

Master Planner Report.rdl

Effective date:	2017/06/05
From Date:	2017/09/11
To Date:	2017/12/17
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	A Christmas Story	2017-11-27 - 2017-12-03	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	19:57 - 23:04SU	Audience TC	264.4	106.1	158.9	152.1	98.6	33.2	56.4	58.2	18.3	308.4	25.7	165.8	72.9	102.5	93.9				
					BARRIE EM	0.8	1.1	0.8	1.0	0.5	0.9	0.6	0.5	0.0	0.6	0.0	1.0	1.8	1.1	1.3				
					KINGSTON EM	0.8	0.8	1.3	1.3	0.8	1.1	1.4	1.3	0.0	0.7	0.0	0.7	0.6	1.2	1.5				
					KITCHENER EM	0.8	0.8	1.0	1.1	0.5	0.4	0.5	0.7	0.0	0.6	0.0	1.0	1.2	1.5					
					KITCHENER-LONDON EM	0.7	0.9	0.9	1.0	0.5	0.4	0.4	0.7	0.2	0.6	0.0	1.0	1.5						
					LONDON EM	0.7	1.1	0.8	0.9	0.5	0.4	0.3	0.6	0.4	0.6	0.0	0.9	1.9						
					OTTAWA-GATINEAU ANGLO	0.7	0.9	0.9	1.1	0.6	0.4	0.7	0.8	0.0	0.6	0.0	0.9	1.2						
					PETERBOROUGH EM	0.8	0.8	1.0	1.3	0.8	0.7	0.8	1.2	0.0	0.7	0.0	0.9	1.0						
					SUDBURY-TIMMINS-NORTH	0.1	0.0	0.1	0.2	0.1	0.0	0.0	0.0	0.5	0.2	0.0	0.2	0.0						
					TORONTO-HAMILTON EM	2.2	2.5	2.2	2.1	1.8	1.7	1.7	1.8	1.3	2.1	1.7	2.6	3.3						
					WINDSOR EM ESSEX	0.4	0.2	0.4	0.6	0.2	0.0	0.3	0.0	0.0	0.4	0.0	0.6	0.4						
					Bad Blood	2017-09-11 - 2018-10-28	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	19:57 - 21:03 ...T...	Audience TC	58.9	5.5	20.9	23.5	24.8	2.9	8.4	9.8	2.2	63.1	2.0	34.1	2.7	12.5	13.8
									BARRIE EM	0.6	0.0	0.3	0.4	0.5	0.0	0.2	0.3	0.0	0.5	0.0	0.6	0.0		
									KINGSTON EM	0.6	0.3	0.3	0.2	0.7	0.5	0.4	0.3	0.0	0.5	0.0	0.6	0.0		
									KITCHENER EM	0.5	0.0	0.2	0.3	0.4	0.0	0.1	0.2	0.1	0.4	0.0	0.5	0.0		
KITCHENER-LONDON EM	0.5	0.0	0.2	0.3					0.5	0.0	0.2	0.3	0.0	0.4	0.0	0.5	0.0							
LONDON EM	0.5	0.0	0.3	0.4					0.6	0.0	0.3	0.5	0.0	0.4	0.0	0.4	0.0							
OTTAWA-GATINEAU ANGLO	0.5	0.6	0.5	0.5					0.6	0.4	0.5	0.5	0.0	0.4	0.0	0.5	0.0							
PETERBOROUGH EM	0.6	0.0	0.4	0.6					0.7	0.0	0.4	0.5	0.0	0.6	0.0	0.6	0.0							
SUDBURY-TIMMINS-NORTH	0.6	0.2	0.3	0.4					0.5	0.0	0.2	0.5	0.0	0.5	0.0	0.6	0.0							
TORONTO-HAMILTON EM	0.6	0.2	0.5	0.6					0.5	0.3	0.4	0.5	0.4	0.5	0.2	0.7	0.2							
WINDSOR EM ESSEX	0.5	0.0	0.5	0.5					0.4	0.0	0.4	0.4	0.1	0.4	0.2	0.5	0.0							
Black-ish Post Release	2017-09-25 - 2019-05-26	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	21:27 - 22:03 .W....	Audience TC					174.5	41.8	107.9	120.6	73.4	19.9	49.0	49.4	10.6	206.9	21.8	101.2	22.0	59.0	71.2	
				BARRIE EM					1.3	0.8	1.8	2.0	1.4	0.0	1.8	2.2	1.1	1.1	0.0	1.2	1.6			
				KINGSTON EM					0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.0			
				KITCHENER EM					1.2	1.3	1.1	1.3	0.6	0.6	0.5	0.8	0.8	1.1	0.2	1.8	1.9			
				KITCHENER-LONDON EM	1.1	0.8	1.1	1.3	0.8	0.4	0.8	1.1	1.1	1.0	0.1	1.4	1.4							
				LONDON EM	1.0	0.3	1.1	1.4	1.1	0.0	1.1	1.4	1.4	0.9	0.0	1.0	0.6							
				OTTAWA-GATINEAU ANGLO	1.1	1.2	1.4	1.4	0.8	0.8	0.9	1.1	0.0	0.9	0.0	1.4	1.5							
				PETERBOROUGH EM	0.3	0.0	0.2	0.4	0.2	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0							
				SUDBURY-TIMMINS-NORTH	0.3	0.2	0.3	0.5	0.3	0.0	0.3	0.6	0.0	0.2	0.0	0.3	0.5							
				TORONTO-HAMILTON EM	1.9	1.7	2.1	2.6	1.7	1.6	2.0	2.2	1.9	1.9	2.0	2.1	1.9							
				WINDSOR EM ESSEX	0.3	0.0	0.5	0.5	0.3	0.0	0.6	0.6	0.0	0.2	0.0	0.3	0.0							
				Black-ish Strip	2017-09-11 - 2019-05-26	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	14:57 - 16:03 MTWTF..	Audience TC	56.0	13.3	22.5	24.6	24.2	7.6	10.9	11.1	2.3	62.2	3.8	31.8	5.7	11.6	13.5	
								BARRIE EM	0.3	0.0	0.1	0.2	0.2	0.0	0.2	0.3	0.0	0.2	0.0	0.3	0.0			
								KINGSTON EM	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.2	0.0	0.1	0.0	0.1	0.0			
								KITCHENER EM	0.3	0.4	0.2	0.3	0.1	0.0	0.1	0.1	0.0	0.3	0.0	0.5	0.7			
KITCHENER-LONDON EM	0.3	0.2	0.2					0.3	0.2	0.0	0.1	0.2	0.0	0.2	0.0	0.4	0.5							
LONDON EM	0.2	0.0	0.1					0.2	0.2	0.0	0.1	0.3	0.0	0.2	0.0	0.2	0.0							
OTTAWA-GATINEAU ANGLO	0.1	0.0	0.0					0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.1	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	0.3	0.0							
SUDBURY-TIMMINS-NORTH	0.1	0.0	0.0					0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.0							
TORONTO-HAMILTON EM	0.5	0.4	0.4					0.5	0.4	0.4	0.4	0.3	0.4	0.3	0.3	0.5	0.3							
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							
Bob's Burgers	2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	19:27 - 20:03SU					Audience TC	73.3	23.9	50.8	49.2	37.8	10.1	24.0	24.6	3.3	79.8	3.2	35.5	13.8	26.8	24.6	
								BARRIE EM	0.3	1.0	0.6	0.7	0.3	1.1	0.7	0.6	0.0	0.3	0.0	0.3	0.9			
								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			
								KITCHENER EM	0.4	0.7	0.4	0.5	0.4	0.7	0.4	0.4	0.0	0.3	0.0	0.4	0.7			
				KITCHENER-LONDON EM	0.4	0.7	0.4	0.5	0.4	0.9	0.5	0.5	0.0	0.3	0.0	0.3	0.4							
				LONDON EM	0.4	0.6	0.5	0.5	0.4	1.2	0.7	0.8	0.0	0.3	0.0	0.3	0.0							
				OTTAWA-GATINEAU ANGLO	0.3	0.5	0.5	0.5	0.5	0.9	0.8	0.8	0.0	0.2	0.0	0.1	0.0							
				PETERBOROUGH EM	0.9	4.0	2.1	2.0	0.8	6.6	2.2	1.8	0.0	0.7	0.0	0.9	3.0							
				SUDBURY-TIMMINS-NORTH	0.1	0.0	0.2	0.2	0.1	0.0	0.3	0.3	0.0	0.1	0.0	0.1	0.0							
				TORONTO-HAMILTON EM	0.8	0.7	0.9	1.0	0.8	0.5	0.8	0.9	0.2	0.7	0.2	0.8	1.0							
				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							
				Breakfast Television	2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	5:57 - 9:03 MTWTF..	Audience TC	109.2	17.2	39.6	47.1	48.5	8.9	16.7	18.4	9.4	130.8	12.2	60.7	8.4	23.0	28.7	
								BARRIE EM	2.5	0.4	1.1	1.7	2.0	0.3	0.7	1.2	0.4	2.1	0.0	2.9	0.6			
								KINGSTON EM	0.5	0.0	0.3	0.4	0.3	0.0	0.0	0.2	0.0	0.4	0.0	0.6	0.0			
								KITCHENER EM	0.7	0.3	0.5	0.8	0.4	0.1	0.2	0.4	0.1	0.6	0.0	1.0	0.4			
KITCHENER-LONDON EM	0.6	0.2	0.4					0.6	0.5	0.1	0.2	0.4	0.1	0.5	0.0	0.8	0.3							
LONDON EM	0.6	0.1	0.2					0.4	0.5	0.0	0.1	0.4	0.0	0.5	0.0	0.6	0.2							
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							
PETERBOROUGH EM	2.0	0.2	1.2					1.8	1.6	0.1	0.9	1.3	0.2	1.7	0.2	2.4	0.4							
SUDBURY-TIMMINS-NORTH	0.3	0.2	0.3					0.5	0.3	0.0	0.3	0.5	0.0	0.3	0.0	0.4	0.3							
TORONTO-HAMILTON EM	1.3	0.9	1.0					1.1	1.2	0.9	0.9	0.8	1.0	1.3	1.4	1.4	0.8							
WINDSOR EM ESSEX	0.1	0.0	0.1					0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1							
Brooklyn Nine-Nine	2017-09-11 - 2019-05-26	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	21:27 - 22:03 .T....					Audience TC	253.7	94.0	175.3	161.4	140.6	58.8	100.0	81.8	8.5	277.5	15.3	113.1	35.3	75.3	79.7	
								BARRIE EM	0.7	2.1	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	1.5	4.1			
								KINGSTON EM	1.8	4.5	3.6	3.7	1.5	5.5	3.1	3.4	0.0	1.4	0.0	2.1	3.6			
								KITCHENER EM	2.0	3.6	3.1	3.4	2.1	4.9	3.9	4.0	0.0	1.6	0.0	1.8	2.4			
				KITCHENER-LONDON EM	1.2	2.1	1.8	2.0	1.3	2.7	2.1	2.4	0.0	0.9	0.0	1.0	1.4							
				LONDON EM	0.2	0.0	0.0	0.3	0.3	0.0	0.0	0.5	0.0	0.1	0.0	0.0	0.0							

