Nielsen Holdings N.V. Form 424B7 August 12, 2013 Table of Contents

Filed Pursuant to Rule 424(b)(7)

Registration No. 333-180192

# **CALCULATION OF REGISTRATION FEE**

		Proposed Maximum		
Title Of Each Class Of	Number of Shares	Offering Price	Proposed Maximum	
			Aggregate Offering	Amount of
Shares To Be Registered	to be Registered	per Share	Price(1)	Registration Fee(2)
Common Stock, \$0.01 par value	531,250	\$33.44	\$17,765,000	\$2,423.15

- (1) Pursuant to Rule 457(c) of the Securities Act of 1933 and solely for the purpose of calculating the registration fee, the proposed maximum aggregate offering price is the product obtained by multiplying (x) \$33.44 (the average of the high and low prices of Nielsen Holdings N.V. s common stock on August 7, 2013) by (y) 531,250 (the number of shares to be registered).
- (2) This filing fee is calculated in accordance with Rule 457(r) and relates to the Registration Statement on Form S-3 (File No. 333-180192) filed by the Registrant on March 19, 2012.

**Prospectus Supplement** 

(to Prospectus dated March 19, 2012)

# **531,250 Shares**

# **Common Stock**

The selling stockholders named in this prospectus supplement may offer up to 531,250 shares of Nielsen Holdings N.V. common stock. We will not receive any proceeds from their sale of shares of our common stock.

Our common stock is listed on the New York Stock Exchange under the symbol NLSN. On August 9, 2013, the last reported sale price of our common stock on the New York Stock Exchange was \$33.09 per share.

Investing in our common stock involves risks. See <u>Risk Factors</u> beginning on page S-1 of this prospectus supplement, beginning on page 2 of the accompanying prospectus, and in our Annual Report on Form 10-K for the fiscal year ended December 31, 2012 (which document is incorporated by reference herein) to read about factors you should consider before making a decision to invest in our common stock.

Neither the Securities and Exchange Commission nor any state securities commission has approved or disapproved of these securities or passed upon the accuracy or adequacy of this prospectus supplement or the accompanying prospectus. Any representation to the contrary is a criminal offense.

August 12, 2013.

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You should rely only on information contained in or incorporated by reference in this prospectus supplement, the accompanying prospectus and any related free writing prospectus. We have not authorized anyone to provide you with any information or to make any representations other than those contained or incorporated by reference herein or in any free writing prospectuses we have prepared. We take no responsibility for, and can provide no assurance as to the reliability of, any other information that others may give you. The distribution of this prospectus and the offering and sale of our common stock in certain jurisdictions may be restricted by law. This prospectus does not constitute an offer of, or an invitation to purchase, any of the securities in any jurisdiction in which such offer or invitation would be unlawful. The information contained in this prospectus supplement is current only as of the date of this prospectus supplement regardless of the time of delivery of this prospectus supplement or of any sale of our common stock. Our business, financial condition, results of operation and prospects may have changed since that date.

 $Nielsen^{\otimes}$  and our logo are registered trademarks of ours. This prospectus supplement includes other registered and unregistered trademarks of ours. Other products, services and company names mentioned in this prospectus supplement are the service marks/trademarks of their respective owners.

#### ABOUT THIS PROSPECTUS SUPPLEMENT

This document has two parts, a prospectus supplement and an accompanying prospectus dated March 19, 2012. This prospectus supplement and the accompanying prospectus are part of a registration statement that we filed with the Securities and Exchange Commission, which we refer to as the SEC, utilizing the SEC s shelf registration process. The prospectus supplement, which describes certain matters relating to us and the specific terms of shares of common stock offered hereby, adds to and updates information contained in the accompanying prospectus and the documents incorporated by reference herein. Generally, when we refer to this document, we are referring to both parts of this document combined. Both this prospectus supplement and the accompanying prospectus include important information about us, our common stock and other information you should know before investing in our common stock. The accompanying prospectus gives more general information, some of which may not apply to the shares of common stock offered by this prospectus supplement and the accompanying prospectus. To the extent the information contained in this prospectus supplement differs or varies from the information contained in the accompanying prospectus, you should rely on the information contained in the more recent document.

Before you invest in our common stock, you should read the registration statement of which this document forms a part and this document, including the documents incorporated by reference herein that are described under the heading Incorporation by Reference.

The distribution of this prospectus supplement and the accompanying prospectus and the offering of the common stock in certain jurisdictions may be restricted by law. We are not making an offer of the common stock in any jurisdiction where the offer is not permitted. Persons who come into possession of this prospectus supplement and the accompanying prospectus should inform themselves about and observe any such restrictions. This prospectus supplement and the accompanying prospectus do not constitute, and may not be used in connection with, an offer or solicitation by anyone in any jurisdiction in which such offer or solicitation is not authorized or in which the person making such offer or solicitation is not qualified to do so or to any person to whom it is unlawful to make such offer or solicitation.

You should not consider any information in this prospectus supplement or the accompanying prospectus to be investment, legal or tax advice. You should consult your own counsel, accountant and other advisors for legal, tax, business, financial and related advice regarding the purchase of the common stock. We are not making any representation to you regarding the legality of an investment in the common stock by you under applicable investment or similar laws.

In this prospectus supplement, unless otherwise indicated or the context otherwise requires, references to Nielsen, the Company, we, us and o refer to Nielsen Holdings N.V., a Dutch public company with limited liability (naamloze vennootschap), and its consolidated subsidiaries. References to the IPO refer to our initial public offering on January 26, 2011 of 82,142,858 shares of our common stock, including shares issued to the underwriters of the IPO pursuant to their election to exercise in full their option to purchase additional shares. References to the selling stockholders refer to the selling stockholders listed in the table under the caption Selling Stockholders in this prospectus supplement. References to our 2012 Annual Report refer to our Annual Report on Form 10-K for the fiscal year ended December 31, 2012, which is incorporated by reference in this prospectus supplement.

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#### RISK FACTORS

An investment in our common stock involves risk. Before investing in our common stock, you should carefully consider the risks described below as well as other factors and information included in or incorporated by reference into this prospectus supplement and the accompanying prospectus, including the risk factors set forth in our 2012 Annual Report and our financial statements and related notes, all of which are incorporated by reference into this prospectus supplement and the accompanying prospectus. Any such risks could materially and adversely affect our business, financial condition, results of operations or liquidity. However, the selected risks described below and in our 2012 Annual Report are not the only risks facing us. Our business, financial condition, results of operations or liquidity could also be adversely affected by additional factors that apply to all companies generally, as well as other risks that are not currently known to us or that we currently view to be immaterial. While we attempt to mitigate known risks to the extent we believe to be practicable and reasonable, we can provide no assurance, and we make no representation, that our mitigation efforts will be successful. In such a case, the trading price of the common stock could decline and you may lose all or part of your investment in our company.

## United States civil liabilities may not be enforceable against us.

We are incorporated under the laws of the Netherlands and substantial portions of our assets are located outside of the United States. As a result, it may be difficult for investors to effect service of process within the United States upon us or such other persons residing outside the United States, or to enforce outside the United States judgments obtained against such persons in U.S. courts in any action, including actions predicated upon the civil liability provisions of the U.S. federal securities laws. In addition, it may be difficult for investors to enforce, in original actions brought in courts in jurisdictions located outside the United States, rights predicated upon the U.S. federal securities laws.

There is no treaty between the United States and the Netherlands for the mutual recognition and enforcement of judgments (other than arbitration awards) in civil and commercial matters. Therefore, a final judgment for the payment of money rendered by any federal or state court in the United States based on civil liability, whether or not predicated solely upon the U.S. federal securities laws, would not be enforceable in the Netherlands unless the underlying claim is re-litigated before a Dutch court. Under current practice however, a Dutch court will generally grant the same judgment without a review of the merits of the underlying claim if (i) that judgment resulted from legal proceedings compatible with Dutch notions of due process, (ii) that judgment does not contravene public policy of the Netherlands and (iii) the jurisdiction of the United States federal or state court has been based on internationally accepted principles of private international law.

Based on the foregoing, it may not be possible for U.S. investors to enforce against us any judgments obtained in U.S. courts in civil and commercial matters, including judgments under the U.S. federal securities laws.

Dutch courts may refuse to enforce contracts governed by foreign law or which require performance in a foreign jurisdiction if such other laws do not comply with certain mandatory rules under Dutch law.

We are a Dutch public company with limited liability, which may grant different rights to our stockholders than the rights granted to stockholders of companies organized in the United States.

