



Master Planner

Stations: Global Canada
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Global News (5/31/2010-9/12/2010)	MTWTF..	05:28 PM	06:00 PM															
Vancouver DM				6.0	7.0	2.0	3.0	4.0	7.0	3.0	4.0	4.0	6.0	2.0	2.0	3.0	4.0	3.0
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				5.0	6.0	2.0	3.0	4.0	8.0	2.0	4.0	5.0	5.0	2.0	2.0	3.0	0.3	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				2.0	3.0	0.0	1.0	2.0	3.0	0.0	1.0	2.0	2.0	0.0	0.4	1.0	0.0	0.0
Calgary DM				3.0	3.0	1.0	2.0	2.0	3.0	2.0	2.0	2.0	3.0	1.0	2.0	2.0	1.0	2.0
Edmonton EM				5.0	6.0	2.0	3.0	5.0	7.0	3.0	4.0	5.0	6.0	2.0	3.0	5.0	2.0	1.0
Red Deer EM				5.0	6.0	2.0	3.0	4.0	7.0	2.0	3.0	4.0	6.0	1.0	2.0	3.0	1.0	1.0
Medicine Hat				2.0	2.0	0.4	1.0	1.0	2.0	1.0	1.0	1.0	2.0	0.3	0.4	1.0	0.3	0.5
Lloydminster				6.0	8.0	3.0	3.0	5.0	10.0	3.0	5.0	6.0	6.0	2.0	2.0	3.0	1.0	2.0
Regina/MJ EM				6.0	7.0	1.0	2.0	4.0	8.0	1.0	3.0	5.0	7.0	1.0	2.0	3.0	2.0	1.0
Saskatoon EM				5.0	6.0	1.0	2.0	3.0	7.0	1.0	3.0	4.0	5.0	0.2	2.0	3.0	1.0	0.5
Yorkton				1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	1.0	0.0	0.0	0.0	0.0	0.0
Winnipeg EM				4.0	5.0	1.0	2.0	3.0	6.0	2.0	3.0	3.0	4.0	0.5	1.0	2.0	1.0	0.2
Brandon				2.0	3.0	1.0	1.0	2.0	3.0	1.0	2.0	2.0	2.0	0.3	1.0	1.0	0.3	0.1
Toronto/Hamilton DM				2.0	2.0	1.0	1.0	1.0	2.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Ottawa Eng EM				3.0	3.0	0.4	1.0	2.0	4.0	1.0	2.0	3.0	2.0	0.2	0.4	1.0	1.0	0.0
Kitchener EM				3.0	3.0	1.0	1.0	1.0	4.0	1.0	2.0	2.0	2.0	0.3	1.0	1.0	1.0	1.0
London EM				4.0	5.0	1.0	2.0	3.0	6.0	2.0	3.0	3.0	4.0	0.3	1.0	2.0	0.3	0.2
Kitchener-London EM				3.0	4.0	1.0	1.0	2.0	5.0	1.0	2.0	3.0	3.0	0.3	1.0	1.0	1.0	0.4
Barrie EM				4.0	5.0	2.0	2.0	2.0	6.0	1.0	2.0	2.0	4.0	2.0	2.0	2.0	0.3	0.4
Kingston EM				4.0	5.0	2.0	2.0	3.0	6.0	2.0	2.0	3.0	4.0	2.0	2.0	3.0	1.0	0.0
Peterborough EM				4.0	5.0	1.0	2.0	3.0	5.0	2.0	3.0	4.0	4.0	0.0	1.0	1.0	1.0	0.0
Sud/Tim/NB/SSM				5.0	6.0	1.0	2.0	2.0	7.0	2.0	3.0	4.0	5.0	0.4	1.0	1.0	0.3	0.1
Windsor EM				1.0	1.0	0.3	0.3	0.4	1.0	0.3	0.4	1.0	1.0	0.4	0.3	0.3	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				1.0	1.0	0.2	0.2	0.2	2.0	0.0	0.3	0.4	1.0	0.3	0.2	0.1	0.1	0.2
Halifax EM				1.0	1.0	0.3	1.0	1.0	1.0	0.3	1.0	1.0	1.0	0.3	1.0	1.0	0.2	0.0
Saint John/Moncton EM				1.0	1.0	0.1	0.3	1.0	1.0	0.2	0.3	1.0	1.0	0.0	0.3	0.4	0.2	0.0
Sydney/GB EM				1.0	1.0	0.0	0.4	0.4	1.0	0.0	0.3	0.3	1.0	0.0	1.0	1.0	1.0	0.0
Charlottetown EM				0.4	1.0	0.0	0.2	0.4	0.4	0.4	0.0	0.3	1.0	1.0	0.0	0.1	0.3	0.0



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 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

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				1.0	1.0	0.0	0.3	0.4	1.0	0.0	0.3	0.4	1.0	0.0	0.3	0.4	0.0	0.0
TC/Full Coverage				738.1	689.6	93.4	204.9	238.5	378.8	49.2	111.4	131.5	310.8	44.2	93.5	107.0	28.2	20.3
Pembroke EM				5.0	6.0	1.0	2.0	3.0	7.0	0.0	2.0	3.0	5.0	1.0	3.0	3.0	2.0	1.0
Swift Current EM				5.0	6.0	1.0	2.0	3.0	6.0	1.0	2.0	4.0	5.0	1.0	2.0	2.0	1.0	1.0
Terrace-Kitmat EM				7.0	9.0	1.0	4.0	6.0	9.0	2.0	4.0	7.0	8.0	1.0	3.0	5.0	2.0	1.0
Prince George-Kamloops EM				9.0	11.0	3.0	5.0	7.0	11.0	3.0	5.0	7.0	11.0	3.0	5.0	7.0	2.0	1.0
Kelowna EM				7.0	8.0	1.0	3.0	4.0	8.0	1.0	3.0	5.0	8.0	0.3	3.0	4.0	1.0	1.0
Ent Tonight (5/31/2010-9/12/2010)	MTWTF..	06:58 PM	07:30 PM															
Vancouver DM				3.0	3.0	2.0	2.0	2.0	4.0	2.0	2.0	3.0	2.0	1.0	1.0	2.0	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				1.0	1.0	1.0	1.0	1.0	2.0	1.0	2.0	1.0	1.0	0.4	0.4	1.0	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	0.4	0.5	1.0	2.0	1.0	1.0	1.0	1.0	0.0	0.0	0.5	0.0	0.0
Calgary DM				2.0	2.0	1.0	1.0	1.0	2.0	2.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
Edmonton EM				1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	1.0	0.5	1.0	1.0	0.5	0.1
Red Deer EM				1.0	2.0	1.0	1.0	2.0	2.0	2.0	2.0	2.0	1.0	0.2	1.0	1.0	1.0	0.2
Medicine Hat				1.0	1.0	0.5	0.3	0.5	1.0	1.0	0.5	1.0	1.0	0.2	0.3	0.5	0.2	0.4
Lloydminster				1.0	1.0	0.4	1.0	1.0	2.0	1.0	2.0	1.0	1.0	0.2	0.5	1.0	1.0	0.1
Regina/MJ EM				3.0	4.0	1.0	2.0	3.0	4.0	2.0	2.0	4.0	3.0	1.0	2.0	3.0	2.0	2.0
Saskatoon EM				3.0	3.0	1.0	2.0	2.0	4.0	2.0	2.0	3.0	3.0	1.0	1.0	2.0	0.4	0.4
Yorkton				1.0	1.0	1.0	1.0	1.0	1.0	0.0	1.0	1.0	1.0	1.0	1.0	1.0	0.0	1.0
Winnipeg EM				3.0	3.0	2.0	2.0	3.0	4.0	2.0	3.0	4.0	2.0	1.0	2.0	2.0	1.0	0.3
Brandon				2.0	2.0	1.0	2.0	2.0	3.0	2.0	2.0	2.0	2.0	1.0	1.0	2.0	0.4	0.2
Toronto/Hamilton DM				1.0	1.0	1.0	1.0	1.0	2.0	1.0	2.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
Ottawa Eng EM				1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	2.0	0.4	1.0	0.2	0.3	1.0	0.0
Kitchener EM				1.0	1.0	1.0	1.0	1.0	2.0	1.0	2.0	2.0	1.0	0.4	1.0	1.0	1.0	1.0
London EM				2.0	2.0	0.1	1.0	1.0	3.0	0.0	1.0	2.0	1.0	0.3	1.0	1.0	0.4	0.3
Kitchener-London EM				2.0	2.0	1.0	1.0	2.0	3.0	1.0	2.0	2.0	1.0	0.4	1.0	1.0	0.4	0.3
Barrie EM				1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	0.2	0.3	0.3	0.2	0.1
Kingston EM				1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	1.0	0.2	0.3	1.0	0.0	0.3
Peterborough EM				1.0	1.0	0.1	1.0	1.0	2.0	0.0	1.0	1.0	1.0	0.2	0.2	0.4	2.0	0.4
Sud/Tim/NB/SSM				2.0	2.0	1.0	1.0	1.0	3.0	1.0	1.0	2.0	1.0	0.4	1.0	1.0	1.0	0.0



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Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
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 Rates and Ratings effective: 5/31/2010

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				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.4	1.0	0.3	1.0
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	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	0.3	1.0	1.0	1.0	0.1
Halifax EM				1.0	1.0	1.0	1.0	1.0	2.0	1.0	2.0	2.0	1.0	0.4	1.0	1.0	0.1	0.1
Saint John/Moncton EM				1.0	2.0	0.4	1.0	1.0	2.0	1.0	1.0	2.0	1.0	0.1	1.0	1.0	0.5	0.2
Sydney/GB EM				1.0	1.0	0.4	0.5	1.0	1.0	1.0	1.0	1.0	0.5	0.0	0.2	0.4	1.0	0.0
Charlottetown EM				1.0	1.0	0.0	0.4	1.0	1.0	0.0	1.0	1.0	0.4	0.0	0.1	0.2	0.0	0.0
St. Johns/CB EM				6.0	7.0	4.0	5.0	6.0	8.0	5.0	6.0	8.0	5.0	3.0	4.0	5.0	2.0	1.0
TC/Full Coverage				527.7	471.0	87.4	202.3	228.1	300.6	51.6	122.6	138.8	170.4	35.8	79.8	89.3	23.7	33.0
Pembroke EM				1.0	1.0	0.0	0.1	1.0	1.0	0.0	0.4	1.0	0.1	0.0	0.0	0.4	0.0	0.0
Swift Current EM				2.0	2.0	1.0	1.0	2.0	3.0	1.0	1.0	2.0	2.0	1.0	1.0	2.0	1.0	1.0
Terrace-Kitmat EM				1.0	2.0	0.5	1.0	1.0	2.0	0.3	1.0	1.0	1.0	1.0	1.0	1.0	0.0	0.0
Prince George-Kamloops EM				2.0	2.0	1.0	1.0	2.0	3.0	1.0	2.0	2.0	2.0	1.0	1.0	2.0	1.0	0.2
Kelowna EM				3.0	3.0	0.2	1.0	2.0	4.0	0.0	1.0	2.0	2.0	0.2	1.0	2.0	0.4	2.0
ET Canada (5/31/2010-9/12/2010)	MTWTF..	07:28 PM	08:00 PM															
Vancouver DM				2.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
Pr George./Terrace				1.0	1.0	0.4	0.0	0.0	2.0	1.0	1.0	1.0	1.0	0.2	1.0	1.0	1.0	0.3
Dawson Creek				1.0	1.0	1.0	1.0	1.0	2.0	1.0	2.0	1.0	1.0	0.2	0.4	0.4	1.0	0.2
Okanagan/Kamloops EM				1.0	1.0	1.0	0.0	0.0	1.0	2.0	1.0	1.0	1.0	0.0	0.5	1.0	0.0	0.0
Prince Albert				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.3	0.4	0.5	0.2	0.1
Calgary DM				1.0	2.0	1.0	1.0	1.0	2.0	2.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
Edmonton EM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.2	1.0	1.0	1.0	0.3
Red Deer EM				1.0	1.0	0.3	0.5	1.0	1.0	0.3	1.0	1.0	1.0	1.0	0.5	1.0	1.0	0.2
Medicine Hat				0.4	0.5	0.3	0.3	0.3	1.0	0.4	0.4	0.4	0.3	0.2	0.2	0.3	0.2	0.3
Lloydminster				1.0	1.0	0.5	1.0	1.0	1.0	0.4	1.0	1.0	1.0	1.0	1.0	1.0	0.3	0.0
Regina/MJ EM				1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	4.0	0.0
Saskatoon EM				1.0	1.0	1.0	1.0	0.5	1.0	1.0	1.0	1.0	1.0	0.5	1.0	1.0	0.5	0.5
Yorkton				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.5	0.4	0.2	0.3	1.0	0.0
Winnipeg EM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.4	1.0	1.0	0.4	0.5
Brandon				1.0	1.0	0.2	1.0	1.0	1.0	0.2	1.0	1.0	1.0	0.2	1.0	1.0	0.2	0.3
Toronto/Hamilton DM				1.0	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	0.5
Ottawa Eng EM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.3	1.0	0.4	0.4	1.0	0.2



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 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
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 Rates and Ratings effective: 5/31/2010

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				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211	
Kitchener 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	1.0	0.4	0.3	
London EM				3.0	3.0	1.0	1.0	2.0	4.0	2.0	2.0	2.0	2.0	0.0	1.0	1.0	2.0	1.0	
Kitchener-London EM				1.0	1.0	0.5	1.0	1.0	2.0	1.0	1.0	1.0	1.0	0.2	1.0	1.0	0.3	0.2	
Barrie EM				1.0	1.0	1.0	1.0	0.4	1.0	2.0	1.0	1.0	1.0	0.5	0.5	0.4	0.2	1.0	0.2
Kingston EM				1.0	1.0	0.5	1.0	1.0	2.0	1.0	1.0	1.0	1.0	0.2	1.0	1.0	1.0	1.0	0.2
Peterborough EM				1.0	1.0	0.3	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.2	0.5	1.0	1.0	1.0	0.2
Sud/Tim/NB/SSM				1.0	1.0	0.2	1.0	1.0	2.0	0.3	1.0	1.0	1.0	0.0	0.5	1.0	0.4	0.0	
Windsor EM				1.0	1.0	0.5	1.0	1.0	2.0	0.4	1.0	1.0	1.0	1.0	0.5	1.0	1.0	1.0	0.2
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				1.0	1.0	0.2	0.4	1.0	1.0	0.4	0.5	1.0	0.5	0.1	0.4	0.5	1.0	0.0	
Halifax EM				1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	0.3	1.0	1.0	0.1	0.1	
Saint John/Moncton EM				2.0	2.0	1.0	1.0	1.0	2.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Sydney/GB EM				1.0	1.0	0.4	1.0	1.0	2.0	1.0	1.0	1.0	1.0	0.2	1.0	1.0	1.0	0.3	
Charlottetown EM				1.0	1.0	0.0	0.2	0.4	1.0	0.0	0.2	0.4	0.2	0.0	0.1	0.4	0.0	2.0	
St. Johns/CB EM				1.0	1.0	1.0	1.0	1.0	2.0	1.0	2.0	1.0	1.0	0.0	0.4	0.4	1.0	0.0	
TC/Full Coverage				307.7	277.1	49.0	111.2	124.3	178.4	27.5	66.8	76.8	98.7	21.5	44.4	47.5	13.3	17.3	
Pembroke EM				1.0	1.0	1.0	0.4	0.4	1.0	1.0	1.0	1.0	1.0	0.5	0.0	0.0	0.0	0.0	0.0
Swift Current EM				1.0	1.0	0.4	1.0	1.0	1.0	0.0	1.0	1.0	1.0	1.0	1.0	1.0	0.4	0.0	
Terrace-Kitmat EM				1.0	1.0	0.2	1.0	1.0	1.0	0.0	0.5	1.0	1.0	0.4	1.0	1.0	0.0	0.0	
Prince George-Kamloops EM				1.0	2.0	0.3	1.0	1.0	2.0	1.0	1.0	2.0	1.0	0.0	0.4	1.0	0.0	0.2	
Kelowna EM				2.0	2.0	1.0	1.0	2.0	3.0	1.0	2.0	2.0	2.0	0.5	1.0	1.0	1.0	0.3	
Big Brother (5/31/2010-9/12/2010)	.T.T..S	07:58 PM	10:00 PM																
Vancouver DM				4.0	5.0	6.0	5.0	5.0	5.0	6.0	6.0	5.0	4.0	5.0	5.0	5.0	3.0	1.0	
Pr George./Terrace				4.0	5.0	4.0	0.0	0.0	5.0	6.0	5.0	6.0	4.0	3.0	4.0	4.0	5.0	3.0	
Dawson Creek				1.0	1.0	3.0	2.0	2.0	1.0	2.0	3.0	3.0	1.0	3.0	2.0	2.0	2.0	2.0	
Okanagan/Kamloops EM				6.0	6.0	5.0	0.0	0.0	8.0	6.0	6.0	8.0	5.0	4.0	6.0	8.0	8.0	4.0	
Prince Albert				1.0	1.0	1.0	1.0	2.0	2.0	2.0	4.0	5.0	0.2	0.0	0.0	1.0	1.0	0.0	
Calgary DM				7.0	7.0	12.0	8.0	8.0	8.0	14.0	11.0	10.0	6.0	8.0	7.0	6.0	7.0	4.0	
Edmonton EM				3.0	4.0	3.0	4.0	4.0	6.0	4.0	6.0	7.0	3.0	3.0	3.0	3.0	3.0	0.0	
Red Deer EM				3.0	4.0	3.0	4.0	4.0	6.0	4.0	6.0	7.0	3.0	3.0	3.0	3.0	3.0	0.0	
Medicine Hat				2.0	2.0	2.0	2.0	2.0	2.0	4.0	4.0	4.0	1.0	2.0	1.0	2.0	2.0	1.0	
Lloydminster				3.0	3.0	6.0	4.0	4.0	3.0	4.0	6.0	6.0	3.0	6.0	4.0	4.0	4.0	4.0	