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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						
BT Early Start	2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	5:27 - 6:03 MTWTF..	OTTAWA-GATINEAU ANGLO	0.6	0.0	0.7	1.1	0.5	0.5	0.0	0.8	0.8	0.0	0.5	0.0	0.8	0.0	0.6	1.4						
				PETERBOROUGH EM	0.5	1.5	0.9	0.0	1.0	2.8	1.7	0.0	0.0	0.5	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	0.0	0.0	0.0	0.0			
				TORONTO-HAMILTON EM	2.0	2.4	2.6	2.6	2.1	2.7	2.7	2.5	0.8	1.9	1.4	2.0	2.0	1.4	2.0	2.0	2.0	2.5	2.8			
				WINDSOR EM ESSEX	0.9	1.6	1.4	0.6	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.7	0.0	1.7	3.7	2.9	1.1			
				Audience TC	48.9	6.1	20.1	19.7	22.4	3.9	12.2	10.8	2.0	59.4	8.6	26.4	2.1	7.9	8.9							
				BARRIE EM	1.2	0.2	0.6	0.9	1.0	0.1	0.4	0.6	0.2	1.0	0.0	1.5	0.2	0.8	1.1							
				KINGSTON EM	0.2	0.0	0.1	0.2	0.2	0.0	0.1	0.1	0.0	0.2	0.0	0.3	0.0	0.3	0.3							
				KITCHENER EM	0.4	0.1	0.2	0.4	0.2	0.1	0.1	0.2	0.1	0.3	0.0	0.5	0.2	0.4	0.6							
				KITCHENER-LONDON EM	0.3	0.1	0.2	0.3	0.2	0.0	0.1	0.2	0.0	0.3	0.0	0.4	0.2	0.3	0.4							
				LONDON EM	0.3	0.1	0.1	0.2	0.3	0.0	0.2	0.2	0.0	0.2	0.0	0.3	0.0	0.3	0.1	0.1	0.1	0.2				
				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	0.0	0.0	0.0	0.0			
				PETERBOROUGH EM	1.0	0.1	0.6	0.9	0.8	0.1	0.4	0.7	0.1	0.9	0.1	1.2	0.2	0.9	1.2							
				SUDBURY-TIMMINS-NORTH	0.2	0.1	0.2	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.0	0.1	0.0	0.1	0.0	0.2	0.1	0.1	0.2			
				TORONTO-HAMILTON EM	0.6	0.3	0.4	0.3	0.5	0.4	0.5	0.3	0.0	0.6	1.0	0.6	1.0	0.6	0.2	0.3	0.3	0.3				
WINDSOR EM ESSEX	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1							
CityLine	2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	8:57 - 10:03 MTWTF..	Audience TC	65.5	9.8	19.4	22.7	21.3	5.1	8.0	5.6	1.7	71.5	4.3	44.2	4.8	11.4	17.2							
				BARRIE EM	0.9	0.1	0.2	0.3	0.4	0.3	0.2	0.1	0.0	0.7	0.0	1.4	0.0	0.3	0.5							
				KINGSTON EM	0.2	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.0	0.2	0.2	0.2						
				KITCHENER EM	0.5	0.1	0.2	0.3	0.1	0.0	0.0	0.0	0.4	0.0	0.9	0.2	0.4	0.7								
				KITCHENER-LONDON EM	0.6	0.1	0.1	0.2	0.2	0.1	0.0	0.0	0.5	0.0	0.9	0.1	0.9	0.1	0.2	0.2	0.4					
				LONDON EM	0.6	0.1	0.0	0.1	0.3	0.2	0.1	0.1	0.0	0.5	0.0	1.0	0.0	0.0	0.1	0.0	0.1					
				OTTAWA-GATINEAU ANGLO	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.1	0.0	0.3	0.1	0.1	0.1					
				PETERBOROUGH EM	1.0	0.0	0.4	0.5	0.4	0.0	0.0	0.0	0.8	0.0	1.6	0.1	1.0	1.1								
				SUDBURY-TIMMINS-NORTH	0.3	0.5	0.3	0.3	0.0	0.0	0.0	0.0	0.2	0.0	0.6	0.8	0.5	0.6								
				TORONTO-HAMILTON EM	0.8	0.5	0.5	0.6	0.5	0.4	0.3	0.2	0.7	0.5	1.1	0.5	0.5	0.6	0.8							
				WINDSOR EM ESSEX	0.3	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.5	0.0	0.1	0.1	0.1	0.1	0.1					
				CityNews at 5	2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	16:57 - 18:03 MTWTF..	Audience TC	99.7	15.4	28.2	28.7	52.9	8.8	15.0	14.0	4.6	110.3	6.1	46.8	6.6	13.2	14.7			
								BARRIE EM	1.1	0.4	0.3	0.4	1.2	0.9	0.4	0.6	0.0	0.9	0.0	1.0	0.0	0.2	0.3			
								KINGSTON EM	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.3	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
								KITCHENER EM	0.5	0.1	0.1	0.2	0.4	0.1	0.0	0.2	0.3	0.4	0.0	0.5	0.1	0.2	0.3			
KITCHENER-LONDON EM	0.5	0.1	0.2					0.3	0.5	0.1	0.2	0.2	0.5	0.0	0.5	0.1	0.2	0.4	0.1	0.2	0.3					
LONDON EM	0.6	0.1	0.3					0.4	0.6	0.2	0.3	0.3	0.1	0.5	0.0	0.6	0.1	0.3	0.5							
OTTAWA-GATINEAU ANGLO	0.2	0.0	0.1					0.1	0.2	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.1					
PETERBOROUGH EM	0.8	0.0	0.1					0.2	1.0	0.0	0.1	0.2	0.0	0.7	0.1	0.6	0.1	0.1	0.2							
SUDBURY-TIMMINS-NORTH	0.2	0.0	0.0					0.0	0.3	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0					
TORONTO-HAMILTON EM	1.2	0.6	0.6					0.7	1.3	0.6	0.6	0.7	0.3	1.1	0.7	1.1	0.6	0.6	0.7							
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	0.1	0.0	0.0	0.0					
CityNews at 6	2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	17:57 - 19:03 MTWTF..					Audience TC	133.1	30.8	53.9	53.8	67.7	17.1	28.5	24.4	5.0	148.7	10.6	65.4	13.7	25.4	29.4			
								BARRIE EM	0.3	0.1	0.1	0.2	0.4	0.3	0.1	0.2	0.3	0.0	0.3	0.0	0.3	0.0	0.1	0.1	0.1	
								KINGSTON EM	0.3	0.0	0.2	0.2	0.1	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.4	0.0	0.4	0.4	0.4	
								KITCHENER EM	0.4	0.4	0.3	0.3	0.5	0.6	0.4	0.3	0.2	0.3	0.0	0.3	0.0	0.2	0.2	0.2	0.3	
				KITCHENER-LONDON EM	0.3	0.4	0.2	0.3	0.4	0.5	0.3	0.3	0.1	0.2	0.0	0.2	0.0	0.2	0.2	0.2	0.2					
				LONDON EM	0.2	0.3	0.2	0.2	0.2	0.3	0.2	0.2	0.0	0.1	0.0	0.1	0.0	0.2	0.3	0.2	0.2					
				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	0.0	0.0					
				PETERBOROUGH EM	1.0	0.3	0.5	0.5	1.2	0.0	0.5	0.0	0.9	0.0	0.9	0.0	0.8	0.4	0.5							
				SUDBURY-TIMMINS-NORTH	0.2	0.0	0.2	0.2	0.4	0.0	0.4	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
				TORONTO-HAMILTON EM	1.9	1.5	1.4	1.5	2.0	1.6	1.4	1.3	0.9	1.8	1.2	1.8	1.4	1.3	1.6							
				WINDSOR EM ESSEX	0.1	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	0.0	0.0					
				CityNews Tonight	2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	22:57 - 0:03 MTWTF..	Audience TC	65.3	12.7	26.2	26.8	28.1	6.4	11.6	10.8	2.2	70.6	3.1	37.2	6.4	14.6	16.0			
								BARRIE EM	0.2	0.0	0.0	0.1	0.3	0.0	0.2	0.0	0.2	0.0	0.2	0.0	0.1	0.0	0.0	0.0		
								KINGSTON EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	
								KITCHENER EM	0.1	0.2	0.1	0.0	0.2	0.3	0.2	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.0	0.0	
KITCHENER-LONDON EM	0.1	0.1	0.1					0.0	0.1	0.2	0.1	0.1	0.0	0.1	0.0	0.1	0.0	0.1	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	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	0.0	0.0					
PETERBOROUGH 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	0.1	0.0	0.1	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	0.0	0.0					
TORONTO-HAMILTON EM	0.9	0.5	0.6					0.6	0.8	0.5	0.5	0.3	0.8	0.3	0.9	0.6	0.3	0.6	0.7	0.7	0.7					
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	0.0	0.0					
CityNews Weekend	2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	17:57 - 19:03SASU					Audience TC	133.2	27.9	44.2	45.1	65.1	15.3	24.4	19.6	2.3	142.9	7.4	68.2	12.6	19.7	25.5			
								BARRIE EM	0.6	0.0	0.1	0.3	0.6	0.0	0.3	0.0	0.3	0.0	0.5	0.0	0.6	0.0	0.1	0.4		
								KINGSTON EM	0.2	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.3	0.0	0.2	0.2		
								KITCHENER EM	0.2	0.0	0.0	0.0	0.2	0.1	0.0	0.1	0.0	0.2	0.0	0.2						

