

MasterPlannerRevised

Effective date:	2021-06-04
From Date:	2021-09-13
To Date:	2021-12-19
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	V2+	V2-11	W18+	W18-34	W18-49	W25-54	
CITY on INTV+	BIP Can Aft Show	2021-10-04 - 2021-12-19			Audience TC	8.5	0.0	0.5	1.0	2.2	0.0	0.0	0.0	0.0	8.7	0.0	6.3	0.0	0.5	1.0
					PRINCE GEORGE-KAMLOOPS	2.4	0.0	0.4	0.6	1.4	0.0	0.0	2.1	0.0	3.6	0.0	0.7	1.3		
BIP Canada	2021-10-04 - 2021-12-19			0:00 - 0:00	Audience TC	12.9	0.0	0.7	1.6	3.3	0.0	0.0	0.0	13.3	0.0	9.6	0.0	0.7	1.6	
					PRINCE GEORGE-KAMLOOPS	3.7	0.0	0.6	0.9	2.1	0.0	0.0	3.2	0.0	5.5	0.0	1.0	2.0		
Brooklyn 99	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj		19:57 - 21:03 ...T... 20:27 - 21:03 ...T...	Audience TC	1.9	0.0	0.7	0.7	1.7	0.0	0.7	0.7	1.9	0.0	0.2	0.0	0.0	0.0	
					PRINCE GEORGE-KAMLOOPS	0.7	0.0	0.6	0.6	1.1	0.0	1.3	1.2	0.5	0.0	0.2	0.0	0.0	0.1	
BT National	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj		8:27 - 10:03 MTWTF..	Audience TC	0.6	0.0	0.2	0.2	0.3	0.0	0.0	0.0	0.7	0.0	0.3	0.0	0.1	0.2	
					PRINCE GEORGE-KAMLOOPS	0.2	0.0	0.1	0.1	0.2	0.0	0.0	0.2	0.0	0.2	0.0	0.1	0.2		
Chicago Fire	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj		20:57 - 22:03 ..W....	Audience TC	1.5	0.0	0.5	1.1	0.6	0.0	0.0	0.2	1.5	0.0	0.9	0.0	0.5	0.8	
					PRINCE GEORGE-KAMLOOPS	0.5	0.0	0.5	0.6	0.4	0.0	0.0	0.4	0.0	0.5	0.0	0.7	1.2		
Chicago Med	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj		19:57 - 21:03 ..W....	Audience TC	6.1	3.3	2.8	1.3	0.5	0.0	0.0	0.0	6.0	0.0	5.8	3.7	2.9	1.6	
					PRINCE GEORGE-KAMLOOPS	1.9	3.3	1.5	0.7	0.3	0.0	0.0	1.5	0.0	3.4	7.7	3.2	1.8		
Chicago PD	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj		21:57 - 23:03 ..W....	Audience TC	1.7	0.0	0.6	1.2	0.7	0.0	0.0	0.2	1.7	0.0	1.0	0.0	0.6	0.9	
					PRINCE GEORGE-KAMLOOPS	0.5	0.0	0.5	0.7	0.4	0.0	0.0	0.4	0.0	0.6	0.0	0.7	1.3		
CityLine	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj		8:57 - 13:03 MTWTF..	Audience TC	0.2	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.2	0.0	0.1	0.0	0.1	0.1	
					PRINCE GEORGE-KAMLOOPS	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.1	0.1		
CityLine Encore	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj		15:57 - 17:03 MTWTF..	Audience TC	0.2	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.2	0.0	0.1	0.0	0.1	0.1	
					PRINCE GEORGE-KAMLOOPS	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.1	0.1		
Daily Mail	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj		14:57 - 18:03 MTWTF..	Audience TC	0.8	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.8	0.0	0.4	0.0	0.1	0.1	
					PRINCE GEORGE-KAMLOOPS	0.2	0.0	0.1	0.1	0.2	0.0	0.0	0.1	0.0	0.2	0.0	0.2	0.2		
Daytime Cdn Rot	2021-09-13 - 2021-12-19	Diary: Fall 2019 Act Adj		1:57 - 17:03 MTWTF..	Audience TC	0.4	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.0	0.1	0.1	
					PRINCE GEORGE-KAMLOOPS	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.1	0.1		
Family Feud	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj		14:57 - 16:03 MTWTF..	Audience TC	0.9	0.0	0.2	0.2	0.3	0.0	0.1	0.1	0.9	0.0	0.6	0.0	0.2	0.2	
					PRINCE GEORGE-KAMLOOPS	0.2	0.0	0.1	0.1	0.2	0.0	0.1	0.1	0.2	0.1	0.2	0.1	0.1		
