

**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 on CHAT	A Million Little Things	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	19:57 - 21:03 ...W...	Audience TC	0.3	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.1	0.0	0.0	0.1	
					MEDICINE HAT EM	1.0	1.7	1.5	1.0	1.0	2.0	1.7	0.6	0.0	0.8	1.4	1.4	1.4	1.4	1.4	1.4	
	Backlash Post Release	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	20:27 - 21:03 ...SU	Audience TC	0.2	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.2	0.2	
					MEDICINE HAT EM	0.5	0.7	0.7	0.3	0.2	0.2	0.2	0.2	0.0	0.4	0.0	0.7	1.4	1.1	0.4	0.4	
	Backlash Strip	2018-12-17 - 2019-05-26	Meter: 9/12/2016-4/9/2017 Actuals Diary: Fall 2016/Spring 2017 Actuals	15:57 - 17:03 MTWTF..	Audience TC	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	
					MEDICINE HAT EM	0.4	0.2	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
	Bob's Burgers	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	21:27 - 22:03 ...SU	Audience TC	1.4	1.3	1.3	0.8	0.6	0.6	0.6	0.6	0.0	1.5	0.0	0.6	0.6	0.6	0.6	0.6	
					MEDICINE HAT EM	3.4	3.6	3.0	2.4	1.7	6.7	5.7	3.2	0.0	1.1	0.0	1.1	2.5	1.8	1.7	1.7	
	Breakfast Television	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	5:57 - 9:03 MTWTF..	Audience TC	0.2	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	
					MEDICINE HAT EM	0.2	0.0	0.2	0.2	0.2	0.0	0.1	0.1	0.2	0.0	0.1	0.0	0.2	0.0	0.2	0.0	
	Brooklyn Nine-Nine	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	22:27 - 23:03 ...T...	Audience TC	1.4	0.0	0.9	1.3	0.5	0.0	0.5	0.5	0.0	1.4	0.0	0.9	0.0	0.3	0.8		
					MEDICINE HAT EM	1.3	0.6	1.6	2.2	1.2	0.6	2.0	2.1	0.0	1.0	0.0	1.3	0.6	1.2	2.1	2.1	
	CityLine	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	8:57 - 10:03 MTWTF..	Audience TC	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		
					MEDICINE HAT EM	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.1	0.1	0.1	
	CityLine Encore	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018		Audience TC	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		
					MEDICINE HAT EM	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.1		
	CityNews Tonight National	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	23:57 - 0:33 M.....	Audience TC	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0		
					MEDICINE HAT EM	0.2	0.1	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.1	0.0	0.2	0.1	0.2	0.2		
	Daily Mail	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	12:57 - 14:03 MTWTF..	Audience TC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
					MEDICINE HAT EM	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.1	0.1	0.1		
	Daytime Canadian Rotation	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	9:57 - 15:03 MTWTF..	Audience TC	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		
					MEDICINE HAT EM	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.1		
	Dick Clark's Rockin' NYE	2018-12-17 - 2019-01-06	Diary: Fall 2017 Actuals & Winter-Spring 2018	20:57 - 3:15 M....	Audience TC	1.6	0.0	0.8	1.0	0.6	0.0	0.4	0.4	0.0	1.6	0.0	1.0	0.0	0.4	0.6		
					MEDICINE HAT EM	2.4	2.0	3.4	3.2	2.4	4.8	3.8	4.8	2.8	3.8	1.6	3.2	3.2	3.2	3.2		
	Family Guy	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	21:57 - 22:33 ...SU	Audience TC	0.6	0.6	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.6	0.6	0.6	0.6		
					MEDICINE HAT EM	0.7	2.3	1.6	1.3	0.0	0.0	0.0	0.0	0.0	0.6	0.0	1.4	3.8	2.4	2.3		
	General Hospital	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	13:57 - 15:03 MTWTF..	Audience TC	0.1	0.5	0.5	0.1	0.0	0.1	0.1	0.1	0.0	0.6	0.0	0.5	0.1	0.4	0.4		
					MEDICINE HAT EM	0.4	0.7	0.6	0.3	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.8	0.7	1.3	1.1		
