



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
<b>News: Global National (9/12/2011-1/1/2012)</b>	<b>MTWTFSS</b>	<b>05:28 PM</b>	<b>07:00 PM</b>	FL10/SP11 Average														
	Vancouver DM			5.2	5.9	2.2	2.5	3.1	6.6	2.4	2.9	3.4	5.2	2.0	2.2	2.7	2.2	1.7
	Pr George./Terrace			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Dawson Creek			3.2	4.1	0.2	1.4	1.8	4.9	0.0	1.6	2.1	3.4	0.5	1.2	1.5	0.0	0.4
	Okanagan/Kamloops 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
	Prince Albert			2.3	3.0	0.0	0.5	1.3	3.0	0.0	0.3	1.1	2.9	0.0	0.8	1.5	0.2	0.2
	Calgary DM			3.8	4.2	1.9	1.8	2.7	4.3	1.5	1.7	2.7	4.2	2.3	1.9	2.8	1.8	1.7
	Edmonton EM			5.0	6.1	1.2	2.5	3.4	6.6	1.5	2.8	3.5	5.6	1.0	2.2	3.2	0.6	0.5
	Red Deer 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
	Medicine Hat			2.5	3.1	0.7	1.2	1.5	3.5	0.5	1.3	2.0	2.7	0.9	1.0	1.1	0.0	0.1
	Lloydminster			4.4	5.7	0.7	1.7	2.4	6.6	1.0	2.0	2.6	4.8	0.4	1.4	2.3	0.4	0.1
	Regina/MJ EM			2.1	2.6	0.2	0.8	1.4	2.9	0.2	0.8	1.6	2.2	0.2	0.8	1.1	0.1	0.1
	Saskatoon EM			3.6	4.4	0.5	1.3	1.8	5.2	0.4	1.4	2.1	3.5	0.5	1.2	1.4	0.6	0.5
	Yorkton			1.5	1.9	0.0	0.4	0.4	2.1	0.0	0.4	0.5	1.7	0.1	0.4	0.3	0.1	0.0
	Winnipeg EM			3.8	4.6	1.1	2.1	2.9	5.5	1.3	2.8	3.8	3.8	1.0	1.5	2.1	0.5	0.2
	Brandon			0.0	0.0	0.0	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 DM			1.8	2.0	0.8	1.0	1.1	2.3	0.9	1.0	1.3	1.7	0.7	0.9	0.9	0.6	0.9
	Ottawa Eng EM			2.3	2.8	1.0	1.3	1.7	3.2	1.0	1.5	2.2	2.2	1.1	1.0	1.2	0.6	0.1
	Kitchener EM			3.1	3.8	0.8	1.4	2.0	4.6	1.1	1.9	2.6	2.9	0.6	0.9	1.4	0.5	0.3
	London EM			2.6	3.1	0.1	0.8	1.3	3.5	0.3	0.9	1.4	2.7	0.0	0.7	1.2	0.2	0.5
	Kitchener-London EM			2.9	3.5	0.6	1.1	1.7	4.2	0.8	1.4	2.1	2.9	0.3	0.8	1.3	0.4	0.4
	Barrie EM			3.4	4.1	1.1	1.8	2.2	4.7	1.6	2.3	2.6	3.5	0.6	1.4	1.9	0.3	0.4
	Kingston EM			3.7	4.4	0.5	1.0	1.7	5.3	0.4	1.2	2.2	3.5	0.5	0.9	1.2	0.3	0.1
	Peterborough EM			3.3	3.9	0.9	1.4	1.9	4.5	1.0	1.7	2.3	3.2	0.8	1.1	1.5	0.6	0.2
	Sud/Tim/NB/SSM			5.4	6.3	1.4	2.8	3.3	7.3	2.1	3.2	3.6	5.4	0.8	2.3	3.0	1.0	0.5
	Windsor EM			1.3	1.6	0.3	0.7	0.9	1.9	0.5	0.8	0.8	1.3	0.2	0.6	0.9	0.0	0.0
	Thunder Bay 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
	Montreal Eng. EM			1.0	1.2	0.3	0.5	0.6	1.5	0.3	0.5	0.6	1.0	0.3	0.5	0.5	0.2	0.0
	Halifax EM			1.1	1.3	0.6	0.5	0.7	1.4	0.7	0.6	0.9	1.2	0.5	0.4	0.5	0.1	0.0
	Saint John/Moncton EM			1.3	1.5	0.3	0.6	0.7	1.8	0.4	0.7	0.7	1.3	0.3	0.5	0.7	0.3	0.0
	Sydney/GB EM			1.0	1.2	0.4	0.6	0.8	1.3	0.4	0.7	0.9	1.2	0.3	0.5	0.7	0.3	0.0
	Charlottetown EM			0.8	1.0	0.0	0.3	0.5	1.0	0.1	0.4	0.5	1.0	0.0	0.2	0.5	0.2	0.0

continued...



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
St. Johns/CB EM				2.2	2.6	0.9	1.3	1.8	3.1	1.4	1.7	2.1	2.0	0.4	0.8	1.4	0.9	0.3
TC/Full Coverage				845.2	796.4	87.7	195.8	229.3	457.3	52.9	114.3	126.3	339.0	34.8	81.5	103.1	19.9	29.0
Pembroke EM				4.5	5.4	1.1	1.8	2.2	6.2	1.3	1.7	2.5	4.5	0.9	1.8	1.8	0.0	0.3
Swift Current EM				1.5	1.8	0.0	0.0	1.3	2.0	0.1	0.1	0.6	1.6	0.0	0.0	1.9	0.1	0.0
Terrace-Kitmat EM				6.7	8.4	1.2	2.8	4.1	9.1	1.7	2.9	4.8	7.8	0.6	2.6	3.3	0.0	1.0
Prince George-Kamloops EM				8.7	10.4	1.2	3.9	5.6	11.5	1.1	4.7	6.8	9.3	1.2	3.0	4.5	1.9	0.8
Kelowna EM				9.4	11.1	1.5	3.5	5.6	11.6	1.0	3.1	5.2	10.5	2.0	3.9	5.9	0.2	0.3
<b>Ent Tonight (9/12/2011-1/1/2012)</b>	<b>MTWTF..</b>	<b>06:58 PM</b>	<b>07:30 PM</b>	FL10/SP11 Average														
Vancouver DM				3.1	3.5	1.6	1.9	2.4	4.3	1.6	4.7	5.3	2.7	1.5	2.9	3.2	1.4	1.5
Pr George./Terrace				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dawson Creek				1.0	1.3	0.7	0.9	0.9	1.8	1.0	1.4	1.1	0.8	0.6	0.5	0.7	0.5	0.5
Okanagan/Kamloops 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
Prince Albert				0.9	1.2	0.3	0.6	0.9	1.5	0.5	0.9	1.3	0.7	0.0	0.3	0.4	0.0	0.1
Calgary DM				1.6	1.7	1.2	1.2	1.5	2.2	1.4	1.4	1.8	1.3	1.1	1.0	1.2	1.0	1.3
Edmonton EM				2.4	2.7	1.5	1.9	2.1	3.9	2.4	2.7	2.7	1.6	0.7	1.1	1.6	1.1	1.3
Red Deer 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
Medicine Hat				0.8	0.9	0.3	0.3	0.6	1.5	0.4	0.5	1.1	0.4	0.3	0.3	0.3	0.3	0.5
Lloydminster				2.0	2.6	0.4	1.3	1.7	3.3	0.4	1.6	1.9	1.9	0.4	1.0	1.5	0.4	0.3
Regina/MJ EM				2.2	2.7	1.2	1.9	1.9	3.6	1.7	2.5	2.5	1.7	0.8	1.2	1.2	0.2	0.1
Saskatoon EM				2.2	2.7	1.1	1.6	2.2	3.0	0.9	1.6	2.3	2.3	1.2	1.7	2.1	0.8	0.2
Yorkton				0.8	1.0	0.9	1.1	1.1	1.1	0.9	1.2	1.1	0.9	1.0	1.0	1.1	0.0	0.1
Winnipeg EM				3.0	3.7	1.5	2.1	2.9	4.7	1.8	2.8	4.0	2.7	1.1	1.4	1.9	0.2	0.1
Brandon				0.0	0.0	0.0	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 DM				1.6	1.7	1.0	1.2	1.4	2.2	1.3	1.5	1.9	1.1	0.6	0.9	0.8	1.3	1.2
Ottawa Eng EM				1.2	1.4	1.0	0.9	1.1	2.1	1.4	1.4	1.7	0.7	0.7	0.5	0.4	0.0	0.1
Kitchener EM				1.4	1.6	0.7	0.8	1.1	2.5	1.2	1.3	1.7	0.7	0.2	0.4	0.6	0.7	0.4
London EM				1.1	1.3	0.5	0.9	1.2	1.8	0.9	1.4	1.8	0.7	0.2	0.5	0.8	0.6	0.3
Kitchener-London EM				1.3	1.5	0.6	0.9	1.2	2.2	1.1	1.5	1.8	0.7	0.2	0.4	0.6	0.6	0.3
Barrie EM				1.1	1.3	0.4	0.5	0.7	1.7	0.3	0.6	1.0	0.9	0.6	0.4	0.5	0.4	0.0
Kingston EM				1.5	1.8	0.9	1.3	1.6	2.5	1.5	1.9	2.2	1.1	0.1	0.8	1.0	0.1	0.2
Peterborough EM				1.4	1.6	0.6	1.0	1.6	2.2	0.7	1.6	2.3	0.9	0.5	0.4	0.8	0.5	0.6
Sud/Tim/NB/SSM				1.4	1.6	1.0	1.2	1.3	2.1	0.7	1.3	1.5	1.1	1.3	1.2	1.2	0.3	0.3



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Windsor EM				0.6	0.7	0.3	0.5	0.6	1.0	0.2	0.7	0.7	0.5	0.3	0.4	0.4	0.0	0.1
Thunder Bay 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
Montreal Eng. EM				1.9	2.1	0.8	1.5	1.7	2.9	1.1	1.8	1.9	1.3	0.4	1.2	1.4	0.4	0.3
Halifax EM				1.5	1.7	1.1	1.4	1.8	2.4	1.8	2.1	2.8	0.9	0.4	0.7	0.8	0.5	0.0
Saint John/Moncton EM				1.8	2.1	0.9	1.5	1.7	2.9	1.3	2.2	2.5	1.2	0.5	0.8	0.9	0.5	0.5
Sydney/GB EM				1.6	1.9	0.5	1.6	1.8	2.5	0.8	2.1	2.3	1.2	0.3	1.1	1.2	0.3	0.2
Charlottetown EM				1.3	1.5	0.4	0.9	1.5	1.9	0.5	1.1	1.9	1.1	0.3	0.7	1.2	0.3	0.3
St. Johns/CB EM				8.4	9.7	4.1	6.3	8.1	10.1	6.8	8.4	9.7	7.1	1.2	4.2	6.3	1.5	1.7
TC/Full Coverage				576.5	510.0	84.8	186.8	212.2	327.2	51.9	113.0	133.8	182.8	32.9	73.8	78.4	24.5	42.1
Pembroke EM				1.2	1.4	0.9	1.1	1.1	1.9	0.5	1.4	1.8	1.0	1.3	0.8	0.3	0.2	0.0
Swift Current EM				0.8	1.0	0.8	0.5	1.0	0.9	1.3	0.7	1.1	1.0	0.3	0.4	0.9	0.0	0.0
Terrace-Kitmat EM				1.8	2.2	0.5	1.3	1.7	2.9	0.9	1.6	2.3	1.5	0.4	1.0	1.2	0.7	0.7
Prince George-Kamloops EM				3.3	3.9	1.6	2.6	3.2	5.3	2.3	3.8	4.6	2.6	0.8	1.3	1.8	0.7	0.0
Kelowna EM				3.4	4.0	1.0	1.5	2.3	5.2	1.0	1.9	2.8	2.8	0.9	1.2	1.9	0.7	0.3
<b>ET Canada (9/12/2011-1/1/2012)</b>	<b>MTWTF..</b>	<b>07:28 PM</b>	<b>08:00 PM</b>	<b>FL10/SP11 Average</b>														
Vancouver DM				1.7	1.9	1.2	1.2	1.4	2.5	1.4	1.4	1.7	1.3	1.0	1.0	1.1	0.8	0.9
Pr George./Terrace				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dawson Creek				1.0	1.2	0.7	1.0	1.0	1.7	0.9	1.4	1.2	0.8	0.6	0.6	0.8	0.3	0.2
Okanagan/Kamloops 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
Prince Albert				0.4	0.5	0.2	0.2	0.2	0.6	0.4	0.3	0.3	0.4	0.0	0.1	0.1	0.2	0.0
Calgary DM				1.8	1.9	1.3	1.4	1.7	2.2	1.3	1.4	1.8	1.6	1.3	1.3	1.5	1.4	1.5
Edmonton EM				1.0	1.1	0.6	0.9	0.9	1.5	0.9	1.2	1.3	0.8	0.2	0.5	0.7	0.4	0.5
Red Deer 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
Medicine Hat				0.7	0.9	0.4	0.4	0.6	1.3	0.3	0.4	0.9	0.5	0.4	0.4	0.4	0.3	0.4
Lloydminster				0.7	0.9	0.2	0.4	0.5	1.1	0.2	0.6	0.6	0.6	0.1	0.3	0.4	0.3	0.1
Regina/MJ EM				1.2	1.4	0.4	0.9	1.2	1.6	0.3	0.8	1.3	1.1	0.5	0.9	1.1	0.3	0.0
Saskatoon EM				0.8	1.0	0.2	0.6	0.7	1.2	0.3	0.7	0.8	0.8	0.1	0.5	0.6	0.1	0.2
Yorkton				0.6	0.7	0.3	0.4	0.5	0.9	0.7	0.6	0.6	0.5	0.0	0.3	0.3	0.0	0.2
Winnipeg EM				0.9	1.1	0.2	0.8	1.0	1.3	0.4	1.0	1.2	0.8	0.0	0.6	0.7	0.1	0.0
Brandon				0.0	0.0	0.0	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 DM				1.1	1.2	0.9	1.0	1.1	1.6	1.1	1.1	1.4	0.8	0.7	0.8	0.8	0.9	0.7
Ottawa Eng EM				1.0	1.2	0.4	0.7	1.0	1.8	0.7	1.1	1.6	0.5	0.2	0.4	0.4	0.3	0.1



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Kitchener EM				0.9	1.1	0.5	0.6	0.8	1.6	0.9	1.0	1.3	0.5	0.1	0.3	0.3	0.5	0.3
London EM				1.0	1.2	0.7	1.1	1.2	1.7	1.2	1.6	1.8	0.6	0.2	0.5	0.7	0.8	0.1
Kitchener-London EM				1.0	1.1	0.6	0.8	1.0	1.7	1.0	1.3	1.5	0.6	0.2	0.4	0.5	0.6	0.2
Barrie EM				0.8	1.0	0.2	0.4	0.5	1.2	0.2	0.4	0.6	0.7	0.3	0.2	0.4	0.2	0.1
Kingston EM				1.2	1.4	0.9	1.2	1.5	2.0	1.3	1.6	1.9	0.9	0.4	1.0	1.2	0.2	0.2
Peterborough EM				1.1	1.2	0.5	0.7	1.0	1.8	0.7	1.2	1.6	0.6	0.3	0.3	0.4	1.0	0.7
Sud/Tim/NB/SSM				1.2	1.4	0.9	1.2	1.3	1.8	0.6	1.1	1.4	1.0	1.2	1.3	1.2	0.3	0.3
Windsor EM				0.7	0.8	0.1	0.5	0.6	1.2	0.1	0.7	0.9	0.5	0.1	0.3	0.2	0.0	0.1
Thunder Bay 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
Montreal Eng. EM				0.8	1.0	0.4	0.8	0.9	1.4	0.4	1.1	1.2	0.6	0.4	0.4	0.6	0.4	0.1
Halifax EM				1.0	1.1	0.6	0.9	1.1	1.6	1.0	1.4	1.7	0.6	0.2	0.5	0.6	0.4	0.1
Saint John/Moncton EM				1.3	1.5	1.0	1.2	1.4	2.2	1.4	2.0	2.3	0.7	0.6	0.5	0.4	0.4	0.1
Sydney/GB EM				1.0	1.2	0.2	0.8	0.8	1.5	0.3	0.8	0.9	0.8	0.2	0.7	0.7	0.3	0.2
Charlottetown EM				1.1	1.3	0.4	1.0	1.7	1.5	0.5	1.3	1.9	1.2	0.3	0.8	1.4	0.3	0.2
St. Johns/CB EM				2.0	2.3	1.1	1.5	2.1	2.8	1.7	2.1	2.5	1.8	0.6	1.0	1.6	0.3	0.4
TC/Full Coverage				383.8	342.7	59.1	128.5	141.2	220.3	33.5	75.9	91.3	122.4	25.6	52.6	49.9	15.1	26.1
Pembroke EM				0.8	1.0	0.7	0.4	0.6	1.2	0.6	0.4	1.0	0.7	0.7	0.4	0.2	0.2	0.0
Swift Current EM				0.8	0.8	1.0	0.6	0.5	1.0	2.3	1.3	1.3	0.6	0.0	0.0	0.0	1.0	0.9
Terrace-Kitmat EM				1.4	1.7	0.4	0.9	1.3	2.1	0.8	1.2	1.7	1.2	0.0	0.7	1.0	0.3	0.7
Prince George-Kamloops EM				2.4	2.9	1.6	2.1	2.6	4.1	2.5	3.4	3.9	1.8	0.7	0.8	1.3	0.6	0.0
Kelowna EM				2.3	2.6	0.2	1.1	1.7	3.4	0.3	1.5	2.1	1.8	0.2	0.8	1.4	0.5	0.4
<b>NCIS - GLOBAL (9/12/2011-1/1/2012)</b>	<b>M.....</b>	<b>07:58 PM</b>	<b>09:00 PM</b>	<b>FL10/SP11 Avg Adj</b>														
Vancouver DM				2.8	3.1	1.7	2.4	2.7	3.1	1.4	2.1	2.2	3.2	2.0	2.7	3.2	1.0	2.0
Pr George./Terrace				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dawson Creek				1.8	2.2	1.1	1.9	2.6	2.9	1.9	2.7	3.3	1.7	0.8	1.2	2.1	0.6	0.4
Okanagan/Kamloops 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
Prince Albert				2.5	3.0	3.0	2.4	1.8	3.7	4.4	3.7	2.3	2.0	1.6	1.2	1.3	1.4	0.7
Calgary DM				3.6	3.8	2.5	2.9	3.6	4.0	2.6	2.9	4.0	3.7	2.5	2.9	3.4	2.3	2.9
Edmonton EM				2.1	2.5	1.8	2.0	2.4	2.8	1.4	2.2	2.8	2.4	2.3	2.1	2.3	0.8	0.2
Red Deer 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
Medicine Hat				1.7	2.0	1.3	1.3	1.7	2.8	1.6	1.8	2.4	1.2	1.1	0.7	1.0	0.7	1.0
Lloydminster				2.2	2.7	1.4	2.4	2.9	3.4	2.4	3.2	3.5	1.9	0.6	1.6	2.4	1.7	0.7



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Regina/MJ EM				3.1	3.6	0.0	1.5	2.0	4.1	0.0	1.7	2.0	3.1	0.0	1.5	2.0	2.9	0.5
Saskatoon EM				3.1	3.8	0.7	2.2	2.9	4.5	0.4	2.5	3.6	3.1	1.1	1.9	2.4	0.5	0.0
Yorkton				4.0	4.5	3.9	4.5	5.4	5.0	2.3	4.2	5.2	4.1	5.3	4.9	5.7	0.8	1.7
Winnipeg EM				1.8	2.2	0.9	2.2	2.5	2.2	0.5	1.8	2.0	2.1	1.2	2.6	2.9	0.0	0.1
Brandon				0.0	0.0	0.0	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 DM				3.9	4.1	2.6	3.1	3.4	4.3	2.2	3.1	3.6	4.1	3.1	3.2	3.4	3.2	3.4
Ottawa Eng EM				2.9	3.5	2.7	2.8	3.1	4.1	3.1	3.6	3.9	2.9	2.2	2.0	2.2	1.3	0.3
Kitchener EM				2.8	3.2	0.6	1.7	2.4	3.8	0.4	2.0	2.8	2.8	0.6	1.4	2.0	2.4	0.0
London EM				2.9	3.2	0.3	1.8	2.7	3.9	0.6	2.2	3.6	2.5	0.0	1.3	1.8	1.8	2.2
Kitchener-London EM				2.9	3.2	0.6	1.8	2.7	3.8	0.8	2.1	3.4	2.7	0.3	1.5	2.0	2.0	1.4
Barrie EM				2.9	3.6	2.0	2.5	3.2	3.8	2.7	2.9	3.1	3.6	1.3	2.2	3.4	0.0	0.0
Kingston EM				2.8	3.2	1.0	2.1	2.5	3.8	2.1	2.9	3.1	2.8	0.0	1.3	2.0	0.0	1.0
Peterborough EM				3.1	3.5	1.3	1.8	2.7	4.5	1.1	2.5	3.6	2.4	1.5	1.3	1.7	1.4	1.0
Sud/Tim/NB/SSM				2.5	3.1	1.7	2.1	2.5	3.2	1.3	2.2	2.9	2.7	2.1	2.0	2.2	0.0	0.0
Windsor EM				1.3	1.7	1.3	0.8	1.4	2.0	1.0	1.0	1.7	1.3	1.5	0.7	1.1	0.1	0.0
Montreal Eng. EM				2.4	2.9	1.2	1.4	1.8	3.3	1.0	1.5	2.1	2.4	1.4	1.4	1.6	0.9	0.0
Halifax EM				2.2	2.6	1.4	2.0	2.0	2.7	1.2	2.0	2.2	2.4	1.7	1.9	1.9	2.0	0.2
Saint John/Moncton EM				2.0	2.4	2.2	1.7	2.2	2.4	1.0	1.4	1.9	2.4	3.4	2.2	2.4	0.2	0.0
Sydney/GB EM				3.1	3.6	2.2	2.9	3.4	4.3	2.9	3.2	3.9	2.7	2.2	2.4	2.6	0.0	0.7
Charlottetown EM				1.9	2.0	3.2	2.4	2.9	2.6	3.1	3.1	3.6	1.4	3.6	1.5	2.2	1.9	0.5
St. Johns/CB EM				2.4	2.9	1.9	2.2	2.9	3.7	3.4	3.6	3.7	1.7	0.3	0.9	2.0	1.2	0.0
TC/Full Coverage				1,105.8	1,001.6	177.9	427.1	462.9	538.5	85.5	222.5	245.0	462.9	92.4	204.6	218.0	44.9	59.6
Pembroke EM				3.1	3.8	1.7	2.2	3.1	4.2	1.3	2.2	3.1	3.4	2.1	2.2	2.9	0.0	0.0
Swift Current EM				5.3	6.6	11.8	7.2	7.9	5.1	16.1	5.7	6.4	8.0	2.0	8.3	9.1	0.0	0.0
Terrace-Kitmat EM				1.8	2.2	0.2	1.3	1.6	2.4	0.2	1.0	1.5	1.9	0.2	1.5	1.7	0.6	0.1
Prince George-Kamloops EM				2.6	3.1	1.0	2.1	3.0	3.9	2.1	3.0	4.1	2.2	0.1	1.2	2.1	0.8	0.1
Kelowna EM				2.0	2.4	0.8	1.6	2.2	2.7	1.5	1.7	2.5	2.2	0.9	1.7	2.1	0.4	0.5
<b>House</b> <b>(9/12/2011-1/1/2012)</b>	<b>M.....</b>	<b>08:58 PM</b>	<b>10:00 PM</b>	<b>FL10/SP11 Avg</b>														
Vancouver DM				8.4	8.8	8.0	8.0	8.5	9.9	8.0	8.7	9.3	7.8	8.0	7.4	7.7	6.6	5.6
Pr George./Terrace				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dawson Creek				2.8	3.3	2.7	2.5	3.1	4.0	3.5	2.8	3.6	2.7	2.8	2.4	2.6	2.5	1.6
Okanagan/Kamloops 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



