

**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 Network	American Idol	2021-12-20 - 2023-05-21	Meter: WNWP 2021 Actuals / Diary: Fall 2019 Act Adj	19:57 - 23:03 .....SU	Audience TC	400.2	411.1	102.7	115.7	137.3	13.5	40.5	42.2	12.0	431.5	19.2	262.9	27.6	62.2	73.6				
					BARRIE EM	2.2	1.0	1.3	1.4	1.7	0.9	1.0	1.1	1.4	2.0	0.9	2.9	1.1	1.5	1.8				
					CALGARY-LETHBRIDGE EM	1.2	0.4	0.4	0.5	0.8	0.4	0.4	0.4	0.1	1.0	0.1	1.6	0.5	0.4	0.6				
					CHARLOTTETOWN EM	0.5	0.2	0.3	0.3	0.4	0.2	0.2	0.2	0.2	0.3	0.4	0.2	0.6	0.2	0.3	0.4			
					DAWSON CREEK 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	0.1			
					EDMONTON EM	1.7	0.2	0.7	1.1	1.2	0.2	0.6	0.8	0.6	1.5	0.3	2.3	0.3	0.8	1.4				
					HALIFAX EM	0.5	0.2	0.3	0.4	0.4	0.2	0.2	0.3	0.4	0.5	0.2	0.6	0.3	0.4	0.4				
					KELOWNA EM	0.6	0.3	0.4	0.4	0.5	0.3	0.3	0.4	0.4	0.6	0.3	0.8	0.4	0.5	0.5				
					KINGSTON EM	1.1	0.5	0.6	0.7	0.8	0.5	0.5	0.6	0.7	1.0	0.5	1.4	0.6	0.7	0.9				
					KITCHENER EM	1.4	0.4	0.5	0.6	0.6	0.0	0.0	0.1	0.0	1.1	0.0	2.2	0.9	0.9	1.2				
					KITCHENER-LONDON EM	1.5	0.7	0.6	0.7	0.6	0.6	0.4	0.4	0.2	1.2	0.0	2.3	0.9	0.9	1.1				
					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	0.5	0.2	0.3	0.4	0.4	0.2	0.2	0.2	0.4	0.5	0.2	0.6	0.2	0.4	0.4				
					LONDON EM	1.7	1.2	0.9	0.7	0.9	1.5	0.9	0.7	0.4	1.4	0.0	2.4	1.4	1.1	0.8				
					MEDICINE HAT EM	1.4	0.6	0.8	0.9	1.0	0.6	0.6	0.6	0.9	1.2	0.6	1.7	0.6	0.9	1.1				
					MONTRÉAL ANGLO EM	2.5	1.4	1.7	2.1	2.1	1.4	1.6	1.7	3.4	2.4	0.6	3.0	1.3	1.7	2.5				
					National English Rating	1.5	0.5	0.7	0.9	1.0	0.3	0.5	0.7	0.6	1.3	0.6	2.0	0.8	0.9	1.2				
					OTTAWA-GATINEAU ANGLO	0.8	0.0	0.1	0.3	0.5	0.0	0.0	0.0	0.6	0.6	0.0	1.2	0.0	0.2	0.6				
					PETERBOROUGH EM	1.7	0.7	0.9	1.0	1.2	0.6	0.7	0.8	1.0	1.5	0.6	2.1	0.8	1.1	1.4				
					PRINCE ALBERT EM	0.8	0.4	0.5	0.5	0.6	0.4	0.4	0.4	0.5	0.6	0.4	0.9	0.4	0.5	0.6				
					PRINCE GEORGE-	0.6	0.5	0.6	0.5	0.3	0.0	0.0	0.0	0.0	0.6	0.0	1.1	1.2	1.3	1.0				
					REGINA-MOOSE JAW EM	0.6	0.0	0.1	0.2	0.2	0.0	0.0	0.0	0.4	0.0	0.8	0.0	0.2	0.3	0.3				
					SANT JOHN-MONCTON EM	0.2	0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.2	0.0	0.4	0.0	0.2	0.4	0.2				
					SASKATOON EM	0.6	0.0	0.1	0.2	0.4	0.0	0.2	0.2	0.0	0.5	0.0	0.8	0.0	0.0	0.2				
					ST. JOHN'S-CORNER BROOK	0.5	0.2	0.3	0.3	0.4	0.2	0.2	0.2	0.3	0.4	0.2	0.6	0.2	0.4	0.4				
					SUDBURY-TIMMINS-NORTH	0.9	0.4	0.5	0.6	0.6	0.4	0.4	0.5	0.6	0.4	1.1	0.5	0.6	0.7	0.7				
					SYDNEY-GLACE BAY EM	0.5	0.2	0.3	0.3	0.4	0.2	0.2	0.2	0.3	0.4	0.2	0.6	0.2	0.4	0.4				
					TERRACE-KITIMAT EM	0.2	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.2	0.2	0.1	0.4	0.1	0.2	0.2				
					THUNDER BAY EM	0.6	0.3	0.4	0.4	0.5	0.3	0.3	0.4	0.4	0.6	0.3	0.8	0.4	0.5	0.5				
					TORONTO-HAMILTON EM	1.7	1.1	0.9	1.1	1.1	0.4	0.4	0.6	0.9	1.5	0.6	2.2	1.9	1.4	1.6				
					VANCOUVER-VICTORIA EM	1.5	0.5	0.6	0.7	1.3	0.3	0.4	0.6	0.6	1.3	0.1	1.7	0.8	0.8	0.7				
					WINDSOR EM ESSEX	0.6	0.3	0.4	0.4	0.5	0.2	0.3	0.3	0.4	0.5	0.2	0.7	0.3	0.4	0.5				
					WINNIPEG EM	2.6	3.8	2.2	1.8	0.8	0.0	0.2	0.2	0.8	2.1	0.0	4.4	8.0	4.5	3.7				
					YORKTON EM	0.6	0.3	0.4	0.4	0.5	0.2	0.3	0.3	0.4	0.6	0.2	0.7	0.3	0.4	0.5				
					CGT	2022-03-28 - 2022-05-29	Meter: WNWP 2021 Actuals / Diary: Fall 2019 Act Adj	0:00 - 0:00 T.....	Audience TC	762.1	1014.4	253.6	287.0	314.4	43.1	104.6	123.4	50.5	899.4	86.9	447.8	58.3	149.0	163.7
									BARRIE EM	4.5	2.1	2.9	3.4	3.8	1.8	2.3	2.9	3.8	4.3	3.8	5.1	2.5	3.4	3.8
									CALGARY-LETHBRIDGE EM	2.9	0.8	1.4	1.8	2.5	0.4	0.9	1.6	0.9	2.5	1.1	3.2	1.2	1.8	2.1
									CHARLOTTETOWN EM	0.9	0.4	0.6	0.7	0.7	0.4	0.4	0.6	0.7	1.0	0.5	0.7	0.5	0.7	0.7
									DAWSON CREEK 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
									EDMONTON EM	3.1	0.8	1.5	2.1	2.5	0.4	1.2	1.8	2.6	2.8	1.0	3.7	1.3	1.8	2.5
									HALIFAX EM	1.0	0.5	0.7	0.8	0.9	0.4	0.5	0.7	0.9	1.0	0.9	1.2	0.6	0.8	0.9
									KELOWNA EM	1.2	0.6	0.8	1.0	1.1	0.5	0.7	0.8	1.1	1.2	1.1	1.5	0.7	1.0	1.1
									KINGSTON EM	2.2	1.0	1.5	1.7	1.9	1.0	1.2	1.5	1.9	2.2	1.9	2.6	1.2	1.7	1.9
									KITCHENER EM	3.1	1.5	2.1	2.4	2.7	1.3	1.7	2.1	2.7	3.1	2.7	3.6	1.8	2.4	2.7
									KITCHENER-LONDON EM	3.2	1.5	2.1	2.5	2.8	1.3	1.7	2.1	2.8	3.1	2.8	3.7	1.8	2.5	2.8
									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	1.0	0.4	0.7	0.8	0.9	0.4	0.5	0.7	0.9	1.0	0.9	1.2	0.6	0.8	0.9
									LONDON EM	3.4	1.6	2.2	2.6	2.9	1.4	1.8	2.2	2.9	3.3	2.9	3.9	1.9	2.6	2.9
									MEDICINE HAT EM	2.8	1.3	1.8	2.1	2.3	1.2	1.5	1.8	2.3	2.7	2.3	3.1	1.5	2.1	2.3
									MONTRÉAL ANGLO EM	4.1	2.7	3.2	3.7	3.7	2.6	3.2	3.7	2.4	3.9	2.9	4.6	2.8	3.2	3.7
									National English Rating	3.2	1.5	2.1	2.4	2.7	1.3	1.7	2.1	2.7	3.1	2.7	3.7	1.8	2.4	2.7
OTTAWA-GATINEAU ANGLO	2.6	1.2	1.7	2.0					2.2	1.0	1.4	1.7	2.2	2.5	2.2	2.9	1.5	2.0	2.2					
PETERBOROUGH EM	3.3	1.5	2.1	2.5					2.8	1.3	1.8	2.1	2.8	3.2	2.8	3.7	1.8	2.5	2.8					
PRINCE ALBERT EM	1.5	0.7	1.0	1.2					1.3	0.7	0.8	1.0	1.3	1.5	1.3	1.8	0.9	1.2	1.3					
PRINCE GEORGE-	1.8	0.8	1.1	1.3					1.5	0.7	1.0	1.1	1.5	1.7	1.5	2.0	1.0	1.3	1.5					
REGINA-MOOSE JAW EM	2.2	1.0	1.4	1.7					1.9	0.9	1.2	1.4	1.9	2.1	1.9	2.5	1.2	1.7	1.9					
SANT JOHN-MONCTON EM	1.2	0.6	0.8	1.0					1.0	0.5	0.7	0.8	1.0	1.2	1.0	1.4	0.7	1.0	1.0					
SASKATOON EM	1.8	0.9	1.2	1.4					1.5	0.7	1.0	1.2	1.5	1.8	1.5	2.1	1.0	1.4	1.5					
ST. JOHN'S-CORNER BROOK	1.0	0.4	0.6	0.7					0.8	0.4	0.5	0.6	0.8	0.9	0.8	1.0	0.5	0.7	0.8					
SUDBURY-TIMMINS-NORTH	1.8	0.9	1.2	1.4					1.5	0.7	1.0	1.2	1.5	1.8	1.5	2.1	1.0	1.4	1.5					
SYDNEY-GLACE BAY EM	1.0	0.4	0.6	0.7					0.8	0.4	0.5	0.6	0.8	0.9	0.8	1.1	0.5	0.7	0.8					
TERRACE-KITIMAT EM	0.5	0.2	0.3	0.4					0.4	0.2	0.3	0.3	0.4	0.5	0.4	0.6	0.3	0.4	0.4					
THUNDER BAY EM	1.3	0.6	0.8	1.0					1.1	0.5	0.7	0.8	1.1	1.2	1.1	1.5	0.7	1.0	1.1					
TORONTO-HAMILTON EM	3.6	2.1	2.5	3.1					3.3	2.3	2.3	2.3	2.7	3.4	2.9	4.0	1.9	2.3	2.6					
VANCOUVER-VICTORIA EM	3.8	2.1	2.4	2.6					3.2	1.1	2.0	2.2	3.0	4.4	3.6	4.3	2.9	2.8	3.1					
WINDSOR EM ESSEX	1.2	0.6	0.7	0.9					1.0	0.5	0.7	0.7	1.0	1.2	1.0	1.4	0.7	0.9	1.0					
WINNIPEG EM	3.1	1.5	2.1	2.4					2.7	1.3	1.7	2.1	2.7	3.1	2.7	3.7	1.8	2.4	2.7					
YORKTON EM	1.2	0.6	0.7	0.9					1.0	0.5	0.7	0.7	1.0	1.2	1.0	1.4	0.7	0.9	1.0					
Chicago Fire	2021-12-20 - 2022-05-29	Meter: WNWP 2021 Actuals / Diary: Fall 2019 Act Adj	20:57 - 22:03 ..W....	Audience TC					795.9	96.7	243.7	252.9	292.3	25.3	81.4	88.3	34.2	898.4	68.3	503.6	71.4	162.3	164.7	
				BARRIE EM					6.0	3.3	3.6	4.0	4.4	2.9	2.5	2.1	2.5	5.3	2.0	7.5	3.8	4.8	5.7	
