



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: OCU	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj		21:57 - 23:03 ...T...	VANCOUVER-VICTORIA EM	1.4	0.7	0.6	0.6	1.0	0.1	2.4	0.5	0.1	1.2	0.4	1.4	1.4	1.0	0.9
					Audience TC	79.1	8.3	15.6	24.5	28.3	1.1	2.4	7.1	2.4	84.7	3.2	50.9	7.2	13.3	17.4
					KELOWNA EM	1.0	0.4	0.4	0.6	0.7	0.1	0.4	0.4	0.9	0.3	1.3	0.7	0.7	0.7	0.9
					VANCOUVER-VICTORIA EM	1.5	0.8	0.7	0.7	1.1	0.1	0.1	0.5	0.1	1.3	0.4	1.9	1.5	1.1	1.0
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	72.4	7.6	14.3	22.4	25.9	1.0	2.2	6.5	2.2	77.5	2.9	46.6	6.6	12.2	15.9
					KELOWNA EM	0.9	0.4	0.4	0.5	0.6	0.1	0.1	0.4	0.4	0.8	0.3	1.2	0.6	0.6	0.8
					VANCOUVER-VICTORIA EM	1.4	0.7	0.6	0.6	1.0	0.1	0.1	0.5	0.1	1.2	0.4	1.7	1.4	1.0	0.9
					VANCOUVER-VICTORIA EM	1.5	0.8	0.7	0.7	1.1	0.1	0.1	0.5	0.1	1.3	0.4	1.9	1.5	1.1	1.0
Lets Make A Deal	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj		10:57 - 12:03 MTWTF..	Audience TC	31.7	7.2	10.8	8.7	15.4	4.7	6.6	6.1	0.1	33.2	1.5	16.2	2.5	4.1	2.6
					KELOWNA EM	0.3	0.2	0.2	0.1	0.3	0.2	0.2	0.2	0.0	0.2	0.1	0.3	0.2	0.1	0.1
					VANCOUVER-VICTORIA EM	0.6	0.5	0.4	0.3	0.6	0.7	0.5	0.4	0.0	0.5	0.0	0.6	0.4	0.3	0.2
					VANCOUVER-VICTORIA EM	0.6	0.5	0.4	0.3	0.6	0.7	0.5	0.4	0.0	0.5	0.0	0.6	0.4	0.3	0.2
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	10.6	1.5	3.0	3.2	4.6	0.6	1.3	1.4	0.1	11.8	1.1	6.0	1.0	1.7	1.8
					KELOWNA EM	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1
					VANCOUVER-VICTORIA 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	0.2	0.1
					VANCOUVER-VICTORIA 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	0.2	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	11.6	1.0	2.7	3.5	4.6	0.3	1.1	1.4	0.1	12.2	0.5	7.0	0.7	1.6	2.1
					KELOWNA EM	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1
					VANCOUVER-VICTORIA EM	0.3	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.0	0.3	0.1	0.4	0.2	0.2
					VANCOUVER-VICTORIA EM	0.3	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.0	0.3	0.1	0.4	0.2	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	32.8	4.1	8.6	8.0	10.1	0.4	2.9	3.0	5.2	42.3	4.3	22.7	3.6	5.7	4.9
					KELOWNA EM	0.3	0.1	0.1	0.1	0.2	0.0	0.1	0.1	0.5	0.3	0.3	0.4	0.2	0.2	0.2
					VANCOUVER-VICTORIA EM	0.6	0.3	0.3	0.4	0.4	0.1	0.3	0.3	0.1	0.5	0.0	0.8	0.4	0.3	0.4
					VANCOUVER-VICTORIA EM	0.6	0.3	0.3	0.4	0.4	0.1	0.3	0.3	0.1	0.5	0.0	0.8	0.4	0.3	0.4
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	34.8	9.4	18.9	21.6	17.2	3.3	9.7	9.7	0.0	38.2	3.5	17.6	6.1	9.2	11.9
					KELOWNA EM	0.3	0.3	0.3	0.4	0.3	0.2	0.3	0.3	0.0	0.3	0.2	0.3	0.4	0.3	0.4
					VANCOUVER-VICTORIA EM	0.9	1.0	1.1	1.3	1.0	0.7	1.1	1.1	0.0	0.9	0.9	0.9	1.3	1.0	1.4
					VANCOUVER-VICTORIA EM	0.9	1.0	1.1	1.3	1.0	0.7	1.1	1.1	0.0	0.9	0.9	0.9	1.3	1.0	1.4
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	5.6	0.7	1.2	1.4	3.3	0.4	0.8	0.8	0.1	5.9	0.3	2.2	0.3	0.5	0.6
					KELOWNA EM	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
					VANCOUVER-VICTORIA EM	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
					VANCOUVER-VICTORIA EM	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	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		16:57 - 18:03 MTWTF..	Audience TC	21.9	1.9	2.8	3.3	6.8	0.5	0.8	0.3	22.4	0.3	15.0	1.4	1.9	2.5	