The rights of our stockholders may be different from the rights of stockholders governed by the laws of U.S. jurisdictions. We are a Dutch public company with limited liability (naamloze vennootschap). Our corporate affairs are governed by our articles of association and by the laws governing companies incorporated in the Netherlands. The rights of stockholders and the responsibilities of members of our board of directors may be different from the rights and obligations of stockholders in companies governed by the laws of U.S. jurisdictions. In the performance of its duties, our board of directors is required by Dutch law to consider the interests of our

Company, its stockholders, its employees and other stakeholders, in all cases with due observation of the principles of reasonableness and fairness. It is possible that some of these parties will have interests that are different from, or in addition to, your interests as a stockholder. See Description of Capital Stock Corporate Governance in the accompanying prospectus.

In addition, the rights of holders of common stock are governed by Dutch law and our articles of association and differ from the rights of stockholders under U.S. law. Although stockholders have the right to approve mergers and consolidations, Dutch law does not grant appraisal rights to the Company s stockholders who wish to challenge the consideration to be paid upon a merger or consolidation of the Company. Also, generally only a company can bring a civil action against a third party against whom such company alleges wrongdoing, including the directors and officers of such company. A stockholder will have an individual right of action against such a third party only if the tortious act also constitutes a tortious act directly against such stockholder. The Dutch Civil Code provides for the possibility to initiate such actions collectively. A foundation or an association whose objective is to protect the rights of a group of persons having similar interests may institute a collective action. The collective action cannot result in an order for payment of monetary damages but may result in a declaratory judgment. The foundation or association and the defendant are permitted to reach (often on the basis of such declaratory judgment) a settlement which provides for monetary compensation for damages. The Dutch Enterprise Chamber may declare the settlement agreement binding upon all the injured parties with an opt-out choice for an individual injured party. An individual injured party, within the period set by the Dutch Enterprise Chamber, may also individually institute a civil claim for damages if such injured party is not bound by a collective agreement. See Description of Capital Stock in the accompanying prospectus.

The non-executive directors supervise the executive directors and our general affairs and provide general advice to the executive directors. Each director owes a duty to the Company to properly perform the duties assigned to him and to act in the corporate interest of the Company. Under Dutch law, the corporate interest extends to the interests of all corporate stakeholders, such as stockholders, creditors, employees, customers and suppliers. Any board resolution regarding a significant change in the identity or character of the Company requires stockholders approval.

The provisions of Dutch corporate law and our articles of association have the effect of concentrating control over certain corporate decisions and transactions in the hands of our board. As a result, holders of our shares may have more difficulty in protecting their interests in the face of actions by members of the board of directors than if we were incorporated in the United States.

# Our articles of association and Dutch corporate law contain provisions that may discourage a takeover attempt.

Provisions contained in our articles of association and the laws of the Netherlands could make it more difficult for a third party to acquire us, even if doing so might be beneficial to our stockholders. Provisions of our articles of association impose various procedural and other requirements, which could make it more difficult for stockholders to effect certain corporate actions.

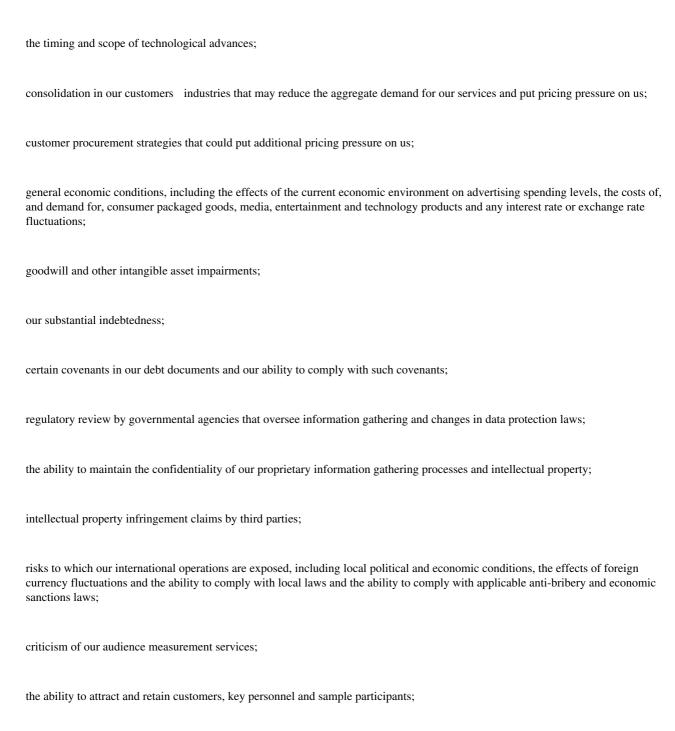
## Dutch insolvency laws to which we are subject may not be as favorable to you as U.S. or other insolvency laws.

As a company incorporated under the laws of the Netherlands with its registered offices in the Netherlands, subject to applicable EU insolvency regulations, any insolvency proceedings in relation to us may be based on Dutch insolvency law. Dutch insolvency proceedings differ significantly from insolvency proceedings in the United States and may make it more difficult for stockholders to recover the amount they may normally expect to recover in a liquidation or bankruptcy proceeding in the United States.

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#### CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING STATEMENTS

This prospectus supplement includes forward-looking statements. These forward-looking statements generally can be identified by the use of words such as anticipate, expect, plan, could, may, will, believe, estimate, forecast, project and other words of similar meaning are not guarantees of future performance, events or results and involve potential risks and uncertainties. These forward-looking statements are based on our current plans and expectations and are subject to a number of known and unknown uncertainties and risks, many of which are beyond our control, which could significantly affect current plans and expectations and our future financial position and results of operations. These factors include, but are not limited to:



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the effect of disruptions to our information processing systems;
the effect of disruptions in the mail, telecommunication infrastructure and/or air services;
the impact of tax planning initiatives and resolution of audits of prior tax years;
future litigation or government investigations;
the impact of competition;
the financial statement impact of changes in generally accepted accounting principles; and

the ability to successfully integrate our Company in accordance with our strategy and success of our joint ventures. We caution you that the foregoing list of important factors may not contain all of the material factors that are important to you. In addition, in light of these risks and uncertainties, the matters referred to in the forward-looking statements contained in this prospectus supplement may not in fact occur or may prove to be materially different from the expectations expressed or implied by these forward-looking statements. We undertake no obligation to publicly update or revise any forward-looking statement as a result of new information, future events or otherwise, except as otherwise required by law.

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## **USE OF PROCEEDS**

We will not receive any proceeds from this sale of shares by the selling stockholders.

# PRICE RANGE OF COMMON STOCK

Our common stock is listed on the NYSE and is traded under the symbol NLSN. There was no established public trading market for our common stock before our IPO on January 26, 2011. At the close of business on August 1, 2013, there were 24 holders of record of our shares of common stock. The last reported price of our common stock on the NYSE on August 9, 2013 was \$33.09 per share.

The following table sets forth for the periods indicated the high and low reported sale prices per share for the common stock, as reported on the NYSE:

	High	Low
2010		
First Quarter	N/A	N/A
Second Quarter	N/A	N/A
Third Quarter	N/A	N/A
Fourth Quarter	N/A	N/A
2011		
First Quarter (from January 26, 2011)	\$ 28.15	\$ 24.75
Second Quarter	\$ 33.00	\$ 26.88
Third Quarter	\$ 31.83	\$ 24.67
Fourth Quarter	\$ 31.45	\$ 24.38
2012		
First Quarter	\$ 31.10	\$ 26.57
Second Quarter	\$ 30.35	\$ 25.14
Third Quarter	\$ 30.50	\$ 25.02
Fourth Quarter	\$ 32.07	\$ 27.30
2013		
First Quarter	\$ 35.18	\$ 30.69
Second Quarter	\$ 37.09	\$ 33.13
Third Quarter (through August 9, 2013)	\$ 35.70	\$ 32.63

#### DIVIDEND POLICY

On January 31, 2013, our board of directors determined that we would endeavor to pay cash dividends on our common stock quarterly commencing in the first calendar quarter of 2013, subject to certain considerations. We declared a cash dividend of \$0.16 per share on the outstanding shares of our common stock that was paid on March 20, 2013 to holders of record of our common stock on March 6, 2013. On May 2, 2013, we declared a cash dividend of \$0.16 per share, which was paid on June 19, 2013 to holders of record of our common stock on June 5, 2013. On July 30, 2013, we declared a cash dividend to \$0.20 per share, to be paid on September 11, 2013 to holders of record of shares of the Company s common stock on August 28, 2013. Any decision to declare and pay dividends in the future will be made at the discretion of our board of directors and will depend on, among other things, our results of operations, cash requirements, financial condition, contractual restrictions and other factors that our board of directors may deem relevant. In addition, our ability to pay dividends is limited by covenants in our senior secured credit facilities and in the indentures governing our notes. See Liquidity and Capital Resources in the Management s Discussion and Analysis of Financial Condition and Results of Operations section of our May Current Report that is incorporated by reference into this prospectus supplement for a description of restrictions on our ability to pay dividends.

