



Run Date: Tuesday, June 05, 2018 11:12:07 AM

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 Toronto	A Million Life Things	2018-12-17 - 2019-05-26	Meter: 12/18/2017 - 04/15/2018 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	21:57 - 23:03 .....SU	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	1.1	2.3	0.0	0.8	1.7	0.0	0.0	1.2	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	0.0	1.2	0.0	2.6	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	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	3.0	0.0	5.6	6.4	5.1	6.1		
					LONDON EM	6.1	3.3	4.9	2.9	0.0	0.0	0.0	0.0	2.1	0.0	3.9	0.0	6.7	12.2	6.8	7.4	6.8	7.4		
					OTTAWA-GATINEAU ANGL	4.8	1.7	0.0	0.3	0.8	1.0	0.0	0.0	0.2	1.0	0.0	1.5	0.0	2.5	0.0	0.0	0.7	1.5		
					PETERBOROUGH EM	2.6	2.3	1.5	1.3	2.3	4.1	2.8	1.6	0.0	2.3	0.0	2.3	0.0	3.0	0.0	3.0	0.0	0.0		
					SUBSURY-TIMMINS-NORTH	3.9	5.9	5.6	6.6	2.5	3.7	4.1	5.3	0.0	3.3	0.0	5.2	0.0	8.3	0.0	5.2	8.3	7.0	7.7	
					TORONTO-HAMILTON EM	2.6	2.5	2.6	2.8	3.1	3.0	2.6	3.0	2.2	2.3	0.0	3.0	0.0	4.0	2.0	2.8	2.8	3.1		
					WINDSOR EM ESSEX	1.7	1.2	0.0	1.2	0.0	0.0	1.7	0.0	1.4	0.0	2.2	0.0	1.4	0.0	2.3	1.2	1.2	2.2		
					Black-ish Post Release	2018-12-17 - 2019-05-26	Meter: 12/18/2017 - 04/15/2018 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	19:27 - 20:03 .....SU	Audience TC	104.1	21.5	53.2	56.5	35.6	8.2	16.1	15.1	7.8	124.6	12.7	68.5	13.3	37.0	41.4	
									BARRIE EM	0.4	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
									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	0.0	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	1.3	1.1	1.3	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	0.0	0.6	0.2	1.0	0.7	0.9					
LONDON EM	0.5	0.2	0.2	0.3					0.0	0.0	0.0	0.0	0.0	0.4	0.6	0.6	0.0	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	0.0	0.4	0.0	0.4	0.0						
PETERBOROUGH EM	0.7	1.0	1.5	0.3					0.0	0.5	0.5	0.0	0.6	0.0	0.6	0.0	1.1	0.0	1.5						
SUBSURY-TIMMINS-NORTH	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						
TORONTO-HAMILTON EM	1.0	0.8	0.8	0.8					0.8	0.6	0.7	0.9	1.0	1.1	1.3	0.9	1.0	1.1							
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							
Black-ish Strip	2018-12-17 - 2019-05-26	Meter: 12/18/2017 - 04/15/2018 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	14:57 - 16:03 MTWTF..	Audience TC					18.8	3.2	6.6	6.6	5.4	1.5	2.7	2.0	1.5	22.6	2.3	13.5	1.7	3.9	4.5		
				BARRIE EM					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			
				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	0.0	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	0.1	0.0	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								
				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								
				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								
				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								
				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								
				Bob's Burgers	2018-12-17 - 2019-05-26	Meter: 12/18/2017 - 04/15/2018 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	20:27 - 21:03 .....SU	Audience TC	56.5	17.6	34.2	33.3	30.3	8.8	16.3	16.6	0.1	63.6	7.0	26.2	8.8	17.9			
								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					
								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					
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									
KITCHENER LONDON EM	0.5	0.5	0.7					0.7	0.6	1.3	0.0	0.3	0.0	0.4	0.0	0.4									
LONDON EM	1.2	0.9	0.7					1.2	0.7	1.5	1.2	1.4	0.0	0.4	0.0	0.3									
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									
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									
SUBSURY-TIMMINS-NORTH	0.1	0.1	0.1					0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1									
TORONTO-HAMILTON EM	0.6	0.6	0.6					0.6	0.5	0.6	0.6	0.6	0.6	0.6	0.6	0.6									
WINDSOR EM ESSEX	0.2	0.0	0.4					0.5	0.2	0.0	0.4	0.6	0.0	0.2	0.0	0.4									
