

Master Planner Report

Effective date:	2018/06/05
From Date:	2018/12/17
To Date:	2019/05/26
Selling Option Type:	Regular
Selling Option Nature:	Regular

Channel CITY Winnipeg	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	
A Million Little Things	Diary: Fall 2017 Actuals & Winter-Spring 2018	2017-2203.....SU	Audience TC	37.0	5.4	2.2	8.8	12.5	9.8	0.0	1.7	2.8	0.0	0.0	37.4	0.4	27.2	5.4	7.1	9.7	
Black-ish Post-Release	Diary: Fall 2017 Actuals & Winter-Spring 2018	1857-1933....W..... 2227-2303.....SU	Audience TC	4.9	0.0	2.3	3.7	2.4	0.0	1.0	2.0	0.0	4.9	0.0	4.9	0.0	2.6	0.0	1.2	1.7	
Black-ish Strip	Diary: Fall 2017 Actuals & Winter-Spring 2018	1557-1703 MTWTF..	Audience TC	1.9	0.3	0.5	0.4	0.8	0.5	0.0	0.3	0.8	0.0	0.4	0.0	0.4	0.0	0.5	0.0	0.5	0.7
Bob's Burgers	Diary: Fall 2017 Actuals & Winter-Spring 2018	1927-2003.....SU	Audience TC	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	0.1	
Brooklyn Nine-Nine	Diary: Fall 2017 Actuals & Winter-Spring 2018	2027-2103.....SU	Audience TC	8.8	4.3	6.3	1.9	3.2	2.1	2.1	0.0	1.3	10.1	0.0	5.6	2.3	4.2	1.9	1.9	0.0	
CityLine	Diary: Fall 2017 Actuals & Winter-Spring 2018	857-1003 MTWTF..	Audience TC	2.8	0.1	0.5	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.1	2.7	0.1	0.5	0.7	
CityLine Encore	Diary: Fall 2017 Actuals & Winter-Spring 2018	657-903 MTWTF..	Audience TC	0.3	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.5	0.0	0.2	0.3	
CityLine Encore Early	Diary: Fall 2017 Actuals & Winter-Spring 2018	457-603 MTWTF..	Audience TC	1.9	0.3	0.5	0.5	1.0	0.2	0.2	0.2	0.2	0.2	0.1	2.0	0.0	0.9	0.1	0.2	0.3	
CityLine Repeat	Diary: Fall 2017 Actuals & Winter-Spring 2018	1657-1803 MTWTF..	Audience TC	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	0.1	
CityNews at 6	Diary: Fall 2016/Spring 2017 Actuals	1757-1903 MTWTF..	Audience TC	5.3	1.7	3.3	2.7	2.6	0.6	1.8	1.8	0.3	6.1	0.5	2.6	1.1	1.5	0.9	0.1	0.1	
CityNews Tonight	Diary: Fall 2016/Spring 2017 Actuals	2257-0303 MTWTF..	Audience TC	0.2	0.1	0.2	0.2	0.2	0.0	0.3	0.3	0.2	0.2	0.2	0.5	0.2	0.1	0.1	0.1	0.2	
CityNews Tonight National	Diary: Fall 2017 Actuals & Winter-Spring 2018	2157-2233.....SASU	Audience TC	29.4	0.6	4.7	7.0	10.5	0.0	1.8	3.8	0.9	30.3	0.0	19.0	0.6	2.9	3.2	3.9	0.0	
CityNews Weekend	Diary: Fall 2016/Spring 2017 Actuals	1757-1903 SASU	Audience TC	5.3	1.7	3.3	2.7	2.6	0.6	1.8	1.8	0.3	6.1	0.5	2.6	1.1	1.5	0.9	0.1	0.1	
CityNews Weekend Late	Diary: Fall 2016/Spring 2017 Actuals	2257-0303.....SASU	Audience TC	1.4	0.0	0.6	0.6	0.8	0.0	0.4	0.4	0.0	0.4	0.0	1.4	0.0	0.6	0.0	0.2	0.4	
Daily Mail	Diary: Fall 2017 Actuals & Winter-Spring 2018	1157-1303 MTWTF..	Audience TC	2.8	0.5	0.6	1.1	0.4	0.0	0.0	0.0	0.0	0.0	2.8	0.0	2.4	0.5	0.6	1.1		
