

FINN MARY ELIZABETH

Form 3

May 11, 2011

FORM 3**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

OMB APPROVAL

OMB
Number: 3235-0104Expires: January 31,
2005Estimated average
burden hours per
response... 0.5**INITIAL STATEMENT OF 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 *

FINN MARY ELIZABETH

(Last)

(First)

(Middle)

2. Date of Event Requiring

Statement

(Month/Day/Year)

03/03/2011

3. Issuer Name and Ticker or Trading Symbol

Nielsen Holdings N.V. [NLSN]

4. Relationship of Reporting

Person(s) to Issuer

5. If Amendment, Date Original

Filed(Month/Day/Year)

770 BROADWAY

(Street)

(Check all applicable)

☐ Director ☐ 10% Owner☒ Officer ☐ Other

(give title below) (specify below)

Chief Human Resources Officer

6. Individual or Joint/Group

Filing(Check Applicable Line)

☒ Form filed by One Reporting

Person

☐ Form filed by More than One
Reporting Person

NEW YORK, NY 10003

(City)

(State)

(Zip)

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security

(Instr. 4)

2. Amount of Securities

Beneficially Owned

(Instr. 4)

3.

Ownership

Form:

Direct (D)

or Indirect

(I)

(Instr. 5)

4. Nature of Indirect Beneficial

Ownership

(Instr. 5)

Common Stock

18,750

D

FINN

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

SEC 1473 (7-02)

**Persons who respond to the collection of
information contained in this form are not
required to respond unless the form displays a
currently valid OMB control number.****Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security

(Instr. 4)

2. Date Exercisable and

Expiration Date

(Month/Day/Year)

Date
ExercisableExpiration
Date

3. Title and Amount of

Securities Underlying

Derivative Security

(Instr. 4)

Title

Amount or
Number of

4.

Conversion

or Exercise

Price of

Derivative

Security

5.

Ownership

Form of

Derivative

Security:

Direct (D)

or Indirect

6. Nature of Indirect

Beneficial Ownership

(Instr. 5)

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				Shares		(I) (Instr. 5)	
Options to purchase common stock (right to buy)	Â (1)	11/15/2017	Common Stock	33,937	\$ 16	D	Â
Options to purchase common stock (right to buy)	Â (2)	11/15/2017	Common Stock	5,656	\$ 32	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
FINN MARY ELIZABETH 770 BROADWAY NEW YORK, NY 10003	Â	Â	Â Chief Human Resources Officer	Â

Signatures

/s/ Harris Black, authorized signatory

05/11/2011

Signature of Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 5(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).

Represents options to purchase shares of common stock of the Issuer, of which 23,249 are vested. Additional 3,563 and 3,562 will vest on
(1) December 31, 2011 and 2012, respectively. The remaining 3,563 will vest if the Issuer meets or exceeds a pre-established EBITDA target for 2011, or otherwise, on December 31, 2013.

Represents options to purchase shares of common stock of the Issuer, of which 3,874 are vested. Additional 594 will vest on each of
(2) December 31, 2011 and December 31, 2012. The remaining 594 will vest if the Issuer meets or exceeds a pre-established EBITDA target for 2011, or otherwise, on December 31, 2013.

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Remarks:

Exhibit List:Â ExhibitÂ 24Â -ConfirmingÂ Statement

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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