



Office of the Secretary

United States of America  
FEDERAL TRADE COMMISSION  
WASHINGTON, D.C. 20580

September 24, 2013

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2000 Pennsylvania Avenue, NW  
Washington, DC 20006-1888

Re: *In the Matter of Nielsen Holdings N.V., a corporation, and Arbitron Inc., a corporation, FTC File No. 131 0058*

Dear Mr. Synnott and Ms. Henry:

This letter notifies Nielsen Holdings N.V. and Arbitron Inc., the Respondents in the above-referenced matter, that the Federal Trade Commission has approved Jay S. Guyther as the Monitor in this matter and the Monitor Agreement entered into September 12, 2013, pursuant to Paragraph VI. of the Decision and Order.

By direction of the Commission.

Donald S. Clark  
Secretary

cc: Jay S. Guyther  
1715 Lancaster Street  
Baltimore, Maryland 21231