				CALGARY-LETHBRIDGE EM					2.8	0.6	1.4	1.6	2.0	0.2	0.8	1.0	0.3	2.4	1.0	3.6	1.0	2.0	2.2	
				CHARLOTTETOWN EM					1.2	0.7	0.7	0.8	0.8	0.6	0.5	0.5	0.5	1.0	0.4	1.5	0.7	0.9	1.1	
				DAWSON CREEK 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	0.1	0.1	0.1	
				EDMONTON EM					2.8	0.6	1.0	1.3	2.2	0.3	0.6	0.8	0.2	2.4	0.5	3.5	0.9	1.3	1.8	

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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	
					HALIFAX EM	1.6	2.0	1.1	1.3	1.9	4.1	2.1	1.7	0.0	1.3	0.0	1.3	0.0	1.1	0.1	1.0
					KELOWNA EM	1.7	0.9	1.0	1.1	1.2	0.8	0.7	0.7	0.7	1.5	0.6	2.1	1.1	1.4	1.6	
					KINGSTON EM	3.0	1.7	1.9	2.0	2.1	1.4	1.2	1.1	1.2	2.7	1.0	2.7	2.0	2.4	2.8	
					KITCHENER EM	5.5	1.3	3.0	4.3	3.3	0.0	1.9	3.3	0.9	4.7	1.2	7.5	3.0	4.1	5.2	
					KITCHENER-LONDON EM	5.8	3.7	4.4	4.7	3.7	2.1	3.2	3.9	0.6	4.8	0.7	7.8	5.5	5.6	5.4	
					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	1.4	0.7	0.8	0.9	1.0	0.7	0.6	0.5	0.6	1.2	0.5	1.7	0.8	1.1	1.3	
					LONDON EM	6.2	2.1	6.1	5.2	4.1	4.9	4.3	4.3	0.0	5.1	0.0	8.3	10.4	8.2	6.0	
					MEDICINE HAT EM	1.3	2.7	2.1	2.1	2.2	3.9	3.9	4.1	0.0	1.1	0.0	0.4	0.0	0.0	0.1	
					MONTRÉAL ANGLO EM	3.7	2.0	2.0	2.2	2.8	2.0	1.9	2.2	3.5	3.6	2.0	4.7	1.9	2.0	2.3	
					National English Rating	3.1	1.3	1.8	2.0	2.3	0.7	1.2	1.4	1.7	2.9	2.1	3.9	2.0	2.4	2.6	
					OTTAWA-GATINEAU ANGLO	3.5	2.0	2.6	3.5	2.8	2.0	1.9	3.4	0.0	3.0	0.0	4.4	1.4	3.3	3.5	
					PETERBOROUGH EM	4.4	2.4	2.7	3.0	3.2	2.0	1.9	1.8	1.9	3.9	1.5	5.5	2.8	3.5	4.2	
					PRINCE ALBERT EM	2.0	1.1	1.3	1.4	1.5	1.0	0.8	0.7	0.8	1.9	0.7	2.6	1.3	1.7	2.0	
					PRINCE GEORGE-	2.3	1.3	1.4	1.6	1.7	1.1	1.0	0.8	1.0	2.0	0.7	3.0	1.5	1.9	2.2	
					REGINA-MOOSE JAW EM	2.9	0.0	1.5	2.6	1.8	0.0	0.7	1.4	0.0	2.1	0.0	3.9	0.0	2.1	3.5	
					SANT JOHN-MONCTON EM	1.1	0.0	0.2	0.7	0.6	0.0	0.0	0.0	0.0	0.9	0.0	1.6	0.0	0.3	1.4	
					SASKATOON EM	2.8	0.9	1.2	1.9	1.6	0.0	0.7	0.8	0.0	2.2	0.0	4.1	2.1	2.0	2.9	
					ST. JOHN'S-CORNER BROOK	1.2	0.0	0.3	0.4	0.9	0.0	0.0	0.3	0.0	0.9	0.0	1.4	0.0	0.5	0.5	
					SUDBURY-TIMMINS-NORTH	2.4	1.3	1.5	1.6	1.8	1.1	1.0	0.8	1.0	2.1	0.8	3.1	1.6	2.0	2.3	
					SYDNEY-GLACE BAY EM	1.2	0.7	0.7	0.8	0.9	0.6	0.6	0.5	0.6	1.1	0.4	1.6	0.8	1.0	1.2	
					TERRACE-KITIMAT EM	0.7	0.4	0.4	0.5	0.5	0.3	0.3	0.3	0.3	0.6	0.2	0.8	0.5	0.6	0.7	
					THUNDER BAY EM	1.8	0.9	1.0	1.1	1.2	0.8	0.7	0.7	0.7	1.6	0.6	2.1	1.1	1.4	1.7	
					TORONTO-HAMILTON EM	3.3	1.5	2.2	2.4	2.5	1.4	1.7	2.0	2.4	3.1	2.6	4.0	1.6	2.6	2.8	
					VANCOUVER-VICTORIA EM	2.4	1.3	0.9	1.0	1.8	0.7	0.6	0.7	0.2	2.1	0.1	3.0	1.9	1.3	1.3	
					WINDSOR EM ESSEX	1.6	0.8	0.9	1.0	1.1	0.7	0.6	0.7	1.4	0.6	2.0	1.0	1.3	1.5		
					WINNIPEG EM	4.7	2.6	1.8	2.0	2.7	1.7	0.7	0.0	0.0	3.8	0.0	6.7	3.8	2.7	4.1	
					YORKTON EM	1.6	0.9	0.9	1.0	1.1	0.7	0.7	0.6	0.7	1.4	0.6	2.0	1.0	1.3	1.5	
Chicago Med	2021-12-20 - 2022-05-29		Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	19:57 - 21:03 .W....	Audience TC	725.8	86.2	207.1	224.7	261.1	21.7	66.2	72.5	34.0	811.8	62.1	464.7	64.5	140.9	152.2	
					BARRIE EM	5.7	3.3	3.5	3.6	3.8	2.5	2.1	2.1	2.9	5.2	2.0	7.5	4.2	4.7	5.3	
					CALGARY-LETHBRIDGE EM	3.4	1.0	1.7	2.0	2.7	0.9	1.4	1.7	0.9	2.9	1.1	4.1	1.1	1.9	2.3	
					CHARLOTTETOWN EM	1.1	0.7	0.7	0.7	0.7	0.5	0.5	0.5	0.6	1.0	0.4	1.5	0.8	0.9	1.0	
					DAWSON CREEK 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	0.1	0.1	0.1	
					EDMONTON EM	2.9	0.9	1.3	1.6	2.1	0.5	0.8	1.0	0.5	2.4	0.4	3.8	1.3	1.8	2.3	
					HALIFAX EM	1.0	0.0	0.0	0.2	0.8	0.0	0.0	0.3	0.0	0.8	0.0	1.1	0.0	0.0	0.2	
					KELOWNA EM	1.6	0.9	1.0	1.0	1.1	0.7	0.7	0.7	0.8	1.5	0.6	2.1	1.2	1.3	1.5	
					KINGSTON EM	2.8	1.7	1.8	1.9	2.0	1.2	1.1	1.1	1.4	2.6	1.0	3.7	2.0	2.3	2.7	
					KITCHENER EM	4.7	1.5	2.4	3.3	2.7	0.2	1.3	2.6	0.7	3.9	0.7	6.5	3.0	3.4	4.1	
					KITCHENER-LONDON EM	4.8	2.7	3.3	3.7	2.9	1.4	2.1	2.7	0.5	4.1	0.5	6.8	4.0	4.6	4.8	
					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	1.3	0.7	0.8	0.8	0.8	0.6	0.5	0.5	0.7	1.2	0.5	1.7	0.9	1.0	1.2	
					LONDON EM	5.1	4.4	4.6	4.4	3.0	2.9	2.8	2.5	0.0	4.2	0.0	7.1	5.7	6.1	6.0	
					MEDICINE HAT EM	1.3	2.7	2.1	2.1	2.2	3.9	3.9	4.1	0.0	1.1	0.0	0.4	0.0	0.0	0.1	
					MONTRÉAL ANGLO EM	3.8	2.7	2.4	2.1	2.1	2.0	1.7	1.6	4.6	3.7	1.8	5.6	3.5	3.0	2.6	
					National English Rating	2.8	1.2	1.5	1.8	2.1	0.5	1.0	1.2	1.7	2.6	1.6	3.6	1.9	2.1	2.4	
					OTTAWA-GATINEAU ANGLO	3.1	2.0	2.1	2.8	2.1	2.0	1.6	3.0	0.0	2.6	0.0	4.0	1.4	2.5	2.5	
					PETERBOROUGH EM	4.2	2.4	2.6	2.7	2.8	1.9	1.6	1.6	2.0	3.8	1.5	5.5	3.1	3.4	3.9	
					PRINCE ALBERT EM	2.0	1.1	1.2	1.3	1.3	0.8	0.7	0.7	1.0	1.8	0.7	2.6	1.5	1.6	1.9	
					PRINCE GEORGE-	2.0	3.3	1.5	0.7	0.3	0.0	0.0	0.0	0.0	1.7	0.0	3.8	7.7	3.2	1.8	
					REGINA-MOOSE JAW EM	2.8	1.7	1.7	1.8	1.9	1.2	1.0	1.4	2.5	1.0	3.7	2.0	2.3	2.6		
					SANT JOHN-MONCTON EM	1.0	0.0	0.2	0.5	0.6	0.0	0.0	0.0	0.0	1.5	0.0	0.3	0.0	0.9		
					SASKATOON EM	2.2	0.9	1.0	1.3	0.9	0.0	0.0	0.0	0.0	1.8	0.0	3.7	2.1	2.2	2.6	
					ST. JOHN'S-CORNER BROOK	1.5	0.0	0.3	0.3	0.9	0.0	0.0	0.0	1.9	1.3	2.0	0.0	0.5	0.5		
					SUDBURY-TIMMINS-NORTH	2.3	1.3	1.4	1.5	1.6	1.0	0.8	0.8	1.1	2.0	0.8	3.1	1.7	1.9	2.1	
					SYDNEY-GLACE BAY EM	1.2	0.7	0.7	0.7	0.8	0.6	0.5	0.5	0.6	1.1	0.4	1.6	0.8	0.9	1.1	
					TERRACE-KITIMAT EM	0.7	0.4	0.4	0.4	0.5	0.3	0.3	0.3	0.3	0.6	0.2	0.8	0.5	0.6	0.6	
					THUNDER BAY EM	1.7	0.9	1.0	1.0	1.1	0.7	0.7	0.7	0.8	1.5	0.6	2.1	1.2	1.4	1.6	
					TORONTO-HAMILTON EM	2.7	1.2	1.7	1.9	1.9	1.0	1.2	1.4	1.6	2.5	2.0	3.4	1.4	2.3	2.5	
					VANCOUVER-VICTORIA EM	2.1	0.9	0.8	0.9	1.4	0.5	0.5	0.5	0.1	1.8	0.1	2.8	1.4	1.1	1.2	
					WINDSOR EM ESSEX	1.5	0.8	0.9	0.9	1.0	0.7	0.6	0.6	0.7	1.4	0.6	2.0	1.1	1.2	1.4	
					WINNIPEG EM	4.2	1.9	1.2	1.4	2.3	1.7	0.7	0.0	0.0	3.3	0.0	6.0	2.1	1.8	3.0	
					YORKTON EM	1.5	0.9	0.9	0.9	1.0	0.7	0.6	0.6	0.7	1.4	0.6	2.0	1.1	1.2	1.4	
Chicago PD	2021-12-20 - 2022-05-29		Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	21:57 - 23:03 .W....	Audience TC	638.1	77.6	183.3	193.7	250.5	18.8	62.4	70.3	27.7	707.2	41.4	387.6	58.8	120.9	123.5	
					BARRIE EM	4.8	2.5	2.7	2.9	3.8	2.3	1.9	1.7	1.9	4.4	1.2	5.9	2.9	3.5	4.0	
					CALGARY-LETHBRIDGE EM	2.5	0.6	1.0	1.1	2.0	0.2	0.7	0.7	0.2	2.1	0.5	3.0	0.9	1.2	1.4	
					CHARLOTTETOWN EM	0.9	0.5														

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
					LLOYDMINSTER EM	1.1	0.6	0.7	0.6	0.8	0.6	0.4	0.4	0.4	1.0	0.3	1.3	0.7	0.8	0.9
					LONDON EM	4.5	4.2	4.2	3.8	3.0	2.9	2.8	2.5	0.0	3.7	0.0	5.9	5.5	5.5	5.3
					MEDICINE HAT EM	1.3	2.7	2.1	2.1	2.2	3.9	3.9	4.1	0.0	1.1	0.0	0.4	0.0	0.0	0.1