Breakfast Television	2018-12-17 - 2019-05-26	Meter: 12/18/2017 - 04/15/2018 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	5:57 - 9:03 MTWTF..					Audience TC	91.0	10.9	20.6	27.7	43.5	6.5	10.7	11.4	5.4	102.9	6.5	47.4	4.4	9.9			
								BARRIE EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
								KINGSTON EM	0.1	0.2	0.4	0.3	0.3	0.0	0.4	0.0	0.0	0.0	0.0						
				KITCHENER EM	0.7	0.2	0.4	0.6	0.6	0.3	0.4	0.6	0.3	0.6	0.1										
				KITCHENER LONDON EM	0.6	0.1	0.3	0.5	0.2	0.1	0.2	0.1	0.1	0.1	0.1										
				LONDON EM	0.5	0.0	0.2	0.3	0.4	0.0	0.2	0.0	0.4	0.0	0.6										
				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										
				PETERBOROUGH EM	1.2	0.1	0.4	1.0	0.9	0.0	0.3	0.5	0.3	1.1	0.1										
				SUBSURY-TIMMINS-NORTH	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0										
				TORONTO-HAMILTON EM	0.6	0.6	0.6	0.6	0.5	0.6	0.6	0.6	0.6	0.6	0.6										
				WINDSOR EM ESSEX	0.2	0.0	0.4	0.5	0.2	0.0	0.4	0.6	0.0	0.2	0.0										
				Brooklyn Nine-Nine	2018-12-17 - 2019-05-26	Meter: 12/18/2017 - 04/15/2018 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	21:27 - 22:03 T.....	Audience TC	192.3	76.5	137.5	127.6	110.3	47.7	87.7	114.8	216.8	114.8	82.2	29.3	60.8				
								BARRIE EM	1.8	5.4	3.9	3.9	1.7	4.9	4.0	4.2	0.0	1.9	3.4						
								KINGSTON EM	0.3	0.0	0.6	0.7	0.1	0.0	0.0	0.3	0.0	0.3	0.0						
KITCHENER EM	1.0	1.2	1.6					1.7	1.2	1.3	1.9	2.0	0.0	0.8	0.0										
KITCHENER LONDON EM	1.2	1.7	1.9					1.9	1.3	1.7	2.1	2.3	0.0	1.1	1.6										
LONDON EM	1.4	2.2	2.4					2.5	2.4	2.9	0.0	1.4	2.7	2.6	1.6										
OTTAWA-GATINEAU ANGL	0.9	2.1	1.7					1.8	1.0	2.0	1.7	1.9	0.0	1.0	2.1										
PETERBOROUGH EM	0.2	0.0	0.0					0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.1										
SUBSURY-TIMMINS-NORTH	0.4	0.4	0.4					0.8	0.4	0.0	0.8	0.0	0.3	0.0	0.4										
TORONTO-HAMILTON EM	1.7	2.3	2.4					2.5	1.8	2.0	2.4	2.6	2.0	1.7	1.6										
WINDSOR EM ESSEX	0.4	0.0	0.5					0.6	0.3	0.0	0.0	0.3	0.0	0.5	0.0										
BT Early Start	2018-12-17 - 2019-05-26	Meter: 12/18/2017 - 04/15/2018 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	5:27 - 6:03 MTWTF..					Audience TC	24.4	1.1	6.2	11.7	15.9	0.5	2.3	1.8	41.2	6.1	17.5	0.6	4.0				
								BARRIE EM	0.9	0.1	0.6	0.7	0.7	0.0	0.4	0.5	0.0	0.8	0.0						
								KINGSTON EM	0.2	0.1	0.2	0.1	0.0	0.1	0.1	0.0	0.0	0.2	0.0						
				KITCHENER EM	0.3	0.1	0.2	0.3	0.2	0.2	0.3	0.1	0.3	0.1											
				KITCHENER LONDON EM	0.2	0.0	0.1	0.2	0.1	0.1	0.2	0.1	0.2	0.0											
				LONDON EM	0.2	0.0	0.1	0.2	0.0	0.1	0.0	0.0	0.2	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											
				PETERBOROUGH EM	0.6	0.1	0.2	0.6	0.3	0.0	0.2	0.1	0.5	0.0											
				SUBSURY-TIMMINS-NORTH	0.2	0.0	0.2	0.3	0.2	0.0	0.2	0.3	0.1	0.2											
				TORONTO-HAMILTON EM	0.3	0.1	0.1	0.2	0.3	0.0	0.1	0.2	0.1	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											
				CityLine	2018-12-17 - 2019-05-26	Meter: 12/18/2017 - 04/15/2018 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	8:57 - 10:03 MTWTF..	Audience TC	11.0	1.5	6.2	17.6	6.2	4.3	6.2	1.6	32.8	3.4	7.7						
								BARRIE EM	1.0	0.4	0.4	0.5	0.2	0.0	0.0	0.0	0.0	0.8							

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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	
			2017 Actuals & Winter-Spring 2018		BARRIE EM	0.4	0.2	0.4	0.6	0.5	0.0	0.1	0.4	0.6	0.4	0.0	0.4	0.4	0.4	0.7	0.8
					KINGSTON EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1
					KITCHENER EM	0.3	0.1	0.1	0.1	0.3	0.2	0.1	0.1	0.2	0.0	0.2	0.3	0.1	0.1	0.0	0.1
					KITCHENER-LONDON EM	0.2	0.1	0.0	0.1	0.2	0.1	0.1	0.1	0.0	0.1	0.0	0.1	0.0	0.2	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	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	0.4	0.0	0.2	0.3	0.5	0.0	0.3	0.4	0.0	0.3	0.0	0.4	0.0	0.0	0.2	0.2
					SUDBURY-TIMMINS-NORTH	0.0	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	0.0	0.0
					TORONTO-HAMILTON EM	1.6	0.8	0.8	0.9	1.7	0.9	0.8	0.8	0.5	1.5	1.0	1.6	0.8	0.8	0.8	1.1
