	0.8	1.0	1.3	0.0	0.0	0.0	0.1	4.3	0.0	2.9	0.3	0.8	1.0		
		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	20:27 - 21:03 ...SU..	WINNPEG EM	0.3	0.1	0.2	0.2	0.2	0.0	0.0	0.0	0.1	0.2	0.0	0.4	0.3	0.3	0.4		
Family Guy		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	20:27 - 21:03 ...SU..	Audience TC	10.8	0.0	10.5	11.2	2.9	0.0	2.2	2.1	0.0	10.8	0.0	8.0	0.0	7.9	8.0		
		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	12:57 - 14:03 MTWTF..	WINNPEG EM	1.0	1.9	2.1	0.8	2.1	0.8	0.8	0.8	0.0	1.6	0.0	1.6	0.0	3.1			
General Hospital		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	12:57 - 14:03 MTWTF..	Audience TC	3.9	0.0	0.6	1.1	0.5	0.0	0.0	0.0	0.0	3.6	0.0	4.0	0.0	0.5	1.1		
		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020 & Diary: Fat 2019 Actuals & Writer-Spring 2020	18:57 - 23:03 MTWTF..SU	WINNPEG EM	0.4	0.0	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.8	0.0	0.2	0.4		
Holiday Movies		2020-12-21 - 2021-05-30	STD: 11/27/19 - 12/30/2019 Actuals	18:57 - 23:03 MTWTF..SU	Audience TC	16.4	3.4	4.8	16.8	14.2	1.4	4.4	2.4	0.0	16.5	10.5	10.5	0.6	2.1	2.3		
		2020-12-21 - 2021-05-30	Meas: 12/16/2019-5/31/2020																			

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	
		2021-02-01 - 2022-01-30	STD: 01/28/2018, 02/10/2019 & 01/26/2020 Actuals	18:57 - 22:33 ...SU	Audience TC	84.0	15.5	41.5	48.6	25.4	2.3	9.7	14.1	5.3	88.1	0.0	58.6	13.2	31.8	34.5	
				18:57 - 22:33 ...SU	WINNPEG EM	7.8	5.4	7.1	8.7	5.9	2.8	4.5	6.0	4.2	6.7	0.0	9.7	7.6	9.6	11.3	
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	10.5	0.8	1.9	1.7	4.6	0.7	1.3	1.1	0.0	10.5	0.0	5.9	0.2	0.6	0.6	
					WINNPEG EM	0.8	0.4	0.3	0.2	0.8	0.5	0.4	0.4	0.0	0.7	0.0	0.9	0.1	0.1	0.1	
					Audience TC	10.5	0.8	1.9	1.7	4.6	0.7	1.3	1.1	0.0	10.5	0.0	5.9	0.2	0.6	0.6	
					WINNPEG EM	0.8	0.4	0.3	0.2	0.8	0.5	0.4	0.4	0.0	0.7	0.0	0.9	0.1	0.1	0.1	
The Price Is Right		2020-12-21 - 2021-05-30	Meter: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	9:57 - 11:03 MTWTF..	Audience TC	4.9	0.9	3.9	3.7	1.9	0.9	1.1	1.3	0.0	4.8	0.0	3.0	0.0	2.5	2.4	
					WINNPEG EM	0.5	0.3	0.7	0.7	0.4	0.6	0.4	0.5	0.0	0.4	0.0	0.6	0.0	0.9	0.9	
					Audience TC	4.9	0.9	3.9	3.7	1.9	0.9	1.1	1.3	0.0	4.8	0.0	3.0	0.0	2.5	2.4	
					WINNPEG EM	0.5	0.3	0.7	0.7	0.4	0.6	0.4	0.5	0.0	0.4	0.0	0.6	0.0	0.9	0.9	
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	1.9	0.3	0.5	0.5	1.0	0.2	0.2	0.2	0.1	2.0	0.0	0.9	0.1	0.2	0.3	
					WINNPEG EM	0.1	0.1	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	
					Audience TC	1.9	0.3	0.5	0.5	1.0	0.2	0.2	0.2	0.1	2.0	0.0	0.9	0.1	0.2	0.3	
					WINNPEG EM	0.1	0.1	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	
Weekend Matinee Movie		2020-12-21 - 2021-05-30	Meter: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	10:57 - 18:03 ...SASU	Audience TC	22.7	3.3	8.1	9.5	7.1	0.0	2.6	2.7	0.0	22.7	0.0	15.7	3.3	5.5	6.8	
					WINNPEG EM	2.3	1.4	1.7	2.1	1.4	0.0	1.0	1.0	1.1	0.0	1.9	0.0	3.3	3.2	2.4	3.2
					Audience TC	22.7	3.3	8.1	9.5	7.1	0.0	2.6	2.7	0.0	22.7	0.0	15.7	3.3	5.5	6.8	
					WINNPEG EM	2.3	1.4	1.7	2.1	1.4	0.0	1.0	1.0	1.1	0.0	1.9	0.0	3.3	3.2	2.4	3.2
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																
					WINNPEG EM																