UWS Release Notes 4/16/24

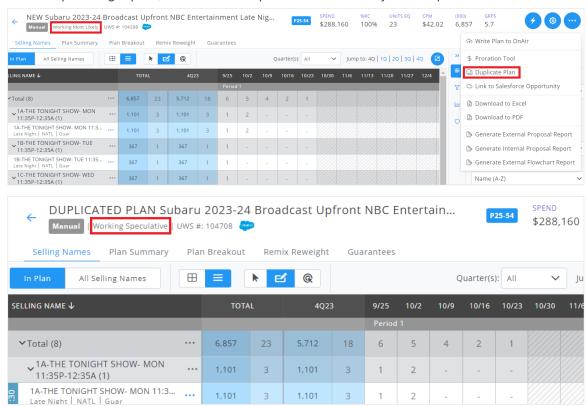
In preparation for this year's Upfront, UWS has two new features that will enhance the RMRW Dashboard and facilitate plan duplication.

What's new in this release?

This release includes updates to the status of duplicated plans as well as the RMRW Dashboard view.

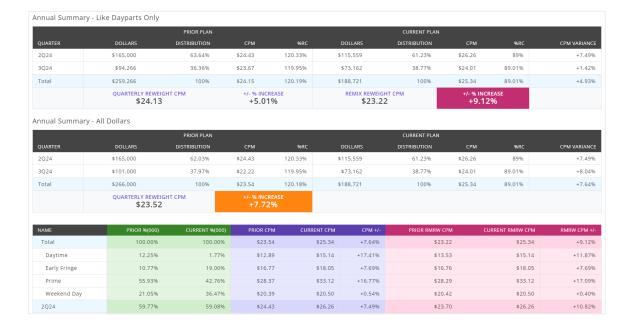
Default Working Speculative

- Previously, the status of a duplicated plan would remain the same as the status of the original plan. Now, duplicated plans will always default to Working Speculative.
- When duplicating a plan, make sure to update the status of your old plan.



RMRW Dashboard updates

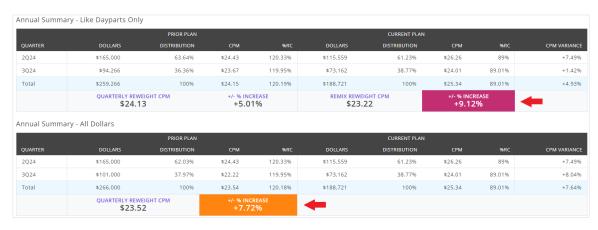
 The RMRW Report Dashboard now features color coded break-downs of Impressions, CPMs, and Reweighted CPMs.



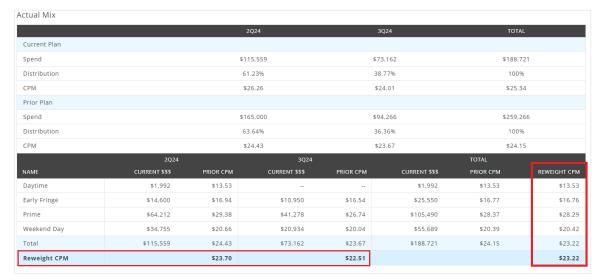
- Green columns compare **Prior** and **Current** plans. If there are new or missing dayparts, there will be an empty cell with a horizontal line to show if it's missing.
- Purple columns represent actual CPMs, and CPM +/- represents the variance between the two.
- Pink columns show the reweighted CPM value.
- Prior RMRW CPM represents the new dollar distribution divided by the prior CPM on the plan.
- Current RMRW CPM represents the new dollar distribution divided by the current CPM on the plan.
- RMRW CPM +/- shows the variance of the two RMRW CPM values.

PRIOR CPM	CURRENT CPM	CPM +/-	PRIOR RMRW CPM	CURRENT RMRW CPM	RMRW CPM +/-
\$23.54	\$25.34	+7.64%	\$23.22	\$25.34	+9.12%
\$12.89	\$15.14	+17.41%	\$13.53	\$15.14	+11.87%
\$16.77	\$18.05	+7.69%	\$16.76	\$18.05	+7.69%
\$28.37	\$33.12	+16.77%	\$28.29	\$33.12	+17.09%

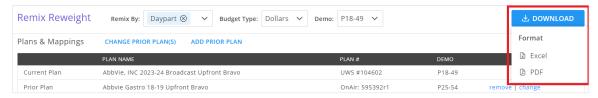
- The cell shaded with a deeper pink corresponds to reweighted CPMs.
- The orange shaded cell is not related to any of the columns previously described; it is from the Quarterly Reweight within the Annual Summary.



• The Reweighted CPM has been added to the Actual Mix tab for easier comparison.



If you export the RMRW Dashboard to Excel, all of these additional features will be included



Next steps

- Next week we will hold Planner UF refresher sessions.
- There will be four sessions to choose from that will review the new RMRW tool, other UWS features, and upcoming enhancements for the Upfront.
- Reach out to <u>uwsproductteam@nbcuni.com</u> or <u>Kelly.Tanenbaum@nbcuni.com</u> if you haven't been added to the sessions and want to join.

Need help?

For assistance with any UWS issues, please reach out to MBCUniCITechOpsSupport@nbcuni.com.