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Effective date:	2017/06/05
From Date:	2017/09/11
To Date:	2017/12/17
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
			2016/Spring 2017 Actuals		BARRIE EM	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.1	0.0	0.1	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	0.1	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0
					KITCHENER-LONDON EM	0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.1	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	0.1	0.0	0.1	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	0.1	0.1	0.2	0.3	0.2	0.0	0.1	0.3	0.0	0.1	0.0	0.1	0.3	0.3	0.3
					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	0.7	0.4	0.4	0.5	0.6	0.4	0.4	0.4	0.4	0.2	0.6	0.3	0.8	0.5	0.5
					WINDSOR EM ESSEX	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
CMA Awards		2017-09-11 - 2017-11-05	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	19:57 - 23:03 .W....	Audience TC	425.4	63.1	149.2	182.3	167.7	20.6	52.9	63.6	19.5	495.0	50.1	257.7	42.6	96.3	118.6
					BARRIE EM	1.8	0.0	0.5	0.5	0.9	0.0	1.1	1.0	1.2	1.6	0.0	2.6	0.0	0.0	0.0
					KINGSTON EM	6.5	4.6	6.0	7.9	4.2	0.0	3.4	5.0	0.0	5.6	0.0	8.8	10.5	8.9	10.2
					KITCHENER EM	3.2	1.2	2.2	2.5	2.1	0.0	1.7	1.9	0.0	2.8	0.0	4.3	2.3	2.7	3.0
					KITCHENER-LONDON EM	3.7	0.7	1.7	2.4	2.4	0.0	1.0	1.9	0.0	3.1	0.0	4.8	1.3	2.3	2.8
					LONDON EM	4.2	0.0	1.0	2.3	2.7	0.0	0.0	2.0	0.0	3.6	0.0	5.5	0.0	1.9	2.5
					OTTAWA-GATINEAU ANGLO	1.9	0.8	1.4	1.9	1.2	0.0	0.7	1.7	0.0	2.7	0.0	2.7	1.3	2.0	2.2
					PETERBOROUGH EM	6.0	9.8	8.4	7.7	6.4	10.2	11.0	9.7	0.0	4.9	0.0	5.7	9.0	5.7	5.9
					SUDBURY-TIMMINS-NORTH	1.4	0.6	1.3	1.8	0.3	0.0	0.6	0.6	0.0	1.1	0.0	2.6	1.5	2.4	3.3
					TORONTO-HAMILTON EM	2.4	1.2	1.1	1.4	1.9	1.1	1.0	1.1	0.2	2.1	0.9	2.9	1.2	1.2	1.7
					WINDSOR EM ESSEX	1.2	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	1.0	0.0	1.5	0.0	0.0	0.0
CMA Country Christmas		2017-09-11 - 2017-12-10	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	19:57 - 22:03SU	Audience TC	149.9	20.8	33.7	39.7	47.4	11.2	18.2	16.4	2.1	156.1	4.1	102.5	9.6	15.5	23.3
					BARRIE EM	0.3	0.4	0.3	0.4	0.2	0.4	0.2	0.2	0.2	0.0	0.2	0.0	0.4	0.7	0.4
					KINGSTON EM	0.3	0.3	0.5	0.5	0.3	0.4	0.5	0.5	0.0	0.3	0.0	0.3	0.2	0.5	
					KITCHENER EM	0.3	0.3	0.4	0.4	0.2	0.1	0.2	0.3	0.0	0.2	0.0	0.4	0.5	0.6	
					KITCHENER-LONDON EM	0.3	0.4	0.4	0.4	0.2	0.2	0.2	0.3	0.1	0.2	0.0	0.4	0.6	0.6	
					LONDON EM	0.3	0.4	0.3	0.4	0.2	0.2	0.1	0.2	0.1	0.2	0.0	0.4	0.7	0.6	
					OTTAWA-GATINEAU ANGLO	0.3	0.3	0.3	0.4	0.2	0.1	0.3	0.3	0.0	0.2	0.0	0.3	0.5	0.4	
					PETERBOROUGH EM	0.3	0.3	0.4	0.5	0.3	0.3	0.3	0.5	0.0	0.3	0.0	0.4	0.4	0.5	
					SUDBURY-TIMMINS-NORTH	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.1	0.0	0.1	
					TORONTO-HAMILTON EM	1.2	0.8	0.6	0.6	1.0	0.9	0.7	0.6	0.2	1.1	0.3	1.4	0.7	0.5	
					WINDSOR EM ESSEX	0.2	0.1	0.1	0.2	0.1	0.0	0.0	0.1	0.0	0.1	0.0	0.2	0.1	0.3	
Crime Watch Daily		2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	23:57 - 1:03 MTWTF..	Audience TC	28.7	6.4	11.4	11.2	11.1	2.9	4.5	3.7	0.6	30.4	1.0	17.6	3.5	6.9	
					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	
					KINGSTON EM	0.1	0.0	0.1	0.1	0.2	0.0	0.1	0.2	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		
					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		
					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		
					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		
					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		
					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		
					TORONTO-HAMILTON EM	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.2	0.1	0.2	0.1	0.3	0.3	0.2	
					WINDSOR EM ESSEX	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		
Dancing with the Stars		2017-09-18 - 2018-12-23	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	19:57 - 22:03 M.....	Audience TC	497.0	164.3	268.7	249.8	170.0	73.6	109.2	87.5	7.4	543.8	39.4	327.0	90.6	159.5	
					BARRIE EM	1.2	1.8	1.3	1.5	0.8	1.4	0.9	0.8	0.0	1.0	0.0	1.5	2.9	1.8	
					KINGSTON EM	1.2	1.3	2.1	2.0	1.2	1.7	2.2	2.1	0.0	1.0	0.0	1.1	0.9	1.9	
					KITCHENER EM	1.2	1.2	1.5	1.8	0.8	0.6	0.7	1.1	0.0	1.0	0.0	1.6	1.9	2.3	
					KITCHENER-LONDON EM	1.1	1.4	1.4	1.6	0.7	0.6	0.6	1.0	0.2	1.0	0.0	1.5	2.3	2.2	
					LONDON EM	1.0	1.7	1.3	1.4	0.7	0.6	0.4	0.9	0.6	1.0	0.0	1.4	3.0	2.2	
					OTTAWA-GATINEAU ANGLO	1.1	1.4	1.4	1.8	0.9	0.6	1.0	1.2	0.0	1.0	0.0	1.4	1.9	1.5	
					PETERBOROUGH EM	1.3	1.2	1.6	2.1	1.2	1.0	1.2	1.8	0.0	1.1	0.0	1.4	1.5	2.1	
					SUDBURY-TIMMINS-NORTH	0.2	0.0	0.2	0.3	0.1	0.0	0.0	0.0	0.7	0.2	0.0	0.3	0.0		
					TORONTO-HAMILTON EM	3.1	2.1	2.4	2.2	2.2	2.4	2.0	1.8	0.4	2.8	2.0	3.9	1.9	2.7	
					WINDSOR EM ESSEX	0.6	0.3	0.6	1.0	0.3	0.0	0.0	0.4	0.0	0.6	0.0	1.0	0.6		
Extra Late		2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	0:57 - 1:33 MTWTF..	Audience TC	19.7	4.9	8.3	7.0	8.0	2.3	3.4	2.2	0.4	20.7	0.6	11.7	2.6	4.9	
					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		
					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			
					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			
					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			
					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			
					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			
					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			
					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			
					TORONTO-HAMILTON EM	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.2	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	0.1	0.0		
Family Feud		2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	15:57 - 17:03 MTWTF..	Audience TC	87.0	10.5	20.2	24.1	38.0	6.1	9.7	11.0	2.6	93.6	3.9	49.0	4.4	10.5	
					BARRIE EM	0.3	0.0	0.2	0.3	0.3	0.0	0.								

