

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	V2+	V2-11	W18+	W18-34	W18-49	W25-54
					BARRIE EM	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	0.1
					CALGARY-LETHBRIDGE 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
					CARLETON EM	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	0.1
					CHARLOTTETOWN EM	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	0.1
					DAWSON CREEK 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
					EDMONTON 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
					HALIFAX 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
					KELOWNA EM	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	0.1
					KINGSTON EM	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	0.1
					KITCHENER EM	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	0.1
					KITCHENER-LONDON EM	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	0.1
					LLOYDMINSTER EM	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	0.1
					LONDON EM	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	0.1
					MEDICINE HAT EM	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
					MONTREAL ANGLO 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
					National English Rating	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
					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
					PETERBOROUGH EM	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	0.1
					PRINCE ALBERT EM	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	0.1
					PRINCE GEORGE-KAMLOOPS	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	0.1
					REGINA-MOOSE JAW EM	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
					SAINT JOHN-MONCTON EM	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	0.1
					SASKATOON 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
					ST. JOHN'S-CORNER BROOK	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	0.1
					SUDBURY-TIMMINS-NORTH	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	0.1
					SYDNEY-GLACE BAY EM	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	0.1
					TERRACE-KITIMAT EM	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	0.1
					THE KOOTENAYS	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	0.1
					THUNDER BAY EM	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	0.1
					TORONTO-HAMILTON 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
					VANCOUVER-VICTORIA 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
					WINDSOR EM ESSEX	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	0.1
					WINNIPEG EM	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
					YORKTON EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1
	Imp Jokers Mon	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals	20:00 - 0:00 M.....	Audience TC	9.0	1.9	6.6	5.5	6.1	1.4	4.7	3.6	14.6	2.1	2.9	0.5	1.9	1.9
					BARRIE EM	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					CALGARY-LETHBRIDGE EM	0.0	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					CARLETON EM	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					CHARLOTTETOWN EM	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					DAWSON CREEK EM	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					EDMONTON EM	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					HALIFAX EM	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					KELOWNA EM	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					KINGSTON EM	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					KITCHENER EM	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					KITCHENER-LONDON EM	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					LLOYDMINSTER EM	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					LONDON EM	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					MEDICINE HAT EM	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					MONTREAL ANGLO EM	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					National English Rating	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					OTTAWA-GATINEAU ANGLO	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					PETERBOROUGH EM	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					PRINCE ALBERT EM	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					PRINCE GEORGE-KAMLOOPS	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					REGINA-MOOSE JAW EM	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					SAINT JOHN-MONCTON EM	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					SASKATOON EM	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					ST. JOHN'S-CORNER BROOK	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					SUDBURY-TIMMINS-NORTH	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					SYDNEY-GLACE BAY EM	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					TERRACE-KITIMAT EM	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					THE KOOTENAYS	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					THUNDER BAY EM	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					TORONTO-HAMILTON EM	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					VANCOUVER-VICTORIA EM	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					WINDSOR EM ESSEX	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					WINNIPEG EM	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					YORKTON EM	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
	Imp Jokers Tu	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals	20:00 - 0:00 T.....	Audience TC	9.0	1.9	6.6	5.5	6.									

