



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 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: 2/8/2010

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 (1/4/2010-5/30/2010)	MTWTF..	05:28 PM	06:00 PM															
	Vancouver DM			7.0	8.0	3.0	4.0	5.0	9.0	3.0	5.0	5.0	7.0	2.0	3.0	4.0	5.0	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			6.0	7.0	3.0	3.0	4.0	9.0	3.0	5.0	6.0	5.0	2.0	2.0	3.0	0.4	2.0
	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	3.0	0.0	1.0	2.0	4.0	0.0	1.0	3.0	3.0	0.0	0.5	1.0	0.0	0.0
	Calgary DM			4.0	4.0	1.0	2.0	3.0	4.0	2.0	2.0	3.0	4.0	1.0	2.0	3.0	1.0	2.0
	Edmonton EM			5.0	6.0	2.0	3.0	5.0	7.0	2.0	4.0	5.0	6.0	2.0	3.0	4.0	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	5.0	1.0	2.0	3.0	1.0	0.5
	Medicine Hat			2.0	3.0	0.5	1.0	1.0	3.0	1.0	1.0	1.0	3.0	0.3	1.0	1.0	0.3	1.0
	Lloydminster			6.0	7.0	3.0	3.0	4.0	9.0	3.0	5.0	6.0	5.0	2.0	2.0	3.0	1.0	2.0
	Regina/MJ EM			5.0	6.0	2.0	2.0	3.0	6.0	3.0	3.0	4.0	5.0	1.0	2.0	2.0	1.0	1.0
	Saskatoon EM			5.0	5.0	2.0	3.0	4.0	7.0	2.0	3.0	4.0	5.0	2.0	4.0	5.0	1.0	1.0
	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			5.0	7.0	1.0	3.0	3.0	8.0	3.0	4.0	3.0	5.0	1.0	2.0	3.0	1.0	0.2
	Brandon			3.0	3.0	1.0	1.0	2.0	4.0	1.0	2.0	2.0	3.0	0.3	1.0	2.0	0.4	0.1
	Toronto/Hamilton DM			2.0	2.0	2.0	2.0	2.0	3.0	2.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	1.0
	Ottawa Eng EM			3.0	4.0	0.5	2.0	2.0	5.0	1.0	3.0	3.0	3.0	0.2	0.5	1.0	1.0	0.1
	Kitchener EM			3.0	4.0	1.0	1.0	2.0	5.0	1.0	2.0	3.0	2.0	0.5	1.0	1.0	1.0	1.0
	London EM			4.0	5.0	2.0	3.0	3.0	7.0	3.0	4.0	4.0	4.0	0.4	1.0	2.0	0.4	0.2
	Kitchener-London EM			4.0	4.0	1.0	2.0	2.0	5.0	2.0	3.0	3.0	3.0	0.4	1.0	1.0	1.0	0.5
	Barrie EM			5.0	6.0	2.0	2.0	2.0	7.0	1.0	2.0	3.0	5.0	3.0	2.0	2.0	0.3	0.5
	Kingston EM			5.0	6.0	2.0	2.0	3.0	7.0	3.0	2.0	4.0	5.0	2.0	2.0	3.0	2.0	0.2
	Peterborough EM			5.0	5.0	1.0	2.0	3.0	6.0	2.0	3.0	4.0	4.0	1.0	1.0	2.0	2.0	0.2
	Sud/Tim/NB/SSM			6.0	7.0	1.0	2.0	3.0	9.0	2.0	3.0	4.0	5.0	1.0	1.0	2.0	0.3	0.1
	Windsor EM			1.0	0.1	0.0	0.4	0.5	2.0	0.2	0.5	1.0	1.0	0.3	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	2.0	0.2	0.2	0.2	2.0	0.0	0.3	0.4	1.0	0.3	0.2	0.2	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	0.4	1.0	1.0	0.1	0.0
	Saint John/Moncton EM			1.0	1.0	0.0	0.4	1.0	1.0	0.0	0.4	1.0	1.0	0.0	1.0	1.0	0.3	0.1
	Sydney/GB EM			1.0	1.0	0.3	1.0	1.0	1.0	0.3	1.0	1.0	1.0	0.4	1.0	1.0	1.0	0.0
	Charlottetown EM			0.5	1.0	0.1	0.2	0.5	0.5	0.1	0.3	1.0	1.0	0.1	0.1	0.4	0.2	0.3



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 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: 2/8/2010

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				3.0	3.0	0.0	3.0	3.0	3.0	0.0	3.0	3.0	3.0	0.0	1.0	2.0	0.0	0.0
TC/Full Coverage				868.4	811.3	109.9	241.0	280.6	445.7	57.9	131.0	154.7	365.6	52.0	110.0	125.9	33.2	23.9
Pembroke EM				6.0	7.0	1.0	3.0	4.0	9.0	0.0	2.0	4.0	5.0	2.0	3.0	4.0	3.0	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				9.0	10.0	2.0	4.0	7.0	11.0	3.0	5.0	8.0	9.0	1.0	3.0	5.0	3.0	1.0
Prince George-Kamloops EM				11.0	13.0	4.0	6.0	8.0	13.0	4.0	6.0	8.0	12.0	4.0	5.0	9.0	3.0	2.0
Kelowna EM				8.0	10.0	1.0	4.0	5.0	10.0	2.0	4.0	5.0	9.0	0.3	3.0	5.0	1.0	1.0
Ent Tonight (1/4/2010-5/30/2010)	MTWTF..	07:28 PM	08:00 PM															
Vancouver DM				4.0	4.0	2.0	3.0	3.0	6.0	3.0	3.0	4.0	3.0	2.0	2.0	3.0	2.0	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				2.0	2.0	1.0	1.0	2.0	3.0	2.0	3.0	2.0	1.0	0.5	0.5	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	2.0	0.4	0.5	1.0	2.0	1.0	1.0	2.0	1.0	0.0	0.0	0.5	0.0	0.0
Calgary DM				2.0	2.0	1.0	1.0	2.0	3.0	2.0	2.0	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	0.4	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	0.4	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	3.0	1.0	2.0	3.0	3.0	2.0	2.0	3.0	2.0	1.0	2.0	2.0	1.0	1.0
Saskatoon EM				2.0	2.0	1.0	2.0	2.0	3.0	1.0	2.0	3.0	2.0	1.0	1.0	1.0	0.1	0.2
Yorkton				0.5	0.5	0.2	0.5	1.0	1.0	0.0	1.0	1.0	0.2	0.4	0.2	0.2	0.0	0.4
Winnipeg EM				3.0	3.0	1.0	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	1.0	2.0	2.0	2.0	1.0	1.0	2.0	0.4	0.2
Toronto/Hamilton DM				2.0	2.0	1.0	2.0	2.0	2.0	2.0	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	1.0	2.0	2.0	1.0	0.4	0.4	1.0	1.0	0.3
Kitchener EM				1.0	2.0	1.0	1.0	2.0	2.0	1.0	1.0	2.0	1.0	0.3	1.0	1.0	0.5	0.5
London EM				2.0	2.0	1.0	2.0	2.0	3.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	0.3	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				2.0	2.0	1.0	2.0	3.0	3.0	2.0	3.0	4.0	1.0	1.0	1.0	1.0	1.0	0.2
Kingston 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	1.0	2.0	1.0
Peterborough EM				1.0	1.0	1.0	1.0	2.0	2.0	1.0	2.0	3.0	1.0	0.2	0.4	1.0	1.0	1.0
Sud/Tim/NB/SSM				2.0	2.0	0.4	1.0	2.0	3.0	1.0	2.0	2.0	1.0	0.3	1.0	1.0	2.0	1.0



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Reg / ROS: Regular
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 Rates and Ratings effective: 2/8/2010

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				2.0	2.0	1.0	1.0	1.0	3.0	1.0	2.0	2.0	1.0	0.5	1.0	1.0	0.4	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	0.4	1.0	1.0	2.0	1.0	1.0	1.0	1.0	0.3	0.3	0.5	1.0	0.1
Halifax EM				2.0	2.0	1.0	2.0	2.0	2.0	1.0	2.0	3.0	1.0	1.0	1.0	1.0	0.2	0.2
Saint John/Moncton EM				2.0	2.0	1.0	1.0	2.0	3.0	1.0	2.0	2.0	1.0	0.3	1.0	1.0	0.4	0.4
Sydney/GB EM				2.0	2.0	1.0	1.0	2.0	2.0	1.0	2.0	3.0	1.0	0.3	1.0	1.0	1.0	0.4
Charlottetown EM				1.0	1.0	0.5	1.0	1.0	2.0	1.0	1.0	2.0	1.0	0.3	0.4	0.5	0.0	0.1
St. Johns/CB EM				8.0	9.0	5.0	7.0	9.0	11.0	6.0	9.0	11.0	8.0	4.0	5.0	7.0	3.0	2.0
TC/Full Coverage				613.4	547.6	101.6	235.2	265.1	349.5	60.0	142.5	161.4	198.1	41.7	92.7	103.8	27.5	38.3
Pembroke EM				1.0	1.0	0.5	1.0	1.0	2.0	0.5	1.0	1.0	1.0	0.5	1.0	1.0	0.0	0.0
Swift Current EM				1.0	1.0	0.3	1.0	1.0	2.0	0.4	1.0	1.0	1.0	0.3	0.5	1.0	0.5	0.4
Terrace-Kitmat EM				1.0	2.0	1.0	1.0	1.0	2.0	0.4	1.0	1.0	1.0	1.0	1.0	1.0	0.0	0.0
Prince George-Kamloops EM				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	0.3
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
House (1/4/2010-5/30/2010)	M.....	07:58 PM	09:00 PM															
Vancouver DM				10.0	10.0	11.0	10.0	10.0	12.0	12.0	11.0	11.0	9.0	10.0	9.0	9.0	7.0	5.0
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				7.0	8.0	11.0	10.0	10.0	10.0	13.0	11.0	11.0	7.0	10.0	8.0	8.0	3.0	2.0
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				8.0	9.0	11.0	10.0	11.0	10.0	12.0	11.0	12.0	8.0	10.0	8.0	10.0	4.0	3.0
Calgary DM				10.0	11.0	11.0	11.0	12.0	12.0	12.0	12.0	12.0	10.0	9.0	10.0	11.0	7.0	6.0
Edmonton EM				6.0	7.0	5.0	7.0	8.0	9.0	7.0	9.0	10.0	5.0	3.0	5.0	6.0	3.0	2.0
Red Deer EM				8.0	9.0	8.0	10.0	10.0	10.0	8.0	11.0	12.0	8.0	9.0	9.0	9.0	7.0	1.0
Medicine Hat				5.0	6.0	9.0	8.0	9.0	7.0	10.0	10.0	11.0	6.0	8.0	7.0	8.0	3.0	2.0
Lloydminster				6.0	7.0	9.0	8.0	9.0	9.0	11.0	9.0	9.0	6.0	8.0	7.0	8.0	4.0	2.0
Regina/MJ EM				5.0	6.0	4.0	6.0	10.0	5.0	2.0	5.0	9.0	6.0	7.0	7.0	11.0	4.0	0.0
Saskatoon EM				6.0	7.0	7.0	6.0	7.0	8.0	8.0	7.0	9.0	6.0	7.0	5.0	7.0	5.0	2.0
Yorkton				8.0	9.0	8.0	9.0	10.0	12.0	11.0	12.0	13.0	7.0	4.0	6.0	7.0	4.0	3.0
Winnipeg EM				8.0	9.0	10.0	9.0	10.0	10.0	12.0	11.0	12.0	7.0	8.0	7.0	8.0	5.0	2.0
Brandon				7.0	8.0	9.0	9.0	9.0	10.0	10.0	11.0	11.0	6.0	7.0	7.0	8.0	1.0	4.0
Toronto/Hamilton DM				9.0	10.0	10.0	9.0	10.0	11.0	10.0	10.0	11.0	9.0	10.0	9.0	9.0	5.0	3.0
Ottawa Eng EM				7.0	8.0	8.0	8.0	9.0	9.0	9.0	9.0	11.0	7.0	8.0	6.0	8.0	4.0	4.0



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 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 2/8/2010

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				9.0	10.0	9.0	10.0	12.0	12.0	10.0	11.0	14.0	9.0	9.0	9.0	11.0	6.0	4.0
London EM				8.0	9.0	11.0	9.0	11.0	11.0	13.0	11.0	12.0	8.0	9.0	8.0	9.0	4.0	3.0
Kitchener-London EM				9.0	11.0	10.0	10.0	11.0	12.0	11.0	11.0	12.0	10.0	9.0	9.0	10.0	5.0	3.0
Barrie EM				8.0	9.0	6.0	8.0	10.0	10.0	7.0	9.0	12.0	7.0	5.0	7.0	8.0	6.0	4.0
Kingston EM				10.0	12.0	10.0	12.0	14.0	12.0	11.0	13.0	15.0	10.0	11.0	11.0	13.0	7.0	1.0
Peterborough EM				9.0	11.0	12.0	11.0	12.0	12.0	12.0	12.0	12.0	10.0	12.0	11.0	11.0	4.0	0.3
Sud/Tim/NB/SSM				8.0	9.0	7.0	9.0	10.0	11.0	8.0	10.0	11.0	8.0	6.0	8.0	9.0	3.0	1.0
Windsor EM				8.0	9.0	7.0	7.0	9.0	11.0	9.0	10.0	10.0	7.0	4.0	4.0	7.0	4.0	2.0
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				7.0	8.0	7.0	8.0	10.0	10.0	9.0	9.0	11.0	7.0	6.0	7.0	9.0	5.0	1.0
Halifax EM				7.0	8.0	8.0	8.0	9.0	8.0	8.0	9.0	11.0	7.0	10.0	7.0	7.0	4.0	1.0
Saint John/Moncton EM				9.0	10.0	9.0	10.0	11.0	11.0	12.0	12.0	14.0	8.0	8.0	8.0	8.0	7.0	1.0
Sydney/GB EM				8.0	9.0	9.0	11.0	11.0	10.0	8.0	12.0	11.0	8.0	10.0	10.0	11.0	5.0	1.0
Charlottetown EM				6.0	7.0	5.0	7.0	9.0	7.0	4.0	8.0	10.0	7.0	6.0	6.0	9.0	2.0	1.0
St. Johns/CB EM				11.0	13.0	14.0	14.0	15.0	15.0	15.0	17.0	17.0	11.0	13.0	11.0	13.0	11.0	0.2
TC/Full Coverage				2,655.0	2,358.3	730.4	1,379.3	1,358.7	1,293.7	365.9	721.5	735.1	1,064.6	364.5	657.7	623.6	154.0	142.7
Pembroke EM				5.0	6.0	3.0	5.0	6.0	7.0	6.0	7.0	7.0	5.0	1.0	3.0	4.0	2.0	2.0
Swift Current EM				6.0	7.0	4.0	5.0	7.0	6.0	1.0	5.0	6.0	7.0	6.0	6.0	8.0	5.0	2.0
Terrace-Kitmat EM				4.0	5.0	6.0	6.0	6.0	7.0	10.0	8.0	7.0	4.0	3.0	4.0	5.0	2.0	1.0
Prince George-Kamloops EM				6.0	7.0	5.0	6.0	6.0	9.0	5.0	8.0	7.0	4.0	4.0	4.0	4.0	3.0	1.0
Kelowna EM				7.0	8.0	5.0	7.0	8.0	10.0	10.0	9.0	9.0	7.0	0.5	5.0	7.0	4.0	2.0
24 (1/4/2010-5/30/2010)	M.....	08:58 PM	10:00 PM															
Vancouver DM				5.0	6.0	11.0	7.0	8.0	6.0	10.0	7.0	6.0	6.0	12.0	8.0	8.0	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				2.0	2.0	2.0	2.0	2.0	3.0	2.0	3.0	4.0	2.0	3.0	2.0	2.0	2.0	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				2.0	3.0	1.0	2.0	2.0	3.0	0.0	1.0	3.0	3.0	2.0	2.0	2.0	0.0	0.0
Calgary DM				3.0	4.0	2.0	4.0	4.0	4.0	3.0	4.0	4.0	3.0	2.0	4.0	4.0	2.0	0.2
Edmonton EM				4.0	4.0	3.0	3.0	4.0	4.0	2.0	3.0	4.0	4.0	3.0	3.0	4.0	1.0	0.1
Red Deer EM				2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0	2.0	2.0	2.0	1.0	1.0	0.0
Medicine Hat				2.0	2.0	1.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	1.0	1.0	2.0	1.0	0.0
Lloydminster				2.0	2.0	3.0	3.0	3.0	3.0	4.0	4.0	4.0	2.0	2.0	2.0	2.0	1.0	3.0



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 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: 2/8/2010

