

Nielsen Holdings plc
Form SD
May 18, 2016

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

Form SD
SPECIALIZED DISCLOSURE REPORT

Nielsen Holdings plc
(Exact name of registrant as specified in its charter)

England and Wales
(State or Other Jurisdiction
of Incorporation)

001-35042
(Commission File Number)

98-1225347
(I.R.S. Employer
Identification No.)

85 Broad Street
New York, New York 10004

AC Nielsen House
London Road
Oxford
Oxfordshire OX3 9RX

United Kingdom
(Address of principal executive offices, including zip code)

HARRIS BLACK

SENIOR VICE PRESIDENT, GENERAL COUNSEL CORPORATE AND SECRETARY

(203) 563-3500

**(Name and telephone number, including area code, of the
person to contact in connection with this report.)**

Check the appropriate box to indicate the rule pursuant to which this form is being filed, and provide the period to which the information in this form applies:

- x Rule 13p-1 under the Securities Exchange Act (17 CFR 240.13p-1) for the reporting period from January 1 to December 31, 2015

Section 1 Conflict Minerals Disclosure

Item 1.01 Conflict Minerals Disclosure and Report

Item 1.02 Exhibit

A copy of the registrant's Conflict Minerals Report for the reporting period from January 1, 2015 to December 31, 2015 is provided as Exhibit 1.01 hereto and is publicly available at www.nielsen.com/investors.

Section 2 Exhibits

Item 2.01 Exhibits

Exhibit 1.01 Conflict Minerals Report for the reporting period January 1, 2015 to December 31, 2015 as required by Items 1.01 and 1.02 of this Form.

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 duly authorized undersigned.

NIELSEN HOLDINGS PLC

/s/ Harris Black

May 18, 2016

By: Harris Black

Senior Vice President, General Counsel Corporate and Secretary

Exhibit Index

Exhibit 1.01 Conflict Minerals Report