



Run Date: Tuesday, June 05, 2018 11:23:17 AM

Master Planner Report

Effective date: 2018/12/16

From Date: 2018/09/10

To Date: 2018/12/16

Selling Option Type: SellingOption Regular

Selling Option Name: 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 Montreal	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	21:57 - 23:03 ...W...	MONTRÉAL ANGLÉ EM	55.5	15.9	22.0	23.6	16.1	2.1	3.5	5.6	6.9	0.4	57.3	1.4	39.4	12.4	16.4	26.8
	Bad Blood	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals	19:57 - 21:03 ...T...	MONTRÉAL ANGLÉ EM	3.3	2.4	2.0	2.1	2.3	1.9	2.5	3.0	0.1	21.0	0.2	13.2	4.0	5.6	2.4	1.5
	Backlist Post Release	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals	19:57 - 20:33 ...W...	MONTRÉAL ANGLÉ EM	0.7	0.7	0.6	0.5	0.7	0.3	0.4	0.3	0.1	0.6	0.3	0.8	1.0	0.8	0.6	0.8
	Backlist 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..	MONTRÉAL ANGLÉ EM	12.6	2.1	8.9	9.1	6.4	1.2	4.9	4.4	0.1	0.1	14.6	1.9	6.2	1.0	4.1	4.6
	Bob's Burgers	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	20:27 - 21:03 ...SU	MONTRÉAL ANGLÉ EM	0.9	0.8	1.1	1.1	0.9	0.9	1.0	0.9	0.1	0.9	0.3	0.9	0.8	1.2	0.9	1.2
	Breakfast Television	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	5:57 - 5:03 MTWTF..	MONTRÉAL ANGLÉ EM	0.2	0.1	0.2	0.2	0.2	0.1	0.2	0.2	0.1	0.2	0.3	0.2	0.3	0.1	0.2	0.2
	Brooklyn Nine-Nine	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	21:27 - 22:03 ...T...	MONTRÉAL ANGLÉ EM	0.4	0.4	0.3	0.4	0.2	0.1	0.3	0.2	0.1	0.4	1.2	0.4	1.2	0.4	0.3	0.4
	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..	MONTRÉAL ANGLÉ EM	49.3	26.2	36.8	26.5	18.3	23.4	20.5	23.5	48.0	2.7	16.4	9.8	13.4	13.1	13.1	13.1
	CityNews at 6	2018-09-10 - 2018-12-16	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	17:57 - 19:03 MTWTF..	MONTRÉAL ANGLÉ EM	1.8	2.8	2.2	2.0	1.8	3.4	2.4	2.9	2.8	1.7	1.2	1.5	2.3	2.0	2.0	2.0
	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 2016/Spring 2017 Actuals	22:57 - 0:03 MTWTF..	MONTRÉAL ANGLÉ EM	0.3	0.2	0.2	0.2	0.3	0.2	0.2	0.2	0.3	0.3	0.5	0.3	0.5	0.3	0.2	0.3
	CityNews Weekend	2018-09-10 - 2018-12-16	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	17:57 - 19:03 ...SASU	MONTRÉAL ANGLÉ EM	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3
	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	MONTRÉAL ANGLÉ EM	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3
	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..	MONTRÉAL ANGLÉ EM	3.2	1.0	2.2	1.8	1.5	0.4	1.0	0.9	0.2	3.8	0.3	1.7	0.6	1.3	1.0	1.0
	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	19:57 - 22:03 M....	MONTRÉAL ANGLÉ EM	63.4	10.3	20.4	22.4	21.2	3.4	6.6	8.6	2.6	67.9	1.9	42.3	7.0	13.8	13.8	13.8
	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..	MONTRÉAL ANGLÉ EM	2.7	0.5	1.0	1.2	1.1	0.3	0.5	0.6	0.1	2.9	0.1	1.6	0.2	0.4	0.6	0.6
	Family Guy	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..	MONTRÉAL ANGLÉ EM	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
	Family Guy	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 ...SU	MONTRÉAL ANGLÉ EM	12.4	1.8	7.7	8.8	8.1	1.6	4.7	5.9	1.0	14.2	0.8	4.3	0.2	3.0	3.0	3.0
	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..	MONTRÉAL ANGLÉ EM	0.7	0.3	0.5	0.7	1.1	0.5	0.8	1.1	1.6	0.8	0.8	0.3	0.1	0.3	0.3	0.3
	Heidi Klum	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	20:57 - 22:03 ...F..	MONTRÉAL ANGLÉ EM	11.2	3.7	6.1	4.1	3.3	1.2	1.1	1.1	1.1	1.2	1.3	1.4	1.3	1.4	1.3	1.4
	Holiday Movies	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 & 12/18/2017 - 04/15/2018 Actuals	17:57 - 23:03 MTWTFSSASU	MONTRÉAL ANGLÉ EM	18.4	1.9	11.8	12.1	7.9	3.7	5.3	4.1	0.2	22.8	0.3	14.5	3.7	6.5	7.9	4.6
	Lethal Weapon	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	20:57 - 22:03 ...T...	MONTRÉAL ANGLÉ EM	50.8	17.6	25.1	25.3	27.9	11.5	14.7	14.7	2.3	95.4	2.3	22.9	6.1	10.3	10.6	10.6