In 2010, we declared a special dividend of approximately 6 million (\$7 million) in the aggregate, or 0.02 per share, to our stockholders prior to our IPO, a portion of which was in the form of a non-cash settlement of loans that we had previously extended to Luxco, and the remainder of which utilized existing cash from operations. We paid this dividend so that Luxco will have sufficient cash to pay its operating expenses for the next three years. Accordingly, we do not expect to pay any similar dividends in the foreseeable future. We did not pay any other dividends in 2010, 2011 or 2012.

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#### SELLING STOCKHOLDERS

The following table sets forth, for each selling stockholder, the name, the number of shares of common stock beneficially owned as of August 1, 2013 and the percentage of common stock beneficially owned as of August 1, 2013. In addition, the table shows the principal amount of common stock beneficially owned by each selling stockholder that may be offered using this prospectus supplement.

A person is a beneficial owner of a security if that person has or shares voting or investment power over the security or if he has the right to acquire beneficial ownership within 60 days of August 1, 2013. Unless otherwise noted, these persons may be contacted at our executive offices and, to our knowledge, have sole voting and investment power over the shares listed. Percentage computations are based on 377,356,174 shares of our common stock outstanding as of August 1, 2013.

	Beneficial of Comm	Beneficial Ownership of Common Stock Offered hereby		
Name of Selling Shareholder	Shares	Percentage	Shares	Percentage
Centerview Capital, L.P. (1)	1,833,514	*	506,667	*
Centerview Employees, L.P. (1)	88,952	*	24,583	*
Centerview VNU LLC (1)	377,491	*		

<sup>\*</sup> Less than 1%.

(1) Centerview Capital, L.P. ( Centerview Capital ) beneficially owns options to acquire 506,667 shares of common stock of Nielsen. Centerview Employees, L.P. ( Centerview Employees ) beneficially owns options to acquire 24,583 shares of common stock of Nielsen. The general partner of Centerview Capital is Centerview Capital GP, L.P., whose general partner is Centerview Capital GP LLC ( Centerview Capital GP ). The general partner of Centerview Employees is Centerview Capital GP. The sole member of Centerview Capital GP is Centerview Capital Holdings LLC ( Centerview Holdings ). Centerview Holdings, by virtue of the relationships described above, may be deemed to have voting or investment control with respect to the options held by Centerview Capital and Centerview Employees. Centerview Holdings disclaims beneficial ownership of such options. Centerview Holdings has formed an investment committee (the Centerview Investment Committee ) that has the power to exercise voting and investment control over the shares held by Centerview Capital and Centerview Employees. The members of the Centerview Investment Committee are Adam D. Chinn, Blair W. Effron, David M. Hooper, James M. Kilts and Robert A. Pruzan. The address of each of the entities and persons identified in this footnote is 31 West 52nd Street, New York, New York 10019. The Centerview Investment Committee has the power to exercise voting and investment control over the options held by Centerview Capital and Centerview Employees. Each of the members of the Centerview Investment Committee and the members of Centerview Holdings disclaims beneficial ownership of such options. Of the 155,224,724 shares of common stock of Nielsen owned by Luxco, 1,887,460 are attributable to Centerview Capital, Centerview Employees and Centerview VNU LLC.

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#### PLAN OF DISTRIBUTION

We are registering the shares of our common stock covered by this prospectus supplement to permit the selling stockholders to conduct public secondary trades of these securities from time to time after the date of this prospectus. We will not receive any of the proceeds from any offering of the shares of our common stock by the selling stockholders. We have been advised by the selling stockholders that the selling stockholders or pledgees, donees or transferees of, or other successors in interest to, the selling stockholders may sell all or a portion of the shares of our common stock beneficially owned by them and offered hereby from time to time either:

directly by the selling stockholders and their successors, which includes their transferees, pledgees or donees or their successors, or

through underwriters, broker-dealers or agents who may act as agents or principals and may receive compensation in the form of discounts, concessions or commissions from the selling stockholders or the purchasers of the common stock. These discounts, concessions or commissions may be in excess of those customary in the types of transactions involved.

If the common stock is sold through underwriters or broker-dealers, the selling stockholders will be responsible for underwriting discounts or commissions or agent s commissions.

The selling stockholders may offer their shares of our common stock pursuant to this prospectus supplement at fixed prices, which may be changed, at prevailing market prices at the time of sale, at varying prices determined at the time of sale, or at negotiated prices. The offering price will be determined by the participants in the purchase and sale (or other transfer) transaction based on factors they consider important.

The public price at which our shares trade in the future might be below the price at which the selling stockholders sell their shares under this prospectus supplement

The aggregate proceeds to the selling stockholders from the sale of the shares of our common stock offered by them hereby will be the purchase price of the shares of our common stock less discounts and commissions, if any.

These sales may be effected in transactions:

on any national securities exchange or quotation service on which the common stock may be listed or quoted at the time of the sale, including the New York Stock Exchange;

in the over-the-counter market:

in transactions otherwise than on such exchanges or services or in the over-the-counter market; or

through the writing of options, whether such options are listed on an options exchange or otherwise through the settlement of short sales.

These transactions may include block transactions or crosses. Crosses are transactions in which the same broker acts as an agent on both sides of the trade.

In addition, the common stock offered hereby may be offered and sold by the selling stockholders in one or more of the transactions described above, which transactions may be effected at any time and from time to time. Upon a sale of common stock made in this manner, the selling stockholders and any participating broker, dealer or underwriter may be deemed to be underwriters within the meaning of Section 2(11) of the Securities Act of 1933, and any commissions, discounts or concessions upon the sale, or any profit on the resale of the securities, received in connection with the sale may be deemed to be underwriting commissions or discounts under the Securities Act of 1933. The compensation, including commissions, discounts, concessions and other profits, received by any broker, dealer or underwriter in connection with the sale of any

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of the securities, may be less than or in excess of customary commissions.

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At the time a particular offering of the securities is made, if required, a further prospectus supplement will be distributed, which will set forth the names of the selling stockholders, the aggregate amount and type of securities being offered and the terms of the offering, including, to the extent required, (1) the name or names of any underwriters, broker-dealers or agents, (2) any discounts, commissions and other terms constituting compensation from the selling stockholders and (3) any discounts, commissions or concessions allowed or reallowed to be paid to broker-dealers.

To our knowledge, there are currently no plans, arrangements or understandings between any selling stockholder and any underwriter, broker-dealer or agent regarding the sale of the common stock by the selling stockholders.

We cannot assure you that any selling stockholder will sell any or all of the common stock with the prospectus of which this prospectus supplement is a part. Further, we cannot assure you that any such selling stockholder will not transfer, devise or gift the common stock by other means not described in the prospectus of which this prospectus supplement is a part. In addition, any common stock covered by the prospectus of which this prospectus supplement is a part that qualify for sale under Rule 144 of the Securities Act may be sold under Rule 144 rather than under the prospectus of which this prospectus supplement is a part. The common stock may be sold in some states only through registered or licensed brokers or dealers. In addition, in some states the common stock may not be sold unless they have been registered or qualified for sale or the sale is entitled to an exemption from registration.

The selling stockholders may enter into hedging transactions with broker-dealers or other financial institutions. In connection with such transactions, broker-dealers or other financial institutions may engage in short sales of the common stock in the course of hedging the positions they assume with selling stockholders. The selling stockholders may also enter into options or other transactions with broker-dealers or other financial institutions which require the delivery to such broker-dealer or other institutions of the common stock offered hereby, shares of which may be resold by such broker-dealer or other financial institution pursuant to this prospectus supplement, as supplemented or amended.

The selling stockholders and any other person participating in the sale of the common stock will be subject to the Exchange Act. The Exchange Act rules include, without limitation, Regulation M, which may limit the timing of purchases and sales of any of the common stock by the selling stockholders and any other such person. In addition, Regulation M of the Exchange Act may restrict the ability of any person engaged in the distribution of the common stock to engage in market-making activities with respect to the common stock being distributed for a period of up to five business days before the commencement of such distribution. This may affect the marketability of the common stock and the ability of any person or entity to engage in market-making activities with respect to the common stock.

