



Universal Pacing & Posts Release Notes 05/07/2025

This release includes updates to Oxygen plans, the Platform filter, and the thumbnail/application name.

What's new in this release

This release includes the following enhancements:

- Updated logic to report out Guaranteed Delivery % updates for Oxygen plans
- Option to apply a new version of the Platform Filter
- New icon and title on landing page

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Guaranteed / Non-Guaranteed Oxygen plans

This update impacts converter properties (e.g., Oxygen) only, and continues to apply as you convert other properties. The Universal Pacing grid and posts are also updated.

Guaranteed Delivery % column added

A new **Guaranteed Delivery %** column displays guaranteed Oxygen plans at a number other than 100% or non-guaranteed Oxygen plans at a number other than 0%. Oxygen plans at 100% and all other properties still in OnAir are displayed as blank in the **Guaranteed Delivery %** column.

A new option is available under the **Linear Attributes** drop down allowing you to choose **Guarantee Delivery %** as an option.

Group	Plan Attributes	Linear Attributes	Linear Guar Status	Plan Property
ABC Television Network				
209081: ABC 4Q'24-3Q'25 BYU Portfolio Link	90%		Guaranteed	Oxygen
P25-54			Guaranteed	EI
Linear			Guaranteed	USA
			Guaranteed	EI
			Guaranteed	CNBC
			Guaranteed	EI
	90%		Guaranteed	Oxygen
			Guaranteed	Bravo
			Guaranteed	USA
			Guaranteed	Bravo
			Guaranteed	EI
Amazon.com, INC				
203301: Amazon.com XCM BYU 24/25 Portfolio Link				

Guaranteed impressions now reflect the new guaranteed delivery % and CPMS are impacted as they are calculated, but guaranteed dollars remain unchanged.

For non-guaranteed Oxygen plans, guaranteed dollars and impressions are reported as **0**. Guaranteed impressions have been updated for any Oxygen plans that aren't 100% and/or Oxygen plans that have a 0% guaranteed delivery.

Percent indicator added

A percent indicator (%) now appears next to the post icon on the main page and in the **Plan Link/Plan** column in Client view letting you know that the Plan Link/Plan contains more plans with guaranteed delivery that is not 100.

ABC Television Network		
> 205134: ABC 22-23 BYU ELG Portfolio 570257		
> 208426: ABC Television Network 21/22 Broadcast Upfront Deal (Bravo, EI, Oxygen, USA)		
> 209081: ABC 4Q'24-3Q'25 BYU Portfolio Link	%	
> 209461: ABC 23-24 UF Cable Link (Bravo, EI, Oxygen, USA)		
> 214524: ABC 20-21 Upfront Oxygen		
Ace Hardware		

Universal Pacing & Posts Hi Marcelle

Search: Gross Net Actuals Only Actuals + Factored Thru Date 2Q25

Drag here to set row groups

Plan Attributes				Imp Var To GTD (000)	
Advertiser	Plan Link/Plan	Demo	Plan Rating Source	Linear	Total
1-800-Flowers.com, INC	218483: 1-800-Flowers.com 2Q22 Scatter PTV 117623001 Oxygen	P2+	C3	2,187	2,187
Abbott Laboratories	97372: Abbott PediaSure 3Q23 6-26 6-30 Scatter Oxygen-V1	F18-49	C3	2,225	2,225
Abbott Laboratories	126385: Abbott Laboratories 1Q24 ATP Oxygen V3-V1	P35-64	C3	5,111	5,111
Abbott Laboratories	203785: Abbott Labs ICON (PediaSure) 23-24 UF Portfolio Link 653827	% F18-34	C3	(467)	(467)
Abbott Laboratories	203971: Abbott Glucerna (Midas) 4Q24-3Q25 BYU Portfolio Link	% P35+	C3	3,087	3,087
Abbott Laboratories	204367: Abbott Ensure (Midas) 4Q24-3Q25 BYU Portfolio Link	% P35+	C3	1,998	1,998
Abbott Laboratories	207148: Abbott PediaSure (Midas) 4Q24-3Q25 BYU Portfolio Link	% F18-34	C3	(1,117)	(1,117)
Abbott Laboratories	208687: Abbott PediaLyte (Midas) 1Q25 EI + Oxygen	% F18-49	C3	(5,149)	(5,149)
Abbott Laboratories	212486: Abbott Ensure + Glucerna (Midas) 2Q25 SCT Portfolio	% P35+	C3	(2,030)	(2,030)
AbbVie, INC	136228: AbbVie (Vraylar) / APEX - Oxygen 2Q24 Scatter-V1	% F35+	C3	(377)	(377)
AbbVie, INC	192544: AbbVie (APEX) Skynizi PsA - Oxygen 4Q24 BYU Barter	% P35+	C3	(13,617)	(13,617)
AbbVie, INC	193686: AbbVie (APEX) Rimvoq RA - Oxygen 4Q24 BYU Barter	% P35+	C3	(20,517)	(20,517)
AbbVie, INC	202955: AbbVie, INC 2024-25 Broadcast Upfront Portfolio Link	% P25-54	C3, C7	(654,666)	(654,666)
AbbVie, INC	209920: AbbVie - 23/24 Upfront Portfolio (EM, NW, Daytime(NDS), Prime, LN, MS, CNBC Prime, SyFy, Bravo, Oxy, USA, Syndication, Olympics Prime RXP)	% One or more plans has an adjusted guaranteed delivery %			
ABC Television Network	205134: ABC 22-23 BYU ELG Portfolio 570257	% P25-54	C3	(1,595)	(1,595)
ABC Television Network	209081: ABC 4Q24-3Q25 BYU Portfolio Link	% P25-54	C3	(4,545)	(4,545)