Dick Clark's Rockin' NITE	Diary: Fall 2017 Actuals & Winter-Spring 2018	1857-1115 M....	Audience TC	0.3	0.2	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.4	0.2	0.5		
Extra Late	Diary: Fall 2017 Actuals & Winter-Spring 2018	057-1333 MTWTF..	Audience TC	1.9	0.3	0.5	0.5	1.0	0.2	0.2	0.2	0.2	0.2	0.1	2.0	0.0	0.9	0.1	0.2	0.3	
Family Feud	Diary: Fall 2017 Actuals & Winter-Spring 2018	1657-1803 MTWTF..	Audience TC	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	0.1	
Family Guy	Diary: Fall 2017 Actuals & Winter-Spring 2018	1957-2033.....SU	Audience TC	1.8	1.3	1.3	1.3	1.3	0.8	0.8	0.8	0.0	1.8	0.0	0.5	0.0	1.1	1.4	0.9	1.2	
General Hospital	Diary: Fall 2017 Actuals & Winter-Spring 2018	1257-1403 MTWTF..	Audience TC	6.4	2.3	2.7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	6.4	0.0	6.1	1.9	2.3	2.5		
Grammy Pre Show	Diary: Fall 2017 Actuals & Winter-Spring 2018	1727-1833.....SU	Audience TC	13.6	2.2	5.1	6.2	4.2	0.1	1.0	1.9	0.6	14.2	0.0	9.4	2.1	4.1	4.3	4.0	0.0	
Hell's Kitchen	Diary: Fall 2017 Actuals & Winter-Spring 2018	1957-2103...F..	Audience TC	15.5	1.4	3.0	5.5	4.8	1.4	1.4	1.8	1.4	16.9	0.0	10.7	0.0	1.6	3.6	0.0	0.0	
Holiday Movies	Diary: Fall 2017 Actuals & Winter-Spring 2018	1757-2303 MTWTFSSASU	Audience TC	18.4	0.4	3.0	4.4	6.6	0.0	1.2	2.4	0.6	19.0	0.0	11.9	0.4	1.8	2.0	0.0	0.0	
Lehal Weapson	Diary: Fall 2017 Actuals & Winter-Spring 2018	1957-2103...T... 1957-2103...T... 1957-2103...T...	Audience TC	23.2	1.5	8.4	8.4	13.0	1.5	4.6	4.3	0.0	23.2	0.0	10.2	0.0	3.8	4.1	2.0	2.0	
Let's Make A Deal	Diary: Fall 2017 Actuals & Winter-Spring 2018	1357-1503 MTWTF..	Audience TC	2.3	0.6	1.8	2.0	2.8	1.0	1.9	2.4	0.0	1.9	0.0	1.8	0.0	1.6	1.7	1.8	1.7	
Life in Pieces	Diary: Fall 2017 Actuals & Winter-Spring 2018	2027-2103...T... 2027-2103...T... 2027-2103...T...	Audience TC	15.9	0.0	6.0	6.0	6.6	0.0	2.4	2.4	0.0	15.9	0.0	9.4	0.0	3.6	3.6	1.6	1.6	
Manifest	Diary: Fall 2017 Actuals & Winter-Spring 2018	2057-2203 M.....	Audience TC	1.7	0.0	1.0	1.5	1.5	1.0	1.4	0.0	1.4	0.0	1.5	0.0	1.9	0.0	1.6	1.7		
Modern Family	Diary: Fall 2017 Actuals & Winter-Spring 2018	1957-2033...W....	Audience TC	3.3	0.6	1.9	2.3	3.8	1.3	2.2	2.2	0.0	2.7	0.8	2.9	0.0	1.5	2.4	0.0	0.0	
Modern Family Strip	Diary: Fall 2017 Actuals & Winter-Spring 2018	1957-2033...T... 1957-2033...T... 1957-2033...T...	Audience TC	2.2	0.2	1.8	2.0	2.8	0.0	1.9	0.3	0.0	0.0	0.1	0.0	1.3	0.2	0.7	0.8	0.0	
Mom	Diary: Fall 2017 Actuals & Winter-Spring 2018	1957-2033...T... 1957-2033...T... 1957-2033...T...	Audience TC	26.7	0.0	3.6	3.6	8.3	0.0	0.0	0.0	0.0	0.0	26.7	0.0	18.4	0.0	3.6	3.6	2.0	