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Prince Albert				3.3	4.0	2.3	4.1	5.2	5.0	3.2	4.8	5.9	3.0	1.3	3.5	4.4	1.3	0.8
Calgary DM				9.9	10.7	10.9	10.3	10.6	11.9	11.8	11.8	12.1	9.6	10.2	9.0	9.2	5.6	6.9
Edmonton EM				6.5	7.6	6.3	7.0	8.3	8.5	7.0	8.2	9.3	6.7	5.7	6.1	7.4	4.0	0.8
Red Deer 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
Medicine Hat				2.8	3.3	1.9	2.1	3.3	4.2	2.2	2.9	3.8	2.4	1.6	1.6	2.8	2.0	1.6
Lloydminster				5.2	6.4	5.1	6.6	7.5	7.4	7.0	7.8	7.7	5.6	3.6	5.4	7.3	2.6	0.4
Regina/MJ EM				4.6	5.5	2.5	4.1	5.8	5.6	1.7	3.7	5.9	5.3	3.4	4.4	5.7	3.5	0.1
Saskatoon EM				5.2	6.0	5.9	6.8	6.0	7.6	6.6	8.4	7.7	4.2	5.4	5.0	4.2	1.6	2.5
Yorkton				2.8	3.3	0.9	3.4	3.9	3.1	0.0	2.0	3.3	3.5	2.3	4.8	4.5	3.6	0.0
Winnipeg EM				4.3	5.0	1.3	4.2	5.4	5.8	1.4	4.8	7.0	4.2	1.1	3.5	4.0	2.3	0.8
Brandon				0.0	0.0	0.0	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 DM				8.6	9.6	9.3	9.1	9.3	10.4	9.6	9.7	10.1	8.5	9.1	8.6	8.7	4.5	4.9
Ottawa Eng EM				5.2	6.1	4.6	5.1	6.3	7.1	4.6	6.1	7.1	5.2	4.5	4.2	5.4	1.3	1.1
Kitchener EM				6.5	7.3	4.1	6.0	6.9	8.5	4.9	7.0	8.1	6.0	3.4	5.0	5.7	5.9	1.3
London EM				7.7	8.6	7.9	9.2	10.3	8.8	8.3	9.5	10.9	8.2	7.6	9.0	9.7	5.9	3.0
Kitchener-London EM				6.9	7.7	5.7	7.2	8.0	8.5	6.3	7.8	9.0	6.8	5.2	6.5	7.1	5.5	2.0
Barrie EM				6.4	7.3	6.1	6.5	9.5	7.7	5.6	5.7	9.5	6.9	6.6	7.2	9.6	3.4	1.4
Kingston EM				5.7	6.5	3.3	6.3	7.7	7.5	4.6	7.1	8.9	5.5	2.1	5.4	6.6	2.6	0.7
Peterborough EM				6.6	7.2	3.3	6.8	8.3	8.8	6.2	9.6	10.6	5.6	0.7	4.2	5.9	6.1	1.6
Sud/Tim/NB/SSM				5.2	6.0	2.3	4.3	5.7	6.6	0.4	4.0	6.3	5.3	4.4	4.7	5.2	0.6	1.5
Windsor EM				4.5	5.0	2.5	4.0	4.8	5.7	2.0	4.0	5.7	4.3	3.0	3.9	3.9	3.3	1.8
Thunder Bay 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
Montreal Eng. EM				6.0	6.9	4.5	6.0	6.8	8.0	5.4	6.6	7.5	5.8	3.7	5.4	6.0	4.0	0.6
Halifax EM				6.3	7.1	5.9	6.8	8.0	7.8	7.1	7.6	8.7	6.4	4.7	6.0	7.3	3.7	1.2
Saint John/Moncton EM				5.9	6.6	6.4	6.9	7.4	7.1	7.0	7.2	7.7	6.0	5.9	6.7	7.0	2.7	2.3
Sydney/GB EM				5.9	6.7	6.5	6.8	7.7	6.9	4.1	5.9	7.3	6.5	9.3	7.9	8.2	3.6	0.5
Charlottetown EM				5.5	6.5	7.1	7.4	9.1	6.4	7.2	6.8	9.0	6.6	7.2	8.0	9.2	1.0	0.9
St. Johns/CB EM				4.8	5.6	3.4	5.8	6.7	6.6	5.0	7.4	8.2	4.5	1.8	4.0	4.9	0.1	1.2
TC/Full Coverage				2,236.0	1,974.7	537.1	1,069.5	1,112.5	1,134.8	296.0	592.4	621.2	840.0	241.1	477.2	491.3	113.3	147.9
Pembroke EM				5.7	6.2	4.4	5.1	6.6	6.9	3.7	5.3	8.0	5.4	5.0	4.9	5.2	6.9	1.2
Swift Current EM				1.1	1.3	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Terrace-Kitmat EM				3.2	3.9	2.7	2.2	2.5	4.9	2.2	2.2	3.8	2.9	3.1	2.3	1.1	1.6	0.2
Prince George-Kamloops EM				6.2	7.2	4.4	6.3	8.3	9.2	7.4	8.6	10.9	5.1	1.4	3.9	5.6	2.8	1.3

continued...



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience															
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211	
	Kelowna EM			5.9	6.4	4.0	5.6	7.5	7.2	6.2	7.5	9.3	5.6	1.6	3.8	5.6	5.3	2.0	
<b>Hawaii Five-O</b> <b>(9/12/2011-5/27/2012)</b>	<b>M.....</b>	<b>09:58 PM</b>	<b>11:00 PM</b>	FL10 Actuals Adj															
	Vancouver DM			8.7	9.3	4.6	7.2	7.6	9.8	3.9	6.6	7.7	8.8	5.3	7.7	7.4	6.6	4.6	
	Dawson Creek			3.3	4.2	2.7	3.2	3.5	4.6	3.5	3.5	3.7	3.8	2.1	3.0	3.4	1.4	0.9	
	Prince Albert			4.0	4.6	2.6	4.1	5.8	5.1	5.2	4.9	7.1	4.1	0.0	3.3	4.6	1.7	2.5	
	Calgary DM			8.1	9.3	7.6	8.2	8.7	9.7	8.6	8.5	9.3	9.0	6.7	8.0	8.2	3.3	2.7	
	Edmonton EM			5.8	6.7	3.4	5.2	6.1	7.0	3.2	5.3	6.0	6.4	3.6	5.1	6.2	3.6	1.0	
	Red Deer 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	
	Medicine Hat			4.8	5.7	2.1	3.3	4.9	6.6	2.3	3.8	5.6	4.8	1.9	2.9	4.4	1.5	0.8	
	Lloydminster			5.9	7.3	4.2	6.7	7.9	8.3	6.6	8.1	8.8	6.4	2.1	5.3	6.8	4.7	0.0	
	Regina/MJ EM			5.0	5.6	2.1	4.9	5.6	6.2	2.1	5.3	6.0	5.0	2.0	4.5	5.2	2.8	1.6	
	Saskatoon EM			4.3	5.1	2.3	3.0	3.7	5.9	2.7	3.7	4.5	4.3	1.9	2.3	2.9	1.9	0.1	
	Yorkton			3.0	3.5	1.5	2.2	3.6	4.1	0.9	2.7	4.0	2.9	2.2	1.8	3.2	1.7	0.3	
	Winnipeg EM			5.4	6.5	2.8	4.7	5.5	7.5	4.2	6.2	6.4	5.5	1.6	3.2	4.7	1.7	0.2	
	Brandon			0.0	0.0	0.0	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 DM			6.0	6.9	5.5	6.0	7.0	7.1	4.8	5.9	7.1	6.6	6.2	6.1	6.9	2.5	2.0	
	Ottawa Eng EM			4.6	5.5	3.9	4.4	5.0	6.5	2.8	4.8	5.7	4.5	5.1	4.1	4.3	0.6	0.1	
	Kitchener EM			5.2	6.4	2.4	4.6	5.9	7.5	3.6	5.3	6.5	5.4	1.1	3.8	5.3	1.1	0.0	
	London EM			5.6	6.5	4.4	5.6	7.0	6.8	5.1	6.2	7.8	6.1	3.8	5.0	6.2	2.0	2.0	
	Kitchener-London EM			5.3	6.3	3.1	4.9	6.2	6.9	4.0	5.4	6.7	5.7	2.2	4.3	5.6	1.5	0.9	
	Barrie EM			3.8	4.7	2.0	3.3	4.3	5.8	2.4	3.0	4.8	3.5	1.7	3.5	3.7	0.0	0.0	
	Kingston EM			3.2	3.6	0.8	1.9	2.8	3.9	0.1	1.4	2.5	3.2	1.5	2.4	3.1	3.3	0.5	
	Peterborough EM			4.0	4.7	1.4	3.5	4.9	5.5	2.8	4.1	5.9	3.9	0.1	3.0	4.0	0.4	0.5	
	Sud/Tim/NB/SSM			4.8	5.8	0.9	4.0	6.2	6.0	2.1	3.1	6.0	5.5	0.0	4.9	6.5	0.0	0.4	
	Windsor EM			3.4	3.9	0.3	2.8	3.9	4.1	0.5	3.3	3.8	3.6	0.2	2.2	4.0	2.9	0.2	
	Montreal Eng. EM			5.4	6.4	4.7	5.2	6.3	6.7	4.1	5.3	6.7	6.1	5.4	5.2	5.9	1.5	0.0	
	Halifax EM			4.7	5.3	1.8	3.9	5.4	5.6	1.8	4.3	5.5	4.9	1.8	3.4	5.3	3.7	0.9	
	Saint John/Moncton EM			4.2	5.0	3.9	4.4	5.3	5.2	3.2	4.5	5.9	4.8	4.5	4.3	4.8	0.3	0.7	
	Sydney/GB EM			5.2	6.1	4.1	5.5	6.3	6.7	4.7	6.0	6.5	5.5	3.6	4.9	6.1	1.1	0.2	
	Charlottetown EM			4.3	5.0	2.3	5.0	6.3	4.9	3.2	5.2	6.3	5.1	1.6	4.7	6.3	2.9	0.1	
	St. Johns/CB EM			4.2	4.9	2.5	3.2	4.4	5.3	3.1	3.8	4.6	4.5	1.9	2.7	4.1	0.0	1.4	
	TC/Full Coverage			1,942.4	1,764.2	339.6	841.4	933.5	952.1	169.0	435.8	499.6	812.1	170.6	405.6	434.0	69.7	108.6	

continued...



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Pembroke EM				3.7	4.5	2.7	3.1	3.2	6.1	5.6	4.6	3.6	2.9	0.1	1.6	2.8	0.0	0.0
Swift Current EM				3.0	3.9	0.5	1.5	3.1	4.4	0.4	1.9	3.9	3.3	0.6	1.4	2.4	0.0	0.0
Terrace-Kitmat EM				3.1	3.8	0.7	1.7	2.5	4.0	0.5	1.6	2.9	3.6	0.8	1.9	2.1	0.7	0.8
Prince George-Kamloops EM				4.9	5.9	1.4	4.1	5.2	7.0	1.9	5.7	7.0	4.8	0.9	2.4	3.3	1.2	0.0
Kelowna EM				4.9	5.7	1.3	3.6	4.9	6.3	1.5	4.1	5.9	5.1	1.0	3.2	4.0	1.6	0.1
<b>Glee</b> <b>(9/12/2011-1/1/2012)</b>	<b>.T.....</b>	<b>07:58 PM</b>	<b>09:00 PM</b>	FL10/SP11 Average														
Vancouver DM				8.9	9.0	9.6	9.6	9.4	10.6	11.0	10.9	10.1	7.4	8.4	8.3	8.7	12.4	5.6
Pr George./Terrace				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dawson Creek				2.4	2.5	2.7	2.6	2.4	4.2	4.8	4.4	3.7	1.8	1.9	1.8	2.0	3.3	1.4
Okanagan/Kamloops 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
Prince Albert				2.3	2.6	3.9	3.7	3.2	3.5	6.4	5.1	3.8	1.6	1.2	2.2	2.6	1.1	1.3
Calgary DM				7.2	7.3	10.4	8.4	8.8	8.1	11.1	9.6	10.2	6.5	9.7	7.3	7.5	3.9	8.6
Edmonton EM				5.6	7.0	7.2	6.3	6.3	8.4	8.5	7.7	6.6	5.7	6.1	5.1	6.0	0.2	0.2
Red Deer 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
Medicine Hat				2.6	2.6	2.7	2.7	3.4	3.7	4.5	4.1	5.0	1.6	1.8	1.8	1.9	4.9	2.2
Lloydminster				2.8	3.6	0.0	1.5	2.2	3.8	0.1	3.1	4.1	3.4	0.0	0.0	0.1	0.2	0.1
Regina/MJ EM				5.3	6.2	7.1	6.3	4.7	9.7	14.5	11.5	6.7	2.6	0.1	1.3	2.9	3.7	0.8
Saskatoon EM				3.3	3.5	3.2	4.8	5.0	4.8	4.8	6.6	7.4	2.3	1.8	3.0	2.7	3.3	2.3
Yorkton				2.6	3.2	6.9	5.0	3.9	3.4	8.3	5.6	5.2	2.9	5.5	4.3	2.4	0.0	0.1
Winnipeg EM				3.9	4.3	4.5	4.7	5.5	5.0	6.1	5.8	6.7	3.5	3.4	3.7	4.3	4.0	1.1
Brandon				0.0	0.0	0.0	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 DM				8.9	9.0	10.6	10.4	10.2	10.7	13.7	12.5	11.9	7.1	7.4	8.1	8.4	12.3	6.3
Ottawa Eng EM				4.5	4.7	6.6	5.7	4.8	6.7	12.0	8.6	6.8	3.0	7.5	4.3	2.8	7.0	1.9
Kitchener EM				5.8	5.8	7.9	6.9	7.4	8.3	11.3	9.8	10.3	3.4	4.3	4.1	4.6	11.0	3.4
London EM				6.7	7.4	6.6	7.1	8.9	9.6	9.7	10.5	12.6	4.8	3.6	4.5	5.1	8.3	2.3
Kitchener-London EM				6.1	6.2	6.7	6.9	7.7	8.6	9.8	9.9	10.7	3.8	3.6	4.1	4.6	9.4	2.7
Barrie EM				4.8	4.9	6.9	5.9	6.6	6.6	11.0	8.3	8.5	3.3	3.5	3.7	5.4	10.9	1.7
Kingston EM				4.7	4.7	7.7	6.4	6.5	6.1	10.3	9.3	9.5	3.4	5.4	3.6	4.5	8.8	2.4
Peterborough EM				4.2	4.8	9.3	6.6	6.0	6.5	12.4	8.8	7.3	3.5	8.4	5.8	4.6	1.3	1.6
Sud/Tim/NB/SSM				2.7	3.0	2.3	3.0	2.5	4.4	3.4	4.6	3.8	1.6	1.2	1.3	1.2	3.8	0.0
Windsor EM				4.4	5.5	6.3	5.5	6.1	6.4	8.0	6.9	6.3	4.4	4.6	4.0	6.0	2.2	0.4
Thunder Bay 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

continued...



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
	Montreal Eng. EM			6.9	6.8	6.8	7.3	6.4	7.8	7.7	8.2	7.2	5.7	6.5	6.3	5.6	15.5	2.2
	Halifax EM			4.3	4.6	7.5	6.3	5.9	5.6	10.5	8.0	7.1	3.5	4.7	4.5	4.6	7.5	0.0
	Saint John/Moncton EM			3.4	3.1	4.8	4.0	3.3	4.2	7.0	5.5	4.9	2.1	2.9	2.5	2.1	11.7	0.7
	Sydney/GB EM			4.6	4.3	8.8	6.4	3.5	4.5	6.7	6.1	4.7	4.1	11.1	6.8	2.0	13.2	1.8
	Charlottetown EM			4.6	4.4	9.3	7.1	7.2	5.8	14.0	9.2	9.4	2.8	4.6	4.8	4.8	3.8	7.3
	St. Johns/CB EM			3.8	3.9	4.4	5.0	5.1	4.8	5.1	6.7	6.3	2.9	3.7	3.2	3.8	6.2	1.6
	TC/Full Coverage			2,152.4	1,774.9	651.5	1,209.0	1,153.3	1,064.7	400.3	713.6	667.2	710.2	251.2	495.5	486.1	205.4	172.2
	Pembroke EM			3.4	3.5	1.7	3.2	3.6	4.7	3.4	4.6	5.7	2.3	0.1	1.7	1.7	3.2	2.4
	Swift Current EM			3.0	3.9	1.0	4.6	4.5	3.7	0.8	4.2	3.9	4.0	1.3	4.9	5.2	0.0	0.0
	Terrace-Kitmat EM			1.6	1.6	0.0	1.1	1.6	2.2	0.1	1.2	1.8	1.1	0.0	0.9	1.3	2.3	1.1
	Prince George-Kamloops EM			4.9	5.6	4.7	5.3	6.7	7.5	8.7	8.9	9.4	3.8	1.1	1.9	3.8	4.3	0.7
	Kelowna EM			6.4	7.1	11.2	10.3	11.9	9.0	13.3	13.5	15.2	5.1	9.2	7.1	8.6	3.0	2.9
<b>NCIS: L.A. (9/12/2011-1/1/2012)</b>	<b>.T.....</b>	<b>08:58 PM</b>	<b>10:00 PM</b>	FL10/SP11 Average														
	Vancouver DM			7.7	8.5	4.8	5.7	6.4	9.0	5.0	5.9	6.3	8.0	4.6	5.5	6.4	3.9	3.3
	Pr George./Terrace			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Dawson Creek			2.1	2.5	1.4	2.0	2.3	2.6	1.4	2.0	2.0	2.4	1.3	2.1	2.5	0.9	1.0
	Okanagan/Kamloops 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
	Prince Albert			2.7	3.2	1.0	1.8	2.6	3.2	0.6	1.8	2.3	3.3	1.5	1.7	2.8	1.4	0.7
	Calgary DM			6.9	7.7	4.4	5.7	6.7	8.4	4.8	6.1	7.5	7.1	3.9	5.4	6.1	2.9	3.9
	Edmonton EM			5.6	6.5	3.7	4.7	5.9	7.1	2.8	4.9	6.5	5.9	4.5	4.5	5.4	3.9	0.5
	Red Deer 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
	Medicine Hat			1.9	2.4	1.0	1.2	1.9	2.9	1.6	1.5	2.5	1.9	0.8	1.2	1.4	0.8	0.9
	Lloydminster			4.4	5.3	3.8	5.1	6.2	6.1	4.7	5.9	6.2	4.6	2.9	4.4	6.2	3.2	1.0
	Regina/MJ EM			2.8	3.4	0.4	1.6	2.5	4.0	0.7	2.1	3.5	2.7	0.1	1.2	1.5	0.9	0.2
	Saskatoon EM			3.2	3.6	1.4	2.6	3.0	4.3	1.8	3.5	3.9	3.0	1.1	1.8	2.0	2.3	0.4
	Yorkton			2.2	2.7	1.0	2.1	2.7	2.4	1.1	2.0	2.4	3.0	1.0	2.2	3.0	0.0	0.2
	Winnipeg EM			4.7	5.8	2.0	3.7	4.9	6.4	1.8	3.8	5.0	5.2	2.2	3.7	4.7	0.6	0.0
	Brandon			0.0	0.0	0.0	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 DM			6.7	7.6	4.2	5.0	5.6	8.1	4.6	5.0	6.1	7.1	4.0	4.9	5.2	2.3	3.5
	Ottawa Eng EM			3.7	4.3	2.1	3.6	3.8	5.2	2.7	4.4	4.8	3.3	1.6	2.8	2.9	1.6	0.2
	Kitchener EM			5.0	5.9	1.6	3.0	4.3	7.0	2.4	3.9	5.3	4.8	1.0	2.2	3.4	2.4	0.2
	London EM			5.6	6.6	3.3	4.5	6.2	7.3	3.1	4.9	7.1	5.7	3.6	4.2	5.4	1.1	1.5



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Kitchener-London EM				5.3	6.2	2.5	3.8	5.2	7.2	2.8	4.5	6.1	5.2	2.3	3.2	4.4	1.9	0.7
Barrie EM				6.6	8.0	3.8	5.9	8.0	8.7	5.3	6.1	8.3	7.3	2.4	5.9	7.5	1.1	0.0
Kingston EM				4.7	5.5	2.4	3.8	5.9	6.4	2.7	4.1	5.8	4.6	2.0	3.5	5.9	1.0	0.1
Peterborough EM				4.8	5.6	4.6	4.3	3.9	7.6	8.1	7.2	5.4	3.5	1.4	1.5	2.4	2.2	0.4
Sud/Tim/NB/SSM				5.4	6.4	4.3	5.0	5.6	7.3	3.8	5.9	6.6	5.4	5.1	4.1	4.5	1.0	0.1
Windsor EM				4.6	5.3	3.0	3.3	4.3	5.5	2.8	2.8	3.6	5.2	3.1	3.9	5.0	3.5	0.1
Montreal Eng. EM				4.0	4.6	1.4	2.7	3.1	5.8	2.5	3.1	3.6	3.4	0.4	2.3	2.7	1.6	1.1
Halifax EM				4.2	4.7	1.2	3.3	4.2	5.3	2.1	4.5	5.2	4.0	0.4	2.0	3.2	2.9	0.8
Saint John/Moncton EM				3.4	4.2	2.5	3.6	4.1	4.1	1.8	3.1	4.1	4.2	3.1	4.1	4.0	0.5	0.0
Sydney/GB EM				4.1	4.8	4.3	4.7	5.3	5.0	3.1	4.5	5.8	4.6	5.7	4.9	4.7	0.2	0.1
Charlottetown EM				2.6	3.0	2.5	3.2	3.9	3.3	3.3	3.9	4.5	2.8	1.5	2.5	3.3	1.8	0.9
St. Johns/CB EM				3.2	3.8	2.8	3.4	4.4	4.7	3.7	4.3	4.8	2.9	1.8	2.5	3.8	0.6	0.0
TC/Full Coverage				1,934.5	1,761.0	268.1	683.8	775.3	963.8	144.4	377.1	425.5	797.4	123.8	306.8	349.8	74.2	99.3
Pembroke EM				2.9	3.4	3.4	2.6	2.0	4.0	5.0	3.1	2.6	2.8	2.1	2.3	1.6	0.2	1.2
Swift Current EM				3.6	4.2	0.4	3.9	6.2	5.2	0.3	6.0	8.2	3.0	0.6	1.6	4.3	4.0	0.0
Terrace-Kitmat EM				1.8	2.3	0.4	0.6	0.7	2.6	0.5	0.3	1.1	2.1	0.3	0.8	0.4	0.0	0.1
Prince George-Kamloops EM				4.3	5.2	1.5	3.2	4.6	6.6	1.8	4.5	6.2	3.7	1.3	1.9	2.8	1.5	0.1
Kelowna EM				5.9	6.9	2.3	3.3	5.7	7.7	4.4	4.8	7.2	6.1	0.0	1.8	4.3	1.1	0.0
<b>SP: Victoria's Secret Fashion Show (9/12/2011-12/2/2012)</b>	<b>.T.....</b>	<b>09:58 PM</b>	<b>11:00 PM</b>	<b>FL10 Actuals Adj</b>														
Vancouver DM				5.8	6.3	6.6	5.2	5.6	7.2	7.2	5.7	6.3	5.3	6.0	4.6	4.9	3.1	3.7
Pr George./Terrace				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dawson Creek				1.6	1.7	2.4	1.5	2.4	2.4	4.8	2.4	4.8	1.5	1.7	1.3	1.3	1.2	1.1
Okanagan/Kamloops 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
Prince Albert				3.6	3.6	4.8	4.8	4.8	4.8	9.6	6.0	6.0	2.4	2.4	3.6	4.8	0.0	3.6
Calgary DM				4.5	4.9	5.2	4.7	4.5	5.4	7.5	5.6	5.2	4.5	3.2	4.0	3.9	2.5	3.1
Edmonton EM				2.4	2.4	2.4	2.4	2.4	3.6	3.6	3.6	3.6	4.8	2.4	2.4	2.4	1.2	1.2
Red Deer 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
Medicine Hat				2.4	2.4	4.8	2.4	2.4	2.4	4.8	2.4	4.8	2.4	3.6	2.4	1.2	0.8	0.7
Lloydminster				2.4	2.4	1.2	2.4	3.6	3.6	1.2	3.6	4.8	2.4	0.0	1.2	2.4	4.8	2.4
Regina/MJ EM				4.8	4.8	6.0	4.8	4.8	4.8	6.0	4.8	6.0	4.8	6.0	4.8	4.8	3.6	0.0
Saskatoon EM				6.0	8.4	13.2	9.6	9.6	10.8	18.4	12.4	13.2	4.8	6.0	4.8	7.2	4.8	1.2
Yorkton				1.2	1.2	1.2	1.2	1.2	2.4	2.4	2.4	2.4	1.2	0.0	1.2	1.2	2.4	1.2

continued...