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				3.0	4.0	3.0	4.0	4.0	4.0	5.0	4.0	4.0	4.0	2.0	4.0	3.0	3.0	0.0
Saskatoon EM				3.0	3.0	2.0	2.0	3.0	3.0	3.0	2.0	3.0	3.0	1.0	2.0	3.0	0.0	0.0
Yorkton				1.0	2.0	1.0	1.0	1.0	1.0	0.0	1.0	1.0	2.0	1.0	1.0	2.0	0.0	0.0
Winnipeg EM				4.0	5.0	2.0	3.0	4.0	4.0	2.0	3.0	3.0	6.0	2.0	3.0	4.0	1.0	0.0
Brandon				2.0	2.0	2.0	2.0	2.0	2.0	3.0	2.0	1.0	3.0	1.0	2.0	3.0	0.0	0.0
Toronto/Hamilton DM				6.0	7.0	7.0	7.0	7.0	7.0	6.0	6.0	7.0	7.0	7.0	7.0	8.0	3.0	1.0
Ottawa Eng EM				6.0	6.0	6.0	7.0	8.0	6.0	7.0	7.0	8.0	6.0	5.0	6.0	8.0	3.0	2.0
Kitchener EM				5.0	6.0	5.0	5.0	6.0	5.0	5.0	5.0	6.0	7.0	6.0	6.0	7.0	3.0	0.0
London EM				6.0	7.0	4.0	5.0	7.0	7.0	4.0	5.0	8.0	7.0	4.0	5.0	6.0	6.0	1.0
Kitchener-London EM				5.0	6.0	5.0	5.0	6.0	6.0	5.0	5.0	7.0	7.0	5.0	5.0	6.0	4.0	0.2
Barrie EM				6.0	7.0	3.0	5.0	7.0	7.0	2.0	5.0	6.0	6.0	4.0	5.0	7.0	2.0	1.0
Kingston EM				8.0	9.0	13.0	9.0	11.0	8.0	11.0	9.0	11.0	9.0	14.0	10.0	11.0	2.0	4.0
Peterborough EM				4.0	5.0	0.3	3.0	5.0	5.0	1.0	3.0	5.0	4.0	0.0	3.0	5.0	2.0	5.0
Sud/Tim/NB/SSM				4.0	4.0	2.0	3.0	5.0	3.0	1.0	2.0	3.0	5.0	3.0	5.0	6.0	3.0	0.0
Windsor EM				6.0	6.0	7.0	6.0	5.0	5.0	4.0	4.0	4.0	7.0	10.0	7.0	6.0	8.0	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				5.0	6.0	6.0	5.0	5.0	6.0	3.0	4.0	5.0	6.0	8.0	6.0	6.0	2.0	2.0
Halifax EM				4.0	4.0	2.0	4.0	4.0	4.0	3.0	4.0	4.0	5.0	2.0	3.0	5.0	1.0	1.0
Saint John/Moncton EM				3.0	4.0	3.0	4.0	5.0	4.0	4.0	5.0	5.0	4.0	2.0	4.0	5.0	0.0	0.0
Sydney/GB EM				5.0	6.0	4.0	7.0	8.0	5.0	4.0	5.0	5.0	8.0	4.0	9.0	12.0	1.0	0.0
Charlottetown EM				2.0	3.0	1.0	2.0	2.0	3.0	0.0	2.0	2.0	3.0	2.0	2.0	3.0	1.0	0.0
St. Johns/CB EM				4.0	5.0	2.0	4.0	6.0	4.0	4.0	4.0	5.0	5.0	1.0	5.0	7.0	0.0	0.0
TC/Full Coverage				1,197.3	1,138.5	282.0	571.2	618.6	551.8	129.9	267.5	288.9	586.7	152.1	303.7	329.7	37.7	21.1
Pembroke EM				4.0	5.0	3.0	3.0	5.0	5.0	3.0	3.0	5.0	6.0	3.0	3.0	5.0	0.0	0.0
Swift Current EM				1.0	1.0	2.0	1.0	1.0	0.0	0.0	0.0	0.0	3.0	5.0	2.0	2.0	0.0	0.0
Terrace-Kitmat EM				4.0	5.0	7.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	8.0	5.0	5.0	3.0	1.0
Prince George-Kamloops EM				5.0	5.0	8.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	9.0	5.0	7.0	3.0	1.0
Kelowna EM				4.0	5.0	6.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	8.0	5.0	6.0	2.0	1.0
Brothers & Sisters (3/8/2010-5/30/2010)	M.....	09:58 PM	11:00 PM															
Vancouver DM				3.0	4.0	3.0	3.0	3.0	4.0	1.0	3.0	4.0	3.0	4.0	3.0	2.0	2.0	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	2.0	2.0	2.0	2.0	2.0	3.0	2.0	1.0	1.0	2.0	1.0	2.0	0.4	0.4



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 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: 2/8/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience													
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217
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	2.0	1.0	2.0	2.0	2.0	1.0	2.0	3.0	1.0	2.0	1.0	1.0	0.0
Calgary DM				2.0	3.0	1.0	1.0	2.0	3.0	1.0	2.0	2.0	2.0	1.0	1.0	2.0	1.0
Edmonton EM				1.0	1.0	1.0	1.0	1.0	2.0	1.0	2.0	2.0	0.5	0.4	0.4	1.0	0.2
Red Deer EM				1.0	1.0	0.4	1.0	1.0	2.0	1.0	1.0	2.0	1.0	0.2	0.4	1.0	0.1
Medicine Hat				1.0	1.0	1.0	1.0	1.0	2.0	2.0	3.0	3.0	0.4	0.2	0.3	0.4	0.2
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	0.0	0.0
Regina/MJ EM				2.0	2.0	1.0	1.0	2.0	2.0	1.0	2.0	2.0	1.0	0.4	1.0	1.0	0.3
Saskatoon EM				1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	0.4	0.1	0.3	1.0	0.2
Yorkton				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
Winnipeg EM				2.0	2.0	1.0	1.0	2.0	3.0	1.0	2.0	2.0	1.0	0.0	1.0	1.0	0.3
Brandon				1.0	1.0	1.0	1.0	1.0	2.0	3.0	2.0	2.0	1.0	0.0	0.5	0.5	1.0
Toronto/Hamilton DM				2.0	2.0	3.0	2.0	2.0	3.0	3.0	3.0	3.0	2.0	3.0	2.0	2.0	1.0
Ottawa Eng EM				1.0	1.0	0.4	1.0	1.0	2.0	1.0	1.0	2.0	0.5	0.1	0.2	0.2	0.4
Kitchener EM				1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	1.0	0.5	0.5	1.0	0.2
London EM				1.0	2.0	1.0	1.0	2.0	2.0	1.0	2.0	2.0	1.0	1.0	1.0	1.0	0.1
Kitchener-London EM				1.0	1.0	1.0	1.0	1.0	2.0	1.0	2.0	2.0	1.0	0.5	1.0	1.0	0.1
Barrie EM				1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	1.0	0.5	1.0	1.0	0.4
Kingston EM				1.0	1.0	0.3	1.0	1.0	2.0	1.0	1.0	2.0	0.5	0.0	0.2	0.3	1.0
Peterborough EM				1.0	1.0	1.0	1.0	2.0	2.0	2.0	2.0	2.0	1.0	0.3	1.0	1.0	0.0
Sud/Tim/NB/SSM				2.0	2.0	1.0	1.0	2.0	3.0	2.0	2.0	3.0	1.0	0.0	1.0	1.0	1.0
Windsor EM				2.0	3.0	3.0	2.0	3.0	3.0	4.0	3.0	4.0	2.0	3.0	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
Montreal Eng. EM				0.3	0.4	0.2	0.3	0.5	1.0	0.3	0.4	1.0	0.2	0.2	0.1	0.1	0.0
Halifax EM				0.3	0.3	0.2	0.5	0.5	1.0	0.3	0.5	1.0	0.2	0.2	0.1	0.2	0.0
Saint John/Moncton EM				0.5	1.0	0.3	0.4	1.0	1.0	0.4	1.0	1.0	0.3	0.2	0.2	0.3	0.1
Sydney/GB EM				0.5	1.0	0.2	0.5	1.0	1.0	0.4	1.0	1.0	0.3	0.1	0.4	1.0	0.3
Charlottetown EM				0.4	0.4	0.3	0.4	0.5	1.0	0.4	0.5	1.0	0.2	0.2	0.3	0.3	0.1
St. Johns/CB 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	0.4
TC/Full Coverage				712.9	661.6	157.9	311.9	357.9	443.9	88.8	192.6	229.4	217.7	69.1	119.3	128.5	25.1
Pembroke EM				1.0	1.0	0.2	1.0	1.0	1.0	0.5	1.0	1.0	0.5	0.0	1.0	1.0	0.0
Swift Current EM				0.5	1.0	0.3	0.4	1.0	1.0	0.4	1.0	1.0	0.4	0.2	0.3	0.4	0.0
Terrace-Kitmat EM				1.0	1.0	1.0	2.0	2.0	1.0	1.0	2.0	2.0	1.0	0.0	1.0	1.0	0.0



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 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: 2/8/2010

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				2.0	2.0	3.0	2.0	2.0	3.0	4.0	2.0	3.0	1.0	3.0	2.0	2.0	0.0	0.0
Kelowna EM				2.0	3.0	0.0	1.0	2.0	4.0	0.0	2.0	3.0	1.0	0.0	0.1	0.4	1.0	0.0
Heroes (1/4/2010-5/30/2010)	M.....	09:58 PM	11:00 PM															
Vancouver DM				3.0	3.0	3.0	4.0	4.0	4.0	4.0	4.0	3.0	2.0	3.0	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				2.0	2.0	2.0	1.0	2.0	3.0	2.0	2.0	2.0	1.0	2.0	1.0	2.0	4.0	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				1.0	1.0	2.0	1.0	2.0	1.0	2.0	2.0	2.0	0.5	1.0	1.0	1.0	0.0	0.0
Calgary DM				4.0	4.0	4.0	5.0	5.0	4.0	3.0	4.0	4.0	5.0	4.0	6.0	5.0	2.0	3.0
Edmonton EM				2.0	2.0	3.0	2.0	3.0	2.0	2.0	3.0	3.0	2.0	3.0	2.0	2.0	2.0	1.0
Red Deer EM				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	2.0
Medicine Hat				1.0	1.0	1.0	2.0	2.0	1.0	2.0	2.0	2.0	1.0	1.0	2.0	2.0	0.3	1.0
Lloydminster				1.0	1.0	1.0	1.0	2.0	2.0	1.0	1.0	1.0	2.0	1.0	2.0	1.0	2.0	0.0
Regina/MJ EM				1.0	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	0.0
Saskatoon 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	0.2	0.2
Yorkton				1.0	1.0	0.3	0.5	1.0	1.0	0.0	1.0	1.0	1.0	1.0	0.3	1.0	2.0	0.0
Winnipeg EM				2.0	2.0	1.0	2.0	2.0	2.0	0.4	1.0	2.0	2.0	2.0	2.0	2.0	0.0	0.1
Brandon				1.0	1.0	2.0	2.0	2.0	1.0	2.0	1.0	1.0	2.0	2.0	2.0	2.0	0.0	0.0
Toronto/Hamilton DM				3.0	3.0	4.0	3.0	3.0	3.0	4.0	3.0	3.0	3.0	3.0	3.0	3.0	2.0	1.0
Ottawa Eng EM				2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0	2.0	3.0	1.0	0.0
Kitchener 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	0.5	0.0
London EM				1.0	1.0	2.0	2.0	2.0	1.0	2.0	2.0	2.0	1.0	1.0	2.0	2.0	0.0	1.0
Kitchener-London EM				1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	2.0	0.3	0.2
Barrie EM				1.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0	3.0	1.0	3.0	2.0	2.0	2.0	0.0
Kingston EM				2.0	2.0	3.0	2.0	2.0	2.0	4.0	3.0	2.0	2.0	3.0	2.0	2.0	3.0	0.0
Peterborough 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
Sud/Tim/NB/SSM				0.5	0.5	0.0	0.4	0.5	0.4	0.0	0.2	0.4	1.0	0.0	1.0	1.0	2.0	0.0
Windsor EM				1.0	2.0	1.0	2.0	2.0	1.0	0.0	1.0	2.0	2.0	1.0	2.0	2.0	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				1.0	1.0	2.0	2.0	2.0	1.0	1.0	1.0	2.0	1.0	2.0	2.0	2.0	0.0	0.0
Halifax EM				1.0	1.0	2.0	1.0	2.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	2.0	0.0	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	0.4	0.5	1.0	0.0



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 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: 2/8/2010

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				1.0	1.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	1.0	2.0	2.0	1.0	0.0	0.4
Charlottetown 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	0.0
St. Johns/CB EM				3.0	3.0	4.0	3.0	3.0	3.0	4.0	3.0	3.0	4.0	3.0	4.0	3.0	4.0	1.0	0.2
TC/Full Coverage				773.2	698.7	240.3	461.1	461.4	350.5	112.3	225.1	233.9	348.2	128.0	236.0	227.5	35.7	38.8	
Pembroke EM				2.0	3.0	5.0	4.0	2.0	2.0	3.0	2.0	3.0	4.0	7.0	6.0	2.0	0.0	0.0	
Swift Current EM				0.5	0.5	1.0	1.0	0.5	0.3	0.0	0.2	0.2	1.0	1.0	1.0	1.0	1.0	0.0	
Terrace-Kitmat EM				0.4	0.3	0.0	0.2	0.2	0.2	0.0	0.0	0.0	0.4	0.0	0.4	0.5	0.0	3.0	
Prince George-Kamloops EM				1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	0.5	0.2	1.0	1.0	1.0	0.0	
Kelowna EM				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	0.0	0.0	
NCIS - GLOBAL (9/14/2009-5/30/2010)	.T.....	07:58 PM	09:00 PM																
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	
NCIS - GLOBAL (1/4/2010-5/30/2010)	.T.....	07:58 PM	09:00 PM																
Vancouver DM				6.0	6.0	3.0	4.0	5.0	6.0	2.0	4.0	5.0	6.0	3.0	4.0	6.0	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				4.0	5.0	3.0	3.0	4.0	5.0	3.0	3.0	4.0	4.0	3.0	3.0	4.0	1.0	3.0	
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				5.0	5.0	2.0	4.0	5.0	6.0	3.0	5.0	7.0	4.0	2.0	3.0	3.0	6.0	0.0	
Calgary DM				7.0	8.0	5.0	6.0	6.0	9.0	6.0	6.0	7.0	7.0	4.0	5.0	6.0	4.0	3.0	
Edmonton EM				6.0	7.0	4.0	6.0	8.0	8.0	4.0	7.0	9.0	7.0	4.0	5.0	7.0	3.0	0.2	
Red Deer EM				6.0	7.0	4.0	6.0	7.0	8.0	3.0	6.0	7.0	7.0	5.0	6.0	7.0	3.0	0.2	
Medicine Hat				5.0	5.0	2.0	3.0	5.0	6.0	2.0	5.0	5.0	4.0	1.0	2.0	4.0	3.0	2.0	
Lloydminster				4.0	5.0	2.0	4.0	4.0	5.0	3.0	4.0	5.0	5.0	2.0	3.0	4.0	1.0	2.0	
Regina/MJ EM				5.0	6.0	3.0	3.0	6.0	7.0	3.0	4.0	6.0	6.0	2.0	3.0	5.0	0.0	2.0	
Saskatoon EM				3.0	4.0	0.3	1.0	2.0	4.0	0.3	2.0	3.0	3.0	1.0	1.0	2.0	1.0	0.0	
Yorkton				4.0	5.0	3.0	5.0	6.0	6.0	6.0	7.0	8.0	5.0	0.0	3.0	5.0	2.0	1.0	
Winnipeg EM				7.0	8.0	4.0	5.0	7.0	9.0	4.0	6.0	7.0	7.0	4.0	5.0	6.0	2.0	0.5	
Brandon				5.0	6.0	3.0	4.0	5.0	7.0	4.0	5.0	6.0	4.0	1.0	2.0	4.0	2.0	3.0	
Toronto/Hamilton DM				6.0	7.0	4.0	5.0	5.0	8.0	4.0	5.0	6.0	7.0	5.0	5.0	5.0	2.0	2.0	
Ottawa Eng EM				5.0	5.0	2.0	4.0	5.0	7.0	4.0	5.0	6.0	4.0	1.0	3.0	4.0	1.0	1.0	
Kitchener EM				5.0	7.0	2.0	4.0	6.0	7.0	3.0	5.0	7.0	6.0	1.0	4.0	5.0	2.0	1.0	
London EM				5.0	6.0	3.0	4.0	5.0	7.0	3.0	4.0	6.0	5.0	2.0	4.0	5.0	2.0	1.0	
Kitchener-London EM				5.0	6.0	2.0	4.0	5.0	7.0	3.0	5.0	6.0	5.0	2.0	4.0	5.0	2.0	1.0	



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 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: 2/8/2010

