

MasterPlannerRevised

Effective date:	2021/06/04
From Date:	2021/12/20
To Date:	2022/05/29
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
CITY Montreal	American Idol	2021-12-20 - 2023-05-21	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	19:57 - 23:03SU	Audience TC	45.1	7.3	15.0	12.8	20.2	5.8	8.9	5.4	2.1	48.8	1.7	24.9	1.5	6.1	7.4
					MONTRÉAL ANGL0 EM	2.2	1.4	1.6	2.0	1.9	1.5	1.7	1.7	3.1	2.1	0.5	2.6	1.3	1.6	2.3
	Brooklyn 99	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	20:27 - 21:03 ...T...	Audience TC	64.2	22.6	42.6	39.0	29.1	6.8	19.4	19.4	10.7	82.4	7.4	35.1	15.7	23.3	19.6
					MONTRÉAL ANGL0 EM	1.7	2.0	1.4	1.4	1.5	1.6	1.3	1.2	4.0	1.8	1.6	1.9	2.5	1.6	1.7
	BT National	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	8:27 - 10:03 MTWTF..	Audience TC	1.1	0.2	0.4	0.3	0.4	0.1	0.2	0.1	0.2	0.0	0.0	0.7	0.1	0.2	0.2
					MONTRÉAL ANGL0 EM	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.1	0.1
	CGT	2022-03-28 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	19:57 - 22:03 T.....	Audience TC	60.9	10.1	21.2	25.5	25.3	6.1	11.6	12.3	7.3	72.5	4.3	35.6	4.0	9.7	13.2
					MONTRÉAL ANGL0 EM	3.5	2.1	2.5	3.1	3.1	2.3	2.6	3.0	2.1	3.4	2.3	3.9	2.1	2.4	3.1
	Chicago Fire	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	20:57 - 22:03 .W....	Audience TC	65.3	10.3	16.1	12.1	25.0	3.9	6.0	4.7	2.4	69.7	2.1	40.3	6.4	10.1	7.4
					MONTRÉAL ANGL0 EM	3.3	1.6	1.7	2.0	2.6	1.9	1.8	2.0	3.3	3.1	2.0	3.9	1.3	1.7	2.1
	Chicago Med	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	19:57 - 21:03 .W....	Audience TC	61.6	9.1	14.3	11.3	21.5	4.7	6.3	4.1	2.7	67.2	3.0	40.0	4.3	8.1	7.2
					MONTRÉAL ANGL0 EM	3.3	2.3	2.1	2.0	2.0	2.0	1.7	1.6	4.2	3.2	4.7	2.7	2.7	2.6	2.4
	Chicago PD	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	21:57 - 23:03 .W....	Audience TC	54.7	6.3	9.9	11.4	22.1	2.8	4.1	4.2	1.6	57.8	1.5	32.6	3.3	5.8	7.2
					MONTRÉAL ANGL0 EM	3.2	1.9	1.5	2.2	2.4	1.4	1.3	1.8	2.5	3.0	1.7	4.1	3.2	2.4	2.6
	CityLine	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	9:57 - 11:03 MTWTF..	Audience TC	3.1	0.2	0.5	0.7	1.0	0.1	0.2	0.2	0.1	3.2	0.0	2.1	0.1	0.4	0.5
					MONTRÉAL ANGL0 EM	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.2	0.1	0.0	0.1	0.0	0.1	0.1
	CityNews at 6	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	17:57 - 19:03 MTWTF..	Audience TC	3.7	0.7	1.4	1.5	1.7	0.4	0.8	0.8	0.2	4.1	0.1	2.0	0.3	0.6	0.7
					MONTRÉAL ANGL0 EM	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.3	0.1	0.2	0.2
	CityNews Ntnl	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	22:57 - 23:33 M.....	Audience TC	10.0	3.9	7.5	8.4	7.0	3.5	5.9	5.9	0.2	10.3	0.1	3.0	0.4	1.6	2.5
					MONTRÉAL ANGL0 EM	1.1	1.6	1.6	1.9	1.6	2.7	2.5	2.7	0.3	1.0	0.1	0.7	0.4	0.7	1.2
	CityNews Tonight	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	22:57 - 0:03 MTWTF..	Audience TC	4.5	0.7	1.3	1.2	2.3	0.5	0.7	0.7	0.2	4.9	0.2	2.2	0.2	0.5	0.6
					MONTRÉAL ANGL0 EM	0.2	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.1	0.2	0.2
