

## 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.

NEW Subaru 2023-24 Broadcast Upfront NBC Entertainment Late Nig... **P25.54** SPEND \$288,160 %RC 100% UNITS EQ 23 CPM \$42.02 (000) 6,857 GRPS 5.7

Manual Working Most Likely UWS #: 104298

Selling Names Plan Summary Plan Breakout Remix Reweight Guarantees

In Plan All Selling Names Quarter(s): All Jump to: 4Q | 1Q | 2Q | 3Q | 4Q

| SELLING NAME ↓  | TOTAL | Period 1 |       |      |      |       |       |       |      |       |       |       |      |  |  |
|---|-------|----------|-------|------|------|-------|-------|-------|------|-------|-------|-------|------|--|--|
|   |       | 4Q23     | 9/25  | 10/2 | 10/9 | 10/16 | 10/23 | 10/30 | 11/6 | 11/13 | 11/20 | 11/27 | 12/4 |  |  |
| ▼ Total (8)   | 6,857 | 23       | 5,712 | 18   | 6    | 5     | 4     | 2     | 1    |       |       |       |      |  |  |
| ▼ 1A-THE TONIGHT SHOW- MON 11:35P-12:35A (1)                          | 1,101 | 3        | 1,101 | 3    | 1    | 2     | -     | -     | -    |       |       |       |      |  |  |
| ▼ 1A-THE TONIGHT SHOW- MON 11:35P-12:35A (1) Late Night   NATL   Guar | 1,101 | 3        | 1,101 | 3    | 1    | 2     | -     | -     | -    |       |       |       |      |  |  |
| ▼ 1B-THE TONIGHT SHOW- TUE 11:35P-12:35A (1)                          | 367   | 1        | 367   | 1    | 1    | -     | -     | -     | -    |       |       |       |      |  |  |
| ▼ 1B-THE TONIGHT SHOW- TUE 11:35P-12:35A (1) Late Night   NATL   Guar | 367   | 1        | 367   | 1    | 1    | -     | -     | -     | -    |       |       |       |      |  |  |
| ▼ 1C-THE TONIGHT SHOW- WED 11:35P-12:35A (1)                          | 367   | 1        | 367   | 1    | 1    | -     | -     | -     | -    |       |       |       |      |  |  |

Write Plan to OnAir  
Proration Tool  
**Duplicate Plan**  
Link to Salesforce Opportunity  
Download to Excel  
Download to PDF  
Generate External Proposal Report  
Generate Internal Proposal Report  
Generate External Flowchart Report  
Name (A-Z)

DUPLICATED PLAN Subaru 2023-24 Broadcast Upfront NBC Entertain... **P25.54** SPEND \$288,160

Manual Working Speculative UWS #: 104708

Selling Names Plan Summary Plan Breakout Remix Reweight Guarantees

In Plan All Selling Names Quarter(s): All Ju

| SELLING NAME ↓  | TOTAL | Period 1 |       |      |      |       |       |       |      |  |  |  |
|---|-------|----------|-------|------|------|-------|-------|-------|------|--|--|--|
|   |       | 4Q23     | 9/25  | 10/2 | 10/9 | 10/16 | 10/23 | 10/30 | 11/6 |  |  |  |
| ▼ Total (8)   | 6,857 | 23       | 5,712 | 18   | 6    | 5     | 4     | 2     | 1    |  |  |  |
| ▼ 1A-THE TONIGHT SHOW- MON 11:35P-12:35A (1)                          | 1,101 | 3        | 1,101 | 3    | 1    | 2     | -     | -     | -    |  |  |  |
| ▼ 1A-THE TONIGHT SHOW- MON 11:35P-12:35A (1) Late Night   NATL   Guar | 1,101 | 3        | 1,101 | 3    | 1    | 2     | -     | -     | -    |  |  |  |