					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	0.0	0.0	0.0
					Audience TC	66.4	12.2	22.5	20.7	21.2	5.0	8.2	7.0	2.4	61.4	2.6	35.2	7.1	14.3	13.7	
					BARRIE EM	0.1	0.0	0.1	0.1	0.2	0.0	0.1	0.1	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0
					KINGSTON EM	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
					KITCHENER EM	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.1	0.0	0.2	0.0	0.1	0.1	
					KITCHENER-LONDON EM	0.1	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	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	0.1	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	
					SUDBURY-TIMMINS-NORTH	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
					TORONTO-HAMILTON EM	0.7	0.5	0.5	0.5	0.5	0.4	0.3	0.3	0.2	0.6	0.2	0.9	0.6	0.7	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	
					Audience TC	280.3	58.2	119.0	128.9	131.5	30.2	60.9	63.5	5.4	317.9	32.2	148.9	28.1	58.1	65.4	
					BARRIE EM	1.0	0.9	1.1	1.3	0.5	0.0	0.4	0.6	0.5	0.8	0.0	1.4	1.6	1.6	2.0	
					KINGSTON EM	0.4	0.3	0.4	0.5	0.4	0.0	0.4	0.6	0.2	0.4	0.0	0.5	0.5	0.5	0.4	
					KITCHENER EM	1.0	0.9	0.8	0.9	0.7	0.7	0.7	0.7	0.8	0.0	1.2	1.2	1.0	1.0	1.1	
					KITCHENER-LONDON EM	1.0	0.9	0.9	1.1	0.8	0.4	0.5	0.7	0.4	0.9	0.0	1.3	1.5	1.2	1.4	
					LONDON EM	1.1	0.9	0.9	1.2	0.7	0.0	0.4	0.8	0.6	1.0	0.0	1.4	1.8	1.4	1.6	
					OTTAWA-GATINEAU ANGL	0.8	0.8	1.2	0.8	0.5	0.3	0.5	0.7	0.3	1.0	0.0	1.8	1.1	1.1	1.5	
					PETERBOROUGH EM	0.6	0.6	0.6	0.7	0.4	0.0	0.2	0.2	0.0	0.5	0.0	0.8	1.4	1.0	1.1	
					SUDBURY-TIMMINS-NORTH	0.2	0.0	0.1	0.1	0.2	0.1	0.1	0.1	0.0	0.1	0.0	0.2	0.0	0.1	0.2	
					TORONTO-HAMILTON EM	3.1	2.7	2.5	2.7	3.0	2.9	2.9	2.9	2.1	2.9	2.1	2.9	2.2	2.2	2.3	
					WINDSOR EM ESSEX	0.4	0.2	0.1	0.2	0.4	0.4	0.4	0.3	0.4	0.0	0.3	0.0	0.4	0.0	0.4	
					Audience TC	112.9	14.5	26.1	26.6	58.2	9.5	15.2	12.8	2.3	119.3	4.1	64.7	5.0	10.9	13.8	
					BARRIE EM	0.4	0.1	0.2	0.2	0.4	0.0	0.2	0.2	0.0	0.3	0.0	0.3	0.3	0.1	0.1	
					KINGSTON EM	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
					KITCHENER EM	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0		
					KITCHENER-LONDON EM	0.2	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		
					LONDON 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		
					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	0.5	0.0	0.5	0.6	0.6	0.0	0.9	1.0	0.0	0.4	0.1	0.3	0.0	0.2	0.2	
					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	0.1	0.0	0.0	0.1	
					TORONTO-HAMILTON EM	1.6	0.7	0.6	0.7	1.7	0.9	0.8	0.7	1.4	0.4	1.5	0.5	0.5	0.7	0.7	
					WINDSOR EM ESSEX	0.2	0.0	0.1	0.2	0.1	0.0	0.2	0.2	0.0	0.1	0.0	0.2	0.0	0.1	0.1	
					Audience TC	54.7	11.0	20.0	19.9	22.8	4.1	7.5	7.5	1.7	58.9	2.4	32.0	6.8	12.5	12.4	
					BARRIE EM	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	
					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	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.0	0.0		
					KITCHENER-LONDON EM	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.1	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 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	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	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		
					TORONTO-HAMILTON EM	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
					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	0.0		
					Audience TC	72.2	11.5	18.1	18.1	23.2	5.5	8.3	7.4	1.0	74.6	1.4	49.1	6.0	9.8	10.7	
					BARRIE EM	0.4	0.0	0.3	0.3	0.2	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	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.2		
					KITCHENER EM	0.3	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.5	0.2	0.2		
					KITCHENER-LONDON EM	0.3	0.1	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.2	0.2		
					LONDON EM	0.4	0.1	0.1	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.3	0.0	0.6	0.3		
					OTTAWA-GATINEAU ANGL	0.2	0.0	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.0	0.2		
