About Nielsen BDS

Nielsen Broadcast Data Systems is the world's leading provider of off-the-air music tracking for the entertainment industry. Employing a patented digital pattern recognition technology, Nielsen BDS captures in excess of 100 million song detections annually on more than 1,200 radio stations in over 130 markets in the U.S. (including Puerto Rico) and 22 Canadian markets.

Radio formats monitored include Adult Alternative, Adult Contemporary, Album Rock, Classic Rock, Contemporary Christian, Country, Light AC, Modern Rock, Oldies, R&B (including Rap and Hip Hop), Spanish (including Latin Contemporary, Regional Mexican and Tropical Salsa), and Top 40. Additionally, Nielsen BDS monitors 7 U.S. Music Video Channels and 9 Canadian Video Channels.

Executives from all facets of record companies, radio stations, publishing firms, performance rights organizations, music retailers, independent promoters, film and TV, and artist management are among those who query more than 10,000 reports daily from Nielsen BDS products - ENcore, BDSRadio.com, BDSexpress.com and BDS RealTime.

Nielsen BDS information is utilized exclusively by Billboard, Airplay Monitor and Canadian Music Network magazines in determining their radio airplay music charts.
BDS is the definitive broadcast monitoring service in the world, monitoring Country, R&B, Modern Rock, Rap, Adult Contemporary, Top 40, and Latin radio. Providing Service to the U.S., Canada and Puerto Rico, BDS services the music industry, distributing data from its Record Track Product line through ENcore.

BDS is the only radio monitoring service with Advanced Detection System (ADS) technology. BDS RealTime provides up-to-the-minute airplay information utilizing ADS. Traveling on the road, logging in from home, or just need quick, easy access to BDS information? Log onto BDSExpress. If you are a current BDS client, and would like access to BDSexpress, please contact your BDS representative or email us at info@bdsonline.com.

Insight combines Soundscan sales and BDS airplay in one report. View 3 week sales trends, BDS spins, audience, dayparts and video information. For more information on Insight 2, contact Abbe Frank at 914-684-5528.

ROBO A&R
Robo A&R is a web-based A&R research engine that scours the BDS and Soundscan databases for unsigned and upstart indie bands breaking out in sales and airplay. For more information contact Doug Grober at 914.685.5514 or Abbe Frank at 914.684.5528.

BDSradio.com
BDSradio is a subscriber-based service for radio programmers. It is a web application that provides fast accurate airplay information to the radio industry. The site offers radio stations a FREE DEMO while visiting.

INDIE INSIGHT
Airplay and sales information tailored for the Independent. All the customized tools you need to track your record, plus the latest industry conditions for 13 weeks. Contact BDS at...
Download the latest version of ENcore, the BDS software that brings daily music reports straight to your desktop. Call BDS for a password: (800) 688-4634.
Submitting Your Music to BDS

1. Send all mixes of your single releases (preferably on CD) to:

   BDS
   8100 N.W. 101st Terrace
   Kansas City, MO 64153
   Attn: Encoding Department

2. To ensure prompt completion, please provide the following information with your product:
   - Artist Name
   - Song titles with specific mix names, if applicable
   - Label
   - Radio Format(s)
   - Contact Information
   - When sending an entire album, please specify priority tracks for encoding!

3. If you are a BDS subscriber, click the link below and use your password to access the Media Information Form. Fill the form out completely, submit and print a copy for your records. If you are a client and don't have a password, contact your BDS representative at 1-800-688-4634.
   - Click here to go to the US Media Information Form
   - Click here to go to the CANADA Media Information Form

4. If you are not a client or a Transactional subscriber, please click the link below, fill the form out completely, submit and print a copy for your records.

   The form is in the PDF format. If you don't have Adobe® Acrobat® Reader®, click here to get it for free, then download the form.

   - Click here to go to the Transactional/Non Client Media Information Form
&LT;&LT;&LT; Select a radio format to find out which stations BDS is monitoring!
BDS ARCHIVE - Make History With Us

BDS RESEARCH / ARCHIVE REQUESTS

- Looking for history on an artist, title or project?
- Need reports of prior releases by an artist?
- Peak detections / peak audience?
- Customized request?

Please call your BDS representative or 1-800-688-4634 for more details.
Contact Nielsen BDS

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Kyle Brown
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Latin, Christian
Junelly Villacorta
villacorta@bdsonline.com

OUR LOCATIONS

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Los Angeles, CA 90036
(323) 525-2252 Ph. (323) 525-2373 Fax

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Miami Beach, FL 33139
(305) 777-2371 Ph. (305) 777-2372 Fax

Toronto
1 Dundas Street West, Ste. 2500
Toronto, Ontario M5G 1Z3
(416) 979-4614 Ph. (416) 979-4615 Fax
AAA
Adult Contemporary Mainstream
Adult Contemporary Top 40
Canada Adult Contemporary
Canada Album Rock
Canada Country
Canada Top 40
Canadian Border Stations
Christian
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Latin Pop
Latin Regional Mexican
Latin Tropical
R&B Adult
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Nielsen BDS Stations - Top 40 Rhythmic

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rock - modern rock
top 40 mainstream
top 40 rhythmic
Nielsen BDS Media Information Form

Label: ___________________  Date Media Sent: ___________
Contact:_________________  Shipped via: ________________
Phone: _________________  Comments: ________________
E-Mail: _________________  ______________________

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<tr>
<th>Catalog No.</th>
<th>Song Title</th>
<th>Artist Name</th>
<th>Media Type (CD sgl, vinyl, etc.)</th>
<th>Single or Album UPC Code</th>
<th>*Format</th>
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<td>AA AC AO CA</td>
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<td>GA MR RB SP TF</td>
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Please circle APPROPRIATE formats (Note: “All Formats” not available): AA-Triple A, AC-Adult Contemporary, AO-Rock, CA-Canada Album Rock, CC-Canada Country, CD-Canada Adult, CT-Canada Top Forty, CW-Country, GA-Christian, MR-Modern Rock, RB-R&B, SP-Latin, TF-Top Forty (Above are sub-format inclusive.) For Rap/Hip, Hop please circle RB and TF. If you are sending a full CD, please specify priority tracks you’d like encoded.

Send media and form to: Nielsen B.D.S., Attn: Encoding Department, 8100 NW 101st Terrace, Kansas City, MO 64153 (800) 688-4634. Please also fax form to: (323) 525-2373 or e-mail form to: foster@bdsonline.com (Questions? Please call 323-525-2252).
Nielsen BDS - Station Monitoring Criteria

Nielsen BDS monitors the featured music performances of more than 1,100 radio stations programming Triple A, Adult Contemporary, Christian, Country, Latin, Modern Rock, Rock, R&B, and Top 40 music; music video channels; and radio networks in the major markets across the United States, Puerto Rico, and Canada.

- Stations are evaluated based upon signal strength, and the quality of reception at the monitor location.
- Priority is then determined by station format, station's audience rank in the market.
- Monitor pattern capacity is closely regulated and BDS constantly evaluates stations to be added and removed from monitors.
- Monitors are strategically positioned in a market to ensure the best reception possible for each station in that market and may be relocated from time to time for different reception, possibly impacting the stations monitored.
- When new radio stations are introduced in a market or new ratings are announced, the stations currently being monitored are reviewed and a station may be discontinued in order to accommodate another station.

Please send an email describing your radio station to foster@bdsonline.com, and we will begin the evaluation process.