	Grammy Pre Show	2018-12-17 - 2019-02-10	Diary: Fall 2017 Actuals & Winter-Spring 2018	16:27 - 17:33 ...SU	Audience TC	0.4	0.1	0.2	0.3	0.2	0.1	0.2	0.2	0.0	0.4	0.0	0.2	0.0	0.1	0.2		
					MEDICINE HAT EM	0.7	0.6	0.7	0.8	0.5	0.3	0.5	0.5	0.5	0.5	0.0	0.8	0.9	0.7	1.1		
	Hell's Kitchen	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	21:57 - 23:03 ...F...	Audience TC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
					MEDICINE HAT EM	0.4	0.4	0.2	0.6	0.6	0.0	0.2	0.2	0.0	0.4	0.0	0.8	0.5	1.1	1.0		
	Holiday Movies	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	17:57 - 0:03 MTWTFASU	Audience TC	0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.2	0.1	0.1		
					MEDICINE HAT EM	0.3	0.7	0.4	0.4	0.1	0.0	0.0	0.0	0.0	0.6	0.4	0.6	1.7	0.8	0.7		
	Lethal Weapon	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	21:57 - 23:03 ...TW...	Audience TC	1.3	3.8	4.0	2.5	0.0	2.1	5.3	2.2	0.0	2.8	0.0	2.8	1.7	1.7	1.8		
					MEDICINE HAT EM	1.6	1.9	2.1	2.8	1.7	2.4	2.4	2.8	0.0	1.4	0.0	1.5	1.7	1.9	2.4		
	Life in Pieces	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	22:27 - 23:03 ...T...	Audience TC	0.4	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.3	0.0	0.0		
					MEDICINE HAT EM	1.1	1.0	1.0	1.0	0.3	0.0	0.0	0.0	0.0	1.6	0.0	1.6	1.1	1.7	1.8		
	Local News at 11p	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	22:27 - 0:03 MTWTF..	Audience TC	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	0.0		
					MEDICINE HAT EM	0.2	0.1	0.2	0.2	0.1	0.2	0.2	0.2	0.0	0.1	0.0	0.2	0.1	0.1	0.1		
	Local News Noon	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	11:57 - 13:03 MTWTF..	Audience TC	0.6	0.0	0.0	0.1	0.4	0.0	0.0	0.0	0.0	0.6	0.0	0.2	0.0	0.0	0.0		
					MEDICINE HAT EM	0.4	1.3	0.4	1.5	0.0	0.0	0.0	0.0	0.0	1.1	0.0	1.2	0.0	0.1	0.1		
	Local News Prime	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	16:57 - 19:33 MTWTF..	Audience TC	1.8	0.1	0.4	0.6	0.9	0.0	0.0	0.2	0.3	0.0	1.8	0.0	0.9	0.1	0.2		
					MEDICINE HAT EM	2.5	0.5	0.9	1.2	2.5	0.2	0.8	1.2	0.0	2.0	0.0	2.6	0.7	0.9	1.2		
	Manifest	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	19:57 - 21:03 M....	Audience TC	2.4	0.0	0.6	0.9	1.2	0.0	0.3	0.3	0.3	0.0	2.8	0.4	1.3	0.0	0.4		
					MEDICINE HAT EM	2.8	2.0	2.8	2.8	1.0	2.4	1.9	2.1	0.0	2.4	2.6	2.7	0.7	2.3	3.4		
	Modern Family	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	21:57 - 22:33 ...W...	Audience TC	0.5	0.3	0.4	0.4	0.3	0.3	0.3	0.3	0.0	0.5	0.0	0.2	0.0	0.2	0.2		
					MEDICINE HAT EM	1.4	2.4	2.1	1.7	1.2	3.0	2.1	2.1	1.0	1.2	0.0	1.5	1.8	2.2	1.2		
	Modern Family Strip	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	19:27 - 20:03 MTWTF..	Audience TC	0.2	0.3	0.3	0.4	0.2	0.2	0.2	0.2	0.0	0.2	0.0	0.5	0.1	0.1	0.1		
					MEDICINE HAT EM	0.8	0.5	0.6	0.8	0.6	0.3	0.6	0.8	0.0	0.9	0.7	0.9	0.7	0.6	0.8		
	Mom	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	21:57 - 22:33 ...T...	Audience TC	0.9	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.0	0.9	0.0	0.8	0.0	0.0	0.3		
					MEDICINE HAT EM	1.4	1.4	1.3	0.9	0.9	1.7	1.4	0.5	0.0	1.2	0.0	1.9	1.1	1.3	1.2		
	Mon Strip	2018-12-17 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	19:57 - 21:03 ...TWTF..	Audience TC	0.2	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.0	0.0		
					MEDICINE HAT EM	0.4	0.1	0.2	0.3	0.2	0.0	0.2	0.2	0.0	0.3	0.0	0.6	0.2	0.3	0.5		
	Movies on CITY	2018-05-28 - 2019-09-08	Meter: 05/29/2017 - 9/10/2017 Actuals, Diary: WNSP17 / FL17 Avg. Ad.	19:57 - 23:03 ...F...	Audience TC	0.2	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.1	0.1	0.1		
					MEDICINE H																	

**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 World's Best	2018-12-31 - 2019-05-26	Diary: Fall 2017 Actuals & Winter-Spring 2018	2057 - 22:03 .W...	Audience TC MEDICINE HAT EM	0.6	0.4	0.4	0.4	0.1	0.0	0.0	0.0	0.1	0.7	0.0	0.5	0.4	0.4	0.4
						0.9	1.8	1.1	1.1	0.2	0.0	0.0	0.0	1.6	0.9	0.0	1.5	4.2	2.1	1.7