

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 Toronto	A Million Life 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...	Audience TC	419.9	76.7	183.4	186.7	161.5	43.1	77.2	67.6	17.1	450.3	13.2	258.4	33.6	106.3	129.0							
					BARRIE EM	3.3	0.0	1.6	3.1	2.3	0.0	0.8	1.7	0.0	0.0	0.0	2.8	0.0	4.3	0.0	2.4	4.6					
					KINGSTON EM	1.3	2.3	1.4	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	2.6	0.0	4.6	2.9	3.0				
					KITCHENER EM	2.8	1.3	1.7	2.4	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0	4.8	2.6	3.8	5.1			
					KITCHENER LONDON EM	3.7	3.1	2.4	3.6	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	5.6	6.4	5.1	6.1			
					LONDON EM	6.1	3.3	4.8	2.7	0.0	0.0	0.0	0.0	2.1	0.0	3.9	0.0	0.0	0.0	0.0	6.7	12.2	6.8	7.4			
					OTTAWA-GATINEAU ANGL	1.7	0.0	0.3	0.8	1.0	0.0	0.0	0.2	0.0	0.0	1.5	0.0	0.0	0.0	0.0	2.5	0.0	0.7	1.5			
					PETERBOROUGH EM	2.6	2.3	1.5	1.3	4.1	2.8	1.6	0.0	2.3	0.0	2.3	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.9			
					SUBURRY-TIMMINS NORTH	3.9	5.9	5.6	6.6	2.5	3.7	4.1	5.3	0.0	3.3	0.0	0.0	0.0	3.3	0.0	5.2	8.3	7.0	7.7			
					TORONTO-HAMILTON EM	2.6	2.5	2.6	2.8	3.1	2.0	2.6	3.0	2.6	2.2	0.8	0.0	0.0	3.0	0.0	4.0	2.0	2.8	3.1			
					WINDSOR EM ESSEX	1.7	1.2	0.6	2.0	1.0	0.0	0.0	1.7	0.0	1.4	0.0	0.0	0.0	1.4	0.0	2.3	1.2	1.2	2.2			
					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...	Audience TC	168.8	39.2	65.4	65.4	95.1	28.9	45.0	43.9	5.4	183.3	9.1	73.6	10.3	20.4	21.5			
									BARRIE EM	0.5	0.0	0.3	0.0	0.3	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.6	0.0	0.4	0.3
									KINGSTON EM	0.9	0.0	0.5	1.3	0.0	0.0	1.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.0	0.0
KITCHENER EM	0.6	0.0	0.3	0.6					1.0	0.0	0.7	1.2	0.0	0.0	0.0	0.0	0.5	0.0	0.2	0.0	0.0	0.0					
KITCHENER LONDON EM	0.5	0.0	0.2	0.3					0.8	0.0	0.4	0.7	0.0	0.4	0.0	0.0	0.4	0.0	0.3	0.0	0.0	0.0					
LONDON EM	0.5	0.0	0.5	0.0					0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.0	0.0	0.0					
OTTAWA-GATINEAU ANGL	0.8	0.0	0.5	0.5					0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	1.0	0.0	1.1	1.1					
PETERBOROUGH EM	1.1	0.0	0.8	0.7					1.0	0.0	1.2	1.2	0.0	0.0	0.0	0.0	0.9	0.0	1.1	0.0	0.0	0.0					
SUBURRY-TIMMINS NORTH	0.3	0.0	0.0	0.0					0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.0	0.0	0.0					
TORONTO-HAMILTON EM	1.5	0.6	0.7	0.6					1.5	0.6	0.7	0.7	0.2	1.3	0.7	1.4	0.7	1.4	0.7	0.8	0.6						
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	0.0					
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	19:57 - 20:33 ...W...	Audience TC					98.2	23.6	59.4	63.6	42.6	9.8	23.8	23.3	6.3	113.6	9.0	55.7	13.7	35.6	40.3				
				BARRIE EM					0.4	0.4	0.3	0.4	0.5	0.8	0.5	0.3	0.6	0.4	0.0	0.4	0.0	0.6	0.0	0.4	0.3		
				KINGSTON EM					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	0.1	0.0	0.0	0.0		
				KITCHENER EM	1.0	0.6	0.9	1.0	0.7	0.0	0.4	0.7	0.0	0.8	0.0	0.8	0.0	1.3	1.1	1.3	1.3						
				KITCHENER LONDON EM	0.7	0.3	0.6	0.7	0.5	0.0	0.2	0.4	0.0	0.6	0.2	1.0	0.7	0.9	0.9	0.9							
				LONDON EM	0.5	0.2	0.5	0.2	0.3	0.0	0.0	0.0	0.0	0.4	0.6	0.6	0.0	0.4	0.4	0.4							
				OTTAWA-GATINEAU ANGL	0.3	0.0	0.3	0.4	0.2	0.0	0.2	0.3	0.3	0.3	0.3	0.0	0.4	0.0	0.4	0.0							
