ROGERS

Run Date: Saturday, June 05, 2021 12:34:41 PM

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 Toronto	American Idol	2021-12-20 - 2023-05-21	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	19:57 - 23:03 .....SU	Audience TC	219.9	24.5	61.7	74.0	68.9	5.0	21.5	25.0	7.1	239.2	12.2	151.0	19.6	40.2	49.0
					BARRIE EM	2.0	0.9	1.2	1.4	1.5	1.1	1.1	1.1	1.2	1.9	1.1	2.6	0.7	1.4	1.9
					KINGSTON EM	0.9	0.5	0.7	0.7	0.7	0.5	0.5	0.5	0.7	0.9	0.5	1.3	0.3	0.7	0.9
					KITCHENER EM	2.0	0.0	0.4	1.0	0.7	0.0	0.0	0.5	0.0	1.6	0.0	3.0	0.0	0.6	1.5
					KITCHENER-LONDON EM	2.0	0.9	0.7	0.7	0.7	0.0	0.0	0.2	0.8	1.7	0.0	3.1	2.0	1.4	1.2
					LONDON EM	1.9	2.2	1.1	0.4	0.7	0.0	0.0	0.0	1.5	1.7	0.0	3.2	5.8	2.8	0.8
					OTTAWA-GATINEAU ANGLO	1.1	0.0	0.4	0.8	0.7	0.0	0.0	0.0	2.2	1.1	0.0	1.6	0.0	0.7	1.5
					PETERBOROUGH EM	1.4	0.7	0.8	0.9	1.1	0.7	0.7	0.7	0.8	1.3	0.7	1.9	0.5	0.9	1.3
					SUDBURY-TIMMINS-NORTH	0.7	0.4	0.5	0.5	0.6	0.4	0.4	0.4	0.5	0.7	0.4	0.9	0.2	0.5	0.7
					TORONTO-HAMILTON EM	1.6	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
					WINDSOR EM ESSEX	0.5	0.2	0.4	0.4	0.4	0.3	0.3	0.3	0.4	0.5	0.3	0.7	0.2	0.4	0.5
	Brooklyn 99	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	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 ANGLO	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-TIMMINS-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	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	5:57 - 9:03 MTWTF..	Audience TC	42.7	4.0	15.0	18.5	16.5	1.6	5.3	6.6	0.9	48.2	4.5	26.3	2.4	9.7	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	0.6	0.0	0.9	2.1	1.7	0.8
					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	0.6	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-TIMMINS-NORTH	0.3	0.3	0.3	0.3	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	0.2	0.3	0.1	0.5	0.5	0.6	0.2	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	2021-12-20 - 2022-05-29	Meter: WNSP 2021 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	0.0	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	0.3
					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	0.3
					OTTAWA-GATINEAU ANGLO	0.0	0.0	0.0	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	0.7
					SUDBURY-TIMMINS-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	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	0.8
					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	0.0
	CGT	2022-03-28 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	19:57 - 22:03 .T.....	Audience TC	443.8	53.4	144.1	171.0	185.7	30.0	60.3	71.7	27.3	533.6	62.5	258.1	23.4	83.8	99.3
					BARRIE EM	4.0	1.7	2.4	3.0	3.4	1.9	2.1	2.6	3.1	3.9	4.2	4.5	1.5	2.9	3.5
					KINGSTON EM	1.9	0.8	1.2	1.5	1.6	1.0	1.0	1.2	1.5	1.9	2.1	2.2	0.7	1.4	1.8
					KITCHENER EM	2.7	1.2	1.7	2.1	2.3	1.2	1.4	1.8	2.1	2.6	2.9	3.1	1.0	2.0	2.4
					KITCHENER-LONDON EM	2.7	1.2	1.7	2.1	2.3	1.3	1.4	1.8	2.1	2.7	2.9	3.1	1.0	2.0	2.5
					LONDON EM	2.9	1.2	1.8	2.2	2.4	1.4	1.5	1.8	2.3	2.9	3.1	3.3	1.1	2.1	2.6
					OTTAWA-GATINEAU ANGLO	2.1	0.9	1.2	1.5	1.8	1.0	1.0	1.3	1.6	2.1	2.2	2.3	0.8	1.5	1.8
					PETERBOROUGH EM	2.8	1.2	1.8	2.1	2.3	1.3	1.5	1.8	2.2	2.8	2.9	3.2	1.1	2.1	2.5
					SUDBURY-TIMMINS-NORTH	1.4	0.6	0.9	1.1	1.2	0.7	0.7	0.9	1.1	1.4	1.5	1.6	0.5	1.0	1.2
					TORONTO-HAMILTON EM	3.5	2.1	2.2	2.4	3.1	2.3	2.2	2.3	2.1	3.4	2.9	3.9	1.8	2.2	2.4
					WINDSOR EM ESSEX	1.0	0.4	0.7	0.8	0.9	0.5	0.5	0.7	0.8	1.0	1.1	1.2	0.4	0.7	0.9
	Chicago Fire	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	20:57 - 22:03 ..W....	Audience TC	467.1	57.0	157.9	167.9	173.9	12.9	54.3	58.1	29.3	538.3	41.9	293.3	44.1	103.6	109.8
					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	6.0
					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	3.0
					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	5.2
					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	5.4
					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	6.0
					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	3.9	2.5	2.7	2.7	2.7	2.1	1.8	1.2	1.8	3.5	1.2	5.2	2.9	3.5	4.3
					SUDBURY-TIMMINS-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	2.1
					TORONTO-HAMILTON EM	3.1	1.2	2.0	2.2	2.3	1.1	1.6	1.8	2.4	3.0	2.6	3.8	1.4	2.4	2.6
					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	1.6
	Chicago Med	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	19:57 - 21:03 ..W....	Audience TC	412.7	58.2	137.4	155.0	143.2	8.0	38.7	44.3	27.9	474.2	33.7	269.4	50.2	98.8	110.7
					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	5.8
					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	2.9
					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	4.0	0.5	6.7	4.0	4.6	4.8
					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
					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	4.1	2.7	2.7	2.9	2.7	2.0	1.6	1.4	2.1	3.5	1.2	5.4	3.5	3.7	4.1