	CityNews Weekend	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	17:57 - 19:03SASU	Audience TC	5.4	0.6	1.7	1.8	2.7	0.4	1.1	1.1	0.2	5.7	0.1	2.7	0.2	0.5	0.7
					MONTRÉAL ANGL0 EM	0.3	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.1	0.3	0.1	0.1	0.2
	Daily Mail	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	15:57 - 17:03 MTWTF..	Audience TC	15.8	0.6	3.1	3.1	5.8	0.4	1.4	1.1	0.1	16.1	0.1	10.0	0.2	1.8	2.0
					MONTRÉAL ANGL0 EM	0.3	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.0	0.3	0.1	0.5	0.1	0.3	0.3
	Dick Clark NYE	2021-12-27 - 2022-01-02	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	19:57 - 2:33SA	Audience TC	52.1	12.1	26.6	26.7	25.1	6.9	14.0	14.4	5.5	60.7	3.1	26.9	5.2	12.5	12.3
					MONTRÉAL ANGL0 EM	5.2	4.4	5.0	5.3	5.3	5.1	5.2	5.6	8.7	5.3	3.4	5.2	3.6	4.8	5.0
	Extra Late	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	0:57 - 2:33 MTWTF..	Audience TC	1.9	0.3	0.6	0.6	0.8	0.2	0.3	0.3	0.0	2.1	0.1	1.2	0.1	0.3	0.3
					MONTRÉAL ANGL0 EM	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.0	0.1	0.1	0.1
	Family Feud	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	12:57 - 14:03 MTWTF..	Audience TC	14.9	1.5	2.5	1.9	5.8	1.3	1.7	1.0	0.2	15.2	0.1	9.1	0.2	0.8	0.9
					MONTRÉAL ANGL0 EM	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.1	0.3	0.1	0.1	0.2
	General Hospital	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	13:57 - 15:03 MTWTF..	Audience TC	19.4	5.5	7.5	5.4	8.6	4.9	5.6	3.1	0.4	20.2	0.4	10.8	0.5	1.9	2.3
					MONTRÉAL ANGL0 EM	1.2	1.7	1.3	1.1	1.2	3.0	1.9	1.3	0.6	1.1	0.4	1.3	0.3	0.8	0.9
	Holiday Movies	2021-12-20 - 2022-05-29	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	18:57 - 23:03 MTWTF.SASU	Audience TC	16.2	2.3	4.0	4.8	5.9	0.8	1.5	1.6	0.4	17.9	1.4	10.2	1.5	2.5	3.2
					MONTRÉAL ANGL0 EM	1.0	0.4	0.4	0.6	0.8	0.4	0.4	0.4	0.5	1.0	0.6	1.2	0.4	0.4	0.7
	Hudson and Rex	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	19:57 - 21:03 T.....	Audience TC	26.7	4.8	5.6	6.4	9.1	0.9	1.3	1.2	0.4	27.2	0.0	17.7	3.9	4.3	5.3
					MONTRÉAL ANGL0 EM	1.2	0.5	0.4	0.4	0.9	0.2	0.2	0.1	0.6	1.1	0.0	1.5	0.8	0.5	0.6
	Hudson and Rex Rpt	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	20:57 - 22:03 T.....	Audience TC	12.6	2.1	3.0	3.1	4.8	0.8	1.0	1.1	0.3	13.2	0.3	7.8	1.4	2.0	2.0
					MONTRÉAL ANGL0 EM	0.5	0.2	0.3	0.4	0.3	0.2	0.2	0.3	0.2	0.7	0.3	0.7	0.3	0.4	0.4
	Imp Jokers Late	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	23:57 - 0:33 MTWTF...	Audience TC	1.9	0.3	0.6	0.6	0.8	0.2	0.3	0.3	0.0	2.1	0.1	1.2	0.1	0.3	0.3
					MONTRÉAL ANGL0 EM	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.0	0.1	0.1	0.1
	Kelly Clarkson	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	16:57 - 18:03 MTWTF..	Audience TC	3.5	0.3	1.0	1.0	0.8	0.1	0.3	0.2	0.2	3.8	0.1	2.7	0.2	0.7	0.8
					MONTRÉAL ANGL0 EM	0.3	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.5	0.1	0.3	0.3
	Kenan	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	20:27 - 21:03 T.....	Audience TC	22.8	1.4	4.5	7.5	9.8	0.5	1.8	3.3	1.2	24.3	0.3	13.0	0.9	2.7	4.2