	Let's Make a Deal	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	14:57 - 16:03 MTWTF..	MONTRÉAL ANGLÉ EM	28.5	1.6	11.1	12.0	7.8	0.7	4.9	4.8	0.3	27.6	0.7	18.8	0.9	6.2	7.2	7.2
	Manifest	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 M....	MONTRÉAL ANGLÉ EM	0.8	0.6	0.5	0.5	0.5	0.7	0.5	0.4	0.4	0.1	0.7	0.4	1.0	0.7	0.6	0.7
	Modern Family	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 M....	MONTRÉAL ANGLÉ EM	46.7	13.8	19.9	15.0	21.2	3.8	6.4	4.9	1.5	59.0	0.7	35.5	10.0	13.6	10.1	10.1
	Modern Family Step	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	18:57 - 20:03 MTWTF..	MONTRÉAL ANGLÉ EM	2.8	1.9	2.4	2.3	2.2	1.0	0.9	1.3	2.7	3.4	2.8	3.4	2.8	3.2	3.1	3.1
	Mom	2018-09-10 - 2018-12-16	Meter: 12/18/2017 - 04/15/2018 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	20:57 - 21:33 ...T...	MONTRÉAL ANGLÉ EM	2.9	3.6	3.5	3.1	3.0	0.4	0.7	3.7	2.7	1.3	2.7	1.7	2.8	3.2	3.5	3.5
	Mom	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 TWTF..SU	MONTRÉAL ANGLÉ EM	1.9	1.6	1.6	1.6	1.7	1.5	1.6	1.2	0.3	1.7	1.3	2.1	1.4	1.7	2.1	2.1
	Moves on CITY	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 & 12/18/2017 - 04/15/2018 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	19:57 - 23:03 ...F..	MONTRÉAL ANGLÉ EM	0.8	0.7	0.7	0.7	0.6	0.5	0.6	0.6	0.3	0.7	0.5	1.0	1.0	0.8	0.9	0.9
	M. D. Late	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	15:27 - 23:33 MTWTF..	MONTRÉAL ANGLÉ EM	13.2	1.3	4.0	3.9	3.7	0.1	0.5	0.7	0.3	13.9	0.5	9.5	1.2	3.5	3.2	3.2
	Murphy Brown	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 & 12/18/2017 - 04/15/2018 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	21:27 - 22:03 ...T...	MONTRÉAL ANGLÉ EM	0.6	0.2	0.4	0.4	0.4	0.5	0.3	0.3	0.3	0.6	0.2	0.8	0.4	0.6	0.6	0.6
	Rel	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	21:30 - 22:00 ...SU	MONTRÉAL ANGLÉ EM	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
	ROTN Saturday Canadian	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	18:57 - 23:03 ...SA	MONTRÉAL ANGLÉ EM	41.5	7.2	13.8	14.3	13.2	2.4	4.8	5.4	0.5	43.8	1.7	28.4	4.9	9.0	8.9	8.9
	ROTN Sunday Canadian	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	17:57 - 23:33 ...SU	MONTRÉAL ANGLÉ EM	0.6	0.4	0.4	0.5	0.7	0.5	0.6	0.8	0.2	0.5	0.0	0.5	0.2	0.2	0.2	0.2
	ROTN Weekday Late	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	22:57 - 4:59 MTWTF..	MONTRÉAL ANGLÉ EM	5.7	0.4	0.9	1.2	3.5	0.1	0.4	0.5	0.1	0.1	0.2	0.3	0.1	0.3	0.1	0.2
	ROTN Weekday Late	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 ...SASU	MONTRÉAL ANGLÉ EM	0.2	0.2	0.1	0.1	0.2	0.2	0.1	0.2	0.1	0.2	0.1	0.2	0.1	0.2	0.1	0.1
	ROTN Weekend Day	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	4:57 - 18:03 ...SASU	MONTRÉAL ANGLÉ 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	0.1
	ROTN Weekend Late	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	22:57 - 5:03 ...SU	MONTRÉAL ANGLÉ EM	7.2	1.5	2.6	2.8	1.9	0.3	0.7	1.4	0.4	7.9	0.3	3.4	0.9	1.2	1.3	1.3
	Second Jen	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	18:57 - 19:33 ...SU	MONTRÉAL ANGLÉ EM	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.2	0.1	0.0	0.1	0.1	0.1	0.1
	Single Parents	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	21:27 - 22:03 ...W...	MONTRÉAL ANGLÉ EM	2.7	0.5	1.0	1.2	1.1	0.3	0.5	0.6	0.1	2.9	0.1	1.6	0.2	0.4	0.6	0.6
	Sunnyside	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	18:57 - 20:03 ...SU	MONTRÉAL ANGLÉ EM	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.0	0.1	0.2	0.2
	The Bechley Circle SF	2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	21:27 - 22:03 ...W...	MONTRÉAL ANGLÉ EM	11.1	2.2	2.1	1.9	2.2	1.5	1.4	1.5	1.1	1.2	1.5	1.9	1.5	1.9	2.1	2.1
	The Coed Kids Pre-Release	2018-09-24 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 201																		