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				8.0	9.0	3.0	6.0	8.0	10.0	4.0	7.0	9.0	8.0	2.0	6.0	8.0	2.0	2.0
Kingston EM				7.0	8.0	4.0	5.0	7.0	9.0	2.0	6.0	8.0	7.0	7.0	5.0	6.0	4.0	1.0
Peterborough EM				6.0	7.0	3.0	5.0	6.0	8.0	3.0	6.0	7.0	7.0	3.0	5.0	6.0	2.0	1.0
Sud/Tim/NB/SSM				6.0	7.0	2.0	4.0	6.0	8.0	2.0	5.0	7.0	5.0	2.0	4.0	4.0	2.0	0.0
Windsor EM				3.0	3.0	3.0	2.0	2.0	4.0	4.0	3.0	3.0	2.0	2.0	2.0	2.0	1.0	1.0
Montreal Eng. EM				6.0	6.0	3.0	4.0	4.0	7.0	2.0	3.0	4.0	6.0	4.0	4.0	5.0	2.0	0.5
Halifax EM				4.0	5.0	2.0	3.0	4.0	5.0	3.0	4.0	5.0	4.0	1.0	2.0	3.0	1.0	1.0
Saint John/Moncton EM				5.0	6.0	3.0	5.0	6.0	6.0	3.0	5.0	7.0	5.0	3.0	5.0	6.0	3.0	0.3
Sydney/GB EM				5.0	6.0	3.0	4.0	5.0	7.0	5.0	5.0	6.0	4.0	2.0	2.0	3.0	0.5	1.0
Charlottetown EM				4.0	4.0	2.0	4.0	5.0	5.0	2.0	4.0	6.0	4.0	2.0	3.0	4.0	1.0	0.4
St. Johns/CB EM				7.0	8.0	7.0	7.0	9.0	9.0	10.0	10.0	11.0	6.0	5.0	5.0	7.0	9.0	0.3
TC/Full Coverage				2,038.0	1,817.4	333.0	793.0	824.1	989.8	176.0	409.2	447.1	827.6	156.9	383.8	376.9	94.2	126.3
Pembroke EM				6.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	8.0	6.0	7.0	6.0	6.0	6.0	3.0
Swift Current EM				5.0	6.0	3.0	4.0	6.0	7.0	2.0	3.0	7.0	6.0	5.0	4.0	6.0	0.0	0.0
Terrace-Kitmat EM				2.0	3.0	1.0	2.0	3.0	4.0	2.0	2.0	4.0	3.0	1.0	1.0	2.0	1.0	0.0
Prince George-Kamloops EM				3.0	4.0	1.0	2.0	3.0	6.0	2.0	3.0	4.0	3.0	0.0	1.0	2.0	0.0	0.0
Kelowna EM				5.0	5.0	1.0	2.0	3.0	6.0	1.0	2.0	4.0	4.0	0.3	1.0	3.0	1.0	1.0
Glee (1/4/2010-5/30/2010)	.T.....	08:58 PM	10:00 PM															
Vancouver DM				7.0	8.0	9.0	9.0	8.0	9.0	10.0	10.0	9.0	6.0	9.0	7.0	7.0	6.0	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				2.0	2.0	4.0	3.0	3.0	2.0	3.0	4.0	4.0	2.0	4.0	3.0	3.0	3.0	3.0
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	2.0	2.0	2.0	3.0	4.0	0.2	0.0	0.0	0.5	1.0	0.0
Calgary DM				6.0	6.0	10.0	8.0	7.0	7.0	12.0	9.0	8.0	5.0	8.0	7.0	6.0	6.0	3.0
Edmonton 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	0.0
Red Deer EM				2.0	3.0	2.0	3.0	3.0	4.0	3.0	4.0	5.0	2.0	2.0	2.0	2.0	2.0	0.0
Medicine Hat				2.0	2.0	2.0	2.0	2.0	2.0	3.0	3.0	3.0	1.0	2.0	1.0	1.0	2.0	1.0
Lloydminster				2.0	2.0	4.0	3.0	3.0	2.0	3.0	4.0	4.0	2.0	4.0	3.0	3.0	3.0	3.0
Regina/MJ EM				3.0	3.0	6.0	5.0	5.0	4.0	7.0	6.0	6.0	3.0	5.0	4.0	5.0	4.0	0.0
Saskatoon EM				2.0	3.0	2.0	3.0	4.0	4.0	4.0	4.0	5.0	2.0	0.0	1.0	3.0	1.0	0.0
Yorkton				2.0	2.0	0.0	1.0	2.0	2.0	0.0	1.0	2.0	1.0	0.0	1.0	1.0	8.0	0.0
Winnipeg EM				4.0	4.0	5.0	6.0	6.0	6.0	7.0	7.0	7.0	3.0	2.0	4.0	4.0	7.0	5.0



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 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: 2/8/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience															
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211	
Brandon				3.0	3.0	3.0	4.0	4.0	4.0	4.0	5.0	5.0	5.0	2.0	2.0	3.0	3.0	5.0	4.0
Toronto/Hamilton DM				6.0	6.0	8.0	7.0	8.0	8.0	10.0	9.0	9.0	5.0	5.0	6.0	6.0	8.0	2.0	
Ottawa Eng EM				4.0	4.0	6.0	5.0	6.0	7.0	9.0	8.0	10.0	2.0	2.0	3.0	3.0	8.0	1.0	
Kitchener EM				3.0	2.0	2.0	3.0	3.0	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				3.0	3.0	3.0	3.0	4.0	3.0	3.0	3.0	4.0	3.0	4.0	3.0	3.0	3.0	1.0	
Kingston EM				2.0	3.0	3.0	3.0	4.0	4.0	4.0	4.0	5.0	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	4.0	2.0	2.0	1.0	0.0	0.0	1.0	2.0	1.0	
Sud/Tim/NB/SSM				3.0	3.0	4.0	3.0	3.0	5.0	9.0	7.0	6.0	1.0	0.0	0.0	0.4	6.0	2.0	
Windsor EM				2.0	1.0	1.0	2.0	2.0	2.0	0.2	2.0	3.0	1.0	1.0	2.0	2.0	4.0	1.0	
Thunder Bay EM				2.0	2.0	2.0	3.0	2.0	1.0	0.0	2.0	2.0	2.0	4.0	3.0	3.0	2.0	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	8.0	1.0	
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	7.0	6.0	5.0	1.0	0.0	1.0	1.0	2.0	0.3	
TC/Full Coverage				1,694.8	1,493.3	559.8	1,003.4	929.5	892.5	323.9	588.0	533.2	600.8	235.9	415.4	396.3	127.1	74.4	
Pembroke EM				1.0	2.0	2.0	3.0	3.0	2.0	4.0	4.0	3.0	1.0	0.0	2.0	2.0	1.0	0.0	
Swift Current EM				3.0	3.0	6.0	5.0	5.0	4.0	7.0	6.0	6.0	3.0	5.0	4.0	5.0	4.0	0.0	
Terrace-Kitmat EM				1.0	1.0	1.0	1.0	1.0	2.0	1.0	3.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	
Prince George-Kamloops EM				2.0	2.0	1.0	2.0	2.0	2.0	2.0	2.0	2.0	1.0	0.0	2.0	2.0	2.0	0.0	
Kelowna EM				2.0	3.0	3.0	3.0	2.0	3.0	6.0	4.0	3.0	2.0	0.0	2.0	2.0	0.0	0.0	
The Good Wife (9/14/2009-5/29/2011)	.T.....	09:58 PM	11:00 PM																
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
The Good Wife (1/4/2010-5/30/2010)	.T.....	09:58 PM	11:00 PM																
Vancouver DM				6.0	6.0	2.0	3.0	4.0	8.0	2.0	4.0	5.0	5.0	3.0	3.0	3.0	2.0	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				3.0	4.0	2.0	2.0	3.0	5.0	3.0	3.0	4.0	2.0	2.0	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				2.0	2.0	1.0	2.0	2.0	3.0	2.0	3.0	4.0	1.0	0.0	0.0	0.5	0.0	0.0	



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 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: 2/8/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Calgary DM				5.0	5.0	2.0	3.0	4.0	7.0	3.0	3.0	4.0	4.0	1.0	2.0	3.0	2.0	3.0
Edmonton EM				4.0	5.0	1.0	2.0	4.0	7.0	1.0	3.0	5.0	2.0	0.3	1.0	1.0	0.5	1.0
Red Deer EM				4.0	5.0	1.0	2.0	4.0	7.0	1.0	3.0	6.0	2.0	0.3	1.0	1.0	0.5	1.0
Medicine Hat				3.0	4.0	2.0	3.0	4.0	5.0	3.0	4.0	6.0	3.0	1.0	2.0	2.0	0.5	1.0
Lloydminster				3.0	4.0	2.0	2.0	3.0	5.0	3.0	3.0	4.0	2.0	2.0	1.0	2.0	1.0	0.0
Regina/MJ EM				5.0	6.0	3.0	4.0	5.0	8.0	5.0	4.0	6.0	4.0	2.0	3.0	4.0	3.0	1.0
Saskatoon EM				3.0	4.0	2.0	4.0	4.0	6.0	3.0	5.0	6.0	2.0	1.0	2.0	2.0	0.0	0.0
Yorkton				2.0	3.0	3.0	2.0	3.0	4.0	3.0	3.0	5.0	2.0	2.0	2.0	1.0	0.0	0.0
Winnipeg EM				4.0	5.0	2.0	4.0	4.0	7.0	4.0	5.0	7.0	3.0	1.0	2.0	2.0	0.0	0.0
Brandon				3.0	3.0	2.0	2.0	3.0	5.0	3.0	4.0	4.0	2.0	1.0	1.0	1.0	0.0	0.0
Toronto/Hamilton DM				5.0	5.0	3.0	3.0	4.0	7.0	3.0	4.0	5.0	4.0	2.0	2.0	3.0	2.0	1.0
Ottawa Eng EM				2.0	3.0	0.3	1.0	2.0	4.0	1.0	1.0	2.0	2.0	0.0	1.0	1.0	0.0	0.0
Kitchener EM				3.0	4.0	1.0	2.0	3.0	6.0	2.0	3.0	4.0	2.0	0.0	1.0	1.0	0.0	0.0
London EM				3.0	4.0	1.0	2.0	3.0	5.0	1.0	2.0	3.0	3.0	1.0	1.0	2.0	0.0	0.0
Kitchener-London EM				3.0	4.0	1.0	2.0	3.0	5.0	2.0	3.0	4.0	2.0	0.3	1.0	1.0	0.0	0.0
Barrie EM				5.0	6.0	2.0	3.0	5.0	8.0	3.0	5.0	8.0	3.0	0.0	1.0	1.0	3.0	0.4
Kingston EM				3.0	4.0	2.0	2.0	3.0	5.0	2.0	3.0	4.0	3.0	2.0	1.0	2.0	0.0	0.0
Peterborough EM				3.0	4.0	1.0	2.0	3.0	5.0	1.0	3.0	4.0	3.0	0.0	1.0	2.0	0.0	0.0
Sud/Tim/NB/SSM				3.0	4.0	0.0	1.0	2.0	5.0	0.0	1.0	3.0	2.0	0.0	0.2	1.0	0.0	0.0
Windsor EM				2.0	3.0	0.4	1.0	2.0	3.0	1.0	1.0	2.0	2.0	0.0	0.3	1.0	1.0	0.0
Montreal Eng. EM				4.0	4.0	1.0	2.0	2.0	6.0	2.0	3.0	3.0	3.0	1.0	1.0	1.0	0.3	1.0
Halifax EM				4.0	4.0	1.0	3.0	4.0	5.0	2.0	3.0	4.0	3.0	1.0	2.0	3.0	0.0	0.5
Saint John/Moncton EM				4.0	4.0	0.0	2.0	3.0	6.0	0.0	2.0	4.0	3.0	0.0	1.0	2.0	1.0	0.0
Sydney/GB EM				4.0	4.0	2.0	2.0	3.0	5.0	1.0	1.0	2.0	4.0	3.0	2.0	3.0	2.0	0.0
Charlottetown EM				2.0	3.0	1.0	2.0	3.0	4.0	0.0	1.0	3.0	2.0	2.0	2.0	3.0	0.0	0.0
St. Johns/CB EM				3.0	4.0	2.0	3.0	4.0	5.0	3.0	4.0	5.0	2.0	0.0	1.0	2.0	2.0	1.0
TC/Full Coverage				1,395.3	1,305.4	165.5	430.5	530.6	842.4	102.8	261.9	343.5	463.0	62.7	168.6	187.1	38.2	51.7
Pembroke EM				3.0	3.0	1.0	2.0	3.0	5.0	2.0	2.0	4.0	2.0	0.0	1.0	1.0	0.0	2.0
Swift Current EM				5.0	6.0	3.0	4.0	5.0	8.0	5.0	4.0	6.0	4.0	2.0	3.0	4.0	2.0	1.0
Terrace-Kitmat EM				2.0	2.0	1.0	1.0	2.0	3.0	1.0	2.0	3.0	1.0	0.0	0.4	1.0	0.5	0.0
Prince George-Kamloops EM				4.0	5.0	3.0	4.0	4.0	7.0	4.0	5.0	5.0	3.0	2.0	2.0	3.0	1.0	1.0
Kelowna EM				3.0	4.0	1.0	2.0	2.0	6.0	3.0	3.0	3.0	2.0	0.0	0.4	1.0	0.0	0.0



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 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: 2/8/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience															
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211	
Bones (9/14/2009-5/30/2010)	..W....	07:58 PM	09:00 PM																
	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
Bones (1/4/2010-5/30/2010)	..W....	07:58 PM	09:00 PM																
	Vancouver DM			6.0	7.0	5.0	5.0	6.0	8.0	6.0	6.0	6.0	6.0	4.0	4.0	5.0	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			5.0	6.0	6.0	6.0	7.0	7.0	6.0	6.0	8.0	5.0	6.0	5.0	7.0	1.0	2.0	
	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	3.0	3.0	5.0	4.0	3.0	4.0	7.0	3.0	3.0	2.0	3.0	0.0	1.0	
	Calgary DM			6.0	6.0	5.0	5.0	6.0	7.0	5.0	6.0	7.0	6.0	4.0	5.0	6.0	6.0	2.0	
	Edmonton EM			4.0	4.0	3.0	3.0	4.0	6.0	5.0	5.0	5.0	3.0	1.0	2.0	2.0	2.0	0.4	
	Red Deer EM			5.0	5.0	2.0	5.0	5.0	7.0	3.0	7.0	7.0	4.0	2.0	4.0	4.0	4.0	2.0	
	Medicine Hat			4.0	4.0	4.0	5.0	5.0	6.0	6.0	7.0	7.0	3.0	1.0	2.0	3.0	3.0	1.0	
	Lloydminster			5.0	6.0	5.0	6.0	6.0	8.0	7.0	8.0	8.0	4.0	3.0	4.0	4.0	6.0	2.0	
	Regina/MJ EM			4.0	5.0	3.0	3.0	5.0	6.0	3.0	2.0	6.0	4.0	3.0	3.0	4.0	4.0	0.4	
	Saskatoon EM			4.0	5.0	3.0	3.0	4.0	6.0	5.0	4.0	5.0	4.0	1.0	3.0	3.0	0.0	1.0	
	Yorkton			3.0	4.0	1.0	3.0	3.0	4.0	2.0	4.0	4.0	3.0	1.0	2.0	3.0	3.0	0.0	
	Winnipeg EM			4.0	4.0	2.0	3.0	3.0	5.0	3.0	4.0	4.0	3.0	1.0	2.0	3.0	2.0	1.0	
	Brandon			4.0	5.0	4.0	5.0	4.0	6.0	6.0	7.0	5.0	4.0	1.0	3.0	4.0	2.0	1.0	
	Toronto/Hamilton DM			4.0	5.0	4.0	4.0	4.0	6.0	5.0	4.0	4.0	4.0	3.0	3.0	3.0	2.0	2.0	
	Ottawa Eng EM			5.0	5.0	5.0	5.0	5.0	7.0	8.0	7.0	7.0	3.0	3.0	3.0	3.0	3.0	0.0	
	Kitchener EM			4.0	5.0	2.0	3.0	5.0	6.0	3.0	4.0	5.0	4.0	1.0	3.0	4.0	2.0	1.0	
	London EM			4.0	5.0	2.0	3.0	5.0	6.0	3.0	4.0	6.0	4.0	1.0	2.0	3.0	0.3	1.0	
	Kitchener-London EM			4.0	5.0	2.0	3.0	5.0	6.0	3.0	4.0	6.0	4.0	1.0	3.0	4.0	1.0	1.0	
	Barrie EM			6.0	6.0	1.0	3.0	5.0	7.0	2.0	4.0	6.0	5.0	1.0	2.0	3.0	8.0	1.0	
	Kingston EM			6.0	6.0	2.0	6.0	7.0	9.0	3.0	8.0	9.0	4.0	2.0	4.0	5.0	8.0	1.0	
	Peterborough EM			5.0	6.0	1.0	3.0	4.0	7.0	2.0	4.0	6.0	4.0	0.0	2.0	3.0	7.0	2.0	
	Sud/Tim/NB/SSM			6.0	7.0	5.0	5.0	7.0	9.0	8.0	7.0	10.0	5.0	3.0	3.0	4.0	1.0	2.0	
	Windsor EM			3.0	3.0	1.0	2.0	3.0	4.0	0.5	3.0	3.0	3.0	1.0	1.0	2.0	1.0	0.5	
	Montreal Eng. EM			3.0	4.0	2.0	2.0	2.0	4.0	3.0	3.0	3.0	3.0	0.4	1.0	2.0	2.0	1.0	
	Halifax EM			3.0	4.0	2.0	3.0	4.0	4.0	2.0	3.0	5.0	3.0	1.0	2.0	3.0	2.0	0.0	
	Saint John/Moncton EM			5.0	5.0	5.0	5.0	6.0	7.0	6.0	6.0	8.0	4.0	2.0	4.0	4.0	3.0	1.0	
	Sydney/GB EM			5.0	5.0	4.0	4.0	6.0	6.0	4.0	5.0	7.0	4.0	4.0	4.0	4.0	2.0	0.4	



