HELPFUL LINKS & RESOURCES

NIELSEN MUSIC

Nielsen is the music industry’s trusted source for understanding how fans interact with music across physical and digital platforms and services. From streaming and digital downloads to physical purchases and live events, Nielsen’s data-driven music products and world-class research provide deep insights into trends impacting the industry, providing music business leaders and artists with a complete picture of market performance.

See below for contact information and helpful links for each solution:

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GENERAL INQUIRIES

● Public Relations/Press: Know@nielsen.com
● Learn more about Nielsen Music solutions: Music@nielsen.com
● Request to publicize Nielsen data or findings: Know@nielsen.com
● Become a Nielsen Affiliated Retailer: Molly.Johnson@nielsen.com
● Report sales discrepancies or to get clarification: BDSMusicTracking@nielsen.com
● Request a special or custom report: Know@nielsen.com
  ○ Access BDS airplay, charts, song activity, station activity and real time data
  ○ Get access to Music Connect streaming, sales, and airplay metrics
● Gold & platinum certification details:
  ○ These certifications are managed by other organizations, not Nielsen. See below for more details::
    ■ For the United States: RIAA
      ● Access more information here: https://www.riaa.com/gold-platinum/certification-criteria/
    ■ For Canada: Music Canada for Canada
      ● Access more information here: https://musiccanada.com/gold-platinum/
● Nielsen’s content provider partners restrict who their values are exposed to based on very specific criteria. If you believe you require additional provider-level granularity within your company’s Music Connect account, please reach out to your Nielsen Music account representative.
Music Connect is an award-winning data analysis platform that delivers a comprehensive view of music streaming, airplay, sales, and social data for artists, albums and songs in a single, Web-based tool.

Music Connect allows clients to dive deep into music datasets to uncover insightful metrics, identify trends and track and compare performance across markets.

See below for helpful links and resources:

- Log-in page: https://mediaview.nielsen.com/mc/
- Log-in help: Call +1 (800) 423-4511 Operating hours are Mon-Fri, 8am-8pm ET.
  - Once on the line, select option 1, and voice over “Answers” to be routed to the appropriate department. Once on the line, let the operator know you are looking to log into Music Connect via the Answers platform.
- Additional support:
  - Desktop: MusicSupport@nielsen.com
  - Mobile: MCMSupport@nielsen.com
- Training
  - Watch our recent webinar recording here.
  - Access the Nielsen Music Connect Quick Start Guide
- API access: MusicSupport@nielsen.com or contact your Nielsen Music account representative
- To understand what data and reports are being used across your companies’ accounts, contact your Nielsen Music account representative.
- Register your ISRCs and UPCs so they are tracked:
  - UPC Registration: https://titlereg.soundscan.com/soundscantitlereg/
  - ISRC Registration:
    http://titlereg.soundscan.com/soundscantitlereg/registerISRC.aspx
REGISTRATION & ENCODING YOUR MUSIC

There are many benefits to registering and encoding your music:

- Allow for streaming and sales to be tracked on all major music delivery platforms by registering your ISRC and UPC codes.
- Ensure spins are detected on over 2,000 monitored radio stations.

Registering and encoding your music with Nielsen is absolutely free.

See below for helpful links and resources:

- Obtain confirmation that specific music is encoded in BDS: BDSMusicTracking@nielsen.com
- There are 3 options to register or encode your music. See How to Submit Music or Register Music

Nielsen Music highly recommends encoding your music by requesting a Virtual Encode account. See below for details:

REQUESTING A VIRTUAL ENCODE ACCOUNT

Virtual Encode is a web-based system that grants users the ability to upload music directly to BDS for encoding.

- Step 1: Email BDSMediaServices@nielsen.com to secure a “Virtual Encode” account.
  - In the body of the email, please include the following information:
● Your first & last name
● Company or label name
● Business phone #
● Primary email address

■ Step 2: You will then receive login information and instructions via email. Once logged-in, easily upload music as an MP3, using the following settings:
  ● Bit Rate: 128
  ● Frequency/Sample Rate: 44100
  ● Mode: Stereo
  ● No Artwork
  ● No ID3 Tagging

**VIRTUAL ENCODE TROUBLESHOOTING**

● Error Messages:
  ■ Error when logging into the site:
    ● Contact BDSMediaServices@nielsen.com and include a screenshot of the error message in the body of your email
  ■ Error when uploading music:
    ● If you receive a “missing file error” the upload is corrupt. Please start the upload process over by clicking “send electronic media”.
    ● If you receive a “start index error”, it means your file has artwork attached, or extra coding, please remove the additional content.
    ● Uploading .Wav files can take the longest, so if you have the option, **please upload music files as MP3s** with the following settings:
      ○ Bit Rate: 128
      ○ Frequency/Sample Rate: 44100
      ○ Mode: Stereo
      ○ No Artwork
      ○ No ID3 Tagging
GENERAL TRACKING OF MUSIC

Nielsen data powers the Billboard charts. By encoding your artists and songs, you ensure your music is included in the data and tracking that feeds into these industry-leading charts.