				PETERBOROUGH EM	0.7	0.0	1.0	1.5	0.3	0.0	0.5	0.5	0.0	0.6	0.0	0.1	0.0	0.0	1.5	2.5							
				SUBURRY-TIMMINS NORTH	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0							
				TORONTO-HAMILTON EM	1.1	1.0	1.1	1.2	1.0	0.8	1.0	1.1	0.4	1.0	0.9	1.1	1.1	1.1	1.2	1.3							
				WINDSOR EM ESSEX	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	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	14:57 - 16:03 MTWTF...	Audience TC	18.9	3.7	7.0	6.5	6.0	2.1	3.4	2.9	0.9	20.8	0.9	12.9	1.5	3.6	3.6				
								BARRIE EM	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.1			
								KINGSTON EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.2	0.0	0.1	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	0.0	0.0	0.1	0.0	0.1	0.1							
LONDON EM	0.0	0.0	0.0					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0							
OTTAWA-GATINEAU ANGL	0.0	0.0	0.0					0.0	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							
SUBURRY-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							
TORONTO-HAMILTON 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	0.2							
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	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	20:27 - 21:03 ...SU					Audience TC	81.4	26.5	47.5	41.1	43.2	7.9	18.0	19.2	0.9	89.9	7.6	36.2	18.5	29.5	21.9				
								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	0.0	0.0			
								KINGSTON EM	0.1	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.4	0.0		
				KITCHENER EM	0.4	0.0	0.6	0.9	0.6	0.0	1.0	1.3	0.0	0.4	0.0	0.3	0.0	0.3	0.0	0.2	0.5						
				KITCHENER LONDON EM	0.5	0.5	0.7	0.8	0.7	1.1	1.3	0.0	0.4	0.0	0.3	0.4	0.0	0.4	0.4	0.4							
				LONDON EM	0.5	1.2	0.9	0.7	1.5	1.2	1.4	0.0	0.4	0.0	0.3	0.8	0.5	0.0	0.0								
				OTTAWA-GATINEAU ANGL	0.3	0.8	0.5	0.6	0.4	0.8	0.5	0.7	0.0	0.3	0.0	0.2	0.9	0.6	0.5								
				PETERBOROUGH EM	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0								
				SUBURRY-TIMMINS NORTH	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	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	0.1	0.1	0.1	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								
				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 - 9:03 MTWTF...	Audience TC	113.0	18.4	18.4	27.0	38.0	11.5	34.4	11.5	34.4	11.5	34.4	11.5	34.4	11.5	34.4				
								BARRIE EM	1.8	0.2	1.2	1.4	1.3	0.1	0.7	0.9	0.0	1.5	0.1	2.3	0.4	1.6	1.9				
								KINGSTON EM	0.5	0.1	0.4	0.3	0.1	0.2	0.3	0.0	0.4	0.0	0.7	0.1	0.2	0.5					
KITCHENER EM	0.7	0.2	0.4					0.6	0.6	0.3	0.4	0.6	0.3	0.6	0.1	0.7	0.1	0.4	0.6								
KITCHENER LONDON EM	1.2	0.1	0.4					0.9	0.0	0.3	0.5	0.3	0.3	1.1	0.1	1.5	0.2	0.4	1.4								
LONDON EM	0.5	0.4	0.2					0.3	0.4	0.0	0.2	0.0	0.4	0.0	0.6	0.4	0.0	0.3	0.4								
OTTAWA-GATINEAU ANGL	0.0	0.0	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	1.2	0.1	0.4					1.0	0.0	0.0	0.3	0.5	0.3	0.3	0.1	0.5	0.2	0.4	1.4								
SUBURRY-TIMMINS NORTH	0.5	0.4	0.4					0.6	0.5	0.0	0.4	0.5	0.2	0.4	0.1	0.5	0.2	0.4	0.7								
TORONTO-HAMILTON EM	1.0	0.6	0.5					0.7	1.0	0.7	0.5	0.6	0.3	0.9	0.7	1.0	0.5	0.4	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								
Brooklyn Nine-Nine																											