### RMRW Dashboard updates

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

| Annual Summary - Like Dayparts Only |           |              |                          |         |                               |              |                          |        |              |  |
|-------------------------------------|-----------|--------------|--------------------------|---------|-------------------------------|--------------|--------------------------|--------|--------------|--|
| QUARTER                             | DOLLARS   | PRIOR PLAN   |                          |         | CURRENT PLAN                  |              |                          |        | CPM VARIANCE |  |
|                                     |           | DISTRIBUTION | CPM                      | %RC     | DOLLARS                       | DISTRIBUTION | CPM                      | %RC    |              |  |
| 2Q24                                | \$165,000 | 63.64%       | \$24.43                  | 120.33% | \$115,559                     | 61.23%       | \$26.26                  | 89%    | +7.49%       |  |
| 3Q24                                | \$94,266  | 36.36%       | \$23.67                  | 119.95% | \$73,162                      | 38.77%       | \$24.01                  | 89.01% | +1.42%       |  |
| Total                               | \$259,266 | 100%         | \$24.15                  | 120.19% | \$188,721                     | 100%         | \$25.34                  | 89.01% | +4.93%       |  |
| QUARTERLY REWEIGHT CPM<br>\$24.13   |           |              | +/- % INCREASE<br>+5.01% |         | REMIX REWEIGHT CPM<br>\$23.22 |              | +/- % INCREASE<br>+9.12% |        |              |  |

| Annual Summary - All Dollars      |           |              |                          |         |              |              |         |        |              |  |
|-----------------------------------|-----------|--------------|--------------------------|---------|--------------|--------------|---------|--------|--------------|--|
| QUARTER                           | DOLLARS   | PRIOR PLAN   |                          |         | CURRENT PLAN |              |         |        | CPM VARIANCE |  |
|                                   |           | DISTRIBUTION | CPM                      | %RC     | DOLLARS      | DISTRIBUTION | CPM     | %RC    |              |  |
| 2Q24                              | \$165,000 | 62.03%       | \$24.43                  | 120.33% | \$115,559    | 61.23%       | \$26.26 | 89%    | +7.49%       |  |
| 3Q24                              | \$101,000 | 37.97%       | \$22.22                  | 119.95% | \$73,162     | 38.77%       | \$24.01 | 89.01% | +8.04%       |  |
| Total                             | \$266,000 | 100%         | \$23.54                  | 120.18% | \$188,721    | 100%         | \$25.34 | 89.01% | +7.64%       |  |
| QUARTERLY REWEIGHT CPM<br>\$23.52 |           |              | +/- % INCREASE<br>+7.72% |         |              |              |         |        |              |  |

| NAME         | PRIOR %(000) | CURRENT %(000) | PRIOR CPM | CURRENT CPM | CPM +/- | PRIOR RMRW CPM | CURRENT RMRW CPM | RMRW CPM +/- |
|--------------|--------------|----------------|-----------|-------------|---------|----------------|------------------|--------------|
| Total        | 100.00%      | 100.00%        | \$23.54   | \$25.34     | +7.64%  | \$23.22        | \$25.34          | +9.12%       |
| Daytime      | 12.25%       | 1.77%          | \$12.89   | \$15.14     | +17.41% | \$13.53        | \$15.14          | +11.87%      |
| Early Fringe | 10.77%       | 19.00%         | \$16.77   | \$18.05     | +7.69%  | \$16.76        | \$18.05          | +7.69%       |
| Prime        | 55.93%       | 42.76%         | \$28.37   | \$33.12     | +16.77% | \$28.29        | \$33.12          | +17.09%      |
| Weekend Day  | 21.05%       | 36.47%         | \$20.39   | \$20.50     | +0.54%  | \$20.42        | \$20.50          | +0.40%       |
| 2Q24         | 59.77%       | 59.08%         | \$24.43   | \$26.26     | +7.49%  | \$23.70        | \$26.26          | +10.82%      |

- 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.

| Annual Summary - Like Dayparts Only |           |              |                          |         |                               |              |                          |        |              |  |
|-------------------------------------|-----------|--------------|--------------------------|---------|-------------------------------|--------------|--------------------------|--------|--------------|--|
| QUARTER                             | DOLLARS   | PRIOR PLAN   |                          |         | CURRENT PLAN                  |              |                          |        | CPM VARIANCE |  |
|                                     |           | DISTRIBUTION | CPM                      | %RC     | DOLLARS                       | DISTRIBUTION | CPM                      | %RC    |              |  |
| 2Q24                                | \$165,000 | 63.64%       | \$24.43                  | 120.33% | \$115,559                     | 61.23%       | \$26.26                  | 89%    | +7.49%       |  |
| 3Q24                                | \$94,266  | 36.36%       | \$23.67                  | 119.95% | \$73,162                      | 38.77%       | \$24.01                  | 89.01% | +1.42%       |  |
| Total                               | \$259,266 | 100%         | \$24.15                  | 120.19% | \$188,721                     | 100%         | \$25.34                  | 89.01% | +4.93%       |  |
| QUARTERLY REWEIGHT CPM<br>\$24.13   |           |              | +/- % INCREASE<br>+5.01% |         | REMIX REWEIGHT CPM<br>\$23.22 |              | +/- % INCREASE<br>+9.12% |        |              |  |