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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
					SUDBURY-TIMMINS-NORTH	2.0	1.4	1.4	1.5	1.4	1.0	0.8	0.7	1.1	1.8	0.7	2.7	1.8	1.9	2.0
					TORONTO-HAMILTON EM	2.5	0.9	1.5	1.7	1.7	0.6	1.0	1.2	1.6	2.4	2.0	3.2	1.2	2.1	2.2
					WINDSOR EM ESSEX	1.5	0.9	0.9	1.0	0.9	0.7	0.6	0.6	0.7	1.3	0.5	2.0	1.3	1.4	1.5
	Chicago PD	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	21:57 - 23:03 ..W....	Audience TC	349.9	54.5	122.0	127.0	139.5	9.8	39.7	46.0	23.4	399.1	25.8	210.4	44.6	82.3	81.0
					BARRIE EM	4.3	2.5	2.8	2.8	3.5	2.2	1.8	1.8	2.2	3.7	1.2	5.3	2.8	3.7	4.0
					KINGSTON EM	2.1	1.2	1.4	1.4	1.8	1.1	0.8	0.8	1.1	1.9	0.7	2.6	1.4	1.9	2.0
					KITCHENER EM	3.6	1.3	2.3	3.0	2.1	0.0	1.3	2.0	0.7	3.1	0.7	5.0	3.0	3.3	4.1
					KITCHENER-LONDON EM	4.0	2.5	3.2	3.3	2.6	1.3	2.1	2.3	0.5	3.3	0.5	5.4	3.8	4.2	4.5
					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
					OTTAWA-GATINEAU ANGLO	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	3.1	1.8	2.0	2.0	2.5	1.6	1.2	1.2	1.6	2.7	0.9	3.7	2.0	2.7	2.9
					SUDBURY-TIMMINS-NORTH	1.6	0.9	1.0	1.0	1.3	0.8	0.7	0.7	0.8	1.4	0.5	1.9	1.0	1.4	1.5
					TORONTO-HAMILTON EM	2.2	0.9	1.2	1.4	1.7	0.7	0.9	1.1	1.5	2.1	1.5	2.6	1.2	1.5	1.7
					WINDSOR EM ESSEX	1.1	0.7	0.7	0.7	0.9	0.6	0.5	0.5	0.6	0.9	0.3	1.4	0.7	0.9	1.0
	CityLine	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	8:57 - 10:03 MTWTF..	Audience TC	36.7	2.0	8.5	11.2	11.7	1.3	2.0	2.0	0.2	39.9	2.9	25.0	0.6	6.5	9.2
					BARRIE EM	0.5	0.3	0.3	0.5	0.5	0.3	0.3	0.3	0.3	0.5	0.5	0.7	0.5	0.5	0.5
					KINGSTON EM	0.3	0.1	0.1	0.3	0.3	0.1	0.1	0.1	0.1	0.3	0.3	0.4	0.3	0.3	0.3
					KITCHENER EM	0.5	0.0	0.1	0.2	0.2	0.0	0.0	0.2	0.0	0.4	0.0	0.7	0.0	0.2	0.2
					KITCHENER-LONDON EM	0.5	0.0	0.1	0.2	0.2	0.0	0.1	0.2	0.0	0.4	0.0	0.7	0.0	0.2	0.3
					LONDON EM	0.5	0.0	0.2	0.4	0.2	0.0	0.1	0.2	0.0	0.4	0.0	0.7	0.0	0.2	0.6
					OTTAWA-GATINEAU ANGLO	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.1	0.1
					PETERBOROUGH EM	0.4	0.2	0.2	0.4	0.4	0.2	0.2	0.2	0.2	0.4	0.4	0.6	0.4	0.4	0.4
					SUDBURY-TIMMINS-NORTH	0.2	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.2	0.2	0.3	0.2	0.2	0.2
					TORONTO-HAMILTON EM	0.4	0.1	0.2	0.3	0.2	0.1	0.1	0.1	0.0	0.4	0.3	0.6	0.0	0.3	0.4
					WINDSOR EM ESSEX	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
	CityNews at 5	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals	16:57 - 18:03 MTWTF..	Audience TC	61.3	7.7	18.0	18.7	30.6	2.9	8.0	8.7	1.9	68.5	5.4	30.7	4.8	10.0	10.0
					BARRIE EM	0.5	0.3	0.3	0.3	0.5	0.3	0.3	0.3	0.3	0.5	0.5	0.5	0.3	0.3	0.3
					KINGSTON EM	0.3	0.1	0.1	0.1	0.3	0.1	0.1	0.1	0.1	0.3	0.3	0.3	0.1	0.1	0.1
					KITCHENER EM	0.2	0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.4	0.2	0.2
					KITCHENER-LONDON EM	0.3	0.1	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.3	0.1	0.1
					LONDON EM	0.5	0.1	0.1	0.0	0.5	0.0	0.0	0.1	0.0	0.4	0.0	0.5	0.2	0.1	0.0
					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	0.1	0.0	0.0	0.0
					PETERBOROUGH EM	0.4	0.2	0.2	0.2	0.4	0.2	0.2	0.2	0.2	0.4	0.4	0.4	0.2	0.2	0.2
					SUDBURY-TIMMINS-NORTH	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.1	0.1
					TORONTO-HAMILTON EM	0.7	0.3	0.4	0.4	0.8	0.3	0.4	0.4	0.2	0.7	0.5	0.7	0.4	0.4	0.4
					WINDSOR EM ESSEX	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
	CityNews at 6	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	17:57 - 19:03 MTWTF..	Audience TC	66.0	9.0	21.0	21.9	31.8	3.5	8.7	10.4	2.0	77.7	9.6	34.2	5.5	12.3	11.4
					BARRIE EM	0.5	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.0	0.5	0.5	0.5	0.5	0.3	0.5
					KINGSTON EM	0.3	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.3	0.3	0.3	0.3	0.1	0.3
					KITCHENER 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	0.1
					KITCHENER-LONDON EM	0.3	0.4	0.4	0.1	0.2	0.3	0.1	0.0	0.0	0.2	0.0	0.3	0.6	0.6	0.3
					LONDON EM	0.5	1.0	0.7	0.3	0.3	0.6	0.3	0.0	0.0	0.4	0.0	0.6	1.8	1.4	0.7
					OTTAWA-GATINEAU ANGLO	0.0	0.0	0.0	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	0.4	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.0	0.4	0.4	0.4	0.4	0.2	0.4
					SUDBURY-TIMMINS-NORTH	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.2	0.2	0.2	0.2	0.1	0.2
					TORONTO-HAMILTON EM	0.9	0.4	0.5	0.6	0.9	0.3	0.4	0.6	0.3	0.8	1.0	0.8	0.5	0.6	0.6
					WINDSOR EM ESSEX	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1
	CityNews Ntnl	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	22:57 - 23:33 M.....	Audience TC	213.2	53.8	113.7	104.1	74.3	4.8	31.2	34.4	9.4	228.0	5.4	138.9	49.0	82.6	69.8
					BARRIE EM	2.0	2.2	2.0	1.5	1.2	0.7	0.7	1.0	0.3	2.0	2.8	2.8	4.0	3.3	2.0
					KINGSTON EM	1.0	1.1	1.0	0.7	0.7	0.4	0.4	0.5	0.1	1.0	1.4	1.4	2.0	1.6	1.0
					KITCHENER EM	1.4	1.6	1.4	1.0	0.8	0.6	0.6	0.7	0.2	1.4	1.9	1.9	2.8	2.2	1.4
					KITCHENER-LONDON EM	1.4	1.6	1.4	1.0	0.8	0.6	0.6	0.7	0.2	1.4	2.0	2.0	2.8	2.2	1.4
					LONDON EM	1.5	1.7	1.5	1.1	0.9	0.6	0.6	0.7	0.2	1.5	2.0	2.0	3.0	2.4	1.5
					OTTAWA-GATINEAU ANGLO	1.0	1.2	1.0	0.7	0.7	0.4	0.4	0.6	0.1	1.0	1.4	1.4	2.0	1.7	1.0
					PETERBOROUGH EM	1.4	1.6	1.4	1.1	0.9	0.6	0.6	0.7	0.2	1.4	2.0	2.0	2.9	2.3	1.4
					SUDBURY-TIMMINS-NORTH	0.7	0.8	0.7	0.6	0.5	0.3	0.3	0.4	0.1	0.7	1.0	1.0	1.5	1.2	0.7
					TORONTO-HAMILTON EM	1.3	0.9	1.1	1.1	1.1	0.5	0.8	0.8	0.2	1.2	0.6	1.6	1.3	1.4	1.5
					WINDSOR EM ESSEX	0.6	0.6	0.6	0.4	0.3	0.2	0.2	0.3	0.1	0.6	0.7	0.7	1.0	0.8	0.6
	Citynews Rpt	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals	5:00 - 6:03 MTWTF..	Audience TC	8.5	0.8	3.0	3.7	3.3	0.3	1.1	1.3	0.2	9.6	0.9	5.3	0.5	1.9	2.4
					BARRIE EM	0.3	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.3	0.3	0.3	0.0	0.0	0.3
					KINGSTON EM	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	0.1
					KITCHENER EM	0.2	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.0	0.0	0.2
					KITCHENER-LONDON EM	0.2	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.0	0.0	0.2
					LONDON EM	0.2	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.0	0.0	0.2
					OTTAWA-GATINEAU ANGLO	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	0.1
					PETERBOROUGH EM	0.2	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.0	0.0	0.2
					SUDBURY-TIMMINS-NORTH	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	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	0.1	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	0.0	0.1
	CityNews Tonight	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	22:57 - 0:03 MTWTF..	Audience TC	56.0	10.1	20.4	20.5	22.8	4.8	8.7	10.1	1.0	62.9	5.8	33.2	5.3	11.7	10.4
					BARRIE EM	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.0	0.3	0.3	0.5	0.3	0.3	0.3
					KINGSTON EM	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.3	0.1	0.1	0.1
					KITCHENER EM	0.2	0.0	0.2	0.2	0.1	0.0	0.2	0.2	0.0	0.1	0.0	0.2	0.0	0.2	0.2
					KITCHENER-LONDON EM	0.3	0.4	0.4	0.2	0.2	0.2	0.2	0.1	0.0	0.2	0.0	0.4	0.7	0.7	0.4