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#### **EXPERTS**

The consolidated financial statements of Nielsen Holdings N.V. as of December 31, 2012 and 2011 and for each of the three years ended December 31, 2012 appearing in Nielsen Holdings N.V. s Current Report on Form 8-K filed on August 12, 2013 (including schedules appearing therein), and the effectiveness of Nielsen Holdings N.V. s internal control over financial reporting as of December 31, 2012 appearing in Nielsen Holdings N.V. s Annual Report on Form 10-K for the year ended December 31, 2012 have been audited by Ernst & Young LLP, independent registered public accounting firm, as set forth in their reports thereon, included therein, and incorporated herein by reference. Such consolidated financial statements and Nielsen Holdings N.V. management s assessment of the effectiveness of internal control over financial reporting as of December 31, 2012 are incorporated herein by reference in reliance upon such reports given on the authority of such firm as experts in accounting and auditing.

#### INCORPORATION BY REFERENCE

The rules of the SEC allow us to incorporate by reference information into this prospectus supplement and accompanying prospectus. By incorporating by reference, we can disclose important information to you by referring you to another document we have filed separately with the SEC. The information incorporated by reference is considered to be part of this prospectus supplement and the accompanying prospectus and information that we file in the future with the SEC will automatically update and supersede, as appropriate, this information. We incorporate by reference the documents listed below and all documents that we file with the SEC under Sections 13(a), 13(c), 14 or 15(d) of the Exchange Act after the date of this prospectus supplement from their respective filing dates so long as the registration statement of which this prospectus supplement and accompanying prospectus is a part remains effective:

Our Annual Report on Form 10-K for the fiscal year ended December 31, 2012;

Our Quarterly Reports on Form 10-Q for the quarter ended March 31, 2013 and the quarter ended June 30, 2013;

Our Current Reports on Form 8-K filed with the SEC on January 28, 2013, February 11, 2013 (two reports), February 21, 2013, March 4, 2013, May 6, 2013, May 9, 2013, May 13, 2013, May 17, 2013, June 19, 2013, July 30, 2013 and August 12, 2013; and

The description of our common stock contained in our Registration Statement on Form 8-A, filed with the SEC on January 20, 2011, including any subsequent amendment or any report filed for the purpose of updating such description.

Notwithstanding the foregoing, we are not incorporating by reference information furnished under Items 2.02 and 7.01 of any Current Report on Form 8-K (including any Form 8-K itemized above), including the related exhibits, nor in any documents or other information that is deemed to have been furnished to and not filed with the SEC.

Any statement contained in a document incorporated by reference in this prospectus supplement shall be deemed to be modified or superseded for purposes of this prospectus supplement to the extent that a statement contained herein or in any other subsequently filed document that also is incorporated by reference in this prospectus supplement modifies or supersedes such statement. Any statement so modified or superseded shall not be deemed, except as so modified or superseded, to constitute a part of this prospectus supplement. You may request a copy of any or all of the documents referred to above that have been or may be incorporated by reference into this prospectus supplement (excluding certain exhibits to the documents) at no cost, by writing or calling us at the following address or telephone number:

Nielsen Holdings N.V.

Attn: Chief Legal Officer

770 Broadway

New York, New York 10003

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(646) 654-5000

You should rely only on the information incorporated by reference or provided in this prospectus supplement. We have not authorized anyone else to provide you with different information.

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#### WHERE YOU CAN FIND MORE INFORMATION

This prospectus supplement is part of a registration statement on Form S-3 that we filed with the SEC under the Securities Act. Certain information set forth in the registration statement and its exhibits and schedules are not included in this prospectus supplement and have been omitted as permitted by the rules and regulations of the SEC. For further information about us, as well as our common stock, we refer you to the registration statement and to its exhibits and schedules.

We are subject to the informational requirements of the Exchange Act and are required to file annual, quarterly and current reports, proxy statements and other information with the SEC. You may read and copy any of these reports, statements or other information at the SEC s public reference room at 100 F Street, N.E., Washington, D.C. 20549 or at its regional offices. You can request copies of those documents, upon payment of a duplicating fee, by writing to the SEC. Please call the SEC at 1-800-SEC-0330 for further information on the public reference room. Our filings are also available to the public at the SEC s internet site at http://www.sec.gov.

We also make available, free of charge, through the investor relations portion of our website our Annual Report on Form 10-K, Quarterly Reports on Form 10-Q, Current Reports on Form 8-K, Proxy Statement on Schedule 14A (and any amendments to those forms) as soon as reasonably practicable after they are filed with or furnished to the SEC. Our website address is www.nielsen.com. Please note that our website address is provided in this prospectus supplement as an inactive textual reference only. The information found on or accessible through our website is not part of this prospectus supplement or the accompanying prospectus, and is therefore not incorporated by reference unless such information is otherwise specifically referenced elsewhere in this prospectus supplement or the accompanying prospectus.

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**PROSPECTUS** 

# **Common Stock**

We may offer and sell our common stock from time to time. We will determine when we sell our common stock, which may be sold on a continuous or delayed basis directly, to or through agents, dealers or underwriters as designated from time to time, or through a combination of these methods. We reserve the sole right to accept, and we and any agents, dealers and underwriters reserve the right to reject, in whole or in part, any proposed purchase of our common stock. If any agents, dealers or underwriters are involved in the sale of any of our common stock, the applicable prospectus supplement will set forth any applicable commissions or discounts payable to them. Our net proceeds from the sale of our common stock also will be set forth in the applicable prospectus supplement. We also may provide investors with a free writing prospectus that includes this information. In addition, certain selling stockholders may offer and sell our common stock from time to time, together or separately, in amounts, at prices and on terms that will be determined at the time of any such offering.

Each time that we or any selling common stockholders sell common stock using this prospectus, we or any selling stockholders will provide a prospectus supplement and attach it to this prospectus. The prospectus supplement or free writing prospectus will contain more specific information about the offering and the common stock being offered, including the names of any selling stockholders, if applicable, the prices and our net proceeds from the sales of such common stock. The prospectus supplement or free writing prospectus may also add, update or change information contained in this prospectus. This prospectus may not be used to sell common stock unless accompanied by a prospectus supplement describing the method and terms of the offering.

You should carefully read this prospectus and any applicable prospectus supplement and free writing prospectus, together with any documents we incorporate by reference, before you invest in our common stock.

Our common stock is listed on the New York Stock Exchange (the NYSE ) under the symbol NLSN.

Investing in our common stock involves risks. You should carefully consider the <u>risk factors</u> referred to on page 2 of this prospectus, in any applicable prospectus supplement and in the documents incorporated or deemed incorporated by reference in this prospectus before investing in our common stock.

Neither the Securities and Exchange Commission nor any state securities commission has approved or disapproved of these securities or passed upon the accuracy or adequacy of this prospectus. Any representation to the contrary is a criminal offense.

The date of this prospectus is March 19, 2012.

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#### ABOUT THIS PROSPECTUS

This prospectus is part of a registration statement on Form S-3 that we filed with the Securities and Exchange Commission (the SEC ) using a shelf registration process. Under this shelf registration process, we and/or certain selling stockholders, if applicable, may, from time to time, offer and/or sell our common stock in one or more offerings or resales. This prospectus provides you with a general description of the common stock that we and/or certain selling stockholders may offer. Each time we sell common stock using this prospectus, we will provide a prospectus supplement and attach it to this prospectus and may also provide you with a free writing prospectus. The prospectus supplement and any free writing prospectus will contain more specific information about the offering, including the names of any selling stockholders, if applicable. The prospectus supplement may also add, update, change or clarify information contained in or incorporated by reference into this prospectu 4 SOURCE OF FUNDS (SEE INSTRUCTIONS) AF 5 CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) o 6 CITIZENSHIP OR PLACE OF ORGANIZATION New York 7 SOLE VOTING POWER NUMBER OF 0 SHARES8 SHARED VOTING POWERBENEFICIALLY OWNED BY 1,212,750 EACH9 SOLE DISPOSITIVE POWERREPORTING PERSON 0 WITH10 SHARED DISPOSITIVE POWER 1,212,750 11 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 1,212,750 12 CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS) o 13 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) 0.93% 1 14 TYPE OF REPORTING PERSON (SEE INSTRUCTIONS) IA

<sup>&</sup>lt;sup>1</sup> Based on 130,320,880 shares of Common Stock outstanding as of April 26, 2010, as reported by Visteon Corporation in its Quarterly Report on Form 10-Q, filed with the Securities and Exchange Commission on April 30, 2010.

CUSIP No. 92839U107 Page of 47 Pages NAMES OF REPORTING PERSONS 1 Davidson Kempner International Advisors, L.L.C. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS) 2 (a) þ (b) o SEC USE ONLY 3 SOURCE OF FUNDS (SEE INSTRUCTIONS) 4 AF CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) 5 CITIZENSHIP OR PLACE OF ORGANIZATION 6 Delaware **SOLE VOTING POWER** 7 0 NUMBER OF SHARED VOTING POWER **SHARES** BENEFICIALLY 8 OWNED BY 1,351,350 **EACH** SOLE DISPOSITIVE POWER 9 REPORTING

WITH SHARED DISPOSITIVE POWER

10

1,351,350

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

11

1,351,350

CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

12

o

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

13

 $1.04\%^{1}$ 

TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

14

OO

<sup>&</sup>lt;sup>1</sup> Based on 130,320,880 shares of Common Stock outstanding as of April 26, 2010, as reported by Visteon Corporation in its Quarterly Report on Form 10-Q, filed with the Securities and Exchange Commission on April 30, 2010.

