

Top 10 Reasons You Need Nielsen BDSradio

WHAT YOU CAN DO

HOW YOU DO IT

1	See the impact of Streaming, Airplay & Sales together.	Click Streaming tab, filter for your Format or pick an Artist, sort on Spins, Sales, or Streaming.
2	Create custom Charts up to a year long, including only the days of the week you want.	Click Custom Report tab, pick Stations, days of week, and dayparts, and duration up to one year.
3	Quickly build an audio playlist for music meetings with “scrubbable” songs - save time and stay organized.	Click the + sign next to target songs and add them into a new or existing audio playlist. Play the songs in music meetings in the order you want to hear them.
4	Contrast Streaming popularity for songs on your Playlist.	Click StationView, pick your station, hover cursor over Stream column to reveal six week Streaming history.
5	Compare music logs and know who’s doing what, minute-by-minute.	Click Custom Report tab, pick stations, click Head to Head. See songs, spot sets, and their exact airing times.
6	Deep dive into an Artist’s catalogue song-by-song this week and back to release date.	Click the Artist’s name in any report and see all their songs. Sort on Spins This Week or Spins to Date.
7	Master the fundamentals of music programing with Current, Recurrent, and Gold Analysis.	Click Custom Report tab, pick station(s), click CRG Analysis. Filter by daypart and weekday only.
8	Research the airplay history of any song on any station.	Click Spin History tab, search a Song, click Title. See every station that ever played it, and is still playing it today.
9	Know what songs listeners are buying in your market.	Click SoundScan tab, pick your market, see trending sales.
10	Be alerted when a song breaks on any station or format before it finishes playing.	Click RealTime tab, four powerful reports cast realtime awareness of breaking songs by Song, Format, and Station.

MUSIC PROGRAMMING ON A NEW LEVEL

Video tutorials at [BDSradio.com/research](https://www.nielsen.com/bdsradio.com/research)

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