

**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 Toronto	BIP Can Air Show	2021-10-04 - 2021-12-19			Audience TC	161.4	35.7	90.9	90.2	51.2	12.6	29.6	32.9	11.9	197.7	24.4	110.3	23.1	61.4	57.4					
					BARRIE EM	1.2	1.7	0.9	1.1	0.7	1.1	0.7	0.9	0.0	1.0	0.0	1.6	2.1	1.1	1.3					
					KINGSTON EM	0.6	0.0	0.3	0.4	0.5	0.0	0.4	0.5	0.0	0.5	0.0	0.7	0.0	0.3	0.3					
					KITCHENER EM	1.1	0.4	0.6	0.7	0.5	0.0	0.3	0.3	0.2	0.9	0.1	1.6	0.8	0.9	1.1					
					KITCHENER-LONDON EM	1.1	0.3	0.5	0.6	0.5	0.1	0.3	0.3	0.1	0.9	0.1	1.6	0.5	0.7	0.9					
					LONDON EM	1.1	0.2	0.3	0.5	0.5	0.2	0.3	0.3	0.0	0.9	0.0	1.6	0.1	0.3	0.6					
					OTTAWA-GATINEAU ANGL	0.7	0.4	0.5	0.7	0.5	0.3	0.4	0.5	0.0	0.6	0.0	0.9	0.5	0.6	0.8					
					PETERBOROUGH EM	0.9	0.8	0.5	0.4	0.4	0.3	0.3	0.1	0.0	0.7	0.1	1.2	1.3	0.8	0.8					
					SUDBURY-TMMINS-NORTH	0.5	0.0	0.2	0.3	0.3	0.0	0.1	0.1	0.0	0.4	0.0	0.7	0.0	0.3	0.5					
					TORONTO-HAMILTON EM	1.3	1.3	1.5	1.5	0.9	1.1	1.0	1.1	1.5	1.4	2.4	1.7	1.5	1.9	1.7					
					WINDSOR EM ESSEX	0.5	0.5	0.4	0.3	0.3	0.0	0.0	0.0	0.0	0.4	0.0	0.7	0.9	0.7	0.5					
					BIP Canada	2021-10-04 - 2021-12-19			0:00 - 0:00 .....	Audience TC	244.6	54.1	137.8	136.7	77.6	19.1	44.8	49.8	18.0	299.6	36.9	167.1	35.0	93.0	86.9
										BARRIE EM	1.8	2.5	1.4	1.6	1.1	1.7	1.0	1.3	0.0	1.5	0.0	2.4	3.2	1.7	1.9
										KINGSTON EM	0.9	0.0	0.5	0.6	0.8	0.0	0.6	0.8	0.0	0.8	0.0	1.0	0.0	0.4	0.4
										KITCHENER EM	1.6	0.6	0.9	1.0	0.8	0.0	0.4	0.4	0.3	1.3	0.1	2.4	1.2	1.4	1.7
KITCHENER-LONDON EM	1.6	0.4	0.7	0.9						0.8	0.2	0.4	0.2	1.3	0.1	2.4	0.7	1.0	1.3						
LONDON EM	1.6	0.3	0.4	0.7						0.8	0.3	0.4	0.5	0.0	1.4	0.0	2.4	0.2	0.5	0.9					
OTTAWA-GATINEAU ANGL	1.1	0.6	0.8	1.0						0.8	0.4	0.6	0.7	0.0	0.9	0.0	1.4	0.8	0.9	1.2					
PETERBOROUGH EM	1.3	1.2	0.8	0.6						0.6	0.4	0.4	0.2	0.0	1.1	0.2	1.8	2.0	1.2	1.2					
SUDBURY-TMMINS-NORTH	0.7	0.0	0.3	0.4						0.4	0.0	0.1	0.1	0.0	0.6	0.0	1.0	0.0	0.5	0.8					
TORONTO-HAMILTON EM	1.9	2.0	2.2	2.2						1.4	1.7	1.5	1.7	2.3	2.1	3.6	2.5	2.3	2.9	2.6					
WINDSOR EM ESSEX	0.7	0.8	0.6	0.4						0.4	0.0	0.0	0.0	0.0	0.6	0.0	1.0	1.3	1.0	0.8					
Brooklyn 99	2021-09-13 - 2021-12-19		Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	19:57 - 21:03 ...T... 20:27 - 21:03 ...T...						Audience TC	149.4	65.7	100.0	97.6	68.0	28.0	46.6	44.9	4.6	167.6	13.6	81.4	37.7	53.4	52.7
										BARRIE EM	1.2	2.0	1.5	1.5	1.2	1.8	1.5	1.5	0.5	1.2	0.7	1.2	2.2	1.8	1.8
										KINGSTON EM	0.7	1.0	0.7	0.7	0.7	0.8	0.7	0.7	0.3	0.7	0.4	0.7	1.1	0.8	0.8
										KITCHENER EM	0.8	1.4	1.0	1.0	0.8	1.2	1.0	1.0	0.4	0.8	0.6	0.8	1.6	1.2	1.2
					KITCHENER-LONDON EM	0.8	1.4	1.0	1.0	0.8	1.2	1.0	1.0	0.4	0.8	0.6	0.8	1.6	1.2	1.2					
					LONDON EM	0.9	1.5	1.1	1.1	0.9	1.3	1.1	1.1	0.4	0.9	0.6	0.9	1.7	1.3	1.3					
					OTTAWA-GATINEAU ANGL	0.7	1.0	0.7	0.7	0.7	0.9	0.7	0.7	0.3	0.7	0.4	0.7	1.2	0.9	0.9					
					PETERBOROUGH EM	0.9	1.4	1.1	1.1	0.9	1.2	1.1	1.1	0.4	0.9	0.6	0.9	1.6	1.2	1.2					
					SUDBURY-TMMINS-NORTH	0.5	0.7	0.6	0.6	0.5	0.7	0.6	0.6	0.2	0.5	0.3	0.5	0.8	0.7	0.7					
					TORONTO-HAMILTON EM	1.4	1.8	1.7	1.7	1.3	1.6	1.6	1.7	0.6	1.3	1.2	1.5	2.0	1.7	1.7					
					WINDSOR EM ESSEX	0.3	0.6	0.4	0.4	0.3	0.5	0.4	0.4	0.1	0.3	0.2	0.3	0.6	0.5	0.5					