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CUSIP No.
            92839U107
                                                               Page
                                                                      13
                                                                           of 47 Pages
        NAMES OF REPORTING PERSONS
  1
        DK Group LLC
        CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS)
  2
        (a) þ
        (b) o
        SEC USE ONLY
  3
        SOURCE OF FUNDS (SEE INSTRUCTIONS)
  4
        AF
        CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS
        2(d) OR 2(e)
  5
        CITIZENSHIP OR PLACE OF ORGANIZATION
  6
        Delaware
                  SOLE VOTING POWER
               7
                  0
 NUMBER OF
                  SHARED VOTING POWER
   SHARES
BENEFICIALLY 8
 OWNED BY
                  2,644,952
    EACH
                  SOLE DISPOSITIVE POWER
               9
 REPORTING
```

WITH SHARED DISPOSITIVE POWER

10

2,644,952

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

11

2,644,952

CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

**12** 

o

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

13

 $2.03\%^{1}$ 

TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

14

OO

<sup>&</sup>lt;sup>1</sup> Based on 130,320,880 shares of Common Stock outstanding as of April 26, 2010, as reported by Visteon Corporation in its Quarterly Report on Form 10-Q, filed with the Securities and Exchange Commission on April 30, 2010.

CUSIP No. 92839U107 Page of 47 Pages NAMES OF REPORTING PERSONS 1 DK Management Partners LP CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS) 2 (a) þ (b) o SEC USE ONLY 3 SOURCE OF FUNDS (SEE INSTRUCTIONS) 4 AF CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) 5 CITIZENSHIP OR PLACE OF ORGANIZATION 6 Delaware **SOLE VOTING POWER** 7 0 NUMBER OF SHARED VOTING POWER **SHARES** BENEFICIALLY 8 OWNED BY 5,659,503 **EACH** SOLE DISPOSITIVE POWER 9 REPORTING

WITH SHARED DISPOSITIVE POWER

10

5,659,503

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

11

5,659,503

CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

**12** 

o

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

13

 $4.34\%^{1}$ 

TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

14

PN

<sup>&</sup>lt;sup>1</sup> Based on 130,320,880 shares of Common Stock outstanding as of April 26, 2010, as reported by Visteon Corporation in its Quarterly Report on Form 10-Q, filed with the Securities and Exchange Commission on April 30, 2010.

CUSIP No. 92839U107 Page 15 of 47 Pages NAMES OF REPORTING PERSONS 1 DK Stillwater GP LLC CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS) 2 (a) þ (b) o SEC USE ONLY 3 SOURCE OF FUNDS (SEE INSTRUCTIONS) 4 AF CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) 5 CITIZENSHIP OR PLACE OF ORGANIZATION 6 Delaware **SOLE VOTING POWER** 7 0 NUMBER OF **SHARES** SHARED VOTING POWER BENEFICIALLY 8 OWNED BY 5,659,503 **EACH** SOLE DISPOSITIVE POWER 9 REPORTING

WITH SHARED DISPOSITIVE POWER

10

5,659,503

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

11

5,659,503

CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

12

o

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

13

 $4.34\%^{1}$ 

TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

14

OO

<sup>&</sup>lt;sup>1</sup> Based on 130,320,880 shares of Common Stock outstanding as of April 26, 2010, as reported by Visteon Corporation in its Quarterly Report on Form 10-Q, filed with the Securities and Exchange Commission on April 30, 2010.

CUSIP No. 92839U107 Page of 47 Pages NAMES OF REPORTING PERSONS 1 Thomas L. Kempner, Jr. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS) 2 (a) þ (b) o SEC USE ONLY 3 SOURCE OF FUNDS (SEE INSTRUCTIONS) 4 AF CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) 5 CITIZENSHIP OR PLACE OF ORGANIZATION 6 United States of America SOLE VOTING POWER 7 0 NUMBER OF SHARED VOTING POWER **SHARES** BENEFICIALLY 8 OWNED BY 11,550,000 **EACH** SOLE DISPOSITIVE POWER 9 REPORTING

WITH SHARED DISPOSITIVE POWER

10

11,550,000

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

11

**12** 

11,550,000

CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

o

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

13

8.86%1

TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

14

IN

<sup>&</sup>lt;sup>1</sup> Based on 130,320,880 shares of Common Stock outstanding as of April 26, 2010, as reported by Visteon Corporation in its Quarterly Report on Form 10-Q, filed with the Securities and Exchange Commission on April 30, 2010.

CUSIP No. 92839U107 Page 17 of 47 Pages NAMES OF REPORTING PERSONS 1 Stephen M. Dowicz CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS) 2 (a) þ (b) o SEC USE ONLY 3 SOURCE OF FUNDS (SEE INSTRUCTIONS) 4 AF CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) 5 CITIZENSHIP OR PLACE OF ORGANIZATION 6 United States of America **SOLE VOTING POWER** 7 0 NUMBER OF **SHARES** SHARED VOTING POWER BENEFICIALLY 8 OWNED BY 11,550,000 **EACH** SOLE DISPOSITIVE POWER 9 REPORTING

WITH SHARED DISPOSITIVE POWER

10

11,550,000

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

11

11,550,000

CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

12

o

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

13

8.86%1

TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

14

IN

<sup>&</sup>lt;sup>1</sup> Based on 130,320,880 shares of Common Stock outstanding as of April 26, 2010, as reported by Visteon Corporation in its Quarterly Report on Form 10-Q, filed with the Securities and Exchange Commission on April 30, 2010.

CUSIP No. 92839U107 Page of 47 Pages NAMES OF REPORTING PERSONS 1 Scott E. Davidson CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS) 2 (a) þ (b) o SEC USE ONLY 3 SOURCE OF FUNDS (SEE INSTRUCTIONS) 4 AF CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) 5 CITIZENSHIP OR PLACE OF ORGANIZATION 6 United States of America SOLE VOTING POWER 7 0 NUMBER OF SHARED VOTING POWER **SHARES** BENEFICIALLY 8 OWNED BY 11,550,000 **EACH** SOLE DISPOSITIVE POWER 9 REPORTING

WITH SHARED DISPOSITIVE POWER

10

11,550,000

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

11

11,550,000

CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

12

o

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

13

8.86%1

TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

14

IN

<sup>&</sup>lt;sup>1</sup> Based on 130,320,880 shares of Common Stock outstanding as of April 26, 2010, as reported by Visteon Corporation in its Quarterly Report on Form 10-Q, filed with the Securities and Exchange Commission on April 30, 2010.

CUSIP No. 92839U107 Page of 47 Pages NAMES OF REPORTING PERSONS 1 Timothy I. Levart CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS) 2 (a) þ (b) o SEC USE ONLY 3 SOURCE OF FUNDS (SEE INSTRUCTIONS) 4 AF CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) 5 CITIZENSHIP OR PLACE OF ORGANIZATION 6 United States of America and the United Kingdom **SOLE VOTING POWER** 7 0 NUMBER OF SHARED VOTING POWER **SHARES** BENEFICIALLY 8 OWNED BY 11,550,000 **EACH** SOLE DISPOSITIVE POWER 9 REPORTING

WITH SHARED DISPOSITIVE POWER

10

11,550,000

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

11

**12** 

11,550,000

CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

o

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

13

8.86%1

TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

14

IN

<sup>&</sup>lt;sup>1</sup> Based on 130,320,880 shares of Common Stock outstanding as of April 26, 2010, as reported by Visteon Corporation in its Quarterly Report on Form 10-Q, filed with the Securities and Exchange Commission on April 30, 2010.

CUSIP No. 92839U107 Page of 47 Pages NAMES OF REPORTING PERSONS 1 Robert J. Brivio, Jr. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS) 2 (a) þ (b) o SEC USE ONLY 3 SOURCE OF FUNDS (SEE INSTRUCTIONS) 4 AF CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) 5 CITIZENSHIP OR PLACE OF ORGANIZATION 6 United States of America **SOLE VOTING POWER** 7 0 NUMBER OF **SHARES** SHARED VOTING POWER BENEFICIALLY 8 OWNED BY 11,550,000 **EACH** SOLE DISPOSITIVE POWER 9 REPORTING

WITH SHARED DISPOSITIVE POWER

10

11,550,000

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

11

11,550,000

CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

12

o

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

13

8.86%1

TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

14

IN

<sup>&</sup>lt;sup>1</sup> Based on 130,320,880 shares of Common Stock outstanding as of April 26, 2010, as reported by Visteon Corporation in its Quarterly Report on Form 10-Q, filed with the Securities and Exchange Commission on April 30, 2010.