ROGERS

Run Date: Saturday, June 05, 2021 12:34:41 PM

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
					LONDON EM	0.4	0.9	0.7	0.3	0.2	0.4	0.2	0.0	0.0	0.3	0.0	0.6	1.9	1.5	0.7
					OTTAWA-GATINEAU ANGLO	0.0	0.0	0.0	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	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.0	0.2	0.2	0.4	0.2	0.2	0.2
					SUDBURY-TIMMINS-NORTH	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.2	0.1	0.1	0.1
					TORONTO-HAMILTON EM	0.6	0.4	0.4	0.5	0.6	0.4	0.4	0.5	0.1	0.6	0.5	0.6	0.3	0.4	0.4
					WINDSOR EM ESSEX	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1
	CityNews Weekend	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	17:57 - 19:03 .....SASU	Audience TC	63.1	11.4	18.5	17.2	28.9	4.8	8.5	9.0	2.1	69.3	4.0	34.3	6.6	10.0	8.2
					BARRIE EM	0.5	0.3	0.3	0.3	0.5	0.3	0.3	0.3	0.3	0.5	0.5	0.7	0.5	0.3	0.5
					KINGSTON EM	0.3	0.1	0.1	0.1	0.3	0.1	0.1	0.1	0.1	0.3	0.3	0.4	0.3	0.1	0.3
					KITCHENER EM	0.2	0.0	0.1	0.2	0.2	0.0	0.0	0.1	0.0	0.2	0.0	0.2	0.0	0.2	0.3
					KITCHENER-LONDON EM	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	0.2
					LONDON 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
					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	0.4	0.2	0.2	0.2	0.4	0.2	0.2	0.2	0.2	0.4	0.4	0.6	0.4	0.2	0.4
					SUDBURY-TIMMINS-NORTH	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.2	0.2	0.3	0.2	0.1	0.2
					TORONTO-HAMILTON EM	0.8	0.5	0.4	0.4	0.7	0.4	0.4	0.5	0.2	0.7	0.4	0.8	0.6	0.5	0.4
					WINDSOR EM ESSEX	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
	Daily Mail	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	14:57 - 16:03 MTWTF..	Audience TC	11.0	1.3	3.0	3.4	5.3	0.6	1.6	1.6	0.1	12.0	0.9	5.8	0.7	1.5	1.9
					BARRIE 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	0.0	0.0
					KINGSTON 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
					KITCHENER 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	0.1
					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
					LONDON 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
					OTTAWA-GATINEAU ANGLO	0.0	0.0	0.0	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	0.2	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
					SUDBURY-TIMMINS-NORTH	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
					TORONTO-HAMILTON EM	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.1	0.0	0.0	0.1
					WINDSOR EM ESSEX	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
	Dick Clark NYE	2021-12-27 - 2022-01-02	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	19:57 - 0:00 .....SA.	Audience TC	428.7	108.2	199.1	180.8	181.4	35.2	81.4	77.8	23.0	482.3	30.6	247.3	73.0	117.7	103.1
					BARRIE EM	3.7	3.7	3.5	3.3	3.3	2.5	2.8	2.5	4.6	3.7	3.0	4.6	4.7	4.3	4.3
					KINGSTON EM	1.9	1.9	1.8	1.6	1.6	1.2	1.4	1.2	2.2	1.9	1.5	2.2	2.3	2.1	2.1
					KITCHENER EM	2.6	2.6	2.4	2.2	2.2	1.7	1.9	1.7	3.1	2.6	2.0	3.1	3.3	2.9	2.9
					KITCHENER-LONDON EM	2.6	2.6	2.4	2.2	2.2	1.8	2.0	1.8	3.2	2.6	2.1	3.2	3.3	3.0	3.0
					LONDON EM	2.8	2.8	2.6	2.4	2.4	1.9	2.0	1.9	3.3	2.8	2.2	3.3	3.4	3.2	3.2
					OTTAWA-GATINEAU ANGLO	2.0	2.0	1.9	1.7	1.7	1.3	1.4	1.3	2.3	2.0	1.6	2.3	2.5	2.2	2.2
					PETERBOROUGH EM	2.7	2.7	2.5	2.3	2.3	1.8	2.0	1.8	3.3	2.7	2.1	3.3	3.3	3.1	3.1
					SUDBURY-TIMMINS-NORTH	1.4	1.4	1.3	1.2	1.2	0.9	1.0	0.9	1.7	1.4	1.1	1.7	1.7	1.6	1.6
					TORONTO-HAMILTON EM	3.6	3.4	3.2	3.1	3.4	3.2	3.1	3.0	2.5	3.4	2.7	3.8	3.5	3.2	3.1
					WINDSOR EM ESSEX	0.9	0.9	0.9	0.8	0.8	0.7	0.7	0.7	1.2	0.9	0.7	1.2	1.2	1.1	1.1
	Extra Late	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	23:57 - 1:33 MTWTF..	Audience TC	20.2	3.0	7.3	7.3	8.3	1.2	2.8	3.1	0.3	22.8	2.4	11.9	1.8	4.5	4.1
					BARRIE 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
					KINGSTON 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
					KITCHENER 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
					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
					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
					OTTAWA-GATINEAU ANGLO	0.0	0.0	0.0	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	0.0	0.0	0.0	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	0.0	0.0	0.0	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	0.2	0.1	0.1	0.2	0.2	0.1	0.1	0.2	0.0	0.2	0.2	0.2	0.1	0.1	0.2
					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
	Family Feud	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	12:57 - 14:03 MTWTF..	Audience TC	107.2	12.3	26.7	26.5	40.7	6.3	11.3	8.7	2.0	115.2	6.0	66.5	6.0	15.3	17.9
					BARRIE EM	0.7	0.3	0.3	0.3	0.5	0.3	0.3	0.3	0.0	0.5	0.3	0.7	0.3	0.3	0.3
					KINGSTON EM	0.4	0.1	0.1	0.1	0.3	0.1	0.1	0.1	0.0	0.3	0.1	0.4	0.1	0.1	0.1
					KITCHENER EM	0.2	0.0	0.2	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.0	0.2	0.0	0.2	0.2
					KITCHENER-LONDON EM	0.2	0.1	0.2	0.2	0.1	0.0	0.1	0.2	0.0	0.2	0.0	0.3	0.2	0.2	0.2
					LONDON EM	0.2	0.2	0.2	0.1	0.1	0.0	0.0	0.1	0.0	0.2	0.0	0.3	0.4	0.3	0.1
					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	0.2	0.0	0.0	0.1
					PETERBOROUGH EM	0.6	0.2	0.2	0.2	0.4	0.2	0.2	0.2	0.0	0.4	0.2	0.6	0.2	0.2	0.2
					SUDBURY-TIMMINS-NORTH	0.3	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.0	0.2	0.1	0.3	0.1	0.1	0.1
					TORONTO-HAMILTON EM	0.9	0.4	0.5	0.5	0.7	0.4	0.4	0.3	0.3	0.8	0.6	1.0	0.4	0.5	0.6
					WINDSOR EM ESSEX	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.2	0.1	0.1	0.1
	General Hospital	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	13:57 - 15:03 MTWTF..	Audience TC	141.6	7.4	23.4	25.5	42.2	3.6	8.8	8.6	0.3	145.3	3.5	99.4	3.8	14.6	16.9
					BARRIE EM	1.2	0.3	0.3	0.5	0.7	0.3	0.3	0.3	0.3	1.0	0.3	1.5	0.3	0.5	0.7
					KINGSTON EM	0.7	0.1	0.1	0.3	0.4	0.1	0.1	0.1	0.1	0.5	0.1	0.7	0.1	0.3	0.4
					KITCHENER EM	0.5	0.0	0.4	0.5	0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.8	0.0	0.7	0.8
					KITCHENER-LONDON EM	0.6	0.1	0.3	0.4	0.1	0.0	0.0	0.0	0.0	0.5	0.0	1.0	0.1	0.7	0.8
					LONDON EM	0.7	0.1	0.2	0.4	0.2	0.0	0.0	0.0	0.0	0.7	0.0	1.4	0.3	0.5	0.8
					OTTAWA-GATINEAU ANGLO	0.4	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.7	0.0	0.5	0.6
					PETERBOROUGH EM	0.9	0.2	0.2	0.4	0.6	0.2	0.2	0.2	0.2	0.7	0.2	1.1	0.2	0.4	0.6
					SUDBURY-TIMMINS-NORTH	0.5	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	0.3
					TORONTO-HAMILTON EM	0.9	0.3	0.5	0.6	0.4	0.2	0.4	0.4	0.0	0.8	0.3	1.3	0.3	0.6	0.7
					WINDSOR EM ESSEX	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	0.2
	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.....	Audience TC	429.5	39.5	106.4	121.7	164.1	27.9	56.0	66.5	32.8	478.8	16.5	265.4	11.5	50.4	55.1
					BARRIE EM	1.8	0.7	1.0	1.2	1.2	0.7	0.5	1.0	1.8	1.8	0.5	2.5	0.7	1.2	1.2