| Annual Summary - All Dollars      |           |              |                          |         |              |              |         |        |              |  |
|-----------------------------------|-----------|--------------|--------------------------|---------|--------------|--------------|---------|--------|--------------|--|
| QUARTER                           | DOLLARS   | PRIOR PLAN   |                          |         | CURRENT PLAN |              |         |        | CPM VARIANCE |  |
|                                   |           | DISTRIBUTION | CPM                      | %RC     | DOLLARS      | DISTRIBUTION | CPM     | %RC    |              |  |
| 2Q24                              | \$165,000 | 62.03%       | \$24.43                  | 120.33% | \$115,559    | 61.23%       | \$26.26 | 89%    | +7.49%       |  |
| 3Q24                              | \$101,000 | 37.97%       | \$22.22                  | 119.95% | \$73,162     | 38.77%       | \$24.01 | 89.01% | +8.04%       |  |
| Total                             | \$266,000 | 100%         | \$23.54                  | 120.18% | \$188,721    | 100%         | \$25.34 | 89.01% | +7.64%       |  |
| QUARTERLY REWEIGHT CPM<br>\$23.52 |           |              | +/- % INCREASE<br>+7.72% |         |              |              |         |        |              |  |

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

| Actual Mix          |  | 2Q24                |                | 3Q24                |                | TOTAL                |                 |                |
|---------------------|--|---------------------|----------------|---------------------|----------------|----------------------|-----------------|----------------|
| <b>Current Plan</b> |  |                     |                |                     |                |                      |                 |                |
| Spend               |  | \$115,559           |                | \$73,162            |                | \$188,721            |                 |                |
| Distribution        |  | 61.23%              |                | 38.77%              |                | 100%                 |                 |                |
| CPM                 |  | \$26.26             |                | \$24.01             |                | \$25.34              |                 |                |
| <b>Prior Plan</b>   |  |                     |                |                     |                |                      |                 |                |
| Spend               |  | \$165,000           |                | \$94,266            |                | \$259,266            |                 |                |
| Distribution        |  | 63.64%              |                | 36.36%              |                | 100%                 |                 |                |
| CPM                 |  | \$24.43             |                | \$23.67             |                | \$24.15              |                 |                |
| NAME                |  | 2Q24 CURRENT \$\$\$ | 2Q24 PRIOR CPM | 3Q24 CURRENT \$\$\$ | 3Q24 PRIOR CPM | TOTAL CURRENT \$\$\$ | TOTAL PRIOR CPM | REWEIGHT CPM   |
| Daytime             |  | \$1,992             | \$13.53        | --                  | --             | \$1,992              | \$13.53         | \$13.53        |
| Early Fringe        |  | \$14,600            | \$16.94        | \$10,950            | \$16.54        | \$25,550             | \$16.77         | \$16.76        |
| Prime               |  | \$64,212            | \$29.38        | \$41,278            | \$26.74        | \$105,490            | \$28.37         | \$28.29        |
| Weekend Day         |  | \$34,755            | \$20.66        | \$20,934            | \$20.04        | \$55,689             | \$20.39         | \$20.42        |
| Total               |  | \$115,559           | \$24.43        | \$73,162            | \$23.67        | \$188,721            | \$24.15         | \$23.22        |
| <b>Reweight CPM</b> |  |                     | <b>\$23.70</b> |                     | <b>\$22.51</b> |                      |                 | <b>\$23.22</b> |

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

Remix Reweight

Remix By: Daypart Budget Type: Dollars Demo: P18-49

Plans & Mappings [CHANGE PRIOR PLAN\(S\)](#) [ADD PRIOR PLAN](#)

| PLAN NAME    | PLAN #                                      | DEMO   |
|--------------|---|--|
| Current Plan | AbbVie, INC 2023-24 Broadcast Upfront Bravo | UWS #104602 P18-49   |
| Prior Plan   | Abbvie Gastro 18-19 Upfront Bravo           | OnAir: 595392r1 P25-54 <a href="#">remove</a>   <a href="#">change</a> |

DOWNLOAD

Format

- Excel
- PDF

## 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 [uwsproductteam@nbcuni.com](mailto:uwsproductteam@nbcuni.com) or [Kelly.Tanenbaum@nbcuni.com](mailto:Kelly.Tanenbaum@nbcuni.com) 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 [NBCUniCITechOpsSupport@nbcuni.com](mailto:NBCUniCITechOpsSupport@nbcuni.com).