					PETERBOROUGH EM	0.3	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.1		
					SUDBURY-TIMMINS-NORTH	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	0.0		
					TORONTO-HAMILTON EM	0.6	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.1	0.5	0.1	0.8	0.3	0.3		
					WINDSOR EM ESSEX	0.3	0.0	0.0	0.2	0.2	0.0	0.0	0.2	0.0	0.2	0.0	0.4	0.0	0.1		
					Audience TC	572.3	166.7	315.5	313.6	281.7	62.4	143.2	143.0	50.9	688.2	65.0	310.6	104.3			

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					
General Hospital	2018-12-17 - 2019-05-26	Meter: 12/18/2017 - 04/15/2018 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	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
					KITCHENER-LONDON EM	0.7	0.5	1.0	1.2	0.8	1.0	1.2	1.5	0.0	0.6	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
					LONDON EM	0.9	1.8	1.6	2.3	1.2	2.0	2.4	0.0	0.9	0.8	0.7	0.0	0.0	0.8	0.7	0.0	0.0	1.2	1.3	
					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	0.0	0.7	0.0	0.0	0.7	0.0	0.7	1.1
					PETERBOROUGH EM	0.6	1.2	0.6	0.6	1.2	0.8	0.9	0.0	0.8	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.8	2.0	1.4	1.4
					SUBSURY-TIMMINS-NORTH	0.6	2.0	0.6	0.6	0.2	0.0	0.3	0.4	0.0	0.3	0.4	0.0	0.0	0.3	0.9	0.4	1.4	0.8	0.9	
					TORONTO-HAMILTON EM	0.9	1.3	1.0	0.9	1.2	1.4	1.1	1.2	0.2	0.8	0.4	0.6	1.2	0.8	0.4	0.6	1.2	1.0	0.6	
					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	110.8	171	362	247	438	152	175	337	1.6	114.7	2.1	67.1	1.9	17.2	21.0					
					BARRIE EM	1.0	1.5	1.0	1.0	0.1	0.0	0.0	0.0	0.0	0.8	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	0.0	0.0	0.1	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	0.1	0.0	0.0	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	0.6	0.3	0.0	0.0	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	0.8	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	0.0	0.0	0.1	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	0.0	0.0	0.5	0.0	1.0	0.0	0.0	1.0						
SUBSURY-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	0.1	0.0	0.3	0.0	0.3	0.4						
TORONTO-HAMILTON EM	0.5	0.3	0.4	0.3	0.3	0.4	0.4	0.2	0.2	0.4	0.1	0.7	0.1	0.5	0.5	0.1	0.5	0.5	0.5						
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	0.0	0.0	0.3	0.0	0.7	0.8	0.8	1.0						
Audience TC	218.2	405	747	732	940	191	329	285	166	200.0	25.2	124.2	21.4	41.8	44.7										
BARRIE EM	1.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0						
KINGSTON EM	0.5	0.0	0.0	0.0	0.5	0.0	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						
KITCHENER EM	1.1	0.0	0.5	0.7	0.7	0.0	0.3	0.3	0.0	0.8	0.0	1.4	0.0	0.8	0.0	1.4	0.0	0.8	1.1						
KITCHENER-LONDON EM	1.2	0.0	0.3	0.4	0.5	0.0	0.2	0.2	0.0	1.0	0.0	1.5	0.0	1.0	0.0	1.5	0.0	0.4	0.6						
LONDON EM	1.3	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	1.1	0.0	1.7	0.0	1.0	0.0	1.7	0.0	0.0	0.0						
OTTAWA-GATINEAU ANGL	3.0	4.2	3.2	5.2	1.8	0.0	1.9	3.7	0.0	2.5	0.0	4.1	9.1	4.5	6.5										
PETERBOROUGH EM	0.8	0.0	1.3	0.9	0.0	0.0	0.0	0.0	0.0	0.8	0.0	1.9	0.0	2.8	2.8										
SUBSURY-TIMMINS-NORTH	0.4	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
TORONTO-HAMILTON EM	2.3	1.7	1.5	1.5	2.2	1.6	1.4	1.2	1.5	2.2	1.9	2.5	1.8	1.6	1.8										
WINDSOR EM ESSEX	0.2	0.0	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										
Audience TC	307.7	688	1381	157.7	116.8	16.8	48.0	57.4	14.0	343.1	21.3	190.9	42.1	90.1	100.3										
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	0.0	1.9	1.8										
KITCHENER EM	1.3	1.5	1.3	0.8	1.3	0.9	1.0	0.9	1.1	0.9	1.1	0.9	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	0.6	1.0	0.8	1.1	1.8	1.6										
LONDON EM	0.9	0.6	1.0	1.2	0.6	0.0	0.4	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	0.7	0.8	0.0	1.0	0.0	1.0	0.0	1.0	1.0										
PETERBOROUGH EM	1.0	1.0	2.0	1.1	2.0	0.9	3.2	1.4	1.9	0.0	1.2	2.2	1.9	1.9	1.9										
SUBSURY-TIMMINS-NORTH	0.8	1.5	0.8	1.1	0.8	1.6	0.8	1.0	0.7	0.0	0.8	1.5	0.8	1.2											
