

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	V12-17	V2+	V2-11	W18+	W18-34	W18-49	W25-54					
CITY Network	BT National	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	8:27 - 10:03 MTWTF..	Audience TC	78.7	7.1	23.4	26.6	28.6	6.0	8.0	8.6	4.9	92.8	9.2	50.1	1.2	15.4	18.0					
					BARRIE EM	0.4	0.2	0.2	0.4	0.4	0.2	0.2	0.2	0.2	0.4	0.4	0.4	0.4	0.4	0.2	0.4	0.4			
					CALGARY-LETHBRIDGE EM	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0			
					CHARLOTTETOWN EM	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.1			
					DAWSON CREEK 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			
					EDMONTON 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	0.1	0.0			
					HALIFAX EM	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0			
					KELOWNA EM	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1			
					KINGSTON EM	0.2	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.3	0.3	0.1			
					KITCHENER EM	0.3	0.1	0.1	0.3	0.3	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.3	0.3	0.4	0.4	0.1			
					KITCHENER-LONDON EM	0.2	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.3	0.3	0.1			
					LETHBRIDGE	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			
					LLOYDMINSTER EM	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0			
					LONDON EM	0.3	0.1	0.1	0.3	0.3	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.3	0.4	0.4	0.4	0.1			
					MEDICINE HAT EM	0.2	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.3	0.3	0.1			
					MONTRÉAL ANGLO EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.1			
					National English Rating	0.3	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.2	0.3	0.3	0.4	0.0			
					OTTAWA-GATINEAU ANGLO	0.2	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.3	0.3	0.1			
					PETERBOROUGH EM	0.3	0.1	0.1	0.3	0.3	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.3	0.3	0.4	0.4	0.1			
					PRINCE ALBERT EM	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1			
					PRINCE GEORGE-	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1			
					REGINA-MOOSE JAW EM	0.2	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.3	0.3	0.1			
					SANT JOHN-MONCTON EM	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0			
					SASKATOON EM	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1			
					ST. JOHN'S-CORNER BROOK	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0			
					SUDBURY-TIMMINS-NORTH	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1			
					SYDNEY-GLACE BAY EM	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0			
					TERRACE-KITIMAT 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	0.1	0.1	0.1	0.0			
					THUNDER BAY EM	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1			
					TORONTO-HAMILTON EM	0.9	0.3	0.5	0.6	0.7	0.5	0.3	0.4	0.8	0.9	0.9	0.9	0.9	0.9	1.1	1.1	0.1			
					VANCOUVER-VICTORIA 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	0.1	0.0			
					WINDSOR EM ESSEX	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0			
					WINNIPEG EM	0.3	0.1	0.1	0.3	0.3	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.3	0.3	0.4	0.4	0.1			
					YORKTON EM	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0			
					CityLine	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	9:57 - 11:03 MTWTF..	Audience TC	61.1	5.3	13.0	17.8	18.6	3.0	5.4	4.6	2.4	65.1	1.6	42.5	2.3	7.6	13.1	
									BARRIE EM	0.4	0.2	0.4	0.4	0.4	0.2	0.2	0.2	0.2	0.4	0.4	0.4	0.4	0.6	0.4	0.4
									CALGARY-LETHBRIDGE EM	0.2	0.1	0.2	0.2	0.2	0.2	0.2	0.3	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1
									CHARLOTTETOWN EM	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1
									DAWSON CREEK 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
									EDMONTON EM	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0
									HALIFAX EM	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.0
									KELOWNA EM	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.1
									KINGSTON EM	0.3	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.3	0.3	0.4	0.2
									KITCHENER EM	1.1	0.0	0.2	0.4	0.4	0.0	0.0	0.4	0.0	0.9	0.0	0.0	0.9	0.0	1.6	0.0
									KITCHENER-LONDON EM	0.9	0.0	0.2	0.4	0.4	0.0	0.0	0.2	0.0	0.7	0.0	0.0	0.7	0.0	1.4	0.0
									LETHBRIDGE	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