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 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: 2/8/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Charlottetown EM				2.0	3.0	2.0	3.0	4.0	3.0	2.0	3.0	4.0	3.0	1.0	3.0	3.0	0.0	0.0
St. Johns/CB EM				7.0	8.0	6.0	7.0	9.0	11.0	8.0	10.0	12.0	6.0	2.0	4.0	6.0	0.2	0.0
TC/Full Coverage				1,727.5	1,573.5	376.7	738.8	756.6	926.8	208.8	420.8	420.7	646.8	168.0	318.0	335.9	79.1	74.9
Pembroke EM				7.0	8.0	7.0	8.0	8.0	10.0	11.0	11.0	11.0	6.0	4.0	5.0	5.0	3.0	7.0
Swift Current EM				3.0	3.0	1.0	1.0	2.0	4.0	1.0	1.0	3.0	3.0	1.0	1.0	2.0	2.0	0.0
Terrace-Kitmat EM				4.0	5.0	2.0	4.0	6.0	6.0	4.0	6.0	9.0	4.0	1.0	2.0	4.0	1.0	0.0
Prince George-Kamloops EM				5.0	6.0	3.0	5.0	5.0	8.0	4.0	6.0	6.0	4.0	3.0	4.0	3.0	3.0	1.0
Kelowna EM				4.0	5.0	2.0	3.0	4.0	7.0	3.0	4.0	6.0	3.0	0.0	2.0	2.0	2.0	0.0
Kitchen Nightmares (1/4/2010-5/30/2010)	..W....	08:58 PM	10:00 PM															
Vancouver DM				2.0	2.0	3.0	3.0	3.0	2.0	4.0	3.0	3.0	2.0	3.0	3.0	3.0	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	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.3	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	2.0	1.0
Calgary DM				2.0	2.0	3.0	3.0	3.0	2.0	3.0	3.0	3.0	2.0	3.0	3.0	3.0	2.0	0.3
Edmonton EM				2.0	2.0	3.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0	2.0	2.0	1.0	1.0
Red Deer EM				2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	1.0	1.0
Medicine Hat				1.0	1.0	0.3	2.0	2.0	1.0	0.0	2.0	2.0	1.0	1.0	2.0	2.0	1.0	0.0
Lloydminster				1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	1.0	2.0	1.0	0.0
Regina/MJ 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	0.0
Saskatoon EM				1.0	2.0	3.0	2.0	2.0	2.0	4.0	2.0	2.0	2.0	3.0	2.0	2.0	0.0	1.0
Yorkton				2.0	2.0	3.0	3.0	3.0	1.0	2.0	3.0	2.0	2.0	3.0	4.0	4.0	2.0	1.0
Winnipeg 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	2.0	3.0	1.0
Brandon				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	0.0
Toronto/Hamilton DM				2.0	2.0	3.0	3.0	3.0	2.0	2.0	3.0	4.0	2.0	4.0	2.0	2.0	1.0	0.4
Ottawa Eng EM				1.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	1.0	0.0
Kitchener EM				1.0	2.0	2.0	2.0	2.0	1.0	1.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	1.0
London EM				2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0	3.0	3.0	1.0	1.0
Kitchener-London EM				2.0	2.0	2.0	2.0	2.0	1.0	2.0	2.0	2.0	2.0	2.0	3.0	3.0	2.0	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	2.0	1.0	1.0
Kingston 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	0.0
Peterborough EM				1.0	1.0	2.0	1.0	1.0	2.0	4.0	3.0	2.0	1.0	1.0	1.0	1.0	1.0	0.0



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 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: 2/8/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
	Sud/Tim/NB/SSM			1.0	1.0	1.0	2.0	2.0	1.0	0.3	1.0	2.0	2.0	2.0	2.0	2.0	0.0	0.0
	Windsor 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	1.0	0.4	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	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	0.1
	Halifax 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	0.2
	Saint John/Moncton 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	2.0	0.1
	Sydney/GB EM			1.0	1.0	0.4	1.0	1.0	1.0	1.0	1.0	1.0	0.5	0.0	0.3	1.0	1.0	0.0
	Charlottetown EM			1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	0.5	1.0	2.0	0.0	0.3
	St. Johns/CB 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	0.1	0.0
	TC/Full Coverage			401.7	374.3	163.6	289.8	273.6	182.9	76.1	132.8	123.8	191.4	87.4	157.0	149.7	17.9	9.4
	Pembroke 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	0.0	1.0
	Swift Current EM			1.0	1.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
	Terrace-Kitmat EM			1.0	1.0	2.0	1.0	1.0	1.0	2.0	2.0	2.0	1.0	2.0	1.0	1.0	1.0	0.2
	Prince George-Kamloops EM			1.0	1.0	3.0	1.0	1.0	1.0	3.0	3.0	3.0	1.0	3.0	1.0	1.0	1.0	0.3
	Kelowna EM			1.0	1.0	4.0	2.0	2.0	2.0	4.0	2.0	2.0	1.0	4.0	2.0	2.0	1.0	0.4
Survivor (1/4/2010-5/30/2010)	...T...	07:58 PM	09:00 PM															
	Vancouver DM			11.0	11.0	9.0	11.0	12.0	12.0	11.0	12.0	13.0	10.0	7.0	10.0	10.0	11.0	14.0
	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			9.0	11.0	9.0	10.0	12.0	12.0	13.0	12.0	14.0	9.0	6.0	8.0	10.0	6.0	4.0
	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			8.0	8.0	8.0	8.0	11.0	9.0	11.0	11.0	13.0	7.0	5.0	6.0	9.0	9.0	5.0
	Calgary DM			11.0	11.0	9.0	12.0	14.0	12.0	10.0	12.0	14.0	10.0	9.0	12.0	13.0	11.0	10.0
	Edmonton EM			7.0	8.0	4.0	7.0	9.0	10.0	4.0	8.0	11.0	6.0	3.0	6.0	7.0	9.0	3.0
	Red Deer EM			7.0	8.0	4.0	7.0	9.0	10.0	4.0	8.0	11.0	6.0	3.0	6.0	7.0	9.0	3.0
	Medicine Hat			7.0	8.0	6.0	9.0	10.0	10.0	8.0	13.0	14.0	5.0	3.0	5.0	6.0	4.0	3.0
	Lloydminster			9.0	11.0	9.0	10.0	12.0	12.0	13.0	12.0	14.0	9.0	6.0	8.0	10.0	6.0	4.0
	Regina/MJ EM			5.0	6.0	4.0	5.0	7.0	7.0	5.0	6.0	9.0	4.0	3.0	3.0	5.0	3.0	2.0
	Saskatoon EM			4.0	5.0	5.0	5.0	6.0	6.0	7.0	7.0	7.0	4.0	4.0	4.0	6.0	0.5	3.0
	Yorkton			5.0	5.0	3.0	7.0	7.0	6.0	4.0	7.0	8.0	5.0	2.0	6.0	6.0	8.0	0.0
	Winnipeg EM			9.0	10.0	7.0	10.0	12.0	11.0	8.0	12.0	14.0	8.0	5.0	7.0	9.0	7.0	3.0
	Brandon			6.0	7.0	6.0	7.0	8.0	8.0	7.0	10.0	10.0	5.0	4.0	4.0	6.0	5.0	5.0
	Toronto/Hamilton DM			10.0	10.0	9.0	11.0	11.0	11.0	8.0	11.0	12.0	9.0	10.0	10.0	11.0	10.0	8.0



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 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: 2/8/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Ottawa Eng EM				6.0	6.0	5.0	7.0	7.0	8.0	7.0	8.0	8.0	5.0	4.0	6.0	7.0	7.0	2.0
Kitchener EM				9.0	10.0	8.0	10.0	12.0	11.0	9.0	11.0	13.0	9.0	7.0	10.0	11.0	6.0	4.0
London EM				9.0	10.0	7.0	11.0	13.0	11.0	8.0	12.0	15.0	9.0	6.0	9.0	11.0	5.0	9.0
Kitchener-London EM				9.0	10.0	8.0	10.0	12.0	10.0	9.0	11.0	13.0	9.0	7.0	10.0	10.0	6.0	6.0
Barrie EM				11.0	11.0	12.0	14.0	15.0	14.0	17.0	17.0	18.0	9.0	7.0	11.0	13.0	11.0	10.0
Kingston EM				8.0	8.0	7.0	8.0	9.0	10.0	8.0	10.0	11.0	7.0	6.0	6.0	7.0	9.0	3.0
Peterborough EM				8.0	9.0	6.0	10.0	11.0	10.0	8.0	13.0	14.0	7.0	5.0	7.0	9.0	8.0	8.0
Sud/Tim/NB/SSM				8.0	8.0	7.0	8.0	10.0	9.0	8.0	10.0	10.0	6.0	6.0	7.0	9.0	10.0	8.0
Windsor EM				3.0	4.0	2.0	5.0	5.0	4.0	4.0	6.0	6.0	3.0	1.0	4.0	4.0	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				5.0	6.0	4.0	6.0	6.0	7.0	6.0	7.0	7.0	4.0	3.0	5.0	5.0	5.0	2.0
Halifax EM				7.0	8.0	7.0	9.0	9.0	8.0	7.0	10.0	10.0	7.0	7.0	8.0	9.0	6.0	2.0
Saint John/Moncton EM				9.0	10.0	7.0	11.0	12.0	11.0	8.0	12.0	14.0	8.0	7.0	9.0	10.0	9.0	2.0
Sydney/GB EM				9.0	10.0	9.0	11.0	14.0	10.0	10.0	12.0	15.0	9.0	8.0	11.0	14.0	9.0	5.0
Charlottetown EM				5.0	6.0	6.0	7.0	8.0	7.0	9.0	9.0	11.0	4.0	3.0	5.0	5.0	6.0	1.0
St. Johns/CB EM				10.0	11.0	9.0	12.0	14.0	12.0	11.0	14.0	17.0	9.0	8.0	10.0	11.0	12.0	1.0
TC/Full Coverage				2,957.0	2,447.8	711.3	1,535.7	1,559.2	1,323.8	356.1	826.5	857.7	1,124.0	355.2	709.2	701.5	238.5	270.7
Pembroke EM				8.0	8.0	4.0	7.0	7.0	9.0	4.0	8.0	10.0	7.0	4.0	6.0	5.0	6.0	7.0
Swift Current EM				5.0	6.0	4.0	5.0	7.0	7.0	5.0	6.0	9.0	4.0	3.0	3.0	5.0	3.0	2.0
Terrace-Kitmat EM				3.0	3.0	5.0	3.0	4.0	4.0	7.0	5.0	4.0	2.0	3.0	2.0	3.0	3.0	1.0
Prince George-Kamloops EM				10.0	11.0	10.0	12.0	14.0	12.0	9.0	12.0	14.0	11.0	11.0	12.0	13.0	7.0	7.0
Kelowna EM				9.0	10.0	6.0	10.0	11.0	11.0	7.0	12.0	12.0	9.0	6.0	7.0	9.0	3.0	2.0
House** (1/4/2010-5/23/2010)F..	07:58 PM	09:00 PM															
Vancouver DM				2.0	2.0	2.0	2.0	3.0	3.0	2.0	3.0	3.0	2.0	2.0	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	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	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				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	0.2	0.4
Calgary DM				1.0	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	0.2
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	0.4	0.0
Red Deer EM				2.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0	3.0	2.0	2.0	2.0	2.0	2.0	0.4
Medicine Hat				1.0	1.0	1.0	1.0	2.0	2.0	1.0	2.0	2.0	1.0	1.0	1.0	1.0	0.4	0.0



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 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: 2/8/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Lloydminster				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	0.2	0.2
Regina/MJ EM				1.0	2.0	2.0	2.0	2.0	2.0	1.0	2.0	2.0	1.0	2.0	2.0	2.0	1.0	1.0
Saskatoon EM				2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0	2.0	2.0	1.0	2.0	1.0	0.1
Yorkton				1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	0.4	0.4	1.0	0.4	0.2
Winnipeg EM				1.0	2.0	1.0	1.0	2.0	2.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	1.0	0.2
Brandon				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	0.4	0.4
Toronto/Hamilton DM				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	1.0	0.4
Ottawa Eng EM				2.0	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	1.0
Kitchener EM				2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	1.0
London EM				2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0	2.0	1.0	2.0	2.0	1.0	0.4
Kitchener-London EM				2.0	2.0	1.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	1.0	2.0	2.0	1.0	0.4
Barrie EM				2.0	2.0	1.0	2.0	2.0	2.0	1.0	2.0	3.0	2.0	1.0	2.0	2.0	2.0	0.2
Kingston EM				1.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	1.0	1.0	1.0	2.0	0.4	0.1
Peterborough 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	2.0	2.0	0.1
Sud/Tim/NB/SSM				2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	1.0	0.4
Windsor EM				1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	0.4	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
Montreal Eng. EM				0.5	1.0	0.5	1.0	1.0	1.0	1.0	1.0	1.0	0.5	0.5	0.5	1.0	0.5	0.1
Halifax EM				1.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	1.0	2.0	1.0	1.0	1.0	0.2
Saint John/Moncton EM				1.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	1.0	2.0	1.0	1.0	1.0	0.0
Sydney/GB EM				2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	1.0	0.0
Charlottetown EM				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	0.1
St. Johns/CB EM				2.0	2.0	3.0	3.0	3.0	3.0	3.0	3.0	4.0	2.0	2.0	2.0	2.0	3.0	0.0
TC/Full Coverage				448.3	415.3	116.5	247.2	256.0	240.4	62.0	140.7	146.8	174.9	54.5	106.6	109.2	21.9	11.2
Pembroke 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	2.0	0.1
Swift Current EM				1.0	1.0	0.4	1.0	1.0	1.0	1.0	1.0	2.0	0.4	0.0	0.2	0.2	0.4	6.0
Terrace-Kitmat EM				1.0	1.0	1.0	1.0	1.0	3.0	1.0	3.0	3.0	1.0	1.0	1.0	1.0	1.0	0.3
Prince George-Kamloops EM				1.0	1.0	1.0	1.0	1.0	3.0	1.0	3.0	3.0	1.0	1.0	1.0	1.0	1.0	0.4
Kelowna 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	0.1
Numb3rs (1/4/2010-5/30/2010)F..	09:58 PM	11:00 PM															
Vancouver DM				4.0	5.0	2.0	3.0	4.0	5.0	1.0	3.0	4.0	4.0	2.0	3.0	4.0	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



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 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: 2/8/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Dawson Creek				2.0	3.0	3.0	3.0	4.0	4.0	4.0	5.0	5.0	2.0	2.0	2.0	3.0	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	0.0	1.0	1.0	1.0	0.0	2.0	2.0	0.5	0.0	0.0	0.0	0.0	0.0
Calgary DM				4.0	4.0	2.0	3.0	4.0	4.0	2.0	3.0	4.0	4.0	2.0	3.0	4.0	4.0	2.0
Edmonton EM				1.0	2.0	1.0	1.0	2.0	2.0	1.0	2.0	2.0	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	0.3	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.1
Medicine Hat				1.0	1.0	0.4	1.0	2.0	1.0	0.5	2.0	2.0	1.0	0.3	1.0	2.0	1.0	1.0
Lloydminster				1.0	1.0	1.0	1.0	2.0	2.0	2.0	2.0	2.0	1.0	0.5	1.0	1.0	0.4	0.2
Regina/MJ EM				2.0	2.0	2.0	2.0	3.0	3.0	2.0	2.0	4.0	2.0	2.0	1.0	2.0	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	2.0	2.0	2.0	1.0	0.0	0.0
Winnipeg EM				4.0	4.0	2.0	3.0	4.0	5.0	3.0	4.0	5.0	3.0	2.0	3.0	3.0	3.0	1.0
Brandon				2.0	3.0	2.0	2.0	3.0	3.0	2.0	3.0	3.0	2.0	2.0	2.0	3.0	2.0	2.0
Toronto/Hamilton DM				2.0	3.0	2.0	2.0	2.0	3.0	2.0	2.0	3.0	3.0	1.0	2.0	2.0	1.0	1.0
Ottawa Eng EM				1.0	1.0	0.0	0.3	1.0	2.0	0.0	0.4	1.0	1.0	0.0	0.2	0.3	0.0	0.0
Kitchener EM				2.0	2.0	1.0	2.0	2.0	2.0	0.5	2.0	3.0	2.0	1.0	1.0	2.0	0.2	1.0
London EM				1.0	2.0	0.3	1.0	2.0	2.0	1.0	2.0	2.0	1.0	0.0	0.5	1.0	0.0	0.0
Kitchener-London EM				2.0	2.0	1.0	2.0	2.0	2.0	0.5	2.0	3.0	1.0	1.0	1.0	2.0	0.1	1.0
Barrie EM				2.0	2.0	1.0	2.0	2.0	2.0	1.0	2.0	2.0	2.0	0.0	1.0	2.0	0.0	0.0
Kingston EM				2.0	2.0	1.0	0.5	1.0	2.0	2.0	1.0	2.0	1.0	0.0	0.0	0.0	0.0	2.0
Peterborough EM				1.0	1.0	1.0	1.0	2.0	2.0	1.0	2.0	2.0	1.0	0.0	1.0	1.0	0.0	0.0
Sud/Tim/NB/SSM				2.0	2.0	0.5	1.0	2.0	3.0	1.0	2.0	2.0	2.0	0.0	0.4	1.0	5.0	1.0
Windsor EM				1.0	1.0	0.1	1.0	2.0	1.0	0.0	1.0	2.0	1.0	0.2	1.0	1.0	0.3	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	1.0	1.0	0.5	0.5	1.0	0.3	0.5	0.5	1.0	0.0	1.0	1.0	1.0	0.0
Halifax EM				1.0	1.0	0.4	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.3	0.3	1.0	0.0	0.2
Saint John/Moncton EM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.3	1.0	1.0	1.0	0.0
Sydney/GB 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	1.0	0.0
Charlottetown EM				0.5	1.0	0.0	0.2	0.4	1.0	0.0	0.2	0.5	0.4	0.0	0.2	0.3	0.0	0.0
St. Johns/CB EM				2.0	4.0	2.0	3.0	4.0	4.0	4.0	4.0	4.0	2.0	2.0	2.0	2.0	2.0	1.0
TC/Full Coverage				848.0	773.6	127.5	316.3	365.6	424.7	60.4	157.6	193.7	348.9	67.1	158.7	171.9	42.4	32.0
Pembroke EM				1.0	1.0	0.0	0.0	0.2	1.0	0.0	0.0	0.5	1.0	0.0	0.0	0.0	0.0	0.0
Swift Current EM				2.0	2.0	1.0	2.0	3.0	3.0	1.0	2.0	3.0	2.0	1.0	1.0	3.0	0.0	1.0