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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	V2+	V2-11	W18+	W18-34	W18-49	W25-54
					CALGARY-LETHBRIDGE EM	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0
					CARLETON EM	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					CHARLOTTETOWN EM	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					DAWSON CREEK EM	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					EDMONTON EM	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					HALIFAX EM	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					KELOWNA EM	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					KINGSTON EM	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					KITCHENER EM	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					KITCHENER-LONDON EM	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					LLOYDMINSTER EM	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					LONDON EM	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					MEDICINE HAT EM	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					MONTREAL ANGL0 EM	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					National English Rating	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					OTTAWA-GATINEAU ANGL0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					PETERBOROUGH EM	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					PRINCE ALBERT EM	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					PRINCE GEORGE-KAMLOOPS	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					REGINA-MOOSE JAW EM	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					SAINT JOHN-MONCTON EM	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					SASKATOON EM	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					ST. JOHNS-CORNER BROOK	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					SUDBURY-TIMMINS-NORTH	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					SYDNEY-GLACE BAY EM	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					TERRACE-KITIMAT EM	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					THE KOOTENAYS	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					THUNDER BAY EM	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					TORONTO-HAMILTON EM	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					VANCOUVER-VICTORIA EM	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					WINDSOR EM ESSEX	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					WINNIPEG EM	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					YORKTON EM	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
Imp Jokers Wed		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals	20:00 - 0:00 ...W...	Audience TC	7.7	1.2	6.1	5.8	5.2	1.1	4.1	3.7	13.2	1.9	2.5	0.2	2.0	2.2
					BARRIE EM	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					CALGARY-LETHBRIDGE EM	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0
					CARLETON EM	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					CHARLOTTETOWN EM	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					DAWSON CREEK EM	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					EDMONTON EM	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0
					HALIFAX EM	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0
					KELOWNA EM	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					KINGSTON EM	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					KITCHENER EM	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0
					KITCHENER-LONDON EM	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					LLOYDMINSTER EM	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					LONDON EM	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					MEDICINE HAT EM	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0
					MONTREAL ANGL0 EM	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0
					National English Rating	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					OTTAWA-GATINEAU ANGL0	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0
					PETERBOROUGH EM	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					PRINCE ALBERT EM	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					PRINCE GEORGE-KAMLOOPS	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					REGINA-MOOSE JAW EM	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					SAINT JOHN-MONCTON EM	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					SASKATOON EM	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0
					ST. JOHNS-CORNER BROOK	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					SUDBURY-TIMMINS-NORTH	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					SYDNEY-GLACE BAY EM	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					TERRACE-KITIMAT EM	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					THE KOOTENAYS	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					THUNDER BAY EM	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					TORONTO-HAMILTON EM	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0
					VANCOUVER-VICTORIA EM	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0
					WINDSOR EM ESSEX	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					WINNIPEG EM	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
					YORKTON EM	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.1
Thursday Prime		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals	20:00 - 0:00 ...T...	Audience TC	12.7	3.7	6.8	6.9	7.5	1.5	2.9	3.0	16.5	1.9	5.2	2.2	3.9	3.9
					BARRIE EM	0.1	0.1	0.1	0.1										

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	V2+	V2-11	W18+	W18-34	W18-49	W25-54	
					CARLETON EM	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
					CHARLOTTETOWN EM	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
					DAWSON CREEK EM	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1
					EDMONTON EM	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1
					HALIFAX EM	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1
					KELOWNA EM	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
					KINGSTON EM	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	
					KITCHENER EM	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1
					KITCHENER-LONDON EM	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1
					LLOYDMINSTER EM	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1
					LONDON EM	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1
					MEDICINE HAT EM	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1
					MONTREAL ANGL0 EM	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1
					National English Rating	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1
					OTTAWA-GATINEAU ANGL0	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1
					PETERBOROUGH EM	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
					PRINCE ALBERT EM	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
					PRINCE GEORGE-KAMLOOPS	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1
					REGINA-MOOSE JAW EM	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1
					SAINT JOHN-MONCTON EM	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1
					SASKATOON EM	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1
					ST. JOHNS-CORNER BROOK	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1
					SUDBURY-TIMMINS-NORTH	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
					SYDNEY-GLACE BAY EM	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
					TERRACE-KITIMAT EM	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
					THE KOOTENAYS	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
					THUNDER BAY EM	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
					TORONTO-HAMILTON EM	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.1	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	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1
					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	0.0	0.1	0.1	0.1
					WINNIPEG EM	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
					YORKTON EM	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
Wkdy Aft Rotn		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals	13:00 - 18:00 MTWTF..	Audience TC	7.9	0.5	1.5	1.6	4.8	0.3	0.8	0.9	0.9	0.4	3.1	0.2	0.6	0.7	
					BARRIE 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
					CALGARY-LETHBRIDGE 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
					CARLETON 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
					CHARLOTTETOWN 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
					DAWSON CREEK 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
					EDMONTON 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
					HALIFAX 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
					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
					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
					LLOYDMINSTER 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
					MEDICINE HAT 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
					MONTREAL ANGL0 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
					National English Rating	0.0	0.0	0.0	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 ANGL0	0.0	0.0	0.0	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	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
					PRINCE ALBERT 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
					PRINCE GEORGE-KAMLOOPS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
					REGINA-MOOSE JAW 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
					SAINT JOHN-MONCTON 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
					SASKATOON 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
					ST. JOHNS-CORNER BROOK	0.0	0.0	0.0	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
					SYDNEY-GLACE BAY 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
					TERRACE-KITIMAT 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
					THE KOOTENAYS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
					THUNDER BAY 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
					TORONTO-HAMILTON 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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
					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
					WINNIPEG 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
					YORKTON EM	0.0	0.													

