

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

Table with columns: 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. Rows include various programs like BIP Canada, Brooklyn 99, BT National, Chicago Fire, etc.

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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	
ROTN: Wknd Late		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	23:57 - 5:00SASU	Audience TC	0.8	0.2	0.4		0.3	0.3	0.1	0.1	0.0	0.0	0.9	0.0	0.5	0.2	0.3	0.3
					MONTRÉAL ANGLO EM	0.1	0.1	0.1		0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.1	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	36.4	8.3	15.2		19.6	12.5	3.5	7.8	8.3	4.5	44.1	3.2	23.9	4.9	7.4	11.3
					MONTRÉAL ANGLO EM	2.8	2.7	2.4		2.9	1.9	2.6	2.5	2.3	5.9	3.1	3.6	3.7	2.7	2.3	3.5
The Doctors		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	11:57 - 13:03 MTWTF..	Audience TC	7.9	0.7	1.7		1.9	2.1	0.3	1.1	0.9	1.1	9.2	0.2	5.8	0.4	0.5	0.9
					MONTRÉAL ANGLO EM	0.2	0.2	0.1		0.1	0.1	0.1	0.1	0.0	0.2	0.1	0.3	0.1	0.3	0.2	0.2
Wkdy Morning		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	5:00 - 8:33 MTWTF..	Audience TC	3.4	0.6	1.5		1.0	1.6	0.6	0.9	0.4	0.1	3.5	0.0	1.8	0.1	0.6	0.6
					MONTRÉAL ANGLO EM	0.1	0.0	0.1		0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.0	0.2	0.0	0.2	0.0
Wknd Mat MV		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	13:57 - 18:03SASU	Audience TC	6.6	0.8	1.0		0.6	2.7	0.3	0.4	0.2	0.0	6.6	0.0	3.9	0.5	0.7	0.4
					MONTRÉAL ANGLO EM	0.3	0.2	0.1		0.1	0.2	0.2	0.1	0.0	0.0	0.3	0.0	0.5	0.2	0.2	0.1