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
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 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 2/8/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Terrace-Kitmat EM				1.0	2.0	0.5	2.0	2.0	1.0	0.0	1.0	1.0	2.0	1.0	2.0	2.0	1.0	1.0
Prince George-Kamloops EM				2.0	2.0	1.0	2.0	2.0	3.0	1.0	2.0	3.0	1.0	1.0	1.0	1.0	0.0	0.0
Kelowna EM				2.0	3.0	0.3	2.0	2.0	3.0	0.0	2.0	2.0	3.0	1.0	2.0	2.0	0.0	0.0
Cleveland Show (3/8/2010-5/30/2010)S	06:58 PM	07:30 PM															
Vancouver 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	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	3.0	2.0	2.0	1.0	3.0	2.0	2.0	4.0	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	
Prince Albert				0.5	0.5	1.0	0.5	1.0	1.0	0.5	1.0	0.2	1.0	0.5	0.5	0.0	1.0	
Calgary DM				3.0	3.0	7.0	5.0	4.0	3.0	8.0	5.0	3.0	6.0	5.0	4.0	4.0	2.0	
Edmonton EM				1.0	1.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	3.0	2.0	2.0	3.0	0.1	
Red Deer EM				1.0	1.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	3.0	2.0	2.0	3.0	0.1	
Medicine Hat				2.0	2.0	5.0	3.0	3.0	2.0	6.0	3.0	2.0	5.0	3.0	3.0	1.0	1.0	
Lloydminster				3.0	3.0	8.0	5.0	4.0	2.0	7.0	4.0	4.0	3.0	9.0	5.0	4.0	0.0	2.0
Regina/MJ EM				1.0	0.4	0.4	0.4	1.0	0.4	0.5	1.0	1.0	0.4	0.0	0.2	0.4	3.0	1.0
Saskatoon 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	1.0
Yorkton				0.4	0.3	1.0	0.4	0.4	0.2	0.0	0.0	0.2	1.0	1.0	1.0	0.5	2.0	0.0
Winnipeg EM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	2.0	2.0	0.0	0.0
Brandon				0.4	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
Toronto/Hamilton DM				1.0	1.0	3.0	2.0	2.0	1.0	3.0	2.0	2.0	2.0	3.0	2.0	2.0	1.0	1.0
Ottawa Eng EM				0.4	0.4	1.0	1.0	0.5	0.2	0.3	0.4	0.4	1.0	1.0	1.0	1.0	1.0	0.0
Kitchener EM				0.2	0.2	0.4	0.3	0.2	0.2	0.3	0.3	0.2	0.3	1.0	0.3	0.2	0.0	0.1
London EM				0.3	0.2	0.3	0.3	0.3	0.2	0.2	0.3	0.3	0.2	0.3	0.3	0.3	0.5	0.5
Kitchener-London EM				0.2	0.2	0.3	0.3	0.2	0.2	0.2	0.3	0.2	0.2	0.4	0.3	0.2	0.2	0.2
Barrie EM				0.2	0.2	0.3	0.2	0.2	0.2	0.4	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.2
Kingston EM				0.1	0.1	0.1	0.1	0.1	0.1	0.3	0.1	0.1	0.0	0.0	0.1	0.1	0.3	0.3
Peterborough EM				0.2	0.3	1.0	0.5	0.4	0.0	0.0	0.0	0.0	1.0	2.0	1.0	1.0	0.0	0.0
Sud/Tim/NB/SSM				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	0.3	0.2
Windsor EM				0.2	0.2	0.3	0.2	0.3	0.2	1.0	0.4	0.3	0.2	0.0	0.2	0.2	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				0.3	0.3	1.0	1.0	0.3	0.3	1.0	0.4	0.2	0.4	1.0	1.0	0.3	0.2	0.0
Halifax EM				1.0	1.0	2.0	2.0	2.0	1.0	2.0	1.0	1.0	1.0	3.0	2.0	2.0	2.0	3.0



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 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: 2/8/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
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	2.0	2.0	1.0
Sydney/GB EM				2.0	2.0	6.0	4.0	3.0	1.0	4.0	2.0	2.0	3.0	7.0	5.0	5.0	3.0	1.0
Charlottetown EM				1.0	1.0	0.5	1.0	1.0	1.0	0.0	1.0	1.0	1.0	2.0	1.0	0.0	1.0	
St. Johns/CB EM				2.0	2.0	2.0	4.0	4.0	1.0	0.0	2.0	2.0	4.0	4.0	4.0	4.0	8.0	0.0
TC/Full Coverage				583.4	512.3	320.1	445.1	339.4	218.3	135.1	184.2	132.4	293.9	185.0	260.9	207.0	39.8	31.4
Pembroke EM				0.2	0.2	1.0	0.3	0.2	0.0	0.0	0.0	0.0	0.4	1.0	1.0	0.3	0.0	0.0
Swift Current EM				0.4	0.3	0.2	0.3	0.4	0.3	0.4	0.4	0.5	0.2	0.0	0.1	0.3	1.0	1.0
Terrace-Kitmat EM				0.1	0.2	0.0	0.3	0.3	0.2	0.0	0.3	0.3	0.2	0.0	0.3	0.3	0.3	0.0
Prince George-Kamloops EM				1.0	1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	1.0	0.0	1.0	1.0	2.0	1.0
Kelowna EM				0.2	0.2	0.0	0.2	0.3	0.1	0.0	0.1	0.1	0.3	0.0	0.3	0.5	0.0	0.0
American Dad (3/8/2010-5/30/2010)S	07:28 PM	08:00 PM															
Vancouver DM				1.0	1.0	2.0	2.0	2.0	1.0	2.0	2.0	1.0	2.0	2.0	2.0	2.0	1.0	0.5
Pr George./Terrace				0.5	0.5	0.5	0.5	1.0	0.5	0.5	0.5	0.5	0.5	0.5	1.0	0.0	0.0	0.0
Dawson Creek				0.5	1.0	1.0	1.0	0.5	0.5	1.0	1.0	1.0	0.5	1.0	1.0	1.0	1.0	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	0.5	1.0	0.5	1.0	1.0	1.0	0.5	1.0	0.2	1.0	0.5	0.5	0.0	1.0
Calgary DM				3.0	3.0	7.0	5.0	4.0	3.0	7.0	5.0	3.0	3.0	6.0	5.0	4.0	4.0	2.0
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	3.0	0.1
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	3.0	0.1
Medicine Hat				2.0	2.0	5.0	3.0	3.0	2.0	6.0	3.0	2.0	2.0	5.0	3.0	3.0	0.0	1.0
Lloydminster				3.0	3.0	8.0	5.0	4.0	2.0	7.0	4.0	4.0	3.0	9.0	5.0	4.0	0.0	2.0
Regina/MJ EM				0.2	0.2	1.0	0.4	0.3	0.2	1.0	0.4	0.3	0.2	0.4	0.3	0.3	0.1	0.1
Saskatoon EM				0.3	0.4	1.0	1.0	0.5	0.3	1.0	0.4	0.3	0.4	1.0	1.0	1.0	0.1	0.1
Yorkton				0.1	0.1	0.2	0.3	0.3	0.2	0.2	0.3	0.3	0.1	0.2	0.2	0.3	0.0	0.0
Winnipeg EM				0.5	0.5	1.0	1.0	0.5	0.5	1.0	1.0	1.0	0.5	1.0	1.0	0.5	0.3	0.1
Brandon				0.3	0.3	1.0	0.5	0.5	0.5	1.0	1.0	0.3	0.3	1.0	0.5	0.5	0.5	0.3
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				0.4	0.4	1.0	0.5	0.5	0.4	1.0	0.5	0.5	0.4	1.0	1.0	1.0	0.3	0.4
Kitchener EM				0.2	0.3	1.0	0.5	0.3	0.3	0.3	0.4	0.5	0.3	1.0	0.4	0.3	0.2	0.0
London EM				1.0	1.0	1.0	1.0	1.0	0.4	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.4	1.0
Kitchener-London EM				0.4	0.4	1.0	1.0	1.0	0.4	1.0	1.0	1.0	0.5	0.5	1.0	1.0	1.0	0.2
Barrie EM				0.2	0.2	1.0	0.4	0.3	0.2	0.5	0.2	0.3	0.4	1.0	1.0	0.3	1.0	0.0



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men
 Coverage: Estimates
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 2/8/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Kingston EM				0.1	0.1	0.4	0.2	0.2	0.1	0.4	0.2	0.2	0.1	0.5	0.2	0.2	0.0	0.0
Peterborough EM				0.3	0.3	1.0	1.0	1.0	0.2	1.0	0.4	0.4	0.4	1.0	1.0	1.0	0.4	0.0
Sud/Tim/NB/SSM				0.3	0.4	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.2	1.0	0.3	0.3	0.0	0.2
Windsor EM				0.2	0.2	0.3	0.3	0.3	0.2	1.0	0.3	0.3	0.2	0.2	0.2	0.2	0.3	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				0.5	0.5	2.0	1.0	1.0	0.5	1.0	0.5	0.5	1.0	2.0	1.0	1.0	2.0	0.0
Halifax EM				0.4	0.4	1.0	1.0	1.0	0.4	1.0	1.0	1.0	0.4	1.0	1.0	1.0	1.0	0.0
Saint John/Moncton EM				0.3	0.3	1.0	0.5	0.3	0.2	0.4	0.4	0.3	0.3	1.0	1.0	0.2	2.0	0.0
Sydney/GB EM				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	1.0	0.0
Charlottetown EM				0.2	0.3	1.0	0.5	0.2	0.1	0.3	0.2	0.0	0.5	1.0	1.0	0.5	0.2	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				508.0	463.2	293.3	400.6	301.4	200.0	127.1	167.9	119.9	263.2	166.2	232.7	181.5	27.0	17.8
Pembroke EM				0.1	0.1	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.3	0.0	1.0	1.0	0.0	0.0
Swift Current EM				0.1	0.1	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
Terrace-Kitmat EM				0.3	0.3	0.3	1.0	1.0	0.3	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	0.4	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				0.4	0.4	0.4	0.5	0.5	0.3	0.0	0.3	0.5	1.0	1.0	1.0	1.0	1.0	0.0
Simpsons (1/4/2010-5/30/2010)S	07:58 PM	08:30 PM															
Vancouver DM				4.0	3.0	6.0	4.0	4.0	3.0	5.0	4.0	4.0	4.0	6.0	5.0	5.0	7.0	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				2.0	2.0	5.0	3.0	3.0	1.0	4.0	2.0	2.0	3.0	6.0	5.0	4.0	2.0	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	2.0	4.0	3.0	2.0	2.0	3.0	3.0	2.0	2.0	4.0	2.0	3.0	0.0	1.0
Calgary DM				5.0	5.0	9.0	7.0	5.0	4.0	8.0	6.0	4.0	6.0	10.0	8.0	6.0	5.0	2.0
Edmonton EM				3.0	3.0	4.0	4.0	4.0	3.0	4.0	4.0	3.0	3.0	4.0	4.0	4.0	4.0	2.0
Red Deer EM				3.0	3.0	5.0	4.0	3.0	3.0	5.0	4.0	4.0	3.0	4.0	3.0	3.0	5.0	1.0
Medicine Hat				1.0	1.0	3.0	2.0	1.0	1.0	4.0	2.0	2.0	1.0	2.0	2.0	2.0	1.0	1.0
Lloydminster				2.0	2.0	5.0	3.0	3.0	1.0	2.0	2.0	2.0	3.0	7.0	5.0	3.0	2.0	1.0
Regina/MJ EM				2.0	2.0	3.0	3.0	3.0	2.0	4.0	3.0	3.0	2.0	2.0	2.0	2.0	3.0	3.0
Saskatoon EM				1.0	1.0	3.0	2.0	2.0	1.0	2.0	2.0	2.0	2.0	4.0	3.0	2.0	1.0	1.0
Yorkton				1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	3.0	2.0	1.0	2.0	0.4
Winnipeg EM				3.0	3.0	6.0	4.0	4.0	2.0	4.0	3.0	3.0	4.0	8.0	6.0	5.0	2.0	2.0



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 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: 2/8/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Brandon				2.0	2.0	4.0	4.0	3.0	2.0	4.0	3.0	2.0	3.0	6.0	5.0	5.0	2.0	1.0
Toronto/Hamilton DM				3.0	4.0	7.0	5.0	5.0	3.0	7.0	5.0	4.0	4.0	7.0	5.0	5.0	3.0	3.0
Ottawa Eng EM				3.0	3.0	7.0	5.0	4.0	3.0	7.0	4.0	4.0	4.0	7.0	5.0	5.0	3.0	1.0
Kitchener EM				2.0	2.0	4.0	3.0	3.0	2.0	3.0	3.0	3.0	3.0	5.0	4.0	3.0	1.0	1.0
London EM				1.0	1.0	2.0	1.0	2.0	1.0	1.0	2.0	2.0	1.0	2.0	1.0	2.0	3.0	2.0
Kitchener-London EM				2.0	2.0	3.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0	3.0	2.0	2.0	1.0
Barrie EM				2.0	2.0	1.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	1.0	2.0	2.0	4.0	4.0
Kingston EM				2.0	1.0	3.0	2.0	2.0	1.0	3.0	2.0	2.0	1.0	2.0	2.0	1.0	4.0	3.0
Peterborough EM				3.0	3.0	6.0	5.0	5.0	2.0	3.0	3.0	3.0	4.0	8.0	6.0	7.0	1.0	1.0
Sud/Tim/NB/SSM				3.0	3.0	7.0	6.0	5.0	3.0	5.0	5.0	5.0	4.0	8.0	6.0	5.0	1.0	3.0
Windsor EM				3.0	2.0	3.0	3.0	3.0	2.0	3.0	3.0	3.0	3.0	3.0	4.0	4.0	4.0	3.0
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	2.0	2.0	2.0	1.0	1.0	2.0	1.0	2.0	3.0	3.0	2.0	3.0	0.4
Halifax EM				2.0	2.0	4.0	3.0	3.0	1.0	3.0	2.0	2.0	3.0	5.0	4.0	5.0	4.0	1.0
Saint John/Moncton EM				2.0	3.0	4.0	4.0	3.0	2.0	3.0	3.0	2.0	3.0	4.0	5.0	4.0	5.0	0.0
Sydney/GB EM				5.0	5.0	7.0	7.0	7.0	4.0	8.0	7.0	6.0	5.0	6.0	7.0	8.0	12.0	3.0
Charlottetown EM				2.0	2.0	1.0	3.0	3.0	2.0	0.0	2.0	3.0	3.0	2.0	5.0	4.0	1.0	3.0
St. Johns/CB EM				5.0	5.0	6.0	6.0	6.0	4.0	5.0	4.0	4.0	6.0	7.0	7.0	7.0	2.0	1.0
TC/Full Coverage				1,063.0	886.7	514.1	745.3	616.5	374.7	218.5	310.2	245.4	512.0	295.6	435.2	371.1	90.7	85.6
Pembroke EM				1.0	1.0	3.0	2.0	2.0	1.0	2.0	1.0	1.0	1.0	4.0	3.0	3.0	1.0	1.0
Swift Current 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	1.0	1.0
Terrace-Kitmat EM				0.3	0.4	0.0	1.0	1.0	0.5	0.0	1.0	1.0	0.3	0.0	1.0	1.0	0.0	0.0
Prince George-Kamloops EM				2.0	2.0	3.0	3.0	2.0	2.0	5.0	4.0	3.0	1.0	0.0	2.0	2.0	3.0	2.0
Kelowna EM				1.0	1.0	1.0	1.0	1.0	0.5	0.0	0.4	1.0	2.0	2.0	2.0	1.0	0.0	0.0
FIN:Survivor (1/4/2010-5/30/2010)S	07:58 PM	10:00 PM															
Vancouver DM				11.0	11.0	9.0	11.0	12.0	12.0	11.0	12.0	13.0	10.0	7.0	10.0	10.0	11.0	14.0
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				9.0	11.0	9.0	10.0	12.0	12.0	13.0	12.0	14.0	9.0	6.0	8.0	10.0	6.0	4.0
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				8.0	8.0	8.0	8.0	11.0	9.0	11.0	11.0	13.0	7.0	5.0	6.0	9.0	9.0	5.0
Calgary DM				11.0	11.0	9.0	12.0	14.0	12.0	10.0	12.0	14.0	10.0	9.0	12.0	13.0	11.0	10.0
Edmonton EM				7.0	8.0	4.0	7.0	9.0	10.0	4.0	8.0	11.0	6.0	3.0	6.0	7.0	9.0	3.0



