



Run Date: Sunday, June 21, 2020 11:06:16 AM

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 Name: 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	2020-09-28 - 2020-12-20	Meas: 9/09/2019- 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	21:57 - 23:03 ...T...	Audience TC MEDICINE HAT EM	0.2 0.5	0.0 0.9	0.0 0.8	0.0 0.1	0.0 0.5	0.0 1.0	0.0 0.9	0.0 0.0	0.0 0.2	0.0 0.0	0.2 0.0	0.0 0.1	0.0 0.6	0.0 0.7	0.0 0.7	
	Bless the Hams	2020-09-14 - 2020-12-20	Meas: 9/09/2019- 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	21:27 - 22:03 ...SU	Audience TC MEDICINE HAT EM	0.4 0.6	0.0 0.0	0.4 1.3	0.2 1.3	0.6 0.6	0.0 1.5	0.2 1.5	0.0 0.5	0.0 0.5	0.0 0.0	0.4 0.5	0.0 0.0	0.0 0.5	0.0 0.0	1.1 1.1	1.0 1.0
	Bob's Burgers	2020-09-14 - 2020-12-20	Meas: 9/09/2019- 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	21:57 - 22:33 ...SU	Audience TC MEDICINE HAT EM	0.5 0.7	0.0 0.0	0.4 1.6	0.4 1.5	0.6 0.8	0.0 0.0	0.3 1.8	0.3 1.8	0.0 0.6	0.0 0.6	0.5 0.0	0.0 0.6	0.0 0.6	0.0 0.0	1.3 1.3	1.2 1.2
	Breakfast Television	2020-09-14 - 2020-12-20	Meas: 9/09/2019- 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	6:57 - 10:03 MTWTF..	Audience TC MEDICINE HAT EM	0.2 0.3	0.0 0.5	0.2 0.5	0.2 0.5	0.1 0.5	0.0 0.7	0.1 0.7	0.1 0.7	0.0 0.7	0.0 0.0	0.2 0.3	0.0 0.0	0.1 0.2	0.0 0.2	0.0 0.4	0.1 0.4
	Brooklyn Nine-Nine	2020-09-14 - 2020-12-20	Meas: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	21:27 - 22:03 ...T...	Audience TC MEDICINE HAT EM	0.6 0.8	0.0 0.0	0.5 1.8	0.5 0.9	0.5 0.0	0.3 2.0	0.3 2.1	0.3 0.0	0.0 0.7	0.0 0.7	0.6 0.0	0.0 0.7	0.0 0.0	0.3 0.7	0.0 1.5	1.4 1.4
	BT Canada	2020-09-14 - 2021-01-03			Audience TC MEDICINE HAT EM	0.2 0.3	0.0 0.0	0.2 0.5	0.2 0.4	0.1 0.7	0.0 0.0	0.1 0.7	0.1 0.7	0.0 0.0	0.2 0.3	0.0 0.0	0.1 0.2	0.0 0.0	0.1 0.4	0.0 0.4	0.1 0.4
	BT Canada Repeat	2020-09-14 - 2021-01-03			Audience TC MEDICINE HAT EM	0.2 0.3	0.0 0.0	0.2 0.5	0.2 0.4	0.1 0.7	0.0 0.0	0.1 0.7	0.1 0.7	0.0 0.0	0.2 0.3	0.0 0.0	0.1 0.2	0.0 0.0	0.1 0.4	0.0 0.4	0.1 0.4
	Chicago Fire	2020-09-14 - 2020-12-20	Meas: 9/09/2019- 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	21:57 - 23:03 ...W...	Audience TC MEDICINE HAT EM	1.0 1.4	0.0 2.9	0.6 2.3	0.6 2.3	0.8 2.4	0.3 4.2	0.6 4.2	0.6 4.4	0.0 1.2	0.0 0.0	1.0 1.2	0.0 0.4	0.0 0.0	0.2 0.4	0.0 0.0	0.0 0.1