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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	V12-17	V2+	V2-11	W18+	W18-34	W18-49	W25-54				
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	KINGSTON EM	0.3	0.0	0.2	0.5	0.6	0.0	0.4	0.9	0.0	0.3	0.0	0.1	0.0	0.0	0.0	0.0			
					KITCHENER EM	0.4	0.0	0.6	0.7	0.6	0.0	0.6	0.9	0.0	0.3	0.0	0.6	0.0	0.3	0.0	0.5	0.0	0.6	
					KITCHENER-LONDON EM	0.5	1.0	1.2	0.8	1.0	1.2	1.5	0.0	0.6	0.3	0.0	0.6	0.0	0.3	0.0	0.0	0.0	0.8	0.9
					LONDON EM	0.9	1.2	1.6	2.3	1.2	2.4	2.0	0.0	0.9	0.8	0.7	0.0	0.9	0.8	0.7	0.0	1.2	1.3	1.1
					OTTAWA-GATINEAU ANGL	0.9	0.7	1.1	0.9	1.1	1.3	1.4	0.7	0.0	0.7	0.0	0.0	0.7	0.0	0.7	0.0	0.7	1.1	1.0
					PETERBOROUGH EM	0.6	2.0	0.6	0.6	1.2	0.6	1.2	0.8	0.0	0.8	0.0	0.8	0.0	0.8	0.0	0.8	2.0	1.4	1.4
					SUBURRY-TIMMINS-NORTH	0.3	0.7	0.6	0.5	0.1	0.0	0.3	0.4	0.0	0.3	0.0	0.4	0.0	0.3	0.0	0.4	1.4	0.8	0.9
					TORONTO-HAMILTON EM	1.4	1.8	1.5	1.3	1.7	1.4	1.6	0.4	1.2	0.6	1.1	1.0	0.6	1.1	0.6	1.1	1.9	1.5	1.0
					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	0.1	0.0	0.1	0.0	0.0	0.0
					Audience TC	100.5	8.9	24.2	18.7	22.6	7.9	10.5	3.5	1.5	103.9	1.8	67.9	1.0	0.0	13.7	15.1			
					BARRIE EM	1.0	1.5	1.0	1.0	0.1	0.0	0.0	0.0	0.0	0.8	0.0	1.9	3.1	2.1	1.9				
					KINGSTON EM	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.3	0.0	0.0	0.2
					KITCHENER EM	0.6	0.3	0.3	0.4	0.1	0.0	0.1	0.1	0.0	0.5	0.0	1.1	0.0	0.5	0.0	1.1	0.0	0.6	0.7
					KITCHENER-LONDON EM	0.7	0.3	0.4	0.5	0.3	0.0	0.3	0.3	0.0	0.8	0.3	1.2	0.5	0.6	0.3	1.2	0.5	0.6	0.8
					LONDON EM	0.8	0.3	0.6	0.7	0.4	0.0	0.6	0.6	0.0	0.8	0.7	1.2	0.6	0.6	0.7	1.2	0.6	0.6	0.8
OTTAWA-GATINEAU ANGL	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.3	0.0	0.1	0.1					
PETERBOROUGH EM	0.6	0.0	0.0	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	1.0	0.0	1.0	0.0	0.0	1.0					
SUBURRY-TIMMINS-NORTH	0.2	0.0	0.2	0.3	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.1	0.0	0.3	0.0	0.3	0.0	0.3	0.4					
TORONTO-HAMILTON EM	0.5	0.0	0.3	0.2	0.0	0.2	0.2	0.2	0.3	0.4	0.1	0.7	0.1	0.7	0.1	0.7	0.1	0.4	0.4					
WINDSOR EM ESSEX	0.4	0.5	0.4	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.7	0.0	0.7	0.8	0.8	1.0					
Audience TC	207.7	86.4	161.5	114.8	143.7	56.6	87.8	39.6	14.7	327.7	15.3	154.0	56.8	33.8	73.7	83.2								
BARRIE EM	2.2	5.4	2.8	3.1	1.0	0.0	0.6	5.1	2.3	1.2	3.2	10.0	5.2	5.0										
KINGSTON EM	1.1	2.8	2.1	2.0	1.1	5.6	2.9	2.4	0.0	1.1	1.2	1.1	1.2	1.1	0.0	1.9	3.2	2.1	1.6					
KITCHENER EM	1.3	1.5	1.3	0.8	0.0	0.9	1.0	0.9	1.1	0.0	0.9	1.1	0.0	1.0	0.0	1.0	3.2	2.1	1.6					
KITCHENER-LONDON EM	1.1	1.2	1.2	0.7	0.0	0.7	0.9	0.6	1.0	0.0	0.6	1.0	0.0	1.6	2.1	1.8	1.8	1.6						
LONDON EM	0.9	0.6	1.0	1.2	0.6	0.4	0.8	0.0	0.8	0.0	0.8	0.0	0.8	0.0	1.2	1.4	1.7	1.5						
OTTAWA-GATINEAU ANGL	0.9	0.0	0.9	0.9	0.7	0.0	0.8	0.8	0.7	0.8	0.7	0.8	0.0	1.0	0.0	1.0	1.0	1.1						
PETERBOROUGH EM	1.0	1.0	1.5	1.0	0.8	3.2	1.4	0.0	0.9	0.0	1.2	2.2	1.8	1.8	1.8	1.8	1.8	1.8						
SUBURRY-TIMMINS-NORTH	0.8	1.5	0.8	1.1	0.8	1.6	0.8	1.0	0.0	0.7	0.0	0.8	1.5	0.8	1.2	0.8	1.2	0.8	1.2					
TORONTO-HAMILTON EM	2.3	2.5	2.1	2.2	1.8	1.6	1.5	1.7	0.7	2.0	0.7	2.8	3.3	2.7	2.7	2.8	3.3	2.7	2.7					