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 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: 2/8/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Red Deer EM				7.0	8.0	4.0	7.0	9.0	10.0	4.0	8.0	11.0	6.0	3.0	6.0	7.0	9.0	3.0
Medicine Hat				7.0	8.0	6.0	9.0	10.0	10.0	8.0	13.0	14.0	5.0	3.0	5.0	6.0	4.0	3.0
Lloydminster				9.0	11.0	9.0	10.0	12.0	12.0	13.0	12.0	14.0	9.0	6.0	8.0	10.0	6.0	4.0
Regina/MJ EM				5.0	6.0	4.0	5.0	7.0	7.0	5.0	6.0	9.0	4.0	3.0	3.0	5.0	3.0	2.0
Saskatoon EM				4.0	5.0	5.0	5.0	6.0	6.0	7.0	7.0	7.0	4.0	4.0	4.0	6.0	0.5	3.0
Yorkton				5.0	5.0	3.0	7.0	7.0	6.0	4.0	7.0	8.0	5.0	2.0	6.0	6.0	8.0	0.0
Winnipeg EM				9.0	10.0	7.0	10.0	12.0	11.0	8.0	12.0	14.0	8.0	5.0	7.0	9.0	7.0	3.0
Brandon				6.0	7.0	6.0	7.0	8.0	8.0	7.0	10.0	10.0	5.0	4.0	4.0	6.0	5.0	5.0
Toronto/Hamilton DM				10.0	10.0	9.0	11.0	11.0	11.0	8.0	11.0	12.0	9.0	10.0	10.0	11.0	10.0	8.0
Ottawa Eng EM				6.0	6.0	5.0	7.0	7.0	8.0	7.0	8.0	8.0	5.0	4.0	6.0	7.0	7.0	2.0
Kitchener EM				9.0	10.0	8.0	10.0	12.0	11.0	9.0	11.0	13.0	9.0	7.0	10.0	11.0	6.0	4.0
London EM				9.0	10.0	7.0	11.0	13.0	11.0	8.0	12.0	15.0	9.0	6.0	9.0	11.0	5.0	9.0
Kitchener-London EM				9.0	10.0	8.0	10.0	12.0	10.0	9.0	11.0	13.0	9.0	7.0	10.0	10.0	6.0	6.0
Barrie EM				11.0	11.0	12.0	14.0	15.0	14.0	17.0	17.0	18.0	9.0	7.0	11.0	13.0	11.0	10.0
Kingston EM				8.0	8.0	7.0	8.0	9.0	10.0	8.0	10.0	11.0	7.0	6.0	6.0	7.0	9.0	3.0
Peterborough EM				8.0	9.0	6.0	10.0	11.0	10.0	8.0	13.0	14.0	7.0	5.0	7.0	9.0	8.0	8.0
Sud/Tim/NB/SSM				8.0	8.0	7.0	8.0	10.0	9.0	8.0	10.0	10.0	6.0	6.0	7.0	9.0	10.0	8.0
Windsor EM				3.0	4.0	2.0	5.0	5.0	4.0	4.0	6.0	6.0	3.0	1.0	4.0	4.0	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				5.0	6.0	4.0	6.0	6.0	7.0	6.0	7.0	7.0	4.0	3.0	5.0	5.0	5.0	2.0
Halifax EM				7.0	8.0	7.0	9.0	9.0	8.0	7.0	10.0	10.0	7.0	7.0	8.0	9.0	6.0	2.0
Saint John/Moncton EM				9.0	10.0	7.0	11.0	12.0	11.0	8.0	12.0	14.0	8.0	7.0	9.0	10.0	9.0	2.0
Sydney/GB EM				9.0	10.0	9.0	11.0	14.0	10.0	10.0	12.0	15.0	9.0	8.0	11.0	14.0	9.0	5.0
Charlottetown EM				5.0	6.0	6.0	7.0	8.0	7.0	9.0	9.0	11.0	4.0	3.0	5.0	5.0	6.0	1.0
St. Johns/CB EM				10.0	11.0	9.0	12.0	14.0	12.0	11.0	14.0	17.0	9.0	8.0	10.0	11.0	12.0	1.0
TC/Full Coverage				2,957.0	2,447.8	711.3	1,535.7	1,559.2	1,323.8	356.1	826.5	857.7	1,124.0	355.2	709.2	701.5	238.5	270.7
Pembroke EM				8.0	8.0	4.0	7.0	7.0	9.0	4.0	8.0	10.0	7.0	4.0	6.0	5.0	6.0	7.0
Swift Current EM				5.0	6.0	4.0	5.0	7.0	7.0	5.0	6.0	9.0	4.0	3.0	3.0	5.0	3.0	2.0
Terrace-Kitmat EM				3.0	3.0	5.0	3.0	4.0	4.0	7.0	5.0	4.0	2.0	3.0	2.0	3.0	3.0	1.0
Prince George-Kamloops EM				10.0	11.0	10.0	12.0	14.0	12.0	9.0	12.0	14.0	11.0	11.0	12.0	13.0	7.0	7.0
Kelowna EM				9.0	10.0	6.0	10.0	11.0	11.0	7.0	12.0	12.0	9.0	6.0	7.0	9.0	3.0	2.0



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 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: 2/8/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Family Guy (3/8/2010-5/30/2010)S	08:28 PM	09:00 PM															
Vancouver DM				2.0	2.0	3.0	3.0	3.0	2.0	3.0	2.0	2.0	2.0	4.0	3.0	3.0	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	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				0.0	0.0	0.0	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	2.0	2.0	2.0	1.0	2.0	4.0	2.0	2.0	1.0	1.0	2.0	1.0	1.0	1.0
Calgary DM				4.0	4.0	9.0	6.0	5.0	3.0	8.0	5.0	4.0	5.0	11.0	7.0	6.0	3.0	1.0
Edmonton EM				2.0	2.0	3.0	3.0	2.0	2.0	3.0	2.0	2.0	2.0	4.0	3.0	3.0	2.0	0.0
Red Deer EM				2.0	2.0	3.0	3.0	2.0	2.0	3.0	3.0	2.0	2.0	3.0	3.0	3.0	3.0	0.0
Medicine Hat				1.0	1.0	2.0	2.0	2.0	1.0	2.0	2.0	2.0	2.0	2.0	3.0	3.0	1.0	1.0
Lloydminster				2.0	2.0	5.0	3.0	3.0	2.0	4.0	2.0	2.0	2.0	6.0	4.0	3.0	2.0	1.0
Regina/MJ 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	0.5
Saskatoon EM				2.0	2.0	5.0	3.0	3.0	2.0	5.0	3.0	3.0	2.0	5.0	3.0	3.0	1.0	1.0
Yorkton				1.0	1.0	2.0	2.0	1.0	1.0	2.0	2.0	1.0	1.0	2.0	1.0	1.0	1.0	0.0
Winnipeg EM				1.0	1.0	3.0	2.0	2.0	1.0	2.0	2.0	2.0	2.0	4.0	3.0	2.0	0.2	0.4
Brandon				1.0	1.0	3.0	2.0	2.0	2.0	4.0	3.0	2.0	1.0	2.0	2.0	2.0	1.0	0.1
Toronto/Hamilton DM				3.0	3.0	5.0	4.0	3.0	2.0	5.0	3.0	3.0	3.0	6.0	5.0	4.0	3.0	2.0
Ottawa Eng EM				1.0	2.0	3.0	2.0	2.0	1.0	3.0	2.0	2.0	2.0	4.0	3.0	3.0	1.0	1.0
Kitchener EM				1.0	1.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	2.0	3.0	2.0	2.0	0.4	0.3
London EM				2.0	2.0	2.0	2.0	3.0	1.0	1.0	2.0	2.0	2.0	2.0	3.0	3.0	2.0	3.0
Kitchener-London EM				1.0	2.0	2.0	2.0	2.0	1.0	2.0	2.0	1.0	2.0	3.0	3.0	2.0	1.0	1.0
Barrie 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	1.0	1.0	0.0
Kingston EM				1.0	1.0	2.0	2.0	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	2.0	0.1	0.0	0.3	0.4	1.0	1.0	2.0	3.0	3.0	0.0
Sud/Tim/NB/SSM				2.0	2.0	4.0	3.0	3.0	2.0	6.0	4.0	4.0	1.0	2.0	2.0	2.0	1.0	1.0
Windsor EM				2.0	2.0	3.0	2.0	2.0	2.0	4.0	3.0	2.0	2.0	2.0	2.0	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				1.0	1.0	3.0	2.0	2.0	1.0	2.0	1.0	1.0	2.0	4.0	3.0	3.0	3.0	1.0
Halifax EM				1.0	1.0	2.0	2.0	2.0	1.0	2.0	1.0	2.0	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	4.0	1.0
Sydney/GB EM				3.0	2.0	6.0	4.0	4.0	2.0	4.0	3.0	3.0	3.0	8.0	6.0	6.0	5.0	1.0
Charlottetown EM				1.0	1.0	1.0	1.0	1.0	0.3	0.0	0.4	0.5	1.0	2.0	2.0	2.0	0.0	0.0



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 2/8/2010

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			2.0	2.0	4.0	4.0	4.0	2.0	4.0	3.0	2.0	2.0	4.0	4.0	4.0	6.0	1.0
	TC/Full Coverage			871.2	768.5	493.5	673.5	511.1	310.7	201.2	265.9	188.3	457.9	292.3	407.7	322.8	57.9	44.7
	Pembroke EM			1.0	1.0	0.0	1.0	2.0	1.0	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	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
	Terrace-Kitmat EM			1.0	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	1.0	1.0	1.0	1.0	1.0	2.0	1.0
	Kelowna EM			1.0	1.0	1.0	1.0	1.0	1.0	0.0	1.0	1.0	1.0	1.0	1.0	0.4	1.0	0.0
Apprentice (9/14/2009-5/29/2011)S	08:58 PM	11:00 PM															
	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
Apprentice (1/4/2010-5/30/2010)S	08:58 PM	11:00 PM															
	Vancouver DM			6.0	6.0	7.0	7.0	7.0	7.0	6.0	8.0	8.0	6.0	7.0	7.0	6.0	6.0	3.0
	Pr George./Terrace			4.0	5.0	2.0	5.0	6.0	6.0	4.0	7.0	8.0	3.0	1.0	4.0	5.0	5.0	2.0
	Dawson Creek			3.0	4.0	3.0	5.0	6.0	5.0	5.0	6.0	7.0	3.0	2.0	4.0	5.0	2.0	1.0
	Okanagan/Kamloops EM			5.0	6.0	6.0	6.0	6.0	7.0	9.0	9.0	9.0	4.0	4.0	4.0	3.0	3.0	2.0
	Prince Albert			2.0	3.0	3.0	4.0	5.0	3.0	5.0	6.0	6.0	2.0	1.0	3.0	4.0	1.0	1.0
	Calgary DM			4.0	4.0	4.0	5.0	6.0	5.0	4.0	6.0	7.0	4.0	4.0	5.0	5.0	3.0	0.4
	Edmonton EM			5.0	5.0	4.0	6.0	7.0	6.0	4.0	6.0	8.0	5.0	3.0	5.0	6.0	2.0	0.5
	Red Deer EM			5.0	6.0	8.0	7.0	7.0	7.0	11.0	9.0	8.0	5.0	6.0	5.0	6.0	4.0	0.0
	Medicine Hat			3.0	4.0	3.0	4.0	4.0	5.0	6.0	6.0	5.0	3.0	0.0	2.0	3.0	2.0	0.0
	Lloydminster			3.0	4.0	2.0	4.0	5.0	5.0	2.0	5.0	7.0	3.0	2.0	3.0	3.0	2.0	1.0
	Regina/MJ EM			3.0	3.0	2.0	3.0	5.0	4.0	3.0	5.0	5.0	2.0	2.0	2.0	3.0	2.0	1.0
	Saskatoon EM			3.0	3.0	5.0	4.0	5.0	4.0	6.0	6.0	6.0	3.0	3.0	3.0	3.0	3.0	1.0
	Yorkton			2.0	3.0	4.0	3.0	3.0	3.0	4.0	3.0	3.0	2.0	4.0	3.0	3.0	1.0	0.0
	Winnipeg EM			5.0	6.0	5.0	6.0	7.0	6.0	6.0	7.0	8.0	5.0	4.0	5.0	6.0	1.0	3.0
	Brandon			2.0	3.0	3.0	3.0	4.0	3.0	4.0	4.0	4.0	2.0	2.0	3.0	3.0	0.0	0.0
	Toronto/Hamilton DM			5.0	6.0	7.0	6.0	8.0	7.0	8.0	8.0	9.0	5.0	5.0	5.0	6.0	2.0	1.0
	Ottawa Eng EM			3.0	4.0	3.0	4.0	5.0	4.0	3.0	4.0	5.0	3.0	3.0	4.0	4.0	2.0	1.0
	Kitchener EM			4.0	5.0	5.0	5.0	6.0	6.0	6.0	6.0	7.0	4.0	3.0	4.0	5.0	1.0	1.0
	London EM			4.0	5.0	3.0	5.0	6.0	6.0	4.0	6.0	7.0	3.0	2.0	4.0	5.0	5.0	0.2
	Kitchener-London EM			4.0	5.0	4.0	5.0	6.0	6.0	5.0	6.0	7.0	3.0	3.0	4.0	5.0	3.0	1.0
	Barrie EM			3.0	4.0	2.0	3.0	4.0	4.0	1.0	4.0	5.0	3.0	2.0	3.0	3.0	3.0	1.0
	Kingston EM			3.0	3.0	1.0	3.0	3.0	4.0	2.0	4.0	4.0	2.0	1.0	1.0	3.0	2.0	1.0



Master Planner

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 Rates and Ratings effective: 2/8/2010

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				4.0	4.0	3.0	5.0	5.0	5.0	7.0	7.0	7.0	3.0	0.0	2.0	3.0	4.0	0.0
Sud/Tim/NB/SSM				3.0	4.0	3.0	4.0	4.0	5.0	6.0	5.0	6.0	3.0	1.0	3.0	3.0	4.0	0.0
Windsor EM				3.0	3.0	3.0	4.0	4.0	4.0	5.0	5.0	6.0	2.0	1.0	2.0	3.0	1.0	1.0
Montreal Eng. EM				4.0	5.0	6.0	5.0	5.0	6.0	6.0	5.0	6.0	4.0	5.0	5.0	5.0	2.0	0.4
Halifax EM				2.0	3.0	3.0	3.0	3.0	4.0	4.0	4.0	4.0	2.0	2.0	2.0	2.0	1.0	0.0
Saint John/Moncton EM				2.0	2.0	2.0	3.0	3.0	3.0	4.0	4.0	4.0	2.0	1.0	2.0	2.0	2.0	0.1
Sydney/GB EM				3.0	3.0	4.0	4.0	4.0	3.0	6.0	4.0	4.0	4.0	2.0	4.0	4.0	3.0	2.0
Charlottetown EM				1.0	2.0	1.0	2.0	2.0	3.0	3.0	3.0	3.0	1.0	0.0	1.0	1.0	0.0	1.0
St. Johns/CB EM				2.0	2.0	2.0	3.0	3.0	3.0	3.0	3.0	3.0	2.0	1.0	2.0	2.0	1.0	0.0
TC/Full Coverage				1,173.4	1,093.5	352.8	768.4	745.9	630.9	191.4	429.1	422.4	462.7	161.4	339.2	323.5	44.7	35.2
Pembroke EM				3.0	3.0	8.0	5.0	5.0	4.0	7.0	4.0	4.0	3.0	10.0	6.0	6.0	2.0	2.0
Swift Current EM				2.0	3.0	0.0	5.0	5.0	2.0	0.0	3.0	3.0	3.0	0.0	6.0	6.0	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
Survivor Reunion (1/4/2010-5/30/2010)S	09:58 PM	11:00 PM															
Vancouver DM				10.0	10.0	8.0	10.0	10.0	11.0	9.0	11.0	12.0	9.0	7.0	9.0	9.0	10.0	12.0
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				8.0	10.0	8.0	9.0	11.0	11.0	11.0	10.0	13.0	8.0	6.0	7.0	9.0	6.0	4.0
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				7.0	7.0	7.0	7.0	10.0	8.0	10.0	10.0	12.0	6.0	5.0	5.0	8.0	8.0	5.0
Calgary DM				10.0	10.0	8.0	11.0	13.0	11.0	9.0	11.0	13.0	9.0	8.0	11.0	12.0	10.0	9.0
Edmonton EM				6.0	7.0	4.0	6.0	8.0	9.0	4.0	7.0	10.0	5.0	3.0	5.0	6.0	8.0	3.0
Red Deer EM				6.0	7.0	4.0	6.0	8.0	9.0	4.0	7.0	10.0	5.0	3.0	5.0	6.0	8.0	3.0
Medicine Hat				6.0	7.0	5.0	8.0	9.0	9.0	7.0	12.0	13.0	5.0	3.0	5.0	5.0	4.0	3.0
Lloydminster				8.0	10.0	8.0	9.0	11.0	11.0	12.0	11.0	13.0	8.0	5.0	7.0	9.0	5.0	4.0
Regina/MJ EM				5.0	5.0	4.0	5.0	6.0	6.0	5.0	5.0	8.0	4.0	3.0	3.0	5.0	3.0	2.0
Saskatoon EM				4.0	5.0	5.0	5.0	5.0	5.0	6.0	6.0	6.0	4.0	4.0	4.0	5.0	0.5	3.0
Yorkton				5.0	5.0	3.0	6.0	6.0	5.0	4.0	6.0	7.0	5.0	2.0	5.0	5.0	7.0	0.0
Winnipeg EM				8.0	9.0	6.0	9.0	11.0	10.0	7.0	11.0	13.0	7.0	5.0	6.0	8.0	6.0	3.0
Brandon				5.0	6.0	5.0	6.0	7.0	7.0	6.0	9.0	9.0	5.0	4.0	4.0	5.0	5.0	5.0
Toronto/Hamilton DM				9.0	9.0	8.0	10.0	10.0	10.0	7.0	10.0	11.0	8.0	9.0	9.0	10.0	9.0	7.0