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Effective date:	2017/06/05
From Date:	2017/09/11
To Date:	2017/12/17
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	0.3	0.0	0.0	0.0	0.3	0.0	0.1	0.0	0.4	0.3	0.0	0.3	0.0	0.0	0.0
					SUDBURY-TIMMINS-NORTH	0.3	0.0	0.2	0.2	0.3	0.0	0.3	0.3	0.3	0.0	0.3	0.0	0.3	0.0	0.1
					TORONTO-HAMILTON EM	0.5	0.2	0.3	0.4	0.4	0.3	0.3	0.4	0.4	0.4	0.3	0.6	0.1	0.3	0.3
					WINDSOR EM ESSEX	0.2	0.1	0.0	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.2	0.0	0.3	0.1	0.0
Family Guy		2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	20:57 - 21:33SU	Audience TC	137.2	52.0	95.4	84.6	92.8	38.0	65.6	51.6	9.2	154.2	7.8	44.4	14.0	29.8	33.0
					BARRIE EM	0.5	0.9	0.6	0.8	0.8	2.0	1.0	1.3	0.0	0.4	0.0	0.3	0.0	0.3	0.4
					KINGSTON EM	0.7	1.3	1.0	0.8	1.0	2.1	1.7	1.7	1.5	0.7	0.0	0.3	0.9	0.5	0.0
					KITCHENER EM	0.8	0.9	1.3	1.4	1.1	1.0	1.8	1.8	1.5	0.8	0.0	0.6	0.7	0.8	1.1
					KITCHENER-LONDON EM	0.8	1.3	1.4	1.6	1.3	2.1	2.1	2.4	0.8	0.7	0.0	0.4	0.5	0.6	0.8
					LONDON EM	0.9	1.7	1.5	1.8	1.6	3.4	2.5	3.1	0.0	0.7	0.0	0.2	0.0	0.3	0.3
					OTTAWA-GATINEAU ANGLO	1.2	3.5	2.0	2.1	1.8	5.5	3.0	3.0	0.0	1.0	0.0	0.6	1.3	1.0	1.1
					PETERBOROUGH EM	0.5	0.0	0.6	0.8	0.9	0.0	1.2	1.6	0.0	0.4	0.0	0.1	0.0	0.0	
					SUDBURY-TIMMINS-NORTH	0.3	0.0	0.6	0.6	0.5	0.0	0.9	0.9	0.0	0.2	0.0	0.1	0.0	0.2	
					TORONTO-HAMILTON EM	1.2	1.3	1.3	1.3	1.6	1.8	1.6	1.6	0.4	1.0	0.5	0.8	0.8	0.9	1.1
					WINDSOR EM ESSEX	0.1	0.0	0.0	0.2	0.2	0.0	0.0	0.4	0.0	0.1	0.0	0.0	0.0	0.0	
Family Guy Encore		2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	19:57 - 21:03SU	Audience TC	45.0	15.5	25.0	24.5	31.0	11.6	16.4	14.0	1.3	50.0	3.7	14.0	3.9	8.6	10.5
					BARRIE EM	0.7	1.0	1.4	1.5	0.8	1.8	1.6	1.6	0.0	0.6	0.0	0.6	0.0	1.3	1.1
					KINGSTON EM	0.1	0.0	0.0	0.0	0.1	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	
					KITCHENER-LONDON EM	0.1	0.0	0.1	0.2	0.2	0.0	0.2	0.4	0.0	0.1	0.0	0.0	0.0	0.0	
					LONDON EM	0.2	0.0	0.3	0.5	0.5	0.0	0.5	0.9	0.0	0.2	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	
					PETERBOROUGH EM	0.6	0.0	1.2	1.2	1.3	0.0	2.6	2.3	0.0	0.5	0.0	0.0	0.0	0.0	
					SUDBURY-TIMMINS-NORTH	0.3	0.0	0.4	0.5	0.5	0.0	0.9	1.0	0.0	0.3	0.0	0.1	0.0	0.0	
					TORONTO-HAMILTON EM	0.4	0.5	0.4	0.5	0.6	0.8	0.6	0.6	0.1	0.4	0.3	0.3	0.3	0.3	
					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	
General Hospital		2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	13:57 - 15:03 MTWTF..	Audience TC	138.8	35.8	62.5	38.0	49.7	20.9	26.8	10.4	1.6	145.4	4.9	89.1	14.9	35.7	27.6
					BARRIE EM	0.8	0.5	0.6	0.9	0.2	0.0	0.0	0.3	0.0	0.7	0.0	1.4	0.9	1.1	
					KINGSTON EM	0.4	0.4	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.7	0.9	0.7	
					KITCHENER EM	0.5	0.2	0.2	0.3	0.1	0.0	0.0	0.1	0.0	0.4	0.0	0.9	0.3	0.4	
					KITCHENER-LONDON EM	0.6	0.1	0.2	0.4	0.1	0.0	0.0	0.1	0.0	0.5	0.0	1.0	0.3	0.4	
					LONDON EM	0.6	0.1	0.2	0.4	0.1	0.0	0.0	0.2	0.0	0.5	0.0	1.0	0.1	0.5	
					OTTAWA-GATINEAU ANGLO	0.5	0.7	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.1	1.7	0.8	
					PETERBOROUGH EM	0.3	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.2	
					SUDBURY-TIMMINS-NORTH	0.5	0.3	0.4	0.4	0.2	0.0	0.2	0.2	0.0	0.4	0.0	0.7	0.7	0.6	
					TORONTO-HAMILTON EM	0.7	0.1	0.5	0.6	0.4	0.1	0.3	0.4	0.3	0.6	0.4	0.9	0.1	0.6	
					WINDSOR EM ESSEX	0.4	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.3	0.0	0.6	0.0	0.2	
Ghosted		2017-09-11 - 2019-05-19	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	20:27 - 21:03SU	Audience TC	166.3	58.7	103.8	104.3	87.1	31.4	56.4	53.2	8.4	188.9	14.2	79.2	27.5	47.4	51.0
					BARRIE EM	0.8	0.0	1.1	1.2	0.6	0.0	1.1	1.2	0.0	0.7	0.0	0.9	0.0	1.1	
					KINGSTON EM	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	
					KITCHENER EM	0.5	0.0	0.4	0.5	0.5	0.0	0.0	0.3	0.0	0.4	0.0	0.5	0.0	0.7	
					KITCHENER-LONDON EM	0.7	0.8	0.8	1.0	0.6	0.8	0.5	0.6	0.0	0.6	0.0	0.8	0.8	1.1	
					LONDON EM	0.9	1.6	1.3	1.4	0.8	1.7	1.0	1.0	0.0	0.8	0.0	1.0	1.5	1.8	
					OTTAWA-GATINEAU ANGLO	0.2	0.0	0.3	0.3	0.2	0.0	0.3	0.4	1.2	0.3	0.0	0.2	0.0	0.2	
					PETERBOROUGH EM	0.4	0.0	0.4	0.8	0.3	0.0	0.0	0.8	0.0	0.3	0.0	0.4	0.0	0.8	
					SUDBURY-TIMMINS-NORTH	0.3	0.0	0.3	0.6	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.6	0.0	1.0	
					TORONTO-HAMILTON EM	1.7	2.0	1.8	1.9	1.6	2.0	1.8	1.6	0.5	1.5	1.3	2.1	1.7	1.9	
					WINDSOR EM ESSEX	0.5	0.0	0.5	1.0	0.4	0.0	0.0	0.8	0.0	0.5	0.0	0.7	0.0	0.9	
Hell's Kitchen		2017-09-11 - 2018-02-18	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	19:57 - 21:03F..	Audience TC	343.4	96.2	207.7	206.1	148.1	44.6	95.9	93.1	18.9	383.2	20.9	195.3	51.6	111.8	113.0
					BARRIE EM	2.1	2.5	1.3	1.7	1.4	0.0	0.0	0.9	0.0	1.7	0.0	2.7	7.6	2.6	
					KINGSTON EM	0.6	0.0	0.5	0.4	0.6	0.0	0.0	0.0	0.0	0.5	0.0	0.7	0.0	1.0	
					KITCHENER EM	1.7	0.4	1.5	1.9	1.3	0.0	1.0	1.5	1.4	1.5	0.0	2.2	0.8	2.0	
					KITCHENER-LONDON EM	1.8	0.7	1.8	2.3	1.4	1.0	1.6	2.0	0.8	1.5	0.0	2.1	0.5	2.1	
					LONDON EM	1.8	1.1	2.2	2.7	1.6	2.4	2.3	2.7	0.0	1.5	0.0	2.0	0.0	2.1	
					OTTAWA-GATINEAU ANGLO	1.5	1.8	1.8	2.3	1.1	2.1	1.2	1.8	0.0	1.5	4.3	1.9	1.6		
					PETERBOROUGH EM	0.9	1.8	1.4	1.4	0.4	0.0	1.2	1.0	0.0	0.8	0.0	1.3	3.5		
					SUDBURY-TIMMINS-NORTH	0.2	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.0		
					TORONTO-HAMILTON EM	2.5	2.6	2.7	2.6	2.1	2.0	2.4	2.1	1.6	2.3	1.1	3.0	3.2		
					WINDSOR EM ESSEX	0.7	0.0	0.7	0.9	0.7	0.0	0.7	0.8	0.0	0.6	0.0	0.7	0.0		
Last Man on Earth		2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	21:27 - 22:03SU	Audience TC	104.0	31.9	72.4	62.8	66.5	20.7	44.8	33.9	2.9	113.7	6.8	37.5	11.2	27.6	
					BARRIE EM	0.3	0.0	0.0	0.6	0.5	0.0	0.0	0.9	0.0	0.3	0.0	0.1	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		
					KITCHENER EM	1.0	0.5	1.5	1.9	1.1	1.0	1.8	2.0	0.0	0.8	0.0	0.9	0.0		
					KITCHENER-LONDON EM	0.8	0.7	1.2	1.5	1.0	0.9	1.4	1.7	0.0	0.7	0.0	0.7	0.4		
					LONDON EM	0.6	0.9	0.9	1.1	0.8	0.8	0.9	1.3	0.0	0.5	0.0	0.5	1.0		
					OTTAWA-GATINEAU ANGLO	0.4	0.6	0.5	0.8	0.7	1.2	1.1	1.3	0.0	0.3	0.0	0.1	0.0		