WINDSOR EM ESSEX	0.2	0.0	0.0	0.0	0.0	0.0	0.0	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	139.2	14.5	33.8	37.0	43.8	8.0	13.3	11.4	5.0	151.1	6.9	95.4	6.5	20.5	25.7									
BARRIE EM	0.0	0.0	0.0	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	0.0	0.0					
KINGSTON 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	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	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	0.0	0.0	0.0	0.0					
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	0.1	0.0	0.0	0.0	0.0					
OTTAWA-GATINEAU ANGL	0.0	0.0	0.0	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	0.0	0.0					
PETERBOROUGH EM	0.0	0.0	0.1	0.1	0.0	0.1	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					
SUBURRY-TIMMINS-NORTH	0.1	0.0	0.1	0.1	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	0.3	0.3					
TORONTO-HAMILTON EM	1.0	0.4	0.5	0.5	0.6	0.3	0.3	0.3	0.6	0.9	0.5	1.3	0.4	0.6	0.7	0.4	0.6	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	0.0	0.0					
Audience TC	281.0	52.0	119.2	135.0	150.6	36.4	65.3	70.3	11.8	302.7	9.8	130.4	15.5	53.8	64.7									
BARRIE EM	1.4	1.3	0.9	1.6	1.5	0.9	1.7	0.0	1.2	0.0	1.2	1.1	0.9	1.6	1.6									
KINGSTON EM	0.9	0.0	0.0	0.8	0.9	0.0	0.0	1.2	0.0	0.8	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.4					
KITCHENER EM	1.3	0.1	0.1	1.3	0.9	0.0	0.7	1.0	0.0	1.3	0.1	1.3	0.1	0.8	1.1									
KITCHENER-LONDON EM	1.4	0.0	0.8	1.1	1.5	0.0	0.8	1.1	0.0	1.2	0.0	1.3	0.1	0.8	1.1									
LONDON EM	1.6	0.0	0.8	1.3	1.8	0.0	0.9	1.4	0.0	1.3	0.0	1.4	0.0	0.8	1.2									
OTTAWA-GATINEAU ANGL	0.8	0.0	0.4	0.6	0.5	0.0	0.0	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	1.1	0.0	0.2	0.3	0.4	0.0	0.1	0.0	0.0	0.1	0.0	0.9	0.0	1.3	0.0	0.4	0.4	0.4	0.0					
SUBURRY-TIMMINS-NORTH	0.7	0.0	0.1	0.3	0.7	0.0	0.0	0.3	0.0	0.6	0.0	0.7	0.0	0.7	0.0	0.2	0.2	0.2	0.2					
TORONTO-HAMILTON EM	2.0	1.2	1.6	1.7	2.0	1.1	1.4	1.3	1.7	1.9	0.8	2.1	1.4	1.8	2.2									
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	0.0	0.0	0.0	0.0	0.0					
Audience TC	281.0	52.0	119.2	135.0	150.6	36.4	65.3	70.3	11.8	302.7	9.8	130.4	15.5	53.8	64.7									
BARRIE EM	1.4	1.3	0.9	1.6	1.5	0.9	1.7	0.0	1.2	0.0	1.2	1.1	0.9	1.6	1.6									
KINGSTON EM	0.9	0.0	0.0	0.8	0.9	0.0	0.0	1.2	0.0	0.8	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.4					
KITCHENER EM	1.3	0.1	0.1	1.3	0.9	0.0	0.7	1.0	0.0	1.3	0.1	1.3	0.1	0.8	1.1									
KITCHENER-LONDON EM	1.4	0.0	0.8	1.1	1.5	0.0	0.8	1.1	0.0	1.2	0.0	1.3	0.1	0.8	1.1									
LONDON EM	1.6	0.0	0.8	1.3	1.8	0.0	0.9	1.4	0.0	1.3	0.0	1.4	0.0	0.8	1.2									
OTTAWA-GATINEAU ANGL	0.8	0.0	0.4	0.6	0.5	0.0	0.0	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	1.1	0.0	0.2	0.3	0.4	0.0	0.1	0.0	0.0	0.1	0.0	0.9	0.0	1.3	0.0	0.4	0.4	0.4	0.0					
SUBURRY-TIMMINS-NORTH	0.7	0.0	0.1	0.3	0.7	0.0	0.0	0.3	0.0	0.6	0.0	0.7	0.0	0.7	0.0	0.2	0.2	0.2	0.2					
TORONTO-HAMILTON EM	2.0	1.2	1.6	1.7	2.0	1.1	1.4	1.3	1.7	1.9	0.8	2.1	1.4	1.8	2.2									

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	
					KITCHENER EM	0.7	0.9	1.0	0.5	0.5	1.1	0.5	0.5	0.0	0.6	0.0	0.9	0.7	0.5	0.6	
					KITCHENER-LONDON EM	0.9	1.1	0.7	0.9	0.9	1.0	0.9	1.0	0.0	0.7	0.0	1.0	0.7	1.1	1.1	1.2