TORONTO-HAMILTON EM	2.8	2.6	2.3	2.5	1.8	1.3	1.2	1.7	0.8	2.3	1.2	3.4	3.9	3.3	3.4										
WINDSOR EM ESSEX	0.2	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										
Audience TC	199.2	145	338	370	438	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										
KINGSTON EM	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										
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	0.1	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	0.1	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	0.1	0.0										
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										
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	215.9	370	654	99.7	110.7	24.4	49.7	47.3	12.2	241.3	13.2	241.3	13.2	12.6	45.8	52.4									
BARRIE EM	1.4	1.3	0.9	1.6	1.6	1.5	0.9	1.7	0.0	1.2	0.0	1.2	0.0	1.1	0.9	1.6									
KINGSTON EM	0.9	0.0	0.0	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	1.3	1.5	1.3	0.8	1.3	0.9	1.0	0.9	1.1	0.9	1.1	0.9	3.2	2.1	1.6										
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	1.0										
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	0.9	0.0	0.4	0.6	0.5	0.0	0.0	0.0	0.0	0.8	0.0	1.3	0.0	0.8	1.0										
PETERBOROUGH EM	1.1	0.0	0.2	0.3	0.9	0.0	0.0	0.1	0.0	0.9	0.0	1.3	0.0	0.4	0.4										
SUBSURY-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	0.2	0.2										
TORONTO-HAMILTON EM	1.8	1.2	1.6	1.5	1.8	1.4	1.5	1.2	1.1	1.7	1.4	1.8	1.0	1.6	1.8										
WINDSOR EM ESSEX	0.2	0.0	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.0	0.0	0.0										
Audience TC	166.8	14.7	31.3	31.4	34.8	5.3	17.2	16.2	1.9	111.9	3.1	72.0	9.4	14.0	15.1										
BARRIE EM	0.6	0.8	0.5</																						

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		
					KITCHENER EM	2.8	1.8	2.8	2.2	3.2	2.2	1.1	2.0	2.4	0.9	2.3	0.0	3.3	2.4	3.6	4.0	
					KITCHENER-LONDON EM	2.6	1.8	2.6	3.0	2.2	2.2	1.7	2.0	2.7	0.9	2.2	0.3	3.0	2.4	3.2	3.3	
					LONDON EM	2.4	1.8	2.3	2.8	2.1	1.7	2.0	3.2	2.0	0.8	2.1	0.8	2.7	1.9	2.6	2.4	
					OTTAWA-GATINEAU ANGL	2.0	1.7	2.5	2.8	1.1	0.0	1.3	1.5	0.9	1.7	0.0	2.8	3.8	3.7	4.2	4.2	
					PETERBOROUGH EM	1.4	1.5	1.7	2.5	0.8	0.0	1.0	1.1	0.0	1.2	0.0	1.9	2.4	2.2	3.8	3.8	
					SUBSURY-TIMMINS-NORTH	0.7	0.6	0.6	0.8	0.6	0.6	0.7	0.7	0.0	0.6	0.0	0.7	0.6	0.6	0.6	0.6	
					TORONTO-HAMILTON EM	2.2	1.9	2.4	2.8	2.8	2.3	2.5	2.7	1.6	2.6	2.2	2.8	1.5	2.3	3.0	3.0	3.0
					WINDSOR EM ESSEX	0.6	0.0	0.4	0.5	0.6	0.0	0.3	0.4	0.0	0.5	0.0	0.5	0.0	0.5	0.6	0.6	
					Audience TC	69.7	11.7	25.3	28.5	33.7	5.0	10.7	11.2	2.7	76.2	3.8	35.9	6.7	14.6	17.3	17.3	
					BARRIE EM	0.2	0.2	0.4	0.4	0.3	0.4	0.3	0.5	0.3	0.0	0.4	0.1	0.5	0.6	0.6	0.6	
					KINGSTON EM	0.4	0.7	0.6	0.3	0.7	0.5	1.0	0.7	0.3	0.0	0.3	0.0	0.2	0.0	0.3	0.4	
					KITCHENER EM	0.3	0.2	0.3	0.4	0.4	0.3	0.4	0.5	0.6	0.3	0.2	0.3	0.1	0.2	0.3	0.3	
					KITCHENER-LONDON EM	0.3	0.2	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.3	0.1	0.3	0.2	0.2	0.3		
					LONDON EM	0.3	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.2	0.0	0.3	0.2	0.4	0.3	0.4		
					OTTAWA-GATINEAU ANGL	0.1	0.1	0.1	0.2	0.2	0.1	0.0	0.2	0.0	0.1	0.0	0.1	0.1	0.1	0.2		
					PETERBOROUGH EM	0.3	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.0	0.3	0.0	0.4	0.3	0.2	0.4		
					SUBSURY-TIMMINS-NORTH	0.4	0.4	0.7	0.8	0.3	0.2	0.5	0.6	0.0	0.4	0.0	0.5	0.5	0.8	0.9		
					TORONTO-HAMILTON EM	0.8	0.5	0.4	0.5	0.9	0.4	0.4	0.4	0.3	0.7	0.3	0.8	0.5	0.5	0.6		
					WINDSOR EM ESSEX	0.2	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.1	0.1	0.1		
					Audience TC	408.8	89.5	188.8	214.8	182.0	37.3	77.6	76.4	7.5	446.0	30.7	224.8	52.2	111.2	138.5		
					BARRIE EM	0.7	0.0	0.4	0.8	0.1	0.0	0.0	0.0	0.0	0.0	0.6	0.0	1.3	0.0	0.8		
					KINGSTON EM	0.7	0.0	0.6	0.6	0.2	0.0	0.0	0.0	0.0	0.6	0.0	1.2	0.0	1.1	1.1		
					KITCHENER EM	0.7	0.9	0.5	0.5	0.6	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	1.0	1.1	1.1	0.7	0.9	1.0	0.9	1.0	0.0	0.7	1.1	1.1	1.2	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	1.9	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	0.9		