Master Planner Report.rdl

Effective date:	2017/06/05
From Date:	2017/09/11
To Date:	2017/12/17
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	2.5	1.0	1.1	0.9	2.7	1.9	1.7	1.2	0.0	2.1	0.0	2.3	0.0	0.3	0.5
					KITCHENER EM	1.9	0.0	0.7	1.1	1.7	0.0	0.5	0.7	0.2	1.6	0.0	2.1	0.0	1.1	1.4
					KITCHENER-LONDON EM	1.9	0.0	0.8	1.3	2.0	0.0	0.8	1.2	0.1	1.6	0.0	1.9	0.0	0.9	1.3
					LONDON EM	2.0	0.0	1.0	1.6	2.3	0.0	1.3	2.1	0.0	1.6	0.0	1.7	0.0	0.7	1.1
					OTTAWA-GATINEAU ANGLO	2.0	2.3	2.1	1.9	2.2	1.5	1.8	2.0	0.0	1.7	0.0	1.9	2.7	2.3	1.8
					PETERBOROUGH EM	2.5	0.0	1.7	2.3	2.7	0.0	1.7	2.1	0.0	2.2	0.0	2.4	0.0	1.8	2.5
					SUDBURY-TIMMINS-NORTH	2.2	0.9	1.0	1.7	2.1	0.0	0.6	1.8	0.0	1.8	0.0	2.2	2.0	1.3	1.7
					TORONTO-HAMILTON EM	2.9	2.2	2.5	2.6	2.8	2.4	2.2	2.4	1.0	2.6	1.0	3.1	1.9	2.8	2.8
					WINDSOR EM ESSEX	1.8	0.0	1.8	1.9	1.4	0.0	1.4	1.4	0.3	1.5	0.6	2.1	0.0	2.3	2.4
Let's Make A Deal	2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	11:57 - 13:03 MTWTF..	Audience TC	82.7	14.9	28.2	29.3	31.0	4.8	13.8	15.0	1.6	87.0	2.8	51.7	10.2	14.3	14.3	
					BARRIE EM	0.5	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.1	0.1	0.1	
					KINGSTON EM	0.3	0.2	0.3	0.3	0.3	0.2	0.4	0.4	0.0	0.3	0.0	0.3	0.0	0.2	
					KITCHENER 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	0.0	0.1	
					KITCHENER-LONDON EM	0.2	0.0	0.0	0.1	0.2	0.0	0.0	0.2	0.0	0.2	0.0	0.3	0.0	0.1	
					LONDON EM	0.3	0.0	0.0	0.2	0.3	0.0	0.0	0.4	0.0	0.2	0.0	0.3	0.0	0.0	
					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	
					PETERBOROUGH EM	0.2	0.0	0.1	0.2	0.2	0.0	0.1	0.1	0.0	0.2	0.0	0.2	0.0	0.1	
					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	0.1	
					TORONTO-HAMILTON EM	0.6	0.4	0.4	0.5	0.3	0.3	0.4	0.2	0.6	0.2	0.7	0.6	0.5	0.3	
					WINDSOR EM ESSEX	0.3	0.1	0.0	0.1	0.2	0.0	0.0	0.2	0.0	0.2	0.0	0.4	0.2	0.1	
Life in Pieces	2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	21:27 - 22:03 ...T...	Audience TC	220.2	42.2	107.2	112.1	100.8	24.6	52.1	47.1	4.7	234.0	9.1	119.3	17.6	55.1	65.0	
					BARRIE EM	0.7	0.0	0.0	0.0	0.4	0.0	0.0	0.0	1.4	0.7	0.0	1.1	0.0	0.0	
					KINGSTON EM	0.6	0.0	0.0	0.3	0.5	0.0	0.0	0.0	0.0	0.5	0.0	0.8	0.0	0.5	
					KITCHENER EM	1.7	0.9	1.7	2.0	1.3	1.0	1.5	1.6	0.0	1.4	0.0	2.1	0.9	2.0	
					KITCHENER-LONDON EM	1.8	1.9	2.1	2.5	1.5	1.9	2.2	1.9	0.0	1.5	0.0	2.2	1.9	2.3	
					LONDON EM	2.0	3.1	2.6	3.0	1.7	3.1	2.4	2.8	0.0	1.7	0.0	2.2	2.9	2.7	
					OTTAWA-GATINEAU ANGLO	0.8	0.0	0.3	0.4	1.0	0.0	0.7	0.9	0.0	0.6	0.0	0.6	0.0	0.0	
					PETERBOROUGH EM	1.8	0.9	1.4	2.1	1.3	0.0	0.8	1.6	0.0	1.6	0.0	2.4	2.3	2.1	
					SUDBURY-TIMMINS-NORTH	1.1	0.9	0.8	0.9	0.9	1.0	0.4	0.4	1.5	1.0	0.0	1.4	0.9	1.2	
					TORONTO-HAMILTON EM	2.1	1.6	1.9	2.0	2.0	1.9	1.8	1.5	0.7	1.8	0.8	2.1	1.3	1.9	
					WINDSOR EM ESSEX	0.6	0.0	0.0	0.5	0.7	0.0	0.7	0.0	0.5	0.0	0.5	0.0	0.0		
Modern Family	2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	20:57 - 21:33 ...W....	Audience TC	402.9	118.9	242.1	250.1	179.8	54.2	112.5	108.1	18.7	457.1	35.5	223.2	64.7	129.7	142.0	
					BARRIE EM	3.2	1.1	3.4	4.7	3.1	0.0	2.9	5.0	3.1	2.8	0.7	3.3	2.1	3.9	
					KINGSTON EM	1.3	0.9	1.4	1.8	1.9	2.0	2.0	3.0	0.0	1.1	0.0	0.8	0.0	0.4	
					KITCHENER EM	3.2	3.0	3.3	3.3	2.3	1.3	2.4	2.3	2.5	2.8	0.2	4.1	4.8	4.7	
					KITCHENER-LONDON EM	2.9	2.6	3.4	3.5	2.4	1.3	2.5	2.8	3.0	2.6	0.1	3.5	3.9	4.2	
					LONDON EM	2.7	2.0	3.4	3.8	2.5	1.1	3.1	3.4	3.2	2.5	0.0	2.8	2.9	3.7	
					OTTAWA-GATINEAU ANGLO	1.8	1.2	1.7	2.0	1.4	0.0	1.3	1.7	1.3	1.6	0.0	2.2	2.4	2.1	
					PETERBOROUGH EM	1.4	0.7	1.4	2.2	1.3	0.0	1.4	1.6	0.0	1.3	0.0	1.6	1.6	1.3	
					SUDBURY-TIMMINS-NORTH	0.9	0.9	1.1	0.8	0.7	0.0	0.9	1.2	0.0	0.7	0.0	1.0	1.9	1.2	
					TORONTO-HAMILTON EM	3.6	3.0	3.9	4.5	3.4	3.1	3.8	4.1	3.1	3.5	3.1	3.8	3.0	4.0	
					WINDSOR EM ESSEX	1.1	0.0	1.2	1.7	1.0	0.0	0.8	1.4	0.0	0.9	0.0	1.3	0.0	1.8	
Modern Family Strip	2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	18:57 - 20:03 MTWTF..	Audience TC	80.4	19.5	40.8	41.6	37.2	9.1	17.2	16.2	3.4	91.8	8.0	43.3	10.5	23.6	25.4	
					BARRIE EM	0.4	0.2	0.4	0.4	0.4	0.3	0.4	0.4	0.4	0.3	0.0	0.4	0.1	0.3	
					KINGSTON EM	0.3	0.0	0.1	0.3	0.3	0.0	0.2	0.5	0.1	0.3	0.0	0.3	0.0		
					KITCHENER EM	0.3	0.1	0.2	0.3	0.3	0.1	0.2	0.1	0.2	0.3	0.1	0.4	0.1		
					KITCHENER-LONDON EM	0.4	0.4	0.3	0.3	0.4	0.4	0.3	0.2	0.2	0.4	0.0	0.4	0.4		
					LONDON EM	0.5	0.7	0.5	0.4	0.6	0.8	0.5	0.4	0.2	0.5	0.0	0.5	0.7		
					OTTAWA-GATINEAU ANGLO	0.4	0.4	0.4	0.4	0.5	0.4	0.5	0.4	0.0	0.4	0.8	0.4	0.3		
					PETERBOROUGH EM	0.5	0.0	0.4	0.6	0.5	0.0	0.6	0.7	0.0	0.4	0.0	0.4	0.0		
					SUDBURY-TIMMINS-NORTH	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0		
					TORONTO-HAMILTON EM	0.9	0.7	0.8	0.9	0.8	0.6	0.7	0.7	0.5	0.8	0.6	0.9	0.9		
					WINDSOR EM ESSEX	0.2	0.1	0.1	0.3	0.3	0.2	0.1	0.3	0.0	0.2	0.0	0.2	0.2		
Mom	2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	20:57 - 21:33 ...T...	Audience TC	363.8	82.2	183.2	202.2	157.5	33.7	73.5	76.9	10.6	392.1	17.7	206.3	48.5	109.7	125.4	
					BARRIE EM	1.8	0.5	1.1	1.5	1.1	0.0	0.6	1.0	0.0	1.5	0.0	2.5	0.8	1.5	
					KINGSTON EM	1.8	2.9	1.8	1.6	1.4	2.5	1.1	1.4	0.0	1.5	0.0	2.2	3.5	2.5	
					KITCHENER EM	2.0	0.8	1.5	2.1	1.2	1.0	1.3	0.0	1.6	0.0	2.8	0.7	2.1		
					KITCHENER-LONDON EM	1.9	0.8	1.6	2.2	1.4	0.8	1.2	1.6	0.0	1.6	0.0	2.4	0.9		
					LONDON EM	1.8	0.8	1.5	2.2	1.4	0.5	1.4	1.9	0.0	1.5	0.0	1.9	1.0		
					OTTAWA-GATINEAU ANGLO	1.1	0.0	1.0	1.3	0.8	0.0	0.7	0.9	0.0	0.9	0.0	1.4	0.0		
					PETERBOROUGH EM	2.0	0.9	1.3	2.2	0.9	0.0	1.3	0.0	1.7	0.0	3.0	2.3			
					SUDBURY-TIMMINS-NORTH	1.2	1.2	1.0	1.1	0.8	1.0	0.4	0.4	0.0	1.0	0.0	1.6	1.4		
					TORONTO-HAMILTON EM	2.9	2.0	2.6	2.9	2.8	1.9	2.2	2.4	0.9	2.6	1.4	2.9	2.2		
					WINDSOR EM ESSEX	0.9	0.5	0.5	1.1	0.6	0.0	0.7	0.0	0.7	0.0	1.1	0.8			
Mom Strip	2017-09-11 - 2019-05-26	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	21:57 - 23:03 MTWTF..	Audience TC	65.7	16.1	36.8	37.0	30.5	8.1	16.8	15.6	2.4	75.9	7.8	35.2	8.0	20.1		
					BARRIE EM	0.2	0.0	0.2	0.3	0.2	0.0	0.3	0.3	0.0	0.1	0.0	0.1	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</			