					LONDON EM	1.1	1.0	1.7	1.8	0.9	1.0	1.5	1.7	0.0	0.9	0.0	1.2	1.0	1.2	1.0	1.9
					OTTAWA-GATINEAU ANGL	0.6	0.0	0.5	0.7	0.3	0.0	0.3	0.4	0.5	0.5	0.0	0.8	0.0	0.6	0.0	
					PETERBOROUGH EM	0.4	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.3	0.0	0.2	0.0	0.0	0.0	
					SUBSURY-TIMMINS-NORTH	0.5	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	
					TORONTO-HAMILTON EM	3.3	2.4	3.0	3.5	3.0	2.1	2.6	2.9	0.9	3.0	2.3	3.5	2.7	3.4	4.2	
					WINDSOR EM ESSEX	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.0	0.0	
					Audience TC	7.1	17.4	36.4	39.4	41.1	12.3	19.6	20.1	2.3	85.4	6.0	35.9	5.1	15.8	19.2	
					BARRIE EM	0.4	0.1	0.2	0.2	0.3	0.0	0.0	0.1	0.0	0.3	0.0	0.5	0.3	0.3	0.4	
					KINGSTON EM	0.2	0.5	0.3	0.2	0.1	0.1	0.1	0.1	0.0	0.2	0.0	0.3	0.9	0.5	0.3	
					KITCHENER EM	0.3	0.4	0.2	0.2	0.3	0.4	0.2	0.3	0.0	0.3	0.0	0.3	0.4	0.3	0.1	
					KITCHENER-LONDON EM	0.3	0.3	0.3	0.3	0.3	0.2	0.2	0.3	0.1	0.3	0.0	0.4	0.4	0.4	0.3	
					LONDON EM	0.4	0.2	0.4	0.4	0.3	0.0	0.2	0.3	0.3	0.3	0.0	0.4	0.4	0.5	0.5	
					OTTAWA-GATINEAU ANGL	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	
					PETERBOROUGH EM	0.2	0.0	0.1	0.2	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.2	0.0	0.0	0.3	
					SUBSURY-TIMMINS-NORTH	0.2	0.0	0.1	0.1	0.1	0.0	0.1	0.0	0.0	0.1	0.0	0.3	0.0	0.1	0.2	
					TORONTO-HAMILTON EM	0.6	0.3	0.5	0.6	0.5	0.2	0.4	0.5	0.2	0.5	0.6	0.8	0.4	0.7	0.7	
					WINDSOR EM ESSEX	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.2	
					Meteor: 9/1/2017 - 12/17/2017 Actuals, Diary, Fall 2017 Actuals & Winter-Spring 2018																
					Audience TC	97.4	101.1	237.7	259.9	307.7	56.6	93.3	79.9	3.5	106.8	4.9	66.8	4.5	14.4	18.0	
					BARRIE EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	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	0.1	0.0	0.0	0.0	
					OTTAWA-GATINEAU ANGL	0.0	0.0	0.0	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	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
					SUBSURY-TIMMINS-NORTH	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.2	0.1	
					TORONTO-HAMILTON EM	0.7	0.3	0.3	0.4	0.5	0.2	0.2	0.2	0.2	0.4	0.6	0.3	0.9	0.3	0.4	0.5
					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	
					Audience TC	49.7	47.7	47.7	49.3	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	
					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 ANGL	0.0	0.0	0.0	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	
					SUBSURY-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	0.1	0.0	0.1	0.1	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	
					Meteor: 9/1/2017 - 12/17/2017 Actuals, Diary, Fall 2017 Actuals & Winter-Spring 2018																
					Audience TC	386.1	306.5	169.9	193.3	163.8	33.6	69.3	68.3	6.8	403.5	27.6	202.3	47.0	100.1	124.7	
					BARRIE EM	0.6	0.0	0.4	0.7	0.1	0.0	0.0	0.0	0.0	0.5	0.0	1.2	0.0	0.7	1.4	
					KINGSTON EM	0.6	0.5	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.5	0.0	1.1	0.0	1.0	1.0	
					KITCHENER EM	0.6	0.8	0.5	0.5	0.5	1.0	0.5	0.5	0.0	0.5	0.0	0.8	0.6	0.5	0.5	
					KITCHENER-LONDON EM	0.6	0.8	1.0	0.6	0.8	0.9	0.9	0.9	0.6	0.9	0.6	1.0	0.9	1.0	1.1	
					LONDON EM	1.0	0.9	1.5	1.6	0.9	1.4	1.5	0.0	0.8	0.0	1.1	0.9	1.1	1.7		