ROGERS

Run Date: Saturday, June 05, 2021 12:34:41 PM

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	0.8	0.4	0.5	0.7	0.7	0.4	0.3	0.5	0.8	0.8	0.3	1.2	0.4	0.7	0.7
					KITCHENER EM	1.4	0.0	0.0	0.3	0.9	0.0	0.0	0.0	0.0	1.1	0.0	2.0	0.0	0.0	0.6
					KITCHENER-LONDON EM	2.0	0.3	0.4	0.8	1.2	0.0	0.3	0.3	0.0	1.6	0.0	2.6	0.6	0.6	1.4
					LONDON EM	2.6	0.7	1.0	1.6	1.6	0.0	0.7	0.7	0.0	2.1	0.0	3.5	1.3	1.3	2.4
					OTTAWA-GATINEAU ANGLO	1.4	1.2	1.4	1.7	0.8	0.0	0.7	0.7	0.0	1.3	0.9	2.0	3.0	2.3	2.6
					PETERBOROUGH EM	1.2	0.6	0.7	0.9	0.9	0.6	0.4	0.7	1.2	1.2	0.4	1.8	0.6	0.9	0.9
					SUDBURY-TIMMINS-NORTH	0.7	0.3	0.4	0.5	0.5	0.3	0.2	0.4	0.7	0.7	0.2	0.9	0.3	0.5	0.5
					TORONTO-HAMILTON EM	3.0	0.9	1.1	1.4	2.2	1.0	1.1	1.7	0.8	2.6	1.3	3.7	0.9	1.1	1.1
					WINDSOR EM ESSEX	0.5	0.2	0.3	0.3	0.3	0.2	0.1	0.3	0.5	0.5	0.1	0.7	0.2	0.3	0.3
	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	82.5	6.3	12.7	15.6	23.6	3.0	5.3	4.9	1.5	91.1	7.1	58.9	3.3	7.4	10.7
					BARRIE EM	0.7	0.3	0.3	0.3	0.5	0.3	0.3	0.3	0.3	0.5	0.3	0.7	0.3	0.3	0.3
					KINGSTON EM	0.4	0.1	0.1	0.1	0.3	0.1	0.1	0.1	0.1	0.3	0.1	0.4	0.1	0.1	0.1
					KITCHENER EM	0.5	0.0	0.3	0.4	0.3	0.0	0.0	0.0	0.0	0.4	0.0	0.7	0.0	0.5	0.7
					KITCHENER-LONDON EM	0.4	0.0	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.6	0.0	0.3	0.5
					LONDON EM	0.3	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.0	0.1
					OTTAWA-GATINEAU ANGLO	0.4	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.6	0.0	0.0	0.0
					PETERBOROUGH EM	0.6	0.2	0.2	0.2	0.4	0.2	0.2	0.2	0.2	0.4	0.2	0.6	0.2	0.2	0.2
					SUDBURY-TIMMINS-NORTH	0.3	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
					TORONTO-HAMILTON EM	0.5	0.2	0.2	0.3	0.4	0.2	0.2	0.2	0.0	0.4	0.1	0.7	0.2	0.3	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	0.1	0.2	0.1	0.1	0.1
	Imp Jokers Late	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	23:57 - 0:33 MTWT...	Audience TC	20.2	3.0	7.3	7.3	8.3	1.2	2.8	3.1	0.3	22.8	2.4	11.9	1.8	4.5	4.1
					BARRIE 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
					KINGSTON 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
					KITCHENER 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
					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
					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
					OTTAWA-GATINEAU ANGLO	0.0	0.0	0.0	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	0.0	0.0	0.0	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	0.0	0.0	0.0	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	0.2	0.1	0.1	0.2	0.2	0.1	0.1	0.2	0.0	0.2	0.2	0.2	0.1	0.1	0.2
					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
	Kelly Clarkson	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	15:57 - 17:03 MTWTF..	Audience TC	32.6	4.4	11.7	10.8	11.1	2.5	4.9	3.8	0.4	34.5	1.5	21.5	1.9	6.8	7.0
					BARRIE EM	0.3	0.3	0.3	0.3	0.3	0.0	0.0	0.3	0.0	0.3	0.3	0.3	0.3	0.3	0.3
					KINGSTON EM	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1
					KITCHENER EM	0.2	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	0.2
					KITCHENER-LONDON EM	0.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.1	0.0	0.1
					LONDON EM	0.1	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.2	0.1	0.0