					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			
					SUBSURY-TIMMINS-NORTH	0.5	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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			
					Audience TC	14.4	34.0	34.0	34.8	7.1	13.2	11.2	11.2	49.0	3.8	49.0	7.2	26.1	28.6			
					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			
					KINGSTON EM	0.2	0.5	0.3	0.2	0.1	0.1	0.1	0.0	0.2	0.0	0.3	0.9	0.5				
					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				
					KITCHENER-LONDON EM	0.3	0.3	0.3	0.3	0.3	0.2	0.2	0.3	0.1	0.3	0.4	0.4					
					LONDON EM	0.4	0.2	0.4	0.4	0.3	0.0	0.2	0.3	0.3	0.3	0.4	0.4					
					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					
					PETERBOROUGH EM	0.2	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.0						
					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						
					TORONTO-HAMILTON EM	0.7	0.5	0.7	0.6	0.7	0.5	0.6	0.5	0.4	0.7	0.6						
					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						
					Audience TC	97.4	10.1	23.7	26.9	30.7	5.6	9.3	7.9	3.5	106.8	4.9	66.8					
					BARRIE EM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	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							
					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	0.0							
					LONDON EM	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1							
					OTTAWA-GATINEAU ANGL	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							
					SUBSURY-TIMMINS-NORTH	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1							
					TORONTO-HAMILTON EM	0.7	0.3	0.3	0.4	0.5	0.2	0.2	0.2	0.4	0.6							
					WINDSOR EM ESSEX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
					Audience TC	15.7	4.5	10.5	4.3	1.9	3.1	2.8	1.1	7.4	2.6							
					BARRIE EM	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								
					KITCHENER EM	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								
					SUBSURY-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	0.0	0.0	0.0	0.0	0.1								
					WINDSOR EM ESSEX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
					Audience TC	366.1	80.6	169.9	193.3	163.8	33.6	69.8	68.8	6.8	400.5							
					BARRIE EM	0.6	0.0	0.4	0.7	0.1	0.0	0.0	0.0	0.0								
					KINGSTON EM	0.6	0.0	0.5	0.5	0.2	0.0	0.0	0.0	0.5								
					KITCHENER EM	0.6	0.0	0.5	0.5	0.2	0.0	0.0	0.0	0.5								
					KITCHENER-LONDON EM	0.8	0.7	0.9	1.0	0.6	0.8	0.8	0.9	0.0								
					LONDON EM	1.0	1.5	0.9	1.4	0.8	0.9	1.4	1.5	0.0								
					OTTAWA-GATINEAU ANGL	0.5	0.0	0.5	0.6	0.3	0.0	0.3	0.4	0.5								
					PETERBOROUGH EM	0.5	0.0	0.0	0.0	0.5	0.0	0.0	0.3	0.0								
					SUBSURY-TIMMINS-NORTH	0.5	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.5								
					TORONTO-HAMILTON EM	3.0	2.2	2.7	3.2	2.7	1.9	2.3	2.6	0.8								
					WINDSOR EM ESSEX	0.3	0.0	0.0	0.1	0.0	0.0	0.0	0.0									
					Audience TC	80.7	34.5	54.8	48.6	48.7	14.8	24.6	24.6	4.6								
					BARRIE EM	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0									
					KINGSTON EM	0.2	0.0	0.4	0.8	0.8	0.0	0.0	1.0									
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**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						
The Betchley Circle SF		2018-12-17 - 2019-05-26	Meter: 9/11/2017 - 12/17/2017 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	1957 - 21.03 _F_	LONDON EM	4.0	6.4	5.1	5.0	1.5	1.6	1.6	1.6	1.6	0.0	3.3	0.0	6.2	10.2	8.2	8.5					
					OTTAWA-GATINEAU ANGL	3.6	6.2	4.4	3.9	0.0	0.0	0.0	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	0.9	0.0	0.0	1.4	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	0.0	0.0	0.0	
					SUBURRY-TIMMINS-NORTH	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	0.0	
					TORONTO-HAMILTON EM	1.4	1.2	1.3	1.1	0.7	0.5	0.5	0.4	0.9	1.3	0.5	2.0	0.9	2.0	1.9	2.0	1.9	2.0	1.9	2.0	
					WINDSOR EM ESSEX	1.2	0.0	1.1	1.8	1.2	0.0	2.1	2.8	0.0	1.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
