

Nielsen N.V.  
Form 4  
October 02, 2014

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**FISHER ITZHAK**

(Last) (First) (Middle)

**C/O NIELSEN N.V., 85 BROAD STREET**

(Street)

**NEW YORK, NY 10004**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**Nielsen N.V. [NLSN]**

3. Date of Earliest Transaction (Month/Day/Year)  
**09/30/2014**

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below) \_\_\_ Other (specify below)

**EVP, Global Business Develop.**

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person  
\_\_\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)			
				(A) or (D)	Price					
Common Stock	09/30/2014		M	V	13,752	A	\$ 30.19	45,338.6	D	
Common Stock	09/30/2014		S <sup>(1)</sup>		13,752	D	\$ 44.43	31,586.6	D	
Common Stock	09/30/2014		M		1,560	A	\$ 27.98	33,146.6	D	
Common Stock	09/30/2014		S <sup>(1)</sup>		1,560	D	\$ 44.51	31,586.6	D	
Common Stock	09/30/2014		M		1,053	A	\$ 16	69,053	I	See Footnote

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Common Stock	09/30/2014		M	10,470	A	\$ 32	79,523	I	(3) See Footnote (3)
Common Stock	09/30/2014		S <sup>(1)</sup>	13,083	D	\$ 44.51	68,000	I	(3) See Footnote (3)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
Options to Purchase Common Stock	\$ 30.19	09/30/2014		M	13,752	(4)	05/11/2018	Common Stock	13,752
Options to Purchase Common Stock	\$ 27.98	09/30/2014		M	1,560	(5)	07/26/2019	Common Stock	1,560
Options to Purchase Common Stock	\$ 16	09/30/2014		M	1,053	(6)	06/04/2017	Common Stock	1,053
Options to Purchase Common Stock	\$ 32	09/30/2014		M	8,553	(7)	06/04/2017	Common Stock	8,553

Options  
to  
Purchase \$ 32 09/30/2014 M 1,917 (8) 06/04/2017 Common Stock 1,917  
Common  
Stock

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
FISHER ITZHAK C/O NIELSEN N.V. 85 BROAD STREET NEW YORK, NY 10004			EVP, Global Business Develop.	

## Signatures

/s/ Harris Black, authorized  
signatory 10/02/2014

\_\_Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan.  
The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions ranging from \$44.21 to \$44.84, inclusive. The reporting person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth above.
- (2) Held through a limited liability company, of which the reporting person and his spouse are members. The reporting person disclaims beneficial ownership of the securities held by this limited liability company except to the extent of his pecuniary interest therein.
- (3) Represents options to purchase shares of common stock of the Issuer, which ratably vest in four installments over 4 years beginning one year after the grant date (May 11, 2011).
- (4) Represents options to purchase shares of common stock of the Issuer, which ratably vest in annual installments over 4 years beginning one year after the grant date (July 26, 2012).
- (5) Represents options to purchase shares of common stock of the Issuer, of which 9,375 vested on June 4, 2007, 35,625 vested on December 31, 2007, 35,625 vested on December 31, 2009, 35,625 vested on December 31, 2012 and 35,625 vested on December 31, 2013.
- (6) Represents options to purchase shares of common stock of the Issuer, of which 1,563 vested on the grant date (June 4, 2007), 5,937 vested on December 31, 2007, 5,937 vested on December 31, 2009, 5,938 vested on December 31, 2012 and 5,937 vested on December 31, 2013.
- (7) Represents options to purchase shares of common stock of the Issuer, of which 100% are vested.
- (8)

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.