



Media Practice—Entertainment

Nielsen Broadcast Data Systems (BDS)

Nielsen Broadcast Data Systems is the world's leading provider of performance monitoring for the entertainment industry. Employing a patented, digital-pattern-recognition technology, Nielsen BDS captures in excess of 100 million song performances occurring on more than 2,000 radio, satellite radio, network radio, and music video channels across Canada, Mexico, Puerto Rico and the United States. Nielsen BDS airplay charts are featured in Billboard magazine.

How do I register my music with Nielsen BDS?

To register with Nielsen BDS, you must submit your music for encoding by mailing your media and contact information to our encoding department or by submitting it electronically through our secure Virtual Encode website. Please click on the Related Links section for more information.

What is the fee for submitting my music to Nielsen BDS?

There is no fee to submit your music to Nielsen BDS.

How long does it take for a title to be registered with Nielsen BDS?

Once we receive your media, the encoding process will take up to 3-5 business days. Airplay may be detected as soon as your media is encoded.

Do I need a catalog number and UPC code to submit my music for encoding?

No, it is not necessary to include a catalog number or UPC code in order to encode your music.

If I register with Nielsen BDS, am I also registered with SoundScan®?

No, there is a separate registration process for Nielsen SoundScan.

Once my music is encoded, does Nielsen BDS then send my song out to radio stations to play it?

No, Nielsen BDS tracks radio airplay using a patented digital pattern recognition technology. Nielsen BDS does not submit music to radio stations for programming.



Support

Who can I contact with more questions?

Your Nielsen representative at 646.654.5396 or email clientservices@bdsonline.com

To learn more,
call

646.654.5396

www.nielsen.com/entertainment