					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	0.1
					PETERBOROUGH EM	0.2	0.2	0.2	0.2	0.2	0.0	0.0	0.2	0.0	0.2	0.2	0.2	0.2	0.2	0.2
					SUDBURY-TIMMINS-NORTH	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1
					TORONTO-HAMILTON EM	0.3	0.2	0.2	0.2	0.3	0.2	0.2	0.2	0.1	0.3	0.2	0.4	0.2	0.3	0.3
					WINDSOR EM ESSEX	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.1	0.1	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	190.0	33.0	84.1	91.5	87.9	22.3	40.9	45.3	18.9	226.6	17.6	102.2	10.7	43.2	46.2
					BARRIE EM	2.2	1.2	1.5	1.8	1.8	1.2	1.2	1.2	1.0	2.0	1.2	2.8	1.5	2.0	2.2
					KINGSTON EM	1.1	0.7	0.7	0.8	0.8	0.7	0.7	0.7	0.5	1.0	0.7	1.4	0.7	1.0	1.1
					KITCHENER EM	1.4	1.5	1.3	1.8	0.5	0.0	0.0	0.5	0.0	1.1	0.0	2.1	2.9	2.5	2.9
					KITCHENER-LONDON EM	1.2	1.2	1.2	1.3	0.5	0.0	0.0	0.3	0.0	1.0	0.0	2.0	2.5	2.4	2.3
					LONDON EM	1.1	0.8	1.1	0.7	0.5	0.0	0.0	0.0	0.0	0.9	0.0	1.7	2.1	2.4	1.6
					OTTAWA-GATINEAU ANGLO	0.5	0.0	0.2	0.4	0.2	0.0	0.0	0.0	0.0	0.5	0.0	0.7	0.0	0.3	0.8
					PETERBOROUGH EM	1.6	0.9	1.1	1.2	1.2	0.9	0.9	0.9	0.7	1.4	0.9	2.0	1.1	1.4	1.6
					SUDBURY-TIMMINS-NORTH	0.8	0.5	0.6	0.7	0.7	0.5	0.5	0.5	0.4	0.7	0.5	1.0	0.6	0.7	0.8
					TORONTO-HAMILTON EM	1.6	1.1	1.3	1.5	1.5	1.4	1.4	1.7	1.0	1.5	1.6	1.7	0.7	1.2	1.3
					WINDSOR EM ESSEX	0.6	0.3	0.4	0.5	0.5	0.3	0.3	0.3	0.3	0.6	0.3	0.7	0.4	0.6	0.6
	L&O: FTD	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	19:57 - 21:03 ...T...	Audience TC	350.7	96.9	144.5	138.9	145.3	24.2	47.5	56.0	17.3	394.2	26.4	205.3	72.7	97.0	82.8
					BARRIE EM	3.0	1.8	1.9	1.9	2.5	1.6	1.2	1.2	1.6	2.6	0.8	3.7	1.9	2.6	2.8
					KINGSTON EM	1.5	0.8	0.9	0.9	1.2	0.7	0.6	0.6	0.7	1.3	0.5	1.8	0.9	1.3	1.4
					KITCHENER EM	2.6	0.9	1.6	2.0	1.5	0.0	0.9	1.4	0.5	2.1	0.5	3.5	2.0	2.3	2.8
					KITCHENER-LONDON EM	2.8	1.8	2.2	2.3	1.8	0.9	1.5	1.6	0.4	2.3	0.4	3.8	2.7	2.9	3.0
					LONDON EM	3.0	2.9	2.9	2.7	2.0	2.0	1.9	1.8	0.0	2.6	0.0	4.1	3.8	3.8	3.7
					OTTAWA-GATINEAU ANGLO	2.2	2.1	1.8	1.8	1.8	1.4	1.3	2.4	0.0	1.8	0.0	2.7	2.6	2.0	1.2
					PETERBOROUGH EM	2.1	1.2	1.4	1.4	1.8	1.1	0.8	0.8	1.1	1.8	0.6	2.6	1.4	1.8	2.0
					SUDBURY-TIMMINS-NORTH	1.1	0.6	0.6	0.6	0.9	0.6	0.5	0.5	0.6	0.9	0.4	1.3	0.6	0.9	1.0
					TORONTO-HAMILTON EM	2.2	1.6	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
					WINDSOR EM ESSEX	0.7	0.5	0.5	0.5	0.6	0.5	0.4	0.4	0.5	0.6	0.2	0.9	0.5	0.6	0.6
	L&O: OCU	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	21:57 - 23:03 ...T...	Audience TC	383.2	105.9	157.9	151.8	158.8	26.4	51.9	61.2	18.9	430.8	28.8	224.4	79.5	106.0	90.5
					BARRIE EM	3.3	2.0	2.1	2.1	2.7	1.7	1.3	1.3	1.7	2.8	0.9	4.0	2.1	2.8	3.1
					KINGSTON EM	1.6	0.9	1.0	1.0	1.3	0.8	0.7	0.7	0.8	1.4	0.5	2.0	1.0	1.4	1.5
					KITCHENER EM	2.8	1.0	1.8	2.2	1.6	0.0	1.0	1.5	0.6	2.3	0.5	3.8	2.2	2.5	3.1
					KITCHENER-LONDON EM	3.1	2.0	2.4	2.5	2.0	1.0	1.6	1.8	0.4	2.5	0.4	4.1	2.9	3.2	3.3
					LONDON EM	3.3	3.2	3.2	2.9	2.2	2.2	2.1	2.0	0.0	2.8	0.0	4.5	4.2	4.2	4.0
					OTTAWA-GATINEAU ANGLO	2.4	2.3	2.0	2.0	2.0	1.5	1.4	2.6	0.0	2.0	0.0	2.9	2.8	2.2	1.3
					PETERBOROUGH EM	2.3	1.3	1.5	1.5	2.0	1.2	0.9	0.9	1.2	2.0	0.7	2.8	1.5	2.0	2.2
					SUDBURY-TIMMINS-NORTH	1.2	0.7	0.7	0.7	1.0	0.7	0.5	0.5	0.7	1.0	0.4	1.4	0.7	1.0	1.1
					TORONTO-HAMILTON EM	2.4	1.7	1.5	1.7	2.2	2.1	1.6	1.7	1.0	2.2	1.1	2.6	1.2	1.5	1.6

