

Nielsen N.V.  
Form 4  
August 11, 2015

# 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 \*  
Barns Dwight

(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)  
08/07/2015

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)

Chief Executive Officer

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)
			Code	V	Amount or Price		
Common Stock	08/07/2015		M		4,499 A \$ 16		D
Common Stock	08/07/2015		M		7,461 A \$ 32		D
Common Stock	08/07/2015		S <sup>(1)</sup>		11,960 D \$ 46.34		D
Common Stock	08/10/2015		M		2,247 A \$ 16		D
Common Stock	08/10/2015		M		2,274 A \$ 32		D

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Common Stock      08/10/2015      S<sup>(1)</sup>      876      D      \$ 47.28      142,489.32      D

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)	8. Amount or Number of Shares
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
Options to purchase common stock (right to buy)	\$ 16	08/07/2015		M	4,499	<u>(2)</u>	03/05/2017	Common Stock	4,499
Options to purchase common stock (right to buy)	\$ 32	08/07/2015		M	7,461	<u>(2)</u>	03/05/2017	Common Stock	7,461
Options to purchase common stock (right to buy)	\$ 16	08/10/2015		M	1,735	<u>(2)</u>	03/05/2017	Common Stock	1,735
Options to purchase	\$ 16	08/10/2015		M	512	<u>(2)</u>	03/05/2017	Common Stock	512

common  
stock  
(right to  
buy)

Options  
to  
purchase  
common  
stock  
(right to  
buy)

\$ 32 08/10/2015

M

1,235

(2)

03/05/2017

Common  
Stock

1,235

Options  
to  
purchase  
common  
stock  
(right to  
buy)

\$ 32 08/10/2015

M

1,039

(2)

03/05/2017

Common  
Stock

1,039

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director

10% Owner

Officer

Other

Barns Dwight  
C/O NIELSEN N.V.  
85 BROAD STREET  
NEW YORK, NY 10004

Chief Executive Officer

## Signatures

/s/Harris Black, Authorized  
Signatory

08/11/2015

\*\*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.

(2) These options to purchase shares of common stock are currently vested and are exercisable.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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