					OTTAWA-GATINEAU ANGL	0.5	0.0	0.5	0.6	0.3	0.0	0.3	0.4	0.5	0.5	0.0	0.7	0.0	0.5	0.8	
					PETERBOROUGH EM	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
					SUBSURY-TIMMINS-NORTH	0.5	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.7	0.0	0.0	
					TORONTO-HAMILTON EM	2.0	2.2	2.7	3.2	2.7	1.9	2.3	2.6	0.8	2.7	2.1	3.2	2.4	3.1	3.8	
					WINDSOR EM ESSEX	0.3	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.0	0.0	
					Audience TC	34.6	34.6	34.6	34.6	34.6	27.5	27.5	27.5	2.1	110.3	12.7	41.3	12.6	29.2	24.3	
					BARRIE EM	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	
					KINGSTON EM	0.6	0.0	0.4	0.8	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.5	0.0	0.9	0.7	
					KITCHENER EM	0.1	0.0	0.2	0.2	0.3	0.1	0.1	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.1	
					KITCHENER-LONDON EM	0.6	1.0	0.9	0.7	1.8	1.3	1.0	1.0	0.2	0.5	0.0	0.3	0.0	0.4	0.5	
					LONDON EM	1.1	2.2	1.5	1.5	4.3	2.7	2.1	0.0	0.9	0.0	0.7	0.0	0.9	0.9		
					OTTAWA-GATINEAU ANGL	0.8	0.0	0.9	1.0	1.0	0.0	1.3	1.4	0.0	0.6	0.0	0.5	0.0	0.6	0.6	
					PETERBOROUGH EM	0.4	0.0	0.7	0.9	0.6	1.0	0.9	1.4	0.0	0.3	0.0	0.1	0.5	0.3	0.3	
					SUBSURY-TIMMINS-NORTH	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.2	
					TORONTO-HAMILTON EM	0.9	1.2	1.1	0.9	1.1	1.2	1.1	1.2	0.2	0.9	1.2	0.7	1.2	1.1	0.7	
					WINDSOR EM ESSEX	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.0	0.0	
					Audience TC	39.5	3.8	134.4	139.9	155.6	1.9	5.0	19.4	46.6	5.2	23					

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				
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	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	0.0	0.0			
				LONDON EM	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	
				OTTAWA-GATINEAU ANGL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.1	0.0	0.0	0.0
				SUBURRY-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	0.1	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	0.0	0.0	0.0	0.1	0.0	0.1	0.1	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	0.0	0.0	0.0	0.0	0.0
				Audience TC	14.7	1.7	3.6	4.6	7.2	1.2	2.0	2.4	0.4	16.7	1.6	7.5	0.5	1.6	2.2	1.8	7.5	0.5	1.6	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	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	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	0.0	0.0	0.1	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	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	0.0	0.0	0.0	0.0	0.0
OTTAWA-GATINEAU ANGL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.0	0.0	0.0	0.0				
SUBURRY-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	0.1	0.0	0.0				
TORONTO-HAMILTON EM	0.1	0.0	0.1	0.1	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	0.1	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	0.0	0.0	0.0	0.0	0.0				
Audience TC	16.4	1.5	3.5	4.4	8.0	0.9	1.7	2.1	0.4	18.6	1.7	8.4	0.6	1.8	2.3	8.4	0.6	1.8	2.3					
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	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	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	0.0	0.0	0.0	0.1	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	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	0.0	0.0	0.0	0.0	0.0				
