Universal Planner Release Notes

This release includes changes to the default rating stream for all UP plans as well as updates to the Nielsen Estimates, Client Rate Card, UP menu, and Line Class.

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What's new in this release

This release includes the following enhancements:

- Nielsen BDN-C3 **Rating Stream** starting 4Q25
- Create a new card for each plan; **Select Rate Card** is no longer an option
- Nielsen Estimates will now be locked
- New plan actions from the UP menu
- Common UP scenario guide
- Line Class automatic updates when flipping a plan

Populating Nilsen BDN Rating Stream

Nielsen estimates will now be on **BDN–C3**, which will populate in the **Rating Stream** field when you push UP plans to property plans.

Note: The only exception is CNBC Business Day, which continues to use **Cogent** as the rating stream.

Oxy Child Plans in UWS

Divisions still OnAir

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Rate Card and Nielsen estimate updates

When creating a plan, **Select Rate Card** is no longer an option, so you need to create a new rate card for each plan.

Additional rate card enhancements:

- When you create a new rate card, the Nielsen estimates remain locked.
- If an existing plan duplicates and/or flips from **Demo** to **Advanced**, Nielsen estimates remain locked.
- If you created a proxy plan at Upfronts but need to make modifications (e.g., adjust the Advanced Audience guarantee), duplicate the proxy plan. Nielsen estimates on existing titles remain locked.
- If you added any new titles to the OnAir rate card after plan creation, refresh the forecast or client rate card to allow the titles to become available in the UP plan using current Nielsen estimates.
- When you edit a rate card, it won't affect the Nielsen estimates on that plan.

Rate Card before

Rate Card after

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UP menu update

Click on the **ellipses** menu to view new plan actions: **Refresh Client Ratecard**, **Forecast New Titles**, **Reset Unit Rates**, and **Refresh Nielsen Ratecard**.
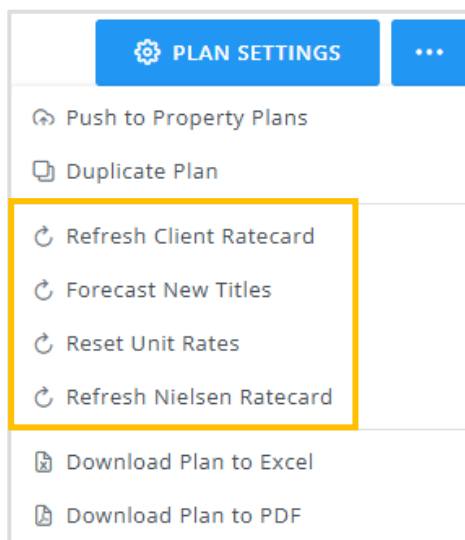
The following table defines new UP **Actions**, the **Estimated Time** for those actions, and the **Result**.

Action	Estimated time	Result
Refresh Client Rate Card	~10 seconds	Pulls in missing titles if the rate card was created before the forecast (there are already forecasts for titles that are not on the original ratecard)
Forecast New Titles	~2 hours	Generates forecasts for new titles that were not on the original forecast and makes them available in the UP plan. **Note:** This will not update the forecast for any previous titles
Reset Unit Rates	Immediate	Resets the unit rates to match the new data if you edited the Client Ratecard (e.g., Updated Property Averages, Upfront Sales data, Premium, what is held constant) without needing to re-optimize the plan
Refresh Nielsen Ratecard	Immediate	Pulls in the latest Nielsen estimates/OnAir ratecards for all properties within a Demo Optimized plan. **Note:** This only applies to Demo Opti plans today. If you need new estimates for a specific property only, refresh within the child plan

Common UP scenarios

The following table includes expected UP cause and effect scenarios.

If…	Then…
You create a new UP plan from scratch	Your plan pulls in current Nielsen estimates
You need to update Nielsen estimates for the entire Demo Opti plan (e.g., all networks)	Click on **Refresh Nielsen Ratecard**
You need to update Nielsen estimates for an entire UP plan (e.g, all networks)	Flip the plan to Demo Opti, Refresh Nielsen Ratecard and then flip back to Custom Audience
You need to update Nielsen estimates for a specific network	Refresh the rate card within the specific property plan (i.e., not in UP)
You need to update pricing but maintain all Nielsen estimates	1. Edit/swap out the client rate card file 2. Click on **Save and Optimize** to regenerate the plan or click **Refresh Unit Rates** to keep existing units and only update pricing
You need to create a new plan but want to maintain Nielsen estimates	Duplicate the prior plan

Line Class updates

When you flip a plan from **Nielsen Demo** to **Custom Audience** or from **Custom Audience** to **Nielsen Demo**, the plan will automatically update line class as follows:

- Nielsen Demo = **Guar**
- Custom Audience = **NG Post**

Need help?

For assistance with any UWS issues, please reach out to the Tech Support team at NBCUniCITechOpsSupport@nbcuni.com.

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