

ARBITRON INC
Form 4
September 30, 2013

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2015
Estimated average burden hours per response... 0.5

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 *
Henry Vaughan Scott

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
9705 PATUXENT WOODS DRIVE

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

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)

EVP, Technology Solutions

(Street)

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

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

COLUMBIA, MD 21046

(City) (State) (Zip)

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
| | | | Code | V | Amount | (A) or (D) | Price |
| Common Stock | 09/30/2013 | | D | | 32,307.3716 (1) | D | \$ 48 0 |
| Common Stock | 09/30/2013 | | D | | 79.4456 (2) | I | \$ 48 0 |

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

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.

SEC 1474
(9-02)

Edgar Filing: ARBITRON INC - Form 4

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 Security (Instr. 3 and 4) | Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|
| Non-Qualified Stock Option (right-to-buy) | \$ 33.87 | 09/30/2013 | | D | 20,765 | (3) 02/28/2022 | Common Stock | 20,765 |
| Non-Qualified Stock Option (right to buy) | \$ 38.88 | 09/30/2013 | | D | 5,000 | (3) 03/01/2016 | Common Stock | 5,000 |
| Non-Qualified Stock Option (right to buy) | \$ 41.96 | 09/30/2013 | | D | 26,913 | (3) 03/03/2018 | Common Stock | 26,913 |
| Non-Qualified Stock Option (right to buy) | \$ 20.29 | 09/30/2013 | | D | 1,463 | (3) 05/20/2019 | Common Stock | 1,463 |
| Non-Qualified Stock Option (right to buy) | \$ 22.17 | 09/30/2013 | | D | 6,948 | (3) 03/04/2020 | Common Stock | 6,948 |
| Non-Qualified Stock Option (right to buy) | \$ 44.44 | 09/30/2013 | | D | 8,694 | (3) 02/08/2021 | Common Stock | 8,694 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|---------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Henry Vaughan Scott 9705 PATUXENT WOODS DRIVE COLUMBIA, MD 21046 | | | EVP, Technology Solutions | |

Signatures

/s/ Timothy T. Smith Attorney in Fact for V. Scott Henry 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).

(1) 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"), 27,792.3716 of these restricted stock units were cancelled in exchange for a cash payment equal to \$48.00 per share and 4,515 of these restricted stock units were converted into restricted stock units with respect to 5,967 shares of Nielsen common stock.

(2) Pursuant to the Merger Agreement, these shares of common stock that were held within the reporting person's 401(k) plan immediately prior to the consummation of the merger were cancelled in exchange for a cash payment equal to \$48.00 per share.

(3) 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.

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.