

Nielsen N.V.  
Form 4  
August 25, 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 \*  
CUMINALE JAMES W

(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)  
08/21/2014

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)

Chief Legal 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 Ownership (Instr. 4)
			Code	V	Amount or Price		
Common Stock	08/21/2014		M		25,312 A \$ 32	D	
Common Stock	08/21/2014		M		21,250 A \$ 32	D	
Common Stock	08/21/2014		M		12,500 A \$ 18.4	D	
Common Stock	08/21/2014		S		59,062 D \$ 48.374	D	
Common Stock	08/22/2014		M		23,087 A \$ 16	D	

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Common Stock	08/22/2014		M	8,100	A	\$ 32	111,905.68	D	
Common Stock	08/22/2014		M	32,452	A	\$ 18.4	144,357.68	D	
Common Stock	08/22/2014		M	23,692	A	\$ 30.19	168,049.68	D	
Common Stock	08/22/2014		S	87,331	D	\$ 47.692 <u>(2)</u>	80,718.68	D	
Common Stock							16,497	I	By GRATs <sup>(3)</sup>
Common Stock							12,340	I	By Trust <u>(4)</u>

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
Options to Purchase common stock	\$ 32	08/21/2014		M	25,312	<u>(5)</u> 02/02/2017	Common Stock	25,312
Options to Purchase common stock	\$ 32	08/21/2014		M	21,250	<u>(6)</u> 02/02/2017	Common Stock	21,250
Options to Purchase	\$ 18.4	08/21/2014		M	12,500	<u>(6)</u> 03/18/2020	Common Stock	12,500

common stock									
Options to Purchase common stock	\$ 16	08/22/2014	M	23,087	(6)	02/02/2017	Common Stock	23,087	
Options to Purchase common stock	\$ 32	08/22/2014	M	8,100	(6)	02/02/2017	Common Stock	8,100	
Options to Purchase common stock	\$ 18.4	08/22/2014	M	32,452	(6)	03/18/2020	Common Stock	32,452	
Options to Purchase common stock	\$ 30.19	08/22/2014	M	23,692	(7)	05/11/2018	Common Stock	23,692	

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
CUMINALE JAMES W C/O NIELSEN N.V. 85 BROAD STREET NEW YORK, NY 10004			Chief Legal Officer	

## Signatures

/s/ Harris Black, authorized signatory

08/25/2014

\*\*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 price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions ranging from \$48.24 to \$48.76, 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) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions ranging from \$47.50 to \$48.12, 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

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forth above.

- (3) These securities are held by grantor retained annuity trusts for which the Reporting Person is the sole trustee and sole annuitant. The reporting person disclaims beneficial ownership of the securities held by the trusts except to the extent of his pecuniary interest.
- (4) These securities are held by a trust for which the Reporting Person's wife is the sole trustee and beneficiary. The reporting person disclaims beneficial ownership of the securities held by the trust except to the extent of his pecuniary interest.
- (5) Represents options to purchase shares of common stock, of which 1,562 vested on the grant date (December 31, 2006), 5,938 vested on December 31, 2007, 5,938 vested on December 31, 2009, 5,938 vested on December 31, 2012, and 5,937 vested on December 31, 2013.
- (6) Represents options to purchase shares of common stock of the Issuer, all of which are fully vested.
- (7) 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).

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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