					MONTRÉAL ANGLLO EM	3.6	2.2	1.7	2.4	2.5	1.5	1.3	2.0	2.9	3.4	1.8	4.7	3.1	2.2	2.8
					National English Rating	2.5	1.1	1.4	1.5	2.0	0.5	0.9	1.1	1.3	2.3	1.3	3.0	1.7	1.8	2.0
					OTTAWA-GATINEAU ANGLLO	3.2	3.1	2.5	2.7	2.5	2.0	1.9	3.4	0.0	2.6	0.0	3.8	3.7	3.0	1.8
					PETERBOROUGH EM	3.5	1.9	2.0	2.0	2.8	1.7	1.4	1.2	1.4	3.2	0.8	4.3	2.0	2.6	3.0
					PRINCE ALBERT EM	1.7	0.8	0.9	1.0	1.3	0.8	0.7	0.6	0.7	1.5	0.4	2.0	1.0	1.2	1.4
					PRINCE GEORGE-	1.9	1.0	1.0	1.1	1.5	0.9	0.7	0.7	0.7	1.7	0.5	2.3	1.1	1.4	1.6
					REGINA-MOOSE JAW EM	2.1	0.0	0.7	1.2	1.9	0.0	0.7	1.4	0.0	1.7	0.0	2.4	0.0	0.7	1.1
					SAINT JOHN-MONCTON EM	0.7	0.0	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.7	0.0	1.0	0.0	0.0	0.9
					SASKATOON EM	2.8	0.9	1.5	2.1	1.2	0.0	0.0	0.0	0.0	2.2	0.0	4.4	2.1	3.2	4.3
					ST. JOHN'S-CORNER BROOK	1.1	0.5	0.6	0.6	0.8	0.0	0.0	0.0	2.4	1.1	0.0	0.0	1.0	1.0	1.0
					SUDBURY-TIMMINS-NORTH	2.0	1.0	1.1	1.1	1.6	0.9	0.7	1.8	0.5	2.3	1.1	1.4	1.1	1.4	1.6
					SYDNEY-GLACE BAY EM	1.0	0.6	0.6	0.6	0.8	0.5	0.4	0.4	0.4	0.9	0.3	1.2	0.6	0.7	0.8
					TERRACE-KITIMAT EM	0.6	0.3	0.3	0.3	0.5	0.3	0.2	0.2	0.2	0.5	0.1	0.7	0.3	0.4	0.5
					THUNDER BAY EM	1.4	0.7	0.7	0.8	1.1	0.7	0.6	0.5	0.6	1.2	0.4	1.7	0.8	1.0	1.1
					TORONTO-HAMILTON EM	2.4	1.2	1.4	1.6	1.9	1.0	1.1	1.2	1.5	2.2	1.5	2.8	1.4	1.7	1.9
					VANCOUVER-VICTORIA EM	2.0	0.8	0.6	0.7	1.5	0.4	0.4	0.4	0.1	1.7	0.1	2.6	1.1	0.9	0.9
					WINDSOR EM ESSEX	1.3	0.7	0.7	0.7	1.0	0.7	0.5	0.5	0.5	1.1	0.3	1.6	0.7	0.9	1.0
					WINNIPEG EM	4.9	3.9	2.4	2.8	3.3	1.7	0.7	0.0	0.0	4.0	0.7	6.6	8.6	4.7	5.3
					YORKTON EM	1.3	0.7	0.7	0.7	1.0	0.7	0.5	0.5	0.5	1.1	0.3	1.6	0.7	0.9	1.0
CityNews Ntrl		2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	22:57 - 23:33 M.....	Audience TC	343.0	87.1	176.8	167.1	121.2	16.7	54.4	59.8	39.0	403.9	22.0	221.8	70.4	122.4	107.3
					BARRIE EM	2.3	2.3	2.3	2.1	1.9	1.3	1.5	1.9	1.0	2.3	2.7	2.9	3.5	3.0	2.3
					CALGARY-LETHBRIDGE EM	1.6	2.0	1.5	1.6	1.6	2.2	1.7	1.8	1.4	1.5	0.8	1.5	1.8	1.4	1.4
					CHARLOTTETOWN EM	0.5	0.5	0.5	0.5	0.4	0.3	0.3	0.4	0.2	0.5	0.6	0.6	0.7	0.6	0.5
					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	0.1	0.1	0.0
					EDMONTON EM	1.3	0.9	1.3	1.1	1.0	0.3	0.8	0.9	0.0	1.1	0.7	1.6	1.5	1.8	1.3
					HALIFAX EM	0.6	0.6	0.6	0.5	0.5	0.3	0.4	0.5	0.2	0.6	0.7	0.7	0.8	0.7	0.6
					KELOWNA EM	0.7	0.7	0.7	0.7	0.6	0.4	0.5	0.6	0.3	0.7	0.7	0.8	1.0	0.8	0.7
					KINGSTON EM	1.2	1.2	1.2	1.1	0.9	0.7	0.7	0.9	0.5	1.2	1.3	1.4	1.8	1.5	1.2
					KITCHENER EM	1.7	1.7	1.7	1.5	1.3	0.9	1.0	1.3	0.7	1.7	1.9	2.0	2.5	2.1	1.7
					KITCHENER-LONDON EM	1.3	1.3	1.3	1.2	1.0	0.7	0.8	1.0	0.6	1.3	1.5	1.6	2.0	1.7	1.3
					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	0.6	0.6	0.6	0.5	0.4	0.3	0.4	0.4	0.2	0.6	0.6	0.7	0.8	0.7	0.6
					LONDON EM	1.8	1.8	1.8	1.7	1.4	1.0	1.1	1.4	0.7	1.8	2.0	2.1	2.7	2.3	1.8
					MEDICINE HAT EM	1.5	1.5	1.5	1.3	1.1	0.8	0.9	1.1	0.7	1.5	1.7	1.8	2.1	1.9	1.5
					MONTRÉAL ANGLLO 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
					National English Rating	1.4	1.2	1.4	1.4	1.0	0.5	0.8	1.0	1.9	1.3	1.9	2.1	1.9	1.7	
					OTTAWA-GATINEAU ANGLLO	1.3	1.3	1.3	1.2	1.0	0.7	0.8	1.0	0.6	1.3	1.5	1.7	2.0	1.8	1.3
					PETERBOROUGH EM	1.7	1.7	1.7	1.6	1.4	1.0	1.1	1.4	0.7	1.7	2.0	2.0	2.6	2.2	1.7
					PRINCE ALBERT EM	0.8	0.8	0.8	0.7	0.7	0.5	0.6	0.7	0.4	0.8	0.9	1.0	1.2	1.0	0.8
					PRINCE GEORGE-	0.9	0.9	0.9	0.8	0.7	0.6	0.6	0.7	0.4	0.9	1.0	1.1	1.4	1.2	0.9
					REGINA-MOOSE JAW EM	1.1	1.1	1.1	1.0	0.9	0.7	0.7	0.9	0.5	1.1	1.3	1.4	1.7	1.5	1.1
					SAINT JOHN-MONCTON EM	0.7	0.7	0.7	0.6	0.5	0.4	0.4	0.5	0.3	0.7	0.7	0.7	0.9	0.8	0.7
					SASKATOON EM	0.9	0.9	0.9	0.8	0.7	0.6	0.6	0.7	0.4	0.9	1.1	1.1	1.4	1.2	0.9
					ST. JOHN'S-CORNER BROOK	0.5	0.5	0.5	0.5	0.4	0.3	0.3	0.4	0.2	0.5	0.6	0.6	0.7	0.7	0.5
					SUDBURY-TIMMINS-NORTH	0.9	0.9	0.9	0.8	0.7	0.6	0.7	0.7	0.4	0.9	1.1	1.1	1.4	1.2	0.9
					SYDNEY-GLACE BAY EM	0.5	0.5	0.5	0.5	0.4	0.3	0.3	0.4	0.2	0.5	0.6	0.6	0.7	0.7	0.5
					TERRACE-KITIMAT EM	0.3	0.3	0.3	0.3	0.2	0.2	0.2	0.2	0.1	0.3	0.3	0.3	0.4	0.4	0.3
					THUNDER BAY EM	0.7	0.7	0.7	0.7	0.6	0.4	0.5	0.6	0.3	0.7	0.7	0.8	1.0	0.8	0.7
					TORONTO-HAMILTON EM	1.5	0.9	1.1	1.4	1.1	0.5	0.8	0.8	5.0	1.6	0.6	1.9	1.3	1.4	2.0
					VANCOUVER-VICTORIA EM	1.5	0.7	1.2	1.1	1.2	0.4	0.6	0.9	0.2	1.6	3.4	1.8	1.1	1.7	1.4
					WINDSOR EM ESSEX	0.7	0.7	0.7	0.6	0.5	0.4	0.4	0.5	0.3	0.7	0.7	0.7	0.9	0.8	0.7
					WINNIPEG EM	1.7	1.7	1.7	1.6	1.3	0.9	1.1	1.3	0.7	1.7	1.9	2.0	2.5	2.1	1.7
					YORKTON EM	0.7	0.7	0.7	0.6	0.5	0.4	0.4	0.5	0.3	0.7	0.7	0.7	0.9	0.8	0.7
Dick Clark NYE		2021-12-27 - 2022-01-02	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	19:57 - 2:33 .....SA	Audience TC	694.2	163.6	319.1	307.5	283.9	53.9	125.3	134.9	59.5	816.9	63.2	410.4	109.7	193.8	172.7
					BARRIE EM	4.4	4.0	4.2	4.2	3.6	2.9	3.3	3.5	5.7	4.4	3.6	4.8	5.3	4.8	4.7
					CALGARY-LETHBRIDGE EM	1.7	1.6	1.5	1.9	1.4	1.3	1.1	1.7	2.5	1.7	1.6	2.0	2.0	2.0	2.1
					CHARLOTTETOWN EM	0.8	0.8	0.8	0.8	0.7	0.6	0.7	0.7	1.1	0.8	0.7	0.9	1.0	0.9	0.9
					DAWSON CREEK 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	0.1	0.1	0.1
					EDMONTON EM	1.1	0.8	1.0	1.0	0.8	0.3	0.7	0.8	0.3	1.0	0.4	1.5	1.3	1.3	1.1
					HALIFAX EM	1.0	0.9	0.9	0.9	0.8	0.7	0.8	1.3	1.0	0.8	1.1	1.2	1.1	1.1	1.1
					KELOWNA EM	1.2	1.1	1.2	1.2	1.0	0.8	0.9	1.0	1.6	1.2	1.4	1.5	1.4	1.3	1.3
					KINGSTON EM	2.1	2.0	2.0	2.0	1.9	1.4	1.7	2.8	2.1	1.9	2.4	2.7	2.4	2.3	2.3

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
					PETERBOROUGH EM	3.2	3.0	3.1	3.1	2.7	2.0	2.4	2.6	4.2	3.2	2.7	3.5	3.9	3.5	3.4
					PRINCE ALBERT EM	1.5	1.4	1.5	1.5	1.3	1.0	1.1	1.2	2.0	1.5	1.3	1.7	1.9	1.7	1.6
					PRINCE GEORGE-	1.6	0.0	1.6	2.0	1.8	0.0	1.2	2.0	0.0	1.6	1.6	0.0	2.0	2.0	2.0
					REGINA-MOOSE JAW EM	2.0	0.0	3.6	3.5	2.2	0.0	5.2	4.5	2.9	2.0	0.0	2.0	0.0	2.7	2.9
					SAINT JOHN-MONCTON EM	1.2	1.1	1.1	1.1	1.0	0.7	0.9	0.9	1.5	1.2	1.0	1.3	1.4	1.3	1.3
					SASKATOON EM	1.1	2.0	1.1	1.8	0.1	0.0	0.0	0.0	0.0	0.9	0.0	2.0	4.1	2.3	3.4
					ST. JOHN'S-CORNER BROOK	0.9	0.8	0.8	0.8	0.7	0.6	0.7	0.7	1.2	0.9	0.7	1.0	1.1	1.0	0.9
					SUDBURY-TIMMINS-NORTH	1.8	1.6	1.7	1.7	1.5	1.1	1.3	1.4	2.3	1.8	1.5	2.0	2.1	2.0	1.9
					SYDNEY-GLACE BAY EM	0.9	0.8	0.8	0.8	0.7	0.6	0.7	0.7	1.2	0.9	0.7	1.0	1.1	1.0	0.9
					TERRACE-KITIMAT EM	0.5	0.5	0.5	0.5	0.4	0.3	0.4	0.4	0.7	0.5	0.4	0.6	0.6	0.6	0.6
					THUNDER BAY EM	1.2	1.1	1.2	1.2	1.0	0.8	0.9	1.0	1.7	1.2	1.0	1.4	1.4	1.4	1.4
					TORONTO-HAMILTON EM	4.0	3.7	3.5	3.6	3.6	3.3	3.2	3.3	4.7	3.9	3.0	4.3	4.0	3.7	3.8
					VANCOUVER-VICTORIA EM	2.7	1.8	2.3	2.4	2.4	1.3	1.9	2.5	2.4	2.6	2.0	2.9	2.3	2.8	2.4