OTTAWA-GATINEAU ANGL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.0	0.0	0.0	0.0				
SUBURRY-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	0.1	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	0.0	0.1	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	0.0	0.0	0.0	0.0	0.0				
Audience TC	16.4	1.5	3.5	4.4	8.0	0.9	1.7	2.1	0.4	18.6	1.7	8.4	0.6	1.8	2.3	8.4	0.6	1.8	2.3					
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	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	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	0.0	0.0	0.0	0.1	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	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	0.0	0.0	0.0	0.0	0.0				
OTTAWA-GATINEAU ANGL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.0	0.0	0.0	0.0				
SUBURRY-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	0.1	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	0.0	0.1	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	0.0	0.0	0.0	0.0	0.0				
Audience TC	24.3	3.1	11.7	12.0	12.9	1.2	5.4	5.4	0.2	25.5	1.9	11.4	1.9	6.3	6.5	11.4	1.9	6.3	6.5					
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	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	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	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	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	0.0	0.0	0.0	0.0	0.0				
OTTAWA-GATINEAU ANGL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.0	0.0	0.0	0.0				
SUBURRY-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	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	0.0	0.1	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	0.0	0.0	0.0	0.0	0.0				
Audience TC	24.3	3.1	11.7	12.0	12.9	1.2	5.4	5.4	0.2	25.5	1.9	11.4	1.9	6.3	6.5	11.4	1.9	6.3	6.5					
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	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	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	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	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	0.0	0.0	0.0	0.0	0.0				
OTTAWA-GATINEAU ANGL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.0	0.0	0.0	0.0				
SUBURRY-TIMMINS NORTH	0.0																							

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
					LONDON EM	2.1	0.0	1.0	1.7	2.3	0.0	1.2	1.8	0.0	1.7	0.0	1.8	0.0	1.0	1.6
					OTTAWA-GATINEAU ANGL	1.2	0.0	0.5	0.8	0.7	0.0	0.0	0.1	0.0	1.0	0.0	1.7	0.0	1.0	1.3
					PETERBOROUGH EM	1.4	0.0	0.3	0.4	1.2	0.0	0.0	0.1	0.0	1.2	0.0	1.7	0.0	0.5	0.5
					SUDBURY-TIMMINS-NORTH	0.9	0.0	0.1	0.4	0.9	0.0	0.0	0.4	0.0	0.8	0.0	0.9	0.0	0.3	0.3
					TORONTO-HAMILTON EM	2.6	1.6	2.1	2.2	2.6	1.4	1.8	1.7	2.2	2.5	1.0	2.7	1.8	2.3	2.9
					WINDSOR EM ESSEX	0.3	0.0	0.0	0.4	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.4	0.0	0.7	
					Audience TC	365.4	88.1	187.7	212.7	226.9	64.6	120.3	135.1	12.8	409.8	31.5	138.6	24.6	67.4	77.6
The Orville		2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals	1957 - 2103 _T...	BARRIE EM	1.9	0.4	2.8	2.7	0.0	3.5	4.1	7.9	1.9	0.0	1.3	0.9	2.1	1.6	
					KINGSTON EM	2.5	0.0	1.9	2.6	2.9	0.0	1.5	2.6	0.0	2.2	0.0	2.2	0.0	2.2	