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	V2+	V2-11	W18+	W18-34	W18-49	W25-54	
					EDMONTON 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	
					HALIFAX 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	
					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	
					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	
					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	
					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	
					LLOYDMINSTER 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	
					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	
					MEDICINE HAT 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	
					MONTRÉAL ANGL0 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	
					National English Rating	0.0	0.0	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 ANGL0	0.0	0.0	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	
					PRINCE ALBERT 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	
					PRINCE GEORGE-KAMLOOPS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
					REGINA-MOOSE JAW 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	
					SAINT JOHN-MONCTON 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	
					SASKATOON 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	
					ST JOHN-S-CORNER BROOK	0.0	0.0	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	
					SYDNEY-GLACE BAY 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	
					TERRACE-KITIMAT 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	
					THE KOOTENAYS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
					THUNDER BAY 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	
					TORONTO-HAMILTON 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	
					VANCOUVER-VICTORIA 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	
					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	
					WINNIPEG 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	
					YORKTON 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	
	Wknd Prime Rotn	2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals	18:00 - 0:00SASU	Audience TC	9.1	2.8	4.1	3.0	5.1	1.9	2.7	1.5	9.9	0.4	4.0	0.9	1.4	1.5	
					BARRIE EM	0.0	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
					CALGARY-LETHBRIDGE EM	0.0	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	
					CARLETON EM	0.0	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
					CHARLOTTETOWN EM	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
					DAWSON CREEK EM	0.0	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	
					EDMONTON EM	0.0	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	
					HALIFAX EM	0.0	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	
					KELOWNA EM	0.0	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
					KINGSTON EM	0.0	0.1	0.0	0.0	0.1	0.1	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	0.1	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	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
					LLOYDMINSTER EM	0.0	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	
					LONDON EM	0.0	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	
					MEDICINE HAT EM	0.0	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	
					MONTRÉAL ANGL0 EM	0.0	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	
					National English Rating	0.0	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	
					OTTAWA-GATINEAU ANGL0	0.0	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	
					PETERBOROUGH EM	0.0	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
					PRINCE ALBERT EM	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
					PRINCE GEORGE-KAMLOOPS	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
					REGINA-MOOSE JAW EM	0.0	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	
					SAINT JOHN-MONCTON EM	0.0	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	
					SASKATOON EM	0.0	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	
					ST JOHN-S-CORNER BROOK	0.0	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	
					SUDBURY-TIMMINS-NORTH	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
					SYDNEY-GLACE BAY EM	0.0	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
					TERRACE-KITIMAT EM	0.0	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
					THE KOOTENAYS	0.0	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
					THUNDER BAY EM	0.0	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
					TORONTO-HAMILTON EM	0.0	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	
					VANCOUVER-VICTORIA EM	0.0	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	
					WINDSOR EM ESSEX	0.0	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	
					WINNIPEG EM	0.0	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	
					YORKTON EM	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	