

### Master Planner Report

Effective date: 2020-05-21  
 From Date: 2020-09-14  
 To Date: 2020-12-20  
 Selling Option Type: Selling Option 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													
Channel DLN	Early Prime Rotation	2020-09-14 - 2020-12-20	Meter: 9/9/2019- 12/15/2019 Actuals	18:00 - 20:00 MTWTF..	Audience TC		11.7	2.0	4.4	5.1	7.2	1.2	2.8	3.4	1.7	14.0	0.6	4.5	0.8	1.7	1.8												
					BARRIE EM	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
					CALGARY-LETHBRIDGE EM	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
					CARLETON EM	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
					YORKTON 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	0.0	0.1	0.1	0.0	0.1	0.1							
					Fall Army Friday	2020-09-14 - 2020-12-20	Meter: 9/9/2019- 12/15/2019 Actuals	20:00 - 0:00 _..F..	Audience TC	0.0	0.9	4.7	4.9	4.2	0.2	1.9	2.0	2.6	12.3	0.8	4.7	0.7	2.8	2.9									
									BARRIE EM	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1					
									YORKTON EM	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1				
									Impractical Jokers Tuesday	2020-09-14 - 2020-12-20	Meter: 9/9/2019- 12/15/2019 Actuals	20:00 - 0:00 T....	Audience TC	13.4	7.2	10.2	10.3	9.6	6.1	7.9	8.4	5.7	18.4	0.3	3.8	1.2	2.3	1.9					
													BARRIE EM	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
													YORKTON EM	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1







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					MONTREAL ANGLLO EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
					National English Rating	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0
					OTTAWA-GATINEAU ANGLLO	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
					PETERBOROUGH EM	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					PRINCE ALBERT EM	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					PRINCE GEORGE-KAMLOOOPS	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0
					REGINA-MOOSE JAW EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0
					SANT JOHN-MONCTON EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0
					SASKATOON EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
					ST JOHN'S-CORNER BROOK	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0
					SUDBURY-TIMMINS-NORTH	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0
					SYDNEY-GLACE BAY EM	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					TERRACE-KITIMAT EM	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					THE KOOTENAYS	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0
					THUNDER BAY EM	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0
					TORONTO-HAMILTON EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
					VANCOUVER-VICTORIA EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
					WINDSOR EM ESSEY	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0
					WINNIPEG EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
					YORKTON EM	0.1	0.0	0.1	0.0	0.1	0.0	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.0	0.0	0.1