

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 Winnipeg	American Idol	2021-12-20 - 2023-05-21	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	18:57 - 22:03 .....SU	Audience TC	24.6	11.2	2.2	10.0	3.5	0.0	0.5	0.0	0.0	24.6	0.0	21.6	11.4	12.5	10.0
					WINNIPEG EM	2.5	3.8	2.2	1.9	0.7	0.0	0.2	0.0	0.2	0.0	0.0	4.3	8.1	4.6	3.7
Brooklyn 99		2021-12-20 - 2022-05-29	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	19:27 - 20:03 ...T...	Audience TC	8.1	0.0	4.2	4.2	1.9	0.0	0.0	0.0	0.0	8.1	0.0	6.2	0.0	4.2	4.2
					WINNIPEG EM	0.8	0.0	0.9	1.0	0.3	0.0	0.0	0.0	0.0	0.7	0.0	1.4	0.0	2.0	2.0
BT National		2021-12-20 - 2022-05-29	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	8:27 - 10:03 MTWTF..	Audience TC	5.0	0.2	1.4	1.7	0.7	0.0	0.3	0.0	0.3	5.0	0.0	4.3	0.2	1.1	1.4
					WINNIPEG EM	0.3	0.0	0.1	0.2	0.1	0.0	0.2	0.0	0.2	0.0	0.2	0.0	0.4	0.0	0.1
CGT		2022-03-28 - 2022-05-29	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	18:57 - 21:03 T.....	Audience TC	56.6	1.2	9.1	13.4	20.1	0.0	3.5	7.3	1.7	58.3	0.0	36.6	1.2	5.6	6.2
					WINNIPEG EM	5.4	0.4	1.0	1.7	3.5	0.0	0.0	1.5	1.8	4.5	0.0	7.1	1.0	2.0	1.8
Chicago Fire		2021-12-20 - 2022-05-29	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	19:57 - 21:03 .W....	Audience TC	45.8	7.5	9.8	10.9	12.6	2.4	1.9	0.0	0.0	44.7	0.0	33.6	5.4	7.3	10.9
					WINNIPEG EM	4.7	2.6	1.8	2.0	2.6	1.7	0.7	0.0	0.0	3.7	0.0	6.7	3.8	2.7	4.1
Chicago Med		2021-12-20 - 2022-05-29	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	18:57 - 20:03 .W....	Audience TC	40.4	5.4	6.7	7.4	11.3	2.4	1.9	0.0	0.0	40.3	0.0	29.4	3.1	4.8	7.9
					WINNIPEG EM	4.1	1.9	1.2	1.4	2.3	1.7	0.7	0.0	0.0	3.3	0.0	5.9	2.1	1.8	3.0
Chicago PD		2021-12-20 - 2022-05-29	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	20:57 - 22:03 .W....	Audience TC	43.1	11.3	13.3	14.9	13.5	0.0	0.0	0.0	0.0	42.5	0.0	29.4	12.1	12.9	14.1
					WINNIPEG EM	4.4	3.9	2.4	2.8	2.8	0.0	0.0	0.0	0.0	3.5	0.0	5.9	4.7	5.3	5.3
CityLine		2021-12-20 - 2022-05-29	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	10:57 - 12:03 MTWTF..	Audience TC	2.6	0.1	0.7	0.9	0.4	0.0	0.2	0.0	0.2	2.6	0.0	2.2	0.1	0.6	0.7
					WINNIPEG EM	0.2	0.0	0.1	0.1	0.1	0.0	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.1	0.1
CityLine Encore		2021-12-20 - 2022-05-29	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	5:57 - 13:03 MTWTF..	Audience TC	2.6	0.1	0.7	0.9	0.4	0.0	0.2	0.0	0.2	2.6	0.0	2.2	0.1	0.6	0.7
					WINNIPEG EM	0.2	0.0	0.1	0.1	0.1	0.0	0.1	0.0	0.1	0.1	0.0	0.2	0.0	0.1	0.1
Cityline Repeat		2021-12-20 - 2022-05-29	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	11:57 - 13:03 MTWTF..	Audience TC	2.6	0.1	0.7	0.9	0.4	0.0	0.2	0.0	0.2	2.6	0.0	2.2	0.1	0.6	0.7
					WINNIPEG EM	0.2	0.0	0.1	0.1	0.1	0.0	0.1	0.0	0.1	0.1	0.0	0.2	0.0	0.1	0.1
CityNews at 6		2021-12-20 - 2022-05-29	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	17:57 - 19:03 MTWTF..	Audience TC	4.9	1.6	3.1	2.5	2.4	0.6	1.7	1.7	0.3	5.7	0.5	2.4	1.0	1.4	0.8
					WINNIPEG EM	0.2	0.1	0.2	0.2	0.3	0.0	0.3	0.2	0.2	0.2	0.5	0.2	0.1	0.1	0.2
CityNews Ntnl		2021-12-20 - 2022-05-29	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	21:57 - 22:33 M.....	Audience TC	1.3	0.0	0.6	0.6	0.7	0.0	0.4	0.4	0.4	1.3	0.0	0.6	0.0	0.2	0.4
					WINNIPEG EM	0.2	0.0	0.2	0.2	0.2	0.0	0.2	0.0	0.2	0.2	0.0	0.2	0.0	0.0	0.2