ROGERS

Run Date: Saturday, June 05, 2021 12:34:41 PM

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
					WINDSOR EM ESSEX	0.8	0.5	0.6	0.6	0.7	0.5	0.4	0.4	0.5	0.7	0.2	1.0	0.6	0.7	0.7
	L&O: SVU	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	20:57 - 22:03 ...T...	Audience TC	350.7	96.9	144.5	138.9	145.3	24.2	47.5	56.0	17.3	394.2	26.4	205.3	72.7	97.0	82.8
					BARRIE EM	3.0	1.8	1.9	1.9	2.5	1.6	1.2	1.2	1.6	2.6	0.8	3.7	1.9	2.6	2.8
					KINGSTON EM	1.5	0.8	0.9	0.9	1.2	0.7	0.6	0.6	0.7	1.3	0.5	1.8	0.9	1.3	1.4
					KITCHENER EM	2.6	0.9	1.6	2.0	1.5	0.0	0.9	1.4	0.5	2.1	0.5	3.5	2.0	2.3	2.8
					KITCHENER-LONDON EM	2.8	1.8	2.2	2.3	1.8	0.9	1.5	1.6	0.4	2.3	0.4	3.8	2.7	2.9	3.0
					LONDON EM	3.0	2.9	2.9	2.7	2.0	2.0	1.9	1.8	0.0	2.6	0.0	4.1	3.8	3.8	3.7
					OTTAWA-GATINEAU ANGLO	2.2	2.1	1.8	1.8	1.8	1.4	1.3	2.4	0.0	1.8	0.0	2.7	2.6	2.0	1.2
					PETERBOROUGH EM	2.1	1.2	1.4	1.4	1.8	1.1	0.8	0.8	1.1	1.8	0.6	2.6	1.4	1.8	2.0
					SUDBURY-TIMMINS-NORTH	1.1	0.6	0.6	0.6	0.9	0.6	0.5	0.5	0.6	0.9	0.4	1.3	0.6	0.9	1.0
					TORONTO-HAMILTON EM	2.2	1.6	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
					WINDSOR EM ESSEX	0.7	0.5	0.5	0.5	0.6	0.5	0.4	0.4	0.5	0.6	0.2	0.9	0.5	0.6	0.6
	Lets Make A Deal	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	11:57 - 13:03 MTWTF..	Audience TC	82.9	8.9	21.8	25.5	31.1	3.8	6.6	7.8	1.0	89.3	5.4	51.8	5.1	15.2	17.7
					BARRIE EM	0.5	0.3	0.3	0.3	0.5	0.3	0.3	0.3	0.0	0.5	0.5	0.7	0.5	0.5	0.5
					KINGSTON EM	0.3	0.1	0.1	0.1	0.3	0.1	0.1	0.1	0.0	0.3	0.3	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	0.3	0.4	0.2	0.3
					KITCHENER-LONDON EM	0.2	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
					LONDON EM	0.3	0.1	0.0	0.1	0.3	0.2	0.1	0.1	0.0	0.2	0.0	0.3	0.0	0.0	0.1
					OTTAWA-GATINEAU ANGLO	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	0.2	0.2	0.2	0.4	0.2	0.2	0.2	0.0	0.4	0.4	0.6	0.4	0.4	0.4
					SUDBURY-TIMMINS-NORTH	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.0	0.2	0.2	0.3	0.2	0.2	0.2
					TORONTO-HAMILTON EM	0.6	0.3	0.4	0.4	0.5	0.2	0.2	0.2	0.2	0.6	0.5	0.8	0.3	0.5	0.6
					WINDSOR EM ESSEX	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.2	0.1	0.1	0.1
	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	91.6	16.8	34.1	40.4	42.0	7.4	15.1	18.3	2.4	104.7	10.8	49.6	9.4	19.0	22.1
					BARRIE EM	0.5	0.3	0.3	0.5	0.5	0.3	0.3	0.5	0.5	0.5	0.3	0.5	0.5	0.5	0.5
					KINGSTON EM	0.3	0.1	0.1	0.3	0.3	0.1	0.1	0.3	0.3	0.3	0.1	0.3	0.3	0.3	0.3
					KITCHENER EM	0.4	0.0	0.7	0.7	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.7	0.0	1.1	1.2
					KITCHENER-LONDON EM	0.3	0.0	0.4	0.6	0.2	0.0	0.0	0.4	0.0	0.3	0.0	0.5	0.0	0.7	0.7
					LONDON EM	0.2	0.0	0.0	0.5	0.4	0.0	0.0	0.7	0.0	0.2	0.0	0.1	0.0	0.0	0.0
					OTTAWA-GATINEAU ANGLO	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0
					PETERBOROUGH EM	0.4	0.2	0.2	0.4	0.4	0.2	0.2	0.4	0.4	0.4	0.2	0.4	0.4	0.4	0.4
					SUDBURY-TIMMINS-NORTH	0.2	0.1	0.1	0.2	0.2	0.1	0.1	0.2	0.2	0.2	0.1	0.2	0.2	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	1.0	0.9	0.9	1.0
					WINDSOR EM ESSEX	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
	Mom Strip	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	21:57 - 23:03 MTWTF.SU	Audience TC	62.6	10.6	21.6	21.5	23.9	4.2	8.4	9.8	2.7	69.7	4.4	38.7	6.4	13.2	11.7
					BARRIE EM	0.5	0.3	0.3	0.5	0.5	0.3	0.3	0.5	0.3	0.5	0.3	0.5	0.3	0.3	0.5
					KINGSTON EM	0.3	0.1	0.1	0.3	0.3	0.1	0.1	0.3	0.1	0.3	0.1	0.3	0.1	0.1	0.3
					KITCHENER EM	1.4	1.5	1.3	1.8	0.5	0.0	0.0	0.5	0.0	1.1	0.0	2.1	2.9	2.5	2.9
					KITCHENER-LONDON EM	1.2	1.2	1.2	1.3	0.5	0.0	0.0	0.3	0.0	1.0	0.0	2.0	2.5	2.4	2.3
					LONDON EM	1.1	0.8	1.1	0.7	0.5	0.0	0.0	0.0	0.0	0.9	0.0	1.7	2.1	2.4	1.6
					OTTAWA-GATINEAU ANGLO	0.5	0.0	0.2	0.4	0.2	0.0	0.0	0.0	0.0	0.5	0.0	0.7	0.0	0.3	0.8
					PETERBOROUGH EM	0.4	0.2	0.2	0.4	0.4	0.2	0.2	0.4	0.2	0.4	0.2	0.4	0.2	0.2	0.4
					SUDBURY-TIMMINS-NORTH	0.2	0.1	0.1	0.2	0.2	0.1	0.1	0.2	0.1	0.2	0.1	0.2	0.1	0.1	0.2
					TORONTO-HAMILTON EM	0.5	0.3	0.4	0.4	0.5	0.3	0.3	0.4	0.3	0.5	0.2	0.6	0.4	0.4	0.3
					WINDSOR EM ESSEX	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
	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	92.3	5.1	11.9	19.2	24.6	2.6	5.7	7.4	3.2	107.5	12.0	67.6	2.5	6.2	11.8
					BARRIE EM	1.0	0.3	0.5	0.5	0.5	0.3	0.5	0.5	0.5	1.0	0.3	1.5	0.5	0.5	0.7
					KINGSTON EM	0.5	0.1	0.3	0.3	0.3	0.1	0.3	0.3	0.3	0.5	0.1	0.7	0.3	0.3	0.4
					KITCHENER EM	0.8	0.4	0.2	0.2	0.6	0.8	0.5	0.5	0.0	0.7	0.0	1.1	0.0	0.0	0.0
					KITCHENER-LONDON EM	0.7	0.2	0.1	0.1	0.5	0.5	0.3	0.3	0.0	0.6	0.0	1.0	0.0	0.0	0.0
					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	0.0
					OTTAWA-GATINEAU ANGLO	0.6	0.0	0.1	0.2	0.4	0.0	0.3	0.3	0.0	0.5	0.0	0.7	0.0	0.0	0.0
					PETERBOROUGH EM	0.7	0.2	0.4	0.4	0.4	0.2	0.4	0.4	0.4	0.7	0.2	1.1	0.4	0.4	0.6
					SUDBURY-TIMMINS-NORTH	0.4	0.1	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.4	0.1	0.6	0.2	0.2	0.3
					TORONTO-HAMILTON EM	0.6	0.2	0.2	0.2	0.4	0.1	0.2	0.3	0.1	0.5	0.1	0.8	0.2	0.3	0.2
					WINDSOR EM ESSEX	0.3	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	0.2
	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	310.9	77.0	141.9	143.9	127.9	17.2	36.5	55.1	16.1	374.8	48.0	182.8	59.8	105.3	88.8
					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 ANGLO	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-TIMMINS-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	2.2	1.6	1.5	1.8	1.9	1.3	1.1	1.9	0.0	2.0	2.1	2.5	1.9	1.9	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
	News Wknd Late	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	22:57 - 0:03 .....SASU	Audience TC	41.1	5.1	11.1	12.1	17.4	3.3	5.7	5.8	0.9	45.1	3.0	23.7	1.8	5.4	6.2
					BARRIE EM	0.3	0.3	0.3	0.3	0.3	0.0	0.3	0.3	0.0	0.3	0.3	0.3	0.3	0.3	0.3
					KINGSTON EM	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1
					KITCHENER EM	0.1	0.0	0.1	0.2	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	0.2	0.2	0.2	0.1	0.2	0.1	0.0	0.0	0.1	0.0	0.2	0.2	0.4	0.3
					LONDON EM	0.2	0.5	0.4	0.1	0.2	0.5	0.2	0.0	0.0	0.2	0.0	0.2	0.6	0.6	0.3
					OTTAWA-GATINEAU ANGLO	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