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Winnipeg EM				3.6	3.6	3.6	3.6	4.8	3.6	3.6	4.8	6.0	2.4	3.6	3.6	3.6	3.6	2.4
Brandon				0.0	0.0	0.0	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 DM				4.8	5.3	5.8	5.3	6.2	5.4	5.6	5.1	6.2	5.1	6.0	5.5	6.2	3.5	2.4
Ottawa Eng EM				3.6	4.8	3.6	4.8	6.0	4.8	3.6	4.8	6.0	4.8	2.4	4.8	4.8	3.6	0.5
Kitchener EM				3.6	3.6	3.6	3.6	4.8	4.8	4.8	4.8	4.8	3.6	3.6	3.6	3.6	4.8	1.2
London EM				3.6	4.8	4.8	4.8	4.8	4.8	6.0	6.0	6.0	3.6	4.8	3.6	4.8	4.8	1.2
Kitchener-London EM				3.6	3.6	3.6	4.8	4.8	4.8	4.8	4.8	4.8	3.6	3.6	3.6	3.6	4.8	1.2
Barrie EM				3.6	4.8	4.8	4.8	4.8	4.8	4.8	4.8	6.0	4.8	3.6	3.6	4.8	2.4	1.2
Kingston EM				2.4	3.6	3.6	3.6	3.6	4.8	3.6	4.8	4.8	2.4	2.4	2.4	2.4	1.2	0.5
Peterborough EM				2.4	3.6	3.6	3.6	3.6	3.6	4.8	3.6	4.8	2.4	2.4	2.4	3.6	4.8	1.2
Sud/Tim/NB/SSM				3.6	3.6	3.6	4.8	4.8	4.8	4.8	4.8	6.0	2.4	2.4	3.6	3.6	4.8	1.2
Windsor EM				4.8	4.8	6.0	4.8	4.8	6.0	8.4	6.0	6.0	3.6	4.8	4.8	4.8	2.4	0.5
Montreal Eng. EM				4.8	4.8	3.6	4.8	6.0	4.8	3.6	4.8	4.8	4.8	3.6	6.0	6.0	3.6	2.4
Halifax EM				3.6	4.8	7.2	4.8	4.8	6.0	8.4	6.0	4.8	3.6	7.2	4.8	3.6	0.6	0.0
Saint John/Moncton EM				3.6	3.6	3.6	3.6	3.6	4.8	4.8	4.8	4.8	2.4	2.4	2.4	2.4	1.2	0.0
Sydney/GB EM				3.6	3.6	2.4	3.6	3.6	4.8	2.4	4.8	4.8	2.4	3.6	2.4	2.4	2.4	0.6
Charlottetown EM				2.4	2.4	3.6	2.4	2.4	2.4	3.6	3.6	2.4	2.4	2.4	2.4	2.4	1.2	0.0
St. Johns/CB EM				3.6	4.8	3.6	4.8	4.8	4.8	3.6	4.8	4.8	4.8	3.6	4.8	4.8	3.6	0.0
TC/Full Coverage				1,279.1	1,153.9	404.8	686.7	677.1	634.7	248.1	373.5	373.2	519.2	156.6	313.2	303.9	44.8	80.4
Pembroke EM				4.8	4.8	10.8	6.0	6.0	4.8	8.4	4.8	6.0	4.8	14.4	7.2	6.0	7.2	3.6
Swift Current EM				8.4	8.4	12.0	10.8	4.8	14.4	19.8	18.0	6.0	2.4	0.0	4.8	4.8	23.6	0.0
Terrace-Kitmat EM				3.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	5.2	2.0	2.0	2.0	3.2	3.2	1.2
Prince George-Kamloops EM				3.5	4.6	4.6	4.6	4.6	4.6	4.6	4.6	5.8	2.4	2.4	2.4	3.5	3.5	1.2
Kelowna EM				4.7	4.7	4.7	4.7	6.2	6.2	6.2	6.2	6.2	3.1	3.1	3.1	3.1	3.1	1.6
<b>Parenthood (9/19/2011-1/1/2012)</b>	<b>.T.....</b>	<b>09:58 PM</b>	<b>11:00 PM</b>	<b>FL10/SP11 Good Wife Adj</b>														
Vancouver DM				5.9	6.6	2.6	3.7	4.5	8.5	2.9	4.5	5.3	4.8	2.2	2.8	3.6	2.2	1.9
Pr George./Terrace				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dawson Creek				3.8	4.6	3.8	3.9	4.2	5.8	5.3	4.4	4.6	3.5	2.6	3.5	3.9	0.8	1.4
Okanagan/Kamloops 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
Prince Albert				1.4	1.8	0.7	1.2	1.9	2.3	0.9	2.1	2.6	1.3	0.5	0.2	1.2	0.1	0.1
Calgary DM				4.4	4.9	1.7	2.6	3.4	6.0	2.1	3.3	4.2	3.8	1.4	2.1	2.6	1.7	2.8
Edmonton EM				3.5	4.1	0.8	2.3	3.0	6.0	1.5	3.6	4.5	2.4	0.3	1.2	1.5	2.0	0.5



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Red Deer 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
Medicine Hat				1.8	2.3	0.8	1.0	1.1	3.2	1.2	1.4	1.6	1.4	0.3	0.6	0.7	0.5	0.7
Lloydminster				2.5	3.1	1.3	2.0	2.4	4.6	1.7	3.0	3.6	1.6	0.9	1.2	1.2	1.8	0.3
Regina/MJ EM				2.6	3.2	0.2	0.9	1.8	4.6	0.3	1.4	2.6	1.6	0.1	0.4	1.1	0.7	0.0
Saskatoon EM				1.9	2.3	1.2	1.7	1.9	3.5	2.4	2.6	2.6	1.3	0.0	0.8	1.2	0.0	0.0
Yorkton				1.8	2.3	0.0	0.9	1.4	2.6	0.0	1.1	1.5	2.0	0.0	0.8	1.2	0.4	0.0
Winnipeg EM				4.6	5.7	2.0	3.6	4.3	7.2	2.4	5.3	6.1	4.1	1.6	2.2	2.4	0.2	0.1
Brandon				0.0	0.0	0.0	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 DM				5.4	6.2	2.5	3.6	4.4	7.9	2.7	4.0	5.5	4.4	2.4	3.1	3.4	2.6	1.6
Ottawa Eng EM				3.0	3.6	0.7	2.2	2.4	4.9	1.0	3.4	3.8	2.2	0.4	1.1	1.2	1.3	0.3
Kitchener EM				3.7	4.3	1.5	2.8	3.4	5.6	2.4	4.0	4.7	3.0	0.6	1.7	2.1	2.2	0.0
London EM				3.3	4.0	0.5	1.8	2.7	4.9	0.7	1.9	3.1	3.1	0.3	1.8	2.3	0.0	0.7
Kitchener-London EM				3.5	4.2	1.1	2.4	3.1	5.3	1.7	3.1	3.9	3.1	0.5	1.7	2.2	1.1	0.3
Barrie EM				3.9	4.7	1.1	2.0	3.1	6.3	2.0	2.9	4.3	3.0	0.2	1.1	1.9	1.0	0.3
Kingston EM				3.9	4.6	0.2	3.4	4.6	6.2	0.3	4.7	6.0	3.0	0.0	2.1	3.3	0.0	0.7
Peterborough EM				3.1	3.7	0.0	0.5	0.9	5.0	0.0	0.8	1.7	2.3	0.0	0.2	0.2	1.0	0.0
Sud/Tim/NB/SSM				4.4	5.2	2.2	3.2	3.7	6.7	2.5	3.8	4.5	3.6	2.0	2.5	2.8	0.6	0.7
Windsor EM				2.7	3.4	0.6	0.9	1.1	4.3	0.1	0.6	1.0	2.4	1.1	1.2	1.3	0.0	0.1
Montreal Eng. EM				3.5	4.2	2.0	2.3	2.8	5.1	2.5	2.5	3.1	3.3	1.4	2.1	2.5	0.4	0.4
Halifax EM				3.8	4.5	1.0	2.1	3.7	5.2	1.4	2.6	4.1	3.7	0.8	1.7	3.3	0.5	0.3
Saint John/Moncton EM				3.6	4.3	1.1	2.3	2.6	5.0	0.6	2.1	2.7	3.5	1.5	2.4	2.5	0.2	0.7
Sydney/GB EM				4.5	5.5	0.9	3.1	5.0	6.1	0.2	2.5	5.3	4.7	1.7	3.8	4.6	0.5	0.1
Charlottetown EM				2.9	3.5	1.0	2.4	3.7	4.4	1.8	3.4	5.4	2.5	0.1	1.5	1.9	0.1	0.0
St. Johns/CB EM				3.4	4.0	2.4	3.3	3.7	5.1	2.2	4.2	4.6	2.9	2.5	2.4	2.6	0.1	0.9
TC/Full Coverage				1,436.4	1,345.1	167.2	487.5	573.9	836.1	88.4	291.6	358.8	509.0	78.7	196.0	215.2	44.2	47.1
Pembroke EM				3.5	4.0	3.5	2.3	3.1	5.6	6.1	4.0	4.5	2.4	1.4	0.8	1.7	0.1	2.6
Swift Current EM				1.3	1.7	1.3	1.1	2.7	0.5	0.0	0.2	0.2	2.9	2.9	2.0	5.0	0.2	0.7
Terrace-Kitmat EM				1.5	1.9	0.3	0.8	1.3	3.1	0.4	1.5	2.1	0.8	0.1	0.0	0.6	0.3	0.0
Prince George-Kamloops EM				3.3	4.1	0.0	2.9	3.9	5.7	0.0	4.0	5.4	2.4	0.0	1.7	2.3	0.0	0.1
Kelowna EM				4.5	5.4	0.1	2.4	3.3	6.5	0.0	2.9	4.3	4.2	0.2	1.8	2.3	0.0	0.2
<b>Survivor (9/12/2011-1/1/2012)</b>	<b>..W....</b>	<b>07:58 PM</b>	<b>09:00 PM</b>	FL10/SP11 Average														
Vancouver DM				9.6	9.5	6.7	9.3	9.5	10.3	7.2	9.9	10.0	8.6	6.1	8.7	8.9	9.3	11.0



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Pr George./Terrace				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dawson Creek				4.9	5.7	4.3	5.3	5.7	7.5	5.6	6.9	6.8	4.1	3.3	4.0	4.8	2.5	2.8
Okanagan/Kamloops 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
Prince Albert				5.5	6.0	6.1	6.8	7.8	6.9	8.2	8.6	9.3	5.0	3.7	5.0	6.1	6.1	2.3
Calgary DM				10.0	9.7	9.0	9.9	11.6	10.2	7.9	9.4	11.4	9.3	9.9	10.3	11.9	10.6	11.3
Edmonton EM				9.6	10.7	8.3	9.5	11.4	13.4	10.8	11.9	14.1	8.1	6.0	7.4	8.9	7.2	4.5
Red Deer 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
Medicine Hat				5.7	6.6	5.1	6.6	7.7	7.5	5.7	7.8	9.8	5.8	4.6	5.5	5.7	3.2	3.0
Lloydminster				8.4	9.6	6.2	10.8	12.3	10.5	3.8	11.6	13.8	8.7	8.3	10.1	10.7	12.5	0.0
Regina/MJ EM				4.5	5.1	3.4	5.0	5.5	5.7	2.9	5.1	5.9	4.5	4.0	4.9	5.1	2.4	1.8
Saskatoon EM				4.5	5.2	3.7	5.5	6.8	5.9	5.2	6.8	8.0	4.3	2.2	4.3	5.5	2.7	1.5
Yorkton				4.4	4.9	6.2	5.9	5.3	6.4	11.0	8.7	7.3	3.4	1.3	3.0	3.2	4.3	1.3
Winnipeg EM				6.2	7.1	5.2	6.1	7.6	7.8	6.8	6.6	7.4	6.4	3.6	5.5	7.7	2.3	2.9
Brandon				0.0	0.0	0.0	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 DM				8.5	8.8	7.4	8.9	9.2	9.2	8.1	9.8	9.7	8.3	6.7	8.0	8.7	8.8	6.4
Ottawa Eng EM				5.0	5.0	2.5	4.7	5.6	6.6	4.1	6.4	7.1	3.4	0.9	3.0	4.1	7.2	3.1
Kitchener EM				7.9	8.6	5.7	8.6	10.3	9.8	6.6	9.8	11.6	7.3	4.9	7.5	9.2	6.7	4.5
London EM				8.6	9.4	6.8	10.1	11.0	11.6	11.0	13.3	13.8	7.2	2.8	7.0	8.2	5.1	5.2
Kitchener-London EM				8.0	8.6	6.0	9.0	10.2	10.1	7.9	10.8	12.1	7.1	4.1	7.2	8.4	5.8	4.9
Barrie EM				7.9	8.3	6.4	8.3	9.5	10.1	10.9	11.3	12.0	6.5	2.0	5.5	7.1	9.9	3.2
Kingston EM				7.6	8.3	5.0	8.9	10.8	10.0	8.1	11.5	13.6	6.4	2.1	6.4	8.0	6.3	2.7
Peterborough EM				7.5	7.8	8.3	8.9	9.5	9.0	8.7	9.8	10.1	6.6	7.8	8.1	8.9	9.6	3.0
Sud/Tim/NB/SSM				8.4	9.4	7.9	10.5	12.0	10.7	9.5	12.4	13.7	8.0	6.3	8.7	10.3	2.8	4.4
Windsor EM				4.4	5.2	4.8	4.2	5.3	5.7	4.1	4.4	5.9	4.6	5.6	4.0	4.8	0.3	2.3
Thunder Bay 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
Montreal Eng. EM				4.6	5.1	2.2	4.1	4.8	5.4	2.0	4.2	5.1	4.7	2.4	4.0	4.5	2.9	2.2
Halifax EM				8.2	9.1	6.7	9.9	11.6	10.8	9.7	12.7	14.3	7.3	3.8	7.0	8.7	8.1	0.7
Saint John/Moncton EM				8.0	8.9	7.4	9.7	10.9	8.9	6.3	9.5	10.8	8.9	8.4	9.9	11.0	7.1	1.6
Sydney/GB EM				8.6	9.5	12.6	12.7	12.1	10.9	15.8	14.8	13.2	7.9	9.2	10.2	10.9	9.6	0.7
Charlottetown EM				6.4	6.7	4.0	8.6	9.8	7.4	4.9	9.4	11.2	6.0	3.2	7.9	8.3	6.4	3.5
St. Johns/CB EM				7.4	8.0	7.4	9.3	10.3	9.8	11.8	12.1	12.4	6.0	2.8	6.3	8.0	7.2	2.5
TC/Full Coverage				2,566.2	2,130.5	525.9	1,297.2	1,339.8	1,145.4	278.1	687.2	718.4	985.2	247.7	610.0	621.4	206.4	229.3
Pembroke EM				6.0	6.5	2.9	4.9	6.8	7.4	2.8	6.1	7.4	5.7	3.0	3.9	6.3	4.2	2.6

continued...



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Swift Current EM				4.6	4.1	4.1	4.0	4.7	5.1	5.6	6.2	4.1	3.0	2.4	1.6	5.1	16.0	0.1
Terrace-Kitmat EM				4.1	4.7	2.0	3.2	4.0	5.1	1.7	3.4	4.5	4.3	2.4	3.2	3.4	1.1	3.3
Prince George-Kamloops EM				8.2	9.3	4.7	7.6	8.9	11.7	6.7	10.7	12.0	6.9	2.9	4.6	5.6	5.7	2.0
Kelowna EM				8.0	8.3	2.9	7.4	10.3	8.9	2.9	7.5	10.4	7.8	2.8	7.3	10.2	5.5	7.0
<b>Harrys Law (9/19/2011-1/1/2012)</b>	<b>..W....</b>	<b>08:58 PM</b>	<b>10:00 PM</b>	<b>FL10/SP11 Bones Adjusted</b>														
Vancouver DM				5.6	6.2	4.7	4.5	5.0	6.9	4.5	4.5	4.9	5.6	4.8	4.5	5.0	2.6	1.7
Dawson Creek				4.3	5.1	3.6	3.9	4.3	6.2	4.4	4.1	4.4	4.0	2.8	3.8	4.2	0.9	2.6
Prince Albert				2.2	2.8	2.0	2.2	2.6	3.5	1.7	2.3	3.2	2.1	2.3	2.1	2.0	0.4	0.3
Calgary DM				5.1	5.7	3.6	4.3	5.1	6.5	4.2	4.9	6.0	5.0	3.1	3.7	4.3	3.7	2.2
Edmonton EM				4.7	4.9	3.0	3.8	4.2	6.0	4.4	5.5	5.3	3.8	1.7	2.5	3.0	4.3	3.0
Medicine Hat				1.8	2.2	0.7	2.3	2.3	2.9	0.9	3.2	3.2	1.6	0.7	1.4	1.6	1.1	0.6
Lloydminster				2.4	2.9	1.2	1.4	2.3	3.7	1.8	2.3	3.4	2.2	0.6	0.6	1.2	0.2	0.6
Regina/MJ EM				2.7	3.3	2.5	2.1	2.7	3.6	0.4	1.8	2.4	3.0	4.5	2.5	3.0	0.0	0.0
Saskatoon EM				2.8	3.2	1.3	2.0	2.6	4.7	2.6	3.2	3.8	1.8	0.0	0.7	1.4	0.0	1.3
Yorkton				2.1	2.6	1.3	2.0	2.6	2.9	1.2	2.1	2.6	2.3	1.4	1.9	2.6	0.0	0.3
Winnipeg EM				4.0	5.0	1.8	3.2	3.8	6.4	2.2	4.6	5.4	3.6	1.4	1.9	2.2	0.2	0.1
Toronto/Hamilton DM				5.4	6.2	4.4	4.0	4.4	7.9	4.6	4.7	5.5	4.6	4.2	3.4	3.6	2.6	2.9
Ottawa Eng EM				3.0	3.6	0.7	2.2	2.4	4.9	1.0	3.4	3.8	2.2	0.4	1.1	1.2	1.3	0.3
Kitchener EM				3.7	4.3	1.5	2.8	3.4	5.6	2.4	4.0	4.7	3.0	0.6	1.7	2.1	2.2	0.0
London EM				3.3	4.0	0.5	1.8	2.7	4.9	0.7	1.9	3.1	3.1	0.3	1.8	2.3	0.0	0.7
Kitchener-London EM				3.5	4.2	1.1	2.4	3.1	5.3	1.7	3.1	3.9	3.1	0.5	1.7	2.2	1.1	0.3
Barrie EM				3.9	4.7	1.1	2.0	3.1	6.3	2.0	2.9	4.3	3.0	0.2	1.1	1.9	1.0	0.3
Kingston EM				3.9	4.6	0.2	3.4	4.6	6.2	0.3	4.7	6.0	3.0	0.0	2.1	3.3	0.0	0.7
Peterborough EM				3.1	3.7	0.0	0.5	0.9	5.0	0.0	0.8	1.7	2.3	0.0	0.2	0.2	1.0	0.0
Sud/Tim/NB/SSM				4.4	5.2	2.2	3.2	3.7	6.7	2.5	3.8	4.5	3.6	2.0	2.5	2.8	0.6	0.7
Windsor EM				2.7	3.4	0.6	0.9	1.1	4.3	0.1	0.6	1.0	2.4	1.1	1.2	1.3	0.0	0.1
Montreal Eng. EM				2.6	2.9	1.0	2.0	2.3	3.8	1.7	2.7	3.2	2.1	0.3	1.4	1.4	2.2	0.7
Halifax EM				4.0	4.5	4.6	4.4	5.3	4.9	4.5	4.6	5.7	4.2	4.9	4.2	4.9	2.7	0.3
Saint John/Moncton EM				2.7	3.1	2.7	2.8	3.4	3.4	1.6	2.9	3.5	2.8	3.8	2.7	3.4	0.6	1.3
Sydney/GB EM				3.5	4.1	3.6	3.9	4.0	4.8	4.4	4.5	4.8	3.4	2.7	3.2	3.1	1.2	0.0
Charlottetown EM				2.3	2.7	2.6	3.0	3.8	3.1	2.7	3.6	4.2	2.3	2.4	2.4	3.3	1.5	0.0
St. Johns/CB EM				3.4	4.0	2.9	3.8	5.0	5.7	5.3	6.2	7.3	2.1	0.5	1.4	2.4	1.1	0.3