					BT	2021-09-13 - 2021-12-19		Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	5:57 - 9:03 MTWTF..	Audience TC	45.0	3.8	16.2	20.2	20.6	2.2	7.5	8.4	0.8	51.3	5.5	24.4	1.6	8.7	11.8
										BARRIE EM	0.7	0.7	0.7	0.7	0.5	0.5	0.5	0.5	0.5	0.7	0.7	0.7	0.7	0.7	0.7
										KINGSTON EM	0.4	0.4	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.4
										KITCHENER EM	0.6	0.0	0.4	0.5	0.4	0.0	0.3	0.3	0.4	0.6	0.7	0.7	0.0	0.5	0.7
KITCHENER-LONDON EM	0.7	0.5	0.6	0.4						0.5	0.3	0.3	0.2	0.2	0.6	0.5	0.8	0.7	0.8	0.7					
LONDON EM	0.7	1.2	0.8	0.4						0.5	0.6	0.3	0.0	0.0	0.9	0.0	0.9	2.1	1.7	0.8					
OTTAWA-GATINEAU ANGL	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	0.6	0.6	0.6	0.6						0.4	0.4	0.4	0.4	0.4	0.6	0.6	0.6	0.6	0.6	0.6					
SUDBURY-TMMINS-NORTH	0.3	0.3	0.3	0.2						0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3					
TORONTO-HAMILTON EM	0.5	0.2	0.3	0.4						0.4	0.2	0.3	0.4	0.1	0.5	0.6	0.5	0.1	0.3	0.5					
WINDSOR EM ESSEX	0.2	0.2	0.2	0.2						0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2					
BT National	2021-09-13 - 2021-12-19		Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	8:27 - 10:03 MTWTF..						Audience TC	72.6	6.5	21.7	24.8	25.7	5.6	7.0	7.7	4.8	86.5	9.1	46.9	0.9	14.7	17.1
										BARRIE EM	1.7	0.2	0.9	1.3	1.4	0.5	0.7	1.0	0.7	1.4	0.1	2.0	0.0	1.2	1.8
										KINGSTON EM	0.4	0.0	0.3	0.3	0.4	0.0	0.4	0.4	0.0	0.4	0.0	0.4	0.0	0.2	0.2
										KITCHENER EM	0.5	0.4	0.3	0.4	0.5	0.7	0.5	0.6	0.4	0.3	0.5	0.2	0.2	0.3	
					KITCHENER-LONDON EM	0.4	0.3	0.3	0.3	0.4	0.4	0.3	0.4	0.0	0.4	0.2	0.5	0.2	0.2						
					LONDON EM	0.4	0.2	0.2	0.2	0.3	0.1	0.0	0.1	0.0	0.3	0.0	0.5	0.2	0.2						
					OTTAWA-GATINEAU ANGL	0.0	0.0	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	1.1	0.0	0.4	0.8	1.0	0.0	0.5	0.9	0.0	1.0	0.0	1.2	0.0	0.3						
					SUDBURY-TMMINS-NORTH	0.2	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.0	0.2						
					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	1.1	0.1	0.6						
					WINDSOR EM ESSEX	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.1	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	20:57 - 22:03 ...W....	Audience TC	662.4	84.5	228.3	243.4	243.1	18.5	76.4	82.8	45.5	769.9	62.0	419.3	66.0	151.9	160.5
										BARRIE EM	5.5	3.5	3.7	3.7	3.7	3.0	2.5	1.8	2.5	5.0	1.8	7.3	4.0	5.0	
										KINGSTON EM	2.7	1.8	1.9	1.9	1.9	1.5	1.2	0.8	1.2	2.5	0.8	3.5	2.0	2.5	
										KITCHENER EM	5.4	1.3	3.0	4.3	3.3	0.0	1.9	3.3	0.9	4.7	1.2	7.4	3.0	4.1	
KITCHENER-LONDON EM	5.8	3.7	4.4	4.7						3.6	2.1	3.2	3.9	0.6	4.8	0.7	7.7	5.5	5.6						
LONDON EM	6.1	7.1	6.1	5.2						4.0	4.9	4.3	4.3	0.0	5.1	0.0	8.3	10.4	8.2						
OTTAWA-GATINEAU ANGL	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						
PETERBOROUGH EM	3.9	2.5	2.7	2.7						2.7	2.1	1.9	1.2	1.8	3.5	1.2	5.2	2.9	3.5						
SUDBURY-TMMINS-NORTH	2.0	1.3	1.4	1.4						1.4	1.1	0.9	0.7	0.9	1.8	0.7	2.6	1.5	1.8						
TORONTO-HAMILTON EM	4.2	1.8	2.8	3.0						3.1	1.4	2.1	2.5	3.6	4.2	3.9	5.3	2.2	3.4						
WINDSOR EM ESSEX	1.4	0.9	0.9	0.9						0.9	0.7	0.7	0.5	0.7	1.3	0.5	1.9	1.0	1.3						
Chicago Med	2021-09-13 - 2021-12-19		Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	19:57 - 21:03 ...W....						Audience TC	591.2	82.5	198.7	220.7	205.9	11.6	56.9	66.6	38.1	676.8	47.4	385.3	70.9	141.9	154.1
