

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 Saskatchewan	BIP Can Alt Show	2021-10-04 - 2021-12-19			Audience TC	11.3	1.0	2.3	3.0	2.9	0.0	0.0	0.0	0.1	0.0	11.3	0.0	8.4	1.0	2.3	2.9	
					PRINCE ALBERT EM	0.7	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.7	0.0	1.3	0.0	0.0	0.0	0.1	0.1	
					REGINA-MOOSE JAW EM	1.3	0.0	0.5	0.9	0.7	0.0	0.0	0.2	0.0	1.0	0.0	1.8	0.0	0.0	0.0	0.9	1.5
					SASKATOON EM	1.2	1.0	0.8	1.0	0.5	0.0	0.0	0.0	0.0	0.9	0.0	1.9	0.0	0.0	2.0	1.6	2.0
					YORKTON EM	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	0.0	0.0	0.0	0.0
BIP Canada		2021-10-04 - 2021-12-19		0:00 - 0:00	Audience TC	11.3	1.0	2.3	3.0	2.9	0.0	0.0	0.0	0.1	0.0	11.3	0.0	8.4	1.0	2.3	2.9	
					PRINCE ALBERT EM	0.7	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.7	0.0	1.3	0.0	0.0	0.0	0.1	0.1	
					REGINA-MOOSE JAW EM	1.3	0.0	0.5	0.9	0.7	0.0	0.0	0.2	0.0	1.0	0.0	1.8	0.0	0.0	0.0	0.9	1.5
					SASKATOON EM	1.2	1.0	0.8	1.0	0.5	0.0	0.0	0.0	0.0	0.9	0.0	1.9	0.0	0.0	2.0	1.6	2.0
					YORKTON EM	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	0.0	0.0	0.0	0.0
Brooklyn 99		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	18:57 - 20:03 ...T... 19:27 - 20:03 ...T...	Audience TC	7.0	0.0	5.5	5.5	3.2	0.0	2.6	2.6	2.6	2.8	9.8	0.0	3.8	0.0	2.9	2.9	
					PRINCE ALBERT 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	
					REGINA-MOOSE JAW EM	0.8	0.0	1.2	1.2	1.2	0.0	1.6	1.4	6.4	1.2	0.0	0.5	0.0	0.9	1.0	1.0	
					SASKATOON EM	0.8	0.0	1.4	1.6	0.9	0.0	1.6	2.0	0.7	0.0	0.6	0.0	0.8	1.0	1.0		
					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	0.0	
Chicago Fire		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	19:57 - 21:03 ...W....	Audience TC	12.7	0.0	4.1	6.9	3.2	1.0	1.9	0.0	11.6	0.0	9.5	0.0	2.9	4.7			
					PRINCE ALBERT EM	1.6	0.0	0.9	1.6	0.8	0.0	0.5	0.8	0.0	1.2	0.0	2.3	0.0	1.3	2.1		
					REGINA-MOOSE JAW EM	2.6	0.0	1.5	2.6	1.3	0.0	0.7	1.4	0.0	2.0	0.0	3.8	0.0	2.1	3.5		
					SASKATOON EM	2.5	0.9	1.2	1.7	1.5	0.0	0.7	0.8	0.0	2.0	0.0	3.6	2.1	2.0	2.6		
					YORKTON EM	2.8	0.0	1.6	2.8	1.4	0.0	0.7	1.5	0.0	2.0	0.0	4.0	0.0	2.2	3.7		
Chicago Med		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	18:57 - 20:03 ...W....	Audience TC	6.8	0.0	1.8	3.0	1.3	0.0	1.0	1.1	0.0	6.7	0.0	5.6	0.0	0.8	1.9		
					PRINCE ALBERT EM	0.8	0.0	0.4	0.7	0.4	0.0	0.5	0.5	0.0	0.7	0.0	1.4	0.0	0.4	0.8		
					REGINA-MOOSE JAW EM	1.4	0.0	0.7	1.1	0.6	0.0	0.7	0.8	0.0	1.1	0.0	2.2	0.0	0.7	1.4		
					SASKATOON EM	2.2	0.9	1.0	1.3	0.8	0.0	0.0	0.0	0.0	1.8	0.0	3.7	2.1	2.2	2.6		
					YORKTON EM	1.5	0.0	0.7	1.2	0.6	0.0	0.7	0.8	0.0	1.2	0.0	2.3	0.0	0.7	1.5		
Chicago PD		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	20:57 - 22:03 ...W....	Audience TC	8.6	0.0	1.8	3.2	3.3	0.0	1.0	1.9	0.0	8.4	0.0	5.3	0.0	0.8	1.5		
					PRINCE ALBERT EM	1.1	0.0	0.4	0.7	0.8	0.0	0.5	0.8	0.0	0.8	0.0	1.3	0.0	0.4	0.7		
					REGINA-MOOSE JAW EM	1.8	0.0	0.7	1.2	1.4	0.0	0.7	1.4	0.0	1.4	0.0	2.1	0.0	0.7	1.1		
					SASKATOON EM	2.3	0.9	1.3	1.8	1.0	0.0	0.0	0.0	0.0	1.9	0.0	3.7	2.1	2.7	3.6		