Master Planner

Stations: Global Canada
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

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				2.0	2.0	4.0	3.0	3.0	2.0	4.0	4.0	4.0	2.0	3.0	2.0	3.0	2.0	0.0
Saskatoon EM				1.0	2.0	1.0	2.0	2.0	2.0	2.0	2.0	3.0	1.0	0.0	1.0	2.0	1.0	0.0
Yorkton				3.0	3.0	0.0	1.0	3.0	3.0	0.0	1.0	3.0	1.0	0.0	1.0	1.0	11.0	0.0
Winnipeg EM				4.0	4.0	4.0	5.0	6.0	6.0	7.0	7.0	7.0	3.0	2.0	4.0	4.0	7.0	5.0
Brandon				3.0	3.0	3.0	4.0	4.0	4.0	4.0	5.0	5.0	2.0	2.0	3.0	2.0	5.0	3.0
Toronto/Hamilton DM				5.0	5.0	6.0	6.0	6.0	6.0	9.0	8.0	7.0	4.0	4.0	4.0	5.0	6.0	2.0
Ottawa Eng EM				3.0	3.0	5.0	4.0	5.0	6.0	8.0	7.0	9.0	2.0	2.0	3.0	3.0	7.0	1.0
Kitchener EM				5.0	3.0	3.0	5.0	5.0	5.0	5.0	7.0	7.0	3.0	2.0	3.0	3.0	13.0	0.0
London EM				5.0	7.0	8.0	7.0	8.0	7.0	8.0	7.0	9.0	5.0	8.0	8.0	7.0	2.0	2.0
Kitchener-London EM				5.0	5.0	5.0	7.0	7.0	7.0	6.0	7.0	8.0	4.0	5.0	5.0	5.0	8.0	0.5
Barrie EM				3.0	3.0	3.0	3.0	3.0	3.0	2.0	3.0	3.0	3.0	3.0	2.0	3.0	3.0	1.0
Kingston EM				2.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	4.0	2.0	2.0	2.0	2.0	0.0	1.0
Peterborough EM				2.0	2.0	2.0	1.0	1.0	3.0	3.0	2.0	2.0	1.0	0.0	0.0	1.0	2.0	1.0
Sud/Tim/NB/SSM				3.0	3.0	3.0	3.0	3.0	4.0	8.0	6.0	5.0	1.0	0.0	0.0	0.3	5.0	2.0
Windsor EM				2.0	1.0	1.0	2.0	2.0	2.0	0.1	2.0	3.0	1.0	1.0	2.0	2.0	3.0	1.0
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				6.0	6.0	4.0	6.0	6.0	7.0	7.0	7.0	7.0	3.0	3.0	4.0	3.0	11.0	1.0
Halifax EM				3.0	5.0	3.0	5.0	6.0	5.0	5.0	6.0	6.0	4.0	3.0	5.0	7.0	3.0	0.0
Saint John/Moncton EM				3.0	3.0	5.0	5.0	5.0	5.0	8.0	6.0	6.0	2.0	2.0	2.0	2.0	8.0	0.0
Sydney/GB EM				3.0	3.0	0.5	3.0	5.0	3.0	2.0	5.0	5.0	3.0	0.0	3.0	3.0	3.0	0.0
Charlottetown EM				1.0	1.0	0.0	1.0	2.0	0.5	0.0	1.0	1.0	1.0	0.0	2.0	2.0	2.0	0.0
St. Johns/CB EM				3.0	3.0	6.0	5.0	5.0	6.0	11.0	10.0	8.0	2.0	0.0	2.0	2.0	3.0	0.5
TC/Full Coverage				693.7	610.9	229.2	413.7	380.9	365.4	132.9	243.1	217.3	245.5	96.3	170.6	163.6	51.3	31.5
Pembroke EM				1.0	2.0	2.0	3.0	3.0	2.0	3.0	3.0	3.0	1.0	0.0	2.0	2.0	1.0	0.0
Swift Current EM				4.0	4.0	8.0	7.0	7.0	6.0	10.0	8.0	8.0	4.0	7.0	6.0	7.0	6.0	0.0
Terrace-Kitmat EM				0.4	1.0	0.3	1.0	1.0	1.0	1.0	2.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0
Prince George-Kamloops EM				1.0	1.0	0.5	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	0.0	1.0	1.0	0.0
Kelowna EM				3.0	4.0	4.0	4.0	4.0	5.0	9.0	5.0	4.0	3.0	0.0	2.0	3.0	0.0	0.0
Lie to Me (5/31/2010-9/12/2010)	M.....	07:58 PM	08:00 PM															
Vancouver DM				4.0	5.0	3.0	4.0	5.0	5.0	3.0	4.0	5.0	4.0	3.0	4.0	4.0	3.0	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				1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0



Master Planner

Stations: Global Canada
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

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				2.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	2.0	2.0	2.0	3.0	2.0	0.4	
Calgary DM				5.0	5.0	5.0	5.0	5.0	6.0	5.0	5.0	5.0	5.0	5.0	5.0	3.0	2.0		
Edmonton EM				3.0	4.0	3.0	3.0	4.0	5.0	3.0	4.0	6.0	2.0	2.0	2.0	1.0	0.1		
Red Deer EM				3.0	3.0	1.0	2.0	3.0	3.0	1.0	2.0	3.0	3.0	2.0	2.0	3.0	0.1	0.1	
Medicine Hat				2.0	2.0	3.0	3.0	3.0	2.0	2.0	3.0	3.0	2.0	4.0	3.0	4.0	2.0	1.0	
Lloydminster				4.0	4.0	3.0	4.0	5.0	5.0	3.0	4.0	5.0	3.0	3.0	4.0	4.0	3.0	0.0	
Regina/MJ EM				3.0	3.0	1.0	4.0	5.0	3.0	1.0	4.0	5.0	3.0	2.0	4.0	5.0	2.0	0.0	
Saskatoon EM				4.0	4.0	3.0	3.0	4.0	5.0	3.0	4.0	5.0	3.0	2.0	3.0	4.0	1.0	0.4	
Yorkton				4.0	4.0	3.0	3.0	4.0	5.0	5.0	5.0	6.0	3.0	2.0	2.0	2.0	1.0	2.0	
Winnipeg EM				4.0	4.0	4.0	3.0	5.0	5.0	5.0	6.0	5.0	3.0	3.0	4.0	4.0	4.0	1.0	
Brandon				3.0	3.0	4.0	3.0	4.0	3.0	5.0	3.0	4.0	3.0	3.0	3.0	4.0	1.0	0.3	
Toronto/Hamilton DM				3.0	4.0	3.0	3.0	4.0	4.0	3.0	3.0	4.0	3.0	3.0	3.0	3.0	2.0	1.0	
Ottawa Eng EM				3.0	4.0	2.0	3.0	3.0	5.0	2.0	3.0	3.0	3.0	1.0	2.0	2.0	2.0	1.0	
Kitchener EM				4.0	4.0	3.0	4.0	4.0	5.0	5.0	5.0	5.0	3.0	2.0	3.0	3.0	4.0	1.0	
London EM				3.0	3.0	4.0	3.0	3.0	3.0	5.0	3.0	3.0	3.0	3.0	3.0	3.0	2.0	0.0	
Kitchener-London EM				3.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	3.0	4.0	2.0	1.0	
Barrie EM				2.0	2.0	1.0	1.0	2.0	2.0	1.0	1.0	2.0	2.0	1.0	1.0	1.0	2.0	0.4	
Kingston EM				2.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	2.0	5.0	3.0	4.0	1.0	0.4	
Peterborough EM				2.0	2.0	1.0	1.0	2.0	3.0	1.0	2.0	2.0	2.0	2.0	1.0	1.0	2.0	1.0	
Sud/Tim/NB/SSM				3.0	3.0	3.0	2.0	3.0	4.0	3.0	3.0	3.0	4.0	2.0	3.0	2.0	2.0	0.3	0.0
Windsor EM				3.0	4.0	3.0	3.0	3.0	4.0	3.0	3.0	3.0	4.0	3.0	2.0	2.0	3.0	2.0	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				3.0	3.0	3.0	4.0	4.0	3.0	2.0	3.0	4.0	3.0	4.0	4.0	4.0	2.0	1.0	
Halifax EM				5.0	6.0	6.0	6.0	8.0	7.0	5.0	8.0	10.0	5.0	7.0	5.0	7.0	2.0	0.0	
Saint John/Moncton EM				4.0	4.0	4.0	4.0	5.0	5.0	5.0	5.0	6.0	4.0	3.0	3.0	4.0	3.0	1.0	
Sydney/GB EM				4.0	4.0	3.0	4.0	4.0	5.0	4.0	5.0	5.0	3.0	3.0	3.0	4.0	3.0	0.5	
Charlottetown EM				3.0	3.0	1.0	2.0	3.0	4.0	2.0	4.0	5.0	3.0	0.0	2.0	2.0	0.0	2.0	
St. Johns/CB EM				2.0	2.0	1.0	1.0	2.0	3.0	0.0	2.0	3.0	1.0	1.0	1.0	1.0	2.0	0.0	
TC/Full Coverage				1,028.9	927.1	229.4	484.9	510.8	516.7	112.1	251.2	273.3	410.3	117.3	233.7	237.6	41.3	60.5	
Pembroke EM				2.0	2.0	1.0	2.0	2.0	2.0	2.0	2.0	3.0	1.0	1.0	1.0	1.0	1.0	0.0	
Swift Current EM				3.0	3.0	1.0	2.0	3.0	3.0	1.0	2.0	3.0	3.0	2.0	3.0	3.0	0.0	0.0	
Terrace-Kitmat EM				2.0	2.0	1.0	3.0	3.0	3.0	3.0	3.0	3.0	2.0	0.0	2.0	2.0	1.0	0.3	



Master Planner

Stations: Global Canada
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
				2.0	3.0	2.0	3.0	3.0	4.0	3.0	4.0	3.0	2.0	0.4	2.0	2.0	1.0	0.0
				3.0	3.0	1.0	3.0	4.0	4.0	3.0	4.0	4.0	3.0	0.0	3.0	3.0	1.0	1.0
Wipeout (5/31/2010-9/12/2010)	.T.....	07:58 PM	09:00 PM															
	Vancouver DM			3.0	3.0	3.0	3.0	3.0	3.0	4.0	4.0	3.0	2.0	3.0	3.0	3.0	3.0	4.0
	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			2.0	2.0	2.0	2.0	2.0	2.0	3.0	2.0	3.0	2.0	1.0	2.0	2.0	1.0	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			3.0	4.0	4.0	4.0	5.0	4.0	5.0	5.0	6.0	3.0	2.0	2.0	4.0	4.0	2.0
	Calgary DM			5.0	5.0	4.0	5.0	6.0	5.0	4.0	5.0	6.0	5.0	4.0	5.0	6.0	5.0	5.0
	Edmonton EM			2.0	2.0	1.0	2.0	3.0	3.0	1.0	3.0	3.0	2.0	1.0	2.0	2.0	3.0	1.0
	Red Deer EM			2.0	2.0	1.0	2.0	3.0	3.0	1.0	3.0	3.0	2.0	1.0	2.0	2.0	3.0	1.0
	Medicine Hat			3.0	3.0	2.0	4.0	5.0	5.0	4.0	6.0	6.0	2.0	1.0	2.0	3.0	2.0	1.0
	Lloydminster			3.0	3.0	3.0	3.0	4.0	4.0	4.0	4.0	5.0	3.0	2.0	3.0	3.0	2.0	1.0
	Regina/MJ EM			4.0	4.0	3.0	4.0	5.0	5.0	4.0	5.0	7.0	3.0	2.0	2.0	4.0	2.0	2.0
	Saskatoon EM			2.0	2.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	2.0	2.0	2.0	3.0	0.3	2.0
	Yorkton			2.0	3.0	2.0	3.0	4.0	3.0	2.0	4.0	4.0	3.0	1.0	3.0	3.0	4.0	0.0
	Winnipeg EM			1.0	2.0	1.0	2.0	2.0	2.0	1.0	2.0	3.0	1.0	1.0	1.0	1.0	1.0	0.5
	Brandon			1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	1.0	1.0	1.0	1.0	0.5
	Toronto/Hamilton DM			4.0	4.0	4.0	4.0	5.0	4.0	3.0	4.0	5.0	4.0	4.0	4.0	4.0	4.0	3.0
	Ottawa Eng EM			3.0	3.0	3.0	3.0	4.0	4.0	3.0	4.0	4.0	3.0	2.0	3.0	3.0	3.0	1.0
	Kitchener EM			3.0	3.0	3.0	4.0	4.0	4.0	3.0	4.0	5.0	3.0	2.0	3.0	4.0	3.0	2.0
	London EM			3.0	3.0	2.0	4.0	4.0	3.0	2.0	4.0	4.0	3.0	2.0	3.0	3.0	1.0	3.0
	Kitchener-London EM			3.0	3.0	3.0	3.0	4.0	3.0	3.0	4.0	5.0	3.0	2.0	3.0	4.0	2.0	2.0
	Barrie EM			3.0	3.0	3.0	4.0	4.0	4.0	5.0	5.0	5.0	3.0	1.0	3.0	3.0	3.0	4.0
	Kingston EM			3.0	3.0	2.0	3.0	3.0	3.0	3.0	4.0	4.0	2.0	2.0	2.0	3.0	2.0	1.0
	Peterborough EM			3.0	3.0	3.0	4.0	4.0	4.0	3.0	5.0	5.0	3.0	2.0	3.0	4.0	3.0	3.0
	Sud/Tim/NB/SSM			2.0	2.0	2.0	3.0	3.0	3.0	3.0	3.0	3.0	2.0	2.0	2.0	3.0	3.0	2.0
	Windsor EM			1.0	1.0	1.0	1.0	1.0	1.0	2.0	2.0	2.0	1.0	0.3	1.0	1.0	1.0	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			2.0	2.0	1.0	2.0	2.0	2.0	2.0	2.0	3.0	2.0	1.0	2.0	2.0	2.0	1.0
	Halifax EM			3.0	3.0	2.0	3.0	4.0	3.0	3.0	4.0	4.0	2.0	2.0	3.0	3.0	2.0	1.0
	Saint John/Moncton EM			3.0	3.0	3.0	4.0	4.0	4.0	3.0	5.0	5.0	3.0	3.0	3.0	3.0	3.0	1.0