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 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: 2/8/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Ottawa Eng EM				5.0	5.0	5.0	6.0	6.0	7.0	6.0	7.0	7.0	5.0	4.0	5.0	6.0	6.0	2.0
Kitchener EM				8.0	9.0	7.0	9.0	11.0	10.0	8.0	10.0	12.0	8.0	6.0	9.0	10.0	5.0	4.0
London EM				8.0	9.0	6.0	10.0	12.0	10.0	7.0	11.0	14.0	8.0	5.0	8.0	10.0	5.0	8.0
Kitchener-London EM				8.0	9.0	7.0	9.0	11.0	9.0	8.0	10.0	12.0	8.0	6.0	9.0	9.0	5.0	5.0
Barrie EM				10.0	10.0	11.0	13.0	14.0	13.0	15.0	15.0	16.0	8.0	6.0	10.0	12.0	10.0	7.0
Kingston EM				7.0	7.0	5.0	7.0	8.0	9.0	7.0	9.0	10.0	6.0	4.0	5.0	6.0	8.0	3.0
Peterborough EM				7.0	8.0	5.0	9.0	10.0	9.0	7.0	12.0	13.0	6.0	5.0	6.0	8.0	7.0	5.0
Sud/Tim/NB/SSM				7.0	7.0	6.0	7.0	9.0	8.0	7.0	9.0	9.0	5.0	5.0	6.0	8.0	9.0	7.0
Windsor EM				3.0	4.0	2.0	5.0	5.0	4.0	4.0	5.0	5.0	3.0	1.0	4.0	4.0	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				5.0	5.0	4.0	5.0	5.0	6.0	5.0	6.0	6.0	4.0	3.0	5.0	5.0	5.0	2.0
Halifax EM				6.0	7.0	6.0	8.0	8.0	7.0	6.0	9.0	9.0	6.0	6.0	7.0	8.0	5.0	2.0
Saint John/Moncton EM				8.0	9.0	6.0	9.0	10.0	9.0	7.0	10.0	12.0	7.0	6.0	8.0	9.0	8.0	2.0
Sydney/GB EM				8.0	9.0	8.0	9.0	12.0	9.0	9.0	10.0	13.0	8.0	7.0	9.0	12.0	8.0	4.0
Charlottetown EM				4.0	5.0	5.0	6.0	7.0	6.0	8.0	8.0	9.0	3.0	3.0	4.0	4.0	5.0	1.0
St. Johns/CB EM				9.0	9.0	8.0	11.0	12.0	10.0	9.0	12.0	14.0	8.0	7.0	9.0	9.0	10.0	1.0
TC/Full Coverage				2,661.3	2,203.0	640.2	1,382.1	1,403.3	1,191.4	320.5	743.9	771.9	1,011.6	319.7	638.3	631.4	214.7	243.6
Pembroke EM				7.0	7.0	4.0	6.0	6.0	8.0	4.0	7.0	9.0	6.0	4.0	5.0	5.0	5.0	6.0
Swift Current EM				5.0	5.0	4.0	5.0	6.0	6.0	5.0	5.0	8.0	4.0	3.0	3.0	5.0	3.0	2.0
Terrace-Kitmat EM				3.0	3.0	5.0	3.0	4.0	4.0	7.0	5.0	4.0	2.0	3.0	2.0	3.0	3.0	1.0
Prince George-Kamloops EM				9.0	10.0	9.0	11.0	13.0	11.0	8.0	11.0	13.0	10.0	10.0	11.0	12.0	6.0	7.0
Kelowna EM				8.0	9.0	5.0	9.0	10.0	10.0	6.0	11.0	11.0	8.0	5.0	6.0	8.0	3.0	2.0
As The World Turns (1/4/2010-5/30/2010)	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	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	0.3	0.4	0.2	0.1	1.0	1.0	0.5	0.1	0.1	0.1	0.1	0.1	0.1	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	0.5	1.0	0.5	0.5	1.0	1.0	0.5	0.5	0.2	1.0	0.5	0.5	0.0	1.0
Calgary DM				1.0	1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	0.4	0.5	0.4	0.3	0.1	2.0
Edmonton EM				0.4	0.5	0.2	0.2	0.4	1.0	0.4	0.4	1.0	0.2	0.0	0.1	0.1	0.0	0.2
Red Deer EM				1.0	1.0	0.5	0.4	0.4	1.0	1.0	1.0	0.5	0.3	0.2	0.2	0.2	0.0	0.2
Medicine Hat				0.4	0.5	0.5	0.3	0.3	1.0	1.0	0.5	1.0	0.1	0.1	0.1	0.1	0.0	0.2



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 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: 2/8/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Lloydminster				0.2	0.2	0.2	0.2	0.2	0.4	0.4	0.5	0.3	0.1	0.0	0.0	0.1	0.0	0.1
Regina/MJ EM				0.4	0.4	0.1	0.1	0.2	1.0	0.0	0.2	0.3	0.2	0.2	0.1	0.0	0.0	0.2
Saskatoon EM				0.1	0.1	0.3	0.2	0.2	0.2	0.5	0.3	0.3	0.1	0.0	0.0	0.0	0.0	0.0
Yorkton				0.1	0.1	0.3	0.2	0.0	0.2	1.0	0.4	0.0	0.0	0.0	0.0	0.0	1.0	0.0
Winnipeg EM				0.4	0.5	0.3	0.2	0.4	1.0	1.0	0.3	1.0	0.2	0.0	0.0	0.0	0.0	0.0
Brandon				0.3	0.4	0.3	0.3	0.3	1.0	0.5	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Toronto/Hamilton DM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.5	1.0	0.4	0.4	0.2	1.0
Ottawa Eng EM				0.3	0.4	0.4	0.3	0.3	1.0	1.0	0.5	1.0	0.1	0.1	0.0	0.0	0.0	0.0
Kitchener EM				0.3	0.3	0.2	0.2	0.3	1.0	0.4	0.4	0.4	0.1	0.1	0.1	0.1	0.0	0.4
London EM				0.2	0.2	0.1	0.2	0.2	0.4	0.2	0.3	0.4	0.1	0.0	0.0	0.0	0.0	0.0
Kitchener-London EM				0.3	0.3	0.2	0.3	0.3	1.0	0.3	0.4	0.5	0.1	0.1	0.1	0.1	0.0	0.2
Barrie EM				0.5	1.0	1.0	1.0	0.4	1.0	1.0	0.5	1.0	0.5	1.0	1.0	0.3	0.0	0.0
Kingston EM				0.5	1.0	0.4	0.3	0.4	1.0	1.0	1.0	1.0	0.2	0.0	0.0	0.1	0.3	0.1
Peterborough EM				0.5	1.0	0.1	0.3	0.4	1.0	0.2	0.5	1.0	0.2	0.0	0.0	0.0	0.0	0.0
Sud/Tim/NB/SSM				0.3	0.4	0.2	0.3	0.3	1.0	0.5	0.4	1.0	0.1	0.0	0.0	0.0	0.0	0.0
Windsor EM				0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.2	0.0	0.0	0.0	0.0	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	0.0
Montreal Eng. EM				1.0	1.0	0.3	0.4	0.4	1.0	0.5	1.0	1.0	0.1	0.0	0.2	0.2	0.1	0.0
Halifax EM				0.2	0.2	0.1	0.1	0.1	0.3	0.1	0.2	0.3	0.0	0.0	0.1	0.1	0.1	0.1
Saint John/Moncton EM				0.4	0.5	0.5	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				0.5	0.5	0.2	0.2	0.5	1.0	0.3	0.2	1.0	0.2	0.0	0.2	0.2	1.0	0.0
Charlottetown EM				0.3	0.3	0.2	0.3	0.3	0.5	0.4	1.0	0.5	0.1	0.0	0.0	0.0	0.4	0.0
St. Johns/CB EM				2.0	2.0	2.0	2.0	2.0	4.0	3.0	3.0	4.0	1.0	0.2	1.0	1.0	0.5	0.3
TC/Full Coverage				247.1	220.2	69.2	130.2	110.6	143.1	33.5	78.7	72.0	77.1	35.7	51.5	38.6	10.3	16.6
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	0.3	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
Prince George-Kamloops EM				0.5	1.0	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	2.0	2.0	2.0	0.5	1.0	1.0	1.0	0.0	0.0
Doctors (1/4/2010-5/30/2010)	MTWTF..	03:28 PM	04:30 PM															
Vancouver DM				1.0	1.0	0.4	1.0	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	0.0



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 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: 2/8/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Dawson Creek				1.0	2.0	3.0	2.0	2.0	3.0	5.0	4.0	4.0	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	0.0
Prince Albert				1.0	1.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	1.0	2.0	1.0	2.0	1.0	1.0
Calgary DM				1.0	2.0	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	1.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	0.4	0.1	0.2	0.3	0.1	0.4
Red Deer EM				1.0	2.0	2.0	1.0	1.0	3.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	0.1	0.2
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				1.0	2.0	2.0	2.0	2.0	3.0	4.0	3.0	3.0	1.0	1.0	0.5	1.0	0.0	0.0
Regina/MJ EM				1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	1.0	0.5	0.3	0.4	0.4	0.2	0.2
Saskatoon EM				1.0	1.0	1.0	1.0	1.0	3.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.3
Yorkton				3.0	3.0	3.0	3.0	3.0	5.0	5.0	5.0	5.0	1.0	0.0	1.0	1.0	0.0	0.0
Winnipeg EM				1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	0.1	0.1	0.4	1.0	0.0
Brandon				1.0	2.0	2.0	1.0	1.0	2.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	0.0	0.4
Toronto/Hamilton DM				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	0.2	0.5
Ottawa Eng EM				1.0	1.0	0.2	0.5	1.0	1.0	0.3	1.0	1.0	0.5	0.2	0.2	0.3	0.0	0.0
Kitchener EM				1.0	1.0	0.5	1.0	1.0	1.0	1.0	1.0	1.0	0.3	0.2	0.2	0.2	0.2	0.2
London EM				1.0	1.0	0.4	0.4	1.0	1.0	1.0	1.0	1.0	0.5	0.2	0.2	0.3	0.1	0.1
Kitchener-London EM				1.0	1.0	0.5	1.0	1.0	1.0	1.0	1.0	1.0	0.4	0.2	0.2	0.2	0.1	0.1
Barrie EM				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	0.3	0.0
Kingston EM				1.0	1.0	0.4	0.5	0.5	1.0	1.0	1.0	1.0	0.2	0.0	0.1	0.1	0.1	0.0
Peterborough 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	0.0	0.0
Sud/Tim/NB/SSM				2.0	2.0	1.0	1.0	2.0	3.0	2.0	2.0	2.0	1.0	0.5	1.0	1.0	1.0	0.2
Windsor EM				1.0	1.0	0.1	0.4	0.4	1.0	0.2	1.0	1.0	0.4	0.0	0.1	0.1	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				0.4	1.0	0.1	0.3	0.4	1.0	0.2	1.0	1.0	0.2	0.0	0.2	0.2	0.1	0.0
Halifax EM				1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	1.0	0.4	1.0	1.0	0.2	0.3
Saint John/Moncton EM				2.0	2.0	2.0	2.0	2.0	4.0	3.0	3.0	3.0	1.0	0.4	1.0	1.0	0.5	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	0.3	0.4	1.0	3.0	0.0
Charlottetown EM				1.0	1.0	1.0	1.0	2.0	2.0	1.0	2.0	3.0	0.5	0.0	0.5	1.0	0.4	0.0
St. Johns/CB EM				4.0	5.0	3.0	4.0	4.0	7.0	6.0	5.0	6.0	3.0	1.0	2.0	2.0	0.2	0.4
TC/Full Coverage				301.6	273.3	72.4	126.3	120.7	180.6	37.9	73.8	76.7	92.7	34.5	52.5	44.0	10.1	18.2
Pembroke EM				1.0	2.0	1.0	1.0	1.0	3.0	2.0	1.0	2.0	0.4	0.0	0.0	0.2	1.0	1.0
Swift Current EM				1.0	1.0	0.4	1.0	1.0	1.0	1.0	1.0	1.0	0.4	0.3	0.4	0.4	0.3	0.3



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 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: 2/8/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Terrace-Kitmat EM				1.0	1.0	0.1	1.0	1.0	2.0	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	2.0	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	1.0	0.4	0.5	0.0	0.3
Y&R (1/4/2010-5/30/2010)	MTWTF..	04:28 PM	05:30 PM															
Vancouver DM				2.0	2.0	1.0	1.0	1.0	3.0	1.0	2.0	2.0	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	3.0	3.0	4.0	7.0	6.0	6.0	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				3.0	4.0	0.0	1.0	2.0	6.0	0.0	2.0	3.0	1.0	0.0	0.0	0.0	0.0	0.0
Calgary DM				3.0	4.0	3.0	2.0	3.0	5.0	4.0	3.0	3.0	2.0	2.0	2.0	2.0	1.0	2.0
Edmonton EM				4.0	5.0	3.0	3.0	3.0	8.0	4.0	5.0	5.0	2.0	1.0	1.0	1.0	1.0	1.0
Red Deer EM				3.0	4.0	1.0	2.0	3.0	6.0	3.0	3.0	5.0	1.0	0.2	0.4	0.4	1.0	1.0
Medicine Hat				4.0	5.0	1.0	2.0	3.0	7.0	2.0	4.0	6.0	2.0	0.4	0.4	0.5	0.2	1.0
Lloydminster				3.0	4.0	2.0	2.0	3.0	7.0	5.0	5.0	6.0	2.0	0.1	0.3	0.5	0.1	0.1
Regina/MJ EM				3.0	3.0	1.0	2.0	2.0	5.0	3.0	3.0	3.0	1.0	0.0	0.3	0.4	1.0	0.2
Saskatoon EM				2.0	3.0	0.3	1.0	2.0	4.0	0.4	2.0	3.0	1.0	0.3	1.0	1.0	0.0	0.3
Yorkton				2.0	2.0	0.3	1.0	1.0	4.0	1.0	1.0	2.0	1.0	0.0	0.0	0.3	0.0	1.0
Winnipeg EM				4.0	5.0	2.0	2.0	4.0	7.0	4.0	4.0	6.0	2.0	0.3	1.0	1.0	0.2	0.4
Brandon				4.0	5.0	1.0	3.0	3.0	8.0	2.0	4.0	6.0	2.0	0.3	1.0	1.0	0.5	1.0
Toronto/Hamilton DM				3.0	3.0	3.0	3.0	3.0	5.0	4.0	4.0	4.0	2.0	2.0	2.0	2.0	3.0	2.0
Ottawa Eng EM				4.0	5.0	1.0	3.0	4.0	7.0	1.0	5.0	6.0	2.0	1.0	1.0	1.0	3.0	0.5
Kitchener EM				4.0	4.0	2.0	2.0	3.0	7.0	2.0	4.0	5.0	2.0	1.0	1.0	1.0	1.0	1.0
London EM				4.0	5.0	2.0	3.0	4.0	7.0	3.0	5.0	6.0	2.0	1.0	1.0	2.0	0.2	0.5
Kitchener-London EM				4.0	4.0	2.0	3.0	3.0	7.0	2.0	4.0	5.0	2.0	1.0	1.0	1.0	0.4	1.0
Barrie EM				5.0	6.0	3.0	4.0	5.0	9.0	4.0	6.0	8.0	3.0	1.0	1.0	2.0	0.4	1.0
Kingston EM				6.0	7.0	3.0	4.0	6.0	10.0	5.0	7.0	9.0	4.0	1.0	2.0	3.0	0.3	0.4
Peterborough EM				5.0	6.0	4.0	4.0	4.0	9.0	8.0	7.0	7.0	2.0	0.3	0.5	1.0	3.0	0.0
Sud/Tim/NB/SSM				8.0	9.0	4.0	6.0	7.0	13.0	7.0	9.0	11.0	5.0	1.0	2.0	3.0	2.0	1.0
Windsor EM				1.0	2.0	0.4	1.0	1.0	3.0	1.0	2.0	2.0	1.0	0.2	0.2	0.2	0.3	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				1.0	1.0	0.5	1.0	1.0	2.0	1.0	2.0	2.0	0.4	0.1	0.2	0.2	0.1	0.2
Halifax EM				1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	1.0	0.3	0.3	1.0	0.2	0.0