					YORKTON EM	1.9	0.0	0.7	1.3	1.5	0.0	0.7	1.5	0.0	1.5	0.0	2.2	0.0	0.7	1.2		
CityLine		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	14:57 - 16:03 MTWTF..	Audience TC	0.9	0.4	0.3	0.3	0.5	0.8	0.4	0.0	0.2	1.1	0.1	0.1	0.2	0.0	0.1	0.1	
					PRINCE ALBERT EM	0.1	0.2	0.1	0.1	0.1	0.7	0.2	0.0	0.2	0.1	0.1	0.1	0.0	0.1	0.1		
					REGINA-MOOSE JAW EM	0.5	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.4	0.1	0.6	0.0	0.1	0.1		
					SASKATOON EM	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.1	0.1		
					YORKTON EM	0.2	0.3	0.1	0.1	0.2	1.3	0.3	0.0	0.4	0.2	0.1	0.0	0.1	0.1			
CityLine Encore		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	4:57 - 6:03 MTWTF..	Audience TC	0.9	0.4	0.3	0.3	0.5	0.8	0.4	0.0	0.2	1.1	0.1	0.1	0.2	0.0	0.1	0.1	
					PRINCE ALBERT EM	0.1	0.2	0.1	0.1	0.1	0.7	0.2	0.0	0.2	0.1	0.1	0.1	0.0	0.1	0.1		
					REGINA-MOOSE JAW EM	0.5	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.4	0.1	0.6	0.0	0.1	0.1		
					SASKATOON EM	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.1	0.1		
					YORKTON EM	0.2	0.3	0.1	0.1	0.2	1.3	0.3	0.0	0.4	0.2	0.1	0.0	0.1	0.1			
Extra Late		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	0:57 - 1:33 MTWTF..	Audience TC	0.9	0.4	0.3	0.3	0.5	0.8	0.4	0.0	0.2	1.1	0.1	0.1	0.2	0.0	0.1	0.1	
					PRINCE ALBERT EM	0.1	0.2	0.1	0.1	0.1	0.7	0.2	0.0	0.2	0.1	0.1	0.1	0.0	0.1	0.1		
					REGINA-MOOSE JAW EM	0.5	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.4	0.1	0.6	0.0	0.1	0.1		
					SASKATOON EM	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.1	0.1		
					YORKTON EM	0.2	0.3	0.1	0.1	0.2	1.3	0.3	0.0	0.4	0.2	0.1	0.0	0.1	0.1			
Holiday Movies		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	15:57 - 23:03 MTWTFASU	Audience TC	5.7	0.5	1.2	1.5	1.4	0.0	0.0	0.1	0.0	5.7	0.0	4.2	0.5	1.2	1.4		
					PRINCE ALBERT EM	0.4	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0			
					REGINA-MOOSE JAW EM	0.7	0.0	0.3	0.5	0.4	0.0	0.0	0.1	0.0	0.6	0.0	0.8	0.0	0.5	0.7		
					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			
					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				
Hudson and Rex Rpt		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	20:57 - 22:03F..	Audience TC	0.6	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.7	0.0	0.1	0.1	0.1	0.1			
					PRINCE ALBERT EM	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.1			
					REGINA-MOOSE JAW EM	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.1			
					SASKATOON EM	0.3	0.0	0.1	0.3	0.3	0.0	0.0	0.0	0.3	0.0	0.4	0.0	0.2	0.7			
					YORKTON EM	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1			
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	0.9	0.4	0.3	0.3	0.5	0.8	0.4	0.0	0.2	1.1	0.1	0.1	0.2	0.0	0.1	0.1	
					PRINCE ALBERT EM	0.1	0.2	0.1	0.1	0.1	0.7	0.2	0.0	0.2	0.1	0.1	0.1	0.0	0.1	0.1		
					REGINA-MOOSE JAW EM	0.5	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.4	0.1	0.6	0.0	0.1	0.1		
					SASKATOON EM	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.1	0.1			
					YORKTON EM	0.2	0.3	0.1	0.1	0.2	1.3	0.3	0.0	0.4	0.2	0.1	0.0	0.1	0.1			