					WINDSOR EM ESSEX	1.1	1.0	1.1	1.1	0.9	0.7	0.8	0.9	1.5	1.1	0.9	1.3	1.4	1.3	1.2
					WINNIPEG EM	4.7	1.8	2.6	6.0	4.4	1.1	2.6	5.2	1.8	4.1	0.0	5.2	2.6	2.6	6.7
					YORKTON EM	1.1	1.0	1.1	1.1	0.9	0.7	0.9	0.9	1.5	1.1	0.9	1.3	1.4	1.3	1.2
					Audience TC	264.1	21.7	43.9	49.0	85.2	7.4	15.2	16.2	6.4	282.2	11.7	178.9	14.3	28.7	32.9
Holiday Movies	2021-12-20 - 2022-05-29		Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	18:57 - 23:03 MTWTFSSASU	BARRIE EM	1.2	0.4	0.4	0.5	0.8	0.2	0.4	0.4	0.4	0.4	1.2	0.4	1.7	0.4	0.5
					CALGARY-LETHBRIDGE EM	1.0	0.4	0.4	0.5	0.6	0.1	0.2	0.3	0.2	0.8	0.1	1.3	0.6	0.5	0.7
					CHARLOTTETOWN EM	0.3	0.1	0.1	0.1	0.2	0.0	0.1	0.1	0.1	0.3	0.1	0.4	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	1.3	0.4	0.4	0.4	1.0	0.5	0.4	0.5	0.1	1.1	0.1	1.6	0.4	0.4	0.4
					HALIFAX EM	0.3	0.1	0.1	0.1	0.2	0.0	0.1	0.1	0.1	0.3	0.1	0.4	0.1	0.1	0.2
					KELOWNA EM	0.4	0.1	0.1	0.2	0.3	0.1	0.1	0.1	0.1	0.4	0.1	0.5	0.1	0.2	0.2
					KINGSTON EM	0.6	0.2	0.2	0.3	0.4	0.1	0.2	0.2	0.2	0.6	0.2	0.8	0.2	0.3	0.4
					KITCHENER EM	0.8	0.3	0.3	0.4	0.6	0.1	0.3	0.3	0.3	0.8	0.3	1.2	0.3	0.4	0.5
					KITCHENER-LONDON EM	0.7	0.2	0.2	0.3	0.5	0.1	0.2	0.2	0.2	0.7	0.2	0.9	0.2	0.3	0.4
					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	0.3	0.1	0.1	0.1	0.2	0.0	0.1	0.1	0.1	0.3	0.1	0.4	0.1	0.1	0.2
					LONDON EM	0.9	0.3	0.3	0.4	0.7	0.1	0.3	0.3	0.3	0.9	0.3	1.3	0.3	0.4	0.5
					MEDICINE HAT EM	0.3	0.7	0.4	0.4	0.1	0.0	0.0	0.0	0.6	0.4	0.0	0.6	1.6	0.7	0.7
					MONTRÉAL ANGLO EM	1.1	0.4	0.4	0.6	0.9	0.4	0.4	0.4	0.5	1.0	0.6	1.3	0.4	0.5	0.7
					National English Rating	1.1	0.3	0.3	0.4	0.7	0.2	0.2	0.3	0.3	0.9	0.3	1.4	0.4	0.4	0.5
					OTTAWA-GATINEAU ANGLO	0.7	0.2	0.2	0.3	0.5	0.1	0.2	0.2	0.2	0.2	0.2	0.9	0.2	0.3	0.4
					PETERBOROUGH EM	0.8	0.3	0.3	0.4	0.7	0.1	0.3	0.3	0.3	0.8	0.3	1.2	0.3	0.4	0.5
					PRINCE ALBERT EM	0.4	0.1	0.1	0.2	0.3	0.1	0.1	0.1	0.1	0.4	0.1	0.6	0.1	0.2	0.2
					PRINCE GEORGE-	0.5	0.1	0.1	0.2	0.4	0.1	0.1	0.1	0.1	0.2	0.5	0.1	0.7	0.1	0.3
					REGINA-MOOSE JAW EM	0.7	0.0	0.3	0.5	0.4	0.0	0.0	0.0	0.6	0.0	0.8	0.0	0.5	0.7	
					SAINT JOHN-MONCTON EM	0.3	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.5	0.1	0.1	0.2	
					SASKATOON EM	0.6	0.5	0.5	0.6	0.2	0.0	0.0	0.0	0.5	0.0	0.9	1.0	0.8	1.0	
					ST. JOHN'S-CORNER BROOK	0.3	0.1	0.1	0.1	0.2	0.0	0.1	0.1	0.1	0.3	0.1	0.4	0.1	0.1	
					SUDBURY-TIMMINS-NORTH	0.5	0.1	0.1	0.2	0.4	0.1	0.1	0.1	0.1	0.5	0.1	0.7	0.1	0.2	
					SYDNEY-GLACE BAY EM	0.3	0.1	0.1	0.1	0.2	0.0	0.1	0.1	0.1	0.3	0.1	0.4	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	0.2	0.0	0.1	
					THUNDER BAY EM	0.4	0.1	0.1	0.2	0.3	0.1	0.1	0.1	0.1	0.4	0.1	0.5	0.1	0.2	
					TORONTO-HAMILTON EM	0.9	0.4	0.4	0.4	0.6	0.3	0.3	0.3	0.3	0.8	0.3	1.2	0.5	0.5	
					VANCOUVER-VICTORIA EM	1.1	0.2	0.3	0.4	0.7	0.1	0.2	0.3	0.3	0.9	0.2	1.4	0.3	0.4	
					WINDSOR EM ESSEX	0.3	0.1	0.1	0.1	0.2	0.0	0.1	0.1	0.1	0.3	0.1	0.5	0.1	0.1	
					WINNIPEG EM	1.5	0.3	0.4	0.7	1.0	0.2	0.1	0.6	0.5	1.2	0.0	1.9	0.4	0.7	
					YORKTON EM	0.3	0.1	0.1	0.1	0.2	0.0	0.1	0.1	0.1	0.3	0.1	0.5	0.1	0.1	
					Audience TC	694.5	61.9	145.4	162.2	253.6	36.4	70.5	80.5	35.6	748.0	17.9	440.9	25.5	74.9	
Hudson and Rex	2021-12-20 - 2022-05-29		Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	19:57 - 21:03 T.... 20:57 - 22:03 T....	BARRIE EM	2.9	1.0	1.2	1.5	2.1	1.2	1.2	1.3	2.7	0.5	3.8	0.8	1.2	1.5	
					CALGARY-LETHBRIDGE EM	3.4	1.1	1.2	1.1	2.5	1.2	1.0	0.6	1.1	2.7	0.1	4.2	0.9	1.3	
					CHARLOTTETOWN EM	0.6	0.2	0.3	0.3	0.5	0.3	0.3	0.3	0.3	0.6	0.1	0.7	0.2	0.3	
					DAWSON CREEK 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	
					EDMONTON EM	3.3	0.7	0.8	1.1	2.5	0.4	0.6	0.9	0.3	2.7	0.2	4.2	1.0	1.0	
					HALIFAX EM	0.2	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.0	0.3	
					KELOWNA EM	0.8	0.3	0.4	0.5	0.6	0.4	0.4	0.4	0.4	0.7	0.2	1.1	0.3	0.4	
					KINGSTON EM	1.5	0.5	0.6	0.7	1.1	0.6	0.6	0.6	0.6	1.3	0.3	1.9	0.4	0.6	
					KITCHENER EM	0.7	0.0	0.1	0.2	0.6	0.0	0.0	0.0	0.6	0.0	1.0	0.0	0.2		
					KITCHENER-LONDON EM	1.0	0.2	0.3	0.5	0.6	0.2	0.2	0.1	0.8	0.0	1.3	0.2	0.4		
					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		
					LLOYDMINSTER EM	0.6	0.2	0.3	0.4	0.5	0.3	0.3	0.3	0.6	0.1	0.8	0.2	0.3		
					LONDON EM	1.3	0.5	0.6	0.7	1.3	0.3	0.5	0.0	1.0	0.0	1.7	0.5	0.7		
					MEDICINE HAT EM	1.8	0.6	0.7	0.9	1.3	0.7	0.7	0.8	0.7	1.7	0.3	2.4	0.6	0.7	
					MONTRÉAL ANGLO EM	1.3	0.5	0.4	0.4	0.9	0.3	0.2	0.2	0.6	1.1	0.0	1.7	0.8	0.5	
					National English Rating	2.8	0.8	1.1	1.2	2.1	1.0	1.0	1.3	1.7	2.5	0.5	3			

**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					
Hudson and Rex Rpt	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	21:57 - 23:03 ...F..	Audience TC	169.2	18.7	31.0	37.1	57.6	9.5	13.9	14.5	6.5	184.4	8.7	111.6	9.2	17.0	22.6						
				BARRIE EM	0.8	0.4	0.4	0.4	0.7	0.2	0.4	0.4	0.4	0.4	0.8	0.2	0.8	0.2	1.2	0.4	0.4	0.5			
				CALGARY-LETHBRIDGE EM	0.9	0.4	0.3	0.4	0.8	0.6	0.4	0.2	0.1	0.1	0.7	0.1	1.0	0.1	1.0	0.3	0.4	0.5			
				CHARLOTTETOWN EM	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	0.0	0.0	0.3	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	0.0	0.0			
				EDMONTON EM	1.1	0.2	0.2	0.3	0.9	0.3	0.4	0.4	0.4	0.4	0.9	0.1	1.4	0.2	0.2	1.4	0.2	0.2			
				HALIFAX EM	0.2	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.0	0.0	0.3			
				KELOWNA EM	0.3	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.3	0.1	0.4	0.1	0.1	0.1			
				KINGSTON EM	0.4	0.2	0.2	0.2	0.4	0.1	0.2	0.2	0.2	0.2	0.2	0.4	0.1	0.6	0.2	0.2	0.2	0.3			
				KITCHENER EM	0.7	0.0	0.1	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.9	0.0	0.2	0.4			
				KITCHENER-LONDON EM	0.9	0.2	0.3	0.4	0.7	0.2	0.2	0.1	0.0	0.7	0.0	1.2	0.2	0.3	0.7	0.2	0.3	0.7			
				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			
				LLOYDMINSTER EM	0.2	0.1	0.1	0.1	0.2	0.1	0.2	0.1	0.1	0.2	0.0	0.3	0.1	0.2	0.0	0.3	0.1	0.1			
				LONDON EM	1.2	0.5	0.5	0.7	0.7	0.3	0.5	0.3	0.0	0.9	0.0	1.6	0.5	0.5	1.0	0.5	0.5	1.0			
				MEDICINE HAT EM	0.2	0.0	0.3	0.3	0.3	0.0	0.5	0.5	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1			
				MONTRÉAL ANGLLO EM	0.5	0.2	0.3	0.2	0.3	0.1	0.5	0.1	0.1	0.7	0.1	0.7	0.1	0.7	0.3	0.4	0.5	0.5			
				National English Rating	0.7	0.3	0.2	0.3	0.5	0.3	0.2	0.3	0.6	0.8	0.9	0.2	0.3	0.4	0.9	0.2	0.3	0.4			
				OTTAWA-GATINEAU ANGLLO	0.7	0.4	0.6	0.7	0.5	0.0	0.4	0.4	0.1	0.7	0.3	1.0	0.7	0.3	1.0	0.7	0.8	0.8			
				PETERBOROUGH EM	0.7	0.3	0.3	0.3	0.5	0.1	0.3	0.3	0.7	0.1	0.8	0.3	0.4	0.1	0.8	0.3	0.3	0.4			