									LLOYDMINSTER EM	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.1
LONDON EM	0.7	0.0	0.2	0.5					0.2	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.5	0.0	1.4	0.0					
MEDICINE HAT EM	0.3	0.1	0.2	0.2					0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.3	0.3	0.4	0.2					
MONTRÉAL ANGLO EM	0.1	0.0	0.1	0.1					0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.0					
National English Rating	0.2	0.1	0.1	0.1					0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.0	0.3	0.1					
OTTAWA-GATINEAU ANGLO	0.4	0.0	0.2	0.2					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.7	0.0					
PETERBOROUGH EM	0.4	0.1	0.3	0.3					0.3	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.4	0.4	0.4	0.3					
PRINCE ALBERT EM	0.2	0.1	0.1	0.1					0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.1					
PRINCE GEORGE-	0.3	0.0	0.0	0.2					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0					
REGINA-MOOSE JAW EM	0.2	0.0	0.0	0.0					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.5	0.0					
SANT JOHN-MONCTON EM	0.2	0.0	0.0	0.2					0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.2	0.0					
SASKATOON EM	0.2	0.0	0.0	0.2					0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.5	0.0					
ST. JOHN'S-CORNER BROOK	0.2	0.0	0.0	0.0					0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.4	0.0					
SUDBURY-TIMMINS-NORTH	0.2	0.1	0.1	0.1					0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.3	0.1					
SYDNEY-GLACE BAY EM	0.1	0.0	0.1	0.1					0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1					
TERRACE-KITIMAT EM	0.1	0.0	0.0	0.0					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0					
THUNDER BAY EM	0.2	0.1	0.1	0.1					0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.1					
TORONTO-HAMILTON EM	0.5	0.2	0.2	0.4					0.2	0.3	0.2	0.3	0.4	0.1	0.1	0.1	0.7	0.1	0.7	0.1					
VANCOUVER-VICTORIA EM	0.1	0.0	0.0	0.1					0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.1	0.0					
WINDSOR EM ESSEX	0.1	0.0	0.1	0.1					0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.2	0.1	0.2	0.1					
WINNIPEG EM	0.7	0.0	0.0	0.0					0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	1.1	0.0					
YORKTON EM	0.1	0.0	0.1	0.1					0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.1					
CityNews Tonight	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	22:57 - 0:03 MTWTF..	Audience TC					83.2	13.6	26.9	36.7	37.3	5.9	12.1	15.6	2.7	92.2	6.3	45.9	7.7	14.9			



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 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	
					LLOYDMINSTER 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	
					LONDON EM	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	0.0	
					MEDICINE HAT EM	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	0.0	
					MONTRÉAL ANGLO 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	
					National English Rating	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	
					OTTAWA-GATINEAU ANGLO	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	0.0	
					PETERBOROUGH EM	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	0.0	
					PRINCE ALBERT EM	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	0.0	
					PRINCE GEORGE-	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	0.0	
					REGINA-MOOSE JAW EM	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.4	0.1	0.5	0.0	0.1	0.1	
					SAINT JOHN-MONCTON 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	
					SASKATOON EM	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.4	0.0	0.1	0.1	
					ST. JOHN'S-CORNER BROOK	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	
					SUDBURY-TIMMINS-NORTH	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	0.0	
					SYDNEY-GLACE BAY 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	
					TERRACE-KITIMAT 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	
					THUNDER BAY EM	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	0.0	
					TORONTO-HAMILTON EM	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1
					VANCOUVER-VICTORIA 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	0.0	0.0	0.0	
					WINDSOR EM ESSEX	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	
					WINNIPEG EM	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	0.0	
