



## *BDS* Frequently Asked Questions

### **Before contacting us, please check the questions and answers below: 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 web-site.

### **What is the fee for submitting my music to 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 Nielsen SoundScan?**

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

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

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

If your question is not answered above, please contact [paul.tuch@nielsen.com](mailto:paul.tuch@nielsen.com)