Master Planner Report.rdl

Effective date:	2017/06/05
From Date:	2017/09/11
To Date:	2017/12/17
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	0.1	0.0	0.2	0.2	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.3	0.4
					TORONTO-HAMILTON EM	0.7	0.6	0.8	0.8	0.7	0.5	0.7	0.7	0.3	0.7	0.7	0.7	0.6	0.8	0.9
					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
Mr. D. Late		2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	1:57 - 2:33 MTWTF..	Audience TC	9.5	1.9	3.8	3.7	3.8	1.1	1.8	1.5	0.1	10.0	0.4	5.6	0.8	2.1	2.2
					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	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	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
RENT Live!		2017-11-20 - 2017-11-26	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	19:57 - 23:03SU	Audience TC	264.4	106.1	158.9	152.1	98.6	33.2	56.4	58.2	18.3	308.4	25.7	165.8	72.9	102.5	93.9
					BARRIE EM	0.8	1.1	0.8	1.0	0.5	0.9	0.6	0.5	0.0	0.6	0.0	1.0	1.8	1.1	1.3
					KINGSTON EM	0.8	0.8	1.3	1.3	0.8	1.1	1.4	1.3	0.0	0.7	0.0	0.6	0.7	1.2	1.2
					KITCHENER EM	0.8	0.8	1.0	1.1	0.5	0.4	0.5	0.7	0.0	0.6	0.0	1.0	1.2	1.5	1.5
					KITCHENER-LONDON EM	0.7	0.9	0.9	1.0	0.5	0.4	0.4	0.7	0.2	0.6	0.0	1.0	1.5	1.4	1.4
					LONDON EM	0.7	1.1	0.8	0.9	0.5	0.4	0.3	0.6	0.4	0.6	0.0	0.9	1.9	1.4	1.3
					OTTAWA-GATINEAU ANGLO	0.7	0.9	0.9	1.1	0.6	0.4	0.7	0.8	0.0	0.6	0.0	0.9	1.2	1.0	1.4
					PETERBOROUGH EM	0.8	0.8	1.0	1.3	0.8	0.7	0.8	1.2	0.0	0.7	0.0	0.9	1.0	1.3	1.4
					SUDBURY-TIMMINS-NORTH	0.1	0.0	0.1	0.2	0.1	0.0	0.0	0.0	0.5	0.2	0.0	0.2	0.0	0.2	0.4
					TORONTO-HAMILTON EM	2.2	2.5	2.2	2.1	1.8	1.7	1.7	1.8	1.3	2.1	1.7	2.6	3.3	2.6	2.4
					WINDSOR EM ESSEX	0.4	0.2	0.4	0.6	0.2	0.0	0.0	0.3	0.0	0.4	0.0	0.6	0.4	0.7	1.1
ROTN: Saturday Canadian		2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	18:57 - 23:03SA	Audience TC	45.8	6.7	13.8	16.8	20.8	4.2	7.4	7.6	2.4	52.1	3.9	24.9	2.5	6.3	9.3
					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	0.1	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 EM	0.1	0.0	0.1	0.2	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.2
					KITCHENER-LONDON 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	0.1	0.1
					LONDON EM	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0
					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	0.1
					PETERBOROUGH EM	0.2	0.0	0.0	0.1	0.3	0.0	0.0	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0
					SUDBURY-TIMMINS-NORTH	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
					TORONTO-HAMILTON EM	0.4	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.2	0.3	0.3	0.4	0.2	0.2	0.3
					WINDSOR EM ESSEX	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
ROTN: Sunday Canadian		2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	18:57 - 23:03SU	Audience TC	45.8	6.7	13.8	16.8	20.8	4.2	7.4	7.6	2.4	52.1	3.9	24.9	2.5	6.3	9.3
					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	0.1	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 EM	0.1	0.0	0.1	0.2	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.2
					KITCHENER-LONDON 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	0.1	0.1
					LONDON EM	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0
					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	0.1
					PETERBOROUGH EM	0.2	0.0	0.0	0.1	0.3	0.0	0.0	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0
					SUDBURY-TIMMINS-NORTH	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
					TORONTO-HAMILTON EM	0.4	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.2	0.3	0.3	0.4	0.2	0.2	0.3
					WINDSOR EM ESSEX	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
ROTN: Weekday Late		2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	23:57 - 4:59 MTWTF..	Audience TC	11.5	2.2	3.9	3.4	3.2	0.8	1.3	1.4	0.2	12.0	0.2	8.3	1.4	2.5	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	0.0	0.0	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	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.1	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: Weekend Day		2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	5:00 - 18:03SASU	Audience TC	11.2	2.1	4.4	4.7	5.2	1.2	2.2	2.1	0.4	12.3	0.7	6.0	0.9	2.2	2.6
					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														