					YORKTON 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	
Family Feud		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	12:57 - 14:03 MTWTF..	Audience TC	165.9	12.5	28.8	35.8	62.1	6.4	12.9	10.4	3.5	176.6	7.2	103.8	6.1	15.9	25.3	
					BARRIE EM	0.6	0.2	0.2	0.4	0.4	0.2	0.2	0.2	0.2	0.6	0.4	0.8	0.2	0.4	0.4	
					CALGARY-LETHBRIDGE EM	0.6	0.1	0.1	0.1	0.4	0.1	0.1	0.1	0.1	0.5	0.1	0.7	0.1	0.1	0.1	
					CHARLOTTETOWN EM	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.2	0.0	0.1	0.1	0.1	
					DAWSON CREEK 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	
					EDMONTON EM	0.5	0.2	0.2	0.2	0.4	0.1	0.2	0.2	0.1	0.4	0.1	0.5	0.3	0.3	0.2	
					HALIFAX EM	0.2	0.3	0.2	0.2	0.1	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.3	0.5	0.3	
					KELOWNA EM	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.3	0.1	0.1	
					KINGSTON EM	0.4	0.1	0.1	0.2	0.3	0.1	0.1	0.1	0.1	0.4	0.2	0.4	0.1	0.2	0.2	
					KITCHENER EM	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.2	0.0	0.0	0.0	
					KITCHENER-LONDON EM	0.2	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.1	0.1	0.1	
					LETHBRIDGE	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	
					LLOYDMINSTER EM	0.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.2	0.1	0.2	0.0	0.1	0.1	
					LONDON EM	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.3	0.2	
					MEDICINE HAT EM	0.4	0.0	0.1	0.1	0.4	0.0	0.0	0.0	0.3	0.4	0.0	0.4	0.0	0.4	0.1	
					MONTRÉAL ANGLO EM	0.3	0.2	0.2	0.1	0.2	0.2	0.2	0.2	0.1	0.2	0.0	0.2	0.1	0.1		
					National English Rating	0.1	0.0	0.0	0.2	0.2	0.2	0.2	0.2	0.6	0.2	0.8	0.2	0.2	0.4		
					OTTAWA-GATINEAU ANGLO	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0		
					PETERBOROUGH EM	0.4	0.1	0.1	0.3	0.4	0.1	0.1	0.1	0.1	0.4	0.3	0.6	0.1	0.3		
					PRINCE ALBERT EM	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.2	0.1	0.3	0.1	0.1		
					PRINCE GEORGE-	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0		
					REGINA-MOOSE JAW EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0		
					SAINT JOHN-MONCTON EM	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0		
					SASKATOON EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
					ST. JOHN'S-CORNER BROOK	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.1		
					SUDBURY-TIMMINS-NORTH	0.3	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.3	0.1	0.4	0.1	0.1		
					SYDNEY-GLACE BAY EM	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.0	0.1		
					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	0.0	0.0		
					THUNDER BAY EM	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.2	0.1	0.3	0.1	0.1		
					TORONTO-HAMILTON EM	1.0	0.3	0.4	0.6	0.8	0.4	0.4	0.3	0.5	0.9	0.4	1.2	0.3	0.5		
					VANCOUVER-VICTORIA EM	0.4	0.2	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.3	0.0	0.5	0.3	0.2		
					WINDSOR EM ESSEX	0.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.2	0.1	0.2	0.0	0.1		
					WINNIPEG EM	0.3	0.1	0.2	0.2	0.2	0.0	0.0	0.0	0.1	0.2	0.0	0.4	0.3	0.3		
					YORKTON EM	0.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.2	0.1	0.2	0.0	0.1		
General Hospital		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	13:57 - 15:03 MTWTF..	Audience TC	186.2	11.4	30.2	36.3	58.0	8.0	13.4	11.4	2.4	194.8	6.2	128.2	3.5	16.8	24.9	
					BARRIE EM	1.1	0.4	0.4	0.4	0.6	0.4	0.4	0.2	0.4	1.0	0.2	1.4	0.2	0.6		
					CALGARY-LETHBRIDGE EM	0.3	0.1	0.2	0.2	0.1	0.0	0.1	0.0	0.1	0.3	0.0	0.6	0.1	0.3		
					CHARLOTTETOWN EM	0.3	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.2	0.0	0.3	0.0	0.1		
					DAWSON CREEK 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		
					EDMONTON EM	0.3	0.2	0.1	0.1	0.2	0.4	0.2	0.1	0.0	0.2	0.0	0.4	0.0	0.0		
					HALIFAX EM	1.0	0.4	0.4	0.7	0.6	0.0	0.7	0.0	0.8	0.0	1.3	0.1	0.3			
					KELOWNA EM	0.4	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.4	0.1	0.4	0.1	0.2			
					KINGSTON EM	0.5	0.2	0.3	0.3	0.4	0.2	0.2	0.1	0.2	0.4	0.1	0.7	0.1	0.4		
					KITCHENER EM	0.4	0.0	0.4	0.4	0.1	0.0	0.0	0.0	0.4	0.0	0.8	0.0	0.6			
					KITCHENER-LONDON EM	0.6	0.1	0.3	0.4	0.1	0.0	0.0	0.0	0.0	0.4	0.0	1.1	0.1			
					LETHBRIDGE	0.0</															

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	V12-17	V2+	V2-11	W18+	W18-34	W18-49	W25-54	
					PETERBOROUGH EM	0.8	0.3	0.4	0.4	0.4	0.3	0.3	0.1	0.3	0.7	0.1	0.1	0.1	0.4	0.1	0.6
