

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	
ROTN: Wknd Late		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	23:57 - 5:00SASU	Audience TC	0.4	0.0	0.3	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.3	0.0	0.3	0.3
					WINNIPEG EM	0.0	0.0	0.1	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
The Bachelorette		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	18:57 - 22:03 MT.....	Audience TC	68.4	1.5	11.0	16.2	24.4	0.0	4.3	8.7	2.0	70.5	0.0	44.3	1.5	6.7	7.4	7.4
					WINNIPEG EM	6.5	0.6	1.1	2.0	4.3	0.0	0.0	1.9	2.2	5.4	0.0	8.6	1.1	2.4	2.2	2.2
The Doctors		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	11:57 - 13:03 MTWTF..	Audience TC	9.2	0.7	1.7	1.5	4.0	0.8	1.1	1.0	0.0	9.2	0.0	5.2	0.2	0.2	0.5	0.5
					WINNIPEG EM	0.7	0.4	0.3	0.2	0.7	0.4	0.4	0.4	0.0	0.6	0.0	0.8	0.0	0.8	0.1	0.1
Wkdy Morning		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	5:00 - 8:33 MTWTF..	Audience TC	2.6	0.1	0.7	0.9	0.4	0.0	0.2	0.2	0.0	2.6	0.0	2.2	0.0	0.1	0.6	0.7
					WINNIPEG EM	0.2	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.2	0.0	0.2	0.0	0.1
Wknd Mat MV		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	10:57 - 18:03SASU	Audience TC	1.7	0.3	0.4	0.4	0.9	0.2	0.2	0.2	0.1	1.8	0.0	0.8	0.0	0.1	0.2	0.3
					WINNIPEG EM	0.1	0.1	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