Master Planner Report.rdl

Effective date:	2017/06/05
From Date:	2017/09/11
To Date:	2017/12/17
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 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	0.1	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	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	0.0	0.0	0.0	0.0	0.0
					TORONTO-HAMILTON EM	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.0	0.1	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
Scorpion		2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	21:57 - 23:03 M.....	Audience TC	457.2	101.3	224.1	246.9	210.2	55.8	112.2	115.7	24.1	509.2	27.9	247.0	45.5	111.9	131.2
					BARRIE EM	3.3	1.2	3.2	4.2	3.0	0.0	3.3	4.1	0.3	2.9	0.5	3.6	3.2	3.1	4.4
					KINGSTON EM	2.0	0.9	0.8	1.1	1.5	0.3	0.2	1.1	0.0	1.7	0.0	2.5	1.5	1.4	1.1
					KITCHENER EM	2.8	1.0	1.3	2.2	2.7	1.4	1.4	2.3	1.0	2.3	0.0	2.9	0.6	1.3	2.1
					KITCHENER-LONDON EM	2.4	0.6	1.1	1.9	2.3	0.7	0.9	1.8	0.6	2.0	0.0	2.5	0.3	1.2	1.9
					LONDON EM	2.0	0.0	0.8	1.5	1.9	0.0	0.4	1.3	0.0	1.6	0.0	2.1	0.0	1.2	1.8
					OTTAWA-GATINEAU ANGLO	1.8	0.9	1.8	1.8	1.1	0.0	1.0	1.1	0.7	1.5	0.0	2.4	1.8	2.7	2.5
					PETERBOROUGH EM	2.3	1.7	1.7	3.0	1.9	1.4	0.9	2.0	1.6	2.1	0.0	2.6	2.0	2.8	3.9
					SUDBURY-TIMMINS-NORTH	1.4	0.9	1.3	1.4	1.7	2.0	1.5	1.5	1.9	1.3	0.0	1.2	0.0	1.0	1.1
					TORONTO-HAMILTON EM	3.9	3.2	3.0	3.4	3.2	2.6	2.4	2.6	2.2	3.5	1.3	4.6	3.8	3.6	4.3
					WINDSOR EM ESSEX	1.0	0.2	0.3	0.8	0.9	0.0	0.5	0.0	0.0	0.8	0.0	1.0	0.4	0.7	1.2
Speechless Post		2017-09-11 - 2019-05-26	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	21:27 - 22:03 ...F..	Audience TC	103.9	24.4	58.4	61.2	48.1	12.5	25.5	22.4	4.1	114.4	6.4	55.9	11.9	32.9	38.8
					BARRIE EM	0.5	0.0	0.5	0.8	0.2	0.0	0.0	0.2	0.0	0.4	0.0	0.7	0.0	1.1	1.3
					KINGSTON EM	0.8	2.2	1.2	1.3	0.7	2.1	0.9	1.1	0.0	0.7	0.0	0.9	2.3	1.5	1.6
					KITCHENER EM	0.6	0.3	0.5	0.6	0.3	0.0	0.1	0.3	0.0	0.5	0.0	0.9	0.6	0.9	0.9
					KITCHENER-LONDON EM	0.6	0.7	0.6	0.4	0.3	0.3	0.3	0.2	0.0	0.5	0.0	0.9	1.1	1.0	0.6
					LONDON EM	0.7	1.2	0.8	0.2	0.4	0.7	0.5	0.2	0.0	0.6	0.0	0.9	1.9	1.2	0.2
					OTTAWA-GATINEAU ANGLO	0.3	0.0	0.1	0.4	0.3	0.0	0.0	0.3	0.0	0.2	0.0	0.3	0.0	0.3	0.5
					PETERBOROUGH EM	0.5	0.0	0.0	0.2	0.6	0.0	0.4	1.6	0.6	0.9	0.4	0.0	0.0	0.1	
					SUDBURY-TIMMINS-NORTH	0.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.2	
					TORONTO-HAMILTON EM	1.2	1.1	1.3	1.4	1.2	1.0	1.2	1.1	0.6	1.1	0.6	1.3	1.2	1.4	1.7
					WINDSOR EM ESSEX	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	
Sunnyside		2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	18:57 - 20:03SU	Audience TC	35.6	6.6	11.0	12.4	18.9	3.6	5.7	5.3	0.5	38.8	2.6	16.8	3.0	5.2	7.1
					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	
					KITCHENER 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	
					KITCHENER-LONDON 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	
					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	
					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	0.0	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	
					TORONTO-HAMILTON EM	0.4	0.3	0.2	0.3	0.5	0.3	0.2	0.2	0.1	0.4	0.2	0.4	0.3	0.2	0.3
					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	
The Blacklist		2017-09-25 - 2019-05-26	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	19:57 - 21:03 .W....	Audience TC	457.2	101.3	224.1	246.9	210.2	55.8	112.2	115.7	24.1	509.2	27.9	247.0	45.5	111.9	131.2
					BARRIE EM	3.3	1.2	3.2	4.2	3.0	0.0	3.3	4.1	0.3	2.9	0.5	3.6	3.2	3.1	4.4
					KINGSTON EM	2.0	0.9	0.8	1.1	1.5	0.3	0.2	1.1	0.0	1.7	0.0	2.5	1.5	1.4	1.1
					KITCHENER EM	2.8	1.0	1.3	2.2	2.7	1.4	1.4	2.3	1.0	2.3	0.0	2.9	0.6	1.3	2.1
					KITCHENER-LONDON EM	2.4	0.6	1.1	1.9	2.3	0.7	0.9	1.8	0.6	2.0	0.0	2.5	0.3	1.2	1.9
					LONDON EM	2.0	0.0	0.8	1.5	1.9	0.0	0.4	1.3	0.0	1.6	0.0	2.1	0.0	1.2	1.8
					OTTAWA-GATINEAU ANGLO	1.8	0.9	1.8	1.8	1.1	0.0	1.0	1.1	0.7	1.5	0.0	2.4	1.8	2.7	2.5
					PETERBOROUGH EM	2.3	1.7	1.7	3.0	1.9	1.4	0.9	2.0	1.6	2.1	0.0	2.6	2.0	2.8	3.9
					SUDBURY-TIMMINS-NORTH	1.4	0.9	1.3	1.4	1.7	2.0	1.5	1.5	1.9	1.3	0.0	1.2	0.0	1.0	1.1
					TORONTO-HAMILTON EM	3.9	3.2	3.0	3.4	3.2	2.6	2.4	2.6	2.2	3.5	1.3	4.6	3.8	3.6	4.3
					WINDSOR EM ESSEX	1.0	0.2	0.3	0.8	0.9	0.0	0.5	0.0	0.0	0.8	0.0	1.0	0.4	0.7	1.2
The Chew		2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	12:57 - 14:03 MTWTF..	Audience TC	71.0	11.3	18.4	18.5	21.3	3.0	5.8	5.3	0.9	74.0	2.1	49.7	8.3	12.7	13.1
					BARRIE EM	0.5	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.6	0.0	0.1	0.1
					KINGSTON EM	0.3	0.2	0.3	0.3	0.3	0.2	0.4	0.4	0.0	0.3	0.0	0.3	0.3	0.2	0.2
					KITCHENER 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	0.0	0.1	0.1
					KITCHENER-LONDON EM	0.2	0.0	0.0	0.1	0.2	0.0	0.0	0.2	0.0	0.2	0.0	0.3	0.0	0.1	0.1
					LONDON EM	0.3	0.0	0.0	0.2	0.3	0.0	0.0	0.4	0.0	0.2	0.0	0.3	0.0	0.0	0.0
					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	0.2	0.0	0.1	0.2	0.2	0.0	0.1	0.1	0.0	0.2	0.0	0.2	0.0	0.1	0.2
					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	0.1
					TORONTO-HAMILTON EM	0.6	0.3	0.3	0.3	0.3	0.2	0.2	0.2	0.2	0.5	0.1	0.8	0.4	0.4	0.4
					WINDSOR EM ESSEX	0.3	0.1	0.0	0.1	0.2	0.0	0.0	0.2	0.0	0.2	0.0	0.4	0.2	0.1	0.1
The Doctors		2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	9:57 - 11:03 MTWTF..	Audience TC	54.8	13.6	18.1	22.4	20.6	11.1	12.7	1							