					KITCHENER EM	1.5	0.4	1.2	1.6	1.9	0.0	1.4	2.2	0.7	1.3	0.0	1.2	0.8	0.9	
					KITCHENER-LONDON EM	1.5	0.2	1.2	1.6	1.9	0.0	1.6	2.2	0.4	1.3	0.0	1.2	0.4	0.8	
					LONDON EM	1.5	0.0	1.3	1.7	1.7	0.0	1.9	2.2	0.0	1.2	0.0	1.3	0.0	0.6	
					OTTAWA-GATINEAU ANGL	1.9	2.5	2.2	2.5	2.6	3.7	3.0	3.2	0.0	1.6	0.0	1.3	1.3	1.4	
					PETERBOROUGH EM	1.6	1.4	1.1	0.9	1.8	1.2	1.1	0.5	0.0	1.4	0.0	1.5	1.5	0.7	
					SUDBURY-TIMMINS-NORTH	0.8	0.0	0.7	0.7	0.6	0.0	0.7	0.7	0.0	0.7	0.0	1.0	0.0	0.7	
					TORONTO-HAMILTON EM	2.2	1.3	2.0	2.4	2.5	1.1	2.0	2.8	1.0	2.0	1.0	1.9	1.5	2.0	
					WINDSOR EM ESSEX	0.8	0.0	0.0	0.3	1.1	0.0	0.0	0.6	0.0	0.7	0.0	0.6	0.0		
The Price Is Right		2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	1057 - 1203 MTWTF...	Audience TC	222.6	23.1	48.4	49.7	88.8	14.3	31.5	29.7	1.0	226.6	3.0	133.9	8.8	16.8	
					BARRIE EM	1.8	0.9	0.5	0.6	1.7	1.8	0.9	0.8	0.0	1.5	0.0	1.8	0.1	0.1	
					KINGSTON EM	1.1	0.0	0.1	0.2	1.0	0.0	0.0	0.0	0.0	1.0	0.0	1.2	0.0		
					KITCHENER EM	1.3	0.5	0.4	0.5	0.9	0.1	0.2	0.2	0.0	1.0	0.0	1.6	0.9		
					KITCHENER-LONDON EM	1.3	0.5	0.4	0.5	1.1	0.1	0.1	0.2	0.0	1.1	0.2	1.6	1.0		
					LONDON EM	1.4	0.5	0.4	0.5	1.3	0.0	0.0	0.2	0.0	1.2	0.6	1.6	1.0		
					OTTAWA-GATINEAU ANGL	0.8	0.2	0.3	0.4	0.7	0.2	0.4	0.4	0.0	0.6	0.0	0.8	0.2		
					PETERBOROUGH EM	1.4	0.2	0.4	0.7	1.1	0.0	0.1	0.3	0.0	1.2	0.0	1.7	0.4		
					SUDBURY-TIMMINS-NORTH	1.3	0.6	0.6	0.7	1.1	0.0	0.4	0.9	0.0	1.1	0.1	1.4	1.2		
					TORONTO-HAMILTON EM	1.6	0.8	0.7	0.6	1.4	1.0	0.9	0.7	0.1	1.4	0.2	1.9	0.7		
					WINDSOR EM ESSEX	0.5	0.1	0.1	0.3	0.3	0.0	0.0	0.3	0.0	0.4	0.0	0.6	0.1		
The Simpsons		2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	757 - 833 SU	Audience TC	181.0	78.1	121.4	96.1	115.6	51.2	73.8	55.2	6.8	209.4	21.7	65.3	26.9		
					BARRIE EM	0.5	0.0	0.4	0.5	0.6	0.0	0.2	0.2	0.0	3.0	0.6	0.0	0.5		
					KINGSTON EM	0.4	0.0	0.2	0.6	0.7	0.0	0.5	1.1	0.0	0.4	0.0	0.1	0.0		
					KITCHENER EM	0.5	0.0	0.7	0.8	0.6	0.0	0.7	1.1	0.0	0.4	0.0	0.4	0.0		
					KITCHENER-LONDON EM	0.8	0.6	1.2	1.4	1.0	1.2	1.4	1.8	0.0	0.7	0.4	0.6	0.0		
					LONDON EM	1.1	1.4	1.9	2.2	1.4	2.8	2.4	2.9	0.0	1.1	1.0	0.8	0.0		
					OTTAWA-GATINEAU ANGL	1.1	0.8	1.3	1.1	1.3	1.6	1.7	0.8	0.0	0.8	0.0	0.8	0.0		
					PETERBOROUGH EM	0.7	2.4	1.4	1.4	0.7	1.4	1.0	1.1	0.0	0.7	0.0	0.7	3.0		
					SUDBURY-TIMMINS-NORTH	0.4	0.8	0.7	0.7	0.1	0.0	0.4	0.5	0.0	0.4	1.1	0.5			
					TORONTO-HAMILTON EM	1.7	2.2	1.8	1.8	2.0	2.0	1.7	1.9	0.5	1.4	0.7	1.3			
					WINDSOR EM ESSEX	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1			
Young Drunk Punk Late		2018-09-10 - 2018-12-16	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	127 - 203 MTWTF...	Audience TC	13.4	2.8	5.2	5.4	5.3	1.0	1.6	1.8	0.2	14.3	0.8	8.0			
					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			
					KINGSTON EM	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					
					KITCHENER-LONDON EM	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						
					OTTAWA-GATINEAU ANGL	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						
					SUDBURY-TIMMINS-NORTH	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	0.1	0.1	0.1						
					WINDSOR EM ESSEX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							