				PRINCE ALBERT EM	0.3	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.3	0.1	0.4	0.1	0.4	0.1	0.1	0.2			
				PRINCE GEORGE-	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.4	0.1	0.0	0.1	0.0	0.1	0.0	0.2	0.2			
				REGINA-MOOSE JAW EM	0.7	0.4	0.4	0.6	0.7	0.7	0.5	0.7	0.0	0.6	0.0	0.8	0.0	0.6	0.8	0.0	0.5	0.6			
				SAINT JOHN-MONCTON EM	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.0	0.3	0.0	0.3	0.0	0.0			
				SASKATOON EM	0.3	0.0	0.1	0.3	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.4	0.0	0.2	0.4	0.0	0.2	0.6			
				ST. JOHN'S-CORNER BROOK	0.9	0.0	0.7	0.7	0.8	0.0	0.6	0.7	0.0	0.8	0.4	1.0	0.0	0.8	0.4	1.0	0.0	0.7			
				SUDBURY-TIMMINS-NORTH	0.4	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.4	0.1	0.5	0.1	0.5	0.1	0.2			
				SYDNEY-GLACE BAY EM	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.0	0.3	0.1	0.2	0.0	0.3	0.1	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	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.1			
				THUNDER BAY EM	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	0.4	0.1	0.4	0.1	0.2			
				TORONTO-HAMILTON EM	0.7	0.5	0.4	0.4	0.5	0.4	0.3	0.4	0.0	0.6	0.1	0.8	0.5	0.4	0.5	0.4	0.5	0.4			
				VANCOUVER-VICTORIA EM	0.8	0.3	0.3	0.4	0.6	0.3	0.3	0.3	0.2	0.7	0.1	0.9	0.3	0.2	0.7	0.1	0.9	0.3			
				WINDSOR EM ESSEX	0.2	0.1	0.1	0.1	0.2	0.0	0.1	0.1	0.1	0.1	0.1	0.2	0.0	0.3	0.1	0.1	0.1	0.1			
				WINNIPEG EM	0.7	0.3	0.3	0.4	0.5	0.1	0.3	0.2	0.2	0.5	0.0	0.7	0.6	0.0	0.7	0.6	0.3	0.5			
				YORKTON EM	0.2	0.1	0.1	0.1	0.2	0.0	0.1	0.1	0.1	0.1	0.1	0.2	0.0	0.3	0.1	0.1	0.1	0.1			
				Kenan	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	20:27 - 21:03 T....	Audience TC	278.7	43.7	115.2	130.0	122.8	25.6	53.1	62.6	21.4	319.5	19.4	156.0	18.1	62.1	67.4		
								BARRIE EM	2.3	1.2	1.5	1.8	2.0	1.0	1.2	1.3	1.5	2.1	1.5	2.9	1.2	2.9	1.2	1.8	2.5
								CALGARY-LETHBRIDGE EM	1.0	0.5	0.4	0.4	1.1	0.4	0.3	0.3	0.0	0.8	0.1	0.9	0.6	0.4	0.6	0.4	0.4
								CHARLOTTETOWN EM	0.5	0.3	0.3	0.4	0.4	0.2	0.3	0.3	0.3	0.5	0.3	0.6	0.3	0.4	0.5	0.3	0.4
								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	0.6	0.2	0.4	0.4	0.4	0.1	0.2	0.3	0.1	0.5	0.2	0.8	0.3	0.5	0.5	0.3	0.5
HALIFAX EM	1.1	2.3	1.2					1.7	1.7	4.8	2.5	3.2	0.9	0.9	0.0	0.6	0.0	0.0	0.5	0.0	0.5				
KELOWNA EM	0.6	0.4	0.5					0.6	0.6	0.3	0.4	0.4	0.5	0.6	0.5	0.8	0.4	0.6	0.7	0.4	0.7				
KINGSTON EM	1.2	0.6	0.7					0.9	1.0	0.5	0.6	0.7	1.1	0.7	1.4	0.6	0.9	1.2	0.6	0.9	1.2				
KITCHENER EM	1.2	0.8	0.9					1.4	0.6	0.0	0.0	0.6	0.0	1.0	0.0	1.9	1.7	1.9	2.2	1.9	2.2				
KITCHENER-LONDON EM	1.0	0.5	0.7					1.1	0.5	0.0	0.0	0.4	0.0	0.8	0.0	1.6	0.9	1.5	1.7	0.9	1.5				
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	0.6	0.3	0.4					0.4	0.5	0.2	0.3	0.3	0.4	0.5	0.4	0.6	0.3	0.4	0.6	0.3	0.4				
LONDON EM	0.6	0.0	0.6					0.6	0.3	0.0	0.0	0.0	0.0	0.6	0.0	1.1	0.0	1.0	1.0	1.0	1.1				
MEDICINE HAT EM	1.3	1.3	1.2					0.8	0.8	1.6	1.3	0.5	0.0	1.1	0.0	1.7	1.0	1.2	1.1	1.0	1.2				
MONTRÉAL ANGLLO EM	1.3	0.6	0.8					0.9	1.1	0.4	0.6	0.6	1.2	1.2	0.1	1.4	0.7	1.0	1.2	0.7	1.0				
National English Rating	1.1	0.6	0.9					1.0	1.0	0.7	0.8	0.9	1.0	0.6	1.2	0.5	1.0	0.6	1.2	0.5	1.0				
OTTAWA-GATINEAU ANGLLO	0.6	0.0	0.3					0.5	0.2	0.0	0.0	0.0	0.0	0.5	0.0	0.8	0.0	0.5	1.0	0.5	1.0				
PETERBOROUGH EM	1.7	0.8	1.1					1.4	1.5	0.7	0.8	1.0	1.1	1.6	1.1	2.0	0.8	1.4	1.8	0.8	1.4				
PRINCE ALBERT EM	0.8	0.4	0.6					0.6	0.6	0.4	0.4	0.5	0.6	0.7	0.6	1.0	0.4	0.6	0.8	0.4	0.6				
PRINCE GEORGE-	0.4	0.0	0.5					0.5	0.2	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.9	0.9	0.9	0.9				
REGINA-MOOSE JAW EM	1.1	0.6	0.7					0.9	1.0	0.5	0.6	0.6	0.7	1.0	0.7	1.4	0.6	0.9	1.2	0.6	0.9				
SAINT JOHN-MONCTON 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	0.2	0.0	0.0	0.0				
SASKATOON EM	0.5	0.4	0.4					0.5	0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.7	0.8	0.6	0.8	0.6	0.8				
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	0.0	0.0				
SUDBURY-TIMMINS-NORTH	0.9	0.5	0.6					0.7	0.8	0.4	0.5	0.6	0.6	0.8	0.6	1.1	0.5	0.7	1.0	0.5	0.7				
SYDNEY-GLACE BAY EM	0.5	0.3	0.3					0.4	0.4	0.2	0.3	0.3	0.3	0.5	0.3	0.6	0.3	0.4	0.6	0.3	0.4				
TERRACE-KITIMAT EM	0.3	0.1	0.2					0.2	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.3	0.2	0.3	0.2	0.3	0.3				
THUNDER BAY EM	0.6	0.4	0.5					0.6	0.6	0.3	0.4	0.4	0.5	0.6	0.5	0.8	0.4	0.6	0.8	0.4	0.6				
TORONTO-HAMILTON EM	1.6	1.1	1.3					1.5	1.5	1.4	1.4	1.7	1.0	1.7	1.0	2.3	1.6	1.6	1.7	1.6	1.2				

**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			
L&O: FTD	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	19:57 - 21:03 ...T...	VANCOUVER-VICTORIA EM	0.7	0.3	0.6	0.7	0.6	0.5	0.3	0.3	0.5	0.5	0.6	0.4	0.7	0.3	0.3	0.4	0.5		
				WINDSOR EM ESSEX	0.6	0.3	0.4	0.5	0.6	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.6	0.4	0.7	0.3	0.5	0.6	
				WINNIPEG EM	2.1	1.3	1.6	1.9	1.3	0.0	0.9	1.0	0.0	1.7	0.0	0.0	1.7	0.0	3.0	2.9	2.2	2.9	
				YORKTON EM	0.6	0.3	0.4	0.5	0.6	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.6	0.4	0.7	0.3	0.3	0.5	0.6
				Audience TC	589.2	124.4	208.4	223.0	236.7	32.1	67.2	83.9	29.8	660.6	41.5	352.5	92.1	352.5	92.1	141.3	199.1		
				BARRIE EM	3.3	1.7	1.7	1.9	2.7	1.4	1.4	1.4	1.4	1.9	2.9	1.1	4.1	2.2	2.4	2.4	2.7		
				CALGARY-LETHBRIDGE EM	1.7	0.5	1.0	1.4	1.6	0.6	0.9	1.0	0.9	1.5	0.5	1.9	0.5	1.1	1.1	1.2	1.7		
				CHARLOTTETOWN EM	0.6	0.5	0.5	0.5	0.5	0.4	0.4	0.4	0.4	0.5	0.5	0.3	0.8	0.5	0.5	0.5	0.5		
				DAWSON CREEK EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.1	0.0		
				EDMONTON EM	1.8	0.7	1.0	1.1	1.5	0.4	0.6	0.7	0.5	1.6	0.6	2.2	1.2	1.4	1.5	1.5	1.5		
				HALIFAX EM	0.5	0.5	0.4	0.5	0.5	0.9	0.5	0.5	0.5	0.4	0.0	0.3	0.0	0.3	0.0	0.2	0.3		
				KELOWNA EM	0.9	0.5	0.5	0.5	0.7	0.5	0.5	0.5	0.5	0.8	0.4	1.2	0.5	0.6	0.7	0.7	0.7		
				KINGSTON EM	1.6	0.9	0.9	1.0	1.3	0.6	0.6	0.6	1.0	1.6	0.5	2.1	1.1	1.2	1.3	1.3	1.3		
				KITCHENER EM	1.0	0.5	0.5	0.8	0.5	0.0	0.5	0.3	0.8	0.2	1.4	0.8	0.2	1.4	0.8	0.9	1.2		
				KITCHENER-LONDON EM	1.1	0.6	0.8	0.9	0.6	0.5	0.5	0.5	0.2	0.9	0.2	1.5	1.1	1.2	1.3	1.3	1.3		
				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		
				LLOYDMINSTER EM	0.7	0.5	0.5	0.5	0.5	0.4	0.4	0.4	0.5	0.6	0.3	0.9	0.5	0.5	0.5	0.5	0.5		
				LONDON EM	1.3	1.2	1.2	1.1	0.8	0.7	0.7	0.6	0.0	1.0	0.0	1.6	1.6	1.6	1.5	1.5	1.5		
				MEDICINE HAT EM	0.9	1.8	1.5	1.5	1.6	2.7	2.7	2.7	0.0	0.7	0.0	0.3	0.0	0.0	0.0	0.0	0.0		
				MONTRÉAL ANGLLO EM	4.4	2.7	2.4	3.2	3.6	1.9	2.0	2.8	1.6	3.9	1.4	5.3	3.5	2.8	3.6	3.6	3.6		
