

ARBITRON INC  
Form 4  
September 30, 2013

**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 \*  
CREAMER SEAN R

(Last) (First) (Middle)

9705 PATUXENT WOODS DRIVE

(Street)

COLUMBIA, MD 21046

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
ARBITRON INC [ARB]

3. Date of Earliest Transaction  
(Month/Day/Year)  
09/30/2013

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)  
President and CEO

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  |                                | (A) or (D) Price  |   |  |                                   |
| Common Stock                    | 09/30/2013                           |  | D                              | 110,987<br>(1)  | \$ 48 0   | D  |                                   |

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

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SEC 1474  
(9-02)

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

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| 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 Security (Instr. 3 and 4) | 8. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Non-Qualified Stock Option (right to buy)  | \$ 44.44   | 09/30/2013                           |  | D                              | 11,133  | (2) 02/08/2021   | Common Stock  | 11,133                        |
| Non-Qualified Stock Option (right to buy)  | \$ 33.73   | 09/30/2013                           |  | D                              | 66,418  | (2) 08/23/2021   | Common Stock  | 66,418                        |
| Non-Qualified Stock Option (right to buy)  | \$ 40.9  | 09/30/2013                           |  | D                              | 20,000  | (2) 09/15/2015   | Common Stock  | 20,000                        |
| Non-Qualified Stock Option (right to buy)  | \$ 38.88   | 09/30/2013                           |  | D                              | 15,000  | (2) 03/01/2016   | Common Stock  | 15,000                        |
| Non-Qualified Stock Option (right to buy)  | \$ 41.96   | 09/30/2013                           |  | D                              | 39,146  | (2) 03/03/2018   | Common Stock  | 39,146                        |
| Non-Qualified Stock Option (right to buy)  | \$ 20.29   | 09/30/2013                           |  | D                              | 82,645  | (2) 05/20/2019   | Common Stock  | 82,645                        |
| Non-Qualified Stock Option (right to buy)  | \$ 22.17   | 09/30/2013                           |  | D                              | 30,332  | (2) 03/04/2020   | Common Stock  | 30,332                        |

## Reporting Owners

| Reporting Owner Name / Address                                    | Relationships |           |                   |       |
|---|---------------|-----------|-------------------|-------|
|   | Director      | 10% Owner | Officer           | Other |
| CREAMER SEAN R<br>9705 PATUXENT WOODS DRIVE<br>COLUMBIA, MD 21046 |               |           | President and CEO |       |

## Signatures

/s/ Timothy T. Smith Attorney in Fact for Sean Creamer 09/30/2013

\*\*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).

Pursuant to the Agreement and Plan of Merger by and among Nielsen Holdings N.V. ("Nielsen"), TNC Sub I Corporation and Arbitron Inc., as amended (the "Merger Agreement"), 95,456 of these restricted stock units were cancelled in exchange for a cash payment equal to \$48.00 per share and 15,531 of these restricted stock units were converted into restricted stock units with respect to 20,526 shares of Nielsen common stock.

(1) Pursuant to the Merger Agreement, these options, which provided for vesting in three equal annual installments beginning on the first anniversary of the date of grant for each such option, were canceled in exchange for a cash payment representing the difference between \$48.00 per share and the exercise price of each such option.

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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