

Master Planner Report

Effective date:	2018/06/05
From Date:	2018/12/17
To Date:	2019/05/26
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 Saskatchewan	A Million Little Things	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	20:57 - 22:03 .W....	Audience TC	8.3	0.0	3.8	4.7	0.2	0.0	0.0	0.0	0.0	0.0	8.3	0.0	8.1	0.0	3.8	4.7		
					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	0.0	0.0	0.0	0.0
					REGINA-MOOSE JAW EM	0.8	0.0	0.6	0.9	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	1.7	0.0	1.2	1.8
					SASKATOON EM	0.8	1.5	1.0	1.0	0.5	1.8	1.0	1.3	0.0	0.5	0.0	0.0	0.0	0.8	1.0	1.0	1.0	1.0
					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	0.0	0.0	0.0	0.0
Black-ish Post Release	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	Diary: Fall 2017 Actuals & Winter-Spring 2018	18:27 - 19:03SU	Audience TC	1.8	0.1	0.7	1.1	0.3	0.0	0.0	0.0	0.0	1.8	0.0	1.4	0.1	0.1	0.7	1.1		
					PRINCE ALBERT EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
					REGINA-MOOSE JAW EM	0.4	0.0	0.3	0.4	0.2	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.7	0.7	
					SASKATOON EM	0.1	0.2	0.1	0.1	0.1	0.2	0.1	0.2	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1
					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	0.0	0.0	0.0	0.0
Bob's Burgers	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	Diary: Fall 2017 Actuals & Winter-Spring 2018	19:27 - 20:03SU	Audience TC	3.0	1.0	2.0	1.5	1.6	0.7	1.2	0.7	3.4	0.2	1.4	0.3	0.8	0.7	2.0	3.0		
					PRINCE ALBERT EM	0.4	2.1	1.1	0.7	0.5	4.5	1.8	1.2	0.0	0.3	0.0	0.4	1.5	0.8	0.2	0.2		
					REGINA-MOOSE JAW EM	0.1	0.1	0.1	0.1	0.2	0.1	0.3	0.2	0.2	0.1	0.0	0.1	0.0	0.1	0.0	0.0	0.1	
					SASKATOON EM	0.2	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.1	
					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	0.0	0.0	0.0	
Brooklyn Nine-Nine	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	Diary: Fall 2017 Actuals & Winter-Spring 2018	20:27 - 21:03 .T....	Audience TC	5.7	1.9	1.9	2.1	1.6	0.0	0.0	0.0	5.7	0.0	4.1	1.9	1.9	2.1	2.1			
					PRINCE ALBERT EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
					REGINA-MOOSE JAW EM	0.9	3.7	1.8	1.7	0.3	0.0	0.0	0.0	0.7	0.0	1.3	5.4	2.8	3.0	3.0	3.0		
					SASKATOON EM	0.3	0.2	0.1	0.2	0.2	0.0	0.0	0.0	0.3	0.0	0.4	0.4	0.2	0.3				
					YORKTON EM	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.5	0.0	0.0					
CityLine	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	Diary: Fall 2017 Actuals & Winter-Spring 2018	14:57 - 16:03 MTWTF..	Audience TC	4.5	0.2	0.8	0.9	2.0	0.3	0.4	0.4	4.6	0.1	2.5	0.1	0.5	0.5				
					PRINCE ALBERT EM	0.5	1.3	0.8	0.1	0.2	0.0	0.0	0.4	0.1	0.7	1.7	1.2						
					REGINA-MOOSE JAW EM	0.2	0.0	0.1	0.1	0.2	0.0	0.0	0.2	0.0	0.2	0.0	0.1						
					SASKATOON EM	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.2	0.0	0.1	0.1						
					YORKTON EM	0.0	0.0	0.6	0.7	0.1	0.0	0.0	0.2	0.0	0.0	1.5							
CityLine Encore	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	Diary: Fall 2017 Actuals & Winter-Spring 2018	4:57 - 6:03 MTWTF..	Audience TC	4.5	0.2	0.8	0.9	2.0	0.3	0.4	0.4	4.6	0.1	2.5	0.1	0.5	0.5				
					PRINCE ALBERT EM	0.5	1.3	0.8	0.1	0.3	0.0	0.0	0.4	0.1	0.7	1.7	1.2						
					REGINA-MOOSE JAW EM	0.2	0.0	0.1	0.1	0.2	0.0	0.0	0.2	0.0	0.2	0.0	0.1						
					SASKATOON EM	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.2	0.0	0.1	0.1						
					YORKTON EM	0.3	0.0	0.6	0.7	0.1	0.0	0.0	0.2	0.0	0.4	0.0	1.2						
CityNews Tonight National	2018-12-17 - 2019-02-10	Diary: Fall 2017 Actuals & Winter-Spring 2018	Diary: Fall 2017 Actuals & Winter-Spring 2018	21:57 - 22:33 M.....	Audience TC	17.9	5.6	8.6	8.9	6.2	2.8	3.3	3.3	17.9	0.0	11.7	2.7	5.3	5.6				
					PRINCE ALBERT EM	0.3	1.8	0.7	0.6	0.0	0.0	0.0	0.0	0.0	0.7	3.2	1.3						
					REGINA-MOOSE JAW EM	2.0	1.1	1.4	1.0	1.3	0.0	0.6	0.0	1.6	2.7	2.2	1.3						
					SASKATOON EM	0.9	2.0	1.3	1.5	0.7	2.3	1.3	1.6	0.7	1.0	1.5	1.3						
					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						