				National English Rating	2.3	1.7	1.6	1.7	1.8	0.8	0.9	1.3	1.5	2.1	1.0	2.7	2.7	2.1	2.2	2.2	2.2		
				OTTAWA-GATINEAU ANGLLO	0.8	0.8	0.6	0.7	0.6	0.5	0.5	0.9	0.0	0.6	0.0	1.1	1.0	1.1	1.0	0.8	0.5		
				PETERBOROUGH EM	2.5	1.3	1.3	1.4	1.9	1.0	1.0	1.0	1.4	2.2	0.8	3.0	1.6	1.6	1.9	1.9	1.9		
				PRINCE ALBERT EM	1.2	0.5	0.5	0.5	0.6	0.5	0.5	0.5	0.6	1.1	0.5	1.5	0.7	0.8	0.9	0.9	0.9		
				PRINCE GEORGE-	1.3	0.6	0.6	0.7	1.0	0.5	0.5	0.5	0.7	1.2	0.5	1.6	0.8	0.9	1.0	1.0	1.0		
				REGINA-MOOSE JAW EM	1.2	0.0	0.5	0.8	0.9	0.0	0.5	0.9	0.0	1.5	0.0	0.5	0.7	0.5	0.5	0.5	0.5		
				SAINT JOHN-MONCTON EM	0.3	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.2	0.0	0.4	0.0	0.4	0.0	0.0	0.0	0.0		
				SASKATOON EM	1.6	0.6	0.9	1.2	0.6	0.0	0.0	0.0	0.0	1.3	0.0	2.6	1.5	1.8	2.6	2.6	2.6		
				ST. JOHN'S-CORNER BROOK	0.4	0.0	0.2	0.2	0.3	0.0	0.0	0.0	0.6	0.4	0.0	0.5	0.0	0.4	0.4	0.4	0.4		
				SUDBURY-TIMMINS-NORTH	1.3	0.6	0.6	0.7	1.1	0.5	0.5	0.5	0.7	1.3	0.5	1.6	0.9	0.9	1.1	1.1	1.1		
				SYDNEY-GLACE BAY EM	0.6	0.5	0.5	0.5	0.5	0.4	0.4	0.4	0.5	0.5	0.3	0.8	0.5	0.5	0.5	0.5	0.5		
				TERRACE-KITIMAT EM	0.5	0.3	0.3	0.3	0.4	0.2	0.2	0.2	0.3	0.4	0.2	0.5	0.3	0.3	0.4	0.4	0.4		
				THUNDER BAY EM	0.9	0.5	0.5	0.5	0.7	0.5	0.5	0.5	0.5	0.8	0.4	1.3	0.5	0.6	0.7	0.7	0.7		
TORONTO-HAMILTON EM	2.2	1.5	1.4	1.6	2.0	1.9	1.5	1.6	0.9	2.0	1.0	2.4	1.1	1.4	1.5	1.5	1.5						
VANCOUVER-VICTORIA EM	1.6	0.8	0.6	0.7	1.3	0.4	0.3	0.5	0.1	1.5	0.4	1.9	1.4	1.0	1.0	1.0	1.0						
WINDSOR EM ESSEX	0.8	0.5	0.5	0.5	0.6	0.5	0.5	0.5	0.5	0.7	0.4	1.1	0.5	0.5	0.5	0.5	0.5						
WINNIPEG EM	3.0	2.7	1.6	1.9	1.9	0.0	0.0	0.0	0.0	2.5	0.0	4.0	1.1	5.9	3.3	3.7	3.7						
YORKTON EM	0.8	0.5	0.5	0.5	0.6	0.5	0.5	0.5	0.7	1.1	0.5	1.1	0.5	0.5	0.6	0.6	0.6						
Audience TC	643.9	135.9	227.7	243.7	258.7	35.1	73.4	91.7	32.6	721.9	45.4	382.2	100.7	154.4	152.0	152.0	152.0						
BARRIE EM	3.6	1.9	1.9	2.1	2.9	1.5	1.5	1.5	2.1	3.2	1.2	4.5	2.4	2.6	2.9	2.9	2.9						
CALGARY-LETHBRIDGE EM	1.9	0.6	1.1	1.5	1.7	0.7	1.0	1.1	1.0	1.6	0.5	2.1	0.6	1.2	1.9	1.9	1.9						
CHARLOTTETOWN EM	0.7	0.5	0.5	0.5	0.6	0.4	0.4	0.4	0.5	0.6	0.3	0.9	0.5	0.5	0.6	0.6	0.6						
DAWSON CREEK 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	0.0	0.0						
EDMONTON EM	2.0	0.8	1.1	1.2	1.6	0.4	0.7	0.8	0.6	1.7	0.7	2.4	1.3	1.5	1.6	1.6	1.6						
HALIFAX EM	0.5	0.5	0.4	0.5	0.5	1.0	0.5	0.6	0.4	0.0	0.3	0.0	0.3	0.0	0.2	0.3	0.3						
KELOWNA EM	1.0	0.6	0.6	0.6	0.8	0.5	0.5	0.5	0.6	0.9	0.4	1.3	0.6	0.7	0.8	0.8	0.8						
KINGSTON EM	1.8	1.0	1.0	1.1	1.4	0.7	0.7	0.7	1.1	1.7	0.6	2.3	1.2	1.3	1.4	1.4	1.4						
KITCHENER EM	1.1	0.5	0.6	0.9	0.6	0.0	0.5	0.6	0.3	0.9	0.2	1.5	0.9	1.0	1.3	1.3	1.3						
KITCHENER-LONDON EM	1.2	0.7	0.9	1.0	0.7	0.5	0.6	0.6	0.2	1.0	0.2	1.6	1.2	1.3	1.4	1.4	1.4						
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	0.8	0.5	0.5	0.5	0.6	0.4	0.4	0.4	0.5	0.7	0.3	1.0	0.5	0.6	0.6	0.6	0.6						
LONDON EM	1.4	1.3	1.3	1.2	0.9	0.8	0.8	0.7	0.0	1.1	0.0	1.7	1.7	1.7	1.6	1.6	1.6						
MEDICINE HAT EM	1.0	2.0	1.6	1.6	1.7	2.9	2.9	3.0	0.0	0.8	0.0	0.3	0.0	0.0	0.1	0.1	0.1						
MONTRÉAL ANGLLO EM	4.8	2.9	2.6	3.5	3.9	2.1	2.2	3.1	1.8	4.3	1.5	5.8	3.8	3.1	3.9	3.9	3.9						
National English Rating	2.5	1.9	1.7	1.9	2.0	0.9	1.0	1.4	1.6	2.3	1.1	2.9	2.9	2.3	2.4	2.4	2.4						
OTTAWA-GATINEAU ANGLLO	0.9	0.9	0.7	0.8	0.7	0.6	0.6	1.0	0.0	0.7	0.0	1.2	1.1	0.9	0.5	0.5	0.5						
PETERBOROUGH EM	2.7	1.4	1.4	1.5	2.1	1.1	1.1	1.1	1.5	2.4	0.9	3.3	1.7	1.8	2.1	2.1	2.1						
PRINCE ALBERT EM	1.3	0.6	0.6	0.7	1.0	0.5	0.5	0.5	0.7	1.2	0.5	1.6	0.8	0.9	1.0	1.0	1.0						
PRINCE GEORGE-	1.4	0.7	0.7	0.8	1.1	0.6	0.6	0.6	0.8	1.3	0.5	1.7	0.9	1.0	1.1	1.1	1.1						
REGINA-MOOSE JAW EM	1.3	0.0	0.5	0.9	1.0	0.0	0.6	1.0	0.0	1.0	0.0	1.6	0.0	0.5	0.8	0.8	0.8						
SAINT JOHN-MONCTON EM	0.3	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.0	0.0	0.0	0.0	0.0						
SASKATOON EM	1.7	0.7	1.0	1.3	0.7	0.0	0.0	0.0	0.0	1.4	0.0	2.8	1.6	2.0	2.8	2.8	2.8						
ST. JOHN'S-CORNER BROOK	0.4	0.0	0.2	0.2	0.3	0.0	0.0	0.0	0.7	0.4	0.0	0.5	0.0	0.4	0.4	0.4	0.4						
SUDBURY-TIMMINS-NORTH	1.4	0.7	0.7	0.8	1.2	0.6	0.6	0.6	0.8	1.4	0.5	1.8	1.0	1.0	1.2	1.2	1.2						
SYDNEY-GLACE BAY EM	0.7	0.5																					

**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		
					CALGARY-LETHBRIDGE EM	1.7	0.5	2.0	1.4	1.6	0.6	0.9	1.0	0.9	1.5	0.5	1.9	0.5	1.1	1.1	1.7	
					CHARLOTTETOWN EM	0.6	0.5	0.5	0.5	0.5	0.4	0.4	0.4	0.4	0.5	0.5	0.3	0.8	0.5	0.5	0.5	
					DAWSON CREEK 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	0.1	
					EDMONTON EM	1.8	0.7	1.0	1.1	1.5	0.4	0.6	0.7	0.5	1.6	0.6	2.2	1.2	1.2	1.4	1.5	
					HALIFAX EM	0.5	0.5	0.4	0.5	0.5	0.9	0.5	0.5	0.5	0.0	0.4	0.0	0.3	0.0	0.2	0.3	
					KELOWNA EM	0.9	0.5	0.5	0.5	0.7	0.5	0.5	0.5	0.5	0.8	0.4	1.2	0.5	0.6	0.7	0.7	
					KINGSTON EM	1.6	0.9	0.9	1.0	1.3	0.6	0.6	0.6	0.6	1.0	1.6	0.5	2.1	1.1	1.2	1.3	
					KITCHENER EM	1.0	0.5	0.5	0.8	0.5	0.0	0.5	0.5	0.3	0.8	0.2	1.4	0.8	0.9	1.2	1.2	
					KITCHENER-LONDON EM	1.1	0.6	0.8	0.9	0.6	0.5	0.5	0.5	0.2	0.9	0.2	1.5	1.1	1.2	1.3	1.3	
					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	
					LLOYDMINSTER EM	0.7	0.5	0.5	0.5	0.5	0.4	0.4	0.4	0.4	0.5	0.6	0.3	0.9	0.5	0.5	0.5	
					LONDON EM	1.3	1.2	1.2	1.1	0.8	0.7	0.7	0.6	0.0	1.0	0.0	1.6	1.6	1.6	1.5	1.5	
					MEDICINE HAT EM	0.9	1.8	1.5	1.5	1.6	2.7	2.7	2.7	1.6	0.7	0.0	0.0	0.0	0.0	0.0	0.1	0.1
					MONTREAL ANGLO EM	4.4	2.7	2.4	3.2	3.6	1.9	2.0	2.8	3.9	1.4	5.3	3.5	2.8	3.5	2.8	3.5	3.5
					National English Rating	2.3	1.7	1.6	1.7	1.8	0.8	0.9	1.3	1.5	2.1	1.0	2.7	2.1	2.1	2.2	2.2	
					OTTAWA-GATINEAU ANGLO	0.8	0.8	0.6	0.7	0.5	0.5	0.5	0.9	0.0	0.6	0.0	1.1	1.0	0.8	0.5	0.5	
					PETERBOROUGH EM	2.5	1.3	1.3	1.4	1.9	1.0	1.0	1.0	1.4	2.2	0.8	3.0	1.6	1.6	1.9	1.9	
					PRINCE ALBERT EM	1.2	0.5	0.5	0.6	0.9	0.5	0.5	0.5	0.6	1.1	0.5	1.5	0.7	0.8	0.9	0.9	
					PRINCE GEORGE-	1.3	0.6	0.6	0.7	1.0	0.5	0.5	0.5	0.7	1.2	0.5	1.6	0.8	0.9	1.0	1.0	
					REGINA-MOOSE JAW EM	1.2	0.0	0.5	0.8	0.9	0.0	0.5	0.9	0.0	0.9	0.0	1.5	0.0	0.5	0.7	0.7	
					SANT JOHN-MONCTON EM	0.3	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.0	0.0	0.3	0.3	
					SASKATOON EM	1.6	0.6	0.9	1.2	0.6	0.0	0.0	0.0	0.0	1.3	0.0	2.6	1.5	1.8	2.6	2.6	
					ST. JOHN'S-CORNER BROOK	0.4	0.0	0.2	0.2	0.3	0.0	0.0	0.0	0.6	0.4	0.0	0.5	0.0	0.4	0.4	0.4	
					SUDBURY-TIMMINS-NORTH	1.3	0.6	0.6	0.7	1.1	0.5	0.5	0.5	0.7	1.3	0.5	1.6	0.9	0.9	1.1	1.1	
					SYDNEY-GLACE BAY EM	0.6	0.5	0.5	0.5	0.5	0.4	0.4	0.4	0.5	0.5	0.3	0.8	0.5	0.5	0.5	0.5	
					TERRACE-KITIMAT EM	0.5	0.3	0.3	0.4	0.2	0.2	0.2	0.3	0.4	0.1	0.2	0.5	0.3	0.3	0.4	0.4	