Kelly Clarkson		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	16:57 - 18:03 MTWTF..	Audience TC	2.1	0.0	0.3	0.3	0.6	0.0	0.0	0.0	0.2	1.1	0.1	1.3	0.0	0.1	0.1		
					PRINCE ALBERT EM	0.3	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.2	0.1	0.4	0.0	0.1	0.1			
					REGINA-MOOSE JAW EM	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.4	0.1	0.5	0.0	0.1	0.1			
					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			
					YORKTON EM	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.4	0.1	0.5	0.0	0.1	0.1			
L&O: FTD		2021-09-20 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	18:57 - 20:03 ...T...	Audience TC	6.1	0.0	1.2	2.2	2.3	0.0	0.6	1.3	0.0	5.8	0.0	3.7	0.0	0.6	1.0		
					PRINCE ALBERT EM	0.7	0.0	0.3	0.6	0.6	0.0	0.4	0.6	0.0	0.6	0.0	0.9	0.0	0.3	0.5		
					REGINA-MOOSE JAW EM	1.2	0.0	0.5	0.8	0.9	0.0	0.6	0									

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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			
L&O: SVU	2021-09-20 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	19:57 - 21:03 ...T...	Audience TC	1.3	0.0	0.9	0.9	1.0	0.0	0.6	0.6	1.0	0.0	1.0	0.0	1.6	0.0	0.0	0.5	0.8		
				PRINCE ALBERT EM	6.1	0.0	1.2	2.2	2.3	0.0	0.6	1.3	0.0	5.8	0.0	3.7	0.0	0.6	1.0	0.0	0.6	1.0	
				REGINA-MOOSE JAW EM	0.7	0.0	0.3	0.6	0.6	0.0	0.4	0.6	0.0	0.6	0.0	0.9	0.0	0.6	0.0	0.9	0.0	0.3	0.5
				SASKATOON EM	1.2	0.0	0.5	0.8	0.9	0.0	0.6	0.9	0.0	0.9	0.0	0.9	0.0	1.5	0.0	1.5	0.0	0.5	0.7
				YORKTON EM	1.7	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	1.5	1.8	2.6	0.0
Lets Make A Deal	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	14:57 - 16:03 MTWTF..	Audience TC	0.9	0.4	0.3	0.3	0.5	0.8	0.4	0.6	1.0	0.0	1.0	0.0	1.6	0.0	1.6	0.0	0.5	0.8	
				PRINCE ALBERT EM	0.1	0.2	0.1	0.1	0.1	0.7	0.2	0.0	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	
				REGINA-MOOSE JAW EM	0.5	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.4	0.1	0.1	0.6	0.0	0.1	0.1	0.0	0.1	0.1	
				SASKATOON EM	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.1	0.1	0.1	0.0	0.1	0.1	
				YORKTON EM	0.2	0.3	0.1	0.1	0.2	1.3	0.3	0.0	0.4	0.2	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.1	
Mod Fam Enc	2021-09-13 - 2021-09-19	Meter: 9/09/2019- 12/15/2019 & Diary: Fall 2019 Actuals & Winter-Spring 2020	18:57 - 20:03 ...T...	Audience TC	1.0	0.0	0.5	0.5	0.2	0.0	0.4	0.4	0.4	0.0	0.6	0.0	0.5	0.0	0.5	0.0	0.3	0.3	
				PRINCE ALBERT EM	0.1	0.0	0.1	0.1	0.1	0.0	0.2	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.1	
				REGINA-MOOSE JAW EM	0.2	0.0	0.2	0.2	0.1	0.0	0.3	0.0	0.1	0.0	0.2	0.0	0.2	0.0	0.2	0.0	0.2	0.2	
				SASKATOON EM	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	0.0	0.2	0.1	
				YORKTON EM	0.2	0.0	0.2	0.1	0.1	0.0	0.3	0.0	0.1	0.0	0.2	0.0	0.2	0.0	0.2	0.0	0.2	0.2	
Mom Early Strip	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	17:57 - 19:03 MTWTF.SU	Audience TC	1.4	0.4	0.6	0.5	0.6	0.4	0.4	0.3	0.1	1.6	0.1	1.6	0.1	0.7	0.1	0.1	0.3	0.3	
				PRINCE ALBERT EM	0.2	1.4	0.4	0.5	0.4	1.8	0.6	0.8	0.0	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	