	Chicago Med	2020-09-14 - 2020-12-20	Meas: 9/09/2019- 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	20:57 - 22:03 ...W...	Audience TC MEDICINE HAT EM	1.0 1.4	0.0 2.9	0.6 2.3	0.6 2.3	0.8 2.4	0.3 4.2	0.6 4.2	0.6 4.4	0.0 1.2	0.0 0.0	1.0 1.2	0.0 0.4	0.0 0.0	0.2 0.4	0.0 0.0	0.0 0.1
	Chicago PD	2020-09-14 - 2020-12-20	Meas: 9/09/2019- 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	19:57 - 21:03 ...W...	Audience TC MEDICINE HAT EM	1.0 1.4	0.0 2.9	0.6 2.3	0.6 2.3	0.8 2.4	0.3 4.2	0.6 4.2	0.6 4.4	0.0 1.2	0.0 0.0	1.0 1.2	0.0 0.4	0.0 0.0	0.2 0.4	0.0 0.0	0.0 0.1
	CityLine	2020-09-14 - 2020-12-20	Meas: 9/09/2019- 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	9:57 - 11:03 MTWTF..	Audience TC MEDICINE HAT EM	0.0 0.1	0.0 0.0	0.0 0.1	0.0 0.1	0.0 0.1	0.0 0.0	0.0 0.1	0.0 0.1	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 0.1	0.0 0.1
	CityLine Encore	2020-09-14 - 2020-12-20	Meas: 9/09/2019- 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	11:57 - 14:03 MTWTF..	Audience TC MEDICINE HAT EM	0.0 0.1	0.0 0.0	0.0 0.1	0.0 0.1	0.0 0.1	0.0 0.0	0.0 0.1	0.0 0.1	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 0.1	0.0 0.1
	Daily Mail	2020-09-14 - 2020-12-20	Meas: 9/09/2019- 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	15:57 - 17:03 MTWTF..	Audience TC MEDICINE HAT EM	0.0 0.1	0.0 0.0	0.0 0.1	0.0 0.1	0.0 0.1	0.0 0.0	0.0 0.1	0.0 0.1	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 0.1	0.0 0.1
	Dancing with the Stars	2020-09-14 - 2020-11-29	Meas: 9/09/2019- 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	20:57 - 23:03 M....	Audience TC MEDICINE HAT EM	2.2 1.8	0.0 0.1	0.5 1.4	0.9 1.4	0.5 1.4	0.0 0.8	0.0 0.8	0.1 1.6	0.0 1.6	0.0 0.0	2.2 2.5	0.0 0.6	1.7 1.5	0.0 0.0	0.5 0.5	0.8 1.5
	Daytime Canadian Rotation	2020-09-14 - 2020-12-20	Meas: 9/09/2019- 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	9:57 - 15:03 MTWTF..	Audience TC MEDICINE HAT EM	0.0 0.1	0.0 0.0	0.0 0.1	0.0 0.1	0.0 0.1	0.0 0.0	0.0 0.1	0.0 0.1	0.0 0.1	0.0 0.1	0.0 0.1	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.1	0.0 0.1
	Family Feud	2020-09-14 - 2020-12-20	Meas: 9/09/2019- 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	14:57 - 16:03 MTWTF..	Audience TC MEDICINE HAT EM	0.5 0.6	0.0 0.0	0.1 1.3	0.1 1.3	0.2 0.6	0.0 0.0	0.0 1.5	0.0 1.5	0.0 0.5	0.0 0.5	0.0 0.0	0.5 0.5	0.0 0.0	1.1 1.1	1.0 1.0	1.1 1.0