					THUNDER BAY EM	0.9	0.5	0.5	0.5	0.7	0.5	0.5	0.5	0.5	0.8	0.4	1.3	0.5	0.6	0.7	0.7	
					TORONTO-HAMILTON EM	2.2	1.5	1.4	1.6	2.0	1.9	1.5	1.6	0.9	2.0	1.0	2.4	1.1	1.4	1.5	1.5	
					VANCOUVER-VICTORIA EM	1.6	0.8	0.6	0.7	1.3	0.4	0.3	0.5	0.1	1.5	0.4	1.9	1.4	1.0	1.0	1.0	
					WINDSOR EM ESSEX	0.8	0.5	0.5	0.5	0.6	0.5	0.5	0.5	0.5	0.7	0.4	1.1	0.5	0.5	0.6	0.6	
					WINNIPEG EM	3.0	2.7	1.6	1.9	1.9	0.0	0.0	0.0	0.0	2.5	0.0	4.0	5.9	3.3	3.7	3.7	
					YORKTON EM	0.8	0.5	0.5	0.5	0.6	0.5	0.5	0.5	0.5	0.7	0.4	1.1	0.5	0.5	0.6	0.6	
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	155.2	24.0	48.6	55.2	68.6	11.0	22.5	26.6	3.7	172.3	13.5	85.5	13.0	26.1	28.7		
					BARRIE EM	0.7	0.4	0.4	0.5	0.7	0.4	0.4	0.5	0.5	0.7	0.4	0.8	0.5	0.5	0.7	0.7	
					CALGARY-LETHBRIDGE EM	0.5	0.1	0.2	0.2	0.4	0.1	0.2	0.2	0.1	0.4	0.2	0.5	0.1	0.2	0.3	0.3	
					CHARLOTTETOWN 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	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	0.9	0.6	0.5	0.5	0.8	0.6	0.6	0.6	0.2	0.7	0.1	1.0	0.6	0.5	0.3	0.3	
					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	
					KELOWNA EM	0.2	0.1	0.1	0.1	0.2	0.1	0.2	0.2	0.2	0.1	0.3	0.2	0.2	0.2	0.2	0.2	
					KINGSTON EM	0.4	0.2	0.2	0.3	0.4	0.2	0.2	0.3	0.3	0.4	0.2	0.4	0.3	0.3	0.4	0.4	
					KITCHENER EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	
					KITCHENER-LONDON 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	
					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	0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.1	0.1	0.1	0.2	
					LONDON 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	
					MEDICINE HAT EM	0.4	0.0	0.7	0.7	0.4	0.0	0.8	0.8	0.0	0.3	0.0	0.3	0.0	0.3	0.0	0.7	
					MONTREAL ANGLO EM	0.5	0.3	0.3	0.3	0.4	0.4	0.3	0.2	0.2	0.4	0.2	0.6	0.3	0.4	0.4	0.4	
					National English Rating	0.6	0.3	0.4	0.4	0.5	0.3	0.3	0.4	0.2	0.5	0.4	0.6	0.4	0.4	0.5		
					OTTAWA-GATINEAU ANGLO	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.2	0.0	0.3	0.0	0.0	0.0		
					PETERBOROUGH EM	0.5	0.3	0.3	0.4	0.5	0.3	0.3	0.4	0.4	0.5	0.3	0.7	0.4	0.4	0.5		
					PRINCE ALBERT EM	0.2	0.1	0.1	0.2	0.2	0.1	0.1	0.2	0.2	0.1	0.3	0.2	0.2	0.2	0.2		
					PRINCE GEORGE-	0.3	0.4	0.4	0.3	0.5	1.6	0.7	0.4	0.3	0.0	0.1	0.0	0.1	0.0	0.1		
					REGINA-MOOSE JAW EM	0.2	0.3	0.2	0.1	0.2	1.3	0.3	0.0	0.5	0.2	0.2	0.2	0.0	0.1	0.1		
					SANT JOHN-MONCTON 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	0.0	0.0		
					SASKATOON EM	0.3	0.1	0.1	0.2	0.3	0.1	0.1	0.2	0.2	0.3	0.1	0.4	0.2	0.4	0.3		
					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	0.3	0.1	0.1	0.2	0.3	0.1	0.1	0.2	0.2	0.3	0.1	0.4	0.2	0.2	0.3		
					SYDNEY-GLACE BAY EM	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1		
					TERRACE-KITIMAT EM	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.1	0.1	0.1		
					THUNDER BAY EM	0.2	0.1	0.1	0.2	0.2	0.1	0.1	0.2	0.2	0.1	0.3	0.2	0.2	0.2	0.2		
					TORONTO-HAMILTON EM	1.0	0.8	0.8	0.9	0.9	0.7	0.7	0.8	0.3	0.9	0.9	1.1	0.9	0.9	1.0		
					VANCOUVER-VICTORIA EM	0.2	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.3	0.2	0.2	0.2	0.1		

**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	
					KINGSTON EM	0.4	0.2	0.2	0.3	0.3	0.2	0.2	0.3	0.3	0.4	0.2	0.4	0.2	0.3	0.2	0.4
					KITCHENER 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	0.0	0.0	0.0
					KITCHENER-LONDON EM	0.3	0.3	0.3	0.2	0.1	0.0	0.1	0.1	0.1	0.1	0.3	0.0	0.5	0.6	0.5	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	0.2	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	0.2
					LONDON EM	0.6	0.7	0.7	0.3	0.2	0.0	0.2	0.2	0.2	0.2	0.5	0.0	0.8	1.2	1.1	0.5
					MEDICINE HAT EM	0.4	0.0	0.7	0.7	0.4	0.0	0.8	0.8	0.8	0.0	0.3	0.0	0.3	0.0	0.7	0.6
					MONTRÉAL ANGLO EM	0.6	0.5	0.4	0.4	0.4	0.4	0.3	0.4	0.3	0.6	0.2	0.9	0.7	0.6	0.5	
					National English Rating	0.4	0.2	0.3	0.3	0.4	0.2	0.2	0.3	0.2	0.4	0.2	0.5	0.3	0.3	0.3	
					OTTAWA-GATINEAU ANGL	0.2	0.0	0.0	0.3	0.2	0.0	0.0	0.1	0.0	0.2	0.0	0.2	0.0	0.0	0.4	
					PETERBOROUGH EM	0.5	0.3	0.3	0.4	0.4	0.3	0.3	0.4	0.4	0.5	0.3	0.5	0.3	0.4	0.5	
					PRINCE ALBERT EM	0.2	0.1	0.1	0.2	0.2	0.1	0.1	0.2	0.2	0.2	0.1	0.2	0.1	0.2	0.1	
					PRINCE GEORGE-	0.2	0.0	0.2	0.2	0.2	0.0	0.0	0.2	0.0	0.2	0.0	0.2	0.0	0.5	0.2	
					REGINA-MOOSE JAW EM	0.2	0.0	0.1	0.2	0.1	0.0	0.0	0.0	0.2	0.0	0.3	0.0	0.0	0.2	0.4	
					SANT JOHN-MONCTON EM	0.1	0.0	0.1	0.1	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
					SASKATOON EM	0.1	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.1	
					ST. JOHN'S-CORNER BROOK	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	
					SUDBURY-TIMMINS-NORTH	0.3	0.1	0.1	0.2	0.2	0.1	0.1	0.2	0.2	0.3	0.1	0.3	0.1	0.3	0.1	
					SYDNEY-GLACE 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	0.1	
					TERRACE-KITIMAT EM	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.0	0.1	0.1	
					THUNDER BAY EM	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.2	0.1	0.2	0.1	
					TORONTO-HAMILTON EM	0.6	0.4	0.4	0.4	0.5	0.3	0.3	0.4	0.3	0.5	0.2	0.6	0.4	0.4	0.4	
					VANCOUVER-VICTORIA EM	0.3	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.0	0.3	0.1	0.4	0.2	0.3	
					WINDSOR EM ESSEX	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	
					WINNIPEG EM	0.3	0.0	0.2	0.4	0.0	0.0	0.2	0.3	0.3	0.0	0.3	0.0	0.4	0.0	0.2	
					YORKTON EM	0.2	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	0.2	
Movies on CITY		2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	19:57 - 22:03 ....F..	Audience TC	202.6	13.1	30.9	38.5	62.8	5.8	13.5	15.5	12.4	232.7	17.7	139.8	7.4	17.4	23.0	
					BARRIE EM	1.2	0.4	0.5	0.7	0.7	0.4	0.4	0.5	0.5	1.2	0.4	1.7	0.5	0.5	0.7	
					CALGARY-LETHBRIDGE EM	0.5	0.1	0.1	0.1	0.2	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.9	0.2	0.2	
					CHARLOTTETOWN EM	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	
					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	0.8	0.3	0.3	0.3	0.6	0.5	0.3	0.3	0.3	0.2	0.7	0.1	1.0	0.2	0.3	
					HALIFAX EM	0.4	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.6	0.0	0.2	
					KELOWNA EM	0.4	0.1	0.2	0.2	0.2	0.1	0.1	0.2	0.2	0.4	0.1	0.5	0.2	0.2	0.2	
					KINGSTON EM	0.6	0.2	0.3	0.4	0.4	0.2	0.2	0.3	0.3	0.6	0.2	0.8	0.3	0.3		
					KITCHENER EM	0.9	0.4	0.2	0.2	0.6	0.8	0.5	0.5	0.0	0.7	0.0	1.2	0.0	0.0		
					KITCHENER-LONDON EM	0.7	0.2	0.1	0.1	0.5	0.3	0.3	0.3	0.0	0.7	0.0	1.1	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		
					LLOYDMINSTER 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		
					LONDON EM	0.7	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.5	0.0	0.9	0.0	0.0		
