

Nielsen Holdings plc
Form 3
January 11, 2016

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

OMB
Number: 3235-0104
Expires: January 31,
2005
Estimated average
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INITIAL STATEMENT OF 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 *

Â TAVOLIERI GIOVANNI

(Last) (First) (Middle)

C/O NIELSEN HOLDINGS
PLC,Â 85 BROAD STREET

(Street)

NEW YORK,Â NYÂ 10004

(City) (State) (Zip)

2. Date of Event Requiring
Statement

(Month/Day/Year)

01/01/2016

3. Issuer Name **and** Ticker or Trading Symbol
Nielsen Holdings plc [NLSN]

4. Relationship of Reporting
Person(s) to Issuer

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

(Check all applicable)

____ Director ____ 10% Owner
X Officer ____ Other
(give title below) (specify below)
Global President Operations

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

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security
(Instr. 4)

2. Amount of Securities
Beneficially Owned
(Instr. 4)

3. Ownership
Form:
Direct (D)
or Indirect
(I)
(Instr. 5)

4. Nature of Indirect Beneficial
Ownership
(Instr. 5)

Common Stock

10,272 ⁽¹⁾

D Â

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

SEC 1473 (7-02)

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information contained in this form are not
required to respond unless the form displays a
currently valid OMB control number.**

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security
(Instr. 4)

2. Date Exercisable and
Expiration Date
(Month/Day/Year)

3. Title and Amount of
Securities Underlying
Derivative Security
(Instr. 4)
Title

4. Conversion
or Exercise
Price of
Derivative
Security

5. Ownership
Form of
Derivative
Security:
Direct (D)

6. Nature of Indirect
Beneficial Ownership
(Instr. 5)

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	Date Exercisable	Expiration Date		Amount or Number of Shares		or Indirect (I) (Instr. 5)	
Options to purchase Common Stock	Â (2)	07/26/2022	Common Stock	3,750	\$ 27.98	D	Â
Options to purchase Common Stock	Â (3)	09/25/2023	Common Stock	5,000	\$ 36.56	D	Â
Options to purchase Common Stock	Â (4)	10/29/2024	Common Stock	12,000	\$ 41.92	D	Â
Options to purchase Common Stock	Â (5)	10/28/2025	Common Stock	15,394	\$ 48.35	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
TAVOLIERI GIOVANNI C/O NIELSEN HOLDINGS PLC 85 BROAD STREET NEW YORK, NY 10004	Â	Â	Â Global President Operations	Â

Signatures

/s/ Harris Black, Authorized
Signatory

01/11/2016

__Signature of Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 5(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).

- Includes (a) 1,126 restricted shares of the Issuer, which vest on February 10, 2016; (b) 2,828 restricted stock units of the Issuer, which vest in two annual installments on February 12, 2016 and 2017; (c) 1,120 restricted stock units of the Issuer, which vest on July 26, 2016;
- (1) (d) 1,051 restricted stock units of the Issuer, which vest in two annual installments on September 25, 2016 and 2017; (e) 1,546 restricted stock units of the Issuer, which vest in three annual installments on October 29, 2016, 2017 and 2018; and (f) 2,601 restricted stock units of the Issuer, which vest in four annual installments on October 28, 2016, 2017, 2018 and 2019.
- (2) Reflects a grant of options to purchase 15,000 shares, which vest in four equal annual installments on July 26, 2013, 2014, 2015 and 2016.
- (3) Reflects a grant of options to purchase 10,000 shares, which vest in four equal annual installments on September 5, 2014, 2015, 2016 and 2017.
- (4) Reflects a grant of options to purchase 12,000 shares, which vest in four equal annual installments on October 29, 2015, 2016, 2017 and 2018.
- (5) Reflects a grant of options to purchase 15,394 shares, which vest in four equal annual installments on October 28, 2016, 2017, 2018 and 2019.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

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