Master Planner

Stations: Global Canada
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

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			3.0	3.0	2.0	4.0	5.0	3.0	2.0	4.0	4.0	3.0	2.0	4.0	5.0	3.0	1.0
	Charlottetown EM			2.0	3.0	3.0	3.0	3.0	3.0	5.0	4.0	4.0	2.0	2.0	2.0	2.0	3.0	0.2
	St. Johns/CB EM			3.0	4.0	4.0	4.0	5.0	4.0	4.0	4.0	5.0	3.0	4.0	4.0	4.0	2.0	0.3
	TC/Full Coverage			1,123.7	930.2	270.3	583.6	592.5	503.0	135.3	314.1	325.9	427.1	135.0	269.5	266.6	90.6	102.9
	Pembroke EM			2.0	2.0	2.0	2.0	2.0	3.0	2.0	3.0	3.0	2.0	2.0	2.0	1.0	2.0	2.0
	Swift Current EM			3.0	3.0	2.0	2.0	3.0	4.0	2.0	3.0	4.0	2.0	1.0	2.0	2.0	2.0	1.0
	Terrace-Kitmat EM			1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.3
	Prince George-Kamloops EM			3.0	3.0	3.0	3.0	4.0	3.0	2.0	4.0	4.0	3.0	3.0	3.0	4.0	2.0	2.0
	Kelowna EM			2.0	3.0	2.0	3.0	3.0	3.0	2.0	3.0	4.0	2.0	1.0	2.0	3.0	1.0	0.4
NCIS: L.A. (5/31/2010-9/12/2010)	.T.....	08:58 PM	10:00 PM															
	Vancouver DM			2.0	3.0	1.0	2.0	2.0	3.0	1.0	2.0	2.0	2.0	1.0	2.0	2.0	1.0	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			1.0	1.0	1.0	1.0	2.0	2.0	1.0	2.0	2.0	1.0	0.4	1.0	2.0	0.4	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			1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	0.0
	Calgary DM			2.0	3.0	2.0	2.0	2.0	3.0	2.0	2.0	2.0	2.0	1.0	2.0	2.0	1.0	1.0
	Edmonton EM			1.0	2.0	1.0	2.0	2.0	2.0	2.0	2.0	2.0	1.0	1.0	1.0	2.0	1.0	0.4
	Red Deer EM			1.0	2.0	1.0	2.0	2.0	2.0	2.0	2.0	2.0	1.0	1.0	1.0	2.0	1.0	0.4
	Medicine Hat			1.0	2.0	1.0	1.0	2.0	2.0	1.0	2.0	2.0	1.0	0.4	1.0	2.0	0.4	0.2
	Lloydminster			1.0	1.0	1.0	1.0	2.0	2.0	1.0	2.0	2.0	1.0	0.4	1.0	2.0	0.4	1.0
	Regina/MJ EM			1.0	2.0	1.0	1.0	2.0	2.0	1.0	1.0	2.0	2.0	2.0	1.0	2.0	1.0	0.0
	Saskatoon EM			1.0	2.0	0.2	1.0	2.0	2.0	0.3	1.0	2.0	2.0	0.0	1.0	2.0	0.0	0.0
	Yorkton			2.0	2.0	1.0	2.0	4.0	3.0	2.0	4.0	5.0	2.0	0.0	1.0	1.0	1.0	1.0
	Winnipeg EM			2.0	2.0	1.0	1.0	2.0	2.0	1.0	2.0	2.0	2.0	1.0	1.0	2.0	1.0	0.1
	Brandon			1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	1.0	0.5	1.0	1.0	1.0	0.1
	Toronto/Hamilton DM			2.0	2.0	1.0	1.0	2.0	2.0	1.0	1.0	2.0	2.0	1.0	2.0	1.0	1.0	0.4
	Ottawa Eng EM			1.0	1.0	0.4	0.4	1.0	1.0	1.0	1.0	1.0	1.0	0.1	0.4	0.4	0.4	0.0
	Kitchener EM			1.0	2.0	0.4	1.0	1.0	2.0	0.4	1.0	1.0	1.0	0.4	1.0	1.0	1.0	0.1
	London EM			1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.0	0.4
	Kitchener-London EM			1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.2
	Barrie EM			2.0	3.0	1.0	2.0	2.0	3.0	1.0	2.0	2.0	2.0	1.0	1.0	2.0	0.0	0.4
	Kingston EM			2.0	2.0	3.0	2.0	3.0	2.0	1.0	2.0	2.0	3.0	5.0	3.0	4.0	0.0	0.0



Master Planner

Stations: Global Canada
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Peterborough EM				2.0	2.0	1.0	1.0	2.0	2.0	1.0	2.0	3.0	2.0	0.0	1.0	1.0	1.0	0.0
Sud/Tim/NB/SSM				2.0	2.0	1.0	1.0	2.0	3.0	1.0	2.0	3.0	1.0	1.0	1.0	1.0	1.0	0.0
Windsor EM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.1	1.0	1.0	1.0	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				2.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	0.0
Halifax EM				1.0	1.0	0.4	1.0	1.0	1.0	0.4	1.0	1.0	1.0	0.1	0.4	1.0	0.0	0.0
Saint John/Moncton EM				1.0	1.0	1.0	1.0	1.0	1.0	0.5	1.0	1.0	1.0	1.0	1.0	1.0	0.4	0.0
Sydney/GB EM				1.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	1.0	2.0	0.0	0.4
Charlottetown EM				1.0	1.0	2.0	1.0	1.0	2.0	2.0	2.0	2.0	1.0	2.0	1.0	1.0	0.0	0.0
St. Johns/CB EM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	0.4	1.0	1.0	1.0	0.0
TC/Full Coverage				673.1	610.6	102.9	267.1	283.2	323.9	52.8	136.7	152.9	286.7	50.1	130.4	130.3	28.4	34.1
Pembroke 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	0.4
Swift Current EM				2.0	3.0	2.0	2.0	3.0	3.0	2.0	2.0	3.0	3.0	3.0	2.0	3.0	1.0	0.0
Terrace-Kitmat EM				1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.1	0.0
Prince George-Kamloops EM				1.0	1.0	0.4	1.0	1.0	2.0	1.0	1.0	1.0	1.0	0.0	0.4	1.0	0.0	0.0
Kelowna EM				2.0	2.0	1.0	1.0	1.0	2.0	2.0	2.0	2.0	2.0	0.0	0.4	1.0	0.0	0.0
90210 (5/31/2010-9/12/2010)	.T.....	09:58 PM	11:00 PM															
Vancouver DM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.4	0.4	0.2	
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				1.0	1.0	2.0	1.0	1.0	2.0	3.0	2.0	2.0	0.5	0.4	1.0	1.0	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				1.0	1.0	3.0	2.0	1.0	2.0	4.0	3.0	2.0	0.5	1.0	1.0	1.0	0.0	0.0
Calgary DM				1.0	1.0	1.0	1.0	1.0	1.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
Edmonton EM				0.5	0.5	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.3	0.2	0.3	0.3	1.0	0.0
Red Deer EM				0.5	0.5	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.3	0.2	0.3	0.3	1.0	0.0
Medicine Hat				0.5	0.5	1.0	1.0	1.0	1.0	2.0	2.0	1.0	0.2	0.2	0.2	0.2	0.2	1.0
Lloydminster				1.0	1.0	1.0	1.0	1.0	1.0	3.0	2.0	2.0	0.5	0.4	1.0	1.0	0.0	0.0
Regina/MJ EM				0.5	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.5	1.0	0.5	1.0	0.0	0.0
Saskatoon EM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.4	0.3	1.0	1.0	1.0	0.0
Yorkton				0.4	0.4	1.0	1.0	1.0	0.5	2.0	1.0	1.0	0.3	1.0	1.0	1.0	0.0	1.0
Winnipeg EM				0.2	0.2	0.3	0.5	0.5	0.3	1.0	0.5	0.5	0.1	0.0	0.1	0.1	0.2	0.1
Brandon				0.2	0.2	0.5	0.4	0.3	0.5	1.0	1.0	1.0	0.1	0.0	0.1	0.1	0.1	0.3



Master Planner

Stations: Global Canada
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Toronto/Hamilton DM				1.0	1.0	1.0	1.0	1.0	1.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
Ottawa Eng EM				0.3	0.3	0.5	0.4	0.4	1.0	1.0	1.0	1.0	0.0	0.0	0.0	0.0	1.0	0.0
Kitchener EM				0.5	1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	0.2	0.2	0.2	0.3	1.0	0.0
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	0.4	1.0
Kitchener-London EM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.4	0.5	1.0	1.0	1.0	1.0
Barrie EM				0.3	0.3	0.5	0.4	0.4	0.3	0.0	0.2	0.3	0.4	1.0	0.5	0.5	0.0	0.0
Kingston EM				0.3	0.3	0.0	0.3	0.3	0.4	0.0	0.5	1.0	0.1	0.0	0.0	0.0	1.0	0.0
Peterborough EM				1.0	1.0	2.0	1.0	1.0	1.0	4.0	2.0	1.0	0.2	0.0	0.4	0.4	1.0	0.0
Sud/Tim/NB/SSM				0.5	0.5	1.0	1.0	1.0	1.0	2.0	2.0	1.0	0.0	0.0	0.0	0.0	0.2	0.0
Windsor 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	0.4	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				0.3	0.3	0.2	0.4	0.3	0.4	0.4	0.5	0.4	0.3	0.2	0.3	0.3	0.0	0.0
Halifax EM				1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	0.4	0.3	0.5	1.0	1.0	0.0
Saint John/Moncton EM				1.0	1.0	2.0	2.0	2.0	1.0	3.0	2.0	2.0	1.0	2.0	1.0	2.0	2.0	0.0
Sydney/GB EM				1.0	0.5	1.0	1.0	1.0	1.0	2.0	1.0	1.0	0.3	0.0	0.4	0.3	4.0	0.0
Charlottetown EM				0.3	0.4	0.5	0.4	0.5	1.0	1.0	1.0	1.0	0.1	0.0	0.0	0.0	0.0	0.0
St. Johns/CB EM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	0.3	1.0	1.0	0.0	1.0
TC/Full Coverage				233.3	192.3	86.3	146.0	134.3	120.1	52.6	89.6	86.0	72.3	33.7	56.4	48.3	19.8	21.2
Pembroke EM				1.0	1.0	3.0	2.0	1.0	2.0	5.0	3.0	2.0	1.0	1.0	1.0	1.0	1.0	0.5
Swift Current EM				0.5	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.5	1.0	0.5	1.0	0.0	0.0
Terrace-Kitmat EM				0.2	0.3	0.2	0.2	0.4	0.5	0.3	0.4	1.0	0.1	0.0	0.0	0.0	0.0	0.0
Prince George-Kamloops EM				0.3	0.3	0.3	0.4	0.5	0.3	0.4	0.4	0.5	0.3	0.2	0.3	1.0	0.0	0.0
Kelowna EM				0.5	1.0	1.0	1.0	0.3	1.0	2.0	1.0	1.0	0.3	1.0	0.4	0.2	0.0	0.0
The Good Wife (5/31/2010-9/12/2010)	.T.....	09:58 PM	11:00 PM															
Vancouver DM				3.0	3.0	1.0	2.0	2.0	4.0	1.0	2.0	3.0	2.0	1.0	1.0	2.0	1.0	1.0
Pr George./Terrace				2.0	2.0	1.0	0.0	0.0	3.0	1.0	1.0	3.0	1.0	1.0	0.3	1.0	0.0	0.0
Dawson Creek				2.0	2.0	1.0	1.0	2.0	3.0	1.0	2.0	2.0	1.0	1.0	1.0	1.0	1.0	0.3
Okanagan/Kamloops EM				2.0	2.0	1.0	0.0	0.0	3.0	1.0	1.0	3.0	1.0	1.0	0.3	1.0	0.0	0.0
Prince Albert				1.0	1.0	0.5	1.0	1.0	2.0	1.0	2.0	3.0	1.0	0.0	0.0	0.3	0.0	0.0
Calgary DM				3.0	3.0	1.0	2.0	2.0	4.0	2.0	2.0	3.0	2.0	1.0	1.0	2.0	1.0	2.0
Edmonton EM				2.0	2.0	0.3	1.0	2.0	4.0	0.5	1.0	3.0	1.0	0.2	1.0	1.0	0.3	0.4
Red Deer EM				2.0	2.0	0.3	1.0	2.0	4.0	0.4	1.0	3.0	1.0	0.2	1.0	1.0	0.3	0.4



Master Planner

Stations: Global Canada
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

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				2.0	2.0	1.0	2.0	2.0	3.0	2.0	3.0	3.0	2.0	1.0	1.0	1.0	0.3	0.5
Lloydminster				2.0	2.0	1.0	1.0	2.0	3.0	1.0	2.0	2.0	1.0	1.0	1.0	1.0	1.0	0.0
Regina/MJ EM				2.0	3.0	1.0	2.0	2.0	3.0	2.0	2.0	3.0	2.0	1.0	1.0	2.0	1.0	1.0
Saskatoon EM				2.0	2.0	1.0	2.0	2.0	3.0	2.0	3.0	3.0	1.0	0.5	1.0	1.0	0.0	0.0
Yorkton				1.0	1.0	1.0	1.0	2.0	2.0	2.0	1.0	2.0	1.0	1.0	1.0	1.0	0.0	0.0
Winnipeg EM				3.0	3.0	2.0	2.0	3.0	5.0	3.0	4.0	4.0	2.0	0.5	1.0	1.0	0.0	0.0
Brandon				2.0	2.0	1.0	2.0	2.0	3.0	2.0	2.0	3.0	2.0	0.5	1.0	1.0	0.0	0.0
Toronto/Hamilton DM				3.0	4.0	3.0	3.0	3.0	5.0	2.0	3.0	4.0	3.0	3.0	3.0	3.0	2.0	1.0
Ottawa Eng EM				1.0	1.0	0.2	0.5	1.0	2.0	0.3	1.0	1.0	1.0	0.0	0.3	1.0	0.0	0.0
Kitchener EM				2.0	2.0	0.5	1.0	1.0	3.0	1.0	2.0	2.0	1.0	0.0	0.4	0.5	0.0	0.0
London EM				2.0	2.0	0.5	1.0	1.0	3.0	1.0	1.0	2.0	1.0	0.4	1.0	1.0	0.0	0.0
Kitchener-London EM				2.0	2.0	0.5	1.0	1.0	3.0	1.0	1.0	2.0	1.0	0.2	0.5	1.0	0.0	0.0
Barrie EM				4.0	4.0	1.0	2.0	3.0	6.0	3.0	4.0	6.0	2.0	0.3	1.0	1.0	2.0	0.4
Kingston EM				2.0	3.0	3.0	2.0	3.0	4.0	2.0	2.0	3.0	2.0	4.0	3.0	3.0	1.0	0.0
Peterborough EM				2.0	3.0	1.0	1.0	2.0	3.0	1.0	2.0	3.0	2.0	0.0	1.0	1.0	2.0	0.0
Sud/Tim/NB/SSM				2.0	3.0	3.0	2.0	3.0	4.0	2.0	3.0	4.0	2.0	3.0	2.0	2.0	0.3	0.0
Windsor EM				2.0	2.0	1.0	0.5	1.0	2.0	1.0	1.0	2.0	2.0	1.0	0.5	1.0	1.0	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				2.0	2.0	1.0	1.0	1.0	3.0	1.0	2.0	2.0	2.0	0.4	1.0	0.5	0.2	1.0
Halifax EM				2.0	2.0	1.0	1.0	2.0	3.0	1.0	2.0	2.0	2.0	0.5	1.0	2.0	0.0	0.3
Saint John/Moncton EM				2.0	2.0	0.0	1.0	1.0	3.0	0.0	1.0	2.0	1.0	0.0	1.0	1.0	0.5	0.0
Sydney/GB EM				2.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	1.0	0.0
Charlottetown EM				1.0	2.0	1.0	1.0	1.0	2.0	0.0	1.0	1.0	1.0	1.0	1.0	1.0	0.0	0.0
St. Johns/CB EM				2.0	2.0	1.0	1.0	2.0	2.0	2.0	2.0	3.0	1.0	0.0	1.0	1.0	1.0	0.4
TC/Full Coverage				865.1	809.3	102.6	266.9	329.0	522.3	63.7	162.4	213.0	287.1	38.9	104.5	116.0	23.7	32.1
Pembroke EM				2.0	3.0	1.0	1.0	2.0	4.0	1.0	2.0	3.0	2.0	0.0	1.0	1.0	0.0	2.0
Swift Current EM				2.0	3.0	2.0	2.0	3.0	4.0	3.0	2.0	3.0	2.0	1.0	1.0	2.0	1.0	1.0
Terrace-Kitmat EM				1.0	1.0	0.4	1.0	1.0	2.0	1.0	1.0	1.0	1.0	0.0	0.2	0.4	0.3	0.0
Prince George-Kamloops EM				2.0	3.0	2.0	2.0	2.0	3.0	2.0	3.0	3.0	2.0	1.0	1.0	2.0	1.0	1.0
Kelowna EM				2.0	2.0	1.0	1.0	1.0	3.0	1.0	1.0	1.0	1.0	0.0	0.2	0.5	0.0	0.0
Bones (5/31/2010-9/12/2010)	..W....	07:58 PM	09:00 PM															
Vancouver DM				4.0	5.0	3.0	3.0	4.0	6.0	4.0	4.0	4.0	4.0	3.0	3.0	3.0	2.0	1.0



