









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

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 'Lets Make A Deal' and 'People's Court' with detailed audience data for various markets.





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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
					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
					KITCHENER EM	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.3
					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	0.2	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
					LLOYDMINSTER EM	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.1	0.0
					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
					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
					MONTRÉAL ANGL0 EM	0.4	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.3	0.1	0.5	0.1	0.2
					National English Rating	0.3	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.3	0.1	0.4	0.1	0.1
					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
					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
					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
					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
					REGINA-MOOSE JAW EM	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
					SANT JOHN-MONCTON EM	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	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
					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
					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
					SYDNEY-GLACE BAY 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	0.1	0.0	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
					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
					TORONTO-HAMILTON EM	0.3	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.0	0.2	0.0	0.4	0.1	0.1
					VANCOUVER-VICTORIA EM	0.3	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.1	0.2	0.0	0.3	0.0	0.1
					WINDSOR EM ESSEX	0.1	0.0	0.0	0.0	0.1	0.1	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
					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	0.1