Master Planner Report.rdl

Effective date:	2017/06/05
From Date:	2017/09/11
To Date:	2017/12/17
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	
The Mick	2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	20:57 - 21:33 T....	Audience TC	175.1	61.8	109.3	109.8	91.7	33.0	59.4	56.0	8.8	198.8	14.9	83.4	28.9	49.9	53.7		
				TORONTO-HAMILTON EM	0.4	0.2	0.2	0.3	0.2	0.2	0.1	0.3	0.2	0.1	0.2	0.4	0.3	0.6	0.2	0.2	
				WINDSOR EM ESSEX	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	0.1	0.0	0.0	
				BARRIE EM	0.8	0.0	1.2	1.3	0.6	0.0	1.2	1.3	0.0	0.0	0.0	0.7	0.0	0.9	0.0	1.2	1.1
				KINGSTON EM	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
				KITCHENER EM	0.5	0.0	0.4	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.4	0.0	0.5	0.0	0.7
				KITCHENER-LONDON EM	0.7	0.8	0.8	1.0	0.6	0.8	0.5	0.6	0.0	0.6	0.0	0.6	0.0	0.8	0.8	1.2	1.3
				LONDON EM	0.9	1.7	1.4	1.5	0.8	1.8	1.0	1.0	0.0	0.8	0.0	0.8	0.0	1.0	1.6	1.9	2.0
				OTTAWA-GATINEAU ANGLO	0.2	0.0	0.3	0.3	0.2	0.0	0.3	0.4	0.0	0.3	0.0	1.3	0.3	0.2	0.0	0.2	0.3
				PETERBOROUGH EM	0.4	0.0	0.4	0.8	0.3	0.0	0.0	0.0	0.0	0.8	0.0	0.8	0.0	0.3	0.0	0.4	0.0
				SUDBURY-TIMMINS-NORTH	0.3	0.0	0.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.6	0.0
				TORONTO-HAMILTON EM	1.8	2.1	1.9	2.0	1.7	2.1	1.9	1.7	0.5	1.6	1.4	1.8	2.2	2.0	2.2	2.0	2.2
				WINDSOR EM ESSEX	0.5	0.0	0.5	1.0	0.4	0.0	0.0	0.8	0.0	0.8	0.0	0.5	0.0	0.7	0.0	0.9	1.3
				Audience TC	103.9	24.4	58.4	61.2	48.1	12.5	25.5	22.4	4.1	114.4	6.4	55.9	11.9	32.9	38.8		
BARRIE EM	0.5	0.0	0.5	0.8	0.2	0.0	0.0	0.2	0.0	0.2	0.0	0.4	0.0	0.7	0.0	1.1	1.3				
KINGSTON EM	0.8	2.2	1.2	1.3	0.7	2.1	0.9	1.1	0.0	0.7	0.0	0.9	0.0	0.9	2.3	1.5	1.6				
KITCHENER EM	0.6	0.3	0.5	0.6	0.3	0.0	0.1	0.3	0.0	0.5	0.0	0.9	0.0	0.9	0.6	0.9	0.9				
KITCHENER-LONDON EM	0.6	0.7	0.6	0.4	0.3	0.3	0.3	0.2	0.0	0.5	0.0	0.9	0.0	1.1	1.0	0.6					
LONDON EM	0.7	1.2	0.8	0.2	0.4	0.7	0.5	0.2	0.0	0.6	0.0	0.9	0.0	0.9	1.9	1.2	0.2				
OTTAWA-GATINEAU ANGLO	0.3	0.0	0.1	0.4	0.3	0.0	0.0	0.3	0.0	0.3	0.0	0.2	0.0	0.3	0.0	0.3	0.5				
PETERBOROUGH EM	0.5	0.0	0.0	0.2	0.6	0.0	0.0	0.4	0.0	1.6	0.6	0.9	0.4	0.0	0.0	0.1					
SUDBURY-TIMMINS-NORTH	0.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.2	0.0	0.0	0.2				
TORONTO-HAMILTON EM	1.2	1.1	1.3	1.4	1.2	1.0	1.2	1.1	0.6	1.1	0.6	1.3	1.2	1.4	1.7						
WINDSOR EM ESSEX	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						
Audience TC	198.9	75.4	138.3	122.7	134.6	55.1	74.8	13.3	223.6	11.3	64.4	20.3	43.2	47.9							
BARRIE EM	0.7	1.3	0.9	1.2	1.2	2.9	1.5	1.9	0.0	0.6	0.0	0.4	0.0	0.4	0.6						
KINGSTON EM	1.0	1.9	1.5	1.2	1.5	3.0	2.5	2.5	2.2	1.0	0.0	0.4	0.0	1.3	0.0						
KITCHENER EM	1.2	1.3	1.9	2.0	1.6	1.5	2.6	2.2	1.2	0.0	0.9	1.0	1.2	1.6							
KITCHENER-LONDON EM	1.2	1.9	2.0	2.3	1.9	3.0	3.0	1.2	1.0	0.0	0.6	0.7	0.9	1.2							
LONDON EM	1.3	2.5	2.2	2.6	2.3	4.9	3.6	4.5	0.0	1.0	0.0	0.3	0.0	0.4							
OTTAWA-GATINEAU ANGLO	1.7	5.1	2.9	3.0	2.6	8.0	4.4	4.4	0.0	1.5	0.0	0.9	1.9	1.6							
PETERBOROUGH EM	0.7	0.0	0.9	1.2	1.3	0.0	1.7	2.3	0.0	0.6	0.0	0.1	0.0	0.0							
SUDBURY-TIMMINS-NORTH	0.4	0.0	0.9	0.9	0.7	0.0	1.3	1.3	0.0	0.3	0.0	0.1	0.0	0.3							
TORONTO-HAMILTON EM	1.7	1.9	1.9	1.9	2.3	2.6	2.3	2.3	0.6	1.5	0.7	1.2	1.2	1.6							
WINDSOR EM ESSEX	0.1	0.0	0.0	0.3	0.3	0.0	0.6	0.0	0.1	0.0	0.0	0.0	0.0	0.0							
Audience TC	129.3	49.0	89.9	79.8	87.5	35.8	61.8	48.6	8.6	145.3	7.3	41.9	13.2	28.1	31.1						
BARRIE EM	0.5	0.8	0.6	0.8	0.8	1.9	1.0	1.2	0.0	0.4	0.0	0.3	0.0	0.4							
KINGSTON EM	0.7	1.2	1.0	0.8	1.0	2.0	1.6	1.6	0.7	0.3	0.0	0.3	0.0	0.5							
KITCHENER EM	0.8	0.8	1.2	1.3	1.0	1.0	1.7	1.4	0.8	0.0	0.6	0.7	0.8	1.0							
KITCHENER-LONDON EM	0.8	1.2	1.3	1.5	1.2	2.0	2.0	2.3	0.8	0.7	0.0	0.4	0.5	0.6							
LONDON EM	0.8	1.6	1.4	1.7	1.5	3.2	2.3	2.9	0.0	0.7	0.0	0.2	0.0	0.3							
OTTAWA-GATINEAU ANGLO	1.1	3.3	1.9	2.0	1.7	5.2	2.9	2.9	0.0	1.0	0.0	0.6	1.2	1.0							
PETERBOROUGH EM	0.5	0.0	0.6	0.8	0.8	0.0	1.1	1.5	0.0	0.4	0.0	0.1	0.0	0.0							
SUDBURY-TIMMINS-NORTH	0.3	0.0	0.6	0.6	0.5	0.0	0.8	0.8	0.0	0.2	0.0	0.1	0.0	0.2							
TORONTO-HAMILTON EM	1.1	1.2	1.2	1.2	1.5	1.7	1.5	1.5	0.4	1.0	0.5	0.8	0.8	1.0							
WINDSOR EM ESSEX	0.1	0.0	0.0	0.2	0.2	0.0	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0							
Audience TC	273.3	29.6	55.1	54.9	120.4	14.8	29.9	27.6	3.1	285.2	8.9	152.9	14.8	25.2	27.3						
BARRIE EM	2.2	1.3	0.6	0.7	1.8	0.2	0.2	0.3	0.0	1.8	0.0	2.5	3.3	1.1							
KINGSTON EM	1.0	0.5	0.4	0.4	1.0	0.2	0.3	0.3	0.0	0.9	0.0	1.1	0.7	0.5							
KITCHENER EM	1.4	0.1	0.3	0.6	1.1	0.0	0.3	0.5	0.1	1.1	0.0	1.7	0.3	0.4							
KITCHENER-LONDON EM	1.3	0.1	0.3	0.5	1.0	0.0	0.3	0.5	0.0	1.1	0.0	1.5	0.2	0.3							
LONDON EM	1.2	0.1	0.2	0.4	1.0	0.0	0.3	0.6	0.0	1.0	0.0	1.3	0.1	0.2							
OTTAWA-GATINEAU ANGLO	0.5	0.0	0.0	0.1	0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.6	0.0	0.1							
PETERBOROUGH EM	1.3	0.0	0.4	0.6	1.3	0.0	0.5	0.7	0.0	1.1	0.0	1.3	0.0	0.4							
SUDBURY-TIMMINS-NORTH	1.0	0.2	0.5	0.5	1.1	0.0	0.6	0.6	0.0	0.9	0.0	1.0	0.4	0.3							
TORONTO-HAMILTON EM	1.8	1.0	0.8	0.7	1.5	1.0	0.9	0.6	0.4	1.6	0.8	2.1	1.0	0.7							
WINDSOR EM ESSEX	0.6	0.0	0.1	0.3	0.6	0.0	0.1	0.5	0.0	0.4	0.0	0.5	0.0	0.2							
Audience TC	19.2	3.2	9.4	10.1	9.7	1.4	4.5	4.6	0.7	22.6	2.7	9.5	1.9	4.9							
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							
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							
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							
OTTAWA-GATINEAU ANGLO	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.2							
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							
SUDBURY-TIMMINS-NORTH	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.1							
TORONTO-HAMILTON EM	0.2	0.1	0.2	0.2	0.1	0.2	0.2	0.2	0.0	0.2	0.2	0.2	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							
Audience TC	24.6	6.2	14.6	14.7	13.5	4.2	8.2	7.1	0.4	27.4	2.3	11.2	2.0	6.4							
BARRIE EM	0.4	1.0	0.5	0.5	0.2	0.0	0.4	0.4	0.0	0.3	0.0	0.6	3.2	0.7							
KINGSTON EM	0.1	0.0	0.0	0.2	0.0	0.0	0.3	0.0	0.0	0.1	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							

Master Planner Report.rdl

Effective date:	2017/06/05
From Date:	2017/09/11
To Date:	2017/12/17
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	0.1	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	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	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	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	0.0
					SUDBURY-TIMMINS-NORTH	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	0.0
					TORONTO-HAMILTON EM	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.2	0.1	0.2	0.2	0.2	0.1	0.2	0.3
					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	0.0
	Young Drunk Punk Late	2017-09-11 - 2018-05-27	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	1:27 - 2:03 MTWTF..	Audience TC	10.9	2.1	4.2	4.1	4.5	1.0	1.8	1.6	0.3	11.6	0.4	6.4	1.1	2.4	2.4	
					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	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	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	