					MEDICINE HAT EM	0.4	0.0	0.5	0.6	0.7	0.0	0.8	1.0	0.0	0.3	0.0	0.1	0.0	0.0		
					MONTRÉAL ANGLO EM	0.8	0.3	0.4	0.6	0.6	0.4	0.4	0.4	0.6	0.8	0.6	1.1	0.3	0.5		
					National English Rating	0.8	0.2	0.2	0.3	0.5	0.1	0.2	0.2	0.6	0.8	0.5	1.1	0.2	0.3		
					OTTAWA-GATINEAU ANGL	0.6	0.0	0.1	0.2	0.4	0.0	0.3	0.3	0.3	0.5	0.0	0.7	0.0	0.0		
					PETERBOROUGH EM	0.8	0.3	0.4	0.5	0.5	0.3	0.3	0.4	0.4	0.8	0.3	1.2	0.4	0.4		
					PRINCE ALBERT EM	0.4	0.1	0.2	0.2	0.2	0.1	0.1	0.2	0.2	0.4	0.1	0.6	0.2	0.2		
					PRINCE GEORGE-	0.4	0.0	0.5	0.5	0.3	0.0	0.0	0.0	1.7	0.5	0.0	0.4	0.0	0.9		
					REGINA-MOOSE JAW EM	0.2	0.3	0.1	0.1	0.2	1.2	0.3	0.0	0.4	0.2	0.2	0.1	0.0	0.1		
					SANT JOHN-MONCTON EM	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.0	0.0		
					SASKATOON EM	0.6	0.0	0.4	0.6	0.1	0.0	0.0	0.0	0.0	0.5	0.0	1.0	0.0	0.7		
					ST. JOHN'S-CORNER BROOK	0.6	0.6	0.3	0.4	0.0	0.0	0.0	0.0	0.5	0.0	1.1	1.0	0.6			
					SUDBURY-TIMMINS-NORTH	0.5	0.1	0.2	0.3	0.3	0.1	0.1	0.2	0.2	0.5	0.1	0.7	0.2	0.3		
					SYDNEY-GLACE BAY EM	0.3	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.4	0.1	0.1		
					TERRACE-KITIMAT EM	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.2	0.1	0.1		
					THUNDER BAY EM	0.4	0.1	0.2	0.2	0.1	0.1	0.1	0.2	0.2	0.4	0.1	0.5	0.2	0.2		
					TORONTO-HAMILTON EM	0.6	0.2	0.2	0.2	0.4	0.1	0.2	0.3	0.1	0.5	0.2	0.8	0.2	0.3		
					VANCOUVER-VICTORIA EM	0.7	0.3	0.3	0.4	0.5	0.1	0.3	0.3	0.1	0.6	0.0	1.0	0.4	0.3		
					WINDSOR EM ESSEX	0.3	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.3	0.1	0.5	0.1	0.1		
					WINNIPEG EM	0.7	0.2	0.3	0.4	0.6	0.2	0.1	0.3	0.3	0.6	0.0	0.9	0.3	0.4		
					YORKTON EM	0.3	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.3	0.1	0.5	0.1	0.1		
Mr. Mayor		2021-12-20 - 2022-05-29	Meter: 12/21/2020-4/18/2021 & Diary: Current Estimate Adjusted	20:27 - 21:03 ...T...	Audience TC	440.2	99.0	189.9	194.4	192.2	31.9	63.8	77.6	29.4	523.1	53.4	248.0	67.1	126.1	116.7	
					BARRIE EM	2.0	2.9	2.5	2.5	2.0	2.5	2.5	2.7	1.7	2.0	1.5	2.0	3.5	2.7		
					CALGARY-LETHBRIDGE EM	2.3	0.6	1.0	1.3	2.7	1.1	1.2	1.4	1.2	1.9	0.0	1.9	0.0	0.8		
					CHARLOTTETOWN EM	0.4	0.6	0.5	0.4	0.5	0.4	0.5	0.6	0.4	0.1	0.3	0.4	0.7	0.6		
					DAWSON CREEK EM	0.0	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		
					EDMONTON EM	1.0	0.3	0.4	0.4	1.0	0.6	0.6	0.6	0.0	0.9	0.9	1.0	0.0	0.1		
					HALIFAX EM	0.5	0.6	0.6													





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
					PRINCE GEORGE-	1.7	1.9	1.4	1.2	0.6	0.0	0.1	0.1	1.5	1.6	0.0	2.9	2.3	2.7	2.3
					REGINA-MOOSE JAW EM	1.4	2.4	1.7	2.3	0.4	0.0	0.0	0.5	0.0	1.1	0.0	2.3	3.7	3.4	4.1
					SANT JOHN-MONCTON EM	0.9	0.8	0.9	0.9	0.6	0.5	0.6	0.6	0.5	0.8	0.7	1.2	1.3	1.3	1.2
					SASKATOON EM	1.3	1.3	1.3	1.3	0.8	0.6	0.8	0.8	0.7	1.3	1.1	1.7	1.9	1.8	1.7
					ST JOHN'S-CORNER BROOK	0.6	0.6	0.6	0.6	0.4	0.4	0.4	0.5	0.4	0.6	0.6	0.9	1.0	0.9	0.9
					SUDBURY-TIMMINS-NORTH	1.3	1.3	1.3	1.3	0.8	0.6	0.8	0.8	0.7	1.3	1.1	1.8	1.9	1.8	1.8
					SYDNEY-GLACE BAY EM	0.6	0.6	0.6	0.6	0.4	0.4	0.4	0.5	0.4	0.6	0.6	0.9	1.0	0.9	0.9
					TERRACE-KITIMAT EM	0.4	0.4	0.4	0.4	0.2	0.2	0.2	0.3	0.2	0.4	0.3	0.5	0.6	0.6	0.5
					THUNDER BAY EM	0.9	0.9	0.9	0.9	0.6	0.5	0.6	0.6	0.6	0.9	0.7	1.3	1.4	1.4	1.3
					TORONTO-HAMILTON EM	3.3	3.8	3.3	3.1	2.2	2.3	2.2	2.3	1.7	3.1	2.4	4.3	5.3	4.4	3.8
					VANCOUVER-VICTORIA EM	2.8	2.6	2.7	2.6	2.0	1.7	1.9	2.2	1.0	2.5	1.2	3.5	3.6	3.4	3.0
					WINDSOR EM ESSEX	0.8	0.8	0.8	0.8	0.6	0.5	0.6	0.6	0.5	0.8	0.7	1.2	1.3	1.2	1.2
					WINNIPEG EM	2.5	3.4	3.2	2.9	0.7	0.0	0.8	1.1	0.0	1.9	0.0	4.1	7.9	5.7	4.9
					YORKTON EM	0.9	0.8	0.9	0.9	0.6	0.5	0.6	0.6	0.5	0.8	0.7	1.2	1.3	1.2	1.2
Young Rock	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	19:57 - 20:33 T....	Audience TC	419.4	66.9	202.9	234.7	204.6	39.3	103.2	120.1	23.9	482.7	39.4	214.7	27.6	99.7	114.6	
					BARRIE EM	2.3	1.2	1.5	1.8	2.0	1.0	1.2	1.3	1.5	2.1	1.5	2.9	1.2	1.8	2.5
					CALGARY-LETHBRIDGE EM	1.9	0.6	1.3	1.7	1.9	0.8	1.2	1.6	1.1	1.8	1.6	1.8	0.4	1.4	1.9
					CHARLOTTETOWN EM	0.5	0.3	0.3	0.4	0.4	0.2	0.3	0.3	0.3	0.5	0.3	0.6	0.3	0.4	0.5
					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	1.4	0.5	0.9	1.0	1.4	0.6	0.9	1.2	0.4	1.2	0.4	1.4	0.4	0.9	0.9
					HALIFAX EM	1.1	2.3	1.2	1.7	1.7	4.8	2.5	3.2	0.0	0.9	0.0	0.6	0.0	0.0	0.5
					KELOWNA EM	0.6	0.4	0.5	0.6	0.6	0.3	0.4	0.4	0.5	0.6	0.5	0.6	0.4	0.6	0.7
					KINGSTON EM	1.2	0.6	0.7	0.9	1.0	0.5	0.6	0.6	0.7	1.1	0.7	1.4	0.6	0.9	1.2
					KITCHENER EM	1.2	0.8	0.9	1.4	0.6	0.0	0.0	0.6	0.0	1.0	0.0	1.9	1.7	1.9	2.2
					KITCHENER-LONDON EM	1.0	0.5	0.7	1.1	0.5	0.0	0.0	0.4	0.0	0.8	0.0	1.6	0.9	1.5	1.7
					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	0.6	0.3	0.4	0.4	0.5	0.2	0.3	0.3	0.4	0.5	0.4	0.6	0.3	0.4	0.6
					LONDON EM	0.6	0.0	0.6	0.6	0.3	0.0	0.0	0.0	0.0	0.6	0.0	1.1	0.0	1.0	1.1
					MEDICINE HAT EM	1.3	1.3	1.2	0.8	0.8	1.6	1.3	0.5	0.0	1.1	0.0	1.7	1.0	1.2	1.1
					MONTRÉAL ANGLLO EM	2.8	2.3	2.1	2.3	2.6	1.1	1.4	1.4	2.6	2.7	1.8	3.0	3.7	2.9	3.4
					National English Rating	1.6	0.9	1.5	1.8	1.6	1.1	1.5	1.8	1.2	1.5	1.2	1.6	0.8	1.5	1.7
					OTTAWA-GATINEAU ANGLLO	0.6	0.0	0.3	0.5	0.2	0.0	0.0	0.0	0.0	0.5	0.0	0.8	0.0	0.5	1.0
					PETERBOROUGH EM	1.7	0.8	1.1	1.4	1.5	0.7	0.8	1.0	1.1	1.6	1.1	2.0	0.8	1.4	1.8
					PRINCE ALBERT EM	0.8	0.4	0.6	0.6	0.6	0.4	0.4	0.5	0.6	0.7	0.6	1.0	0.4	0.6	0.8
					PRINCE GEORGE-	0.4	0.0	0.5	0.5	0.2	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.9	0.9
					REGINA-MOOSE JAW EM	1.1	0.6	0.7	0.9	1.0	0.5	0.6	0.6	0.7	1.0	0.7	1.4	0.6	0.9	1.2
					SANT JOHN-MONCTON 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	0.0
					SASKATOON EM	0.5	0.4	0.4	0.5	0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.7	0.8	0.6	0.8
					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	0.9	0.5	0.6	0.7	0.8	0.4	0.5	0.6	0.6	0.8	1.1	0.5	0.7	1.0	
					SYDNEY-GLACE BAY EM	0.5	0.3	0.3	0.4	0.4	0.2	0.3	0.3	0.3	0.5	0.3	0.6	0.3	0.4	0.6
					TERRACE-KITIMAT EM	0.3	0.1	0.2	0.2	0.1	0.1	0.1	0.2	0.2	0.3	0.2	0.3	0.1	0.2	0.3
					THUNDER BAY EM	0.6	0.4	0.5	0.6	0.6	0.3	0.4	0.4	0.5	0.6	0.5	0.8	0.4	0.6	0.7
					TORONTO-HAMILTON EM	2.2	1.9	2.2	2.3	2.2	2.4	2.4	2.6	2.2	2.3	3.0	2.3	1.3	1.9	2.1
					VANCOUVER-VICTORIA EM	1.1	0.3	0.8	1.0	1.2	0.5	0.9	1.1	0.7	1.0	0.7	1.0	0.1	0.6	0.9
					WINDSOR EM ESSEX	0.6	0.3	0.4	0.5	0.6	0.3	0.3	0.4	0.4	0.6	0.4	0.7	0.3	0.5	0.6
					WINNIPEG EM	2.1	1.3	1.6	1.9	1.3	0.0	0.9	1.0	0.0	1.7	0.0	3.0	2.9	2.2	2.9
					YORKTON EM	0.6	0.3	0.4	0.5	0.6	0.3	0.3	0.4	0.4	0.6	0.4	0.7	0.3	0.5	0.6