ROGERS

Run Date: Saturday, June 05, 2021 12:34:41 PM

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	0.2	0.2	0.2	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.2	0.2	0.2	0.2
					SUDBURY-TIMMINS-NORTH	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1
					TORONTO-HAMILTON EM	0.4	0.2	0.2	0.3	0.4	0.3	0.2	0.3	0.1	0.4	0.4	0.5	0.1	0.3	0.3
					WINDSOR EM ESSEX	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1
	People's Court	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	14:57 - 16:03 MTWTF..	Audience TC	98.3	7.3	18.5	22.8	39.9	4.1	8.3	6.3	2.0	105.2	4.9	58.4	3.2	10.2	16.4
					BARRIE EM	0.7	0.3	0.3	0.3	0.5	0.3	0.3	0.3	0.0	0.5	0.3	0.7	0.3	0.3	0.3
					KINGSTON EM	0.4	0.1	0.1	0.1	0.3	0.1	0.1	0.1	0.0	0.3	0.1	0.4	0.1	0.1	0.1
					KITCHENER EM	0.2	0.0	0.2	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.0	0.2	0.0	0.2	0.2
					KITCHENER-LONDON EM	0.2	0.1	0.2	0.2	0.1	0.0	0.1	0.2	0.0	0.2	0.0	0.3	0.2	0.2	0.2
					LONDON EM	0.2	0.2	0.2	0.1	0.1	0.0	0.0	0.1	0.0	0.2	0.0	0.3	0.4	0.3	0.1
					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	0.2	0.0	0.0	0.1
					PETERBOROUGH EM	0.6	0.2	0.2	0.2	0.4	0.2	0.2	0.2	0.0	0.4	0.2	0.6	0.2	0.2	0.2
					SUDBURY-TIMMINS-NORTH	0.3	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.0	0.2	0.1	0.3	0.1	0.1	0.1
					TORONTO-HAMILTON EM	0.8	0.3	0.3	0.5	0.7	0.3	0.3	0.3	0.3	0.8	0.3	0.9	0.3	0.4	0.8
					WINDSOR EM ESSEX	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.2	0.1	0.1	0.1
	Price is Right	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	10:57 - 12:03 MTWTF..	Audience TC	197.8	12.5	33.0	42.0	82.9	7.4	13.9	17.8	0.5	204.6	6.3	115.0	5.0	19.0	24.1
					BARRIE EM	1.5	0.5	0.5	0.5	1.2	0.3	0.5	0.5	0.3	1.2	0.3	1.8	0.5	0.5	0.7
					KINGSTON EM	0.7	0.3	0.3	0.3	0.7	0.1	0.3	0.3	0.1	0.7	0.1	0.8	0.3	0.3	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	0.3
					KITCHENER-LONDON EM	1.0	0.1	0.3	0.5	1.0	0.1	0.4	0.7	0.0	0.8	0.0	1.1	0.1	0.1	0.3
					LONDON EM	1.4	0.1	0.4	0.8	1.5	0.2	0.7	1.4	0.0	1.1	0.0	1.2	0.0	0.0	0.3
					OTTAWA-GATINEAU ANGLO	0.8	0.6	0.5	0.5	0.8	0.0	0.2	0.7	0.0	0.7	0.0	0.7	0.9	0.6	0.1
					PETERBOROUGH EM	1.1	0.4	0.4	0.4	0.9	0.2	0.4	0.4	0.2	0.9	0.2	1.2	0.4	0.4	0.6
					SUDBURY-TIMMINS-NORTH	0.6	0.2	0.2	0.2	0.5	0.1	0.2	0.2	0.1	0.5	0.1	0.7	0.2	0.2	0.3
					TORONTO-HAMILTON EM	1.5	0.5	0.6	0.7	1.2	0.7	0.7	0.7	0.1	1.3	0.6	1.7	0.2	0.6	0.7
					WINDSOR EM ESSEX	0.4	0.1	0.1	0.1	0.3	0.1	0.1	0.1	0.1	0.3	0.1	0.5	0.1	0.1	0.2
	ROTN: Sat CDN	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	18:57 - 23:03 .....SA.	Audience TC	72.3	7.5	14.2	17.1	27.9	3.2	7.7	9.5	0.4	73.8	1.1	44.5	4.4	6.5	7.6
					BARRIE EM	0.5	0.3	0.3	0.3	0.5	0.3	0.3	0.3	0.3	0.5	0.3	0.5	0.3	0.3	0.3
					KINGSTON EM	0.3	0.1	0.1	0.1	0.3	0.1	0.1	0.1	0.1	0.3	0.1	0.3	0.1	0.1	0.1
					KITCHENER 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
					KITCHENER-LONDON EM	0.3	0.2	0.1	0.1	0.3	0.4	0.2	0.0	0.0	0.3	0.0	0.3	0.0	0.0	0.1
					LONDON EM	0.5	0.4	0.2	0.1	0.5	0.7	0.4	0.0	0.0	0.4	0.0	0.5	0.0	0.0	0.3
					OTTAWA-GATINEAU ANGLO	0.4	0.0	0.3	0.3	0.4	0.0	0.5	0.7	1.0	0.4	0.0	0.4	0.0	0.0	0.0
					PETERBOROUGH EM	0.4	0.2	0.2	0.2	0.4	0.2	0.2	0.2	0.2	0.4	0.2	0.4	0.2	0.2	0.2
					SUDBURY-TIMMINS-NORTH	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
					TORONTO-HAMILTON EM	0.5	0.2	0.2	0.2	0.4	0.2	0.2	0.3	0.1	0.4	0.1	0.5	0.2	0.2	0.2
					WINDSOR EM ESSEX	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
	ROTN: Wkdy Cdn	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	5:00 - 4:59 MTWTF..	Audience TC	8.6	0.8	3.0	3.7	3.3	0.3	1.1	1.4	0.2	9.7	0.9	5.2	0.5	1.9	2.4
					BARRIE EM	0.3	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.3	0.3	0.3	0.0	0.0	0.3
					KINGSTON EM	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	0.1
					KITCHENER EM	0.2	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.0	0.0	0.2
					KITCHENER-LONDON EM	0.2	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.0	0.0	0.2
					LONDON EM	0.2	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.0	0.0	0.2
					OTTAWA-GATINEAU ANGLO	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	0.1
					PETERBOROUGH EM	0.2	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.0	0.0	0.2
					SUDBURY-TIMMINS-NORTH	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	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	0.1	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	0.0	0.1
	ROTN: Wkdy Late	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	23:57 - 5:00 MTWTF..	Audience TC	12.2	1.5	3.2	3.8	5.7	0.6	1.5	1.7	0.1	13.2	0.9	6.5	0.9	1.7	2.0
					BARRIE 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
					KINGSTON 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
					KITCHENER 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
					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
					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
					OTTAWA-GATINEAU ANGLO	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.1	0.0
					PETERBOROUGH 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
					SUDBURY-TIMMINS-NORTH	0.0	0.0	0.0	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	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.1	0.0	0.0	0.1
					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
	ROTN: Wknd Day	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	4:57 - 18:03 .....SASU	Audience TC	19.9	2.1	3.6	4.2	7.7	1.1	1.8	1.7	0.1	20.7	0.7	12.1	1.0	1.8	2.5
					BARRIE 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
					KINGSTON 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
					KITCHENER EM	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1
					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
					LONDON 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
					OTTAWA-GATINEAU ANGLO	0.1	0.1	0.1	0.1	0.1	0.3	0.1	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0
					PETERBOROUGH 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
					SUDBURY-TIMMINS-NORTH	0.0	0.0	0.0	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	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.1
					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
	ROTN: Wknd Late	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	23:57 - 5:03 .....SASU	Audience TC	15.9	1.9	3.5	4.2	9.0	1.4	2.4	2.6	0.2	17.1	0.9	6.9	0.5	1.2	1.7
					BARRIE EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
					KINGSTON 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	0.0
					KITCHENER 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