Mom Strip	Diary: Fall 2017 Actuals & Winter-Spring 2018	2057-2203 TWTF..SU	Audience TC	4.4	0.2	1.9	2.6	1.2	0.0	0.0	0.0	0.0	0.0	4.4	0.0	3.1	0.2	1.8	2.0		
Movies on CITY	Diary: Fall 2017 Actuals & Winter-Spring 2018	1857-2303...F... 1857-2303...F... 1857-2303...F...	Audience TC	11.0	1.2	1.9	2.6	3.9	0.0	0.7	1.4	0.3	11.4	0.0	7.1	0.2	1.1	1.2	1.2	1.2	
Mr. D. Late	Diary: Fall 2017 Actuals & Winter-Spring 2018	2327-0303 MTWTF..	Audience TC	1.9	0.3	0.5	0.5	1.0	0.1	0.1	0.2	0.2	0.1	2.0	0.0	0.9	0.1	0.2	0.3		
Murphy Brown	Diary: Fall 2017 Actuals & Winter-Spring 2018	2027-2103...T... 2027-2103...T... 2027-2103...T...	Audience TC	24.0	0.0	3.2	3.2	7.5	0.0	0.0	0.0	0.0	24.0	0.0	16.6	0.0	3.2	3.2	0.0	0.0	
Rel	Diary: Fall 2017 Actuals & Winter-Spring 2018	2027-2103...SU	Audience TC	1.1	0.3	0.7	0.8	1.6	0.0	0.0	0.0	0.0	1.1	0.0	1.7	0.0	2.3	0.0	1.4	1.5	
RENT Level	Diary: Fall 2017 Actuals & Winter-Spring 2018	1857-2203.....SU	Audience TC	0.1	0.1	0.1	0.2	0.1	0.0	0.0	0.0	0.3	0.1	0.1	0.0	0.1	0.3	0.1	0.1		
ROTN: Saturday Canadian	Diary: Fall 2017 Actuals & Winter-Spring 2018	1757-2303.....SA	Audience TC	139.8	3.0	22.4	33.1	49.8	0.0	8.7	17.9	4.2	144.0	0.0	90.4	3.0	13.7	15.2	15.2	0.0	
ROTN: Sunday Canadian	Diary: Fall 2017 Actuals & Winter-Spring 2018	1757-0303.....SU	Audience TC	2.0	0.3	0.8	0.8	1.1	0.2	0.5	0.3	0.0	2.0	0.0	0.9	0.2	0.3	0.5	0.5	0.0	
ROTN: Weekday Canadian	Diary: Fall 2017 Actuals & Winter-Spring 2018	5:00-4:59 MTWTF..	Audience TC	0.2	0.1	0.1	0.2	0.1	0.2	0.1	0.2	0.2	0.2	0.1	0.1	0.0	0.1	0.1	0.1	0.1	
ROTN: Weekday Late	Diary: Fall 2017 Actuals & Winter-Spring 2018	2257-4:59 MTWTF..	Audience TC	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	0.1	
ROTN: Weekend Canadian	Diary: Fall 2017 Actuals & Winter-Spring 2018	1757-2003.....SASU	Audience TC	1.9	0.3	0.5	0.5	1.0	0.2	0.2	0.2	0.2	0.1	2.0	0.0	0.9	0.1	0.2	0.3		
ROTN: Weekend Day	Diary: Fall 2017 Actuals & Winter-Spring 2018	457-1803...SASU	Audience TC	1.9	0.3	0.5	0.5	1.0	0.2	0.2	0.2	0.2	0.1	2.0	0.0	0.9	0.1	0.2	0.3		
ROTN: Weekend Late	Diary: Fall 2017 Actuals & Winter-Spring 2018	2257-5:03...SASU	Audience TC	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	0.1	
Second Step	Diary: Fall 2017 Actuals & Winter-Spring 2018	2157-2233.....SU	Audience TC	2.0	0.3	0.8	0.8	1.1	0.2	0.1	0.2	0.5	0.3	0.0	2.0	0.0	0.9	0.2	0.3	0.5	
SunnySide	Diary: Fall 2017 Actuals & Winter-Spring 2018	2227-2303.....SU	Audience TC	0.2	0.1	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.1	
The Bachelor	Diary: Fall 2017 Actuals & Winter-Spring 2018	1857-2103 M.....	Audience TC	10.9	4.3	6.8	6.2	3.0	1.0	2.7	2.7	0.0	10.9	0.0	8.0	3.3	4.1	3.5	0.0	0.0	