Master Planner

Stations: Global Canada
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

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				3.0	3.0	2.0	0.0	0.0	5.0	4.0	4.0	6.0	2.0	0.0	2.0	2.0	2.0	0.0
Dawson Creek				3.0	4.0	4.0	4.0	5.0	4.0	4.0	4.0	5.0	4.0	4.0	4.0	5.0	1.0	1.0
Okanagan/Kamloops EM				3.0	3.0	2.0	0.0	0.0	5.0	4.0	4.0	6.0	2.0	0.0	2.0	2.0	2.0	0.0
Prince Albert				2.0	3.0	2.0	3.0	4.0	3.0	2.0	3.0	5.0	2.0	2.0	2.0	2.0	0.0	0.5
Calgary DM				4.0	5.0	4.0	4.0	5.0	5.0	4.0	5.0	5.0	4.0	3.0	4.0	4.0	5.0	2.0
Edmonton EM				2.0	3.0	1.0	2.0	3.0	3.0	1.0	3.0	3.0	2.0	0.4	2.0	2.0	1.0	0.4
Red Deer EM				2.0	3.0	1.0	2.0	3.0	3.0	1.0	3.0	3.0	2.0	0.4	2.0	2.0	1.0	0.4
Medicine Hat				3.0	3.0	3.0	4.0	4.0	5.0	4.0	6.0	5.0	2.0	1.0	2.0	3.0	3.0	1.0
Lloydminster				3.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	5.0	3.0	4.0	3.0	4.0	1.0	1.0
Regina/MJ EM				2.0	3.0	2.0	2.0	3.0	3.0	2.0	1.0	3.0	2.0	2.0	2.0	3.0	2.0	0.0
Saskatoon EM				2.0	3.0	2.0	2.0	3.0	3.0	2.0	2.0	3.0	2.0	1.0	1.0	2.0	0.0	1.0
Yorkton				3.0	3.0	1.0	3.0	3.0	3.0	2.0	3.0	3.0	3.0	1.0	2.0	3.0	4.0	0.0
Winnipeg EM				3.0	3.0	1.0	3.0	3.0	4.0	2.0	3.0	3.0	3.0	0.0	2.0	2.0	2.0	1.0
Brandon				3.0	3.0	3.0	4.0	4.0	5.0	4.0	6.0	5.0	2.0	1.0	2.0	3.0	3.0	1.0
Toronto/Hamilton DM				3.0	4.0	3.0	3.0	3.0	5.0	4.0	3.0	3.0	3.0	2.0	2.0	2.0	1.0	1.0
Ottawa Eng EM				3.0	3.0	2.0	2.0	2.0	4.0	3.0	3.0	3.0	2.0	2.0	2.0	2.0	2.0	0.0
Kitchener EM				3.0	3.0	2.0	2.0	3.0	4.0	4.0	3.0	3.0	3.0	1.0	2.0	2.0	2.0	1.0
London EM				3.0	3.0	0.4	2.0	2.0	3.0	1.0	2.0	2.0	2.0	0.0	2.0	2.0	0.4	1.0
Kitchener-London EM				3.0	3.0	1.0	2.0	2.0	4.0	2.0	3.0	3.0	2.0	1.0	1.0	2.0	1.0	1.0
Barrie EM				3.0	3.0	1.0	3.0	3.0	4.0	2.0	3.0	4.0	3.0	1.0	2.0	2.0	3.0	1.0
Kingston EM				3.0	3.0	2.0	3.0	3.0	4.0	1.0	3.0	4.0	3.0	2.0	3.0	3.0	0.0	1.0
Peterborough EM				3.0	3.0	1.0	2.0	2.0	4.0	3.0	3.0	3.0	3.0	0.0	1.0	2.0	1.0	2.0
Sud/Tim/NB/SSM				4.0	5.0	3.0	3.0	4.0	5.0	3.0	4.0	5.0	4.0	2.0	2.0	3.0	2.0	0.0
Windsor EM				2.0	2.0	1.0	1.0	2.0	3.0	1.0	1.0	2.0	2.0	1.0	1.0	2.0	2.0	1.0
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				3.0	4.0	1.0	2.0	2.0	4.0	1.0	2.0	3.0	3.0	1.0	1.0	2.0	1.0	1.0
Halifax EM				3.0	3.0	2.0	2.0	3.0	3.0	2.0	3.0	4.0	2.0	1.0	2.0	3.0	2.0	0.0
Saint John/Moncton EM				4.0	4.0	3.0	3.0	4.0	4.0	3.0	3.0	5.0	3.0	3.0	3.0	3.0	4.0	1.0
Sydney/GB EM				3.0	4.0	3.0	4.0	4.0	4.0	3.0	4.0	5.0	3.0	3.0	3.0	4.0	3.0	0.5
Charlottetown EM				1.0	2.0	1.0	2.0	3.0	2.0	1.0	2.0	2.0	2.0	1.0	2.0	3.0	0.0	0.0
St. Johns/CB EM				4.0	4.0	4.0	5.0	5.0	5.0	6.0	6.0	7.0	3.0	1.0	3.0	4.0	0.2	0.0
TC/Full Coverage				1,209.5	1,101.7	263.8	517.3	529.7	648.8	146.2	294.6	294.5	452.8	117.6	222.7	235.1	55.4	52.4
Pembroke EM				3.0	3.0	4.0	3.0	3.0	4.0	6.0	5.0	4.0	2.0	2.0	2.0	3.0	3.0	3.0



Master Planner

Stations: Global Canada
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

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				2.0	3.0	2.0	2.0	3.0	3.0	2.0	1.0	3.0	2.0	2.0	2.0	3.0	2.0	0.0
Terrace-Kitmat EM				3.0	3.0	1.0	3.0	4.0	4.0	2.0	4.0	6.0	2.0	1.0	2.0	3.0	1.0	0.0
Prince George-Kamloops EM				3.0	4.0	2.0	3.0	3.0	5.0	3.0	4.0	4.0	3.0	2.0	2.0	2.0	2.0	1.0
Kelowna EM				3.0	3.0	1.0	2.0	3.0	5.0	2.0	3.0	4.0	2.0	0.0	1.0	2.0	1.0	0.0
Glee (6/14/2010-9/12/2010)	..W....	07:58 PM	09:00 PM															
Vancouver DM				2.0	3.0	4.0	3.0	3.0	3.0	4.0	4.0	3.0	2.0	3.0	3.0	3.0	2.0	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				1.0	1.0	2.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	2.0	1.0	1.0	1.0	1.0
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	1.0	2.0	2.0	0.1	0.0	0.0	0.3	1.0	0.0
Calgary DM				3.0	3.0	6.0	4.0	4.0	4.0	7.0	5.0	4.0	3.0	4.0	3.0	3.0	3.0	2.0
Edmonton EM				1.0	2.0	1.0	2.0	2.0	2.0	2.0	2.0	3.0	1.0	1.0	1.0	1.0	1.0	0.0
Red Deer EM				1.0	2.0	1.0	2.0	2.0	2.0	2.0	2.0	3.0	1.0	1.0	1.0	1.0	1.0	0.0
Medicine Hat				1.0	1.0	1.0	1.0	1.0	1.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	1.0	0.4
Lloydminster				1.0	1.0	2.0	2.0	2.0	1.0	2.0	2.0	2.0	1.0	2.0	2.0	2.0	2.0	2.0
Regina/MJ EM				2.0	2.0	3.0	3.0	3.0	2.0	4.0	3.0	3.0	2.0	3.0	2.0	3.0	2.0	0.0
Saskatoon EM				1.0	2.0	1.0	2.0	2.0	2.0	2.0	2.0	3.0	1.0	0.0	1.0	2.0	1.0	0.0
Yorkton				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	5.0	0.0
Winnipeg EM				1.0	1.0	1.0	2.0	2.0	2.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	2.0	2.0
Brandon				1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
Toronto/Hamilton DM				2.0	2.0	3.0	3.0	3.0	3.0	4.0	4.0	3.0	2.0	2.0	2.0	2.0	3.0	1.0
Ottawa Eng EM				2.0	2.0	4.0	3.0	4.0	4.0	5.0	5.0	6.0	1.0	1.0	2.0	2.0	5.0	1.0
Kitchener EM				3.0	2.0	2.0	3.0	4.0	3.0	3.0	4.0	4.0	2.0	1.0	2.0	2.0	8.0	0.0
London EM				3.0	4.0	5.0	5.0	5.0	4.0	5.0	4.0	6.0	3.0	5.0	5.0	4.0	1.0	1.0
Kitchener-London EM				3.0	3.0	3.0	4.0	4.0	4.0	4.0	4.0	5.0	2.0	3.0	3.0	3.0	5.0	0.3
Barrie EM				1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	2.0	1.0	1.0	1.0	0.4
Kingston EM				1.0	1.0	1.0	1.0	2.0	2.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	0.0	1.0
Peterborough EM				1.0	1.0	1.0	0.4	0.4	1.0	2.0	1.0	1.0	0.4	0.0	0.0	0.4	1.0	0.4
Sud/Tim/NB/SSM				1.0	1.0	2.0	1.0	1.0	2.0	4.0	3.0	2.0	0.4	0.0	0.0	0.2	2.0	1.0
Windsor EM				1.0	0.4	0.4	1.0	1.0	1.0	0.1	1.0	1.0	0.4	0.4	1.0	1.0	2.0	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
Montreal Eng. EM				4.0	4.0	3.0	4.0	4.0	5.0	5.0	5.0	5.0	2.0	2.0	3.0	2.0	7.0	1.0



Master Planner

Stations: Global Canada
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

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			2.0	3.0	2.0	3.0	4.0	3.0	3.0	4.0	4.0	2.0	2.0	3.0	4.0	2.0	0.0
	Saint John/Moncton EM			2.0	2.0	3.0	3.0	3.0	3.0	5.0	4.0	4.0	1.0	1.0	1.0	1.0	5.0	0.0
	Sydney/GB EM			2.0	2.0	0.3	2.0	3.0	2.0	1.0	3.0	3.0	2.0	0.0	2.0	2.0	2.0	0.0
	Charlottetown EM			0.4	0.4	0.0	0.5	1.0	0.3	0.0	0.4	0.4	0.4	0.0	1.0	1.0	1.0	0.0
	St. Johns/CB EM			2.0	2.0	4.0	3.0	3.0	4.0	6.0	5.0	5.0	1.0	0.0	1.0	1.0	2.0	0.3
	TC/Full Coverage			819.8	722.0	270.9	488.9	450.2	431.8	157.1	287.3	256.8	290.2	113.8	201.6	193.4	60.7	37.2
	Pembroke EM			0.4	1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	0.4	0.0	1.0	1.0	0.4	0.0
	Swift Current EM			2.0	2.0	4.0	3.0	3.0	2.0	4.0	4.0	4.0	2.0	3.0	2.0	3.0	2.0	0.0
	Terrace-Kitmat EM			0.2	0.3	0.2	0.5	0.5	1.0	0.4	1.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
	Prince George-Kamloops EM			1.0	1.0	0.3	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.0	1.0	1.0	1.0	1.0
	Kelowna EM			2.0	3.0	3.0	2.0	3.0	3.0	6.0	4.0	3.0	2.0	0.0	2.0	2.0	0.0	0.0
Numb3rs (5/31/2010-9/12/2010)F..	09:58 PM	11:00 PM															
	Vancouver DM			3.0	3.0	1.0	2.0	2.0	3.0	1.0	2.0	3.0	3.0	2.0	2.0	2.0	1.0	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			1.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0	3.0	1.0	1.0	1.0	2.0	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			0.4	0.5	0.0	0.5	0.5	1.0	0.0	1.0	1.0	0.3	0.0	0.0	0.0	0.0	0.0
	Calgary DM			2.0	2.0	1.0	2.0	2.0	2.0	1.0	2.0	2.0	2.0	1.0	2.0	2.0	2.0	1.0
	Edmonton EM			1.0	1.0	1.0	1.0	1.0	1.0	0.4	1.0	1.0	1.0	1.0	0.5	1.0	1.0	0.1
	Red Deer EM			1.0	1.0	1.0	1.0	1.0	1.0	0.4	1.0	1.0	1.0	1.0	0.5	1.0	1.0	0.1
	Medicine Hat			1.0	1.0	0.2	1.0	1.0	1.0	0.2	1.0	1.0	1.0	0.2	0.3	1.0	0.4	1.0
	Lloydminster			1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	0.5	1.0	1.0	0.4	0.3
	Regina/MJ EM			1.0	1.0	1.0	1.0	1.0	1.0	0.4	1.0	2.0	1.0	1.0	1.0	1.0	0.0	0.3
	Saskatoon EM			1.0	1.0	1.0	0.3	1.0	2.0	1.0	1.0	1.0	1.0	0.0	0.0	0.0	0.0	0.0
	Yorkton			1.0	1.0	1.0	1.0	2.0	1.0	0.0	1.0	2.0	1.0	2.0	2.0	1.0	0.0	0.0
	Winnipeg EM			2.0	2.0	1.0	1.0	2.0	2.0	1.0	2.0	2.0	2.0	1.0	1.0	2.0	2.0	0.1
	Brandon			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	0.4
	Toronto/Hamilton DM			1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.3
	Ottawa Eng EM			0.5	1.0	0.0	0.2	0.3	1.0	0.0	0.2	0.5	0.4	0.0	0.1	0.2	0.0	0.0
	Kitchener EM			1.0	1.0	0.5	1.0	1.0	1.0	0.3	1.0	2.0	1.0	1.0	1.0	1.0	0.1	1.0
	London EM			1.0	1.0	0.2	1.0	1.0	1.0	0.3	1.0	1.0	0.5	0.0	0.3	0.5	0.0	0.0
	Kitchener-London EM			1.0	1.0	0.5	1.0	1.0	1.0	0.3	1.0	1.0	1.0	1.0	1.0	1.0	0.1	0.4