					Audience TC	84.4	196.6	217.7	32.7	47.6	14.5	22.5	22.0	2.7	91.7	4.6	36.8	5.2	10.2	10.8	10.8	10.8	10.8	10.8	10.8	
					BARRIE EM	0.3	0.0	0.0	0.0	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	
					KINGSTON EM	0.5	0.0	0.0	0.3	0.7	0.0	0.0	0.5	0.0	0.4	0.0	0.4	0.0	0.4	0.0	0.2	0.0	0.0	0.0	0.0	
					KITCHENER EM	0.3	0.0	0.2	0.3	0.5	0.0	0.4	0.6	0.0	0.0	0.0	0.3	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	
					KITCHENER-LONDON EM	0.3	0.0	0.1	0.2	0.4	0.0	0.2	0.4	0.0	0.2	0.4	0.0	0.2	0.0	0.2	0.0	0.2	0.0	0.0	0.0	
					LONDON EM	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.0	0.0	0.0	
					OTTAWA-GATINEAU ANGL	0.4	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.5	0.0	0.4	0.0	0.5	0.0	0.0	0.0	0.0	
PETERBOROUGH EM	0.6	0.0	0.4	0.4	0.5	0.0	0.6	0.6	0.0	0.6	0.0	0.5	0.0	0.5	0.0	0.6	0.0	0.0	0.0	0.0						
SUBURRY-TIMMINS-NORTH	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.0	0.0	0.0						
TORONTO-HAMILTON EM	0.8	0.3	0.4	0.3	0.8	0.3	0.4	0.4	0.4	0.1	0.7	0.4	0.7	0.4	0.7	0.4	0.7	0.4	0.4	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	0.0	0.0	0.0	0.0						
The Cool Kids Pre-Release		2018-12-17 - 2019-09-08	Meter: 12/18/2017 - 04/15/2018 Actuals Adj, Diary: Fall 2017 Actuals & Winter-Spring 2018	2027 - 21.03 _W_...	Audience TC	119.7	247.7	61.2	65.0	40.9	9.4	18.5	17.4	9.0	143.3	14.6	79.8	15.3	42.6	47.6	47.6					
					BARRIE EM	0.5	0.5	0.3	0.5	0.6	0.9	0.6	0.3	0.7	0.5	0.0	0.5	0.0	0.5	0.0	0.2	0.7	0.0			
					KINGSTON EM	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0		
					KITCHENER EM	1.2	0.7	1.0	1.2	0.8	0.0	0.5	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	1.3	1.5	1.5		
					KITCHENER-LONDON EM	0.8	0.3	0.7	0.8	0.6	0.0	0.2	0.5	0.0	0.7	0.2	1.2	0.8	1.0	0.8	1.0	1.0	1.0	1.0		
					LONDON EM	0.6	0.0	0.2	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.7	0.7	0.0	0.5	0.5		
					OTTAWA-GATINEAU ANGL	0.3	0.0	0.3	0.5	0.2	0.0	0.2	0.3	0.0	0.3	0.0	0.3	0.0	0.5	0.0	0.5	0.0	0.5	0.5		
					PETERBOROUGH EM	0.8	0.0	1.2	1.7	0.3	0.0	0.6	0.6	0.0	0.7	0.0	1.3	0.0	1.3	0.0	1.7	0.0	1.7	2.9		
					SUBURRY-TIMMINS-NORTH	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	0.1	0.0	0.1	0.0	0.0	0.0		
					TORONTO-HAMILTON EM	1.2	0.9	0.9	1.0	0.9	0.7	0.8	0.8	1.0	1.2	1.3	1.5	1.0	1.2	1.3	1.5	1.0	1.2	1.3		
					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	0.0	0.0	0.0		
					The Doctors		2018-12-17 - 2019-05-26	Meter: 12/18/2017 - 04/15/2018 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	957 - 11.03 MTWTF..	Audience TC	63.2	18.7	22.2	23.7	24.4	15.1	17.2	17.0	0.8	55.0	1.0	28.8	3.7	4.9	6.7	6.7
										BARRIE EM	0.5	0.4	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.7	1.0
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	0.1	0.0	0.2	0.0	0.0	0.0			
KITCHENER 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	0.1	0.2	0.2		
KITCHENER-LONDON EM	0.2	0.1	0.1	0.1						0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.2	0.2	0.2	0.2		
LONDON EM	0.2	0.1	0.1	0.2						0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.2	0.2	0.2	0.3		
OTTAWA-GATINEAU ANGL	0.1	0.0	0.0	0.0						0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0			
PETERBOROUGH EM	0.2	0.0	0.2	0.2						0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.0	0.3	0.3			
SUBURRY-TIMMINS-NORTH	0.1	0.0	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	0.0	0.0	0.1		
TORONTO-HAMILTON EM	0.2	0.4	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	0.2	0.2	0.2		
WINDSOR EM ESSEX	0.1	0.0	0.1	0.1						0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0		
The Gifted		2018-12-17 - 2019-05-26	Meter: 12/18/2017 - 04/15/2018 Actuals, Diary: Fall 2017 Actuals & Winter-Spring 2018	1957 - 21.03 _T_...						Audience TC	280.7	48.1	124.0	129.6	143.9	31.7	64.6	61.5	15.9	313.7	17.2	136.8	16.4	59.5	68.1	
										BARRIE EM	1.8	1.7	1.2	2.1	2.1	2.0	1.2	2.2	0.0	1.6	0.0	1.6	1.4	1.2	2.1	2.1
					KINGSTON EM	1.2	0.0	1.0	1.2	0.0	0.0	1.6	1.0	0.0	1.2	0.0	1.2	0.0	0.0	0.0	0.0	0.0				