					PRINCE ALBERT EM	0.4	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.5	0.1	0.2	0.3
					PRINCE GEORGE-	0.2	0.0	0.1	0.1	0.2	0.0	0.1	0.1	0.1	0.2	0.1	0.2	0.1	0.1	0.1	0.1
					REGINA-MOOSE JAW EM	0.2	0.0	0.1	0.2	0.2	0.0	0.3	0.4	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0
					SAINT JOHN-MONCTON EM	0.3	0.0	0.1	0.2	0.1	0.0	0.0	0.1	0.0	0.3	0.0	0.5	0.0	0.2	0.4	
					SASKATOON EM	0.2	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.0	0.1	0.2	
					ST. JOHN'S-CORNER BROOK	0.4	0.0	0.1	0.4	0.2	0.0	0.0	0.0	0.0	0.3	0.0	0.4	0.0	0.1	0.7	
					SUDBURY-TIMMINS-NORTH	0.4	0.1	0.2	0.2	0.3	0.1	0.1	0.1	0.1	0.4	0.1	0.6	0.1	0.3	0.4	
					SYDNEY-GLACE BAY EM	0.3	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.2	0.0	0.3	0.0	0.1	0.2	
					TERRACE-KITIMAT EM	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.1	0.1	
					THUNDER BAY EM	0.4	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.3	0.1	0.4	0.1	0.1	0.3	
					TORONTO-HAMILTON EM	0.8	0.1	0.3	0.4	0.3	0.0	0.2	0.3	0.2	0.7	0.1	1.3	0.1	0.3	0.6	
					VANCOUVER-VICTORIA EM	0.5	0.2	0.2	0.2	0.1	0.0	0.0	0.0	0.4	0.5	0.0	1.0	0.3	0.3		
					WINDSOR EM ESSEX	0.3	0.1	0.1	0.1	0.2	0.1	0.1	0.3	0.0	0.4	0.0	0.4	0.0	0.2		
					WINNIPEG EM	0.4	0.0	0.1	0.2	0.1	0.0	0.0	0.0	0.3	0.0	0.7	0.0	0.2	0.4		
					YORKTON EM	0.3	0.1	0.1	0.1	0.2	0.1	0.1	0.0	0.1	0.3	0.0	0.4	0.0	0.2		
Imp Jokers Late	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	23:57 - 0:33 MTWTF..		Audience TC	18.5	1.5	3.9	5.6	8.0	0.8	1.9	2.2	0.7	20.7	1.5	10.5	0.7	2.0	3.4	
					BARRIE EM	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	
					CALGARY-LETHBRIDGE EM	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	
					CHARLOTTETOWN 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	
					DAWSON CREEK 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	
					EDMONTON 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	
					HALIFAX 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	
					KELOWNA EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	
					KINGSTON EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	
					KITCHENER EM	0.1	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	
					KITCHENER-LONDON EM	0.1	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	
					LETHBRIDGE	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	
					LLOYDMINSTER 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	
					LONDON EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	
					MEDICINE HAT EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	
					MONTRÉAL ANGLO EM	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	0.0		
					National English Rating	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.1		
					OTTAWA-GATINEAU ANGLO	0.1	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		
					PETERBOROUGH EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0		
					PRINCE ALBERT EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0		
					PRINCE GEORGE-	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0		
					REGINA-MOOSE JAW EM	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.1	0.5	0.0	0.1	0.0	0.1		
					SAINT JOHN-MONCTON 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		
					SASKATOON EM	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.3	0.0	0.4	0.0	0.1	0.1		
					ST. JOHN'S-CORNER BROOK	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		
					SUDBURY-TIMMINS-NORTH	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0		
					SYDNEY-GLACE BAY 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		
					TERRACE-KITIMAT 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		
					THUNDER BAY EM	0.1	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		
					TORONTO-HAMILTON EM	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	
					VANCOUVER-VICTORIA EM	0.1	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		
					WINDSOR EM ESSEX	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		
					WINNIPEG EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0		
					YORKTON 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		
Kelly Clarkson	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	15:57 - 17:03 MTWTF..		Audience TC	45.7	7.6	15.9	16.8	14.7	3.6	6.0	4.5	1.8	49.1	1.7	30.9	4.0	9.9	12.3	
					BARRIE EM	0.4	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.4	0.2	0.4	0.2	0.4	0.4	