The Betchky Circle SF	Diary: Fall 2017 Actuals & Winter-Spring 2018	1857-2003...F... 1857-2003...F... 1857-2003...F...	Audience TC	3.1	0.5	1.1	1.2	1.7	0.2	0.7	0.5	0.0	3.1	0.0	1.4	0.2	0.4	0.7	0.7	0.0	
The Cool Kids Pre-Release	Diary: Fall 2017 Actuals & Winter-Spring 2018	1927-2003...W....	Audience TC	5.6	0.6	2.6	4.3	2.8	0.0	1.2	2.3	0.0	5.6	0.0	2.9	0.0	1.4	2.0	0.0	0.0	
The Doctors	Diary: Fall 2017 Actuals & Winter-Spring 2018	1503-1203 MTWTF..	Audience TC	1.9	0.3	0.5	0.5	1.0	0.2	0.2	0.2	0.1	2.0	0.0	0.9	0.1	0.2	0.3	0.5	0.5	
The Gifted	Diary: Fall 2017 Actuals & Winter-Spring 2018	1857-2003...T... 1857-2003...T... 1857-2003...T...	Audience TC	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	0.1	

**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

The Grammy Awards	2018-12-17 - 2019-02-10	Diary: Fall 2017 Actuals & Winter-Spring 2018	18:27 - 22:03 ----SU	Audience TC	90.8	14.4	34.1	41.5	28.0	0.5	6.5	12.6	3.9	94.7	0.0	62.8	13.9	27.5	28.9
			19:57 - 0:03 ----SU	WINNPEG EM	8.4	3.7	5.5	7.3	6.2	0.4	3.1	5.3	4.8	7.3	0.0	10.5	6.7	7.9	9.2
The Onville	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	18:57 - 20:03 ...T...	Audience TC	20.4	3.1	7.5	8.0	11.4	1.5	4.6	3.3	0.0	20.4	0.0	9.0	1.6	2.8	4.7
				WINNPEG EM	1.8	0.6	1.2	1.3	2.3	1.1	1.7	1.5	0.0	1.4	0.0	1.3	0.0	0.5	1.1
The Price Is Right	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	9:57 - 11:03 MTWTF..	Audience TC	15.3	1.1	1.6	2.2	4.9	0.3	0.4	0.4	0.0	15.3	0.0	10.4	0.8	1.1	1.9
				WINNPEG EM	1.4	0.5	0.3	0.5	0.9	0.2	0.1	0.1	0.0	1.1	0.0	2.0	0.7	0.5	0.8
The Simpsons	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	18:57 - 19:33 .....S	Audience TC	2.7	2.0	2.0	2.0	2.0	1.2	1.2	1.2	0.0	2.7	0.0	0.8	0.8	0.8	0.8
				WINNPEG EM	0.2	0.3	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.6	0.3	0.3
The Twilight Zone	2019-02-18 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	20:57 - 22:03 T....	Audience TC	16.3	2.5	6.0	6.4	9.1	1.2	3.7	2.6	0.0	16.3	0.0	7.2	1.3	2.2	3.8
				WINNPEG EM	1.4	0.5	1.0	1.0	1.8	0.9	1.4	1.2	0.0	1.1	0.0	1.0	0.0	0.4	0.9
The World's Best	2018-12-31 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	18:57 - 20:03 ...W....	Audience TC	29.4	0.6	4.7	7.0	10.5	0.0	1.8	3.8	0.9	30.3	0.0	19.0	0.5	2.9	3.2
				WINNPEG EM	2.8	0.2	0.5	0.9	1.8	0.0	0.0	0.8	1.0	2.3	0.0	3.7	0.5	1.0	1.0
Young Drunk Punk Late	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	22:57 - 23:30 MTWTF..	Audience TC	1.9	0.3	0.5	0.5	1.0	0.2	0.2	0.2	0.1	2.0	0.0	0.9	0.1	0.2	0.3
				WINNPEG EM	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.1