Master Planner

Stations: Global Canada
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

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				1.0	1.0	0.3	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.0	1.0	1.0	0.0	0.0
Kingston EM				1.0	1.0	0.5	0.3	0.4	1.0	1.0	0.5	1.0	1.0	0.0	0.0	0.0	0.0	1.0
Peterborough EM				0.5	1.0	0.4	1.0	1.0	1.0	1.0	1.0	0.5	0.0	1.0	1.0	0.0	0.0	
Sud/Tim/NB/SSM				1.0	1.0	0.3	0.5	1.0	2.0	0.4	1.0	1.0	0.0	0.2	0.5	2.0	0.5	
Windsor EM				1.0	1.0	0.1	0.5	1.0	1.0	0.0	0.5	1.0	1.0	0.1	0.5	1.0	0.2	0.2
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				0.5	1.0	0.0	0.1	0.3	1.0	0.0	0.1	0.3	0.5	0.0	0.2	0.3	0.0	0.0
Halifax EM				1.0	2.0	1.0	1.0	2.0	2.0	1.0	2.0	3.0	1.0	0.0	0.4	1.0	0.0	0.0
Saint John/Moncton EM				1.0	2.0	0.1	1.0	1.0	2.0	0.3	1.0	1.0	1.0	0.0	0.5	1.0	1.0	0.0
Sydney/GB EM				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	1.0	0.0
Charlottetown EM				1.0	1.0	0.0	0.2	0.4	1.0	0.0	0.4	0.4	1.0	0.0	0.0	0.4	0.0	0.0
St. Johns/CB EM				2.0	2.0	1.0	2.0	2.0	3.0	2.0	2.0	2.0	2.0	0.0	1.0	2.0	0.3	1.0
TC/Full Coverage				449.4	410.0	67.6	167.6	193.8	225.1	32.0	83.5	102.7	184.9	35.6	84.1	91.1	22.5	17.0
Pembroke EM				0.4	0.4	0.0	0.0	0.1	0.5	0.0	0.0	0.3	0.4	0.0	0.0	0.0	0.0	0.0
Swift Current EM				2.0	2.0	1.0	1.0	3.0	2.0	1.0	1.0	3.0	2.0	1.0	1.0	2.0	0.0	1.0
Terrace-Kitmat EM				1.0	1.0	0.4	1.0	1.0	1.0	0.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Prince George-Kamloops EM				1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	0.0	0.0
Kelowna EM				1.0	1.0	0.2	1.0	1.0	2.0	0.0	1.0	1.0	1.0	0.3	1.0	1.0	0.0	0.0
Cleveland Show (5/31/2010-9/12/2010)S	08:28 PM	09:00 PM															
Vancouver DM				1.0	2.0	3.0	3.0	2.0	1.0	3.0	2.0	1.0	2.0	4.0	3.0	3.0	1.0	0.5
Pr George./Terrace				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	1.0
Dawson Creek				1.0	1.0	3.0	2.0	1.0	1.0	3.0	2.0	1.0	1.0	3.0	1.0	1.0	1.0	1.0
Okanagan/Kamloops EM				1.0	1.0	3.0	2.0	2.0	1.0	2.0	1.0	1.0	4.0	2.0	3.0	0.2	1.0	
Prince Albert				1.0	2.0	2.0	2.0	1.0	2.0	3.0	2.0	1.0	2.0	2.0	2.0	1.0	0.0	0.0
Calgary DM				3.0	3.0	7.0	4.0	3.0	2.0	5.0	3.0	3.0	8.0	5.0	4.0	2.0	1.0	
Edmonton EM				1.0	1.0	2.0	2.0	1.0	1.0	2.0	1.0	1.0	2.0	2.0	2.0	2.0	2.0	0.0
Red Deer EM				1.0	1.0	2.0	2.0	1.0	1.0	2.0	2.0	1.0	1.0	1.0	2.0	2.0	1.0	0.2
Medicine Hat				1.0	1.0	1.0	2.0	2.0	1.0	1.0	2.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0
Lloydminster				1.0	2.0	4.0	2.0	2.0	1.0	2.0	1.0	1.0	2.0	5.0	4.0	3.0	1.0	0.0
Regina/MJ EM				2.0	2.0	5.0	4.0	3.0	2.0	5.0	3.0	2.0	3.0	5.0	4.0	3.0	1.0	1.0
Saskatoon EM				2.0	3.0	6.0	4.0	4.0	2.0	5.0	3.0	2.0	3.0	7.0	5.0	5.0	1.0	1.0
Yorkton				0.4	1.0	1.0	1.0	0.4	1.0	1.0	1.0	0.4	0.4	1.0	1.0	0.4	0.0	0.0



Master Planner

Stations: Global Canada
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

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				2.0	2.0	4.0	2.0	2.0	2.0	4.0	2.0	2.0	2.0	4.0	2.0	2.0	3.0	0.3
Brandon				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	3.0	0.0
Toronto/Hamilton DM				3.0	3.0	5.0	4.0	4.0	2.0	3.0	3.0	3.0	3.0	6.0	5.0	5.0	4.0	1.0
Ottawa Eng EM				2.0	2.0	5.0	4.0	4.0	2.0	5.0	4.0	4.0	2.0	5.0	4.0	4.0	2.0	1.0
Kitchener EM				2.0	2.0	3.0	2.0	2.0	1.0	1.0	1.0	2.0	2.0	4.0	3.0	3.0	2.0	0.1
London EM				1.0	1.0	3.0	2.0	1.0	1.0	2.0	1.0	1.0	2.0	3.0	2.0	2.0	4.0	0.5
Kitchener-London EM				1.0	1.0	2.0	2.0	2.0	1.0	2.0	1.0	1.0	2.0	3.0	3.0	2.0	3.0	0.2
Barrie EM				1.0	2.0	2.0	2.0	2.0	1.0	1.0	2.0	2.0	2.0	4.0	3.0	2.0	1.0	1.0
Kingston EM				1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	0.5	3.0	1.0
Peterborough EM				2.0	2.0	5.0	4.0	4.0	1.0	2.0	2.0	2.0	3.0	8.0	5.0	5.0	2.0	0.0
Sud/Tim/NB/SSM				1.0	1.0	3.0	2.0	2.0	1.0	3.0	2.0	2.0	2.0	4.0	3.0	2.0	1.0	1.0
Windsor EM				1.0	1.0	1.0	2.0	2.0	1.0	1.0	1.0	1.0	1.0	2.0	2.0	2.0	1.0	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				2.0	1.0	3.0	2.0	2.0	1.0	3.0	2.0	1.0	2.0	4.0	3.0	3.0	3.0	1.0
Halifax EM				1.0	2.0	4.0	3.0	2.0	1.0	4.0	2.0	2.0	2.0	4.0	3.0	3.0	2.0	0.1
Saint John/Moncton EM				1.0	1.0	3.0	2.0	1.0	1.0	1.0	1.0	1.0	2.0	5.0	3.0	1.0	3.0	0.0
Sydney/GB EM				1.0	1.0	4.0	3.0	1.0	1.0	3.0	2.0	1.0	2.0	6.0	4.0	2.0	3.0	0.0
Charlottetown EM				1.0	2.0	4.0	3.0	2.0	1.0	5.0	3.0	1.0	2.0	4.0	3.0	2.0	1.0	0.0
St. Johns/CB EM				1.0	1.0	2.0	2.0	2.0	2.0	4.0	2.0	3.0	1.0	1.0	1.0	2.0	1.0	2.0
TC/Full Coverage				643.5	556.4	343.5	497.9	357.6	206.9	118.7	182.6	135.0	349.4	224.8	315.3	222.6	55.1	32.1
Pembroke EM				1.0	1.0	3.0	2.0	2.0	1.0	3.0	2.0	2.0	1.0	3.0	2.0	2.0	0.0	0.0
Swift Current EM				0.3	0.4	1.0	1.0	1.0	1.0	2.0	1.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0
Terrace-Kitmat 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 George-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
Kelowna 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
Family Guy (5/31/2010-9/12/2010)S	08:58 PM	09:30 PM															
Vancouver DM				2.0	2.0	4.0	3.0	3.0	2.0	3.0	2.0	2.0	2.0	4.0	4.0	3.0	3.0	1.0
Pr George./Terrace				2.0	2.0	1.0	1.0	2.0	3.0	1.0	1.0	3.0	1.0	1.0	0.3	1.0	0.0	0.0
Dawson Creek				1.0	1.0	3.0	2.0	2.0	1.0	3.0	2.0	2.0	1.0	3.0	2.0	2.0	2.0	1.0
Okanagan/Kamloops EM				2.0	2.0	1.0	1.0	2.0	3.0	1.0	1.0	3.0	1.0	1.0	0.3	1.0	0.0	0.0
Prince Albert				1.0	1.0	0.4	1.0	1.0	2.0	1.0	2.0	2.0	1.0	0.0	0.0	0.3	0.0	0.0
Calgary DM				2.0	3.0	3.0	2.0	2.0	3.0	3.0	2.0	2.0	2.0	3.0	3.0	3.0	2.0	1.0



Master Planner

Stations: Global Canada
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

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				1.0	1.0	2.0	2.0	2.0	1.0	2.0	2.0	2.0	2.0	3.0	2.0	2.0	2.0	0.0
Red Deer EM				1.0	1.0	2.0	2.0	2.0	1.0	2.0	2.0	2.0	2.0	3.0	2.0	2.0	2.0	0.0
Medicine Hat				2.0	2.0	1.0	1.0	2.0	2.0	1.0	2.0	3.0	2.0	1.0	1.0	1.0	1.0	0.2
Lloydminster				1.0	1.0	3.0	2.0	2.0	1.0	3.0	2.0	2.0	1.0	2.0	1.0	2.0	2.0	1.0
Regina/MJ EM				1.0	1.0	3.0	2.0	2.0	1.0	3.0	2.0	2.0	1.0	3.0	2.0	2.0	1.0	0.0
Saskatoon EM				2.0	2.0	5.0	3.0	3.0	2.0	6.0	4.0	4.0	2.0	4.0	3.0	3.0	1.0	1.0
Yorkton				1.0	1.0	3.0	3.0	2.0	1.0	3.0	3.0	2.0	1.0	3.0	2.0	2.0	1.0	0.0
Winnipeg EM				1.0	2.0	3.0	2.0	2.0	1.0	2.0	2.0	2.0	2.0	5.0	3.0	3.0	0.0	0.3
Brandon				1.0	2.0	4.0	3.0	2.0	2.0	5.0	3.0	2.0	2.0	3.0	3.0	3.0	0.0	0.2
Toronto/Hamilton DM				2.0	2.0	5.0	3.0	3.0	2.0	4.0	3.0	2.0	3.0	5.0	4.0	3.0	3.0	1.0
Ottawa Eng EM				1.0	1.0	3.0	2.0	2.0	1.0	2.0	1.0	2.0	2.0	3.0	2.0	2.0	1.0	1.0
Kitchener EM				1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	0.4	0.2
London EM				2.0	1.0	2.0	2.0	2.0	1.0	1.0	1.0	2.0	2.0	2.0	3.0	3.0	2.0	2.0
Kitchener-London EM				1.0	1.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	2.0	2.0	2.0	2.0	1.0	1.0
Barrie EM				1.0	1.0	1.0	1.0	1.0	0.5	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.0
Kingston EM				1.0	1.0	2.0	1.0	1.0	1.0	3.0	2.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0
Peterborough EM				1.0	1.0	1.0	1.0	1.0	0.1	0.0	0.2	0.3	1.0	1.0	2.0	2.0	2.0	0.0
Sud/Tim/NB/SSM				1.0	1.0	3.0	3.0	2.0	2.0	5.0	3.0	3.0	1.0	1.0	2.0	2.0	1.0	0.4
Windsor EM				1.0	1.0	2.0	2.0	2.0	1.0	3.0	2.0	2.0	1.0	2.0	2.0	2.0	1.0	1.0
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				2.0	2.0	4.0	3.0	3.0	1.0	2.0	2.0	2.0	3.0	5.0	3.0	4.0	5.0	0.0
Halifax EM				1.0	1.0	1.0	2.0	2.0	1.0	1.0	1.0	1.0	1.0	2.0	2.0	2.0	3.0	2.0
Saint John/Moncton EM				1.0	1.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	2.0	3.0	3.0	3.0	3.0	0.5
Sydney/GB EM				2.0	2.0	6.0	4.0	4.0	2.0	4.0	3.0	2.0	3.0	7.0	5.0	5.0	4.0	1.0
Charlottetown EM				1.0	1.0	1.0	1.0	1.0	0.3	0.0	0.4	0.4	1.0	2.0	2.0	2.0	0.0	0.0
St. Johns/CB EM				1.0	1.0	2.0	2.0	2.0	1.0	2.0	1.0	1.0	1.0	2.0	2.0	2.0	2.0	0.3
TC/Full Coverage				640.6	565.1	362.9	495.2	375.8	228.4	148.0	195.5	138.5	336.7	214.9	299.8	237.4	42.6	32.9
Pembroke EM				1.0	1.0	0.0	1.0	1.0	0.4	0.0	1.0	1.0	1.0	0.0	2.0	2.0	2.0	1.0
Swift Current EM				1.0	1.0	3.0	2.0	2.0	1.0	3.0	2.0	2.0	1.0	3.0	2.0	2.0	1.0	0.0
Terrace-Kitmat EM				0.5	1.0	1.0	1.0	1.0	0.3	0.3	1.0	1.0	1.0	1.0	1.0	1.0	0.3	0.0
Prince George-Kamloops EM				1.0	1.0	2.0	2.0	1.0	1.0	3.0	2.0	2.0	1.0	0.4	1.0	1.0	2.0	1.0
Kelowna EM				0.4	0.4	0.3	1.0	1.0	0.5	0.0	1.0	1.0	0.4	1.0	1.0	0.4	1.0	0.0



Master Planner

Stations: Global Canada
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
American Dad (5/31/2010-9/12/2010)S	09:28 PM	10:00 PM															
Vancouver DM				1.0	1.0	2.0	2.0	2.0	1.0	2.0	2.0	1.0	2.0	3.0	2.0	2.0	1.0	0.4
Pr George./Terrace				1.0	1.0	1.0	0.0	0.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.0	0.0
Dawson Creek				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.4	1.0	1.0	1.0	1.0	0.1
Okanagan/Kamloops EM				1.0	1.0	1.0	0.0	0.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.0	0.0
Prince Albert				0.3	0.3	0.5	0.3	1.0	0.4	1.0	0.3	1.0	0.1	0.5	0.3	0.3	0.0	0.5
Calgary DM				2.0	2.0	4.0	3.0	2.0	2.0	5.0	3.0	2.0	2.0	4.0	3.0	3.0	3.0	1.0
Edmonton EM				1.0	1.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	1.0	3.0	2.0	2.0	1.0	0.3
Red Deer EM				1.0	1.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	1.0	3.0	2.0	2.0	1.0	0.3
Medicine Hat				1.0	1.0	3.0	2.0	2.0	1.0	4.0	2.0	1.0	1.0	3.0	2.0	2.0	1.0	1.0
Lloydminster				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.4	1.0	1.0	1.0	1.0	0.0
Regina/MJ EM				1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	0.5	1.0	1.0	1.0
Saskatoon EM				1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	0.5	1.0	1.0	1.0	1.0	1.0
Yorkton				1.0	1.0	2.0	1.0	1.0	1.0	2.0	2.0	1.0	1.0	1.0	1.0	2.0	0.0	0.0
Winnipeg EM				1.0	1.0	3.0	2.0	2.0	1.0	3.0	2.0	2.0	1.0	3.0	2.0	2.0	0.0	0.2
Brandon				1.0	1.0	3.0	2.0	1.0	1.0	3.0	2.0	1.0	1.0	3.0	2.0	2.0	0.0	0.5
Toronto/Hamilton DM				1.0	2.0	3.0	2.0	2.0	1.0	3.0	2.0	2.0	2.0	4.0	3.0	2.0	1.0	1.0
Ottawa Eng 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	1.0	1.0
Kitchener EM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	0.4	0.0
London EM				1.0	1.0	2.0	2.0	2.0	1.0	2.0	2.0	2.0	1.0	2.0	2.0	2.0	1.0	2.0
Kitchener-London EM				1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	1.0	1.0
Barrie EM				1.0	1.0	1.0	1.0	1.0	0.4	1.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	0.0
Kingston EM				0.3	0.3	1.0	1.0	1.0	0.3	1.0	1.0	1.0	1.0	0.4	1.0	1.0	1.0	0.0
Peterborough EM				1.0	1.0	2.0	1.0	2.0	1.0	2.0	1.0	1.0	1.0	2.0	2.0	2.0	1.0	0.0
Sud/Tim/NB/SSM				1.0	1.0	3.0	2.0	2.0	2.0	4.0	3.0	2.0	1.0	2.0	1.0	1.0	0.0	1.0
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	1.0	1.0
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	1.0	1.0	1.0	1.0	0.4	1.0	1.0	0.3	1.0	1.0	1.0	1.0	1.0	0.0
Halifax EM				0.4	0.4	1.0	1.0	1.0	0.4	1.0	0.4	1.0	0.4	1.0	1.0	1.0	2.0	0.0
Saint John/Moncton EM				1.0	1.0	1.0	1.0	1.0	1.0	0.4	1.0	1.0	0.4	2.0	1.0	1.0	3.0	0.0
Sydney/GB EM				2.0	3.0	5.0	4.0	4.0	2.0	5.0	3.0	3.0	3.0	6.0	5.0	6.0	3.0	0.0
Charlottetown EM				1.0	1.0	1.0	1.0	1.0	0.1	0.0	0.0	0.0	1.0	3.0	2.0	1.0	0.0	0.0