					CALGARY-LETHBRIDGE EM	0.2	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.1	0.1	0.1	
					CHARLOTTETOWN EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	
					DAWSON CREEK 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	
					EDMONTON EM	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.2	0.0	0.4	0.0	0.0	0.1	
					HALIFAX 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		
					KELOWNA EM	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1		
					KINGSTON EM	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.3	0.1	0.2		
					KITCHENER EM	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.0	0.2		
					KITCHENER-LONDON EM	0.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.3	0.1	0.0	0.1		
					LETHBRIDGE	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		
					LLOYDMINSTER EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1			
					LONDON EM	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.1	0.2			
					MEDICINE HAT EM	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.3	0.1	0.2		
					MONTRÉAL ANGLO EM	0.3	0.2	0.1	0.1	0.1	0.1	0.0	0.3	0.3	0.0	0.5	0.3	0.2			
					National English Rating	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.2				

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	V12-17	V2+	V2-11	W18+	W18-34	W18-49	W25-54
					ST. JOHN'S-CORNER BROOK	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.3	0.2	0.0
					SUDBURY-TIMMINS-NORTH	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1
					SYDNEY-GLACE BAY EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.1
					TERRACE-KITIMAT 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
					THUNDER BAY EM	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1
					TORONTO-HAMILTON EM	0.3	0.3	0.2	0.3	0.2	0.2	0.2	0.2	0.1	0.1	0.3	0.1	0.4	0.3	0.3
					VANCOUVER-VICTORIA EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.1	0.0	0.1
					WINDSOR EM ESSEX	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.1
					WINNIPEG EM	0.7	0.4	0.3	0.2	0.7	0.4	0.4	0.4	0.4	0.6	0.0	0.8	0.1	0.1	0.1
					YORKTON EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.1
Lets Make A Deal	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj		11:57 - 13:03 MTWTF..	Audience TC	142.9	15.4	35.2	39.5	55.6	8.6	15.1	13.0	2.3	152.9	7.7	87.3	6.9	20.1	26.5
					BARRIE EM	0.6	0.4	0.4	0.4	0.6	0.2	0.4	0.4	0.2	0.6	0.4	0.8	0.4	0.4	0.4
					CALGARY-LETHBRIDGE EM	0.4	0.2	0.2	0.2	0.4	0.1	0.1	0.2	0.2	0.4	0.1	0.5	0.2	0.2	0.2
					CHARLOTTETOWN EM	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.2	0.1	0.1	0.1
					DAWSON CREEK 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
					EDMONTON EM	0.5	0.2	0.2	0.2	0.5	0.1	0.1	0.2	0.3	0.5	0.1	0.6	0.3	0.3	0.3
					HALIFAX EM	0.4	0.4	0.2	0.3	0.2	0.0	0.0	0.2	0.0	0.3	0.0	0.4	0.6	0.4	0.4
					KELOWNA EM	0.2	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.2	0.1	0.3	0.2	0.2	0.2
					KINGSTON EM	0.4	0.2	0.2	0.3	0.4	0.1	0.2	0.2	0.1	0.4	0.2	0.4	0.3	0.3	0.3
					KITCHENER EM	0.2	0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.4	0.2	0.3
					KITCHENER-LONDON EM	0.3	0.1	0.1	0.1	0.2	0.1	0.0	0.0	0.0	0.2	0.0	0.3	0.2	0.1	0.2
					LETHBRIDGE	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
					LLOYDMINSTER EM	0.2	0.1	0.1	0.1	0.2	0.0	0.1	0.1	0.0	0.2	0.1	0.2	0.1	0.1	0.1
					LONDON EM	0.3	0.1	0.0	0.1	0.3	0.2	0.1	0.1	0.1	0.0	0.2	0.0	0.3	0.0	0.1
					MEDICINE HAT EM	0.4	0.2	0.2	0.3	0.4	0.1	0.2	0.2	0.1	0.4	0.2	0.5	0.3	0.3	0.3
					MONTRÉAL ANGLLO EM	1.1	0.4	0.5	0.5	0.9	0.5	0.7	0.7	0.0	0.9	1.4	0.4	0.4	0.3	0.3
					National English Rating	0.6	0.2	0.3	0.3	0.4	0.2	0.2	0.2	0.1	0.5	0.2	0.7	0.2	0.3	0.4
					OTTAWA-GATINEAU ANGLLO	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.1	0.0	0.2	0.0	0.0	0.1
					PETERBOROUGH EM	0.4	0.3	0.3	0.4	0.4	0.1	0.3	0.3	0.1	0.4	0.3	0.6	0.4	0.4	0.4
					PRINCE ALBERT EM	0.2	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.3	0.2	0.2
					PRINCE GEORGE-	0.4	0.0	0.0	0.1	0.2	0.0	0.0	0.2	0.0	0.3	0.0	0.4	0.0	0.0	0.0
					REGINA-MOOSE JAW EM	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.4	0.1	0.5	0.0	0.1	0.1
					SAINT JOHN-MONCTON EM	0.3	0.6	0.4	0.0	0.4	1.2	0.6	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0
					SASKATOON EM	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.4	0.0	0.1	0.1