Updated footnotes/notations

Footnotes and notations are now available on the **Platform Summary** and **Linear Plan Details** pages.

Linear Imps Through: 03/23/2025
 Digital Imps Through: -
 * One or more plans have guaranteed impressions and guaranteed CPMs adjusted by guarantee delivery %

<p>PLAN LINK NAME/PLAN NAME: ABC 4Q24-3Q25 BYU Portfolio Link</p> <p>PRESENTED TO: OMG23</p> <p>PRESENTED BY: Taylor Tinsley</p> <p>CREATED: 05/02/2025</p> <p>Property(ies): Oxygen</p> <p>Advertiser: ABC Television Network</p> <p>Agency: OMG23</p> <p>Marketplace: Broadcast Upfront</p> <p>Plan #: 154718</p> <p>Plan Name: ABC 24-25 UF Oxygen (4Q24)</p> <p>AE: Taylor Tinsley</p> <p>Demo: P25-54</p> <p>Linear Impressions: C3</p> <p>Linear Flight Date: 09/30/2024 - 03/30/2025</p> <p>Linear Imps Through: 10/02/2024</p> <p><small>* Plan allocation impressions and CPMs adjusted by guarantee delivery %</small></p>	<p>PLAN 154718</p> <p>PLAN ALLOCATION (GUARANTEED DELIVERY OF 90%)</p> <p>GROSS DOLLARS</p> <p>NET DOLLARS</p> <p>GROSS CPM</p> <p>NET CPM</p> <p>IMPRESSIONS (000)</p> <p>DELIVERED</p> <p>IMPRESSIONS (000)</p> <p>CASH</p> <p>IMP VAR (000)</p> <p>IMP INDEX</p>
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Platform filter updates

You can now apply the **Platform** filter to return all plans in a plan link—even those that are not the platform selected in the filter. You can see the entire plan link stewardship values even when filtering on a platform.

You can apply a partial **Platform Filter** that functions as it currently works. The filter returns only plans that are the filtered platform.

The screenshot shows a table with columns: Group, Advertiser, CDeal #, Compliant Flag, Plan ID, and Plan Name. The table is filtered to show 'Digital Sports' and 'Linear' categories. A sidebar on the right contains filters for 'Contains Rating Sources', 'Select Compliant Status', 'Select Plan Link(s)/Plan(s)', 'Contains Linear Guar Status', and 'Platform Filter'. The 'Platform Filter' is currently set to 'Digital Sports'.

Group	Advertiser	CDeal #	Compliant Flag	Plan ID	Plan Name
5254177: Acushnet Company (FootJoy) CYU One Platform - 2024 - Digital Sports					
P2+					
Digital Sports					
3M Company			Non Compliant	5254177	Acu
209882: 3M Tokyo 2020 ONE CPM Olympics					
P25-54					
Digital Sports					
Linear					
3M Company	33745		Compliant	5150809	3M
3M Company	33745		Compliant	1197001	3M
3M Company	33745		Compliant	1223988	3M
Accenture					
203342: Accenture Paris Olympics 2024 + Digital					
P2+					
Digital Sports					

Warning for returned plan/plan links

A new warning banner at the top of the page and a hover over the **Platform** filter indicates that the plans/plan links are returned only if they match the selected platform(s).

The screenshot shows the same interface as above, but with a warning banner at the top: "Partial platform filter is being applied in current view and will not return entire plan link/plan and will only display plans/lines which match selected platform(s)". A tooltip over the 'Platform Filter' dropdown says: "Partial filter will not return entire plan link/plan and will only display plans/lines which match selected platform(s)".

New thumbnail and name

A new thumbnail is available for Universal Pacing to align more closely with UWS. The application name has also been updated to **Universal Pacing & Posts**.



Need help?

For assistance with any Universal Pacing & Posts issues, please reach out to NBCUniCITechOpsSupport@nbcuni.com.