

Verisk Analytics, Inc.  
Form 4  
August 10, 2016

**FORM 4**

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

OMB APPROVAL

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**STATEMENT OF CHANGES IN 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 \*  
Coyne Frank J

(Last) (First) (Middle)

C/O VERISK ANALYTICS,  
INC., 545 WASHINGTON  
BOULEVARD

(Street)

JERSEY CITY, NJ 07310

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
Verisk Analytics, Inc. [VRSK]

3. Date of Earliest Transaction  
(Month/Day/Year)  
08/09/2016

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

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

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |   |                   |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|---|-------------------|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |   |   |                   |
| Common Stock                    | 08/09/2016                           |  | S                              | 30,000  | D   | \$ 81.81   | 106,563   | D |                   |
|                                 |                                      |  |                                |   |   | (1)  |   |   |                   |
| Common Stock                    | 08/10/2016                           |  | S                              | 32,048  | D   | \$ 81.26   | 74,515  | D |                   |
|                                 |                                      |  |                                |   |   | (2)  |   |   |                   |
| Common Stock                    |                                      |  |                                |   |   |  | 50,053  | I | Through trust (3) |
| Common Stock                    |                                      |  |                                |   |   |  | 50,444  | I | Through trust (4) |



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(3) These shares of Common Stock are held directly by the Frank J. Coyne Grantor Retained Annuity Trust 7.

(4) These shares of Common Stock are held directly by the Frank J. Coyne Grantor Retained Annuity Trust 8.

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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