					ST. JOHN'S-CORNER BROOK	0.2	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.1	0.1
					SUDBURY-TIMMINS-NORTH	0.3	0.1	0.1	0.2	0.3	0.1	0.1	0.1	0.1	0.3	0.1	0.4	0.2	0.2	0.2
					SYDNEY-GLACE BAY EM	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.2	0.1	0.1	0.1
					TERRACE-KITIMAT EM	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.1	0.1
					THUNDER BAY EM	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.3	0.2	0.2	0.2
					TORONTO-HAMILTON EM	0.8	0.4	0.4	0.5	0.6	0.5	0.3	0.2	0.2	0.7	1.0	0.3	0.5	0.8	0.8
					VANCOUVER-VICTORIA EM	0.5	0.3	0.3	0.3	0.5	0.4	0.3	0.3	0.0	0.4	0.0	0.5	0.2	0.3	0.2
					WINDSOR EM ESSEX	0.2	0.1	0.1	0.1	0.2	0.0	0.1	0.1	0.1	0.0	0.2	0.1	0.2	0.1	0.1
					WINNIPEG EM	0.4	0.2	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.3	0.0	0.4	0.2	0.2	0.2
					YORKTON EM	0.2	0.1	0.1	0.1	0.2	0.0	0.1	0.1	0.1	0.0	0.2	0.1	0.2	0.1	0.1
People's Court	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj		14:57 - 16:03 MTWTF..	Audience TC	140.4	10.6	24.4	30.3	52.6	5.4	10.9	8.8	3.0	149.5	6.1	87.9	5.2	13.5	21.4
					BARRIE EM	0.5	0.2	0.2	0.3	0.3	0.2	0.2	0.2	0.2	0.5	0.3	0.7	0.2	0.3	0.3
					CALGARY-LETHBRIDGE EM	0.5	0.1	0.1	0.1	0.3	0.1	0.1	0.1	0.1	0.4	0.1	0.6	0.1	0.1	0.2
					CHARLOTTETOWN EM	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.0	0.1	0.1
					DAWSON CREEK 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
					EDMONTON EM	0.4	0.2	0.2	0.2	0.3	0.1	0.2	0.2	0.1	0.3	0.1	0.4	0.3	0.2	0.2
					HALIFAX EM	0.2	0.3	0.2	0.2	0.1	0.0	0.0	0.2	0.0	0.3	0.0	0.4	0.3	0.2	0.2
					KELOWNA EM	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.2	0.1	0.3	0.1	0.1	0.1
					KINGSTON EM	0.3	0.1	0.1	0.2	0.3	0.1	0.1	0.1	0.1	0.3	0.2	0.3	0.1	0.2	0.2
					KITCHENER EM	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.2	0.0	0.0	0.1
					KITCHENER-LONDON EM	0.2	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.1	0.1	0.0
					LETHBRIDGE	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
					LLOYDMINSTER EM	0.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.2	0.1	0.2	0.0	0.1	0.1
					LONDON EM	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.3	0.2	0.0
					MEDICINE HAT EM	0.3	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.3	0.3	0.0	0.3	0.0	0.1	0.1
					MONTRÉAL ANGLLO EM	0.3	0.2	0.2	0.1	0.2	0.2	0.2	0.2	0.1	0.2	0.0	0.3	0.2	0.1	0.1
					National English Rating	0.6	0.2	0.2	0.3	0.4	0.2	0.2	0.2	0.2	0.5	0.2	0.7	0.2	0.2	0.3
					OTTAWA-GATINEAU ANGLLO	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0
					PETERBOROUGH EM	0.3	0.1	0.1	0.3	0.3	0.1	0.1	0.1	0.1	0.3	0.3	0.1	0.1	0.3	0.3
					PRINCE ALBERT EM	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
					PRINCE GEORGE-	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0
					REGINA-MOOSE JAW EM															

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	V12-17	V2+	V2-11	W18+	W18-34	W18-49	W25-54			
Price is Right	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	10:57 - 12:03 MTWTF..	VANCOUVER-VICTORIA EM	0.3	0.2	0.1	0.2	0.1	0.2	0.1	0.1	0.1	0.1	0.3	0.0	0.4	0.3	0.2	0.3			
				WINDSOR EM ESSEX	0.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.2	0.0	0.1		
				WINNIPEG EM	0.3	0.1	0.2	0.2	0.2	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.2	0.0	0.3	0.3	0.3	0.3	
				YORKTON EM	0.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.2	0.0	0.1	0.1	
				Audience TC	337.1	24.4	55.1	59.7	140.5	12.4	26.6	24.0	2.8	352.2	12.3	196.6	12.0	28.5	12.0	28.5	35.7		
				BARRIE EM	1.9	0.4	0.6	0.6	1.6	0.4	0.4	0.6	0.2	1.6	0.4	2.0	0.6	0.6	0.8	0.6	0.6	0.8	0.8
				CALGARY-LETHBRIDGE EM	0.8	0.5	0.5	0.6	0.5	0.1	0.2	0.3	0.0	0.7	0.1	1.2	0.8	0.8	0.8	0.8	0.8	0.9	0.9
				CHARLOTTETOWN EM	0.4	0.1	0.1	0.1	0.4	0.1	0.1	0.1	0.1	0.4	0.1	0.4	0.1	0.4	0.1	0.4	0.1	0.1	0.2
				DAWSON CREEK 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
				EDMONTON EM	1.4	0.3	0.3	0.3	1.4	0.2	0.3	0.4	0.2	1.1	0.1	1.3	0.4	0.3	0.4	0.3	0.4	0.3	0.3
				HALIFAX EM	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.0	0.3	0.0	0.3	0.0	0.0	0.0
				KELOWNA EM	0.5	0.2	0.2	0.2	0.4	0.2	0.2	0.2	0.1	0.4	0.1	0.6	0.2	0.4	0.1	0.6	0.2	0.2	0.3
				KINGSTON EM	1.0	0.3	0.4	0.4	0.8	0.3	0.3	0.4	0.1	0.8	0.2	1.1	0.4	0.4	0.2	1.1	0.4	0.4	0.4
				KITCHENER EM	0.8	0.1	0.2	0.2	0.7	0.0	0.1	0.1	0.0	0.7	0.0	1.0	0.2	0.3	0.2	0.3	0.2	0.3	0.3