					KELOWNA EM	0.2	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.2	0.0	0.3	0.1	0.1	0.1	
					VANCOUVER-VICTORIA EM	0.3	0.2	0.1	0.2	0.2	0.1	0.0	0.1	0.0	0.1	0.3	0.0	0.3	0.2	0.3
					VANCOUVER-VICTORIA EM	0.3	0.2	0.1	0.2	0.2	0.1	0.0	0.1	0.0	0.1	0.3	0.0	0.3	0.2	0.3
Price Is Right	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj		9:57 - 23:03 MTWTF..	Audience TC	44.6	8.6	11.6	9.8	18.8	5.0	6.7	6.2	0.1	46.2	1.5	25.8	3.6	4.9	3.5
					KELOWNA EM	0.4	0.3	0.2	0.2	0.3	0.3	0.2	0.2	0.0	0.3	0.1	0.4	0.2	0.2	0.1
					VANCOUVER-VICTORIA EM	1.0	0.6	0.4	0.4	0.8	0.6	0.5	0.5	0.0	0.8	0.0	1.1	0.5	0.4	0.2
					VANCOUVER-VICTORIA EM	1.0	0.6	0.4	0.4	0.8	0.6	0.5	0.5	0.0	0.8	0.0	1.1	0.5	0.4	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	16.6	0.8	2.8	3.4	7.0	0.3	0.9	1.2	0.7	17.6	0.3	9.6	0.5	1.8	2.2
					KELOWNA EM	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.1	0.1
					VANCOUVER-VICTORIA EM	0.4	0.1	0.1	0.2	0.3	0.1	0.1	0.1	0.1	0.3	0.4	0.1	0.5	0.1	0.2
					VANCOUVER-VICTORIA EM	0.4	0.1	0.1	0.2	0.3	0.1	0.1	0.1	0.1	0.3	0.4	0.1	0.5	0.1	0.2
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	6.3	0.3	1.0	1.4	2.8	0.2	0.4	0.2	0.4	6.9	0.2	3.4	0.2	0.8	1.0
					KELOWNA 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
					VANCOUVER-VICTORIA EM	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.1	0.0	0.1	0.0	0.1
					VANCOUVER-VICTORIA EM	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.1	0.0	0.1	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	4.5	0.6	0.9	1.3	1.8	0.3	0.4	0.5	0.1	4.7	0.1	2.7	0.3	0.5	0.7
					KELOWNA 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
					VANCOUVER-VICTORIA EM	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1
					VANCOUVER-VICTORIA EM	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1
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	4.5	0.3	1.2	1.3	1.8	0.1	0.4	0.5	0.3	5.0	0.2	2.6	0.1	0.7	0.8
					KELOWNA 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
					VANCOUVER-VICTORIA EM	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.1
					VANCOUVER-VICTORIA EM	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.1
ROTN: Wknd Late	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj		23:57 - 5:00 .....SASU	Audience TC	3.8	0.5	0.9	1.1	2.2	0.3	0.4	0.4	0.1	4.1	0.2	1.6	0.2	0.5	0.6
					KELOWNA 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
					VANCOUVER-VICTORIA 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
					VANCOUVER-VICTORIA 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
The Bachelor	2021-12-20 - 2022-09-11	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj		19:57 - 22:03 M.....	Audience TC	87.4	23.1	40.9	38.4	29.3	6.8	12.8	15.1	2.7	95.0	4.8	58.1	16.3	28.1	23.2
					KELOWNA EM	0.7	0.7	0.7	0.7	0.5	0.4	0.4	0.5	0.3	0.7	0.3	1.0	1.0	0.9	0.8
					VANCOUVER-VICTORIA EM	2.3	2.4	2.2	2.0	1.6	1.4	1.4	1.7	1.0	2.2	1.2	3.1	3.5	3.1	2.4
					VANCOUVER-VICTORIA EM	2.3	2.4	2.2	2.0	1.6	1.4	1.4	1.7	1.0	2.2	1.2	3.1	3.5	3.1	2.4
The Doctors	2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj																		