CUSIP No. 92839U107 Page 21 of 47 Pages NAMES OF REPORTING PERSONS 1 Eric P. Epstein CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS) 2 (a) þ (b) o SEC USE ONLY 3 SOURCE OF FUNDS (SEE INSTRUCTIONS) 4 AF CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) 5 CITIZENSHIP OR PLACE OF ORGANIZATION 6 United States of America SOLE VOTING POWER 7 0 NUMBER OF SHARED VOTING POWER **SHARES** BENEFICIALLY 8 OWNED BY 11,550,000 **EACH** SOLE DISPOSITIVE POWER 9 REPORTING

WITH SHARED DISPOSITIVE POWER

10

11,550,000

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

11

11,550,000

CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

**12** 

o

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

13

8.86%1

TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

14

IN

<sup>&</sup>lt;sup>1</sup> Based on 130,320,880 shares of Common Stock outstanding as of April 26, 2010, as reported by Visteon Corporation in its Quarterly Report on Form 10-Q, filed with the Securities and Exchange Commission on April 30, 2010.

CUSIP No. 92839U107 Page 22 of 47 Pages NAMES OF REPORTING PERSONS 1 Anthony A. Yoseloff CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS) 2 (a) þ (b) o SEC USE ONLY 3 SOURCE OF FUNDS (SEE INSTRUCTIONS) 4 AF CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) 5 CITIZENSHIP OR PLACE OF ORGANIZATION 6 United States of America **SOLE VOTING POWER** 7 0 NUMBER OF SHARED VOTING POWER **SHARES** BENEFICIALLY 8 OWNED BY 11,550,000 **EACH** SOLE DISPOSITIVE POWER 9 REPORTING

WITH SHARED DISPOSITIVE POWER

10

11,550,000

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

11

11,550,000

CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

12

o

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

13

8.86%1

TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

14

IN

<sup>&</sup>lt;sup>1</sup> Based on 130,320,880 shares of Common Stock outstanding as of April 26, 2010, as reported by Visteon Corporation in its Quarterly Report on Form 10-Q, filed with the Securities and Exchange Commission on April 30, 2010.

CUSIP No. 92839U107 Page of 47 Pages NAMES OF REPORTING PERSONS 1 Avram Z. Friedman CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS) 2 (a) þ (b) o SEC USE ONLY 3 SOURCE OF FUNDS (SEE INSTRUCTIONS) 4 AF CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) 5 CITIZENSHIP OR PLACE OF ORGANIZATION 6 United States of America **SOLE VOTING POWER** 7 0 NUMBER OF SHARED VOTING POWER **SHARES** BENEFICIALLY 8 OWNED BY 11,550,000 **EACH** SOLE DISPOSITIVE POWER 9 REPORTING

WITH SHARED DISPOSITIVE POWER

10

11,550,000

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

11

11,550,000

CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

12

o

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

13

8.86%1

TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

14

IN

<sup>&</sup>lt;sup>1</sup> Based on 130,320,880 shares of Common Stock outstanding as of April 26, 2010, as reported by Visteon Corporation in its Quarterly Report on Form 10-Q, filed with the Securities and Exchange Commission on April 30, 2010.

CUSIP No. 92839U107 Page of 47 Pages NAMES OF REPORTING PERSONS 1 Conor Bastable CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS) 2 (a) þ (b) o SEC USE ONLY 3 SOURCE OF FUNDS (SEE INSTRUCTIONS) 4 AF CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) 5 CITIZENSHIP OR PLACE OF ORGANIZATION 6 United States of America SOLE VOTING POWER 7 0 NUMBER OF SHARED VOTING POWER **SHARES** BENEFICIALLY 8 OWNED BY 11,550,000 **EACH** SOLE DISPOSITIVE POWER 9 REPORTING

WITH SHARED DISPOSITIVE POWER

10

11,550,000

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

11

11,550,000

CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

12

o

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

13

8.86%1

TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

14

IN

<sup>&</sup>lt;sup>1</sup> Based on 130,320,880 shares of Common Stock outstanding as of April 26, 2010, as reported by Visteon Corporation in its Quarterly Report on Form 10-Q, filed with the Securities and Exchange Commission on April 30, 2010.

CUSIP No. 92839U107 Page of 47 Pages NAMES OF REPORTING PERSONS 1 Brigade Capital Management, LLC CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS) 2 (a) þ (b) o SEC USE ONLY 3 SOURCE OF FUNDS (SEE INSTRUCTIONS) 4 AF CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) 5 CITIZENSHIP OR PLACE OF ORGANIZATION 6 Delaware **SOLE VOTING POWER** 7 0 NUMBER OF **SHARES** SHARED VOTING POWER BENEFICIALLY 8 OWNED BY 3,350,000 **EACH** SOLE DISPOSITIVE POWER 9 REPORTING

WITH SHARED DISPOSITIVE POWER

10

3,350,000

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

11

3,350,000

CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

12

o

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

13

 $2.57\%^{1}$ 

TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

14

IA

<sup>&</sup>lt;sup>1</sup> Based on 130,320,880 shares of Common Stock outstanding as of April 26, 2010, as reported by Visteon Corporation in its Quarterly Report on Form 10-Q, filed with the Securities and Exchange Commission on April 30, 2010.

CUSIP No. 92839U107 Page of 47 Pages NAMES OF REPORTING PERSONS 1 Brigade Leveraged Capital Structures Fund Ltd. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS) 2 (a) þ (b) o SEC USE ONLY 3 SOURCE OF FUNDS (SEE INSTRUCTIONS) 4 WC CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) 5 CITIZENSHIP OR PLACE OF ORGANIZATION 6 Cayman Islands **SOLE VOTING POWER** 7 0 NUMBER OF **SHARES** SHARED VOTING POWER BENEFICIALLY 8 OWNED BY 3,350,000 **EACH** SOLE DISPOSITIVE POWER 9 **REPORTING** 

WITH SHARED DISPOSITIVE POWER

10

3,350,000

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

11

3,350,000

CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

12

o

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

13

 $2.57\%^{1}$ 

TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

14

CO

<sup>&</sup>lt;sup>1</sup> Based on 130,320,880 shares of Common Stock outstanding as of April 26, 2010, as reported by Visteon Corporation in its Quarterly Report on Form 10-Q, filed with the Securities and Exchange Commission on April 30, 2010.

CUSIP No. 92839U107 Page of 47 Pages NAMES OF REPORTING PERSONS 1 Donald E. Morgan, III CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS) 2 (a) þ (b) o SEC USE ONLY 3 SOURCE OF FUNDS (SEE INSTRUCTIONS) 4 AF CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) 5 CITIZENSHIP OR PLACE OF ORGANIZATION 6 United States of America **SOLE VOTING POWER** 7 0 NUMBER OF SHARED VOTING POWER **SHARES** BENEFICIALLY 8 OWNED BY 3,350,000 **EACH** SOLE DISPOSITIVE POWER 9 REPORTING

WITH SHARED DISPOSITIVE POWER

10

3,350,000

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

11

3,350,000

CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

o

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

13

**12** 

 $2.57\%^{1}$ 

TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

14

IN

<sup>&</sup>lt;sup>1</sup> Based on 130,320,880 shares of Common Stock outstanding as of April 26, 2010, as reported by Visteon Corporation in its Quarterly Report on Form 10-Q, filed with the Securities and Exchange Commission on April 30, 2010.

CUSIP No. 92839U107 Page of 47 Pages NAMES OF REPORTING PERSONS 1 Plainfield Asset Management LLC CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS) 2 (a) þ (b) o SEC USE ONLY 3 SOURCE OF FUNDS (SEE INSTRUCTIONS) 4 OO CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) 5 CITIZENSHIP OR PLACE OF ORGANIZATION 6 Delaware **SOLE VOTING POWER** 7 0 NUMBER OF SHARED VOTING POWER **SHARES** BENEFICIALLY 8 OWNED BY 2,057,500 **EACH** SOLE DISPOSITIVE POWER 9 REPORTING

WITH SHARED DISPOSITIVE POWER

10

2,057,500

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

11

2,057,500

CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

12

o

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

13

 $1.58\%^{1}$ 

TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

14

CO

<sup>&</sup>lt;sup>1</sup> Based on 130,320,880 shares of Common Stock outstanding as of April 26, 2010, as reported by Visteon Corporation in its Quarterly Report on Form 10-Q, filed with the Securities and Exchange Commission on April 30, 2010.

CUSIP No. 92839U107 Page of 47 Pages NAMES OF REPORTING PERSONS 1 Plainfield OC Master Fund Limited CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS) 2 (a) þ (b) o SEC USE ONLY 3 SOURCE OF FUNDS (SEE INSTRUCTIONS) 4 OO CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) 5 CITIZENSHIP OR PLACE OF ORGANIZATION 6 Cayman Islands SOLE VOTING POWER 7 0 NUMBER OF SHARED VOTING POWER **SHARES** BENEFICIALLY 8 OWNED BY 225,625 **EACH** SOLE DISPOSITIVE POWER 9 REPORTING

