

Nielsen CO B.V.  
Form 8-K  
April 25, 2012

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

**WASHINGTON, D.C. 20549**

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of the**  
**Securities Exchange Act of 1934**

**Date of Report (Date of earliest event reported) April 25, 2012**

**Nielsen Holdings N.V.**

**The Nielsen Company B.V.**

**(Exact name of registrant as specified in its charter)**

Edgar Filing: Nielsen CO B.V. - Form 8-K

|                              |                      |                     |
|------------------------------|----------------------|---------------------|
| <b>The Netherlands</b>       | <b>001-35042</b>     | <b>98-0662038</b>   |
| (State or other jurisdiction | <b>333-142546-29</b> | <b>98-0366864</b>   |
| of incorporation)            | (Commission          | (IRS Employer       |
|                              | File Number)         | Identification No.) |

|  |                        |
|--|------------------------|
| <b>770 Broadway</b>                      | <b>Diemerhof 2</b>     |
| <b>New York, New York 10003</b>          | <b>1112 XL Diemen</b>  |
| <b>(646) 654-5000</b>                    | <b>The Netherlands</b> |
| (Address of principal executive offices) | <b>+31 20 398 8777</b> |

Registrant's telephone number, including area code  
N/A

(Former name or former address, if changed since last report.)

Check the appropriate box below if the Form 8-K is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 2.02 Results of Operations and Financial Condition.**

On April 25, 2012, Nielsen Holdings N.V. (the Company ) issued a press release announcing its financial results for the first quarter ended March 31, 2012.

A copy of the press release is furnished as Exhibit 99.1 to this report and is incorporated herein by reference.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits.

| <b>Exhibit No.</b> | <b>Exhibit Description</b>   |
|--------------------|--|
| 99.1               | Press Release, dated April 25, 2012, issued by Nielsen Holdings N.V. pertaining to the financial results for the first quarter ended March 31, 2012. |

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: April 25, 2012

**NIELSEN HOLDINGS N.V.**

**THE NIELSEN COMPANY B.V.**

By: /s/ JEFFREY R. CHARLTON  
Name: **Jeffrey R. Charlton**  
Title: **Senior Vice President and Corporate Controller**

**(Principal Accounting Officer)**