



# 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.

The screenshot shows a software interface for managing media plans. At the top, there's a navigation bar with 'Advertiser', 'Plan Link/Plan', 'Demo', and 'Platform'. Below the navigation is a table with columns: 'Group', 'Plan Attributes', 'Linear Attributes', 'Linear Guar Status', and 'Plan Property'. The 'Linear Attributes' column contains a 'Guaranteed Delivery %' header with a red box around it. In the 'Plan Attributes' column, there's a row for '209081: ABC 4Q'24-3Q'25 BYU Portfolio Link' with a '90%' value. The 'Linear Attributes' dropdown menu on the right is expanded, with a red box highlighting the 'Guarantee Delivery %' option under the 'Measures' section.

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%.

The screenshot shows a list of media plans under 'ABC Television Network'. The 'Plan Link/Plan' column contains several entries, with the last one, '214524: ABC 20-21 Upfront Oxygen', having a red arrow pointing to its post icon. A tooltip box appears next to the post icon, stating 'One or more plans has an adjusted guaranteed delivery %'. The post icon itself has a red box around it.

Search...		Gross	Net	Actuals Only	Actuals + Factored	Thru Date	2Q25
Drag here to set row groups							
Plan Attributes							
Advertiser	Plan Link/Plan	Demo	Plan Rating Source	Linear	Total	Imp Var To GTD (000)	
1-800-Flowers.com, INC	218483: 1-800-Flowers.com 2Q22 Scatter PTV 117623001 Oxygen	P2+	C3	2,187	2,1		
Abbott Laboratories	97372: Abbott Pediasure 3Q23 6-26 6-30 Scatter Oxygen-V1	F19-49	C3	2,225	2,2		
Abbott Laboratories	126385: Abbott Laboratories 1Q24 ATP Oxygen V3-V1	F35-64	C3	5,111	5,1		
Abbott Laboratories	203785: Abbott Labs ICON (Pediasure) 23-24 UF Portfolio Link 653827	%	F18-34	(467)	(467)		
Abbott Laboratories	203971: Abbott Glucerna (Midas) 4Q24-3Q25 BYU Portfolio Link	%	P35+	3,087	3,0		
Abbott Laboratories	204367: Abbott Ensure (Midas) 4Q24-3Q25 BYU Portfolio Link	%	P35+	1,998	1,9		
Abbott Laboratories	207148: Abbott Pediasure (Midas) 4Q24-3Q25 BYU Portfolio Link	%	F18-34	(1,117)	(1,117)		
Abbott Laboratories	206687: Abbott Pedialyte (Midas) 1Q25 EI + Oxygen	%	F18-49	(5,149)	(5,149)		
Abbott Laboratories	212486: Abbott Ensure + Glucerna (Midas) 2Q25 SCT Portfolio	%	P35+	(2,030)	(2,030)		
AbbVie, INC	136228: AbbVie (Vraylar) / APEX - Oxygen 2Q24 Scatter-V1	%	F35+	(377)	(377)		
AbbVie, INC	192544: AbbVie (APEX) Skyrin PsA - Oxygen 4Q24 BYU Barter	%	P35+	(13,617)	(13,617)		
AbbVie, INC	193686: AbbVie (APEX) Rinvoq RA - Oxygen 4Q24 BYU Barter	%	P35+	(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 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: -

<sup>1</sup> One or more plans have guaranteed impressions and guaranteed CPMs adjusted by guarantee delivery %

PLAN NAME/PLAN NAME:	ABC 4Q24-3Q'25 BYU Portfolio Link	PLAN 154718
PRESENTED TO:	OMG23	PLAN ALLOCATION (GUARANTEED DELIVERY OF 90%)
PRESENTED BY:	Taylor Tinsley	GROSS DOLLARS
CREATED:	05/02/2025	NET DOLLARS
Property(ies):	Oxygen	GROSS CPM
Advertiser:	ABC Television Network	NET CPM
Agency:	OMG23	IMPRESSIONS (000)
Marketplace:	Broadcast Upfront	DELIVERED
Plan #:	154718	IMPRESSIONS (000)
Plan Name:	ABC 24-25 UF Oxygen (4Q24)	CASH
AE	Taylor Tinsley	IMP VAR (000)
Demo:	P25-54	IMP INDEX
Linear Impressions:	C3	
Linear Flight Date:	09/30/2024 - 03/30/2025	
Linear Imps Through:	10/02/2024	
<sup>2</sup> Plan allocation impressions and CPMs adjusted by guarantee delivery %		

## 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 the NBCUniversal Plan Link/Plan interface. The main area displays a list of plans grouped by advertiser. A red arrow points to the 'Digital Sports' line under the '3M Company' section. Another red arrow points to the 'Linear' line under the same section. The 'FILTERS' panel on the right includes sections for 'Contains Rating Sources', 'Select Compliant Status', 'Select Plan Link(s)/Plan(s)', 'Contains Linear Guar Status', and 'Guaranteed'. It also features a 'Platform Filter' section with a dropdown for 'Select Platform' set to 'Digital Sports', a 'Partial?' toggle switch, and buttons for 'Reset to Defaults' and 'Apply'.

## 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 NBCUniversal Plan Link/Plan interface with a red banner at the top stating: '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 red arrow points to the 'Digital Sports' line under the '3M Company' section. Another red arrow points to the 'Linear' line under the same section. The 'Platform Filter' section is highlighted with a red box, showing the 'Select Platform' dropdown set to 'Digital Sports', the 'Partial?' toggle switch, and the explanatory text: 'Partial filter will not return entire plan link/plan and will only display plans/lines which match selected platform(s)'. It also includes 'Reset to Defaults' and 'Apply' buttons.

## 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](mailto:NBCUniCITechOpsSupport@nbcuni.com).