				KITCHENER-LONDON EM	1.1	0.1	0.3	0.4	1.0	0.1	0.4	0.6	0.0	0.8	0.0	1.1	0.1	0.1	0.1	0.1	0.1	0.1	0.3
				LETHBRIDGE	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
				LLOYDMINSTER EM	0.4	0.1	0.2	0.2	0.4	0.1	0.1	0.2	0.0	0.4	0.1	0.4	0.1	0.4	0.1	0.4	0.2	0.2	0.2
				LONDON EM	1.3	0.1	0.4	0.8	1.4	0.2	0.7	1.3	0.0	1.1	0.0	1.1	0.0	1.1	0.0	1.1	0.0	0.0	0.3
				MEDICINE HAT EM	1.6	0.2	0.2	0.2	1.0	0.0	0.0	0.0	0.0	1.3	0.0	2.2	0.4	0.3	0.4	0.3	0.4	0.3	0.4
				MONTRÉAL ANGLLO EM	1.0	0.7	0.6	0.5	0.9	1.0	0.8	0.6	0.1	0.9	0.0	1.2	0.4	0.3	0.4	0.3	0.3	0.3	0.3
				National English Rating	1.2	0.3	0.4	0.5	1.0	0.3	0.4	0.4	0.1	1.0	0.3	1.4	0.3	0.4	0.3	0.4	0.3	0.4	0.5
				OTTAWA-GATINEAU ANGLLO	0.8	0.5	0.4	0.4	0.8	0.0	0.2	0.7	0.0	0.6	0.0	0.7	0.6	0.0	0.7	0.9	0.5	0.5	0.1
				PETERBOROUGH EM	1.4	0.4	0.4	0.4	1.1	0.4	0.4	0.4	0.1	1.1	0.3	1.5	0.4	0.3	1.5	0.4	0.4	0.6	0.6
				PRINCE ALBERT EM	0.6	0.2	0.2	0.2	0.5	0.2	0.2	0.2	0.1	0.5	0.1	0.7	0.2	0.2	0.7	0.2	0.2	0.3	0.3
				PRINCE GEORGE-	0.4	0.0	0.2	0.2	0.4	0.0	0.0	0.0	0.0	0.3	0.0	0.4	0.0	0.3	0.0	0.4	0.0	0.4	0.4
				REGINA-MOOSE JAW EM	0.4	0.1	0.3	0.1	0.3	0.0	0.0	0.0	0.1	0.5	0.1	0.5	0.0	0.1	0.5	0.0	0.1	0.1	0.1
				SAINT JOHN-MONCTON EM	1.0	0.7	0.5	0.4	1.2	1.3	1.1	0.4	0.0	0.8	0.0	0.8	0.0	0.8	0.0	0.8	0.0	0.0	0.4
				SASKATOON EM	0.6	0.0	0.4	0.6	0.6	0.0	0.4	0.5	0.2	0.5	0.0	0.6	0.0	0.6	0.0	0.6	0.0	0.3	0.7
				ST. JOHN'S-CORNER BROOK	1.1	0.4	0.3	0.2	1.2	0.7	0.4	0.2	0.0	1.0	0.0	1.1	0.0	1.1	0.0	1.1	0.0	0.1	0.2
				SUDBURY-TIMMINS-NORTH	0.8	0.2	0.3	0.3	0.6	0.2	0.2	0.3	0.1	0.6	0.1	0.8	0.1	0.8	0.1	0.8	0.3	0.3	0.4
				SYDNEY-GLACE BAY EM	0.4	0.1	0.1	0.1	0.4	0.1	0.1	0.1	0.1	0.4	0.1	0.4	0.1	0.4	0.1	0.4	0.1	0.1	0.2
TERRACE-KITIMAT EM	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.0	0.2	0.0	0.3	0.1	0.1	0.1	0.1	0.1	0.1	0.1				
THUNDER BAY EM	0.5	0.2	0.2	0.2	0.4	0.2	0.2	0.2	0.1	0.4	0.1	0.6	0.2	0.2	0.3	0.1	0.6	0.2	0.3				
TORONTO-HAMILTON EM	1.6	0.6	0.7	0.8	1.4	0.7	0.7	0.7	0.3	1.5	0.8	1.9	0.4	0.7	1.0	0.4	0.7	1.0	1.0				
VANCOUVER-VICTORIA EM	0.8	0.3	0.4	0.3	0.7	0.2	0.3	0.3	0.0	0.7	0.0	0.9	0.3	0.4	0.4	0.4	0.4	0.4	0.4				
WINDSOR EM ESSEX	0.5	0.1	0.2	0.2	0.4	0.1	0.1	0.2	0.0	0.4	0.1	0.5	0.2	0.2	0.2	0.2	0.2	0.2	0.2				
WINNIPEG EM	0.7	0.4	0.3	0.2	0.7	0.4	0.4	0.4	0.0	0.6	0.0	0.8	0.1	0.8	0.0	0.8	0.1	0.1	0.1				
YORKTON EM	0.5	0.1	0.2	0.2	0.4	0.1	0.1	0.1	0.1	0.4	0.1	0.5	0.2	0.2	0.2	0.2	0.2	0.2	0.2				
Audience TC	20.8	2.1	5.4	7.3	8.7	1.0	2.5	2.8	0.9	23.5	1.8	12.1	1.1	2.9	4.5	1.1	2.9	4.5	4.5				
BARRIE EM	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.2	0.0	0.2	0.0	0.2	0.2				
CALGARY-LETHBRIDGE EM	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.0	0.1				
CHARLOTTETOWN 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				
DAWSON CREEK 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				
EDMONTON EM	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.0	0.0				
HALIFAX 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				
KELOWNA EM	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1				
KINGSTON EM	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1				
KITCHENER EM	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1				
KITCHENER-LONDON EM	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1				
LETHBRIDGE	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				
LLOYDMINSTER 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				
LONDON EM	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1				
MEDICINE HAT EM	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1				
MONTRÉAL ANGLLO EM	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.2	0.1	0.1				
National English Rating	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.0	0.1				
OTTAWA-GATINEAU ANGLLO	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1				
PETERBOROUGH EM	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1				
PRINCE ALBERT EM	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1				
PRINCE GEORGE-	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1				
REGINA-MOOSE JAW EM	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.4	0.1	0.5	0.0	0.4	0.1	0.5	0.0	0.1	0.1				
SAINT JOHN-MONCTON 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				
SASKATOON EM	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.4	0.0	0.3	0.0	0.4	0.0	0.1	0.1				
ST.																							

