

Master Planner Report

Effective date:	2018/06/05
From Date:	2018/09/10
To Date:	2018/12/16
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 Edmonton	A Million Little Things	2018-09-10 - 2018-12-16	Meter: 12/18/2017 - 04/15/2018 Actuals Adj, Diary: Fall 2017 Actuals & Winter-Spring 2018	19:57 - 21:03 .W....	Audience TC	54.3	5.7	9.6	16.2	23.1	1.2	3.6	7.8	2.7	57.3	0.3	31.2	4.2	6.0	8.4
					EDMONTON EM	2.7	0.6	0.6	1.5	2.4	0.6	0.9	1.8	2.1	2.4	0.0	3.3	0.6	0.6	1.2
					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
Bad Blood	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals	20:57 - 22:03 ...T...	Audience TC	5.5	0.8	1.5	2.1	3.2	0.1	0.7	1.2	0.2	6.4	0.6	2.3	0.7	0.9	0.9	
					EDMONTON EM	0.3	0.1	0.1	0.2	0.3	0.0	0.1	0.1	0.1	0.2	0.1	0.2	0.3	0.2	0.2
					LLOYDMINSTER EM	0.2	0.0	0.2	0.2	0.1	0.0	0.2	0.0	0.1	0.0	0.1	0.0	0.2	0.0	0.2
Black-ish Post Release	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	20:57 - 21:33 .W....	Audience TC	10.5	4.6	6.7	7.4	4.5	1.8	2.8	3.1	0.7	14.7	3.5	6.0	2.8	4.0	4.3	
					EDMONTON EM	0.6	0.7	0.6	0.7	0.6	0.7	0.6	0.7	0.5	0.7	1.4	0.6	0.7	0.6	0.7
					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
Black-ish Strip	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	15:57 - 17:03 MTWTF..	Audience TC	2.2	0.3	1.0	1.0	1.0	0.2	0.3	0.4	0.3	2.6	0.2	1.1	0.1	0.1	0.6	
					EDMONTON EM	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.2	0.1	0.1	0.1	0.0	0.1	0.1
					LLOYDMINSTER EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bob's Burgers	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	21:27 - 22:03SU	Audience TC	10.0	2.7	7.6	9.0	5.7	0.8	4.3	4.9	0.8	12.1	1.3	4.4	1.9	3.3	4.2	
					EDMONTON EM	0.7	0.5	0.8	1.0	0.7	0.3	0.9	1.1	0.6	0.6	0.5	0.6	0.8	0.8	1.0
					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
Brooklyn Nine-Nine	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	22:27 - 23:03 .T.....	Audience TC	23.1	8.6	18.0	19.3	10.9	3.8	8.3	8.8	0.9	28.0	4.0	12.2	4.8	9.7	10.5	
					EDMONTON EM	1.3	1.5	1.9	2.0	1.3	1.5	1.8	1.9	0.7	1.3	1.6	1.3	1.6	2.0	2.1
					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
CityLine	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	8:57 - 10:03 MTWTF..	Audience TC	1.7	0.1	0.5	0.6	1.0	0.0	0.3	0.3	0.0	1.9	0.2	0.7	0.1	0.2	0.3	
					EDMONTON EM	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.0	0.1	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	0.0	0.0	0.0	0.0	0.0
CityLine Encore Early	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	5:57 - 7:03 MTWTF..	Audience TC	1.7	0.1	0.5	0.6	1.0	0.0	0.3	0.3	0.0	1.9	0.2	0.7	0.1	0.2	0.3	
					EDMONTON EM	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	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	0.0	0.0	0.0	0.0	0.0
CityNews at 6	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	17:57 - 19:03 MTWTF..	Audience TC	4.3	1.3	1.6	1.9	2.1	0.5	0.6	0.7	0.3	5.8	1.2	2.2	0.8	1.0	1.2	
					EDMONTON EM	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.2	0.2	0.4	0.2	0.3	0.2	0.2	
					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
CityNews Tonight	2018-09-10 - 2018-12-16	Meter: 12/12/2016 - 05/28/2017 & 9/11/2017 - 12/17/2017 Actuals, Diary: Winter/Spring 2017 & Fall 2017 Actuals	22:57 - 0:03 MTWTF..	Audience TC	7.2	0.8	1.9	2.2	2.8	0.3	0.7	0.9	0.2	7.8	0.5	4.4	0.5	1.2	1.3	
					EDMONTON EM	0.3	0.1	0.2	0.2	0.3	0.1	0.1	0.2	0.1	0.3	0.2	0.3	0.1	0.2	0.2
