

# Top 12 Reasons You Need Nielsen BDSradio

## WHAT YOU CAN DO

## HOW YOU DO IT

1	See Streaming, Airplay & Sales together.	Select Streaming (under Charts), filter for your Genre or pick an Artist, sort on Spins, Sales, or Streaming.
2	Discover trending Songs & Artists before radio airplay	Select Streaming (under Charts), view airplay ranks to determine exposure at radio or sort on airplay
3	Create custom Charts and compare radio radio exposure to On Demand Streaming	Select Custom Charts (under Charts), pick Stations/days of week/dayparts/duration. View airplay vs. streaming
4	View Streaming activity by Genre	Select Streaming (under Charts), filter for your Genre.
5	Prepare an audio playlist for music meetings 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.
6	Contrast Streaming popularity and six week trend for songs on your Playlist.	Click StationView, pick your station, hover cursor over Stream column to reveal six week Streaming history.
7	View an Artist's catalogue by On Demand Streaming popularity.	Select SongView, search Artist name and view On Demand Stream ranks vs. popularity at radio.
8	Discover an Artist's cataloguesong-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.
9	Master the fundamentals of musicprogramming with Current, Recurrent, and Gold Analysis.	Select Custom Chart, pick station(s), click CRG Analysis. Filter by daypart and weekday only.
10	Research the airplay history of any song on any station.	Select Spin History, search a Song, click Title. See every station that ever played it, and is still playing it today.
11	Track Song Sales in your market.	Select SoundScan (under Charts), pick your market, see trending sales.
12	Know when a song breaks on any station or format before it finishes playing.	Select RealTime, four powerful reports cast realtime awareness of breaking songs by Song, Format, and Station.

## TRY IT NOW

Take your music research to a new level.

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