Dick Clark's Rockin' NYE	2018-12-17 - 2019-01-06	Diary: Fall 2017 Actuals & Winter-Spring 2018	Diary: Fall 2017 Actuals & Winter-Spring 2018	18:57 - 1:15 M.....	Audience TC	19.0	5.0	11.7	10.9	9.5	2.9	5.5	4.0	19.6	0.0	9.5	2.2	6.2	5.9				
					PRINCE ALBERT EM	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0						
					REGINA-MOOSE JAW EM	2.2	0.0	3.9	3.8	2.4	0.0	5.6	4.8	3.1	2.1	0.0	2.9						
					SASKATOON EM	1.2	2.2	1.2	1.9	0.1	0.0	0.0	1.0	0.0	2.2	4.4	3.7						
					YORKTON EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0						
Extra Late	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	Diary: Fall 2017 Actuals & Winter-Spring 2018	0:57 - 1:33 MTWTF..	Audience TC	4.4	0.2	0.8	0.8	1.9	0.0	0.3	0.4	4.5	0.1	2.5	0.1	0.5	0.5				
					PRINCE ALBERT EM	0.5	1.3	0.8	0.1	0.2	0.0	0.0	0.4	0.1	0.8	1.8	1.3						
					REGINA-MOOSE JAW EM	0.2	0.0	0.1	0.1	0.2	0.0	0.0	0.2	0.0	0.2	0.0	0.1						
					SASKATOON EM	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.2	0.1	0.1						
					YORKTON EM	0.2	0.0	0.4	0.4	0.1	0.0	0.0	0.2	0.0	0.3	0.0	0.7						
Family Guy	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	Diary: Fall 2017 Actuals & Winter-Spring 2018	19:57 - 20:33SU	Audience TC	4.5	0.0	3.9	3.9	0.9	0.0	0.6	0.6	4.5	0.0	3.6	0.0	3.2	3.3				
					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						
					REGINA-MOOSE JAW EM	0.1	0.0	0.2	0.2	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.3						
					SASKATOON EM	0.2	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.2	0.1	0.1							
					YORKTON EM	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
Grammy Pre Show	2018-12-17 - 2019-02-10	Diary: Fall 2017 Actuals & Winter-Spring 2018	Diary: Fall 2017 Actuals & Winter-Spring 2018	17:27 - 18:33SU 17:57 - 19:03SU	Audience TC	10.4	0.0	2.0	2.0	5.5	0.0	0.0	0.0	10.4	0.0	4.9	0.0	2.0	2.0				
					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						
					REGINA-MOOSE JAW EM	0.7	0.0	1.5	1.6	0.0	0.0	0.0	0.6	0.0	1.3	0.0	2.6						
					SASKATOON EM	0.9	2.0	1.3	1.5	0.7	2.3	1.3	1.6	0.7	1.0	1.5	1.3						
					YORKTON EM	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	1.4	0.0	0.0						
Hell's Kitchen	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	Diary: Fall 2017 Actuals & Winter-Spring 2018	19:57 - 21:03F..	Audience TC	12.6	3.4	7.8	7.2	6.3	1.9	3.6	2.6	13.1	0.0	6.3	1.4	4.2	4.6				
					PRINCE ALBERT EM	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0						
					REGINA-MOOSE JAW EM	1.5	0.0	2.6	2.6	1.6	0.0	3.7	3.2	2.1	1.4	0.0	1.9						
					SASKATOON EM	0.8	1.5	0.8	1.3	0.1	0.0	0.0	0.6	0.0	1.5	2.9	1.7						
					YORKTON EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0						
Holiday Movies	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	Diary: Fall 2017 Actuals & Winter-Spring 2018	17:57 - 23:03 MTWTFSSASU	Audience TC	4.0	0.4	0.8	1.1	1.0	0.0	0.0	0.0	4.0	0.0	3.0	0.4	0.8	1.0				
					PRINCE ALBERT EM	0.3	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.5	0.0	0.0						
					REGINA-MOOSE JAW EM	0.5	0.0	0.2	0.3	0.3	0.0	0.1	0.0	0.4	0.0	0.6	0.0						
					SASKATOON EM	0.4	0.4	0.3	0.4	0.0	0.0	0.0	0.3	0.0	0.7	0.7	0.6						
					YORKTON EM	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.0						
Lethal Weapon	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	Diary: Fall 2017 Actuals & Winter-Spring 2018	19:57 - 21:03 .T....	Audience TC	1.4	0.4	0.7	0.7	0.5	0.2	0.3	0.3	1.4	0.0	0.9	0.2	0.4	0.4				
					PRINCE ALBERT EM	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.1						
					REGINA-MOOSE JAW EM	0.2	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.2	0.2	0.1						
					SASKATOON EM	1.3	1.2	1.0	1.2	0.8	0.6	0.3	0.0	1.0	1.7	1.9	2.0						
					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						
Let's Make A Deal	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	Diary: Fall 2017 Actuals & Winter-Spring 2018	16:57 - 18:03 MTWTF..	Audience TC	4.5	0.2	0.8	0.9	2.0	0.0	0.3											