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
TC/Full Coverage				1,638.3	1,494.8	306.4	647.4	717.1	886.4	171.8	371.0	412.3	608.4	134.7	276.3	304.8	58.0	85.6
Pembroke EM				3.5	4.0	3.5	2.3	3.1	5.6	6.1	4.0	4.5	2.4	1.4	0.8	1.7	0.1	2.6
Swift Current EM				1.7	2.2	0.8	1.4	3.1	1.1	0.4	1.8	1.6	3.3	1.5	1.0	4.4	0.0	0.1
Terrace-Kitmat EM				2.5	3.3	0.3	0.9	1.5	4.9	0.3	1.5	2.4	1.7	0.2	0.1	0.7	0.0	0.1
Prince George-Kamloops EM				4.6	5.7	0.9	3.8	4.7	8.1	1.6	5.7	6.8	3.3	0.1	1.8	2.5	0.0	0.0
Kelowna EM				6.1	7.3	0.1	2.2	3.8	8.8	0.0	2.8	5.4	5.7	0.1	1.7	2.4	0.0	0.1
<b>Kitchen Nightmares (9/12/2011-1/1/2012)</b>	<b>..W....</b>	<b>09:58 PM</b>	<b>11:00 PM</b>	SP11 Actuals Adjusted														
Vancouver DM				1.5	1.6	1.3	1.4	1.5	1.8	1.4	1.4	1.6	1.4	1.3	1.4	1.4	0.4	1.3
Pr George./Terrace				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dawson Creek				0.3	0.4	0.3	0.3	0.4	0.4	0.3	0.6	0.4	0.3	0.3	0.3	0.3	0.1	0.3
Okanagan/Kamloops 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
Prince Albert				0.4	0.4	0.3	0.6	0.8	0.1	0.0	0.2	0.2	0.8	0.6	1.0	1.8	0.9	0.0
Calgary DM				2.4	2.5	3.6	3.0	3.3	2.9	4.8	3.9	3.5	2.2	2.5	2.3	3.0	0.4	3.1
Edmonton EM				1.2	1.4	1.9	1.8	2.2	1.7	2.8	1.9	2.3	1.1	1.1	1.8	1.9	1.0	0.1
Red Deer 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
Medicine Hat				0.5	0.4	0.6	0.5	0.6	0.5	0.8	0.7	0.7	0.4	0.4	0.4	0.6	0.2	0.7
Lloydminster				1.2	1.3	1.0	2.0	1.8	1.7	2.0	3.0	1.8	0.9	0.0	1.1	1.8	1.4	0.6
Regina/MJ EM				0.5	0.5	0.4	0.7	0.7	0.7	0.9	1.1	1.1	0.2	0.0	0.3	0.4	1.1	0.5
Saskatoon EM				0.6	0.6	0.9	0.8	1.1	0.6	0.6	0.8	0.8	0.8	1.4	1.0	1.2	0.5	0.1
Yorkton				0.4	0.6	0.0	0.4	0.6	0.4	0.0	0.6	0.6	0.6	0.0	0.4	0.6	0.0	0.0
Winnipeg EM				1.0	1.1	1.6	0.9	1.0	1.7	3.2	1.7	2.0	0.5	0.0	0.0	0.0	0.0	0.0
Brandon				0.0	0.0	0.0	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 DM				1.5	1.7	1.8	1.7	1.7	1.8	2.0	1.8	1.8	1.5	1.6	1.6	1.4	0.9	0.6
Ottawa Eng EM				0.4	0.5	0.0	0.6	0.6	0.6	0.0	0.8	0.8	0.4	0.0	0.4	0.4	0.0	0.0
Kitchener EM				0.5	0.7	0.5	0.9	0.9	0.7	1.0	0.8	0.9	0.6	0.0	0.9	0.9	0.0	0.0
London EM				0.7	0.8	0.0	0.9	1.3	0.7	0.0	0.9	1.2	1.0	0.0	0.8	1.4	0.0	0.0
Kitchener-London EM				0.6	0.7	0.3	0.8	1.0	0.7	0.6	0.8	1.0	0.7	0.0	0.8	1.1	0.0	0.0
Barrie EM				1.2	1.3	0.0	1.5	1.6	1.9	0.0	2.1	2.2	0.8	0.0	1.0	1.1	2.2	0.0
Kingston EM				1.3	1.4	4.2	1.9	0.8	0.5	0.0	0.0	0.0	2.4	8.1	4.0	1.5	1.8	0.0
Peterborough EM				0.8	1.0	0.2	0.7	1.0	0.5	0.1	0.3	0.3	1.6	0.4	1.1	1.8	0.0	0.1
Sud/Tim/NB/SSM				1.3	1.4	2.4	2.4	2.8	1.9	4.8	3.6	3.5	1.0	0.0	1.3	2.0	1.9	0.0
Windsor EM				1.5	1.8	1.1	2.8	3.0	2.3	2.5	3.9	4.1	1.3	0.0	1.8	1.9	0.1	0.1



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Montreal Eng. EM				1.0	1.2	0.5	1.2	1.6	1.4	1.1	1.6	2.0	0.9	0.0	0.9	1.2	0.4	0.0
Halifax EM				0.7	0.8	0.7	1.2	1.4	0.8	1.1	1.3	1.4	1.0	0.0	1.1	1.5	0.1	0.0
Saint John/Moncton EM				0.3	0.3	0.0	0.1	0.1	0.4	0.0	0.1	0.3	0.3	0.0	0.0	0.0	0.7	0.0
Sydney/GB EM				0.2	0.3	0.1	0.0	0.0	0.2	0.1	0.1	0.0	0.3	0.1	0.0	0.0	0.0	0.0
Charlottetown EM				0.7	0.8	0.0	0.8	1.0	0.7	0.0	0.7	1.0	0.8	0.0	0.8	0.9	0.2	0.0
St. Johns/CB EM				0.9	1.0	0.0	0.8	1.4	1.0	0.0	0.8	1.1	1.1	0.0	0.7	1.8	0.0	0.0
TC/Full Coverage				565.8	495.1	179.3	316.8	315.2	267.3	94.8	168.8	171.2	227.8	84.5	148.0	143.9	18.2	52.5
Pembroke 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
Swift Current EM				0.6	0.8	0.0	1.0	1.1	0.4	0.0	0.0	0.6	1.0	0.0	1.6	1.4	0.0	0.0
Terrace-Kitmat EM				0.9	1.2	1.2	1.5	1.0	1.1	0.1	1.3	1.2	1.3	2.6	1.7	0.8	0.2	0.0
Prince George-Kamloops EM				1.2	1.5	0.3	2.0	2.6	1.7	0.6	1.9	2.8	1.3	0.0	2.2	2.3	0.1	0.0
Kelowna EM				0.8	1.0	0.8	1.0	1.1	1.2	1.6	1.6	1.7	0.8	0.1	0.4	0.6	0.0	0.0
<b>Office (9/12/2011-1/1/2012)</b>	<b>...T...</b>	<b>07:58 PM</b>	<b>08:30 PM</b>	<b>FL10 Actuals Adjusted</b>														
Vancouver DM				1.4	1.5	1.9	1.6	1.3	1.4	1.4	1.3	1.2	1.7	2.5	2.0	1.4	1.5	0.7
Pr George./Terrace				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dawson Creek				0.5	0.7	1.3	0.8	0.8	0.8	1.6	1.0	1.0	0.5	1.1	0.6	0.6	0.5	0.1
Okanagan/Kamloops 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
Prince Albert				0.5	0.6	0.6	0.9	1.0	0.6	0.8	0.8	0.9	0.7	0.4	1.0	1.1	0.1	0.3
Calgary DM				1.9	2.1	3.5	2.6	2.7	2.0	3.5	2.4	2.7	2.2	3.6	2.8	2.7	1.2	1.6
Edmonton EM				1.4	1.5	1.7	1.7	1.5	1.6	1.6	2.0	1.6	1.4	1.8	1.4	1.4	2.6	0.1
Red Deer 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
Medicine Hat				0.7	0.8	1.1	1.2	0.8	0.7	1.0	1.1	0.9	0.9	1.3	1.4	0.8	0.4	0.4
Lloydminster				1.1	1.0	0.7	1.3	1.6	1.6	1.4	2.0	2.3	0.5	0.0	0.7	0.9	3.8	0.8
Regina/MJ EM				0.4	0.5	0.3	0.3	0.6	0.5	0.0	0.3	0.5	0.5	0.6	0.3	0.8	0.0	0.0
Saskatoon EM				0.8	1.0	2.0	1.2	1.2	1.0	1.7	1.1	1.3	1.0	2.3	1.3	1.2	0.0	0.0
Yorkton				0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0
Winnipeg EM				0.6	0.7	0.8	0.8	0.9	0.6	0.5	0.7	0.6	0.8	1.1	0.9	1.2	0.4	0.1
Brandon				0.0	0.0	0.0	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 DM				1.8	1.9	3.0	2.3	2.1	1.8	2.7	2.1	2.3	2.0	3.3	2.5	2.0	1.9	1.4
Ottawa Eng EM				2.0	2.3	2.9	2.5	3.3	2.1	1.6	2.2	3.2	2.6	4.3	2.9	3.5	0.7	0.1
Kitchener EM				2.2	2.4	2.9	3.1	3.0	2.4	3.2	3.3	2.7	2.3	2.7	2.9	3.3	2.5	0.8
London EM				2.4	2.8	4.9	4.1	4.1	2.5	3.9	3.7	4.1	3.0	6.1	4.5	4.2	1.6	0.0



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Kitchener-London EM				2.3	2.6	3.7	3.5	3.4	2.5	3.5	3.5	3.3	2.7	4.0	3.4	3.5	1.9	0.4
Barrie EM				0.8	0.9	0.7	1.0	1.5	0.7	0.0	0.7	1.2	1.0	1.2	1.2	1.8	1.4	0.1
Kingston EM				1.0	1.1	1.3	1.8	2.2	1.2	2.1	2.0	2.5	1.0	0.9	1.6	2.0	1.1	0.0
Peterborough EM				1.6	1.8	2.0	2.7	2.8	1.7	2.5	2.7	3.0	1.9	1.5	2.8	2.5	0.0	1.1
Sud/Tim/NB/SSM				1.4	1.7	2.2	2.3	2.3	1.9	2.3	2.7	2.6	1.5	2.2	1.9	1.9	0.6	0.0
Windsor EM				1.3	1.7	2.6	2.4	2.7	1.4	1.3	1.7	2.0	1.9	3.7	2.9	3.2	0.3	0.0
Thunder Bay 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
Montreal Eng. EM				0.8	0.9	0.9	1.1	1.2	0.9	0.7	1.1	1.2	1.0	1.2	1.1	1.1	0.7	0.0
Halifax EM				0.6	0.7	1.2	1.1	0.8	0.8	1.3	1.2	0.9	0.7	1.1	1.0	0.7	0.0	0.1
Saint John/Moncton EM				0.8	0.9	1.4	1.3	1.3	0.7	1.2	1.0	1.1	1.2	1.5	1.7	1.6	1.0	0.0
Sydney/GB EM				0.9	1.0	0.6	1.4	1.3	1.0	0.1	1.1	1.2	1.0	1.0	1.8	1.4	0.0	0.5
Charlottetown EM				0.7	0.7	0.5	0.7	0.9	0.7	0.8	0.6	0.7	0.8	0.2	0.8	1.2	0.9	0.5
St. Johns/CB EM				0.5	0.5	0.3	0.2	0.5	0.7	0.5	0.3	0.8	0.3	0.0	0.0	0.2	0.6	0.0
TC/Full Coverage				373.4	332.3	159.1	228.6	209.9	172.5	78.3	113.4	117.2	159.8	80.8	115.2	92.7	15.1	26.1
Pembroke EM				0.6	0.7	1.1	0.6	0.3	0.5	0.0	0.0	0.6	0.9	2.2	1.1	0.0	1.0	0.1
Swift Current EM				1.4	1.2	0.3	2.0	2.3	1.3	0.7	1.8	2.7	1.1	0.0	2.2	1.9	4.8	0.1
Terrace-Kitmat EM				0.2	0.3	0.0	0.4	0.4	0.4	0.0	0.4	0.5	0.2	0.0	0.4	0.4	0.0	0.0
Prince George-Kamloops EM				0.6	0.8	1.4	0.9	0.9	1.0	1.7	1.3	1.0	0.5	1.2	0.6	0.8	0.0	0.0
Kelowna EM				0.9	0.9	1.4	1.4	1.2	1.4	2.9	2.2	1.6	0.5	0.0	0.8	0.8	0.6	0.0
<b>Bones</b> <b>(9/12/2011-1/1/2012)</b>	<b>...T...</b>	<b>08:58 PM</b>	<b>10:00 PM</b>	<b>FL10/SP11 Average</b>														
Vancouver DM				7.4	8.3	6.2	6.0	6.6	9.2	6.0	6.0	6.5	7.4	6.4	6.0	6.7	3.4	2.3
Pr George./Terrace				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dawson Creek				3.1	3.4	2.4	2.7	3.5	4.6	3.3	3.4	4.0	2.5	2.1	2.1	3.2	1.9	1.6
Okanagan/Kamloops 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
Prince Albert				2.2	2.8	2.0	2.2	2.6	3.5	1.7	2.3	3.2	2.1	2.3	2.1	2.0	0.4	0.3
Calgary DM				5.1	5.7	3.6	4.3	5.1	6.5	4.2	4.9	6.0	5.0	3.1	3.7	4.3	3.7	2.2
Edmonton EM				4.7	4.9	3.0	3.8	4.2	6.0	4.4	5.5	5.3	3.8	1.7	2.5	3.0	4.3	3.0
Red Deer 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
Medicine Hat				1.8	2.2	0.7	2.3	2.3	2.9	0.9	3.2	3.2	1.6	0.7	1.4	1.6	1.1	0.6
Lloydminster				2.4	2.9	1.2	1.4	2.3	3.7	1.8	2.3	3.4	2.2	0.6	0.6	1.2	0.2	0.6
Regina/MJ EM				2.7	3.3	2.5	2.1	2.7	3.6	0.4	1.8	2.4	3.0	4.5	2.5	3.0	0.0	0.0
Saskatoon EM				1.5	1.8	1.2	0.8	1.4	2.3	1.3	1.0	1.7	1.2	1.1	0.7	1.0	0.6	0.1



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Yorkton				1.8	2.2	0.8	1.0	1.2	2.2	0.0	0.8	1.7	2.1	1.5	1.2	0.8	1.0	0.1
Winnipeg EM				3.0	3.5	0.6	1.7	2.2	4.6	1.5	2.4	2.9	2.5	0.0	1.1	1.5	1.6	0.1
Brandon				0.0	0.0	0.0	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 DM				6.1	6.7	5.3	4.8	5.3	7.6	5.7	5.6	5.9	5.7	4.9	4.1	4.5	2.4	3.9
Ottawa Eng EM				4.2	4.5	4.3	4.2	4.1	6.2	6.3	6.2	6.7	2.9	3.0	2.2	1.5	4.0	1.5
Kitchener EM				4.8	5.5	1.8	4.0	5.5	5.6	1.6	4.9	6.4	5.3	2.0	3.1	4.5	3.8	1.7
London EM				3.2	3.6	1.3	1.4	2.8	4.9	2.9	2.5	4.7	2.2	0.0	0.4	0.9	1.3	1.7
Kitchener-London EM				3.9	4.4	1.5	2.7	4.0	5.2	2.1	3.7	5.4	3.7	1.0	1.8	2.7	2.3	1.6
Barrie EM				4.3	5.1	3.8	4.2	5.6	5.5	5.3	4.9	6.1	4.7	3.2	3.5	5.1	2.1	0.0
Kingston EM				3.2	3.7	0.0	2.2	2.7	3.9	0.0	3.1	3.5	3.4	0.0	1.3	2.0	2.4	0.0
Peterborough EM				3.1	3.6	2.3	2.0	2.8	4.0	2.0	1.2	2.7	3.3	2.6	2.9	2.9	0.5	0.1
Sud/Tim/NB/SSM				2.9	3.5	1.3	3.0	4.5	3.8	2.6	3.7	5.0	3.3	0.0	2.3	3.9	0.0	0.0
Windsor EM				2.7	3.3	2.6	1.6	1.7	2.9	1.9	0.8	0.8	3.8	3.2	2.5	2.7	0.0	0.0
Thunder Bay 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
Montreal Eng. EM				2.9	3.2	1.1	2.2	2.5	4.2	1.9	3.0	3.6	2.3	0.3	1.5	1.5	2.4	0.8
Halifax EM				4.0	4.5	4.6	4.4	5.3	4.9	4.5	4.6	5.7	4.2	4.9	4.2	4.9	2.7	0.3
Saint John/Moncton EM				2.7	3.1	2.7	2.8	3.4	3.4	1.6	2.9	3.5	2.8	3.8	2.7	3.4	0.6	1.3
Sydney/GB EM				3.5	4.1	3.6	3.9	4.0	4.8	4.4	4.5	4.8	3.4	2.7	3.2	3.1	1.2	0.0
Charlottetown EM				2.3	2.7	2.6	3.0	3.8	3.1	2.7	3.6	4.2	2.3	2.4	2.4	3.3	1.5	0.0
St. Johns/CB EM				3.4	4.0	2.9	3.8	5.0	5.7	5.3	6.2	7.3	2.1	0.5	1.4	2.4	1.1	0.3
TC/Full Coverage				1,638.3	1,494.8	306.4	647.4	717.1	886.4	171.8	371.0	412.3	608.4	134.7	276.3	304.8	58.0	85.6
Pembroke EM				4.1	4.8	6.6	5.0	5.9	4.8	5.8	4.5	5.4	4.8	7.1	5.4	6.3	1.0	0.9
Swift Current EM				2.2	2.8	3.5	3.0	4.4	3.1	5.6	4.6	7.0	2.3	1.8	1.3	2.1	0.7	0.0
Terrace-Kitmat EM				2.8	3.6	1.3	2.0	2.1	4.0	0.7	2.0	2.5	3.1	1.9	2.2	1.8	0.3	0.5
Prince George-Kamloops EM				5.7	6.9	5.0	5.9	6.9	9.0	6.2	8.4	8.8	4.9	3.9	3.2	5.0	0.4	0.3
Kelowna EM				6.7	7.6	5.0	5.6	7.5	8.0	5.7	6.0	7.9	7.3	4.3	5.2	7.1	1.8	2.1
<b>Prime Suspect (9/19/2011-1/1/2012)</b>	<b>...T...</b>	<b>09:58 PM</b>	<b>11:00 PM</b>															
Vancouver DM				7.4	8.3	6.2	6.0	6.6	9.2	6.0	6.0	6.5	7.4	6.4	6.0	6.7	3.4	2.3
Dawson Creek				2.6	2.9	2.0	2.3	3.0	3.9	2.8	2.9	3.4	2.1	1.8	1.8	2.7	1.6	1.4
Prince Albert				2.2	2.8	2.0	2.2	2.6	3.5	1.7	2.3	3.2	2.1	2.3	2.1	2.0	0.4	0.3
Calgary DM				5.1	5.7	3.6	4.3	5.1	6.5	4.2	4.9	6.0	5.0	3.1	3.7	4.3	3.7	2.2
Edmonton EM				2.9	3.1	1.9	2.4	2.6	3.8	2.8	3.5	3.3	2.4	1.1	1.6	2.0	2.7	1.9



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Medicine Hat				1.8	2.2	0.7	2.3	2.3	2.9	0.9	3.2	3.2	1.6	0.7	1.4	1.6	1.1	0.6
Lloydminster				1.5	1.8	0.8	0.9	1.4	2.3	1.1	1.4	2.1	1.4	0.4	0.4	0.8	0.2	0.4
Regina/MJ EM				2.6	3.1	2.4	2.0	2.6	3.4	0.4	2.1	2.3	2.9	4.3	2.4	2.9	0.0	0.0
Saskatoon EM				4.2	5.0	3.4	2.2	3.9	6.4	3.6	2.8	4.8	3.4	3.1	2.0	2.8	1.7	0.3
Yorkton				5.0	6.2	2.2	2.8	3.4	6.2	0.0	2.2	4.8	5.9	4.2	3.4	2.2	2.8	0.3
Winnipeg EM				6.0	7.0	1.2	3.4	4.4	9.2	3.0	4.8	5.8	5.0	0.0	2.2	3.0	3.2	0.2
Toronto/Hamilton DM				8.5	9.4	7.4	6.7	7.4	10.6	8.0	7.8	8.3	8.0	6.9	5.7	6.3	3.4	5.5
Ottawa Eng EM				4.4	5.1	2.5	4.3	4.6	6.2	3.2	5.2	5.8	4.0	1.9	3.4	3.4	1.9	0.2
Kitchener EM				8.2	9.6	3.0	5.3	7.8	10.7	4.2	5.2	7.7	8.7	2.1	5.6	7.8	4.3	0.8
London EM				6.9	8.5	4.2	5.2	6.1	10.0	2.7	4.7	5.7	6.8	5.5	5.6	6.5	1.7	1.3
Kitchener-London EM				7.7	9.2	3.1	5.3	7.2	10.3	3.3	5.1	7.2	7.8	3.4	5.3	7.2	2.9	0.7
Barrie EM				7.9	9.6	4.5	7.1	9.4	10.4	6.4	7.3	10.0	8.7	2.9	7.1	8.9	1.3	0.0
Kingston EM				5.6	6.6	2.9	4.5	7.0	7.7	3.2	4.9	7.0	5.5	2.4	4.2	7.1	1.2	0.1
Peterborough EM				5.8	6.7	5.5	5.1	4.7	9.1	9.7	8.6	6.4	4.1	1.7	1.8	2.9	2.6	0.5
Sud/Tim/NB/SSM				6.4	7.6	5.2	6.0	6.7	8.8	4.5	7.1	7.9	6.4	6.1	4.9	5.4	1.2	0.1
Windsor EM				5.5	6.4	3.6	4.0	5.2	6.6	3.4	3.4	4.3	6.2	3.7	4.7	6.0	4.2	0.1
Montreal Eng. EM				3.5	3.8	1.3	2.6	3.0	5.0	2.3	3.6	4.3	2.8	0.4	1.8	1.8	2.9	1.0
Halifax EM				3.6	4.1	4.1	4.0	4.8	4.4	4.1	4.1	5.1	3.8	4.4	3.8	4.4	2.4	0.3
Saint John/Moncton EM				2.4	2.8	2.4	2.5	3.1	3.1	1.4	2.6	3.2	2.5	3.4	2.4	3.1	0.5	1.2
Sydney/GB EM				3.2	3.7	3.2	3.5	3.6	4.3	4.0	4.1	4.3	3.1	2.4	2.9	2.8	1.1	0.0
Charlottetown EM				2.1	2.4	2.3	2.7	3.4	2.8	2.4	3.2	3.8	2.1	2.2	2.2	3.0	1.4	0.0
St. Johns/CB EM				3.1	3.6	2.6	3.4	4.5	5.1	4.8	5.6	6.6	1.9	0.5	1.3	2.2	1.0	0.3
TC/Full Coverage				1,851.3	1,689.1	346.2	731.6	810.3	1,001.6	194.1	419.2	465.9	687.5	152.2	312.2	344.4	65.5	96.7
Pembroke EM				3.3	3.9	3.8	2.9	2.3	4.6	3.4	3.4	2.9	3.1	2.5	2.6	1.7	0.2	1.4
Swift Current EM				6.2	7.8	9.8	8.4	10.3	8.7	13.7	10.9	15.6	6.4	5.0	3.6	5.9	2.0	0.0
Terrace-Kitmat EM				2.4	3.1	1.1	1.7	1.8	3.4	0.6	1.7	2.1	2.6	1.6	1.9	1.5	0.3	0.4
Prince George-Kamloops EM				4.8	5.9	4.3	5.0	5.9	7.7	5.3	7.1	7.5	4.2	3.3	2.7	4.3	0.3	0.3
Kelowna EM				5.7	6.5	4.3	4.8	6.4	6.8	4.8	5.1	6.7	6.2	3.7	4.4	6.0	1.5	1.8
<b>SP: Gemini Awards (9/13/2010-11/6/2011)</b>	<b>.....S.</b>	<b>08:58 PM</b>	<b>10:30 PM</b>															
Vancouver DM				1.5	1.6	1.0	0.6	1.1	1.7	0.1	0.2	0.8	1.6	1.9	1.1	1.4	1.1	0.3
Pr George./Terrace				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dawson Creek				0.3	0.3	0.5	0.3	0.5	0.5	1.0	0.5	1.0	0.2	0.3	0.2	0.2	0.2	0.1



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Okanagan/Kamloops 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	
Prince Albert				1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	0.5	0.5	1.0	1.0	0.0	1.0
Calgary DM				2.4	2.8	1.2	1.4	1.4	3.3	0.7	1.2	1.3	2.3	1.7	1.6	1.3	0.6	0.6
Edmonton EM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.5	0.5	0.5	0.5	0.3	0.3
Red Deer EM				0.3	0.5	0.2	0.3	0.5	1.0	0.3	1.0	1.0	0.3	0.2	0.2	0.3	1.0	0.0
Medicine Hat				0.5	0.5	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.5	1.0	1.0	0.3	0.0	0.0
Lloydminster				1.0	1.0	0.2	1.0	1.0	1.0	0.2	1.0	1.0	0.5	0.0	0.3	0.5	1.0	0.5
Regina/MJ EM				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	0.0
Saskatoon EM				1.0	2.0	3.0	2.0	2.0	2.0	4.0	3.0	3.0	1.0	1.0	1.0	2.0	1.0	0.2
Yorkton				0.3	0.3	0.3	0.3	0.3	0.5	0.5	0.5	0.5	0.2	0.0	0.2	0.2	1.0	0.3
Winnipeg EM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.5	1.0	1.0	1.0	1.0	0.4
Brandon				0.5	0.5	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.4	0.4	0.4	0.4	1.0	0.0
Toronto/Hamilton DM				0.9	1.0	0.7	0.6	0.5	1.1	0.3	0.6	0.7	0.9	1.0	0.6	0.4	1.3	0.0
Ottawa Eng EM				1.0	1.0	0.5	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.4	1.0	1.0	0.5	0.1
Kitchener EM				0.5	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.5	0.5	0.5	0.5	1.0	0.2
London EM				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	0.2
Kitchener-London EM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.5	0.5	0.5	0.5	1.0	0.2
Barrie EM				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	0.4	0.2
Kingston EM				0.4	0.5	0.5	1.0	1.0	1.0	1.0	1.0	1.0	0.4	0.4	0.4	0.4	0.2	0.1
Peterborough EM				0.4	0.5	0.5	0.5	1.0	1.0	1.0	1.0	1.0	0.4	0.4	0.4	0.5	1.0	0.2
Sud/Tim/NB/SSM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.4	0.4	1.0	1.0	1.0	0.2
Windsor EM				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	0.4	0.0
Montreal Eng. EM				0.5	0.5	0.4	0.5	0.5	0.5	0.3	0.5	0.5	0.5	0.4	1.0	1.0	0.4	0.2
Halifax EM				1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	0.2	0.0
Saint John/Moncton EM				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	0.3	0.0
Sydney/GB EM				1.0	1.0	1.0	1.0	1.0	1.0	0.5	1.0	1.0	0.5	1.0	0.5	0.5	1.0	0.2
Charlottetown EM				0.5	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.3	0.0
St. Johns/CB EM				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	0.0
TC/Full Coverage				309.5	285.8	31.6	62.5	75.7	167.5	9.3	27.7	32.4	118.3	22.3	34.8	43.3	19.9	3.8
Pembroke EM				1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	0.5
Swift Current EM				2.0	2.0	3.0	2.0	1.0	3.0	5.0	4.0	1.0	1.0	0.0	1.0	1.0	6.0	0.0
Terrace-Kitmat EM				0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.3	0.3	0.3	0.6	0.6	0.1
Prince George-Kamloops EM				0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.4	0.4	0.4	0.7	0.7	0.1

continued...