General Hospital	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj		12:57 - 14:03 MTWTF..	Audience TC	1.0	0.0	0.2	0.2	0.3	0.0	0.1	0.1	1.0	0.0	0.7	0.0	0.2	0.2	
					PRINCE GEORGE-KAMLOOPS	0.2	0.0	0.1	0.1	0.2	0.0	0.1	0.1	0.2	0.1	0.2	0.1	0.1		
Holiday Movies	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj		18:57 - 23:03 MTWTFSSASU	Audience TC	1.4	0.0	0.1	0.2	0.4	0.0	0.0	0.1	0.2	0.1	1.0	0.0	0.1	0.2	
					PRINCE GEORGE-KAMLOOPS	0.4	0.0	0.1	0.1	0.2	0.0	0.0	0.4	0.0	0.6	0.0	0.1	0.2		
Hudson and Rex Rpt	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj		21:57 - 23:03 ...F..	Audience TC	0.8	0.2	0.4	0.3	0.2	0.0	0.1	0.1	0.9	0.0	0.6	0.2	0.4	0.3	
					PRINCE GEORGE-KAMLOOPS	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.1	0.0	0.2	0.2		
Imp Jokers Late	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj		23:57 - 0:33 MTWT...	Audience TC	1.8	0.1	0.9	1.0	1.1	0.0	0.7	0.7	1.9	0.0	0.7	0.1	0.2	0.3	
					PRINCE GEORGE-KAMLOOPS	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.2	0.1	0.1	0.1	0.1	0.1		
Kelly Clarkson	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj		13:57 - 15:03 MTWTF..	Audience TC	1.5	0.0	0.3	0.3	0.6	0.0	0.0	0.0	1.5	0.0	1.0	0.0	0.3	0.3	
					PRINCE GEORGE-KAMLOOPS	0.4	0.0	0.2	0.2	0.4	0.0	0.0	0.3	0.0	0.4	0.0	0.3	0.4		
L&O: FTD	2021-09-20 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj		19:57 - 21:03 ...T...	Audience TC	1.2	0.0	0.5	0.8	0.5	0.0	0.2	0.2	1.2	0.0	0.6	0.0	0.5	0.6	
					PRINCE GEORGE-KAMLOOPS	0.4	0.0	0.4	0.5	0.3	0.0	0.0	0.3	0.0	0.4	0.0	0.3	0.4		
L&O: OCU	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj		21:57 - 23:03 ...T...	Audience TC	1.3	0.0	0.5	0.9	0.5	0.0	0.2	0.2	1.3	0.0	0.7	0.0	0.5	0.7	
					PRINCE GEORGE-KAMLOOPS	0.4	0.0	0.4	0.5	0.3	0.0	0.0	0.3	0.0	0.5	0.0	0.6	1.0		
L&O: SVU	2021-09-20 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj		20:57 - 22:03 ...T...	Audience TC	1.2	0.0	0.5	0.8	0.5	0.0	0.2	0.2	1.2	0.0	0.6	0.0	0.5	0.6	
					PRINCE GEORGE-KAMLOOPS	0.4	0.0	0.4	0.5	0.3	0.0	0.0	0.3	0.0	0.5	0.0	0.6	1.0		
Lets Make A Deal	2021-09-13 - 2021-12-19				Audience TC	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.6	0.9	
					PRINCE GEORGE-KAMLOOPS	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.4	0.0	0.4	0.0	0.1	0.1		
Local News Noon	2021-09-13 - 2021-12-19	Diary: Fall 2019 Act Adj		11:57 - 13:03 MTWTF..	Audience TC	9.2	0.0	0.4	0.7	6.3	0.0	0.4	0.4	9.2	0.0	2.8	0.0	0.0	0.4	
					PRINCE GEORGE-KAMLOOPS	3.2	0.0	0.4	0.4	4.6	0.0	0.4	2.5	0.0	2.1	0.0	0.0	0.4		
Mod Fam Enc	2021-09-13 - 2021-09-19	Meter: 9/09/2019 - 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020		19:57 - 21:03 ...T...	Audience TC	0.9	0.0	0.2	0.5	0.1	0.0	0.0	0.0	1.0	0.0	0.8	0.0	0.2	0.5	
					PRINCE GEORGE-KAMLOOPS	0.3	0.0	0.2	0.3	0.1	0.0	0.0	0.3	0.0	0.6	0.0	0.3	0.6		
Mom Early Strip	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj		18:57 - 20:03 MTWTF.SU	Audience TC	0.8	0.3	0.5	0.3	0.6	0.3	0.5	0.2	0.8	0.0	0.2	0.0	0.1	0.1	
					PRINCE GEORGE-KAMLOOPS	0.3	0.4	0.4	0.3	0.5	1.4	0.4	0.3	0.0	0.1	0.0	0.1	0.1		
Mom Strip	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj		18:57 - 23:03 MTWTF.SU	Audience TC	0.2	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.1	0.1	
					PRINCE GEORGE-KAMLOOPS	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.2	0.2		