CityNews Tonight		2021-12-20 - 2022-05-29	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	22:57 - 0:03 MTWTF..	Audience TC	1.2	0.0	0.5	0.5	0.7	0.0	0.4	0.4	0.4	1.2	0.0	0.5	0.0	0.2	0.4
					WINNIPEG EM	0.2	0.0	0.2	0.2	0.2	0.0	0.2	0.2	0.2	0.2	0.0	0.2	0.0	0.0	0.2
CityNews Weekend		2021-12-20 - 2022-05-29	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	17:57 - 19:03 .....SASU	Audience TC	4.9	1.6	3.1	2.5	2.4	0.6	1.7	1.7	0.3	5.7	0.5	2.4	1.0	1.4	0.8
					WINNIPEG EM	0.2	0.1	0.2	0.2	0.2	0.0	0.3	0.2	0.2	0.2	0.5	0.2	0.1	0.1	0.2
Daily Mail		2021-12-20 - 2022-05-29	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	15:57 - 16:33 MTWTF..	Audience TC	2.6	0.1	0.7	0.9	0.4	0.0	0.2	0.0	0.2	2.6	0.0	2.2	0.1	0.6	0.7
					WINNIPEG EM	0.2	0.0	0.1	0.1	0.1	0.0	0.1	0.0	0.1	0.1	0.0	0.2	0.0	0.1	0.1
Dick Clark NYE		2021-12-27 - 2022-01-02	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	18:57 - 0:00 .....SA.	Audience TC	47.7	8.3	16.5	29.7	20.6	2.6	7.8	11.4	1.3	49.0	0.0	27.1	5.9	8.9	18.2
					WINNIPEG EM	4.7	1.8	2.6	6.0	4.4	1.1	2.6	5.2	1.8	4.1	0.0	5.2	2.6	2.6	6.7
Extra Late		2021-12-20 - 2022-05-29	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	0:57 - 1:33 MTWTF..	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	0.1	0.2	0.3
					WINNIPEG EM	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.0	0.1	0.1
Family Feud		2021-12-20 - 2022-05-29	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	14:57 - 16:03 MTWTF..	Audience TC	3.7	0.3	0.7	0.9	1.1	0.0	0.0	0.0	0.1	3.8	0.0	2.6	0.3	0.7	0.9
					WINNIPEG EM	0.3	0.1	0.2	0.2	0.2	0.0	0.0	0.0	0.1	0.2	0.0	0.4	0.3	0.3	0.4
General Hospital		2021-12-20 - 2022-05-29	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	12:57 - 14:03 MTWTF..	Audience TC	3.4	0.0	0.5	1.0	0.4	0.0	0.0	0.0	0.0	3.2	0.0	3.5	0.0	0.4	1.0
					WINNIPEG EM	0.4	0.0	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.7	0.0	0.2	0.4
Holiday Movies		2021-12-20 - 2022-05-29	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	18:57 - 23:03 MTWTFSSASU	Audience TC	15.3	0.7	3.2	4.3	5.6	0.2	1.3	2.2	0.5	15.7	0.0	9.8	0.6	2.0	2.1
					WINNIPEG EM	1.5	0.3	0.4	0.7	1.0	0.2	0.1	0.6	0.5	1.2	0.0	1.9	0.4	0.7	0.7
Hudson and Rex		2021-12-20 - 2022-05-29	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	18:57 - 20:03 T..... 19:57 - 21:03 T.....	Audience TC	17.4	2.1	4.1	5.5	5.9	0.0	1.6	1.5	0.0	16.7	0.0	11.2	2.4	2.0	3.7
					WINNIPEG EM	1.8	0.7	0.7	1.0	1.2	0.0	0.6	0.6	0.0	1.4	0.0	2.2	1.7	0.7	1.4
Hudson and Rex Rpt		2021-12-20 - 2022-05-29	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	20:57 - 22:03 ...F..	Audience TC	5.9	0.7	1.5	2.0	2.1	0.1	0.7	0.6	0.0	5.7	0.0	3.7	0.8	0.7	1.3
					WINNIPEG EM	0.7	0.3	0.3	0.4	0.5	0.1	0.3	0.2	0.0	0.5	0.0	0.7	0.6	0.3	0.5
Imp Jokers Late		2021-12-20 - 2022-05-29	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	23:57 - 0:33 MTWT...	Audience TC	1.9	0.3	0.5	0.5	1.0	0.2	0.2	0.2	0.1	2.0	0.0	0.9	0.1	0.2	0.3
					WINNIPEG EM	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.0	0.1	0.1
Kelly Clarkson		2021-12-20 - 2022-05-29	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	16:57 - 18:03 MTWTF..	Audience TC	9.2	0.7	1.7	1.5	4.0	0.6	1.1	1.0	0.0	9.2	0.0	5.2	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	0.1	0.1	0.1