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience																
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211		
	Kelowna EM			1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.5	0.5	0.5	0.5	0.5	0.5	0.2
<b>Cleveland Show (9/12/2011-1/1/2012)</b>	<b>.....S</b>	<b>07:28 PM</b>	<b>08:00 PM</b>																	
	Vancouver DM			2.6	2.6	5.0	4.0	3.5	2.3	5.1	3.8	2.8	3.0	4.9	4.1	4.2	3.9	1.4		
	Pr George./Terrace			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Dawson Creek			1.4	1.5	3.4	2.3	1.5	1.6	4.4	2.5	0.5	1.4	2.6	2.2	2.4	0.8	0.5		
	Okanagan/Kamloops 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
	Prince Albert			0.1	0.3	0.1	0.5	0.5	0.3	0.1	0.5	0.5	0.3	0.0	0.5	0.5	0.0	0.0	0.0	0.0
	Calgary DM			1.5	1.6	3.0	2.1	1.8	1.4	2.9	2.0	1.6	1.8	3.1	2.2	1.9	2.1	0.6		
	Edmonton EM			1.3	1.4	2.6	2.0	2.0	0.8	1.3	1.1	1.3	2.0	3.9	2.8	2.8	1.5	0.0		
	Red Deer 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
	Medicine Hat			0.4	0.5	0.8	0.6	0.6	0.4	0.8	0.5	0.5	0.6	0.8	0.6	0.8	0.5	0.1		
	Lloydminster			0.6	0.8	1.5	1.1	0.8	0.7	1.8	1.1	0.8	0.8	1.3	1.1	1.5	0.0	0.0		
	Regina/MJ EM			0.9	0.6	0.4	0.6	0.9	0.6	0.8	0.9	1.0	0.5	0.0	0.2	0.8	3.2	1.9		
	Saskatoon EM			0.3	0.3	0.7	0.5	0.6	0.3	0.7	0.5	0.5	0.3	0.7	0.5	0.6	1.0	0.0		
	Yorkton			0.8	0.6	2.1	1.3	1.2	0.9	2.6	1.7	1.6	0.4	1.6	0.8	0.7	0.9	1.6		
	Winnipeg EM			0.7	0.7	1.1	0.7	1.3	0.7	0.0	0.0	0.8	0.8	2.1	1.5	1.6	0.1	0.1		
	Brandon			0.0	0.0	0.0	0.0	0.0	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 DM			1.3	1.3	2.6	1.9	1.9	1.0	1.8	1.3	1.4	1.7	3.5	2.5	2.3	2.0	0.9		
	Ottawa Eng EM			0.8	1.0	2.7	1.6	0.7	1.1	3.4	1.8	0.7	1.0	2.0	1.5	0.7	0.0	0.1		
	Kitchener EM			1.1	1.0	1.8	1.5	1.5	0.5	0.8	0.8	0.8	1.5	2.7	2.1	2.1	2.1	0.7		
	London EM			1.8	1.8	3.9	3.2	2.8	1.5	3.2	2.3	2.3	2.2	4.8	4.0	3.3	3.5	0.1		
	Kitchener-London EM			1.3	1.3	2.5	2.1	2.0	0.9	1.5	1.3	1.4	1.8	3.6	2.8	2.5	2.8	0.4		
	Barrie EM			0.2	0.3	1.3	0.6	0.6	0.6	2.0	0.9	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Kingston EM			1.1	0.9	0.0	1.3	1.5	0.5	0.0	0.6	0.6	1.3	0.0	1.8	2.2	1.4	2.1		
	Peterborough EM			1.5	1.5	2.2	2.5	2.6	0.9	1.8	1.5	2.2	2.0	2.6	3.6	3.0	4.0	0.0		
	Sud/Tim/NB/SSM			1.1	0.9	1.8	1.6	1.5	0.6	0.0	0.8	0.7	1.4	3.9	2.5	2.3	3.7	0.0		
	Windsor EM			1.1	1.4	2.4	2.4	2.5	1.1	2.2	1.8	1.8	1.8	2.9	3.2	3.3	0.0	0.1		
	Montreal Eng. EM			1.3	1.2	1.4	1.7	1.7	0.6	0.0	1.2	1.3	1.7	2.6	2.2	2.2	3.9	0.0		
	Halifax EM			0.7	0.8	1.4	1.4	1.3	0.6	1.4	1.2	1.0	1.0	1.6	1.5	1.6	0.9	0.0		
	Saint John/Moncton EM			0.8	1.0	1.8	1.4	1.6	0.8	1.5	1.1	1.3	1.2	2.0	1.6	1.8	0.0	0.0		
	Sydney/GB EM			1.0	1.1	2.7	2.1	2.2	1.2	3.0	2.2	2.5	1.1	2.3	1.8	1.8	0.2	0.0		
	Charlottetown EM			1.1	1.3	2.5	1.8	1.8	1.0	1.8	1.4	1.5	1.7	3.1	2.2	2.0	0.0	0.0		



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
St. Johns/CB EM				1.5	1.8	3.0	2.5	2.5	2.2	5.0	3.5	3.4	1.4	1.0	1.5	1.6	0.0	0.0
TC/Full Coverage				400.7	351.9	219.9	305.8	233.1	150.0	92.8	126.5	90.9	201.9	127.1	179.2	142.2	27.3	21.5
Pembroke EM				0.2	0.3	0.6	0.6	0.6	0.4	1.2	0.7	0.7	0.2	0.0	0.5	0.5	0.0	0.0
Swift Current EM				0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0	0.1
Terrace-Kitmat EM				1.4	1.5	1.8	3.3	2.9	1.5	3.7	3.3	2.8	1.5	0.0	3.4	3.0	2.6	0.0
Prince George-Kamloops EM				3.2	3.3	3.6	5.8	6.6	3.5	7.2	6.9	6.8	3.1	0.0	4.7	6.4	3.3	2.6
Kelowna EM				0.7	0.9	2.2	1.8	1.8	1.0	4.3	2.1	2.1	0.7	0.1	1.7	1.5	0.0	0.0
<b>Simpsons (9/12/2011-1/1/2012)</b>	<b>.....S</b>	<b>07:58 PM</b>	<b>08:30 PM</b>	FL10/SP11 Average														
Vancouver DM				4.2	4.2	7.1	5.9	5.7	3.5	6.7	5.4	4.5	4.9	7.4	6.4	6.9	5.0	3.6
Pr George./Terrace				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dawson Creek				1.3	1.4	3.3	2.0	1.6	1.5	4.6	2.5	1.3	1.4	2.3	1.8	1.8	1.8	1.2
Okanagan/Kamloops 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
Prince Albert				2.5	2.4	2.2	3.7	3.4	2.5	3.2	3.7	2.6	2.3	1.2	3.9	4.3	4.7	0.9
Calgary DM				5.2	5.5	9.3	7.3	6.1	4.4	8.1	6.0	5.0	6.6	10.3	8.5	7.0	6.5	2.5
Edmonton EM				3.5	3.9	6.6	5.5	5.3	3.2	5.2	4.8	4.8	4.5	7.8	5.9	5.7	4.2	0.6
Red Deer 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
Medicine Hat				1.7	1.8	2.5	2.4	2.1	1.0	1.9	1.4	1.4	2.5	3.8	3.2	2.7	2.5	1.2
Lloydminster				1.8	1.9	2.4	2.3	2.6	1.8	2.0	2.1	2.4	2.0	2.9	2.4	2.8	2.0	0.9
Regina/MJ EM				2.2	2.0	0.0	2.7	3.0	2.2	0.1	3.1	3.2	1.6	0.0	2.2	2.8	6.3	2.3
Saskatoon EM				1.3	1.1	1.2	1.7	1.9	1.4	2.6	2.1	2.2	0.7	0.0	1.3	1.4	2.7	3.6
Yorkton				2.3	2.6	5.3	4.7	4.5	2.5	6.5	4.7	4.7	2.7	3.9	4.8	4.3	1.9	0.6
Winnipeg EM				3.2	3.4	5.3	4.8	4.9	3.1	4.7	4.2	4.3	3.7	5.8	5.3	5.4	4.6	1.4
Brandon				0.0	0.0	0.0	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 DM				4.2	4.3	8.0	5.9	5.5	3.3	6.5	4.7	4.2	5.3	9.5	7.1	6.8	5.1	3.1
Ottawa Eng EM				2.1	2.5	5.6	3.6	2.1	1.9	4.8	2.9	1.0	3.0	6.4	4.2	3.2	1.1	0.9
Kitchener EM				2.2	2.3	3.9	3.3	3.3	1.9	3.1	2.8	2.8	2.8	4.7	3.8	3.8	2.2	1.6
London EM				2.4	2.4	2.9	3.6	3.5	1.7	1.4	2.5	2.6	3.2	4.5	4.7	4.4	5.7	0.9
Kitchener-London EM				2.4	2.4	3.7	3.5	3.3	1.8	2.5	2.7	2.6	2.9	4.7	4.3	3.9	3.5	1.2
Barrie EM				1.2	1.4	4.7	2.7	1.7	1.3	5.0	2.5	1.9	1.5	4.0	2.6	1.4	0.1	1.0
Kingston EM				2.4	2.6	5.7	4.1	3.3	3.0	8.6	5.0	2.8	2.2	2.9	3.2	3.8	1.0	1.1
Peterborough EM				2.2	1.8	1.9	2.9	3.0	1.6	2.3	2.8	2.8	2.1	1.6	3.1	3.3	4.6	3.4
Sud/Tim/NB/SSM				1.5	1.6	1.9	2.2	2.2	1.2	2.3	2.1	1.4	1.8	1.7	2.3	3.1	2.2	0.0



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Windsor EM				1.5	1.8	2.2	2.6	2.9	0.9	1.1	1.3	1.6	2.7	3.6	4.1	4.3	0.2	0.8
Thunder Bay 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
Montreal Eng. EM				2.1	2.2	2.0	3.1	3.2	1.9	2.0	3.1	3.3	2.5	1.9	3.2	3.2	4.8	0.6
Halifax EM				2.8	2.8	7.0	4.8	3.4	2.7	7.2	4.6	2.5	3.1	6.9	5.1	4.3	4.5	1.2
Saint John/Moncton EM				2.1	2.3	4.9	3.8	3.8	1.7	3.4	2.8	3.0	2.9	6.4	4.7	4.6	2.5	0.0
Sydney/GB EM				2.2	2.1	6.0	4.2	4.1	1.9	4.9	4.0	4.2	2.3	8.0	4.5	4.0	2.8	2.9
Charlottetown EM				2.1	2.3	2.8	3.1	3.7	1.4	2.5	2.2	2.3	3.4	3.3	4.0	5.2	2.7	0.2
St. Johns/CB EM				2.7	3.0	6.2	4.8	4.5	2.5	5.4	4.1	3.5	3.5	6.8	5.5	5.5	0.9	0.6
TC/Full Coverage				1,146.6	963.3	479.9	766.5	688.9	414.2	211.6	334.2	290.9	549.1	268.3	432.3	398.1	92.8	90.5
Pembroke EM				1.3	1.7	2.2	2.9	2.9	0.9	1.0	1.0	1.4	2.5	3.2	4.6	4.4	0.0	0.0
Swift Current EM				1.8	0.7	1.8	1.3	1.5	0.0	0.0	0.0	0.0	1.3	3.0	2.2	2.4	11.4	0.3
Terrace-Kitmat EM				1.7	2.0	4.6	3.5	3.8	1.9	5.0	2.9	3.2	2.2	4.5	4.1	4.3	1.7	0.0
Prince George-Kamloops EM				1.9	1.9	1.5	3.4	3.7	2.0	1.6	4.1	4.0	1.8	1.5	2.8	3.4	2.8	1.3
Kelowna EM				2.0	2.3	5.5	4.3	4.0	2.5	5.3	5.0	4.9	1.9	5.5	3.6	3.1	0.3	1.5
<b>FIN:Survivor (9/12/2011-1/1/2012)</b>	<b>.....S</b>	<b>07:58 PM</b>	<b>10:00 PM</b>	<b>FL10/SP11 Survivor Adjusted</b>														
Vancouver DM				8.6	8.6	6.0	8.4	8.6	9.3	6.5	8.9	9.0	7.7	5.5	7.8	8.0	8.4	9.9
Pr George./Terrace				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dawson Creek				4.4	5.1	3.9	4.8	5.1	6.8	5.0	6.2	6.1	3.7	3.0	3.6	4.3	2.3	2.5
Okanagan/Kamloops 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
Prince Albert				5.0	5.4	5.5	6.1	7.0	6.2	7.4	7.7	8.4	4.5	3.3	4.5	5.5	5.5	2.1
Calgary DM				9.0	8.7	8.1	8.9	10.4	9.2	7.1	8.5	10.3	8.4	8.9	9.3	10.7	9.5	10.2
Edmonton EM				8.6	9.6	7.5	8.6	10.3	12.1	9.7	10.7	12.7	7.3	5.4	6.7	8.0	6.5	4.1
Red Deer 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
Medicine Hat				5.1	5.9	4.6	5.9	6.9	6.8	5.1	7.0	8.8	5.2	4.1	5.0	5.1	2.9	2.7
Lloydminster				7.6	8.6	5.6	9.7	11.1	9.5	3.4	10.4	12.4	7.8	7.5	9.1	9.6	11.3	0.0
Regina/MJ EM				4.1	4.6	3.1	4.5	5.0	5.1	2.6	4.6	5.3	4.1	3.6	4.4	4.6	2.2	1.6
Saskatoon EM				4.1	4.7	3.3	5.0	6.1	5.3	4.7	6.1	7.2	3.9	2.0	3.9	5.0	2.4	1.4
Yorkton				4.0	4.4	5.6	5.3	4.8	5.8	9.9	7.8	6.6	3.1	1.2	2.7	2.9	3.9	1.2
Winnipeg EM				5.6	6.4	4.7	5.5	6.8	7.0	6.1	5.9	6.7	5.8	3.2	5.0	6.9	2.1	2.6
Brandon				0.0	0.0	0.0	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 DM				8.5	8.8	7.4	8.9	9.2	9.2	8.1	9.8	9.7	8.3	6.7	8.0	8.7	8.8	6.4
Ottawa Eng EM				4.5	4.5	2.3	4.2	5.0	5.9	3.7	5.8	6.4	3.1	0.8	2.7	3.7	6.5	2.8

continued...



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Kitchener EM				7.1	7.7	5.1	7.7	9.3	8.8	5.9	8.8	10.4	6.6	4.4	6.8	8.3	6.0	4.1
London EM				7.7	8.5	6.1	9.1	9.9	10.4	9.9	12.0	12.4	6.5	2.5	6.3	7.4	4.6	4.7
Kitchener-London EM				7.2	7.7	5.4	8.1	9.2	9.1	7.1	9.7	10.9	6.4	3.7	6.5	7.6	5.2	4.4
Barrie EM				7.1	7.5	5.8	7.5	8.6	9.1	9.8	10.2	10.8	5.9	1.8	5.0	6.4	8.9	2.9
Kingston EM				6.8	7.5	4.5	8.0	9.7	9.0	7.3	10.4	12.2	5.8	1.9	5.8	7.2	5.7	2.4
Peterborough EM				6.8	7.0	7.5	8.0	8.6	8.1	7.8	8.8	9.1	5.9	7.0	7.3	8.0	8.6	2.7
Sud/Tim/NB/SSM				7.6	8.5	7.1	9.5	10.8	9.6	8.6	11.2	12.3	7.2	5.7	7.8	9.3	2.5	4.0
Windsor EM				4.0	4.7	4.3	3.8	4.8	5.1	3.7	4.0	5.3	4.1	5.0	3.6	4.3	0.3	2.1
Thunder Bay 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
Montreal Eng. EM				4.1	4.6	2.0	3.7	4.3	4.9	1.8	3.8	4.6	4.2	2.2	3.6	4.1	2.6	2.0
Halifax EM				7.4	8.2	6.0	8.9	10.4	9.7	8.7	11.4	12.9	6.6	3.4	6.3	7.8	7.3	0.6
Saint John/Moncton EM				7.2	8.0	6.7	8.7	9.8	8.0	5.7	8.6	9.7	8.0	7.6	8.9	9.9	6.4	1.4
Sydney/GB EM				7.7	8.6	11.3	11.4	10.9	9.8	14.2	13.3	11.9	7.1	8.3	9.2	9.8	8.6	0.6
Charlottetown EM				5.8	6.0	3.6	7.7	8.8	6.7	4.4	8.5	10.1	5.4	2.9	7.1	7.5	5.8	3.2
St. Johns/CB EM				6.7	7.2	6.7	8.4	9.3	8.8	10.6	10.9	11.2	5.4	2.5	5.7	7.2	6.5	2.3
TC/Full Coverage				2,309.6	1,917.5	473.3	1,167.5	1,205.8	1,030.8	250.3	618.5	646.6	886.6	222.9	549.0	559.3	185.8	206.4
Pembroke EM				5.4	5.9	2.6	4.4	6.1	6.7	2.5	5.5	6.7	5.1	2.7	3.5	5.7	3.8	2.3
Swift Current EM				4.1	3.7	3.7	3.6	4.2	4.6	5.0	5.6	3.7	2.7	2.2	1.4	4.6	14.4	0.1
Terrace-Kitmat EM				3.7	4.2	1.8	2.9	3.6	4.6	1.5	3.1	4.1	3.9	2.2	2.9	3.1	1.0	3.0
Prince George-Kamloops EM				7.4	8.4	4.2	6.8	8.0	10.5	6.0	9.6	10.8	6.2	2.6	4.1	5.0	5.1	1.8
Kelowna EM				7.2	7.5	2.6	6.7	9.3	8.0	2.6	6.8	9.4	7.0	2.5	6.6	9.2	5.0	6.3
<b>Allen Gregory (9/12/2011-2/24/2013)</b>	<b>.....S</b>	<b>08:28 PM</b>	<b>09:00 PM</b>	FL10/SP11 Simpsons Adj														
Vancouver DM				2.5	2.5	4.3	3.5	3.4	2.1	4.2	3.2	2.7	2.9	4.4	3.8	4.1	3.0	2.2
Pr George./Terrace				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dawson Creek				0.8	0.8	2.0	1.2	0.9	0.9	2.8	1.5	0.7	0.8	1.4	1.0	1.1	1.0	0.7
Okanagan/Kamloops 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
Prince Albert				1.5	1.4	1.3	2.2	2.0	1.5	1.9	2.2	1.6	1.4	0.7	2.3	2.6	2.8	0.5
Calgary DM				3.1	3.3	5.6	4.4	3.7	2.6	4.9	3.6	3.0	4.0	6.2	5.1	4.2	3.9	1.5
Edmonton EM				2.1	2.3	4.0	3.3	3.2	1.9	3.1	2.9	2.9	2.7	4.7	3.5	3.4	2.5	0.4
Red Deer 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
Medicine Hat				1.0	1.1	1.5	1.4	1.3	0.6	0.7	0.8	0.8	1.5	2.3	1.9	1.6	1.5	0.7
Lloydminster				1.1	1.1	1.4	1.4	1.6	1.1	1.2	1.3	1.4	1.2	1.7	1.4	1.7	1.2	0.5