Master Planner

Stations: Global Canada
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

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				0.0	0.0	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				463.9	422.9	267.8	365.8	275.2	182.6	116.0	153.3	109.5	240.3	151.7	212.4	165.7	24.7	16.3
Pembroke EM				0.3	0.4	0.0	1.0	1.0	0.0	0.0	0.0	0.0	1.0	0.0	1.0	1.0	0.0	0.0
Swift Current EM				1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	0.4	1.0	0.4	1.0	1.0	1.0
Terrace-Kitmat EM				0.3	0.4	0.3	1.0	1.0	0.3	1.0	1.0	1.0	0.4	0.0	1.0	1.0	0.0	0.0
Prince George-Kamloops EM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.0	1.0	1.0	2.0	1.0
Kelowna EM				1.0	1.0	1.0	1.0	1.0	0.3	0.0	0.3	1.0	1.0	1.0	1.0	1.0	1.0	0.0
Simpsons (6/28/2010-9/12/2010)S	09:58 PM	10:30 PM															
Vancouver DM				1.0	1.0	2.0	2.0	2.0	1.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0	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				1.0	1.0	1.0	1.0	1.0	0.3	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	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				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	0.2
Calgary DM				2.0	2.0	3.0	2.0	2.0	2.0	3.0	2.0	1.0	2.0	4.0	3.0	2.0	2.0	1.0
Edmonton EM				1.0	1.0	2.0	2.0	2.0	1.0	2.0	1.0	2.0	2.0	2.0	2.0	2.0	3.0	1.0
Red Deer EM				1.0	1.0	2.0	2.0	2.0	1.0	2.0	1.0	2.0	2.0	2.0	2.0	2.0	3.0	1.0
Medicine Hat				1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.2
Lloydminster				1.0	1.0	2.0	2.0	1.0	1.0	2.0	1.0	1.0	1.0	3.0	2.0	2.0	0.0	1.0
Regina/MJ EM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	2.0
Saskatoon 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	1.0
Yorkton				0.4	0.4	1.0	1.0	1.0	0.3	0.0	0.3	1.0	1.0	1.0	1.0	1.0	1.0	0.0
Winnipeg EM				1.0	1.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	2.0	4.0	3.0	2.0	0.0	1.0
Brandon				1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	3.0	2.0	2.0	0.0	1.0
Toronto/Hamilton DM				2.0	2.0	4.0	2.0	2.0	2.0	4.0	2.0	2.0	2.0	4.0	3.0	2.0	2.0	1.0
Ottawa Eng EM				1.0	2.0	4.0	2.0	2.0	1.0	4.0	2.0	2.0	2.0	4.0	2.0	2.0	2.0	0.1
Kitchener EM				1.0	1.0	2.0	2.0	1.0	1.0	2.0	2.0	2.0	1.0	2.0	2.0	1.0	0.0	1.0
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	2.0	1.0
Kitchener-London 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	1.0
Barrie EM				1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	3.0	4.0
Kingston 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	2.0
Peterborough EM				1.0	1.0	1.0	2.0	2.0	1.0	0.0	1.0	1.0	2.0	3.0	3.0	3.0	0.0	1.0
Sud/Tim/NB/SSM				1.0	1.0	4.0	2.0	2.0	1.0	3.0	2.0	2.0	1.0	4.0	2.0	2.0	0.0	1.0



Master Planner

Stations: Global Canada
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

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				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	3.0	0.3
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				1.0	2.0	4.0	3.0	1.0	1.0	4.0	2.0	1.0	2.0	4.0	3.0	2.0	2.0	1.0
Halifax EM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	2.0	1.0	1.0
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	2.0	1.0	2.0	0.0
Sydney/GB EM				2.0	2.0	2.0	2.0	2.0	2.0	3.0	2.0	2.0	2.0	2.0	2.0	3.0	4.0	1.0
Charlottetown EM				1.0	1.0	1.0	1.0	1.0	1.0	0.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0
St. Johns/CB EM				1.0	1.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	2.0	2.0	2.0	2.0	1.0	0.2
TC/Full Coverage				458.4	382.4	221.7	321.4	265.9	161.6	94.2	133.7	105.8	220.8	127.5	187.7	160.1	39.1	36.9
Pembroke EM				1.0	1.0	1.0	1.0	1.0	0.1	0.0	0.0	0.0	1.0	2.0	1.0	1.0	0.0	0.0
Swift Current EM				1.0	0.3	1.0	1.0	1.0	0.2	0.4	1.0	1.0	0.4	1.0	1.0	1.0	1.0	1.0
Terrace-Kitmat EM				0.1	0.1	0.0	0.2	0.3	0.2	0.0	0.3	1.0	0.1	0.0	0.2	0.2	0.0	0.0
Prince George-Kamloops EM				1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	0.0	1.0	1.0	1.0	1.0
Kelowna EM				0.3	1.0	0.3	1.0	1.0	0.2	0.0	0.1	0.3	1.0	1.0	1.0	1.0	0.0	0.0
Brothers & Sisters (5/31/2010-9/12/2010)S	09:58 PM	11:00 PM															
Vancouver DM				1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	1.0	2.0	1.0	1.0	1.0	1.0
Pr George./Terrace				1.0	1.0	2.0	0.0	0.0	1.0	3.0	2.0	2.0	1.0	2.0	1.0	1.0	0.0	1.0
Dawson Creek				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	0.2	0.2
Okanagan/Kamloops EM				1.0	1.0	2.0	0.0	0.0	1.0	3.0	2.0	2.0	1.0	2.0	1.0	1.0	0.0	1.0
Prince Albert				1.0	1.0	1.0	1.0	1.0	1.0	0.4	1.0	2.0	1.0	1.0	1.0	1.0	0.0	0.0
Calgary DM				1.0	1.0	0.5	1.0	1.0	2.0	1.0	1.0	1.0	1.0	0.4	1.0	1.0	0.4	0.3
Edmonton EM				1.0	2.0	1.0	1.0	2.0	3.0	1.0	2.0	3.0	1.0	0.5	1.0	1.0	0.3	0.3
Red Deer EM				1.0	2.0	1.0	1.0	2.0	3.0	1.0	2.0	3.0	1.0	0.5	1.0	1.0	0.3	0.3
Medicine Hat				1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	0.2	0.1	0.2	0.2	0.1	1.0
Lloydminster				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	0.0
Regina/MJ EM				1.0	2.0	1.0	1.0	1.0	2.0	1.0	2.0	2.0	1.0	1.0	1.0	1.0	0.0	0.0
Saskatoon EM				1.0	1.0	1.0	1.0	1.0	2.0	2.0	2.0	2.0	0.3	0.3	0.5	0.4	1.0	0.0
Yorkton				1.0	1.0	1.0	1.0	2.0	1.0	0.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	0.0
Winnipeg EM				2.0	2.0	0.5	1.0	2.0	3.0	1.0	2.0	2.0	1.0	0.0	1.0	1.0	0.2	0.5
Brandon				1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	1.0	0.0	1.0	1.0	0.1	0.5
Toronto/Hamilton DM				4.0	4.0	5.0	4.0	4.0	5.0	6.0	4.0	5.0	3.0	4.0	3.0	3.0	1.0	1.0
Ottawa Eng EM				1.0	1.0	0.5	1.0	1.0	2.0	1.0	1.0	2.0	0.5	0.0	0.2	0.2	0.0	0.0



Master Planner

Stations: Global Canada
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

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				1.0	1.0	0.2	1.0	1.0	2.0	0.5	1.0	2.0	1.0	0.0	0.4	1.0	0.3	0.3
London EM				2.0	2.0	2.0	2.0	2.0	3.0	2.0	3.0	3.0	1.0	1.0	1.0	2.0	0.5	0.2
Kitchener-London EM				1.0	2.0	1.0	1.0	2.0	2.0	1.0	2.0	2.0	1.0	0.5	1.0	1.0	0.4	0.2
Barrie EM				3.0	3.0	2.0	2.0	3.0	4.0	3.0	2.0	4.0	3.0	2.0	2.0	3.0	1.0	1.0
Kingston EM				2.0	3.0	1.0	2.0	3.0	5.0	1.0	3.0	4.0	1.0	0.0	1.0	1.0	0.3	0.0
Peterborough EM				2.0	2.0	2.0	1.0	2.0	3.0	3.0	2.0	3.0	1.0	1.0	1.0	2.0	0.0	1.0
Sud/Tim/NB/SSM				3.0	3.0	2.0	3.0	4.0	5.0	4.0	5.0	6.0	2.0	0.0	2.0	2.0	4.0	4.0
Windsor EM				6.0	8.0	13.0	8.0	9.0	9.0	14.0	10.0	11.0	6.0	12.0	7.0	7.0	2.0	1.0
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				2.0	3.0	2.0	3.0	3.0	4.0	3.0	4.0	4.0	2.0	2.0	2.0	2.0	2.0	0.3
Halifax EM				1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	0.3	0.0
Saint John/Moncton EM				2.0	2.0	1.0	1.0	2.0	3.0	1.0	2.0	3.0	1.0	2.0	1.0	1.0	1.0	0.0
Sydney/GB EM				2.0	2.0	1.0	2.0	2.0	2.0	1.0	1.0	2.0	1.0	1.0	2.0	2.0	2.0	0.0
Charlottetown EM				1.0	2.0	1.0	1.0	2.0	2.0	1.0	2.0	3.0	1.0	1.0	1.0	1.0	1.0	0.0
St. Johns/CB EM				2.0	2.0	1.0	2.0	2.0	2.0	1.0	2.0	2.0	2.0	2.0	2.0	1.0	1.0	0.4
TC/Full Coverage				410.8	381.2	91.0	179.7	206.3	255.8	51.2	111.0	132.2	125.4	39.8	68.7	74.1	14.4	15.1
Pembroke EM				2.0	2.0	0.0	2.0	2.0	3.0	0.0	2.0	2.0	1.0	0.0	1.0	1.0	4.0	0.0
Swift Current EM				1.0	2.0	1.0	1.0	1.0	2.0	1.0	2.0	2.0	1.0	1.0	1.0	1.0	0.0	0.0
Terrace-Kitmat EM				0.4	0.5	0.3	1.0	1.0	1.0	1.0	1.0	1.0	0.3	0.0	1.0	1.0	0.0	0.0
Prince George-Kamloops EM				1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	0.0	0.0
Kelowna EM				1.0	1.0	0.0	1.0	1.0	2.0	0.0	1.0	2.0	1.0	0.0	0.1	0.2	1.0	0.0
ETC Late Night (5/31/2010-9/12/2010)	MTWTF..	12:28 PM	01:00 AM															
Vancouver DM				1.0	1.0	0.3	1.0	1.0	1.0	0.4	2.0	2.0	0.4	0.2	0.4	0.5	0.2	0.2
Pr George./Terrace				0.1	0.1	0.0	0.1	0.3	0.3	0.0	0.2	1.0	0.1	0.0	0.1	0.1	0.0	0.0
Dawson Creek				0.2	0.2	0.1	0.4	0.4	0.4	0.2	1.0	1.0	0.2	0.1	0.2	0.2	0.0	0.0
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				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Calgary DM				0.4	1.0	0.2	0.4	0.4	1.0	0.3	1.0	1.0	0.3	0.3	0.4	0.4	0.1	0.0
Edmonton EM				0.1	0.1	0.2	0.2	0.1	0.2	0.5	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Red Deer EM				0.1	0.1	0.2	0.2	0.1	0.2	0.4	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Medicine Hat				0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lloydminster				0.0	0.2	0.1	0.0	0.0	0.2	0.2	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0



Master Planner

Stations: Global Canada
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience													
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217
Regina/MJ 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
Saskatoon EM				0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.3	0.3	0.0	0.0	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
Winnipeg 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	0.3
Brandon				0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Toronto/Hamilton DM				0.3	0.4	0.2	0.4	0.4	0.5	0.3	0.5	0.5	0.3	0.2	0.3	0.4	0.1
Ottawa Eng EM				0.1	0.1	0.2	0.1	0.1	0.1	0.3	0.2	0.2	0.1	0.0	0.0	0.0	0.0
Kitchener EM				0.2	0.3	0.3	0.2	0.2	0.2	0.1	0.1	0.1	0.3	1.0	0.3	0.4	0.2
London EM				0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.0
Kitchener-London EM				0.2	0.2	0.2	0.1	0.1	0.2	0.0	0.1	0.2	0.2	0.4	0.2	0.3	0.1
Barrie EM				0.3	0.4	0.2	0.3	0.4	0.4	0.2	0.4	1.0	0.3	0.2	0.3	0.3	0.1
Kingston EM				0.2	0.3	0.1	0.2	0.3	0.3	0.1	0.3	0.4	0.3	0.1	0.2	0.2	0.1
Peterborough EM				0.3	0.3	1.0	0.4	0.4	0.2	1.0	0.3	0.3	0.4	1.0	0.4	0.4	0.0
Sud/Tim/NB/SSM				0.2	0.3	0.2	0.2	0.3	0.3	0.2	0.3	0.4	0.2	0.1	0.2	0.2	0.1
Windsor EM				0.2	0.2	0.2	0.2	0.2	0.2	0.4	0.2	0.3	0.2	0.1	0.2	0.2	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
Montreal Eng. EM				0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.2	0.0
Halifax EM				0.1	0.1	0.0	0.0	0.1	0.2	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0
Saint John/Moncton EM				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sydney/GB EM				0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.2	0.0	0.0	0.0	0.0	0.2
Charlottetown EM				0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.0
St. Johns/CB 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	0.3
TC/Full Coverage				94.5	90.0	21.5	62.6	62.9	57.7	14.3	41.0	39.7	32.3	7.2	21.6	23.2	2.5
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
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
Terrace-Kitmat 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 George-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
Kelowna 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
As The World Turns (5/31/2010-9/12/2010)	MTWTF..	01:58 PM	03:00 PM														
Vancouver DM				1.0	1.0	0.5	0.4	0.4	1.0	1.0	0.4	0.4	0.4	0.3	0.4	0.3	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
Dawson Creek				0.2	0.3	0.4	0.2	0.1	1.0	1.0	0.5	0.1	0.1	0.1	0.1	0.1	0.1