Movies on CITY	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj		19:57 - 22:03 ...F..	Audience TC	2.2	0.7	1.7	1.2	0.7	0.0	0.2	0.2	3.0	0.0	1.6	0.7	1.4	1.0	
					PRINCE GEORGE-KAMLOOPS	0.4	0.0	0.5	0.5	0.3	0.0	0.0	0.5	0.0	0.4	0.0	0.9	0.9		
News at 11p	2021-09-13 - 2021-12-19	Diary: Fall 2019 Act Adj		22:57 - 0:03 MTWTFSSASU	Audience TC	0.5	0.0	0.0	0.1	0.3	0.0	0.0	0.1	0.5	0.0	0.2	0.0	0.0	0.1	
					PRINCE GEORGE-KAMLOOPS	0.2	0.0	0.1	0.1	0.2	0.0	0.0	0.2	0.0	0.2	0.0	0.0	0.1		
News at 5	2021-09-13 - 2021-12-19	Diary: Fall 2019 Act Adj		16:57 - 18:03 MTWTF..	Audience TC	8.4	0.0	0.6	1.0	3.7	0.0	0.0	0.0	8.9	0.1	4.8	0.0	0.5	0.9	
					PRINCE GEORGE-KAMLOOPS	2.6	0.0	0.4	0.5	2.3	0.0	0.0	2.2	0.3	2.8	0.0	0.6	1.0		
News at 6	2021-09-13 - 2021-12-19	Diary: Fall 2019 Act Adj		17:57 - 19:03 MTWTF..	Audience TC	3.3	1.4	1.8	0.7	2.0	1.2	1.3	0.1	3.3	0.0	1.6	0.4	0.6	0.7	
					PRINCE GEORGE-KAMLOOPS	1.1	1.6	1.1	0.5	1.2	2.8	1.7	0.9	0.0	1.1	0.8	0.7	0.9		
Ordinary Joe	2021-09-27 - 2022-12-04	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj		21:57 - 23:03 M.....	Audience TC	1.4	0.0	0.5	1.0	0.6	0.0	0.0	0.2	1.4	0.0	0.8	0.0	0.5	0.7	
					PRINCE GEORGE-KAMLOOPS	0.4	0.0	0.4	0.6	0.3	0.0	0.0	0.3	0.0	0.5	0.0	0.6	1.1		
People's Court	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj		16:57 - 18:03 MTWTF..	Audience TC	0.8	0.0	0.2	0.2	0.3	0.0	0.1	0.1	0.8	0.0	0.5	0.0	0.2	0.2	
					PRINCE															

MasterPlannerRevised

Effective date: 2021-06-04
 From Date: 2021-09-13
 To Date: 2021-12-19
 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	V2+	V2-11	W18+	W18-34	W18-49	W25-54
	ROTN: Wknd Day	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	4:57 - 18:03SASU	PRINCE GEORGE-KAMLOOPS	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.1
					Audience TC	0.4	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.0	0.1	0.1
					PRINCE GEORGE-KAMLOOPS	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.1	0.1
	ROTN: Wknd Late	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	22:57 - 5:00SASU	Audience TC	0.4	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.0	0.1	0.1
					PRINCE GEORGE-KAMLOOPS	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.1	0.1
	The Bachelorette	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	19:57 - 23:03 MT.....	Audience TC	12.9	0.0	0.7	1.6	3.3	0.0	0.0	0.0	13.3	0.0	9.6	0.0	0.7	1.6
					PRINCE GEORGE-KAMLOOPS	3.7	0.0	0.6	0.9	2.1	0.0	0.0	0.0	3.2	0.0	5.5	0.0	1.0	2.0
	The Doctors	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	12:57 - 17:03 MTWTF..	Audience TC	0.8	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.8	0.0	0.4	0.0	0.1	0.1
					PRINCE GEORGE-KAMLOOPS	0.2	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.2	0.2
	Wkdy Morning	2021-09-13 - 2021-12-19			Audience TC	0.4	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.0	0.1	0.1
					PRINCE GEORGE-KAMLOOPS	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.1	0.1
	Wknd Mat MV	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	9:57 - 18:03SASU	Audience TC	0.8	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.8	0.0	0.4	0.0	0.1	0.1
					PRINCE GEORGE-KAMLOOPS	0.2	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.2	0.2