Once a song or artist is encoded, users gain insight into when a song is played, how often, on what stations, and across which markets. Having this level of detail helps to expand awareness, influence the market, and inform future promotion and touring strategies.

See below for helpful links and resources:

- Access airplay tracking information for your songs or artists: BDSMusicTracking@nielsen.com
- Update an artist, title or label listing: BDSMusicTracking@nielsen.com
  - Nielsen works closely with Billboard to ensure the accuracy of listings, and that they mirror what digital retailers and platforms display. If you find an issue where an artist, title or label needs to be updated, please email us.
- Report tracking discrepancies or a missed spin: BDSMusicTracking@nielsen.com
  - There are various reasons why Nielsen’s monitoring system may not detect a spin (such as local weather conditions or technical issues). To report tracking discrepancies, or a missed spin, please email us.
  - In the body of the email, include the below information about the missed spin so the team is able to pull up station audio and review for credit:
    - Station call letters (if known) or the name and market of the station
    - Date of missed spin
    - Time of missed spin
BDSradio provides a complete overview of music streaming, sales and airplay data at the national and local-market levels in a single source, Web-based tool to help you make smarter, more informed programming decisions to help increase ratings for your station.

See below for helpful links and resources:

- **Log-in pages:**
  - U.S.: [www.bdsradio.com](http://www.bdsradio.com)
  - Canada: [www.bdsradio.ca](http://www.bdsradio.ca)

- **Support:** [ClientServices@bdsonline.com](mailto:ClientServices@bdsonline.com)

- **Monitored Stations**
  - To request to be a monitored station, email:
    - U.S.: [Haley.Jones@nielsen.com](mailto:Haley.Jones@nielsen.com)
    - Canada: [Paul.Tuch@nielsen.com](mailto:Paul.Tuch@nielsen.com)
  - View the [list of monitored stations](#)

- **Royalty inquiries**
  - Nielsen provides data to the performance rights organizations (PROs), such as ASCAP, SESAC, SOCAN and BMI, but does not participate in the calculation nor payout of any royalties. For royalty inquiries, contact your PRO representative directly.

- **Update an artist, title, or label listing:** [BDSMusicTracking@nielsen.com](mailto:BDSMusicTracking@nielsen.com)
  - Nielsen works closely with Billboard to ensure the accuracy of listings, and that they mirror what the digital retailers and platforms display. If you find an issue where an artist, title or label needs to be updated, please email us.
    - Within the body of the email, include:
      - A screenshot of the current listing (or a description of what is displayed)
      - What the listing should be corrected to including: artist name, title and label details
● Adds
  ○ At radio stations, the songs that are officially entered into playlist rotations every week are called “Adds”. Program Directors report their Adds on Mondays or Tuesdays depending on their format (or genre). Every week, Nielsen BDS sends subscribed Programmers a courtesy email listing the songs that are “Going For Adds” (GFA) the following week, but securing Adds is ultimately up to the artist and/or their promotion team.
    ■ NOTE: Songs can only be listed as GFA within a specific format once so requesting a song be set up as GFA without a robust promotion plan behind it is not recommended.
  ○ To report or correct Adds:
    ■ If you already have a BDS Adds account, visit www.bdsadds.com/bdsreports
    ■ If you do not have an account or need support with your username or password, email BDSadds@nielsen.com
  ○ To update station personnel details: BDSadds@nielsen.com
  ○ Set song(s) up as Going For Adds (GFA): BDSgfa@nielsen.com

ADDITIONAL SOLUTIONS

For support or assistance in setting-up a new user, for BDS ENcore, Nielsen Music Tracking, BDS Express, or BDS RealTime, please email: ClientServices@bdsonline.com

Additional links:
  ● www.bdsexpress.com
  ● www.bdsrealtime.com