



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Office of the Secretary

February 24, 2014

Mr. Jonathon Yinger
CBSL
State of Michigan

Re: *In the Matter of Nielsen Holdings, N.V. and Arbitron, Inc.*
File No. 131 0058, Docket No. C-4439

Dear Mr. Yinger:

Thank you for your comments regarding the proposed Consent Order accepted by the Federal Trade Commission for public comment in the above-captioned matter. This letter responds to your comments.

The Commission has placed your comment on the public record pursuant to Rule 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii), and it has been given detailed review. In your comment, you expressed concerns that Nielsen's acquisition of Arbitron would make it more difficult for small broadcasters that do not subscribe to Arbitron's ratings service to obtain basic radio ratings data. However, at the time of the transaction Nielsen did not offer a competing radio ratings service and was not an alternative source for this data. Accordingly, there is no basis to conclude that diminished competition from the transaction would affect small broadcasters' ability to obtain basic radio ratings data.

After careful consideration of your comments, the Commission has determined that the public interest would be best served by issuing the Decision and Order as final without modification. We arrived at this decision because the relief obtained pursuant to the order appropriately addresses the competitive concerns arising from the acquisition.

A copy of the final Decision and Order is enclosed for your information. Relevant materials are also available from the Commission's website at <http://www.ftc.gov>.

By direction of the Commission, Commissioner Ohlhausen recused, and Commissioner Wright dissenting.

Donald S. Clark
Secretary