Master Planner

Stations: Global Canada
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

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				0.3	0.3	0.5	0.3	0.3	0.4	0.5	0.3	0.3	0.1	0.5	0.3	0.3	0.0	0.5
Calgary DM				1.0	0.5	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.2	0.3	0.2	0.2	0.1	1.0
Edmonton EM				0.4	0.4	0.1	0.3	0.4	1.0	0.2	0.3	1.0	0.2	0.0	0.2	0.3	0.0	0.3
Red Deer EM				0.4	0.4	0.1	0.3	0.4	1.0	0.2	0.3	1.0	0.2	0.0	0.2	0.3	0.0	0.3
Medicine Hat				0.2	0.3	0.3	0.2	0.2	1.0	1.0	0.3	0.4	0.1	0.1	0.1	0.0	0.0	0.1
Lloydminster				0.2	0.3	0.3	0.2	0.2	1.0	1.0	0.4	0.3	0.1	0.0	0.1	0.1	0.0	0.0
Regina/MJ EM				0.2	0.2	0.0	0.1	0.1	0.4	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Saskatoon EM				0.1	0.1	0.3	0.2	0.2	0.3	1.0	0.4	0.4	0.1	0.0	0.0	0.0	0.0	0.0
Yorkton				0.1	0.1	0.4	0.2	0.0	0.2	1.0	0.5	0.0	0.0	0.0	0.0	0.0	1.0	0.0
Winnipeg EM				0.3	0.4	0.3	0.2	0.3	1.0	1.0	0.4	1.0	0.1	0.0	0.0	0.0	0.0	0.0
Brandon				0.3	0.3	0.3	0.2	0.2	1.0	1.0	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Toronto/Hamilton DM				1.0	1.0	1.0	1.0	0.5	1.0	1.0	1.0	1.0	0.3	0.4	0.3	0.3	0.1	1.0
Ottawa Eng EM				0.3	0.3	0.3	0.2	0.3	1.0	1.0	0.3	1.0	0.1	0.0	0.0	0.0	0.0	0.0
Kitchener EM				0.3	0.3	0.1	0.2	0.2	0.5	0.2	0.3	0.3	0.1	0.1	0.1	0.1	0.0	0.3
London EM				0.1	0.2	0.1	0.1	0.1	0.3	0.2	0.3	0.3	0.1	0.0	0.0	0.0	0.0	0.0
Kitchener-London EM				0.2	0.3	0.1	0.2	0.2	0.5	0.2	0.3	0.4	0.1	0.1	0.1	0.1	0.0	0.1
Barrie EM				0.4	1.0	1.0	0.5	0.3	0.5	0.1	0.2	0.3	1.0	1.0	1.0	0.3	0.0	0.0
Kingston EM				0.4	0.5	0.3	0.2	0.2	1.0	1.0	0.5	0.3	0.1	0.0	0.0	0.1	0.3	0.1
Peterborough EM				0.3	0.4	0.0	0.1	0.3	1.0	0.0	0.3	1.0	0.1	0.0	0.0	0.0	0.0	0.0
Sud/Tim/NB/SSM				0.2	0.2	0.2	0.2	0.3	0.5	0.5	0.3	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Windsor 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	0.0	0.0	0.1
Thunder Bay EM				0.1	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Montreal Eng. EM				0.4	0.5	0.2	0.2	0.3	1.0	0.3	0.4	0.5	0.1	0.0	0.0	0.2	0.0	0.0
Halifax EM				0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.3	0.0	0.0	0.1	0.1	0.1	0.1
Saint John/Moncton EM				0.3	0.4	1.0	0.3	0.5	1.0	1.0	1.0	1.0	0.1	0.0	0.1	0.1	0.1	0.0
Sydney/GB EM				0.3	0.3	0.2	0.1	0.1	0.5	0.3	0.2	0.3	0.1	0.0	0.0	0.1	1.0	0.0
Charlottetown EM				0.1	0.2	0.3	0.2	0.1	0.3	0.5	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0
St. Johns/CB EM				1.0	1.0	1.0	1.0	1.0	2.0	2.0	2.0	2.0	1.0	0.0	0.4	0.4	0.5	0.2
TC/Full Coverage				185.3	165.2	51.9	97.7	83.0	107.3	25.1	59.0	54.0	57.8	26.8	38.6	29.0	7.7	12.5
Pembroke EM				0.2	0.3	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swift Current EM				0.2	0.2	0.0	0.1	0.1	0.4	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Terrace-Kitmat EM				0.5	1.0	0.0	0.4	0.5	1.0	0.0	1.0	1.0	0.3	0.0	0.0	0.0	0.0	0.0



Master Planner

Stations: Global Canada
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

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				0.5	0.5	1.0	0.4	0.5	1.0	1.0	1.0	1.0	0.0	0.0	0.0	0.0	0.0	0.1
Kelowna EM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.4	0.5	0.5	1.0	0.0	0.0
Doctors (5/31/2010-9/12/2010)	MTWTF..	02:58 PM	04:00 PM															
Vancouver DM				1.0	1.0	0.4	1.0	1.0	1.0	1.0	1.0	1.0	0.3	0.4	0.4	0.5	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	
Dawson Creek				1.0	2.0	2.0	2.0	2.0	3.0	4.0	4.0	3.0	0.3	1.0	0.5	0.5	0.1	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	
Prince Albert				1.0	1.0	2.0	1.0	2.0	2.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
Calgary DM				1.0	1.0	2.0	1.0	1.0	2.0	3.0	2.0	2.0	1.0	1.0	1.0	0.5	0.3	1.0
Edmonton EM				1.0	2.0	1.0	1.0	1.0	3.0	1.0	1.0	2.0	0.4	0.3	0.3	0.5	0.1	0.5
Red Deer EM				1.0	2.0	1.0	1.0	1.0	3.0	1.0	1.0	2.0	0.4	0.3	0.3	0.5	0.1	0.5
Medicine Hat				1.0	1.0	0.5	0.5	0.3	2.0	1.0	1.0	1.0	1.0	0.1	0.1	0.1	0.1	0.2
Lloydminster				2.0	2.0	3.0	3.0	3.0	4.0	6.0	5.0	5.0	0.4	1.0	1.0	1.0	0.0	0.0
Regina/MJ EM				1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	0.5	1.0	1.0	0.4	0.3
Saskatoon EM				1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	0.2	0.5	1.0	0.0	0.0
Yorkton				1.0	2.0	1.0	1.0	2.0	2.0	1.0	1.0	2.0	1.0	0.0	1.0	1.0	0.0	0.0
Winnipeg EM				1.0	1.0	1.0	0.5	1.0	2.0	1.0	1.0	1.0	1.0	0.2	0.1	0.1	0.0	0.0
Brandon				1.0	1.0	0.5	0.5	0.3	2.0	1.0	1.0	1.0	1.0	0.1	0.1	0.1	0.0	0.0
Toronto/Hamilton DM				1.0	1.0	1.0	0.5	0.4	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.3	0.2	0.4
Ottawa Eng EM				1.0	1.0	0.1	0.2	0.4	1.0	0.2	0.4	1.0	0.4	0.0	0.0	0.2	0.0	0.0
Kitchener EM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.3	0.2	0.2	0.2	0.0	0.2
London EM				1.0	1.0	0.4	0.4	1.0	1.0	1.0	0.5	1.0	0.4	0.2	0.3	0.3	0.1	0.1
Kitchener-London 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	0.3	0.1	0.1
Barrie EM				1.0	1.0	1.0	1.0	0.4	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.2	0.0	0.0
Kingston EM				1.0	1.0	0.2	0.5	0.5	1.0	0.2	1.0	1.0	0.2	0.0	0.2	0.2	0.0	0.0
Peterborough EM				1.0	1.0	0.1	1.0	1.0	1.0	0.2	1.0	1.0	1.0	0.0	0.4	0.4	0.0	0.0
Sud/Tim/NB/SSM				1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.2
Windsor EM				0.4	0.5	0.0	0.2	0.2	1.0	0.0	0.2	0.3	0.4	0.0	0.2	0.2	0.0	0.2
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				0.3	0.4	0.2	0.3	0.3	1.0	0.4	0.4	0.5	0.2	0.1	0.1	0.1	0.0	0.0
Halifax 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	0.2	0.5
Saint John/Moncton EM				2.0	2.0	2.0	2.0	2.0	3.0	4.0	3.0	3.0	1.0	0.5	1.0	1.0	1.0	0.4



Master Planner

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 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

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			2.0	2.0	1.0	1.0	2.0	2.0	1.0	2.0	3.0	1.0	1.0	0.3	0.4	3.0	0.0
	Charlottetown EM			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	0.0
	St. Johns/CB EM			4.0	4.0	3.0	3.0	3.0	6.0	6.0	5.0	6.0	2.0	1.0	1.0	1.0	0.3	0.3
	TC/Full Coverage			262.4	237.8	63.0	109.9	105.0	157.1	33.0	64.2	66.7	80.6	30.0	45.7	38.3	8.8	15.8
	Pembroke EM			1.0	1.0	0.0	0.2	0.4	1.0	0.0	0.4	1.0	0.2	0.0	0.0	0.0	1.0	1.0
	Swift Current EM			1.0	1.0	0.5	1.0	1.0	2.0	1.0	1.0	1.0	1.0	0.3	1.0	1.0	0.4	0.3
	Terrace-Kitmat EM			1.0	1.0	0.1	1.0	1.0	1.0	0.3	1.0	1.0	0.5	0.0	0.2	0.2	0.0	0.0
	Prince George-Kamloops EM			1.0	1.0	0.1	0.1	0.2	1.0	0.3	0.2	0.4	0.4	0.0	0.0	0.0	0.0	0.3
	Kelowna EM			1.0	1.0	0.3	0.5	1.0	2.0	0.1	1.0	1.0	1.0	0.5	0.4	0.5	0.0	0.3
Y&R (5/31/2010-9/12/2010)	MTWTF..	04:28 PM	05:30 PM															
	Vancouver DM			2.0	2.0	1.0	1.0	1.0	3.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	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			3.0	4.0	2.0	3.0	3.0	6.0	5.0	5.0	6.0	2.0	0.3	0.5	1.0	0.1	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			2.0	3.0	0.0	1.0	1.0	5.0	0.0	2.0	3.0	1.0	0.0	0.0	0.0	0.0	0.0
	Calgary DM			3.0	3.0	2.0	2.0	2.0	5.0	3.0	3.0	3.0	2.0	1.0	1.0	2.0	1.0	2.0
	Edmonton EM			4.0	5.0	2.0	2.0	3.0	8.0	3.0	4.0	6.0	1.0	0.5	1.0	1.0	2.0	2.0
	Red Deer EM			4.0	5.0	2.0	2.0	3.0	8.0	3.0	4.0	6.0	1.0	0.5	1.0	1.0	2.0	2.0
	Medicine Hat			3.0	4.0	1.0	2.0	2.0	7.0	2.0	4.0	5.0	1.0	0.3	0.4	0.4	0.2	1.0
	Lloydminster			4.0	5.0	3.0	3.0	4.0	9.0	7.0	7.0	7.0	2.0	0.2	1.0	1.0	0.1	0.1
	Regina/MJ EM			4.0	5.0	1.0	2.0	2.0	7.0	2.0	3.0	4.0	2.0	0.1	0.1	1.0	3.0	0.0
	Saskatoon EM			3.0	3.0	0.1	1.0	2.0	5.0	0.3	2.0	3.0	1.0	0.0	0.0	0.2	0.0	0.5
	Yorkton			2.0	2.0	1.0	1.0	1.0	3.0	1.0	2.0	2.0	1.0	0.0	0.0	0.0	0.0	0.0
	Winnipeg EM			4.0	5.0	2.0	2.0	3.0	8.0	3.0	4.0	5.0	3.0	0.3	1.0	1.0	0.3	0.1
	Brandon			3.0	4.0	1.0	2.0	2.0	7.0	2.0	4.0	5.0	2.0	0.2	0.5	1.0	0.2	1.0
	Toronto/Hamilton DM			3.0	3.0	3.0	2.0	2.0	4.0	4.0	3.0	3.0	2.0	2.0	1.0	1.0	2.0	1.0
	Ottawa Eng EM			5.0	5.0	1.0	3.0	4.0	8.0	1.0	4.0	4.0	2.0	1.0	1.0	1.0	2.0	0.4
	Kitchener EM			3.0	4.0	1.0	2.0	3.0	6.0	2.0	4.0	4.0	2.0	1.0	1.0	1.0	0.5	1.0
	London EM			4.0	4.0	2.0	3.0	4.0	6.0	3.0	5.0	6.0	2.0	1.0	1.0	2.0	0.2	1.0
	Kitchener-London EM			3.0	4.0	1.0	3.0	3.0	6.0	2.0	4.0	5.0	2.0	1.0	1.0	2.0	0.3	1.0
	Barrie EM			4.0	4.0	1.0	2.0	3.0	7.0	1.0	3.0	5.0	2.0	2.0	1.0	2.0	0.2	1.0
	Kingston EM			6.0	7.0	2.0	4.0	5.0	9.0	4.0	6.0	8.0	4.0	1.0	2.0	3.0	0.5	0.4



Master Planner

Stations: Global Canada
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience															
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211	
Peterborough EM				5.0	5.0	3.0	3.0	4.0	8.0	6.0	6.0	8.0	2.0	0.0	0.3	1.0	5.0	0.0	
Sud/Tim/NB/SSM				7.0	8.0	4.0	5.0	6.0	12.0	7.0	9.0	10.0	4.0	1.0	1.0	2.0	1.0	0.4	
Windsor EM				1.0	2.0	0.1	1.0	1.0	2.0	0.0	1.0	2.0	1.0	0.3	0.4	0.4	0.1	0.2	
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				2.0	2.0	0.4	1.0	1.0	3.0	1.0	1.0	1.0	1.0	0.2	0.2	0.1	0.3	0.3	
Halifax EM				1.0	1.0	0.4	1.0	1.0	1.0	0.4	1.0	1.0	0.5	0.4	0.3	0.5	0.0	0.0	
Saint John/Moncton EM				1.0	1.0	0.3	0.5	1.0	2.0	0.4	1.0	0.5	1.0	0.2	0.3	0.3	0.3	0.2	
Sydney/GB EM				2.0	2.0	1.0	1.0	2.0	3.0	1.0	2.0	3.0	1.0	0.0	0.0	1.0	0.5	0.0	
Charlottetown EM				1.0	1.0	0.0	0.1	0.1	1.0	0.1	0.2	0.2	0.4	0.0	0.0	0.0	0.0	0.2	
St. Johns/CB EM				6.0	7.0	4.0	5.0	6.0	10.0	6.0	8.0	9.0	4.0	1.0	2.0	2.0	0.2	0.5	
TC/Full Coverage				770.0	701.4	139.1	299.3	310.6	503.3	90.6	195.5	210.1	198.1	48.4	103.8	100.5	34.5	34.2	
Pembroke EM				6.0	7.0	1.0	4.0	5.0	11.0	2.0	5.0	7.0	3.0	1.0	3.0	3.0	6.0	1.0	
Swift Current EM				3.0	3.0	1.0	1.0	2.0	5.0	2.0	2.0	3.0	1.0	0.0	0.0	0.5	2.0	0.0	
Terrace-Kitmat EM				1.0	1.0	0.0	1.0	1.0	1.0	0.0	1.0	1.0	0.3	0.0	0.0	0.1	0.0	0.0	
Prince George-Kamloops EM				3.0	3.0	3.0	3.0	3.0	2.0	4.0	4.0	4.0	3.0	3.0	3.0	4.0	2.0	2.0	
Kelowna EM				1.0	2.0	0.3	1.0	1.0	3.0	0.0	1.0	2.0	1.0	0.5	0.3	0.4	0.0	0.0	
ET Late Night (5/31/2010-9/12/2010)	MTWTF..	11:58 PM	12:30 AM																
Vancouver DM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.3	0.5	1.0	0.4	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				0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.2	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				0.2	0.2	0.4	0.5	0.3	0.5	1.0	1.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	
Calgary DM				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	0.3	
Edmonton EM				0.2	0.2	0.1	0.2	0.2	0.3	0.1	0.3	0.3	0.1	0.2	0.2	0.1	0.2	0.0	
Red Deer EM				0.2	0.2	0.1	0.2	0.2	0.3	0.1	0.3	0.3	0.1	0.1	0.2	0.1	0.2	0.0	
Medicine Hat				0.1	0.2	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.0	
Lloydminster				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Regina/MJ EM				0.2	0.2	0.2	0.1	0.2	0.2	0.0	0.1	0.2	0.2	0.4	0.2	0.2	0.0	0.0	
Saskatoon EM				0.2	0.2	0.0	0.1	0.2	0.3	0.0	0.1	0.3	0.2	0.0	0.0	0.1	0.4	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	
Winnipeg EM				0.4	0.4	0.2	0.3	0.4	0.5	0.2	0.4	0.5	0.4	0.2	0.3	0.4	0.0	0.3	
Brandon				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	