										BARRIE EM	5.8	3.7	3.7	4.0	3.7	2.8	2.2	2.0	3.0	5.0	1.8	7.5	5.0	5.3	
										KINGSTON EM	2.9	1.9	1.9	2.0	1.9	1.4	1.1	1.0	1.5	2.5	0.8	3.7	2.5	2.6	
										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	
					KITCHENER-LONDON EM	4.8	2.7	3.3	3.7	2.9	1.4	2.1	2.7	0.5	4.0	0.5	6.7	4.0	4.6						
					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						
					OTTAWA-GATINEAU ANGL	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						
					PETERBOROUGH EM	4.1	2.7	2.7																	











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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
					KITCHENER-LONDON EM	1.4	0.8	1.2	1.2	0.7	0.6	0.7	0.8	1.0	1.2	1.4	2.0	1.2	1.8	1.8
					LONDON EM	1.5	0.9	1.3	1.3	0.7	0.6	0.7	0.9	1.1	1.3	1.5	2.0	1.3	1.9	1.9
					OTTAWA-GATINEAU ANGLO	1.0	0.7	0.9	0.9	0.6	0.4	0.6	0.7	0.7	0.9	1.0	1.4	0.9	1.3	1.3
					PETERBOROUGH EM	1.4	0.9	1.2	1.2	0.7	0.6	0.7	0.9	1.1	1.2	1.4	2.0	1.2	1.8	1.8
					SUDBURY-TMMINS-NORTH	0.7	0.5	0.7	0.7	0.4	0.3	0.4	0.5	0.6	0.7	0.7	1.0	0.7	0.9	0.9
					TORONTO-HAMILTON EM	2.9	2.7	2.6	3.0	1.9	1.4	1.6	2.2	2.5	2.8	2.4	3.9	4.1	3.6	3.7
					WINDSOR EM ESSEX	0.6	0.3	0.5	0.5	0.3	0.2	0.3	0.3	0.4	0.5	0.6	0.7	0.5	0.7	0.7
The Doctors		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	1:57 - 3:03 MTWTF..	Audience TC	11.6	0.9	2.8	4.3	4.7	0.4	1.3	1.5	0.3	13.0	1.1	6.9	0.5	1.5	2.8
					BARRIE EM	0.5	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.3	0.3	0.5	0.0	0.3	0.3
					KINGSTON EM	0.3	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.3	0.0	0.1	0.1
					KITCHENER EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	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
					LONDON EM	0.3	0.0	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.3	0.7
					OTTAWA-GATINEAU ANGLO	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.0
					PETERBOROUGH EM	0.4	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.2	0.2	0.4	0.0	0.2	0.2
					SUDBURY-TMMINS-NORTH	0.2	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	0.1
					TORONTO-HAMILTON EM	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.1
					WINDSOR EM ESSEX	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	0.1	0.1
Wknd Mat MV		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	12:57 - 18:03 ....SASU	Audience TC	44.6	4.1	7.8	9.4	12.3	1.6	1.8	2.2	0.8	47.4	2.0	32.3	2.5	6.0	7.2
					BARRIE EM	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.3	0.3	0.0	0.5	0.0	0.0	0.3
					KINGSTON EM	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.3	0.0	0.0	0.1
					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	0.2	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
					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
					OTTAWA-GATINEAU ANGLO	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
					PETERBOROUGH EM	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.4	0.0	0.0	0.2	0.2
					SUDBURY-TMMINS-NORTH	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.2	0.0	0.0	0.1
					TORONTO-HAMILTON EM	0.3	0.0	0.1	0.1	0.2	0.0	0.0	0.1	0.1	0.2	0.0	0.3	0.0	0.1	0.1
					WINDSOR EM ESSEX	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	0.1