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Regina/MJ EM				1.3	1.2	0.0	1.6	1.8	1.3	0.1	1.9	1.9	1.0	0.0	1.3	1.7	3.8	1.4
Saskatoon EM				0.8	0.7	0.7	1.0	1.1	0.8	1.5	1.3	1.3	0.4	0.0	0.8	0.8	1.2	2.2
Yorkton				1.4	1.6	3.2	2.8	2.7	1.5	3.9	2.8	2.8	1.6	2.3	2.9	2.6	1.1	0.4
Winnipeg EM				1.9	2.0	3.2	2.9	2.9	1.9	2.8	2.5	2.6	2.2	3.5	3.2	3.2	2.8	0.8
Brandon				0.0	0.0	0.0	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 DM				2.5	2.6	4.8	3.5	3.3	2.0	3.9	2.8	2.5	3.2	5.7	4.3	4.1	3.1	1.9
Ottawa Eng EM				1.3	1.5	3.4	2.2	1.3	1.1	2.9	1.7	0.6	1.8	3.8	2.5	1.9	0.6	0.5
Kitchener EM				1.3	1.4	2.3	2.0	2.0	1.1	1.9	1.7	1.7	1.7	2.8	2.3	2.3	1.3	1.0
London EM				1.4	1.4	1.7	2.2	2.1	1.0	0.8	1.5	1.6	1.9	2.7	2.8	2.6	3.2	0.5
Kitchener-London EM				1.4	1.4	2.2	2.1	2.0	1.1	1.5	1.6	1.6	1.7	2.8	2.6	2.3	2.1	0.7
Barrie EM				0.7	0.8	2.8	1.6	1.0	0.8	3.0	1.5	1.1	0.9	2.4	1.6	0.8	0.1	0.6
Kingston EM				1.4	1.6	3.4	2.5	1.9	1.8	5.2	3.0	1.7	1.3	1.7	1.9	2.3	0.6	0.6
Peterborough EM				1.3	1.1	1.1	1.7	1.8	1.0	1.4	1.7	1.7	1.3	1.0	1.9	2.0	2.8	2.0
Sud/Tim/NB/SSM				0.9	1.0	1.1	1.3	1.3	0.7	1.4	1.3	0.8	1.1	1.0	1.4	1.9	1.3	0.0
Windsor EM				0.9	1.1	1.3	1.6	1.7	0.5	0.7	0.8	1.0	1.6	2.2	2.5	2.6	0.1	0.5
Thunder Bay 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
Montreal Eng. EM				1.3	1.3	1.2	1.9	1.9	1.1	1.2	1.9	2.0	1.5	1.1	1.9	1.9	2.9	0.3
Halifax EM				1.7	1.7	4.2	2.9	2.0	1.6	4.3	2.8	1.5	1.9	4.1	3.1	2.6	2.7	0.7
Saint John/Moncton EM				1.3	1.4	2.9	2.3	2.3	1.0	2.0	1.7	1.8	1.7	3.8	2.8	2.8	1.5	0.0
Sydney/GB EM				1.3	1.3	3.6	2.5	2.5	1.1	2.9	2.4	2.5	1.4	4.4	2.7	2.4	1.7	1.7
Charlottetown EM				1.3	1.4	1.7	1.9	2.2	0.8	1.4	1.3	1.4	2.0	2.0	2.4	3.1	1.6	0.1
St. Johns/CB EM				1.6	1.8	3.7	2.9	2.7	1.5	3.2	2.5	2.1	2.1	4.1	3.3	3.3	0.5	0.4
TC/Full Coverage				688.0	578.0	287.9	459.9	413.3	248.5	127.0	200.5	174.5	329.5	161.0	259.4	238.9	55.7	54.3
Pembroke EM				0.8	1.0	1.3	1.7	1.7	0.5	0.6	0.6	0.8	1.5	1.9	2.8	2.6	0.0	0.0
Swift Current EM				1.1	0.4	1.1	0.8	0.9	0.0	0.0	0.0	0.0	0.8	1.8	1.3	1.4	6.8	0.2
Terrace-Kitmat EM				1.0	1.2	2.8	2.1	2.3	1.1	3.0	1.7	1.9	1.3	2.7	2.5	2.6	0.9	0.0
Prince George-Kamloops EM				1.1	1.1	0.9	2.0	2.2	1.2	0.9	2.4	2.4	1.1	0.9	1.7	1.9	1.5	0.7
Kelowna EM				1.2	1.4	3.2	2.6	2.4	1.5	3.1	3.0	2.9	1.1	3.3	2.2	1.9	0.2	0.9
<b>Family Guy (9/12/2011-1/1/2012)</b>	<b>.....S</b>	<b>08:58 PM</b>	<b>09:30 PM</b>	FL10 Actuals														
Vancouver DM				3.6	3.9	7.4	5.7	5.1	3.4	7.8	5.4	4.0	4.4	7.0	6.1	6.3	3.4	1.4
Pr George./Terrace				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dawson Creek				1.7	2.1	4.9	3.2	2.8	2.2	4.9	3.1	2.0	2.1	4.9	3.2	3.5	1.0	0.4



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Okanagan/Kamloops 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
Prince Albert				1.3	1.6	2.8	2.5	2.0	2.1	4.1	3.2	1.8	1.2	1.3	1.8	2.2	0.7	0.1
Calgary DM				4.6	4.7	9.3	6.4	5.5	3.8	8.1	5.3	4.2	5.6	10.3	7.5	6.7	5.2	3.5
Edmonton EM				2.4	2.6	4.5	3.4	3.6	2.4	4.5	3.6	2.8	3.8	4.7	4.8	5.2	3.6	0.8
Red Deer 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
Medicine Hat				1.2	1.2	2.2	1.8	1.3	0.9	1.9	1.2	1.1	1.6	3.0	2.4	1.6	1.7	1.1
Lloydminster				1.8	1.6	1.9	2.2	2.8	0.8	0.0	1.4	1.4	2.6	3.6	3.6	4.6	7.6	0.0
Regina/MJ EM				0.6	0.7	2.0	1.1	0.7	0.7	2.3	1.2	0.5	0.7	1.6	0.9	1.3	0.4	0.0
Saskatoon EM				0.6	0.8	1.1	1.4	1.1	1.3	2.2	1.9	1.3	0.5	0.0	0.9	1.0	0.0	0.0
Yorkton				1.2	1.2	3.4	1.7	1.9	1.1	3.4	1.7	2.3	1.4	3.5	1.6	1.5	2.0	0.0
Winnipeg EM				1.7	2.0	3.6	3.1	3.0	1.3	1.6	1.9	2.2	2.8	5.4	4.2	3.8	0.1	0.3
Brandon				0.0	0.0	0.0	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 DM				3.5	3.7	7.1	5.2	5.0	2.8	5.2	3.7	3.8	4.7	9.1	6.6	6.2	4.3	1.9
Ottawa Eng EM				1.2	1.4	3.6	2.3	1.9	1.8	4.7	2.9	2.5	1.1	2.5	1.7	1.2	0.8	0.0
Kitchener EM				1.4	1.6	3.4	2.3	2.0	1.5	3.5	2.3	1.9	1.6	3.2	2.3	2.1	1.3	0.3
London EM				3.1	3.1	6.2	5.2	5.2	2.0	4.4	3.6	3.9	4.2	8.4	6.8	6.6	6.7	0.9
Kitchener-London EM				2.1	2.1	4.4	3.4	3.2	1.6	3.5	2.7	2.6	2.7	5.3	4.1	3.8	3.8	0.6
Barrie EM				0.3	0.3	0.0	0.2	0.4	0.2	0.0	0.3	0.4	0.5	0.0	0.0	0.4	0.0	0.0
Kingston EM				1.4	1.2	1.7	1.6	2.0	1.4	3.5	1.8	2.2	1.0	0.1	1.3	1.7	1.4	2.4
Peterborough EM				1.5	1.8	1.5	2.9	3.6	1.1	0.0	1.6	2.2	2.6	3.0	4.2	5.1	0.0	0.3
Sud/Tim/NB/SSM				2.0	2.1	5.1	3.7	3.9	1.8	3.8	3.2	3.0	2.4	6.9	4.2	4.9	3.2	0.4
Windsor EM				0.9	1.0	1.7	1.6	1.3	0.4	0.1	0.8	0.8	1.5	3.6	2.5	2.0	0.3	0.8
Montreal Eng. EM				2.8	2.4	3.1	3.4	3.2	1.3	1.7	1.9	1.7	3.6	4.4	5.0	4.7	8.6	1.4
Halifax EM				1.7	1.9	3.7	3.4	3.3	1.5	2.4	2.7	2.2	2.4	5.1	4.2	4.4	1.5	0.1
Saint John/Moncton EM				1.9	2.3	4.6	3.5	3.5	1.6	4.3	2.6	2.6	3.0	4.8	4.3	4.4	0.1	0.0
Sydney/GB EM				2.2	2.4	7.8	5.1	4.3	2.1	5.6	4.7	4.8	2.7	10.5	5.4	3.8	3.1	0.1
Charlottetown EM				1.8	2.0	3.4	2.5	2.5	1.3	3.3	2.1	2.0	2.7	3.7	2.9	3.1	2.4	0.0
St. Johns/CB EM				1.7	1.9	3.0	2.7	2.6	2.5	5.7	4.0	3.3	1.3	0.2	1.3	1.9	1.5	0.2
TC/Full Coverage				1,043.2	878.0	457.8	719.1	633.5	358.7	180.3	277.9	254.8	519.2	277.5	441.3	378.7	94.2	71.0
Pembroke EM				0.9	1.1	1.6	2.0	1.8	1.0	2.3	1.9	1.9	1.1	0.9	2.2	1.6	0.0	0.0
Swift Current 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
Terrace-Kitmat EM				0.7	0.9	1.0	1.2	1.6	1.0	2.3	1.0	1.4	0.9	0.0	1.3	1.8	0.1	0.0
Prince George-Kamloops EM				1.8	1.9	3.5	3.5	3.9	2.3	6.3	4.5	4.6	1.5	0.7	2.4	3.1	2.6	0.0

continued...



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
	Kelowna EM			0.5	0.6	1.6	1.2	1.2	0.0	0.0	0.0	0.0	1.2	3.1	2.5	2.6	0.0	0.0
<b>American Dad</b> <b>(9/12/2011-1/1/2012)</b>	<b>.....S</b>	<b>09:28 PM</b>	<b>10:00 PM</b>	FL10 Actuals Adj														
	Vancouver DM			1.8	2.0	3.1	2.7	2.6	1.6	3.1	2.2	1.9	2.4	3.2	3.2	3.4	0.9	1.0
	Pr George./Terrace			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Dawson Creek			0.8	0.8	1.7	1.2	1.2	2.1	1.1	0.8	0.9	1.0	1.7	1.3	1.3	0.8	0.3
	Okanagan/Kamloops 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
	Prince Albert			0.3	0.3	0.0	0.5	0.5	0.3	0.1	0.4	0.5	0.2	0.0	0.5	0.5	1.3	0.1
	Calgary DM			3.5	3.7	7.6	5.0	4.0	3.2	7.2	4.5	3.1	4.2	8.0	5.6	4.8	2.5	2.4
	Edmonton EM			1.4	1.5	2.4	2.1	1.9	1.0	1.1	1.3	1.2	2.0	3.8	2.8	2.8	2.0	0.3
	Red Deer 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
	Medicine Hat			1.0	1.1	2.3	1.5	1.2	0.9	2.1	1.2	0.9	1.3	2.5	1.8	1.4	0.6	0.8
	Lloydminster			1.5	1.1	0.9	1.5	1.4	1.3	1.7	1.9	1.2	0.9	0.0	1.3	1.6	5.8	0.6
	Regina/MJ EM			0.7	0.6	1.2	0.7	0.8	0.6	1.9	0.9	0.9	0.6	0.7	0.4	1.0	0.9	0.6
	Saskatoon EM			1.0	0.9	1.3	1.2	1.4	1.0	1.8	1.4	1.7	0.7	0.9	1.0	1.1	3.2	1.1
	Yorkton			0.2	0.2	0.6	0.4	0.4	0.2	0.6	0.5	0.3	0.2	0.6	0.4	0.4	0.2	0.3
	Winnipeg EM			1.5	2.0	3.3	2.7	2.6	1.6	2.8	2.4	2.8	1.9	3.7	2.9	2.4	0.1	0.4
	Brandon			0.0	0.0	0.0	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 DM			2.5	2.6	5.3	3.7	3.5	1.9	3.7	2.7	2.7	3.3	7.0	4.7	4.3	3.2	1.8
	Ottawa Eng EM			0.8	1.0	2.3	1.5	1.9	1.1	3.2	1.7	2.1	0.9	1.4	1.5	1.5	0.0	0.0
	Kitchener EM			0.7	0.8	1.3	1.0	0.9	0.8	1.3	1.0	1.0	0.7	1.3	1.0	0.7	1.0	0.1
	London EM			2.2	2.3	5.6	4.0	3.6	2.0	5.3	3.3	3.0	2.6	5.9	4.6	4.3	3.2	0.5
	Kitchener-London EM			1.4	1.4	3.0	2.2	2.0	1.3	2.8	1.9	1.8	1.7	3.2	2.4	2.1	2.0	0.3
	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
	Kingston EM			0.9	0.9	0.9	0.9	1.3	1.0	1.8	1.0	1.3	0.8	0.1	0.9	1.2	0.1	1.1
	Peterborough EM			0.7	0.9	0.0	1.1	1.4	0.6	0.0	1.0	1.0	1.2	0.0	1.2	1.9	0.0	0.1
	Sud/Tim/NB/SSM			1.3	1.2	3.4	2.1	2.0	0.6	0.0	0.7	0.6	1.8	6.8	3.3	3.5	3.2	0.2
	Windsor EM			0.7	0.7	2.6	1.3	1.0	0.5	1.5	0.8	0.9	1.0	4.0	1.8	1.1	0.0	1.0
	Montreal Eng. EM			1.3	1.3	1.8	1.9	1.8	0.6	1.2	1.0	1.1	2.0	2.4	2.8	2.6	3.2	0.0
	Halifax EM			1.0	1.2	1.9	2.3	1.9	0.9	1.2	1.8	1.1	1.5	3.0	2.6	2.6	0.0	0.0
	Saint John/Moncton EM			1.4	1.7	3.3	2.6	3.1	1.2	3.1	2.0	2.0	2.3	3.4	3.3	4.1	0.1	0.0
	Sydney/GB EM			1.3	1.3	3.2	2.4	2.4	1.5	5.5	3.4	3.4	1.0	0.1	1.4	1.4	3.1	0.3
	Charlottetown EM			0.7	0.8	1.7	1.1	1.7	0.4	1.5	0.8	0.8	1.3	1.9	1.4	2.5	0.0	0.0



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
St. Johns/CB EM				0.6	0.7	0.8	1.0	1.0	0.7	1.4	1.1	1.0	0.6	0.1	0.9	0.9	0.0	0.1
TC/Full Coverage				460.5	400.2	197.3	314.0	266.1	175.0	90.4	140.3	113.1	225.3	106.9	173.6	153.1	32.7	27.6
Pembroke EM				0.1	0.1	0.5	0.3	0.3	0.3	1.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Swift Current EM				0.5	0.3	0.3	0.6	0.5	0.3	0.5	0.6	0.5	0.4	0.1	0.6	0.6	1.2	1.2
Terrace-Kitmat EM				1.2	1.5	4.3	2.2	2.8	1.3	4.5	2.0	2.2	1.7	3.9	2.6	3.4	0.0	0.1
Prince George-Kamloops EM				1.1	1.2	1.9	2.0	2.3	1.2	2.9	2.3	2.3	1.2	0.7	1.8	2.3	1.2	0.0
Kelowna EM				2.0	3.0	6.3	5.6	5.9	1.6	0.0	1.5	1.5	4.8	12.6	10.0	10.4	0.0	1.8
<b>Survivor Reunion (9/12/2011-1/1/2012)</b>	<b>.....S</b>	<b>09:58 PM</b>	<b>11:00 PM</b>	FL10/SP11 Survivor Adjusted														
Vancouver DM				8.6	8.6	6.0	8.4	8.6	9.3	6.5	8.9	9.0	7.7	5.5	7.8	8.0	8.4	9.9
Pr George./Terrace				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dawson Creek				4.4	5.1	3.9	4.8	5.1	6.8	5.0	6.2	6.1	3.7	3.0	3.6	4.3	2.3	2.5
Okanagan/Kamloops 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
Prince Albert				5.0	5.4	5.5	6.1	7.0	6.2	7.4	7.7	8.4	4.5	3.3	4.5	5.5	5.5	2.1
Calgary DM				9.0	8.7	8.1	8.9	10.4	9.2	7.1	8.5	10.3	8.4	8.9	9.3	10.7	9.5	10.2
Edmonton EM				8.6	9.6	7.5	8.6	10.3	12.1	9.7	10.7	12.7	7.3	5.4	6.7	8.0	6.5	4.1
Red Deer 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
Medicine Hat				5.1	5.9	4.6	5.9	6.9	6.8	5.1	7.0	8.8	5.2	4.1	5.0	5.1	2.9	2.7
Lloydminster				7.6	8.6	5.6	9.7	11.1	9.5	3.4	10.4	12.4	7.8	7.5	9.1	9.6	11.3	0.0
Regina/MJ EM				4.1	4.6	3.1	4.5	5.0	5.1	2.6	4.6	5.3	4.1	3.6	4.4	4.6	2.2	1.6
Saskatoon EM				4.1	4.7	3.3	5.0	6.1	5.3	4.7	6.1	7.2	3.9	2.0	3.9	5.0	2.4	1.4
Yorkton				4.0	4.4	5.6	5.3	4.8	5.8	9.9	7.8	6.6	3.1	1.2	2.7	2.9	3.9	1.2
Winnipeg EM				5.6	6.4	4.7	5.5	6.8	7.0	6.1	5.9	6.7	5.8	3.2	5.0	6.9	2.1	2.6
Brandon				0.0	0.0	0.0	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 DM				8.5	8.8	7.4	8.9	9.2	9.2	8.1	9.8	9.7	8.3	6.7	8.0	8.7	8.8	6.4
Ottawa Eng EM				4.5	4.5	2.3	4.2	5.0	5.9	3.7	5.8	6.4	3.1	0.8	2.7	3.7	6.5	2.8
Kitchener EM				7.1	7.7	5.1	7.7	9.3	8.8	5.9	8.8	10.4	6.6	4.4	6.8	8.3	6.0	4.1
London EM				7.7	8.5	6.1	9.1	9.9	10.4	9.9	12.0	12.4	6.5	2.5	6.3	7.4	4.6	4.7
Kitchener-London EM				7.2	7.7	5.4	8.1	9.2	9.1	7.1	9.7	10.9	6.4	3.7	6.5	7.6	5.2	4.4
Barrie EM				7.1	7.5	5.8	7.5	8.6	9.1	9.8	10.2	10.8	5.9	1.8	5.0	6.4	8.9	2.9
Kingston EM				6.8	7.5	4.5	8.0	9.7	9.0	7.3	10.4	12.2	5.8	1.9	5.8	7.2	5.7	2.4
Peterborough EM				6.8	7.0	7.5	8.0	8.6	8.1	7.8	8.8	9.1	5.9	7.0	7.3	8.0	8.6	2.7
Sud/Tim/NB/SSM				7.6	8.5	7.1	9.5	10.8	9.6	8.6	11.2	12.3	7.2	5.7	7.8	9.3	2.5	4.0



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Windsor EM				4.0	4.7	4.3	3.8	4.8	5.1	3.7	4.0	5.3	4.1	5.0	3.6	4.3	0.3	2.1
Thunder Bay 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
Montreal Eng. EM				4.1	4.6	2.0	3.7	4.3	4.9	1.8	3.8	4.6	4.2	2.2	3.6	4.1	2.6	2.0
Halifax EM				7.4	8.2	6.0	8.9	10.4	9.7	8.7	11.4	12.9	6.6	3.4	6.3	7.8	7.3	0.6
Saint John/Moncton EM				7.2	8.0	6.7	8.7	9.8	8.0	5.7	8.6	9.7	8.0	7.6	8.9	9.9	6.4	1.4
Sydney/GB EM				7.7	8.6	11.3	11.4	10.9	9.8	14.2	13.3	11.9	7.1	8.3	9.2	9.8	8.6	0.6
Charlottetown EM				5.8	6.0	3.6	7.7	8.8	6.7	4.4	8.5	10.1	5.4	2.9	7.1	7.5	5.8	3.2
St. Johns/CB EM				6.7	7.2	6.7	8.4	9.3	8.8	10.6	10.9	11.2	5.4	2.5	5.7	7.2	6.5	2.3
TC/Full Coverage				2,309.6	1,917.5	473.3	1,167.5	1,205.8	1,030.8	250.3	618.5	646.6	886.6	222.9	549.0	559.3	185.8	206.4
Pembroke EM				5.4	5.9	2.6	4.4	6.1	6.7	2.5	5.5	6.7	5.1	2.7	3.5	5.7	3.8	2.3
Swift Current EM				4.1	3.7	3.7	3.6	4.2	4.6	5.0	5.6	3.7	2.7	2.2	1.4	4.6	14.4	0.1
Terrace-Kitmat EM				3.7	4.2	1.8	2.9	3.6	4.6	1.5	3.1	4.1	3.9	2.2	2.9	3.1	1.0	3.0
Prince George-Kamloops EM				7.4	8.4	4.2	6.8	8.0	10.5	6.0	9.6	10.8	6.2	2.6	4.1	5.0	5.1	1.8
Kelowna EM				7.2	7.5	2.6	6.7	9.3	8.0	2.6	6.8	9.4	7.0	2.5	6.6	9.2	5.0	6.3
<b>The Good Wife (9/12/2011-2/26/2012)</b>	<b>.....S</b>	<b>09:58 PM</b>	<b>11:00 PM</b>	FL10/SP11 Avg Adj for pre/pst														
Vancouver DM				4.1	4.6	1.8	2.6	3.2	6.0	2.0	3.2	3.7	3.4	1.5	2.0	2.5	1.5	1.3
Pr George./Terrace				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dawson Creek				2.1	2.5	1.8	1.9	2.1	3.0	2.2	2.0	2.1	2.0	1.4	1.9	2.0	0.1	1.3
Okanagan/Kamloops 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
Prince Albert				1.0	1.3	0.5	0.8	1.3	1.6	0.6	1.5	1.8	0.9	0.4	0.1	0.8	0.1	0.1
Calgary DM				4.4	4.9	1.7	2.6	3.4	6.0	2.1	3.3	4.2	3.8	1.4	2.1	2.6	1.7	2.8
Edmonton EM				2.5	2.7	1.6	2.1	2.3	3.3	2.4	3.0	2.9	2.1	0.9	1.4	1.7	2.3	1.6
Red Deer 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
Medicine Hat				1.3	1.6	0.6	0.7	1.0	2.2	0.8	1.0	1.1	1.0	0.3	0.5	0.7	0.5	0.7
Lloydminster				1.3	1.6	0.7	0.8	1.2	2.0	1.0	1.2	1.8	1.2	0.3	0.3	0.7	0.1	0.3
Regina/MJ EM				1.8	2.2	0.1	0.6	1.3	3.2	0.2	1.0	1.8	1.1	0.1	0.3	0.8	0.4	0.0
Saskatoon EM				2.5	2.8	1.1	1.8	2.2	4.1	2.3	2.9	3.3	1.5	0.0	0.6	1.3	0.0	1.2
Yorkton				1.9	2.3	1.2	1.8	2.2	2.6	1.1	1.8	2.2	2.0	1.3	1.7	2.3	0.0	0.3
Winnipeg EM				4.0	5.0	1.8	3.2	3.8	6.4	2.2	4.6	5.4	3.6	1.4	1.9	2.2	0.2	0.1
Brandon				0.0	0.0	0.0	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 DM				3.8	4.3	1.8	2.7	3.4	5.5	1.8	3.0	4.3	3.1	1.9	2.3	2.5	1.8	1.2
Ottawa Eng EM				2.1	2.5	0.4	1.5	1.7	3.4	0.7	2.4	2.7	1.5	0.2	0.8	0.8	0.9	0.2

continued...