	Family Guy	2020-09-14 - 2020-12-20	Meas: 9/09/2019- 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	22:27 - 23:03 ...SU	Audience TC MEDICINE HAT EM	0.4 0.6	0.0 1.3	0.0 1.3	0.4 0.6	0.4 0.6	0.0 0.0	0.2 1.5	0.2 1.5	0.0 0.5	0.0 0.5	0.4 0.0	0.2 0.0	0.0 0.0	0.3 0.0	0.1 1.1	0.1 1.0
	General Hospital	2020-09-14 - 2020-12-20	Meas: 9/09/2019- 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	13:57 - 15:03 MTWTF..	Audience TC MEDICINE HAT EM	0.4 0.5	0.0 0.4	0.1 0.2	0.1 0.2	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.4	0.0 0.4	0.0 0.0	0.4 0.5	0.0 0.0	1.0 1.0	0.6 0.6	0.3 0.3	0.4 0.4
	Holiday Movies	2020-09-14 - 2020-12-20	STD: 11/27/19 - 12/30/2019 Actuals	18:57 - 23:03 MTWTF..SU	Audience TC MEDICINE HAT EM	0.2 0.3	0.1 0.7	0.1 0.4	0.1 0.4	0.0 0.1	0.0 0.0	0.0 0.0	0.0 0.6	0.0 0.4	0.0 0.3	0.0 0.6	0.1 0.7	0.0 0.6	1.1 1.7	0.1 0.8	0.1 0.7
	Kids and Rex Repeat	2020-09-14 - 2020-12-20	Meas: 9/09/2019- 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	21:57 - 23:03 ...F...	Audience TC MEDICINE HAT EM	0.1 0.2	0.0 0.3	0.1 0.3	0.1 0.3	0.0 0.6	0.0 0.5	0.0 0.5	0.0 0.5	0.0 0.0	0.1 0.1	0.0 0.8	0.0 0.0	0.0 0.2	0.0 0.0	0.0 0.0	0.0 0.1
	L&O: OCU	2020-09-28 - 2020-12-20	Meas: 9/09/2019- 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	19:57 - 21:03 ...T...	Audience TC MEDICINE HAT EM	0.8 1.1	0.2 2.2	0.0 1.7	0.3 1.7	0.3 1.8	0.0 3.2	0.3 3.2	0.0 3.3	0.0 0.9	0.0 0.0	0.0 0.3	0.0 0.0	0.0 0.3	0.0 0.0	0.0 0.0	0.0 0.1
	Local News at 11p	2020-09-14 - 2020-12-20	Meas: 9/09/2019- 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	22:57 - 0:03 MTWTF..	Audience TC MEDICINE HAT EM	0.1 0.1	0.0 0.0	0.1 0.2	0.1 0.2	0.0 0.3	0.0 0.0	0.0 0.3	0.0 0.1	0.0 0.0	0.0 0.1	0.0 0.0	0.0 0.1	0.0 0.0	0.0 0.2	0.0 0.2	0.0 0.2
	Local News Noon	2020-09-14 - 2020-12-20	Meas: 9/09/2019- 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	11:57 - 13:03 MTWTF..	Audience TC MEDICINE HAT EM	1.2 1.5	0.0 0.2	0.1 0.1	0.1 0.2	0.5 0.9	0.0 0.0	0.1 0.0	0.1 0.0	0.0 1.2	0.0 0.0	1.2 2.0	0.0 0.3	0.0 0.0	0.7 0.3	0.0 0.3	0.0 0.3
	Local News Prime	2020-09-14 - 2020-12-20	Meas: 9/09/2019- 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	16:57 - 19:33 MTWTF..	Audience TC MEDICINE HAT EM	0.4 0.6	0.0 0.0	0.4 1.3	0.4 1.3	0.5 0.6	0.0 0.7	0.2 1.3	0.2 1.3	0.0 1.3	0.0 2.0	0.0 0.0	0.0 0.3	0.0 0.0	0.5 0.0	1.1 1.0	1.0 1.0
	Manifest	2020-09-14 - 2020-12-20	Meas: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	19:57 - 21:03 M....	Audience TC MEDICINE HAT EM	2.0 2.8	0.7 5.7	1.3 4.6	1.3 4.6	1.7 4.8	0.7 8.3	0.7 8.7	1.3 8.7	0.0 2.4	0.0 0.0	2.0 0.8	0.0 0.0	0.0 0.0	0.3 0.0	0.0 0.0	0.0 0.1