WITH SHARED DISPOSITIVE POWER

10

225,625

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

11

225,625

CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

o

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

13

**12** 

 $0.17\%^{1}$ 

TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

14

CO

<sup>&</sup>lt;sup>1</sup> Based on 130,320,880 shares of Common Stock outstanding as of April 26, 2010, as reported by Visteon Corporation in its Quarterly Report on Form 10-Q, filed with the Securities and Exchange Commission on April 30, 2010.

CUSIP No. 92839U107 Page of 47 Pages NAMES OF REPORTING PERSONS 1 Plainfield Liquid Strategies Master Fund Limited CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS) 2 (a) þ (b) o SEC USE ONLY 3 SOURCE OF FUNDS (SEE INSTRUCTIONS) 4 OO CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) 5 CITIZENSHIP OR PLACE OF ORGANIZATION 6 Cayman Islands **SOLE VOTING POWER** 7 0 NUMBER OF **SHARES** SHARED VOTING POWER BENEFICIALLY 8 OWNED BY 45,125 **EACH** SOLE DISPOSITIVE POWER 9 REPORTING

WITH SHARED DISPOSITIVE POWER

10

45,125

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

11

45,125

CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

o

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

13

 $0.03\%^{1}$ 

TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

14

CO

<sup>&</sup>lt;sup>1</sup> Based on 130,320,880 shares of Common Stock outstanding as of April 26, 2010, as reported by Visteon Corporation in its Quarterly Report on Form 10-Q, filed with the Securities and Exchange Commission on April 30, 2010.

CUSIP No. 92839U107 Page of 47 Pages NAMES OF REPORTING PERSONS 1 Plainfield Special Situations Master Fund II Limited CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS) 2 (a) þ (b) o SEC USE ONLY 3 SOURCE OF FUNDS (SEE INSTRUCTIONS) 4 OO CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) 5 CITIZENSHIP OR PLACE OF ORGANIZATION 6 Cayman Islands **SOLE VOTING POWER** 7 0 NUMBER OF SHARED VOTING POWER **SHARES** BENEFICIALLY 8 OWNED BY 1,786,750 **EACH** SOLE DISPOSITIVE POWER 9 REPORTING

WITH SHARED DISPOSITIVE POWER

10

1,786,750

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

11

1,786,750

CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

12

o

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

13

 $1.37\%^{1}$ 

TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

14

CO

<sup>&</sup>lt;sup>1</sup> Based on 130,320,880 shares of Common Stock outstanding as of April 26, 2010, as reported by Visteon Corporation in its Quarterly Report on Form 10-Q, filed with the Securities and Exchange Commission on April 30, 2010.

CUSIP No. 92839U107 Page of 47 Pages NAMES OF REPORTING PERSONS 1 Max Holmes CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS) 2 (a) þ (b) o SEC USE ONLY 3 SOURCE OF FUNDS (SEE INSTRUCTIONS) 4 OO CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) 5 CITIZENSHIP OR PLACE OF ORGANIZATION 6 United States of America SOLE VOTING POWER 7 0 NUMBER OF SHARED VOTING POWER **SHARES** BENEFICIALLY 8 OWNED BY 2,057,500 **EACH** SOLE DISPOSITIVE POWER 9 REPORTING

WITH SHARED DISPOSITIVE POWER

10

2,057,500

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

11

2,057,500

CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

12

o

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

13

 $1.58\%^{1}$ 

TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

14

IN

of 47 Pages

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<sup>&</sup>lt;sup>1</sup> Based on 130,320,880 shares of Common Stock outstanding as of April 26, 2010, as reported by Visteon Corporation in its Quarterly Report on Form 10-Q, filed with the Securities and Exchange Commission on April 30, 2010.

# Edgar Filing: Nielsen Holdings N.V. - Form 424B7

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Item 2. Identity and Background

Item 4. Purpose of Transaction

Item 5. Interest in Securities of the Issuer

Item 7. Material to be Filed as Exhibits

<u>Signature</u>

EX-99.6

This Amendment No. 4 amends and supplements the information set forth in the Schedule 13D filed by the Reporting Persons (as defined therein) with the U.S. Securities and Exchange Commission on March 9, 2010 (the Schedule 13D ) and as amended by Amendment No. 1 on March 25, 2010, Amendment No. 2 on May 5, 2010, and Amendment No. 3 on May 27, 2010 relating to the shares of Common Stock, \$1.00 par value, of Visteon Corporation, a Delaware corporation (the Issuer ). Capitalized terms used herein without definition shall have the meaning assigned to such terms in the Schedule 13D.

#### Item 2. Identity and Background.

Item 2 is hereby amended and restated in its entirety as follows:

This Schedule 13D is filed by the following Reporting Persons:

- (a) Davidson Kempner Partners, a New York limited partnership (DKP), (ii) Davidson Kempner Institutional Partners, L.P., a Delaware limited partnership (DKIP), (iii) M.H. Davidson & Co., a New York limited partnership (CO), (iv) M.H. Davidson & Co. GP, L.L.C., a New York limited Liability Company (COGP), (v) Davidson Kempner International, Ltd., a British Virgin Islands corporation ( DKIL ), (vi) Davidson Kempner Distressed Opportunities Fund LP, a Delaware limited partnership ( DKDOF ), (vii) Davidson Kempner Distressed Opportunities International Ltd., an exempted Cayman Islands corporation ( DKDOI ), (viii) MHD Management Co., a New York limited partnership (MHD), (ix) MHD Management Co. GP, L.L.C., a Delaware limited liability company (MHD) GP), (x) Davidson Kempner Advisers Inc., a New York corporation (DKAI), (xi) Davidson Kempner International Advisors, L.L.C., a Delaware limited liability company (DKIA), (xii) DK Group LLC, a Delaware limited liability company ( DKG ), (xiii) DK Management Partners LP, a Delaware limited partnership ( DKMP ), (xiv) DK Stillwater GP LLC, a Delaware limited liability company (DKS), (xv) Thomas J. Kempner, Jr., an individual, (xvi) Stephen M. Dowicz, an individual, (xvii) Scott E. Davidson, an individual, (xviii) Timothy I. Levart, (xix) Robert J. Brivio, Jr., an individual, (xx) Eric P. Epstein, an individual, (xxi) Anthony A. Yoseloff, an individual, (xxii) Avram Z. Friedman, an individual and (xxiii) Conor Bastable, an individual, (Messrs. Kempner, Dowicz, Davidson, Levart, Brivio, Epstein, Yoseloff, Friedman and Bastable collectively, the Principals ) (together, the Davidson Kempner Filing Persons ); and; (b) Brigade Capital Management, LLC, a Delaware limited liability company ( Brigade Capital ), (ii) Brigade
- (b) Brigade Capital Management, LLC, a Delaware limited liability company ( Brigade Capital ), (ii) Brigade Leveraged Capital Structures Fund Ltd., a Cayman Islands exempted company ( Brigade Fund ), and (iii) Donald E. Morgan, III, an individual (together the Brigade Filing Persons ); and
- (c) Plainfield Asset Management LLC, a Delaware limited liability company ( PAM ), (ii) Plainfield Special Situations Master Fund II Limited, a Cayman Islands exempted company ( PSSMF2 ), (iii) Plainfield Liquid Strategies Master Fund Limited, a Cayman Islands exempted company ( PLSMF ), (iv) Plainfield OC

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Master Fund Limited, a Cayman Islands exempted company ( POCMF ), and (v) Max Holmes, an individual (together, the Plainfield Filing Persons ).

# **Davidson Kempner Filing Persons**

The principal business address of the Davidson Kempner Filing Persons is c/o Davidson Kempner Partners, 65 East 55<sup>th</sup> Street, 19<sup>th</sup> Floor, New York, N.Y. 10022.

The Principals are, the sole limited partners of DKMP, the sole managing members of CO GP, MHD GP, DKIA and DKG, and the sole stockholders and Principals of DKAI, and their principal businesses are to invest for funds and accounts under their management. Messrs. Thomas L. Kempner, Jr. and Timothy I. Levart are also the managing members of DKS. CO GP is the general partner of CO. MHD GP is the general partner of MHD, which in turn is the general partner of DKP. DKG is the general partner of DKDOF. DKMP is the investment manager of DKDOI. DKS is the general partner of DKMP. DKAI is the general partner of DKIP and is registered as an investment adviser with the U.S. Securities and Exchange Commission (the SEC). DKIA is the investment manager of DKIL. Thomas L. Kempner, Jr. is a director of DKIL and DKDOI. Certain information required by this Item 2 concerning the executive officers, directors and managers of the Davidson Kempner Filing Persons is set forth in Appendix A, attached hereto, which is incorporated herein by reference.