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Kitchener EM				2.6	3.0	1.1	2.0	2.4	3.9	1.7	2.8	3.3	2.1	0.4	1.2	1.5	1.5	0.0
London EM				2.3	2.8	0.4	1.3	1.9	3.4	0.5	1.3	2.2	2.2	0.2	1.3	1.6	0.0	0.5
Kitchener-London EM				2.5	2.9	0.8	1.7	2.2	3.7	1.2	2.2	2.7	2.2	0.4	1.2	1.5	0.8	0.2
Barrie EM				2.7	3.3	0.8	1.4	2.2	4.4	1.4	2.0	3.0	2.1	0.1	0.8	1.3	0.6	0.2
Kingston EM				2.7	3.2	0.1	2.4	3.2	4.3	0.2	3.3	4.2	2.1	0.0	1.5	2.3	0.0	0.5
Peterborough EM				2.2	2.6	0.0	0.4	0.6	3.5	0.0	0.6	1.2	1.6	0.0	0.1	0.1	0.7	0.0
Sud/Tim/NB/SSM				3.1	3.6	1.5	2.2	2.6	4.7	1.8	2.7	3.2	2.5	1.4	1.8	2.0	0.4	0.5
Windsor EM				1.9	2.4	0.4	0.6	0.8	3.0	0.1	0.4	0.7	1.7	0.7	0.8	0.9	0.0	0.1
Thunder Bay 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
Montreal Eng. EM				3.6	4.2	2.0	2.3	2.8	5.1	2.5	2.5	3.1	3.3	1.5	2.1	2.5	0.4	1.0
Halifax EM				3.8	4.5	1.0	2.1	3.7	5.2	1.4	2.6	4.1	3.7	0.8	1.7	3.3	0.5	0.3
Saint John/Moncton EM				3.6	4.3	1.1	2.3	2.6	5.0	0.6	2.1	2.7	3.5	1.5	2.4	2.5	0.2	0.7
Sydney/GB EM				4.5	5.5	0.9	3.1	5.0	6.1	0.2	2.5	5.3	4.7	1.7	3.8	4.6	0.0	0.1
Charlottetown EM				2.9	3.5	1.0	2.4	3.7	4.4	1.8	3.4	5.4	2.5	0.1	1.5	1.9	0.1	0.0
St. Johns/CB EM				3.4	4.0	2.4	3.3	3.7	5.1	2.2	4.2	4.6	2.9	2.5	2.4	2.6	0.1	0.9
TC/Full Coverage				1,005.5	941.6	117.0	341.3	401.7	585.3	61.9	204.1	251.2	356.3	55.1	137.2	150.6	30.9	33.0
Pembroke EM				2.5	2.8	2.5	1.6	2.2	3.9	4.3	2.8	3.2	1.7	1.0	0.6	1.2	0.1	1.8
Swift Current EM				1.7	2.1	0.9	1.3	3.1	1.1	0.4	1.6	1.5	3.2	1.7	1.1	4.4	0.0	0.1
Terrace-Kitmat EM				1.3	1.6	0.1	0.4	0.8	2.4	0.1	0.8	1.2	0.8	0.1	0.1	0.4	0.0	0.1
Prince George-Kamloops EM				2.2	2.8	0.4	1.8	2.3	3.9	0.7	2.7	3.3	1.6	0.1	0.9	1.2	0.0	0.0
Kelowna EM				2.9	3.5	0.1	1.1	1.9	4.3	0.0	1.3	2.6	2.7	0.1	0.8	1.2	0.0	0.1
<b>ETC Late Night (9/12/2011-1/1/2012)</b>	<b>MTWTF..</b>	<b>12:28 PM</b>	<b>01:00 AM</b>	<b>FL10/SP11 Average</b>														
Vancouver DM				0.7	0.8	0.6	0.7	0.8	1.0	0.6	0.8	0.9	0.6	0.5	0.6	0.7	0.3	0.5
Pr George./Terrace				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dawson Creek				0.2	0.2	0.2	0.2	0.3	0.3	0.2	0.3	0.3	0.2	0.1	0.2	0.2	0.3	0.1
Okanagan/Kamloops 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
Prince Albert				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	0.0
Calgary DM				0.4	0.4	0.5	0.5	0.4	0.6	0.6	0.6	0.5	0.3	0.4	0.3	0.3	0.3	0.3
Edmonton EM				1.0	1.0	0.5	1.0	1.0	1.0	0.5	1.0	1.0	1.5	1.0	1.0	1.5	0.0	0.0
Red Deer 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
Medicine Hat				0.2	0.2	0.1	0.1	0.1	0.3	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.0
Lloydminster				0.5	1.0	0.0	0.5	0.5	1.0	0.5	1.0	0.5	0.5	0.0	0.0	0.5	0.5	0.5



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Regina/MJ EM				0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0
Saskatoon EM				0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.0	0.0
Yorkton				0.0	0.0	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg EM				0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Brandon				0.0	0.0	0.0	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 DM				0.3	0.3	0.2	0.2	0.2	0.4	0.2	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.1
Ottawa Eng 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				0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0
London EM				0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.2	0.1	0.1	0.0	0.0
Kitchener-London EM				0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0
Barrie EM				0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	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	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Peterborough EM				0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.2	0.2
Sud/Tim/NB/SSM				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	0.0
Windsor EM				0.0	0.1	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
Thunder Bay 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
Montreal Eng. EM				0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Halifax EM				0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Saint John/Moncton EM				0.0	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
Sydney/GB EM				0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.0
Charlottetown EM				0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0
St. Johns/CB 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
TC/Full Coverage				100.9	96.1	16.8	41.6	44.6	57.4	6.9	24.3	26.4	38.7	9.9	17.3	18.3	4.3	6.7
Pembroke EM				0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.2	0.0
Swift Current 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
Terrace-Kitmat EM				0.2	0.2	0.0	0.1	0.1	0.3	0.0	0.1	0.1	0.2	0.0	0.0	0.1	0.0	0.0
Prince George-Kamloops EM				0.2	0.2	0.1	0.1	0.2	0.3	0.1	0.2	0.3	0.2	0.2	0.1	0.1	0.0	0.1
Kelowna EM				0.1	0.2	0.0	0.1	0.1	0.2	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.0
<b>Days Of Our Lives</b> <b>(9/12/2011-1/1/2012)</b>	<b>MTWTF..</b>	<b>12:58 PM</b>	<b>02:00 PM</b>	FL10/SP11 Average														
Vancouver DM				1.1	1.1	0.7	0.7	0.9	1.7	1.0	1.1	1.3	0.6	0.3	0.4	0.5	0.8	0.9
Pr George./Terrace				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dawson Creek				0.9	1.0	0.9	0.8	0.9	1.6	1.3	1.1	1.4	0.6	0.7	0.5	0.4	0.2	0.3



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Okanagan/Kamloops 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
Prince Albert				0.8	1.0	0.2	0.8	1.1	1.7	0.4	1.4	1.9	0.3	0.0	0.3	0.4	0.4	0.2
Calgary DM				1.7	1.8	1.7	1.5	1.8	2.6	2.6	2.3	2.6	1.0	0.9	0.8	1.0	0.3	2.3
Edmonton EM				1.2	1.4	0.9	1.1	1.3	2.3	1.6	1.9	2.2	0.5	0.2	0.4	0.3	0.5	0.5
Red Deer 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
Medicine Hat				1.4	1.7	0.8	1.3	1.4	3.0	1.6	2.6	2.9	0.3	0.2	0.2	0.2	0.1	0.4
Lloydminster				1.4	1.7	1.3	1.6	1.8	2.9	2.4	2.9	3.1	0.6	0.3	0.3	0.4	0.2	0.2
Regina/MJ EM				1.0	1.2	0.8	0.6	0.7	2.0	1.4	1.1	1.3	0.3	0.0	0.1	0.1	0.1	0.0
Saskatoon EM				0.6	0.8	0.3	0.3	0.5	1.3	0.5	0.6	1.0	0.2	0.0	0.0	0.0	0.1	0.1
Yorkton				1.5	1.9	2.4	1.6	1.2	2.7	2.6	1.9	1.3	1.2	2.3	1.3	1.1	0.0	0.0
Winnipeg EM				0.9	1.1	1.3	1.0	0.9	1.9	2.5	1.9	1.6	0.4	0.0	0.2	0.2	0.1	0.1
Brandon				0.0	0.0	0.0	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 DM				0.9	1.0	0.8	1.0	0.9	1.2	1.3	1.4	1.2	0.7	0.3	0.6	0.6	0.7	0.9
Ottawa Eng EM				0.6	0.8	0.1	0.4	0.5	1.3	0.1	0.7	0.8	0.2	0.0	0.1	0.2	0.1	0.2
Kitchener EM				1.2	1.5	1.0	1.2	1.4	2.6	2.0	2.2	2.5	0.5	0.1	0.2	0.3	0.0	0.0
London EM				1.1	1.3	1.4	1.4	1.5	2.3	2.8	2.6	2.9	0.2	0.0	0.2	0.2	0.3	0.6
Kitchener-London EM				1.2	1.5	1.2	1.4	1.5	2.5	2.3	2.4	2.6	0.4	0.1	0.3	0.3	0.2	0.3
Barrie EM				0.8	0.9	0.7	0.9	1.1	1.5	1.5	1.8	2.0	0.3	0.1	0.1	0.2	0.2	0.0
Kingston EM				0.5	0.6	0.0	0.4	0.5	1.0	0.0	0.5	0.8	0.3	0.1	0.2	0.2	0.0	0.0
Peterborough EM				0.7	0.8	0.8	0.8	0.8	1.4	1.7	1.5	1.5	0.2	0.0	0.0	0.1	0.1	0.0
Sud/Tim/NB/SSM				1.7	2.1	1.3	1.5	1.9	3.5	2.5	2.8	3.3	0.6	0.0	0.1	0.3	0.0	0.2
Windsor EM				0.7	0.9	0.4	0.6	0.6	1.5	0.4	1.0	1.0	0.3	0.3	0.2	0.2	0.2	0.0
Thunder Bay 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
Montreal Eng. EM				1.0	1.2	0.9	0.8	1.1	2.0	1.8	1.7	2.2	0.2	0.1	0.1	0.1	0.1	0.1
Halifax EM				1.3	1.5	1.4	1.6	1.7	2.6	2.4	2.9	3.0	0.4	0.2	0.2	0.3	0.0	0.1
Saint John/Moncton EM				2.0	2.4	1.7	2.5	3.0	4.0	3.1	4.4	5.2	0.7	0.3	0.5	0.7	0.3	0.2
Sydney/GB EM				1.9	2.3	1.3	1.6	1.7	3.6	1.9	2.6	2.6	0.8	0.6	0.5	0.5	0.1	0.0
Charlottetown EM				1.1	1.3	1.5	1.2	1.3	2.1	2.8	2.1	2.3	0.4	0.2	0.2	0.2	0.0	0.1
St. Johns/CB EM				5.4	6.3	3.1	5.0	5.9	8.1	5.7	8.8	9.8	2.2	0.5	1.2	1.6	0.0	0.7
TC/Full Coverage				303.3	266.0	59.6	132.5	136.1	197.4	45.1	100.7	96.9	68.7	14.5	31.8	39.3	10.5	26.8
Pembroke EM				1.3	1.5	0.8	1.2	1.4	2.4	1.5	2.0	2.4	0.7	0.2	0.4	0.4	0.0	0.0
Swift Current EM				0.6	0.7	0.4	0.2	0.2	1.4	0.7	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Terrace-Kitmat EM				1.2	1.4	1.7	1.4	1.3	2.0	2.0	2.2	2.1	0.9	1.3	0.8	0.4	0.1	0.3

continued...

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
	Prince George-Kamloops EM			1.2	1.4	0.4	1.0	1.2	2.0	0.8	1.5	1.8	0.8	0.1	0.4	0.6	0.4	0.2
	Kelowna EM			0.9	1.0	0.2	0.5	0.7	1.6	0.3	0.7	1.1	0.5	0.0	0.1	0.3	0.0	0.5
<b>Doctors (9/12/2011-1/1/2012)</b>	<b>MTWTF..</b>	<b>01:58 PM</b>	<b>03:00 PM</b>	FL10/SP11 Average														
	Vancouver DM			0.9	1.0	0.3	0.5	0.6	1.4	0.4	0.7	0.8	0.6	0.3	0.3	0.4	0.3	0.4
	Pr George./Terrace			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Dawson Creek			0.8	1.0	0.4	0.6	0.8	1.6	0.4	0.9	1.3	0.5	0.3	0.4	0.4	0.1	0.1
	Okanagan/Kamloops 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
	Prince Albert			0.8	1.0	0.3	0.3	0.4	1.5	0.5	0.4	0.6	0.6	0.1	0.2	0.2	0.1	0.1
	Calgary DM			1.1	1.2	0.9	1.0	1.1	1.5	1.2	1.4	1.6	0.8	0.6	0.6	0.7	0.4	1.6
	Edmonton EM			1.1	1.2	0.7	0.8	0.8	2.0	1.2	1.3	1.4	0.5	0.2	0.3	0.2	0.3	0.5
	Red Deer 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
	Medicine Hat			0.6	0.8	0.7	0.4	0.6	1.3	1.3	0.9	1.1	0.3	0.2	0.1	0.2	0.1	0.3
	Lloydminster			1.2	1.6	0.9	0.9	1.1	2.5	2.0	1.9	2.1	0.7	0.0	0.0	0.2	0.1	0.2
	Regina/MJ EM			0.6	0.8	0.4	0.5	0.6	1.2	0.7	0.9	1.0	0.2	0.0	0.1	0.1	0.2	0.0
	Saskatoon EM			0.5	0.6	0.4	0.4	0.4	1.1	0.8	0.8	0.9	0.2	0.0	0.0	0.0	0.0	0.0
	Yorkton			0.6	0.7	0.8	0.4	0.3	1.2	1.2	0.7	0.4	0.2	0.3	0.2	0.1	0.0	0.0
	Winnipeg EM			0.6	0.8	0.5	0.5	0.6	1.1	0.9	0.9	1.1	0.3	0.2	0.2	0.1	0.0	0.1
	Brandon			0.0	0.0	0.0	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 DM			0.4	0.5	0.5	0.5	0.4	0.6	0.7	0.6	0.6	0.3	0.3	0.4	0.2	0.3	0.3
	Ottawa Eng EM			0.5	0.6	0.2	0.3	0.3	0.8	0.2	0.4	0.5	0.4	0.1	0.1	0.2	0.2	0.0
	Kitchener EM			0.4	0.4	0.2	0.3	0.4	0.7	0.3	0.5	0.5	0.2	0.1	0.1	0.2	0.1	0.0
	London EM			0.5	0.6	0.3	0.4	0.5	0.9	0.6	0.7	0.8	0.2	0.1	0.1	0.2	0.3	0.3
	Kitchener-London EM			0.4	0.5	0.2	0.4	0.4	0.8	0.4	0.5	0.6	0.2	0.0	0.1	0.2	0.2	0.1
	Barrie EM			0.5	0.7	0.1	0.5	0.6	1.0	0.1	0.7	0.8	0.4	0.1	0.3	0.5	0.0	0.0
	Kingston EM			0.5	0.6	0.1	0.3	0.4	0.9	0.2	0.5	0.6	0.3	0.0	0.2	0.2	0.4	0.0
	Peterborough EM			0.5	0.5	0.2	0.3	0.4	0.8	0.3	0.4	0.7	0.3	0.0	0.1	0.1	0.3	0.1
	Sud/Tim/NB/SSM			0.9	1.1	0.9	0.7	0.8	1.5	1.2	0.8	1.1	0.7	0.6	0.5	0.6	0.2	0.2
	Windsor EM			0.3	0.3	0.1	0.2	0.2	0.6	0.3	0.3	0.4	0.1	0.0	0.0	0.0	0.2	0.0
	Thunder Bay 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
	Montreal Eng. EM			0.4	0.4	0.5	0.4	0.5	0.6	1.0	0.7	0.8	0.2	0.0	0.1	0.1	0.2	0.0
	Halifax EM			0.6	0.7	0.8	0.7	0.8	1.0	1.4	1.2	1.2	0.3	0.3	0.2	0.2	0.0	0.0
	Saint John/Moncton EM			0.8	1.0	0.4	0.7	0.6	1.4	0.4	1.2	1.2	0.5	0.3	0.3	0.1	0.1	0.0



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Sydney/GB EM				0.9	1.1	0.6	0.9	1.1	1.5	1.1	1.3	1.5	0.7	0.0	0.5	0.6	0.0	0.0
Charlottetown EM				0.7	0.8	1.0	0.9	1.0	1.3	1.7	1.6	1.8	0.4	0.3	0.2	0.3	0.5	0.2
St. Johns/CB EM				2.7	3.1	1.8	2.2	2.5	4.5	3.2	3.4	3.6	1.7	0.3	0.9	1.3	0.6	0.3
TC/Full Coverage				230.0	206.4	31.1	72.2	81.6	146.3	22.6	49.3	53.5	60.2	8.6	22.9	28.2	11.8	11.9
Pembroke EM				0.5	0.5	0.3	0.3	0.5	0.9	0.5	0.5	0.9	0.1	0.1	0.1	0.1	0.1	0.1
Swift Current EM				0.1	0.1	0.0	0.2	0.1	0.1	0.1	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Terrace-Kitmat EM				0.7	0.9	0.4	0.5	0.5	1.3	0.7	0.8	1.0	0.4	0.1	0.1	0.1	0.0	0.0
Prince George-Kamloops EM				1.1	1.4	0.5	0.6	0.8	1.8	0.8	1.0	1.3	0.9	0.3	0.3	0.3	0.1	0.2
Kelowna EM				1.1	1.3	0.1	0.2	0.4	1.8	0.1	0.3	0.5	0.7	0.0	0.0	0.3	0.3	0.0
<b>The Talk</b> <b>(9/12/2011-1/1/2012)</b>	<b>MTWTF..</b>	<b>02:58 PM</b>	<b>04:00 PM</b>	FL11 Days Adj.														
Vancouver DM				0.7	0.7	0.3	0.4	0.5	1.0	0.5	0.6	0.8	0.3	0.1	0.2	0.4	0.5	0.5
Dawson Creek				0.6	0.7	0.6	0.5	0.6	1.1	0.8	0.7	0.9	0.4	0.4	0.3	0.3	0.1	0.2
Prince Albert				0.3	0.4	0.1	0.3	0.4	0.7	0.2	0.6	0.8	0.1	0.0	0.1	0.2	0.2	0.1
Calgary DM				0.9	0.9	0.9	0.8	0.9	1.3	1.3	1.2	1.3	0.5	0.5	0.4	0.5	0.2	1.2
Edmonton EM				0.7	0.8	0.5	0.7	0.8	1.4	1.0	1.1	1.3	0.3	0.1	0.2	0.2	0.3	0.3
Medicine Hat				0.6	0.7	0.3	0.5	0.6	1.2	0.6	1.0	1.2	0.1	0.1	0.1	0.1	0.1	0.2
Lloydminster				0.8	1.0	0.8	1.0	1.1	1.7	1.4	1.7	1.9	0.4	0.2	0.2	0.2	0.1	0.1
Regina/MJ EM				0.8	0.9	0.6	0.5	0.5	1.5	1.1	0.8	1.0	0.2	0.0	0.1	0.1	0.1	0.0
Saskatoon EM				0.5	0.6	0.3	0.4	0.5	0.9	0.6	0.7	0.8	0.1	0.0	0.1	0.1	0.0	0.2
Yorkton				0.7	0.9	1.0	0.9	0.8	1.4	1.4	1.2	1.1	0.5	0.7	0.6	0.4	0.1	0.1
Winnipeg EM				0.4	0.4	0.5	0.4	0.4	0.8	1.0	0.8	0.6	0.2	0.0	0.1	0.1	0.0	0.0
Toronto/Hamilton DM				0.5	0.6	0.5	0.6	0.5	0.7	0.8	0.8	0.7	0.4	0.2	0.4	0.4	0.4	0.5
Ottawa Eng EM				0.6	0.8	0.1	0.4	0.5	1.3	0.1	0.7	0.8	0.2	0.0	0.1	0.2	0.1	0.2
Kitchener EM				0.5	0.6	0.4	0.5	0.6	1.0	0.8	0.9	1.0	0.2	0.0	0.1	0.1	0.0	0.0
London EM				0.4	0.5	0.6	0.6	0.6	0.9	1.1	1.0	1.2	0.1	0.0	0.1	0.1	0.1	0.2
Kitchener-London EM				0.5	0.6	0.5	0.6	0.6	1.0	0.9	1.0	1.0	0.2	0.0	0.1	0.1	0.1	0.1
Barrie EM				0.3	0.4	0.3	0.4	0.4	0.6	0.6	0.7	0.8	0.1	0.0	0.0	0.1	0.1	0.0
Kingston EM				0.2	0.2	0.0	0.2	0.2	0.4	0.0	0.2	0.3	0.1	0.0	0.1	0.1	0.0	0.0
Peterborough EM				0.3	0.3	0.3	0.3	0.3	0.6	0.7	0.6	0.6	0.1	0.0	0.0	0.0	0.0	0.0
Sud/Tim/NB/SSM				0.7	0.8	0.5	0.6	0.8	1.4	1.0	1.1	1.3	0.2	0.0	0.0	0.1	0.0	0.1
Windsor EM				0.3	0.4	0.2	0.2	0.2	0.6	0.2	0.4	0.4	0.1	0.1	0.1	0.1	0.1	0.0
Montreal Eng. EM				0.6	0.7	0.5	0.5	0.7	1.2	1.1	1.0	1.3	0.1	0.1	0.1	0.1	0.1	0.1



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Halifax EM				0.8	0.9	0.8	1.0	1.0	1.6	1.4	1.7	1.8	0.2	0.1	0.1	0.2	0.0	0.1
Saint John/Moncton EM				1.2	1.4	1.0	1.5	1.8	2.4	1.9	2.6	3.1	0.4	0.2	0.3	0.4	0.2	0.1
Sydney/GB EM				1.1	1.4	0.8	1.0	1.0	2.2	1.1	1.6	1.6	0.5	0.4	0.3	0.3	0.1	0.0
Charlottetown EM				0.7	0.8	0.9	0.7	0.8	1.3	1.7	1.3	1.4	0.2	0.1	0.1	0.1	0.0	0.1
St. Johns/CB EM				3.2	3.8	1.9	3.0	3.5	6.1	3.4	5.3	5.9	1.3	0.3	0.7	1.0	0.0	0.4
TC/Full Coverage				178.4	158.5	37.1	80.0	82.8	117.3	26.6	59.1	60.6	41.1	10.6	20.9	22.2	7.6	12.3
Pembroke EM				0.5	0.6	0.3	0.5	0.6	1.0	0.6	0.8	1.0	0.3	0.1	0.2	0.2	0.0	0.0
Swift Current EM				0.5	0.6	0.3	0.2	0.0	0.8	0.3	0.1	0.1	0.4	0.3	0.3	0.0	0.0	0.0
Terrace-Kitmat EM				0.8	0.9	1.1	0.9	0.8	1.3	1.3	1.4	1.4	0.6	0.8	0.5	0.2	0.0	0.2
Prince George-Kamloops EM				0.8	0.9	0.3	0.6	0.8	1.3	0.5	1.0	1.2	0.5	0.1	0.3	0.4	0.3	0.1
Kelowna EM				0.6	0.7	0.1	0.3	0.5	1.1	0.2	0.5	0.7	0.3	0.0	0.1	0.2	0.0	0.3
<b>Y&amp;R (9/12/2011-1/1/2012)</b>	<b>MTWTF..</b>	<b>04:28 PM</b>	<b>05:30 PM</b>	<b>FL10/SP11 Avg</b>														
Vancouver DM				1.8	2.0	0.8	1.1	1.2	2.9	0.7	1.4	1.7	1.2	0.9	0.8	0.7	0.8	0.7
Pr George./Terrace				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dawson Creek				1.8	2.3	1.7	1.7	1.9	4.3	3.5	3.3	3.7	0.5	0.4	0.3	0.3	0.3	0.2
Okanagan/Kamloops 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
Prince Albert				3.2	4.1	0.3	1.3	2.2	6.1	0.5	2.0	3.5	2.0	0.0	0.6	0.8	0.4	0.2
Calgary DM				2.9	3.1	1.9	1.8	2.2	4.5	2.9	2.7	3.4	1.7	0.9	1.0	1.2	1.8	2.9
Edmonton EM				2.1	2.6	1.0	1.3	1.6	4.5	1.9	2.4	3.0	0.9	0.2	0.3	0.3	0.3	0.3
Red Deer 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
Medicine Hat				3.4	4.2	1.6	2.0	2.6	7.0	2.8	3.7	5.0	1.6	0.5	0.5	0.4	0.6	0.5
Lloydminster				2.1	2.7	0.7	1.4	1.7	4.4	1.3	2.4	2.8	1.0	0.3	0.5	0.6	0.9	0.3
Regina/MJ EM				2.6	3.1	0.8	1.2	2.1	5.1	0.9	1.7	3.3	1.1	0.7	0.7	0.8	0.4	0.3
Saskatoon EM				2.5	2.9	1.1	1.5	1.7	4.8	2.3	2.6	2.9	1.0	0.1	0.5	0.6	0.9	0.6
Yorkton				2.4	3.0	1.5	1.5	1.1	4.5	1.9	1.9	1.2	1.4	1.1	1.1	0.9	0.1	0.0
Winnipeg EM				3.9	4.7	0.8	2.2	3.4	7.0	1.0	3.4	5.3	2.5	0.7	1.0	1.5	0.4	0.2
Brandon				0.0	0.0	0.0	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 DM				3.2	3.6	1.9	2.2	2.3	4.7	2.3	2.8	3.4	2.3	1.6	1.5	1.2	1.7	2.0
Ottawa Eng EM				3.4	4.0	1.8	2.1	2.6	6.2	3.0	3.4	4.1	1.6	0.6	0.9	1.2	1.9	0.1
Kitchener EM				4.1	5.1	2.5	3.0	3.9	7.8	4.0	5.3	6.4	2.2	1.1	0.9	1.6	0.5	0.2
London EM				3.3	3.9	1.1	2.0	2.6	5.9	1.9	3.5	4.3	1.8	0.3	0.5	0.9	0.8	0.4
Kitchener-London EM				3.9	4.7	2.0	2.7	3.4	7.0	3.1	4.7	5.5	2.1	0.9	0.8	1.3	0.7	0.3