				REGINA-MOOSE JAW EM	0.2	0.3	0.2	0.1	0.2	1.2	0.3	0.0	0.5	0.2	0.2	0.2	0.2	0.0	0.2	0.0	0.1	0.1	
				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	0.0	0.1	0.1	0.1	0.1	
				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	0.0	0.0	0.0	
Mom Strip	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	18:57 - 22:03 MTWTF.SU 20:57 - 22:03 MTWTF.SU	Audience TC	2.1	0.0	0.5	0.9	0.5	0.0	0.2	0.2	0.0	2.1	0.0	1.6	0.0	1.6	0.0	0.4	0.6		
				PRINCE ALBERT 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	0.0	
				REGINA-MOOSE JAW EM	0.2	0.0	0.1	0.2	0.1	0.0	0.0	0.1	0.0	0.2	0.0	0.3	0.0	0.3	0.0	0.3	0.0	0.2	0.4
				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	0.0	0.1	0.0	0.1	0.1	
				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	0.0	0.0	0.0	
Movies on CITY	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	18:57 - 21:03F..	Audience TC	0.9	0.4	0.3	0.3	0.5	0.8	0.4	0.0	0.2	1.1	0.1	0.1	0.2	0.0	0.1	0.1	0.1	0.1	
				PRINCE ALBERT EM	0.1	0.2	0.1	0.1	0.1	0.7	0.2	0.0	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	
				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	0.1	0.1	0.1	0.0	0.1	0.1	
				SASKATOON EM	0.5	0.0	0.4	0.6	0.1	0.0	0.0	0.0	0.4	0.0	0.9	0.0	0.9	0.0	0.7	0.0	0.7	1.1	
				YORKTON EM	0.2	0.3	0.1	0.1	0.2	1.3	0.3	0.0	0.4	0.2	0.2	0.1	0.1	0.0	0.1	0.0	0.1	0.1	
Ordinary Joe	2021-09-27 - 2022-12-04	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	20:57 - 22:03 M.....	Audience TC	7.1	0.0	1.5	2.6	2.7	0.0	0.8	1.6	0.0	6.9	0.0	4.4	0.0	4.4	0.0	0.7	1.2		
				PRINCE ALBERT EM	0.9	0.0	0.3	0.6	0.7	0.0	0.4	0.7	0.0	0.7	0.0	1.1	0.0	1.1	0.0	0.3	0.6		
				REGINA-MOOSE JAW EM	1.5	0.0	0.6	1.0	1.1	0.0	0.6	1.1	0.0	1.1	0.0	1.7	0.0	1.7	0.0	0.6	0.9		
				SASKATOON EM	1.9	0.7	1.1	1.5	0.8	0.0	0.0	1.6	0.0	3.0	1.7	2.2	3.0	3.0	3.0	3.0	3.0		
				YORKTON EM	1.6	0.0	0.6	1.1	1.2	0.0	0.6	1.2	0.0	1.2	0.0	1.8	0.0	1.8	0.0	0.6	1.0		
People's Court	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	1:57 - 3:03 MTWTF..	Audience TC	0.9	0.4	0.3	0.3	0.5	0.8	0.4	0.0	0.2	1.1	0.1	0.1	0.2	0.0	0.1	0.2	0.1	0.1	
				PRINCE ALBERT EM	0.1	0.2	0.1	0.1	0.1	0.7	0.2	0.0	0.2	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1		
				REGINA-MOOSE JAW EM	0.5	0.0	0.1	0.1	0.3	0.0	0.0	0.4	0.1	0.1	0.1	0.6	0.0	0.1	0.1	0.1	0.1		
				SASKATOON EM	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.3	0.0	0.3	0.0	0.5	0.0	0.1	0.1	0.0	0.1	0.1	
				YORKTON EM	0.2	0.3	0.1	0.1	0.2	1.3	0.3	0.0	0.4	0.2	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.1	
Price Is Right	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	15:57 - 17:03 MTWTF..	Audience TC	0.9	0.4	0.3	0.3	0.5	0.8	0.4	0.0	0.2	1.1	0.1	0.1	0.2	0.0	0.1	0.2	0.1	0.1	
				PRINCE ALBERT EM	0.1	0.2	0.1	0.1	0.1	0.7	0.2	0.0	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	
				REGINA-MOOSE JAW EM	0.5	0.0	0.1	0.1	0.3	0.0	0.0	0.4	0.1	0.6	0.0	0.1	0.1	0.6	0.0	0.1	0.1	0.1	
				SASKATOON EM	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.3	0.0	0.5	0.0	0.1	0.1	0.0	0.1	0.0	0.1	0.1	