ROGERS

Run Date: Saturday, June 05, 2021 12:34:41 PM

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
					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
					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
					OTTAWA-GATINEAU ANGLO	0.0	0.0	0.0	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
					SUDBURY-TIMMINS-NORTH	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
					TORONTO-HAMILTON EM	0.2	0.0	0.1	0.1	0.2	0.0	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.1
					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	0.1	0.0	0.0	0.0
	The Bachelor	2021-12-20 - 2022-09-11	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	19:57 - 22:03 M.....	Audience TC	320.2	90.1	178.9	166.9	102.6	29.9	59.8	55.8	11.8	370.7	38.8	217.6	60.2	119.1	111.2
					BARRIE EM	2.8	3.0	3.0	2.8	1.8	1.2	1.8	2.0	1.5	2.8	3.0	3.7	4.6	4.0	3.7
					KINGSTON EM	1.4	1.5	1.5	1.4	0.8	0.7	0.8	1.0	0.7	1.4	1.5	1.9	2.2	2.0	1.9
					KITCHENER EM	1.9	2.0	2.0	1.9	1.2	0.8	1.2	1.4	1.0	1.9	2.0	2.6	3.1	2.8	2.6
					KITCHENER-LONDON EM	2.0	2.1	2.1	2.0	1.2	0.8	1.2	1.4	1.0	2.0	2.1	2.6	3.2	2.8	2.6
					LONDON EM	2.0	2.2	2.2	2.0	1.3	0.9	1.3	1.5	1.1	2.0	2.2	2.8	3.3	3.0	2.8
					OTTAWA-GATINEAU ANGLO	1.4	1.6	1.6	1.4	0.9	0.7	0.9	1.0	0.7	1.4	1.6	2.0	2.3	2.0	2.0
					PETERBOROUGH EM	2.0	2.1	2.1	2.0	1.2	0.9	1.2	1.4	1.1	2.0	2.1	2.7	3.3	2.9	2.7
					SUDBURY-TIMMINS-NORTH	1.0	1.1	1.1	1.0	0.7	0.5	0.7	0.7	0.6	1.0	1.1	1.4	1.7	1.5	1.4
					TORONTO-HAMILTON EM	3.1	3.6	3.1	2.9	2.1	2.3	2.0	2.2	1.7	2.9	2.4	4.1	5.0	4.1	3.5
					WINDSOR EM ESSEX	0.7	0.7	0.7	0.7	0.5	0.3	0.5	0.6	0.4	0.7	0.7	0.9	1.2	1.0	0.9
	The Doctors	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	1:57 - 3:03 MTWTF..	Audience TC	12.2	1.5	3.2	3.8	5.7	0.6	1.5	1.7	0.1	13.2	0.9	6.5	0.9	1.7	2.0
					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	0.0	0.1	0.0	0.1	0.0	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-TIMMINS-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	0.1	0.1	0.0	0.1	0.0	0.1	0.0	0.0	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	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	12:57 - 18:03 .....SASU	Audience TC	37.5	1.8	4.5	6.4	12.0	0.9	2.5	2.6	0.4	39.9	2.0	25.6	0.9	1.9	3.8
					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	0.2	0.0	0.4	0.0	0.0	0.2
					SUDBURY-TIMMINS-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	0.2	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
					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
	Young Rock	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	19:57 - 20:33 .T.....	Audience TC	275.7	45.3	148.7	165.7	135.9	30.2	79.7	88.6	16.0	321.2	29.5	139.8	15.1	69.0	77.1
					BARRIE EM	2.2	1.2	1.5	1.8	1.8	1.2	1.2	1.2	1.0	2.0	1.2	2.8	1.5	2.0	2.2
					KINGSTON EM	1.1	0.7	0.7	0.8	0.8	0.7	0.7	0.7	0.5	1.0	0.7	1.4	0.7	1.0	1.1
					KITCHENER EM	1.4	1.5	1.3	1.8	0.5	0.0	0.0	0.5	0.0	1.1	0.0	2.1	2.9	2.5	2.9
					KITCHENER-LONDON EM	1.2	1.2	1.2	1.3	0.5	0.0	0.0	0.3	0.0	1.0	0.0	2.0	2.5	2.4	2.3
					LONDON EM	1.1	0.8	1.1	0.7	0.5	0.0	0.0	0.0	0.0	0.9	0.0	1.7	2.1	2.4	1.6
					OTTAWA-GATINEAU ANGLO	0.5	0.0	0.2	0.4	0.2	0.0	0.0	0.0	0.0	0.5	0.0	0.7	0.0	0.3	0.8
					PETERBOROUGH EM	1.6	0.9	1.1	1.2	1.2	0.9	0.9	0.9	0.7	1.4	0.9	2.0	1.1	1.4	1.6
					SUDBURY-TIMMINS-NORTH	0.8	0.5	0.6	0.7	0.7	0.5	0.5	0.5	0.4	0.7	0.5	1.0	0.6	0.7	0.8
					TORONTO-HAMILTON EM	2.1	1.8	2.0	2.2	2.1	2.4	2.2	2.4	1.6	2.1	2.7	2.1	1.3	1.8	2.0
					WINDSOR EM ESSEX	0.6	0.3	0.4	0.5	0.5	0.3	0.3	0.3	0.3	0.6	0.3	0.7	0.4	0.6	0.6