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Barrie EM				3.6	4.4	1.8	2.7	3.1	6.6	3.3	4.8	5.2	2.1	0.3	0.8	1.1	0.3	0.1
Kingston EM				5.5	6.5	1.2	3.7	4.9	9.3	1.8	5.4	7.2	3.4	0.6	2.1	2.5	0.9	0.7
Peterborough EM				4.5	5.2	1.3	2.1	3.3	7.8	2.5	3.6	5.5	2.4	0.4	0.7	1.0	1.8	0.9
Sud/Tim/NB/SSM				6.6	7.8	3.1	5.2	6.3	9.8	5.5	9.0	8.1	3.7	0.7	1.4	2.3	1.0	0.7
Windsor EM				1.7	2.1	0.8	1.3	1.5	3.2	1.0	2.2	2.3	1.0	0.4	0.5	0.7	0.0	0.0
Thunder Bay 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
Montreal Eng. EM				1.1	1.3	0.3	0.5	0.6	1.9	0.6	0.8	0.9	0.5	0.1	0.2	0.3	0.3	0.0
Halifax EM				1.7	1.9	0.6	1.3	1.6	2.9	1.1	2.1	2.4	0.9	0.2	0.4	0.8	0.4	0.3
Saint John/Moncton EM				1.5	1.8	0.5	0.9	1.2	2.7	0.6	1.4	2.2	0.8	0.3	0.3	0.2	0.1	0.2
Sydney/GB EM				2.8	3.3	0.5	1.8	2.2	5.0	0.8	2.6	2.9	1.3	0.1	0.9	1.3	0.5	0.2
Charlottetown EM				1.3	1.6	0.0	0.7	1.0	2.4	0.0	1.2	1.6	0.7	0.0	0.2	0.2	0.4	0.0
St. Johns/CB EM				10.3	12.3	6.6	9.5	9.9	18.7	9.7	13.2	15.5	7.4	1.3	3.6	5.5	1.4	2.6
TC/Full Coverage				827.9	746.4	91.1	245.3	274.4	553.5	62.4	167.6	192.1	193.0	28.7	77.7	82.3	28.5	53.1
Pembroke EM				6.0	7.1	2.1	4.3	5.7	9.1	3.9	7.7	8.1	3.2	0.6	1.4	1.5	0.3	1.4
Swift Current EM				1.8	2.0	1.7	0.9	1.1	0.6	2.8	1.3	1.6	0.6	0.6	0.4	0.6	0.6	0.9
Terrace-Kitmat EM				0.7	1.0	0.3	0.4	0.5	1.5	0.4	0.7	1.0	0.4	0.0	0.1	0.0	0.0	0.1
Prince George-Kamloops EM				2.4	2.9	0.4	1.3	1.8	4.5	0.8	2.4	3.3	1.2	0.1	0.2	0.3	0.0	0.3
Kelowna EM				1.8	2.1	0.7	1.2	1.5	3.7	1.5	2.3	2.5	0.5	0.1	0.1	0.5	0.3	0.2
<b>ET Late Night (9/12/2011-1/1/2012)</b>	<b>MTWTF..</b>	<b>11:58 PM</b>	<b>12:30 AM</b>	<b>FL10/SP11 Average</b>														
Vancouver DM				1.1	1.2	0.7	1.0	1.1	1.4	0.8	1.1	1.2	0.9	0.6	0.8	0.9	0.6	0.8
Pr George./Terrace				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dawson Creek				0.3	0.4	0.2	0.3	0.3	0.5	0.3	0.5	0.5	0.3	0.2	0.3	0.3	0.3	0.2
Okanagan/Kamloops 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
Prince Albert				0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.0
Calgary DM				0.8	0.8	0.9	0.9	1.0	1.0	1.1	1.1	1.0	0.7	0.8	0.7	0.9	1.0	0.4
Edmonton EM				1.0	1.0	0.5	1.0	1.0	1.0	0.5	1.0	1.0	1.5	1.0	1.0	1.5	0.0	0.0
Red Deer 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
Medicine Hat				0.3	0.3	0.3	0.2	0.2	0.4	0.3	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.1
Lloydminster				0.5	1.0	0.0	0.5	0.5	1.0	0.5	1.0	0.5	0.5	0.0	0.0	0.5	0.5	0.5
Regina/MJ EM				0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.3	0.3	0.2	0.1	0.0	0.1
Saskatoon EM				0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.2	0.2	0.1	0.1	0.1	0.0	0.0	0.0
Yorkton				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience															
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211	
Winnipeg EM				0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Brandon				0.0	0.0	0.0	0.0	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 DM				0.4	0.4	0.3	0.4	0.4	0.5	0.3	0.4	0.5	0.3	0.3	0.3	0.3	0.3	0.3	0.3
Ottawa Eng EM				0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kitchener EM				0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.0	0.0
London EM				0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.2	0.1	0.1	0.0	0.0
Kitchener-London EM				0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0
Barrie EM				0.1	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	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Peterborough EM				0.1	0.1	0.0	0.1	0.1	0.2	0.0	0.2	0.2	0.1	0.0	0.0	0.0	0.0	0.2	0.2
Sud/Tim/NB/SSM				0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Windsor EM				0.0	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
Thunder Bay 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
Montreal Eng. EM				0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Halifax EM				0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saint John/Moncton EM				0.0	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
Sydney/GB EM				0.1	0.1	0.0	0.2	0.2	0.1	0.0	0.3	0.3	0.1	0.0	0.1	0.1	0.1	0.0	0.0
Charlottetown EM				0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0
St. Johns/CB 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
TC/Full Coverage				150.6	139.3	21.1	55.7	63.5	82.5	12.4	32.9	36.2	56.8	8.8	22.7	27.3	8.2	3.1	
Pembroke EM				0.1	0.1	0.0	0.1	0.1	0.2	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Swift Current EM				0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Terrace-Kitmat EM				0.3	0.4	0.1	0.2	0.3	0.4	0.2	0.3	0.4	0.3	0.0	0.0	0.3	0.0	0.0	0.0
Prince George-Kamloops EM				0.3	0.4	0.4	0.3	0.2	0.5	0.7	0.5	0.3	0.2	0.0	0.0	0.1	0.0	0.1	0.1
Kelowna EM				0.3	0.3	0.1	0.2	0.3	0.3	0.0	0.1	0.2	0.3	0.2	0.3	0.3	0.0	0.0	0.0
<b>Simpsons Wknd Rotn (9/12/2011-1/1/2012)</b>	<b>.....SS</b>	<b>01:58 PM</b>	<b>04:00 PM</b>	FL10/SP11 Avg															
Vancouver DM				0.7	0.7	1.1	0.9	0.8	0.7	1.4	1.0	0.8	0.8	0.8	0.8	0.9	1.1	0.6	
Pr George./Terrace				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dawson Creek				0.7	0.8	2.0	1.2	0.5	1.0	2.8	1.6	0.5	0.6	1.3	0.9	0.6	0.3	0.2	
Okanagan/Kamloops 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
Prince Albert				0.4	0.3	0.6	0.5	0.4	0.2	0.1	0.1	0.1	0.6	1.1	1.0	0.7	0.4	0.4	
Calgary DM				1.3	1.3	1.8	1.4	1.2	1.1	1.9	1.4	1.0	1.4	1.8	1.5	1.4	2.0	0.8	



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Edmonton EM				0.5	0.6	0.7	0.8	0.7	0.6	0.7	0.8	0.6	0.6	0.6	0.8	0.8	0.5	0.4
Red Deer 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
Medicine Hat				0.3	0.3	0.6	0.4	0.3	0.2	0.3	0.2	0.2	0.4	1.1	0.7	0.4	1.3	0.3
Lloydminster				0.6	0.7	1.2	1.0	0.8	0.4	1.0	0.7	0.6	0.9	1.5	1.4	1.0	0.6	0.1
Regina/MJ EM				0.7	0.7	0.9	0.9	1.0	0.7	1.2	1.1	0.9	0.8	0.6	0.8	1.2	1.0	0.1
Saskatoon EM				0.6	0.6	0.6	0.6	0.8	0.5	0.3	0.3	0.6	0.8	0.9	0.8	1.0	0.5	0.2
Yorkton				0.5	0.5	0.8	0.7	0.7	0.5	0.8	0.7	0.7	0.6	0.9	0.8	0.8	0.2	0.4
Winnipeg EM				0.4	0.4	0.4	0.5	0.4	0.3	0.5	0.4	0.3	0.4	0.3	0.5	0.6	0.1	0.5
Brandon				0.0	0.0	0.0	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 DM				0.8	0.8	1.4	1.0	0.9	0.7	1.0	0.8	0.8	1.0	1.8	1.2	1.0	1.6	0.5
Ottawa Eng EM				0.6	0.5	0.5	0.7	0.8	0.3	0.0	0.4	0.4	0.9	0.9	1.1	1.3	0.9	0.8
Kitchener EM				0.6	0.6	1.4	0.9	0.7	0.6	1.5	0.9	0.6	0.6	1.3	0.9	0.9	0.4	0.2
London EM				0.7	0.7	1.5	1.1	0.8	0.6	1.4	1.0	0.6	0.7	1.7	1.2	1.0	0.8	0.8
Kitchener-London EM				0.6	0.7	1.5	1.0	0.8	0.6	1.4	1.0	0.7	0.7	1.5	1.0	0.9	0.7	0.6
Barrie EM				0.3	0.3	0.6	0.4	0.5	0.3	0.4	0.4	0.4	0.5	0.8	0.5	0.6	0.5	0.1
Kingston EM				0.5	0.5	1.2	0.7	0.9	0.4	0.1	0.4	0.6	0.7	2.7	1.1	1.1	0.6	0.4
Peterborough EM				0.4	0.4	0.7	0.5	0.4	0.4	0.7	0.6	0.2	0.4	0.7	0.5	0.5	1.7	0.2
Sud/Tim/NB/SSM				0.3	0.3	0.4	0.5	0.6	0.3	0.7	0.4	0.5	0.4	0.3	0.7	0.7	0.3	0.2
Windsor EM				0.6	0.6	1.7	0.9	0.8	0.4	1.4	0.7	0.7	0.7	2.0	1.1	0.8	1.1	0.6
Thunder Bay 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
Montreal Eng. EM				0.4	0.4	0.6	0.4	0.3	0.4	0.8	0.6	0.3	0.3	0.4	0.3	0.2	1.0	0.0
Halifax EM				0.6	0.6	1.2	0.8	0.7	0.5	0.8	0.7	0.5	0.7	1.5	0.9	0.8	0.9	0.3
Saint John/Moncton EM				0.5	0.6	1.0	0.9	0.8	0.6	1.0	0.8	0.7	0.6	1.1	1.0	0.9	0.1	0.4
Sydney/GB EM				0.6	0.5	0.4	0.9	0.9	0.3	0.2	0.5	0.5	0.8	0.6	1.3	1.3	0.5	0.8
Charlottetown EM				0.3	0.4	0.6	0.6	0.4	0.3	0.3	0.4	0.4	0.5	0.9	0.7	0.4	0.3	0.1
St. Johns/CB EM				0.5	0.5	0.7	0.5	0.4	0.4	0.4	0.3	0.3	0.6	1.0	0.8	0.6	0.9	0.1
TC/Full Coverage				295.2	237.9	107.3	173.7	148.9	104.9	46.1	74.2	66.9	133.0	61.2	99.5	82.1	24.6	32.8
Pembroke EM				0.7	0.7	1.7	1.2	0.9	0.6	1.0	1.0	0.8	0.8	2.3	1.4	1.1	1.3	0.4
Swift Current 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	1.0	0.0
Terrace-Kitmat EM				0.4	0.4	0.6	0.4	0.3	0.4	0.7	0.4	0.4	0.4	0.5	0.4	0.2	0.9	0.0
Prince George-Kamloops EM				0.6	0.7	1.0	0.7	0.7	0.6	0.5	0.5	0.5	0.7	1.5	1.0	0.9	0.7	0.0
Kelowna EM				0.3	0.3	0.6	0.3	0.2	0.2	0.3	0.2	0.2	0.4	0.9	0.5	0.2	0.0	0.0



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
<b>SP: Walk of Fame (10/11/2010-10/21/2012)</b>	<b>..W....</b>	<b>08:58 PM</b>	<b>11:00 PM</b>															
Vancouver DM				1.6	1.6	0.3	1.1	1.3	2.0	0.5	1.3	1.6	1.2	0.4	0.9	1.1	1.2	1.7
Pr George./Terrace				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dawson Creek				1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	2.0	0.4	0.2	0.4	0.5	1.0	0.5
Okanagan/Kamloops 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
Prince Albert				1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	2.0	0.5	0.3	0.5	0.5	1.0	0.3
Calgary DM				1.4	1.5	1.2	1.3	1.2	2.1	1.6	1.4	1.3	1.0	0.9	1.0	1.1	3.0	1.4
Edmonton EM				1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	2.0	1.0	0.4	1.0	1.0	1.0	0.3
Red Deer 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
Medicine Hat				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.3	0.4	0.4	0.4	0.9	0.2
Lloydminster				1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	2.0	1.0	0.3	1.0	1.0	1.0	0.4
Regina/MJ EM				1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	2.0	1.0	0.3	0.5	1.0	1.0	0.3
Saskatoon EM				1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	2.0	1.0	0.3	0.5	1.0	1.0	0.3
Yorkton				1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	2.0	0.5	0.3	0.5	0.5	1.0	0.3
Winnipeg EM				1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	0.3
Brandon				0.0	0.0	0.0	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 DM				1.6	1.7	1.7	1.4	1.7	2.1	1.7	1.6	2.0	1.4	2.0	1.3	1.3	2.9	0.3
Ottawa Eng EM				1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	2.0	0.4	0.2	0.5	0.5	1.0	0.3
Kitchener EM				1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	2.0	1.0	0.3	1.0	1.0	1.0	0.3
London EM				1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	2.0	0.5	0.3	1.0	1.0	1.0	0.3
Kitchener-London EM				1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	2.0	1.0	0.3	1.0	1.0	1.0	0.3
Barrie EM				1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	2.0	1.0	0.3	1.0	1.0	1.0	0.3
Kingston EM				1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	2.0	1.0	0.3	1.0	1.0	1.0	0.3
Peterborough EM				1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	2.0	1.0	0.3	1.0	1.0	1.0	0.3
Sud/Tim/NB/SSM				1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	2.0	1.0	0.3	1.0	1.0	1.0	0.4
Windsor EM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.3	0.2	0.3	0.4	0.5	0.2
Montreal Eng. EM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.4	0.3	0.4	0.4	1.0	0.2
Halifax EM				1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	2.0	1.0	0.3	1.0	1.0	1.0	0.5
Saint John/Moncton EM				1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	0.3
Sydney/GB EM				1.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	1.0	2.0	2.0	1.0	1.0
Charlottetown EM				1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	2.0	1.0	0.5	0.5	0.5	1.0	0.3
St. Johns/CB EM				1.0	2.0	2.0	1.0	2.0	2.0	3.0	2.0	3.0	1.0	0.4	1.0	1.0	1.0	1.0

continued...



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
TC/Full Coverage				391.9	355.7	51.3	115.7	133.5	236.3	44.1	79.9	84.0	119.4	7.2	35.8	49.5	22.3	13.9
Pembroke EM				1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	2.0	1.0	0.3	1.0	1.0	1.0	0.4
Swift Current EM				0.4	0.5	1.0	0.4	1.0	1.0	1.0	1.0	1.0	0.2	0.1	0.2	0.3	0.3	0.1
Terrace-Kitmat EM				1.2	1.2	0.6	0.6	1.2	1.9	0.6	0.6	1.2	0.6	0.6	0.6	0.6	0.2	0.1
Prince George-Kamloops EM				1.5	1.5	0.7	0.7	1.5	2.2	0.7	0.7	1.5	0.7	0.7	0.7	0.7	0.2	0.1
Kelowna EM				1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	0.3	0.2
<b>Saturday Night Live (9/12/2011-1/1/2012)</b>	<b>.....S.</b>	<b>11:28 PM</b>	<b>01:00 AM</b>	FL10/SP11 Avg														
Vancouver DM				2.6	2.9	3.5	3.1	2.9	2.8	2.9	2.8	2.9	3.1	4.1	3.4	3.0	1.4	1.3
Pr George./Terrace				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dawson Creek				0.8	0.9	1.2	1.0	1.1	0.8	1.0	0.9	1.1	0.9	1.3	1.1	1.2	0.9	0.4
Okanagan/Kamloops 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
Prince Albert				0.5	0.5	0.5	0.8	0.9	0.4	0.9	0.7	0.8	0.6	0.1	0.8	1.0	0.9	0.6
Calgary DM				1.7	1.9	3.4	2.5	2.6	1.9	3.6	2.6	2.7	1.9	3.2	2.3	2.4	1.0	1.2
Edmonton EM				0.9	1.1	1.2	1.4	1.2	1.0	1.2	1.3	1.1	1.2	1.3	1.5	1.3	0.1	0.1
Red Deer 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
Medicine Hat				0.5	0.6	1.1	0.8	0.8	1.0	1.6	1.1	1.2	0.4	0.7	0.5	0.5	0.2	0.3
Lloydminster				0.8	1.1	1.8	1.5	1.4	1.2	1.7	1.6	1.2	1.0	1.8	1.4	1.5	0.0	0.1
Regina/MJ EM				0.7	0.6	1.1	1.0	0.9	0.7	1.2	1.1	0.9	0.7	1.0	0.8	0.9	0.6	0.7
Saskatoon EM				0.6	0.8	2.1	1.3	1.3	0.6	1.9	1.1	1.0	0.9	2.3	1.5	1.6	0.2	0.1
Yorkton				0.5	0.6	1.2	1.1	1.1	0.5	1.2	1.0	0.9	0.7	1.2	1.2	1.2	0.1	0.0
Winnipeg EM				0.7	0.7	1.1	1.0	1.0	0.6	0.4	0.8	1.0	0.9	1.7	1.3	1.1	1.5	0.0
Brandon				0.0	0.0	0.0	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 DM				2.4	2.6	3.2	3.0	2.9	2.6	2.7	2.8	2.8	2.7	3.6	3.2	2.9	2.5	1.0
Ottawa Eng EM				1.1	1.2	2.0	1.5	1.8	1.1	1.9	1.4	1.5	1.3	2.1	1.6	2.2	0.6	0.0
Kitchener EM				1.0	1.2	1.2	1.3	1.6	1.3	1.0	1.3	1.6	1.0	1.4	1.4	1.5	0.0	0.2
London EM				0.7	0.9	0.6	1.0	1.2	0.8	0.3	0.9	1.2	0.9	0.9	1.1	1.3	0.1	0.0
Kitchener-London EM				0.8	1.0	0.9	1.2	1.4	1.1	0.7	1.1	1.4	1.0	1.2	1.2	1.3	0.0	0.1
Barrie EM				1.2	1.3	2.4	1.9	1.7	1.7	2.7	2.7	2.4	1.0	1.7	1.1	1.1	2.3	0.1
Kingston EM				0.9	1.0	1.0	1.0	1.3	1.0	0.7	0.9	1.4	1.0	1.4	1.2	1.4	0.7	0.0
Peterborough EM				0.6	0.6	1.0	1.0	1.1	0.5	1.2	0.8	1.0	0.7	0.8	1.2	1.2	0.1	0.7
Sud/Tim/NB/SSM				0.3	0.3	0.0	0.2	0.4	0.3	0.0	0.0	0.2	0.4	0.1	0.5	0.7	0.0	0.0
Windsor EM				1.1	1.4	1.6	1.4	1.4	0.8	0.0	0.6	0.9	2.0	3.2	2.3	1.9	0.1	0.2

continued...



# Master Planner

Stations: Global Canada  
 Date Range: 10/3/2011 - 10/16/2011  
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849  
 Coverage: Estimates  
 Datasource: Estimates

Reg / ROS: Regular  
 Selling Option Type: Finale, Premiere, Regular, Special  
 Selling Type: Regular  
 Rates and Ratings effective: 6/3/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience													
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217
Thunder Bay 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
Montreal Eng. EM				1.6	1.7	2.1	1.8	2.1	1.5	3.0	1.9	2.1	2.0	1.3	1.7	2.1	1.4
Halifax EM				0.9	1.0	2.1	1.4	1.5	1.0	2.0	1.5	1.7	0.9	2.3	1.4	1.2	0.3
Saint John/Moncton EM				0.5	0.5	0.7	0.5	0.6	0.5	0.9	0.5	0.5	0.5	0.6	0.5	0.6	1.2
Sydney/GB EM				0.3	0.3	0.3	0.3	0.3	0.3	0.5	0.3	0.3	0.2	0.0	0.3	0.3	0.3
Charlottetown EM				0.2	0.3	0.4	0.5	0.6	0.3	0.7	0.6	0.7	0.3	0.1	0.3	0.5	0.0
St. Johns/CB EM				0.6	0.7	0.7	1.0	1.0	0.8	0.9	1.3	1.4	0.6	0.5	0.7	0.6	0.0
TC/Full Coverage				517.2	461.7	175.9	305.6	285.5	241.1	87.3	148.7	145.3	220.6	88.7	156.9	140.2	30.3
Pembroke EM				0.3	0.3	0.8	0.4	0.5	0.4	0.9	0.5	0.7	0.3	0.7	0.4	0.4	0.0
Swift Current EM				0.7	0.9	2.6	1.6	0.0	0.0	0.0	0.0	0.0	1.8	5.6	3.1	0.0	0.0
Terrace-Kitmat EM				0.9	1.0	0.3	0.7	1.1	0.9	0.0	0.6	0.9	1.1	0.6	0.7	1.2	0.0
Prince George-Kamloops EM				1.1	1.2	1.2	1.4	1.6	1.2	1.5	1.5	1.6	1.2	1.0	1.4	1.6	1.3
Kelowna EM				0.6	0.7	0.0	0.9	1.0	0.5	0.0	0.6	0.7	0.9	0.0	1.3	1.4	0.0