					MONTRÉAL ANGL0 EM	1.3	0.6	0.8	0.9	1.1	0.4	0.6	0.6	1.2	1.1	0.1	1.4	0.7	1.0	1.2
	L&O: FTD	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	19:57 - 21:03 ...T...	Audience TC	72.6	8.5	20.5	25.0	28.6	4.0	9.1	11.4	1.4	83.2	9.2	43.9	4.5	11.4	13.5
					MONTRÉAL ANGL0 EM	4.2	2.5	2.3	3.1	3.5	1.9	2.0	2.8	1.6	3.8	1.4	4.8	3.0	2.7	3.5
	L&O: OCU	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	21:57 - 23:03 ...T...	Audience TC	79.3	9.3	22.4	27.3	31.3	4.4	9.9	12.5	1.5	90.9	10.1	48.0	4.9	12.5	14.8
					MONTRÉAL ANGL0 EM	4.6	2.7	2.5	3.4	3.8	2.1	2.2	3.1	1.8	4.1	1.5	5.2	3.3	2.9	3.8
	L&O: SVU	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	20:57 - 22:03 ...T...	Audience TC	72.6	8.5	20.5	25.0	28.6	4.0	9.1	11.4	1.4	83.2	9.2	43.9	4.5	11.4	13.5
					MONTRÉAL ANGL0 EM	4.2	2.5	2.3	3.1	3.5	1.9	2.0	2.8	1.6	3.8	1.4	4.8	3.0	2.7	3.5
	Lets Make A Deal	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	14:57 - 16:03 MTWTF..	Audience TC	12.7	1.6	2.7	3.3	4.9	0.5	1.4	1.2	0.2	12.9	0.0	7.8	1.0	1.3	2.1
					MONTRÉAL ANGL0 EM	0.8	0.4	0.3	0.3	0.5	0.3	0.4	0.4	0.1	0.7	0.0	1.1	0.4	0.3	0.3
	Mom Early Strip	2021-12-20 - 2022-05-29	Meter: 12/16/2019-5/31/2020 & Diary: Fall 2019 Actuals & Winter-Spring 2020	18:57 - 20:03 MTWTF.SU	Audience TC	19.9	1.6	2.7	2.6	8.7	1.0	1.4	1.3	0.2	20.3	0.2	11.2			

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	ROTN: Wknd Late	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	23:57 - 5:00SASU	Audience TC	1.5	0.2	0.3	0.3	0.6	0.0	0.1	0.1	0.0	0.0	1.5	0.0	0.9	0.2	0.2	0.2
					MONTRÉAL ANGLO EM	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.1
	The Bachelor	2021-12-20 - 2022-09-11	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	19:57 - 22:03 M.....	Audience TC	54.7	13.0	21.8	20.8	18.5	5.5	10.0	8.0	4.4	61.7	2.6	36.2	7.5	11.8	12.8	12.8
					MONTRÉAL ANGLO EM	2.5	2.6	2.3	2.3	1.8	2.8	2.3	1.8	6.0	2.7	2.5	3.2	2.4	2.3	2.9	2.9
	The Doctors	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	11:57 - 13:03 MTWTF..	Audience TC	4.0	0.5	0.8	0.7	1.1	0.2	0.3	0.3	0.3	4.5	0.2	2.9	0.3	0.4	0.4	0.4
					MONTRÉAL ANGLO EM	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.0	0.2	0.1	0.1
	Wkdy Morning	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	5:00 - 8:33 MTWTF..	Audience TC	2.0	0.2	0.5	0.5	0.7	0.1	0.2	0.1	0.2	0.1	2.2	0.1	1.3	0.1	0.3	0.4
					MONTRÉAL ANGLO 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	0.1
	Wknd Mat MV	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	13:57 - 18:03SASU	Audience TC	6.8	0.3	1.4	1.4	2.6	0.2	0.8	0.8	0.0	6.9	0.1	4.2	0.1	0.6	0.6	0.6
					MONTRÉAL ANGLO EM	0.3	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.3	0.1	0.4	0.1	0.2	0.2	0.2	0.2
	Young Rock	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	19:57 - 20:33 T.....	Audience TC	35.1	5.5	10.1	13.1	16.5	1.1	3.3	4.4	1.7	38.4	1.7	18.5	4.4	6.8	8.7	8.7
					MONTRÉAL ANGLO EM	2.7	2.2	2.0	2.2	2.5	0.8	1.2	1.2	2.6	2.6	1.6	2.9	3.7	2.8	3.3	