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 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: 2/8/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Saint John/Moncton EM				1.0	2.0	0.2	1.0	1.0	2.0	0.3	1.0	2.0	1.0	0.2	0.4	0.5	1.0	0.4
Sydney/GB EM				3.0	3.0	1.0	2.0	3.0	5.0	1.0	3.0	4.0	2.0	0.0	1.0	1.0	1.0	0.3
Charlottetown EM				1.0	1.0	0.0	1.0	1.0	2.0	0.1	1.0	1.0	0.3	0.0	0.0	0.0	0.3	0.2
St. Johns/CB EM				9.0	11.0	5.0	7.0	9.0	16.0	9.0	12.0	14.0	6.0	2.0	3.0	4.0	0.4	0.4
TC/Full Coverage				855.6	779.3	154.5	332.5	345.1	559.2	100.7	217.2	233.4	220.1	53.8	115.3	111.7	38.3	38.0
Pembroke EM				7.0	8.0	2.0	4.0	5.0	12.0	2.0	5.0	8.0	5.0	2.0	2.0	3.0	4.0	0.5
Swift Current EM				3.0	4.0	0.4	2.0	3.0	7.0	1.0	3.0	4.0	2.0	0.0	1.0	2.0	1.0	0.0
Terrace-Kitmat EM				1.0	1.0	0.0	1.0	1.0	1.0	0.0	1.0	2.0	0.3	0.0	0.0	0.1	0.0	0.0
Prince George-Kamloops EM				1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	1.0	1.0	0.0	0.3	0.3	0.0	0.5
Kelowna EM				2.0	2.0	0.3	1.0	1.0	3.0	0.0	1.0	2.0	1.0	1.0	0.3	0.4	0.0	0.0
ETC Late Night (1/4/2010-5/30/2010)	MTWTF..	11:28 PM	12:00 AM															
Vancouver DM				2.0	2.0	1.0	1.0	2.0	3.0	2.0	2.0	2.0	2.0	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				1.0	2.0	1.0	1.0	1.0	2.0	2.0	3.0	1.0	1.0	0.0	0.5	0.5	1.0	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				1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	0.4	0.5	1.0	0.3	0.1
Calgary DM				2.0	2.0	1.0	1.0	2.0	3.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
Edmonton EM				0.1	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
Red Deer EM				0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0
Medicine Hat				0.2	0.2	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.1
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	0.0
Regina/MJ EM				0.3	0.3	0.2	0.2	0.3	0.3	0.0	0.1	0.3	0.4	0.3	0.3	0.4	0.2	0.0
Saskatoon EM				0.2	0.2	0.1	0.1	0.2	0.3	0.0	0.2	0.2	0.2	0.1	0.1	0.2	0.2	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				0.3	0.4	0.2	0.3	0.4	0.4	0.2	0.4	0.4	0.3	0.2	0.3	0.3	0.0	0.2
Brandon				0.1	0.1	0.2	0.1	0.0	0.1	0.4	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0
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	1.0
Ottawa Eng EM				0.0	0.0	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0
Kitchener EM				0.1	0.1	0.2	0.1	0.1	0.1	0.3	0.2	0.2	0.1	0.0	0.1	0.1	0.0	0.0
London EM				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kitchener-London EM				0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.0	0.1	0.1	0.0	0.0
Barrie EM				0.1	0.1	0.0	0.0	0.0	0.2	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men
 Coverage: Estimates
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 2/8/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience													
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217
Kingston EM				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peterborough EM				0.1	0.1	0.0	0.2	0.2	0.1	0.0	0.1	0.1	0.1	0.0	0.2	0.2	0.0
Sud/Tim/NB/SSM				0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0
Windsor EM				0.0	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
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	0.2	0.1	0.1	0.1	0.3	0.2	0.1	0.1	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
Saint John/Moncton EM				0.1	0.1	0.1	0.2	0.2	0.0	0.0	0.1	0.1	0.1	0.2	0.3	0.3	0.0
Sydney/GB EM				0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0
Charlottetown EM				0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	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
TC/Full Coverage				78.6	75.0	18.8	38.0	35.4	44.3	9.6	22.7	22.7	30.7	9.2	15.3	12.7	1.6
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				0.2	0.3	0.2	0.2	0.3	0.2	0.0	0.1	0.2	0.3	0.3	0.2	0.3	0.2
Terrace-Kitmat EM				0.2	0.2	0.0	0.3	0.4	0.4	0.0	1.0	1.0	0.1	0.0	0.0	0.1	0.0
Prince George-Kamloops EM				0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0
Kelowna 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	0.0	0.0
ET Late Night (1/4/2010-5/30/2010)	MTWTF..	11:58 PM	12:30 AM														
Vancouver DM				4.0	4.0	2.0	3.0	3.0	6.0	3.0	3.0	4.0	3.0	2.0	2.0	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
Dawson Creek				2.0	2.0	1.0	1.0	2.0	3.0	2.0	3.0	2.0	1.0	0.1	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
Prince Albert				1.0	2.0	0.4	0.5	1.0	2.0	1.0	1.0	2.0	1.0	0.0	0.0	0.5	0.0
Calgary DM				2.0	2.0	1.0	1.0	2.0	3.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	1.0
Edmonton EM				0.2	0.2	0.1	0.2	0.2	0.2	0.1	0.2	0.2	0.1	0.1	0.2	0.1	0.1
Red Deer EM				0.1	0.2	0.1	0.1	0.1	0.2	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1
Medicine Hat				1.0	1.0	0.5	0.3	0.5	1.0	1.0	0.5	1.0	1.0	0.2	0.2	0.5	0.1
Lloydminster				0.1	0.1	0.3	0.2	0.1	0.2	0.5	0.3	0.3	0.1	0.0	0.0	0.0	0.0
Regina/MJ EM				0.2	0.2	0.2	0.2	0.2	0.3	0.0	0.1	0.3	0.2	0.3	0.2	0.2	0.0
Saskatoon EM				0.2	0.2	0.0	0.1	0.1	0.2	0.0	0.1	0.2	0.2	0.0	0.0	0.1	0.2
Yorkton				0.1	0.1	0.3	0.2	0.2	0.2	1.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0
Winnipeg EM				0.2	0.2	0.1	0.2	0.2	0.3	0.1	0.2	0.3	0.2	0.1	0.2	0.2	0.0



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 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: 2/8/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
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
Toronto/Hamilton DM				2.0	2.0	1.0	2.0	2.0	3.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	2.0	1.0
Ottawa Eng EM				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	0.0	0.0
Kitchener EM				0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.1	0.0
London EM				0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.0	0.0
Kitchener-London EM				0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.2	0.2	0.0	0.1	0.0	0.1	0.1	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	0.1	0.1	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	0.1	0.1	0.0	0.0
Sud/Tim/NB/SSM				0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0
Windsor EM				0.0	0.0	0.2	0.1	0.1	0.1	0.2	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				0.1	0.1	0.2	0.1	0.1	0.1	0.3	0.2	0.2	0.1	0.0	0.0	0.1	0.0	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	0.1	0.1	0.1	0.1	0.0	0.0
Sydney/GB 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
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	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.3	1.0	1.0	0.4	0.4
TC/Full Coverage				136.6	128.4	29.4	65.1	63.6	78.8	18.0	41.3	39.5	49.6	11.4	23.8	24.1	4.1	4.1
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	0.2	0.1	0.2	0.2	0.0	0.1	0.2	0.2	0.3	0.2	0.2	0.0	0.0
Terrace-Kitmat EM				0.3	0.4	0.0	0.1	1.0	0.4	0.0	0.3	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 (1/4/2010-5/30/2010)SS	12:58 PM	04:00 PM															
Vancouver DM				1.0	1.0	2.0	1.0	1.0	1.0	2.0	2.0	1.0	1.0	2.0	1.0	1.0	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	0.4	1.0	1.0	0.2	0.3	1.0	0.5	0.2	1.0	2.0	1.0	0.3	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				0.4	0.5	1.0	1.0	0.5	0.2	1.0	0.5	0.0	1.0	2.0	1.0	1.0	0.0	0.0
Calgary DM				1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	2.0	2.0	3.0	1.0
Edmonton EM				1.0	0.5	1.0	1.0	0.5	0.4	1.0	0.5	0.4	0.5	1.0	1.0	1.0	1.0	1.0



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 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: 2/8/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Red Deer EM				0.5	0.4	0.3	0.4	0.4	0.3	0.3	0.2	0.2	0.3	0.2	0.4	0.5	2.0	0.2
Medicine Hat				0.2	0.2	0.3	0.2	0.2	0.1	0.2	0.2	0.1	0.2	0.4	0.3	0.3	0.4	0.1
Lloydminster				1.0	1.0	2.0	1.0	0.4	0.3	1.0	0.5	0.0	1.0	3.0	1.0	1.0	1.0	0.4
Regina/MJ 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	2.0	1.0	2.0
Saskatoon EM				1.0	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
Yorkton				0.5	0.4	1.0	1.0	0.5	0.3	1.0	1.0	0.4	0.5	2.0	1.0	1.0	1.0	1.0
Winnipeg 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	0.4	0.5
Brandon				0.4	0.5	1.0	1.0	0.4	0.4	0.4	1.0	1.0	0.5	1.0	1.0	0.2	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	2.0	1.0	1.0	1.0	1.0
Ottawa Eng EM				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	1.0	1.0
Kitchener EM				1.0	0.5	1.0	1.0	0.5	0.5	1.0	1.0	1.0	0.5	1.0	1.0	0.4	2.0	0.4
London EM				0.5	0.5	1.0	1.0	1.0	0.4	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.3
Kitchener-London EM				0.5	0.5	1.0	1.0	1.0	0.5	1.0	1.0	1.0	0.5	1.0	1.0	0.5	1.0	0.3
Barrie EM				0.5	0.5	0.4	1.0	1.0	0.3	0.4	0.5	0.3	1.0	0.4	1.0	1.0	1.0	0.5
Kingston EM				1.0	0.4	1.0	1.0	0.4	0.3	1.0	1.0	0.3	1.0	1.0	1.0	0.5	2.0	0.4
Peterborough EM				0.5	0.5	1.0	1.0	1.0	0.3	0.2	0.4	0.5	1.0	2.0	1.0	1.0	1.0	0.4
Sud/Tim/NB/SSM				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	0.2
Windsor EM				0.4	0.4	1.0	0.5	0.5	0.3	0.4	0.4	0.4	0.4	1.0	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				1.0	1.0	1.0	1.0	1.0	0.4	1.0	0.5	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Halifax EM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Saint John/Moncton EM				1.0	1.0	1.0	1.0	1.0	0.5	1.0	1.0	0.5	1.0	1.0	1.0	1.0	2.0	0.5
Sydney/GB EM				1.0	0.5	0.3	1.0	1.0	0.4	0.0	0.5	0.5	1.0	1.0	1.0	1.0	4.0	1.0
Charlottetown EM				0.1	0.2	0.2	0.3	0.3	0.1	0.3	0.2	0.2	0.2	0.1	0.3	0.4	0.5	0.2
St. Johns/CB EM				0.5	0.5	1.0	1.0	0.5	1.0	1.0	1.0	0.4	0.5	0.5	1.0	1.0	0.3	0.4
TC/Full Coverage				372.8	272.9	141.1	221.2	189.6	122.8	58.4	99.2	83.2	150.1	82.7	122.0	106.4	47.1	52.8
Pembroke EM				0.3	0.3	1.0	0.5	0.1	0.1	0.5	0.3	0.0	0.4	1.0	1.0	0.2	1.0	0.5
Swift Current EM				2.0	2.0	5.0	3.0	1.0	1.0	2.0	2.0	3.0	3.0	10.0	4.0	0.2	0.2	1.0
Terrace-Kitmat EM				0.2	0.2	0.1	0.3	0.4	0.4	0.1	1.0	1.0	0.1	0.2	0.1	0.1	1.0	0.0
Prince George-Kamloops EM				0.2	0.1	0.3	0.2	0.2	0.2	0.5	0.3	0.3	0.1	0.0	0.1	0.1	0.2	1.0
Kelowna EM				0.3	0.1	0.1	0.2	0.2	0.1	0.0	0.1	0.2	0.2	0.3	0.2	0.2	1.0	1.0



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 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: 2/8/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience													
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217
Family Guy Wknd Rotn (1/4/2010-5/30/2010)SS	01:28 PM	05:30 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	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	1.0	1.0	1.0	1.0	1.0	0.3	1.0	1.0	2.0	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				0.5	0.4	1.0	1.0	0.5	0.5	2.0	1.0	0.5	0.2	0.0	0.5	0.5	1.0
Calgary DM				1.0	1.0	2.0	2.0	1.0	1.0	2.0	1.0	1.0	2.0	3.0	2.0	2.0	3.0
Edmonton EM				1.0	1.0	1.0	1.0	1.0	0.5	1.0	1.0	0.4	1.0	1.0	1.0	1.0	0.4
Red Deer EM				0.5	1.0	1.0	1.0	0.5	1.0	1.0	1.0	0.4	0.5	1.0	0.5	0.5	1.0
Medicine Hat				0.4	0.3	1.0	0.5	0.3	1.0	2.0	1.0	0.2	0.5	0.5	0.5	1.0	0.1
Lloydminster				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	1.0
Regina/MJ 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	0.3
Saskatoon EM				1.0	1.0	2.0	2.0	2.0	1.0	2.0	2.0	1.0	1.0	2.0	2.0	2.0	1.0
Yorkton				1.0	0.5	1.0	1.0	0.5	0.5	1.0	1.0	0.4	0.5	1.0	1.0	1.0	3.0
Winnipeg EM				1.0	1.0	1.0	1.0	1.0	0.5	1.0	1.0	0.4	1.0	2.0	1.0	1.0	0.2
Brandon				0.5	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	0.4	1.0	1.0	1.0	0.2
Toronto/Hamilton DM				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	0.4
Ottawa Eng EM				0.4	0.3	1.0	0.4	0.5	0.3	0.5	0.3	0.3	0.5	1.0	1.0	1.0	0.3
Kitchener 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
London EM				1.0	1.0	1.0	1.0	1.0	0.5	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.1
Kitchener-London EM				1.0	1.0	1.0	1.0	1.0	0.5	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.1
Barrie EM				1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	2.0	0.5
Kingston EM				1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	0.4	1.0	2.0	1.0	1.0	0.4
Peterborough EM				1.0	1.0	2.0	2.0	1.0	1.0	2.0	1.0	1.0	1.0	3.0	2.0	1.0	0.2
Sud/Tim/NB/SSM				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	0.5
Windsor EM				0.3	0.2	0.4	0.3	0.3	0.2	0.2	0.2	0.2	0.3	0.5	0.5	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
Montreal Eng. EM				1.0	0.5	1.0	1.0	1.0	0.4	0.3	0.3	0.4	1.0	1.0	1.0	2.0	0.5
Halifax EM				1.0	1.0	1.0	1.0	1.0	0.4	1.0	0.4	1.0	1.0	1.0	1.0	1.0	0.1
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	2.0	0.2
Sydney/GB EM				1.0	1.0	1.0	1.0	1.0	1.0	0.1	1.0	1.0	1.0	2.0	2.0	1.0	3.0
Charlottetown EM				0.4	0.4	1.0	1.0	1.0	0.3	0.3	0.5	0.3	1.0	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: 2/8/2010

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				0.5	0.5	1.0	1.0	1.0	0.3	1.0	0.5	0.5	1.0	2.0	1.0	1.0	1.0	0.1
TC/Full Coverage				389.6	317.7	163.8	241.7	198.1	138.9	68.5	104.9	82.8	178.8	95.3	136.8	115.3	42.8	29.1
Pembroke EM				1.0	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	0.0
Swift Current EM				1.0	1.0	2.0	1.0	1.0	1.0	2.0	2.0	2.0	0.4	1.0	1.0	0.4	0.0	0.5
Terrace-Kitmat EM				1.0	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	2.0	1.0	1.0	1.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	0.3	1.0
Kelowna EM				1.0	1.0	1.0	0.5	1.0	0.5	0.0	0.3	0.4	1.0	1.0	1.0	1.0	0.5	0.2
Saturday Night Live (1/4/2010-5/30/2010)S.	11:28 PM	01:00 AM															
Vancouver DM				2.0	3.0	2.0	3.0	3.0	3.0	2.0	3.0	3.0	3.0	2.0	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				0.5	1.0	0.5	1.0	1.0	1.0	0.4	1.0	1.0	1.0	1.0	1.0	1.0	0.4	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				0.0	0.0	0.0	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	2.0	3.0	2.0	2.0	1.0	2.0	2.0	1.0	2.0	3.0	2.0	2.0	1.0	1.0
Edmonton 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	1.0	0.0
Red Deer EM				0.3	0.4	1.0	0.4	0.4	0.3	0.5	0.4	0.4	0.3	1.0	0.4	0.4	0.1	0.0
Medicine Hat				0.5	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	4.0	1.0	1.0	0.3	0.2
Lloydminster				0.1	0.1	0.2	0.2	0.1	0.2	0.3	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Regina/MJ EM				0.3	0.3	1.0	0.5	1.0	0.4	1.0	1.0	1.0	0.2	0.3	0.3	0.3	1.0	0.0
Saskatoon EM				0.4	0.5	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.2	0.0	0.1	0.2	1.0	0.2
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	0.0
Winnipeg EM				1.0	1.0	1.0	1.0	1.0	1.0	0.2	0.5	1.0	1.0	2.0	1.0	1.0	0.4	0.0
Brandon				0.4	0.5	0.5	1.0	1.0	0.4	0.5	1.0	1.0	0.5	0.5	1.0	1.0	0.0	0.0
Toronto/Hamilton DM				2.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	4.0	3.0	3.0	2.0	1.0
Ottawa Eng 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	2.0	0.4	0.0
Kitchener 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	0.4
London EM				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	0.3	0.0
Kitchener-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	0.5	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	1.0	1.0
Kingston EM				1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	0.4	0.0	0.3	0.4	0.5	0.0
Peterborough 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
Sud/Tim/NB/SSM				1.0	1.0	1.0	2.0	2.0	1.0	2.0	2.0	2.0	1.0	0.5	2.0	2.0	0.0	1.0



Master Planner

Stations: Global Canada
 Date Range: Sp 10 (3/8/2010-3/21/2010)
 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: 2/8/2010

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	2.0	2.0	2.0	2.0	1.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	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				2.0	2.0	3.0	2.0	3.0	2.0	2.0	2.0	2.0	3.0	3.0	3.0	0.1	0.0	
Halifax EM				1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	1.0	2.0	1.0	0.0	
Saint John/Moncton EM				0.3	0.3	0.5	0.3	0.2	0.1	0.0	0.1	0.1	0.5	1.0	0.5	0.4	0.0	0.0
Sydney/GB EM				0.5	0.5	0.1	1.0	1.0	0.4	0.4	1.0	1.0	1.0	1.0	1.0	2.0	0.0	
Charlottetown EM				0.4	0.5	1.0	1.0	1.0	0.4	1.0	0.5	0.5	0.5	1.0	1.0	1.0	0.0	
St. Johns/CB EM				0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.3	0.3	0.1	0.0	0.0	0.1	0.0	0.0
TC/Full Coverage				469.9	425.1	155.3	298.5	283.0	214.4	65.9	142.3	140.5	210.7	89.4	156.2	142.5	24.7	20.1
Pembroke EM				0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	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				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	2.0	0.0	0.4
Prince George-Kamloops EM				1.0	1.0	0.0	0.3	1.0	1.0	0.0	0.1	0.4	1.0	0.0	1.0	1.0	0.0	0.0
Kelowna EM				1.0	1.0	0.0	0.5	1.0	1.0	0.0	0.5	0.5	1.0	0.0	1.0	1.0	0.0	0.0