					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
CityNews Weekend	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	17:57 - 19:03 MTWTF..	Audience TC	6.7	0.5	1.5	2.2	3.5	0.2	0.8	0.9	0.3	7.4	0.4	3.1	0.3	0.7	1.3	
					EDMONTON EM	0.4	0.1	0.2	0.2	0.4	0.1	0.2	0.2	0.2	0.3	0.2	0.3	0.1	0.1	0.2
					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
CityNews Weekend Late	2018-09-10 - 2018-12-16	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	22:57 - 0:03 ...SASU	Audience TC	7.2	0.8	1.9	2.2	2.8	0.3	0.7	0.9	0.2	7.8	0.5	4.4	0.5	1.2	1.3	
					EDMONTON EM	0.3	0.1	0.2	0.2	0.3	0.1	0.1	0.2	0.1	0.3	0.2	0.3	0.1	0.2	0.2
					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
Daily Mail	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	12:57 - 14:03 MTWTF..	Audience TC	4.3	1.3	1.6	1.9	2.1	0.5	0.6	0.7	0.3	5.8	1.2	2.2	0.8	1.0	1.2	
					EDMONTON EM	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.2	0.2	0.4	0.2	0.3	0.2	0.2	
					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	
Dancing with the Stars	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	20:57 - 23:03 M.....	Audience TC	27.5	1.4	6.7	9.8	9.2	0.8	1.5	3.2	3.5	31.9	0.9	18.3	0.6	5.2	6.7	
					EDMONTON EM	1.5	0.3	0.6	1.0	1.1	0.3	0.3	0.6	2.7	1.4	0.3	2.0	0.2	1.0	1.4
					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
Extra Late	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	0:57 - 1:33 MTWTF..	Audience TC	2.4	0.2	0.6	0.7	1.2	0.1	0.3	0.4	0.1	2.7	0.2	1.2	0.1	0.3	0.4	
					EDMONTON EM	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	
					LLOYDMINSTER EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Family Feud	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	16:57 - 18:03 MTWTF..	Audience TC	8.1	1.8	2.7	2.3	3.6	0.7	1.1	0.9	0.4	10.3	1.7	4.5	1.1	1.7	1.4	
					EDMONTON EM	0.4	0.3	0.2	0.2	0.3	0.2	0.1	0.1	0.4	0.6	0.5	0.4	0.2	0.2	
					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	
Family Guy	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	21:57 - 22:33SU	Audience TC	16.1	4.8	11.1	10.5	10.2	3.5	7.1	6.0	0.7	18.4	1.7	5.9	1.2	4.0	4.5	
					EDMONTON EM	0.9	0.9	0.9	0.9	1.2	1.4	1.3	1.1	0.5	0.7	0.6	0.5	0.7		
					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		
General Hospital	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	13:57 - 15:03 MTWTF..	Audience TC	7.6	0.2	1.0	4.0	3.3	0.0	0.1	2.1	0.7	8.5	0.1	4.3	0.2	0.9	1.9	
					EDMONTON EM	0.5	0.0	0.1	0.4	0.4	0.0	0.0	0.5	0.6	0.4	0.1	0.5	0.1	0.2	0.4
					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	
Hall's Kitchen	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	21:57 - 23:03 ...F...	Audience TC	24.9	7.2	13.6	13.2	10.6	2.9	5.1	5.2	2.4	28.6	1.4	14.2	4.3	8.5	7.9	
					EDMONTON EM	1.4	1.4	1.3	1.2	1.2	1.0	1.0	1.1	1.8	1.3	0.5	1.6	1.8	1.6	
					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		
Holiday Movies	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 & 12/18/2017 - 04/15/2018 Actuals	17:57 - 0:03 MTWTFASU	Audience TC	16.6	1.8	3.1	4.1	5.8	1.1	1.6	1.9	0.3	17.2	0.4	10.7	0.7	1.5	2.2	
					EDMONTON EM	0.8	0.3	0.3	0.4	0.7	0.4	0.3	0.4	0.2	0.7	0.1	1.0	0.3	0.4	
					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		
Lethal Weapon	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	21:57 - 23:03 .T.....	Audience TC	40.3	5.7	12.4	14.5	19.5</											