				YORKTON EM	0.2	0.3	0.1	0.1	0.2	1.3	0.3	0.0	0.4	0.2	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.1	
ROTN: Sat CDN	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	18:57 - 23:03SA.	Audience TC	0.9	0.4	0.3	0.3	0.5	0.8	0.4	0.0	0.2	1.1	0.1	0.1	0.2	0.0	0.1	0.2	0.1	0.1	
				PRINCE ALBERT EM	0.1	0.2	0.1	0.1	0.1	0.7	0.2	0.0	0.2	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	
				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	0.0	0.1	0.1	0.1	
				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	0.0	0.1	0.0	0.1	0.1	
				YORKTON EM	0.2	0.3	0.1	0.1	0.2	1.3	0.3	0.0	0.4	0.2	0.2	0.1	0.0	0.1	0.0	0.1	0.1	0.1	
ROTN: Wkdy Cdn	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	5:00 - 4:59 MTWTF..	Audience TC	0.9	0.4	0.3	0.3	0.5	0.8	0.4	0.0	0.2	1.1	0.1	0.1	0.2	0.0	0.1	0.2	0.1	0.1	
				PRINCE ALBERT EM	0.1	0.2	0.1	0.1	0.1	0.7	0.2	0.0	0.2	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	
				REGINA-MOOSE JAW EM	0.5	0.0	0.1	0.1	0.3	0.0	0.0	0.4	0.1	0.6	0.0	0.1	0.1	0.6	0.0	0.1	0.1	0.1	
				SASKATOON EM	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.3	0.0	0.5	0.0	0.1	0.1	0.0	0.1	0.0	0.1	0.1	
				YORKTON EM	0.2	0.3	0.1	0.1	0.2	1.3	0.3	0.0	0.4	0.2	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.1	
ROTN: Wkdy Late	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	23:57 - 5:00 MTWTF..	Audience TC	0.9	0.4	0.3	0.3	0.5	0.8	0.4	0.0	0.2	1.1	0.1	0.1	0.2	0.0	0.1	0.2	0.1	0.1	
				PRINCE ALBERT EM	0.1	0.2	0.1	0.1	0.1	0.7	0.2	0.0	0.2	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	
				REGINA-MOOSE JAW EM	0.5	0.0	0.1	0.1	0.3	0.0	0.0	0.4	0.1	0.6	0.0	0.1	0.1	0.6	0.0	0.1	0.1	0.1	
				SASKATOON EM	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.3	0.0	0.5	0.0	0.1	0.1	0.0	0.1	0.0	0.1	0.1	
				YORKTON EM	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
					SASKATOON EM	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.1	0.1
					YORKTON EM	0.2	0.3	0.1	0.1	0.2	1.3	0.3	0.0	0.4	0.2	0.0	0.1	0.0	0.1	0.1
	The Bachelorette	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	18:57 - 22:03 MT.....	Audience TC	13.1	1.2	2.7	3.4	3.3	0.0	0.0	0.1	0.0	13.1	0.0	9.8	1.2	2.7	3.3
					PRINCE ALBERT EM	0.9	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.7	0.0	1.6	0.0	0.1	0.1
					REGINA-MOOSE JAW EM	1.5	0.0	0.6	1.0	0.8	0.0	0.0	0.2	0.0	1.2	0.0	2.0	0.0	1.0	1.8
					SASKATOON EM	0.7	0.6	0.5	0.7	0.3	0.0	0.0	0.0	0.0	0.6	0.0	1.1	1.1	0.9	1.2
					YORKTON EM	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	0.0	0.0
	Wknd Mat MV	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	12:57 - 23:03SASU	Audience TC	0.9	0.4	0.3	0.3	0.5	0.8	0.4	0.0	0.2	1.1	0.1	0.2	0.0	0.1	0.1
					PRINCE ALBERT EM	0.1	0.2	0.1	0.1	0.1	0.7	0.2	0.0	0.1	0.1	0.1	0.1	0.0	0.1	0.1
					REGINA-MOOSE JAW EM	0.5	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.4	0.1	0.6	0.0	0.1	0.1
					SASKATOON EM	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.1	0.1
					YORKTON EM	0.2	0.3	0.1	0.1	0.2	1.3	0.3	0.0	0.4	0.2	0.2	0.1	0.0	0.1	0.1