Kenan		2021-12-20 - 2022-05-29	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	19:27 - 20:03 T.....	Audience TC	21.1	3.1	7.5	8.8	6.6	0.0	2.4	2.5	0.0	21.1	0.0	14.6	3.1	5.1	6.3
					WINNIPEG EM	2.1	1.3	1.6	2.0	2.0	0.0	0.9	1.0	0.0	1.8	0.0	3.1	3.0	2.2	3.0
L&O: FTD		2021-12-20 - 2022-05-29	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	18:57 - 20:03 ...T...	Audience TC	30.0	7.9	9.3	10.4	9.4	0.0	0.0	0.0	0.0	29.6	0.0	20.4	8.4	9.1	9.9
					WINNIPEG EM	3.0	2.8	1.7	1.9	1.9	0.0	0.0	0.0	0.0	2.5	0.0	4.1	6.0	3.3	3.7
L&O: OCU		2021-12-20 - 2022-05-29	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	20:57 - 22:03 ...T...	Audience TC	32.7	8.6	10.1	11.3	10.2	0.0	0.0	0.0	0.0	32.3	0.0	22.3	9.2	9.9	10.8
					WINNIPEG EM	3.3	3.0	1.9	2.1	2.1	0.0	0.0	0.0	0.0	2.7	0.0	4.5	6.5	3.6	4.0
L&O: SVU		2021-12-20 - 2022-05-29	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	19:57 - 21:03 ...T...	Audience TC	30.0	7.9	9.3	10.4	9.4	0.0	0.0	0.0	0.0	29.6	0.0	20.4	8.4	9.1	9.9
					WINNIPEG EM	3.0	2.8	1.7	1.9	1.9	0.0	0.0	0.0	0.0	2.5	0.0	4.1	6.0	3.3	3.7
Lets Make A Deal		2021-12-2																		

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 Selling Option Type: SellingOption Regular  
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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
ROTN: Wkdy Can		2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	5:00 - 4:59 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	0.1	0.6	0.7
					WINNIPEG EM	0.2	0.0	0.1	0.1	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.2	0.0	0.2
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	0.4	0.0	0.3	0.3	0.1	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	0.1	0.0	0.1	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	1.4	0.3	0.4	0.5	0.5	0.1	0.2	0.2	0.0	1.5	0.0	0.9	0.2	0.3	0.4
					WINNIPEG EM	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	0.0	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	0.4	0.0	0.3	0.3	0.1	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	0.1	0.0	0.1	0.0
The Bachelor		2021-12-20 - 2022-09-11	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	18:57 - 21:03 M.....	Audience TC	37.9	11.7	18.4	18.1	3.4	0.0	2.2	2.7	0.0	37.9	0.0	34.4	11.7	16.2	15.4
					WINNIPEG EM	2.5	3.4	3.3	3.0	0.7	0.0	0.8	1.1	0.0	2.0	0.0	4.2	0.0	8.0	5.8
The Doctors		2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	11:57 - 13:03 MTWTF..	Audience TC	9.2	0.7	1.7	1.5	4.0	0.6	1.1	1.0	0.0	9.2	0.0	5.2	0.2	0.5	0.5
					WINNIPEG EM	0.7	0.4	0.3	0.2	0.7	0.4	0.4	0.4	0.4	0.6	0.0	0.8	0.1	0.1	0.1
Wkdy Morning		2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	5:00 - 8:33 MTWTF..	Audience TC	2.7	0.1	0.7	0.9	0.4	0.0	0.2	0.2	0.0	2.7	0.0	2.3	0.1	0.7	0.7
					WINNIPEG EM	0.2	0.0	0.1	0.1	0.1	0.0	0.1	0.0	0.1	0.0	0.2	0.0	0.2	0.0	0.1
Wknd Mat MV		2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	10:57 - 18:03 .....SASU	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	0.1	0.2	0.3
					WINNIPEG EM	0.1	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
Young Rock		2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	18:57 - 19:33 T.....	Audience TC	21.1	3.1	7.5	8.8	6.6	0.0	2.4	2.5	0.0	21.1	0.0	14.6	3.1	5.1	6.3
					WINNIPEG EM	2.1	1.3	1.6	2.0	1.3	0.0	0.9	1.0	0.0	1.8	0.0	3.1	0.0	3.0	2.2