	Modern Family Encore	2020-09-14 - 2020-12-20	Meas: 9/09/2019- 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	20:57 - 22:03 ...SU	Audience TC MEDICINE HAT EM	0.2 0.2	0.0 0.5	0.1 0.5	0.1 0.5	0.0 0.3	0.0 0.6	0.0 0.6	0.0 0.6	0.0 0.2	0.0 0.2	0.1 0.0	0.0 0.2	0.0 0.1	0.0 0.0	0.1 0.4	0.1 0.4
	Modern Family Repeat	2020-09-14 - 2020-12-20	Meas: 9/09/2019- 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	20:57 - 22:03 ...SU	Audience TC MEDICINE HAT EM	0.2 0.2	0.0 0.5	0.1 0.5	0.1 0.5	0.0 0.3	0.0 0.6	0.0 0.6	0.0 0.2	0.0 0.2	0.0 0.0	0.1 0.2	0.0 0.0	0.0 0.2	0.0 0.0	0.1 0.4	0.1 0.4
	Mom Early Prime Strip	2020-09-14 - 2020-12-20	Meas: 9/10/2018- 12/15/2018 & Diary: Fall 2018 Actuals & Winter-Spring 2019	18:57 - 20:03 ...SU	Audience TC MEDICINE HAT EM	0.2 0.2	0.0 0.0	0.1 0.5	0.1 0.5	0.0 0.3	0.0 0.6	0.0 0.6	0.0 0.6	0.0 0.2	0.0 0.2	0.0 0.0	0.0 0.2	0.0 0.0	0.1 0.0	0.0 0.4	0.1 0.4
	Mom Encore	2020-09-14 - 2020-12-20	Meas: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	20:57 - 23:03 ...T..SU	Audience TC MEDICINE HAT EM	0.2 0.2	0.0 0.5	0.1 0.5	0.1 0.5	0.0 0.3	0.0 0.6	0.0 0.6	0.0 0.6	0.0 0.2	0.0 0.2	0.0 0.0	0.0 0.1	0.0 0.0	0.1 0.0	0.0 0.4	0.1 0.4
	Mom Pre-Release	2020-09-14 - 2020-12-20	Meas: 9/09/2019- 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	20:57 - 21:33 ...T...	Audience TC MEDICINE HAT EM	0.2 0.3	0.0 0.0	0.2 0.6	0.2 0.6	0.0 0.3	0.0 0.7	0.0 0.8	0.0 0.8	0.0 0.3	0.0 0.0	0.2 0.3	0.0 0.0	0.0 0.3	0.0 0.0	0.1 0.5	0.1 0.5
	Mom Strip	2020-09-14 - 2020-12-20	Meas: 9/10/2018- 12/15/2018 & Diary: Fall 2018 Actuals & Winter-Spring 2019	19:57 - 21:03 MTWT..SU	Audience TC MEDICINE HAT EM	0.4 0.4	0.0 0.0	0.2 0.2	0.2 0.2	0.1 0.1	0.0 0.0	0.1 0.1	0.1 0.1	0.0 0.3	0.0 0.0	0.1 0.0	0.0 0.1	0.0 0.0	0.1 0.0	0.0 0.1	0.1 0.1
	ROTN: Saturday Canadian	2020-09-14 - 2020-12-20	Meas: 9/09/2019- 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	18:57 - 23:03 ...SA	Audience TC MEDICINE HAT 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	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
	ROTN: Weekday Canadian	2020-09-14 - 2020-12-20	Meas: 9/09/2019- 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	5:00 - 4:59 MTWTF..	Audience TC MEDICINE HAT EM	0.0 0.1	0.0 0.0	0.0 0.1	0.0 0.1	0.0 0.1	0.0 0.0	0.0 0.1	0								