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	V12-17	V2+	V2-11	W18+	W18-34	W18-49	W25-54	
					CALGARY-LETHBRIDGE EM	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	
					CHARLOTTETOWN 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	
					DAWSON CREEK 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	
					EDMONTON EM	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.1
					HALIFAX 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	
					KELOWNA EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	
					KINGSTON EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	
					KITCHENER EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	
					KITCHENER-LONDON EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	
					LETHBRIDGE	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	
					LLOYDMINSTER 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	
					LONDON EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	
					MEDICINE HAT EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	
					MONTREAL ANGLO 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	0.0	0.1	
					National English Rating	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	
					OTTAWA-GATINEAU ANGLO	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	
					PETERBOROUGH EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	
					PRINCE ALBERT EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	
					PRINCE GEORGE-	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	
					REGINA-MOOSE JAW EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	
					SANT JOHN-MONCTON EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
					SASKATOON EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	
					ST. JOHN'S-CORNER BROOK	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	
					SUDBURY-TIMMINS-NORTH	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	
					SYDNEY-GLACE BAY 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	
					TERRACE-KITIMAT 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	
					THUNDER BAY EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	
					TORONTO-HAMILTON EM	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.1	
					VANCOUVER-VICTORIA EM	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	
					WINDSOR EM ESSEX	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	
					WINNIPEG EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	
					YORKTON 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	
The Doctors		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	1:57 - 3:03 MTWTF..	Audience TC	20.8	2.1	5.4	7.3	8.7	1.0	2.5	2.8	0.9	23.5	1.8	12.1	1.1	2.9	4.5	
					BARRIE EM	0.4	0.2	0.2	0.2	0.4	0.0	0.2	0.2	0.2	0.2	0.2	0.6	0.2	0.2	0.2	
					CALGARY-LETHBRIDGE EM	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	
					CHARLOTTETOWN EM	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	
					DAWSON CREEK 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	
					EDMONTON EM	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	
					HALIFAX 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	
					KELOWNA EM	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	
					KINGSTON EM	0.3	0.1	0.1	0.1	0.2	0.0	0.1	0.1	0.1	0.1	0.2	0.1	0.4	0.1	0.1	
					KITCHENER EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	
					KITCHENER-LONDON EM	0.2	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.0	0.1	0.3	
					LETHBRIDGE	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	
					LLOYDMINSTER EM	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	
					LONDON EM	0.3	0.0	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.4	0.0	0.3	0.6	
					MEDICINE HAT EM	0.2	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.2	0.1	0.1	
					MONTREAL ANGLO EM	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.2	0.1	0.1	
					National English Rating	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0		
					OTTAWA-GATINEAU ANGLO	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0		
					PETERBOROUGH EM	0.4	0.1	0.1	0.1	0.3	0.0	0.1	0.1	0.1	0.3	0.1	0.4	0.1	0.1		
					PRINCE ALBERT EM	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1		
					PRINCE GEORGE-	0.2	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.2		
					REGINA-MOOSE JAW EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0		
					SANT JOHN-MONCTON EM	0.1	0.0	0.2	0.2	0.1	0.0	0.1	0.1	0.1	0.1	0.0	0.2	0.0	0.3		
					SASKATOON EM	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0		
					ST. JOHN'S-CORNER BROOK	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0		
					SUDBURY-TIMMINS-NORTH	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.3	0.1	0.1		
					SYDNEY-GLACE BAY EM	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0		
					TERRACE-KITIMAT EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0			
					THUNDER BAY EM	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1		
					TORONTO-HAMILTON 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	0.0		
					VANCOUVER-VICTORIA EM	0.1	0.0	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.0			
					WINDSOR EM ESSEX	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0			
					WINNIPEG EM	0.7	0.4	0.3	0.2	0.7	0.4	0.4	0.4	0.4	0.6	0.8	0.8	0.1			
					YORKTON EM	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	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 - 18:03 ....SASU	Audience TC	88.4	9.9	16.5	17.5	26.8											

**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	V12-17	V2+	V2-11	W18+	W18-34	W18-49	W25-54	
					KINGSTON EM	0.3	0.1	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
					KITCHENER EM	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.2	0.3
					KITCHENER-LONDON EM	0.2	0.0	0.1	0.1	0.1	0.1	0.0	0.0	0.2	0.0	0.3	0.0	0.3	0.0	0.2	0.2
					LETHBRIDGE	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
					LLOYDMINSTER EM	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.1	0.1
					LONDON EM	0.3	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.0	0.2	0.2	0.2
					MEDICINE HAT EM	0.3	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.3	0.1	0.4	0.1	0.2	0.2
					MONTRÉAL ANGL0 EM	0.4	0.3	0.2	0.1	0.3	0.3	0.1	0.1	0.1	0.0	0.3	0.0	0.5	0.2	0.2	0.1
					National English Rating	0.3	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.3	0.1	0.5	0.2	0.2	0.2
					OTTAWA-GATINEAU ANGL0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0
					PETERBOROUGH EM	0.4	0.1	0.1	0.3	0.3	0.1	0.1	0.1	0.1	0.1	0.4	0.1	0.4	0.1	0.3	0.3
					PRINCE ALBERT EM	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.1	0.1	0.1
					PRINCE GEORGE	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
					REGINA-MOOSE JAW EM	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0
					SANT JOHN-MONCTON EM	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	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	0.0	0.0	0.0	0.1	0.0	0.0	0.0
					ST. JOHNS-CORNER BROOK	0.3	0.0	0.1	0.2	0.2	0.0	0.0	0.2	0.0	0.2	0.0	0.4	0.0	0.2	0.2	0.2
					SUDBURY-TIMMINS-NORTH	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.3	0.1	0.1	0.1
					SYDNEY-GLACE BAY EM	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.1
					TERRACE-KITIMAT EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0
					THUNDER BAY EM	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.1	0.1	0.1
					TORONTO-HAMILTON EM	0.2	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.2	0.0	0.3	0.0	0.1	0.1
					VANCOUVER-VICTORIA EM	0.2	0.1	0.1	0.1	0.2	0.0	0.1	0.1	0.1	0.2	0.2	0.0	0.3	0.2	0.2	0.2
					WINDSOR EM ESSEX	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.1	0.1
					WINNIPEG 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
					YORKTON EM	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.1