					KITCHENER EM	1.7	0.1	0.9	1.3	1.7	0.0	0.9	1.3	0.0	1.3	0.0	1.3	0.0	1.7	0.1	1.0	1.3				
					KITCHENER-LONDON EM	1.8	1.0	1.0	1.4	2.0	0.0	1.0	1.4	0.0	1.6	0.0	1.7	0.0	1.7	0.1	1.0	1.4				
					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	0.0	1.0	1.6				
					OTTAWA-GATINEAU ANGL	1.2	0.0	0.6	0.7	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.7	0.0	1.0	0.0	0.0	0.5				
					PETERBOROUGH EM	1.4	0.0	0.3	0.4	0.4	0.0	0.0	0.0	0.0	1.2	0.0	1.7	0.0	1.7	0.0	0.5	0.5				
					SUBURRY-TIMMINS-NORTH	0.9	0.0	0.1	0.4	0.9	0.0	0.4	0.0	0.4	0.0	0.8	0.0	0.9	0.0	0.9	0.0	0.3	0.3			
					TORONTO-HAMILTON EM	2.3	2.1	2.3	2.3	2.3	1.4	2.3	2.3	1.4	2.3	2.3	2.3	2.1	2.3	2.1	2.1	2.1				
					WINDSOR EM ESSEX	0.3	0.0	0.0	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.4	0.0	0.0			
					The Grammy Awards		2018-09-10 - 2019-02-10	Meter: 01/28/2018 & 2/12/2017 Avg Diary: 2018 Estimates Adj	1927 - 23.03 _...SU 1957 - 0.03 _...SU	Audience TC	1204.3	232.9	495.3	521.4	493.4	82.5	192.0	199.7	97.2	1382.1	80.6	710.9	150.4	303.3	321.7	
										BARRIE EM	9.8	8.9	11.0	12.9	5.0	0.0	4.4	6.1	5.1	8.2	0.0	14.0	16.0	16.4	19.7	19.7
KINGSTON EM	4.2	4.2	5.1	3.9						5.2	0.0	3.7	6.9	3.8	4.5	0.0	4.5	5.2	4.7	3.6	3.6					
KITCHENER EM	10.2	9.2	8.5	8.1						8.6	6.9	6.7	6.9	3.1	8.1	0.0	11.9	11.9	10.4	11.4	11.4					
KITCHENER-LONDON EM	10.4	9.3	8.7	10.6						8.0	3.9	5.2	7.3	4.1	8.9	0.0	12.7	14.9	13.2	13.8	13.8					
LONDON EM	10.6	9.4	9.0	12.9						7.4	3.8	7.8	9.6	3.8	9.6	0.0	13.8	14.0	14.0	16.2	16.2					
OTTAWA-GATINEAU ANGL	7.9	9.5	8.6	11.5						5.6	2.6	5.8	7.8	0.0	7.0	3.4	10.3	17.5	11.4	14.8	14.8					
PETERBOROUGH EM	5.9	6.0	5.6	7.9						6.6	2.2	2.3	0.0	5.2	0.0	8.2	13.7	9.5	11.4	11.4						
SUBURRY-TIMMINS-NORTH	1.8	0.0	1.0	1.4						1.8	0.0	0.7	0.9	0.0	1.5	0.0	1.9	0.0	1.3	2.0	1.3					
TORONTO-HAMILTON EM	11.8	10.0	9.5	9.5						9.3	6.7	7.2	7.2	10.2	11.2	7.2	14.1	13.4	11.7	11.6	11.6					
WINDSOR EM ESSEX	4.2	1.6	1.2	2.3						3.9																

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
					OTTAWA-GATINEAU ANGLO	1.1	1.5	1.3	1.5	1.6	2.2	1.8	1.9	0.0	1.0	0.0	0.8	0.8	0.8	1.0
					PETERBOROUGH EM	1.0	0.8	0.7	0.5	1.1	0.7	0.3	0.0	0.0	0.8	0.0	0.9	0.9	0.4	0.7
					SUBSURY-TIMMINS-NORTH	0.5	0.0	0.4	0.4	0.4	0.0	0.4	0.4	0.0	0.4	0.0	0.5	0.0	0.4	0.5
					TORONTO-HAMILTON EM	1.3	0.8	1.2	1.4	1.5	0.7	1.2	1.7	0.6	1.2	0.6	1.1	0.9	1.2	1.1
					WINDSOR EM ESSEX	0.5	0.0	0.0	0.2	0.7	0.0	0.0	0.4	0.0	0.4	0.0	0.4	0.0	0.0	0.0
					Audience TC	396.6	73.9	170.1	181.7	189.0	47.9	85.3	90.5	27.7	488.8	44.5	207.6	32.0	84.8	91.2
					Average	1.5	2.2	1.2	1.4	0.9	1.4	0.9	1.1	0.0	1.3	0.0	2.1	2.7	1.4	1.6
					BARRIE EM	0.8	0.0	0.4	0.5	0.7	0.0	0.5	0.7	0.0	0.7	0.0	0.9	0.0	0.4	0.4
					KINGSTON EM	1.4	0.5	0.8	0.9	0.7	0.0	0.3	0.4	0.3	1.1	0.1	2.0	1.1	1.2	1.4
					KITCHENER EM	1.4	0.4	0.6	0.8	0.7	0.1	0.3	0.4	0.2	1.1	0.1	2.0	0.6	0.9	1.1
					KITCHENER-LONDON EM	1.4	0.4	0.6	0.8	0.7	0.1	0.3	0.4	0.2	1.1	0.1	2.0	0.6	0.9	1.1
					LONDON EM	1.4	0.3	0.4	0.6	0.7	0.3	0.3	0.4	0.0	1.2	0.0	2.0	0.2	0.4	0.8
					OTTAWA-GATINEAU ANGLO	0.9	0.5	0.7	0.9	0.7	0.4	0.5	0.6	0.0	0.8	0.0	1.2	0.7	0.8	1.1
					PETERBOROUGH EM	1.1	1.1	0.7	0.5	0.5	0.4	0.4	0.1	0.0	0.9	0.2	1.6	1.7	1.1	1.0
					SUBSURY-TIMMINS-NORTH	0.6	0.0	0.3	0.4	0.4	0.0	0.1	0.1	0.0	0.5	0.0	0.9	0.0	0.5	0.7
					TORONTO-HAMILTON EM	2.7	1.4	1.7	1.8	2.6	1.6	1.6	1.8	1.5	2.5	1.4	2.8	1.4	1.8	1.9
					WINDSOR EM ESSEX	0.6	0.7	0.5	0.4	0.3	0.0	0.0	0.0	0.0	0.5	0.0	0.9	1.1	0.9	0.7
					Audience TC	14.7	3.5	5.0	5.5	5.5	0.7	1.2	1.3	0.2	15.0	0.2	9.2	2.8	3.8	4.2
					Average	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
					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	
					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	0.0	0.0	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	
					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	
					TORONTO-HAMILTON EM	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.1	0.0	0.2	0.2	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	0.0	0.0	0.0	0.0