Master Planner

Stations: Global Canada
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Toronto/Hamilton DM				0.3	0.4	0.3	0.3	0.3	0.4	0.3	0.3	0.3	0.3	0.2	0.3	0.3	0.2	0.1
Ottawa Eng EM				0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.0	0.0	0.1	0.1	0.2	0.2	0.0	0.0
Kitchener EM				0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
London EM				0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Kitchener-London EM				0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Barrie EM				0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingston EM				0.1	0.1	0.0	0.2	0.2	0.1	0.0	0.2	0.2	0.1	0.0	0.2	0.2	0.0	0.0
Peterborough EM				0.1	0.2	0.0	0.2	0.2	0.2	0.0	0.2	0.2	0.1	0.0	0.2	0.2	0.0	0.0
Sud/Tim/NB/SSM				0.1	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.2	0.1	0.0	0.0	0.0
Windsor 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
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				0.1	0.1	0.2	0.1	0.0	0.1	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Halifax 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
Saint John/Moncton EM				0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.2	0.1	0.2	0.2	0.0	0.0
Sydney/GB EM				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
Charlottetown 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
St. Johns/CB EM				1.0	2.0	1.0	1.0	1.0	2.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
TC/Full Coverage				109.3	102.7	23.5	52.1	50.9	63.0	14.4	33.0	31.6	39.7	9.1	19.0	19.3	3.3	3.3
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				0.3	0.3	0.3	0.2	0.3	0.3	0.0	0.1	0.3	0.3	0.5	0.3	0.3	0.0	0.0
Terrace-Kitmat EM				0.3	0.4	0.0	0.1	1.0	0.4	0.0	0.2	1.0	0.3	0.0	0.0	1.0	0.0	0.0
Prince George-Kamloops EM				0.2	0.2	0.0	0.0	0.2	0.2	0.0	0.0	0.1	0.2	0.0	0.1	0.3	0.0	0.0
Kelowna EM				0.1	0.1	0.0	0.0	0.2	0.2	0.0	0.0	0.3	0.1	0.0	0.0	0.1	0.0	0.0
Simpsons Wknd Rotn (5/31/2010-9/12/2010)SS	11:28 AM	04:30 PM															
Vancouver DM				1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	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				0.5	0.3	1.0	1.0	0.2	0.2	1.0	0.4	0.2	0.5	1.0	1.0	0.2	1.0	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				0.3	0.4	1.0	1.0	0.4	0.2	1.0	0.4	0.0	1.0	1.0	1.0	1.0	0.0	0.0
Calgary DM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	0.5
Edmonton EM				0.2	0.2	0.4	0.5	0.2	0.2	0.5	0.3	0.3	0.2	0.3	0.2	0.2	0.4	0.1
Red Deer EM				0.2	0.2	0.4	0.5	0.2	0.2	0.5	0.3	0.3	0.2	0.3	0.2	0.2	0.4	0.1



Master Planner

Stations: Global Canada
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

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				0.2	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.2	0.3	0.3	0.2	0.3	0.1
Lloydminster				0.5	0.3	1.0	1.0	0.0	0.2	1.0	0.4	0.0	0.5	1.0	1.0	0.1	1.0	1.0
Regina/MJ EM				0.4	0.2	1.0	0.4	0.3	0.2	1.0	0.3	0.4	0.3	1.0	0.5	0.2	0.3	1.0
Saskatoon EM				0.5	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.5	1.0	1.0	1.0	0.3	0.2
Yorkton				0.3	0.2	1.0	0.5	1.0	0.2	1.0	1.0	1.0	0.2	1.0	0.5	1.0	2.0	0.0
Winnipeg EM				0.2	0.2	0.4	0.5	0.5	0.3	1.0	0.5	0.5	0.2	0.4	0.3	0.2	0.1	0.5
Brandon				0.2	0.2	0.2	0.2	0.2	0.2	0.5	0.3	0.3	0.0	0.0	0.0	0.0	0.5	0.0
Toronto/Hamilton DM				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	0.5
Ottawa Eng EM				0.5	0.5	1.0	1.0	1.0	0.4	1.0	1.0	1.0	0.5	1.0	1.0	1.0	0.4	1.0
Kitchener EM				0.4	0.3	1.0	0.5	0.4	0.5	1.0	1.0	1.0	0.2	0.3	0.2	0.2	1.0	0.4
London EM				0.3	0.3	0.3	0.4	0.4	0.3	0.3	0.4	0.4	0.3	0.4	0.5	0.4	1.0	0.2
Kitchener-London EM				0.3	0.3	1.0	0.4	0.4	0.4	1.0	1.0	0.5	0.2	0.3	0.3	0.2	1.0	0.3
Barrie EM				1.0	0.5	0.5	1.0	1.0	0.3	1.0	1.0	0.3	1.0	0.5	1.0	1.0	1.0	1.0
Kingston EM				0.2	0.1	0.2	0.2	0.1	0.1	0.3	0.2	0.0	0.2	0.0	0.2	0.2	1.0	1.0
Peterborough EM				0.2	0.3	1.0	0.5	0.5	0.2	0.2	0.4	0.5	0.4	1.0	1.0	0.4	0.2	0.0
Sud/Tim/NB/SSM				0.3	0.2	0.5	0.4	0.2	0.2	0.4	0.2	0.1	0.3	1.0	1.0	0.4	1.0	0.2
Windsor EM				0.2	0.2	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.0	0.2	0.2	1.0	0.2
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				0.2	0.2	0.3	0.2	0.2	0.1	0.2	0.1	0.0	0.2	0.5	0.4	0.4	0.5	0.1
Halifax EM				1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.4
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	1.0	0.3
Sydney/GB EM				1.0	0.5	0.0	1.0	1.0	0.4	0.0	1.0	1.0	1.0	0.0	1.0	1.0	2.0	1.0
Charlottetown EM				0.1	0.2	0.2	0.2	0.3	0.2	0.5	0.2	0.2	0.2	0.0	0.2	0.3	0.0	0.2
St. Johns/CB EM				0.5	0.5	1.0	1.0	0.5	1.0	1.0	1.0	0.3	0.4	1.0	1.0	1.0	0.2	0.2
TC/Full Coverage				279.6	204.7	105.8	165.9	142.2	92.1	43.8	74.4	62.4	112.6	62.0	91.5	79.8	35.3	39.6
Pembroke EM				0.4	0.3	1.0	1.0	0.0	0.2	1.0	0.4	0.0	0.4	1.0	1.0	0.0	1.0	1.0
Swift Current EM				0.4	0.2	1.0	0.4	0.3	0.2	0.5	0.3	0.4	0.2	1.0	0.5	0.2	0.3	1.0
Terrace-Kitmat EM				0.2	0.2	0.1	0.2	0.3	0.3	0.1	1.0	1.0	0.1	0.2	0.1	0.1	0.5	0.0
Prince George-Kamloops EM				0.2	0.1	0.2	0.2	0.2	0.2	0.4	0.2	0.2	0.1	0.0	0.1	0.1	0.2	0.5
Kelowna EM				0.2	0.1	0.1	0.2	0.2	0.1	0.0	0.1	0.2	0.2	0.2	0.2	0.2	1.0	1.0
Family Guy Wknd Rotn (5/31/2010-9/12/2010)SS	12:28 PM	05:00 PM															
Vancouver DM				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	0.5



Master Planner

Stations: Global Canada
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience													
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217
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
Dawson Creek				1.0	1.0	1.0	1.0	1.0	0.5	0.3	1.0	1.0	1.0	1.0	1.0	0.3	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
Prince Albert				0.4	0.3	1.0	1.0	0.4	0.4	1.0	1.0	0.4	0.2	0.0	0.4	0.4	1.0
Calgary DM				1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	2.0	2.0	2.0	0.2
Edmonton 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	0.2
Red Deer 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	0.2
Medicine Hat				0.3	0.2	1.0	0.4	0.2	0.5	1.0	1.0	0.1	0.3	0.4	0.3	0.3	1.0
Lloydminster				1.0	1.0	1.0	1.0	1.0	1.0	0.5	1.0	1.0	1.0	2.0	2.0	1.0	1.0
Regina/MJ EM				1.0	1.0	2.0	1.0	1.0	1.0	3.0	2.0	1.0	1.0	2.0	1.0	1.0	1.0
Saskatoon EM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	2.0	2.0	1.0
Yorkton				0.5	0.5	1.0	1.0	1.0	0.5	1.0	1.0	1.0	0.5	1.0	1.0	1.0	2.0
Winnipeg EM				0.5	0.5	0.5	0.5	0.5	0.5	0.3	0.5	0.5	0.5	0.5	0.5	0.5	0.1
Brandon				0.3	0.3	1.0	0.4	0.3	0.5	1.0	1.0	0.3	0.5	0.5	0.3	0.5	1.0
Toronto/Hamilton DM				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
Ottawa Eng EM				0.2	0.2	0.2	0.1	0.2	0.2	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.1
Kitchener EM				1.0	1.0	1.0	1.0	0.5	1.0	1.0	1.0	0.5	1.0	1.0	1.0	0.5	2.0
London EM				0.4	0.3	0.4	0.4	0.4	0.3	0.4	0.4	0.4	0.4	0.5	0.5	0.3	1.0
Kitchener-London EM				0.5	0.4	1.0	1.0	0.4	0.4	0.5	1.0	0.5	0.4	1.0	1.0	0.4	1.0
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	2.0
Kingston EM				0.5	0.4	1.0	1.0	0.3	1.0	2.0	1.0	0.4	0.2	0.3	0.2	0.2	1.0
Peterborough EM				0.4	0.4	1.0	1.0	0.5	0.5	1.0	1.0	1.0	0.3	0.5	0.5	0.2	1.0
Sud/Tim/NB/SSM				1.0	0.5	1.0	1.0	1.0	1.0	2.0	1.0	1.0	0.4	1.0	1.0	1.0	3.0
Windsor EM				0.3	0.2	0.5	0.3	0.2	0.2	0.3	0.2	0.2	0.3	1.0	0.5	0.2	1.0
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
Montreal Eng. EM				0.5	1.0	1.0	1.0	0.3	0.4	0.5	0.4	0.2	1.0	1.0	1.0	0.5	0.1
Halifax EM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	1.0
Saint John/Moncton 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	2.0
Sydney/GB EM				1.0	1.0	1.0	1.0	1.0	1.0	0.0	1.0	1.0	1.0	2.0	2.0	2.0	3.0
Charlottetown EM				0.3	0.3	0.0	0.4	0.4	0.2	0.0	0.3	0.3	0.3	0.0	1.0	1.0	0.0
St. Johns/CB EM				0.4	0.3	1.0	1.0	1.0	0.3	1.0	1.0	1.0	0.4	1.0	1.0	1.0	0.2
TC/Full Coverage				311.7	254.2	131.0	193.4	158.5	111.1	54.8	83.9	66.2	143.0	76.2	109.4	92.2	34.2
Pembroke EM				1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	0.4	1.0	1.0	1.0	1.0	2.0



Master Planner

Stations: Global Canada
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 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

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				1.0	1.0	2.0	1.0	1.0	1.0	3.0	2.0	1.0	1.0	2.0	1.0	1.0	0.0	1.0
Terrace-Kitmat EM				0.5	0.4	0.2	0.3	0.4	0.5	0.0	0.4	1.0	0.4	0.4	0.3	0.3	3.0	0.0
Prince George-Kamloops EM				1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	0.3	0.5	
Kelowna EM				0.5	1.0	1.0	0.4	0.5	0.4	0.0	0.2	0.3	1.0	1.0	1.0	0.4	0.2	
Saturday Night Live (5/31/2010-9/12/2010)S.	11:28 PM	01:00 AM															
Vancouver DM				2.0	2.0	1.0	2.0	2.0	2.0	1.0	2.0	2.0	2.0	2.0	2.0	1.0	0.5	
Pr George./Terrace				0.2	0.2	0.0	0.0	0.0	0.2	0.0	0.4	0.4	0.2	0.0	0.0	0.4	0.0	
Dawson Creek				0.4	0.4	0.4	0.5	0.5	0.4	0.3	0.5	0.5	0.4	0.4	0.5	0.5	0.3	
Okanagan/Kamloops EM				0.2	0.2	0.0	0.0	0.0	0.2	0.0	0.4	0.4	0.2	0.0	0.0	0.4	0.0	
Prince Albert				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Calgary DM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	0.3	
Edmonton EM				1.0	2.0	3.0	2.0	2.0	2.0	3.0	2.0	2.0	2.0	3.0	2.0	2.0	1.0	
Red Deer EM				1.0	2.0	3.0	2.0	2.0	2.0	3.0	2.0	2.0	2.0	3.0	2.0	2.0	1.0	
Medicine Hat				0.3	0.3	0.5	0.5	1.0	0.3	0.5	1.0	1.0	0.3	0.5	0.5	1.0	0.1	
Lloydminster				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Regina/MJ EM				0.2	0.2	1.0	0.4	0.4	0.3	1.0	0.5	1.0	0.1	0.3	0.2	0.2	0.0	
Saskatoon EM				0.2	0.2	0.3	0.2	0.4	0.3	1.0	0.4	1.0	0.1	0.0	0.1	0.2	1.0	
Yorkton				0.3	0.3	1.0	1.0	1.0	0.3	1.0	1.0	1.0	0.3	1.0	1.0	1.0	0.0	
Winnipeg EM				0.3	0.4	0.5	0.3	0.4	0.3	0.2	0.2	0.3	0.4	1.0	0.5	0.5	0.3	
Brandon				0.3	0.3	0.5	0.5	1.0	0.3	0.5	1.0	1.0	0.3	0.5	0.5	1.0	0.0	
Toronto/Hamilton DM				1.0	1.0	2.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	0.3	
Ottawa Eng EM				0.5	1.0	1.0	1.0	1.0	0.5	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.4	
Kitchener EM				0.5	0.5	1.0	1.0	1.0	0.5	1.0	0.5	1.0	1.0	1.0	1.0	1.0	0.3	
London EM				0.2	0.3	0.1	0.3	0.4	0.3	0.1	0.4	0.5	0.2	0.1	0.2	0.2	0.3	
Kitchener-London EM				0.4	0.4	0.5	0.5	0.5	0.4	0.4	0.5	0.5	0.4	0.5	1.0	0.5	0.3	
Barrie EM				0.2	0.3	0.3	0.3	0.4	0.3	0.4	0.4	0.5	0.2	0.3	0.2	0.3	0.0	
Kingston EM				0.3	0.3	0.3	0.4	0.5	0.4	1.0	0.5	1.0	0.3	0.0	0.3	0.3	0.0	
Peterborough EM				0.5	0.5	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.3	0.0	0.3	0.4	2.0	
Sud/Tim/NB/SSM				0.4	0.4	0.5	0.5	0.5	0.3	1.0	0.5	0.4	0.5	0.5	0.5	0.5	0.0	
Windsor EM				0.3	0.4	0.5	0.4	0.5	0.4	0.5	0.5	0.5	0.4	0.4	0.3	0.5	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	
Montreal Eng. EM				1.0	1.0	1.0	1.0	1.0	0.5	0.2	3.0	0.5	2.0	3.0	2.0	2.0	1.0	



Master Planner

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 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

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				0.3	0.3	0.5	0.4	0.5	0.2	0.5	0.3	0.4	0.4	0.5	1.0	1.0	0.0	0.0
Saint John/Moncton EM				0.2	0.2	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.3	1.0	0.3	0.2	0.0	0.0
Sydney/GB EM				0.1	0.1	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.4	0.2	0.2	1.0	0.0
Charlottetown EM				0.3	0.3	0.5	0.3	0.4	0.1	0.0	0.2	0.2	0.4	1.0	0.5	1.0	1.0	0.0
St. Johns/CB EM				0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.0
TC/Full Coverage				267.8	242.3	88.5	170.1	161.3	122.2	37.6	81.1	80.1	120.1	51.0	89.0	81.2	14.1	11.5
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				0.2	0.2	1.0	0.4	0.4	0.3	1.0	0.5	1.0	0.1	0.3	0.2	0.2	0.0	0.0
Terrace-Kitmat EM				0.5	1.0	1.0	1.0	1.0	0.5	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.0	0.3
Prince George-Kamloops EM				0.4	0.5	0.0	0.2	0.4	0.4	0.0	0.1	0.3	0.5	0.0	0.4	1.0	0.0	0.0
Kelowna EM				0.4	0.5	0.0	0.4	0.5	0.5	0.0	0.4	0.4	0.5	0.0	0.4	1.0	0.0	0.0