None of the Davidson Kempner Filing Persons has during the last five years been a party to a civil proceeding of a judicial or administrative body of competent jurisdiction and as a result of such proceeding were or are either subject to a judgment, decree or final order enjoining future violations of, or prohibiting or mandating activities subject to, federal or state securities laws or finding any violation with respect to such laws. None of the Davidson Kempner Filing Persons has during the last five years been convicted in a criminal proceeding (excluding traffic violations or similar misdemeanors).

Messrs. Thomas J. Kempner, Jr., Stephen M. Dowicz, Scott E. Davidson, Robert J. Brivio, Jr., Eric P. Epstein, Anthony A. Yoseloff, Avram Z. Friedman and Conor Bastable are citizens of the United States. Mr. Timothy I. Levart is a citizen of the United States and the United Kingdom.

# **Brigade Filing Persons**

The principal business address of Brigade Capital is 339 Park Avenue, 16<sup>th</sup> Floor, New York, New York 10022. The principal business address of Brigade Fund is c/o Ogier Fiduciary Services (Cayman) Limited, 89 Nexus Way, Camana Bay, Grand Cayman KY1-9007, Cayman Islands. The principal business address of Donald E. Morgan, III is 399 Park Avenue, 16<sup>th</sup> Floor, New York, New York 10022.

Brigade Capital, an investment advisor registered under Section 203 of the Investment Advisors Act of 1940, as amended, furnishes investment advice on a discretionary basis to its clients and invests funds and accounts under management. Brigade Capital is the investment manager of Brigade Fund. Donald E. Morgan, III is the managing member of Brigade Capital and a director of Brigade Fund. Certain information required by this Item 2 concerning the executive officers, directors and managers of the Brigade Filing Persons is set forth in Appendix A, attached hereto, which is incorporated herein by reference.

None of the Brigade Filing Persons has during the last five years been a party to a civil proceeding of a judicial or administrative body of competent jurisdiction and as a result of such proceeding were or are either subject to a judgment, decree or final order enjoining future violations of, or prohibiting or mandating activities

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subject to, federal or state securities laws or finding any violation with respect to such laws. None of the Brigade Filing Persons has during the last five years been convicted in a criminal proceeding (excluding traffic violations or similar misdemeanors).

Mr. Morgan is a citizen of the United States.

# Plainfield Filing Persons

The principal business address of the Plainfield Filings Persons is 333 Ludlow Street, Stamford, Connecticut 06902.

The principal business activity of PAM is to serve as a registered investment advisor under Section 203 of the Investment Advisors Act of 1940, as amended. The principal activity of POCMF, PLSMF and PSSMF2 is to invest and trade in a wide variety of securities and financial instruments. PAM is the investment manager of POCMF, PLSMF and PSSMF2. Mr. Holmes is the managing member and chief investment officer of PAM. Certain information required by this Item 2 concerning the executive officers, directors and managers of the Plainfield Filing Persons is set forth in Appendix A, attached hereto, which is incorporated herein by reference.

None of the Plainfield Filing Persons has during the last five years been a party to a civil proceeding of a judicial or administrative body of competent jurisdiction and as a result of such proceeding were or are either subject to a judgment, decree or final order enjoining future violations of, or prohibiting or mandating activities subject to, federal or state securities laws or finding any violation with respect to such laws. None of the Plainfield Filing Persons has during the last five years been convicted in a criminal proceeding (excluding traffic violations or similar misdemeanors).

Mr. Holmes is a citizen of the United States.

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#### Item 4. Purpose of Transaction.

Item 4 of the Schedule 13D is hereby supplemented by adding the following at the end thereof:

On July 15, 2010, a letter was sent to the Issuer s outside counsel on behalf of the Ad Hoc Committee. A copy of the letter is attached hereto as Exhibit 99.6 and is incorporated herein by reference in its entirety.

#### Item 5. Interest in Securities of the Issuer.

Item 5 is hereby amended and restated in its entirety as follows:

The aggregate number of Shares to which this Schedule 13D relates is 16,957,500, representing 13.01% of the 130,320,880 Shares outstanding as reported in the Issuer s Quarterly Report on Form 10-Q filed with the SEC on April 30, 2010.

# **Davidson Kempner Filing Persons**

- (a) (b) The information set forth in Rows 7 through 13 of the cover page hereto for the Davidson Kempner Filing Persons is incorporated herein by reference.
- (c) Information with respect to all transactions in the Shares which were effected during the past 60 days by each of the Davidson Kempner Filing Persons is set forth on Appendix B hereto and incorporated herein by reference. All such transactions were effected as brokered transactions.
- (d) No other person is known to the Davidson Kempner Filing Persons to have the right to receive or the power to direct the receipt of dividends from, or proceeds from the sale of, any Shares beneficially owned by the Reporting Persons.
  - (e) Not applicable.

# **Brigade Filing Persons**

- (a) (b) The information set forth in Rows 7 through 13 of the cover page hereto for the Brigade Filing Persons is incorporated herein by reference.
- (c) Information with respect to all transactions in the Shares which were effected during the past 60 days by each of the Brigade Filing Persons is set forth on Appendix B hereto and incorporated herein by reference. All such transactions were effected as brokered transactions.
- (d) No other person is known to the Brigade Filing Persons to have the right to receive or the power to direct the receipt of dividends from, or proceeds from the sale of, any Shares beneficially owned by the Reporting Persons.
  - (e) Not applicable.

# Plainfield Filing Persons

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- (a) (b) The information set forth in Rows 7 through 13 of the cover page hereto for the Plainfield Filing Persons is incorporated herein by reference.
- (c) Information with respect to all transactions in the Shares which were effected during the past 60 days by each of the Plainfield Filing Persons and officers and directors is set forth on Appendix B hereto and incorporated herein by reference. All such transactions were effected as brokered transactions.
- (d) No other person is known to the Plainfield Filing Persons to have the right to receive or the power to direct the receipt of dividends from, or proceeds from the sale of, any Shares beneficially owned by the Reporting Persons.
  - (e) Not applicable.

# Item 7. Material to be Filed as Exhibits.

Appendix A: Information Regarding Instruction C Persons.

Appendix B: Transactions Effected During the Past 60 Days.

Exhibit 99.6: Letter to the Issuer s outside counsel, dated July 15, 2010.

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# **Signature**

After reasonable inquiry and to the best of the undersigned s knowledge and belief, the undersigned certifies that the information set forth in this statement is true, complete and correct.

July 19, 2010

# DAVIDSON KEMPNER PARTNERS

By: MHD Management Co., its General Partner

By: MHD Management Co. GP, L.L.C., its General Partner

By: /s/ Thomas L. Kempner, Jr.
Name: Thomas L. Kempner, Jr.
Title: Executive Managing Member

# DAVIDSON KEMPNER INSTITUTIONAL PARTNERS, L.P.

By: Davidson Kempner Advisers Inc., its General Partner

By: /s/ Thomas L. Kempner, Jr.
Name: Thomas L. Kempner, Jr.
Title: President

#### M.H. DAVIDSON & CO.

By: M.H. Davidson & Co. GP, L.L.C., its General Partner

By: /s/ Thomas L. Kempner, Jr.
Name: Thomas L. Kempner, Jr.
Title: Executive Managing Member

#### M.H. DAVIDSON & CO. GP, L.L.C.

By: /s/ Thomas L. Kempner, Jr.
Name: Thomas L. Kempner, Jr.
Title: Executive Managing Member

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DAVIDSON KEMPNER INTERNATIONAL, LTD.

By: Davidson Kempner International Advisors, L.L.C., its Investment Manager

By: /s/ Thomas L. Kempner, Jr.
Name: Thomas L. Kempner, Jr.
Title: Executive Managing Member

### MHD MANAGEMENT CO.

By: MHD Management Co. GP, L.L.C., its General Partner

By: /s/ Thomas L. Kempner, Jr.
Name: Thomas L. Kempner, Jr.
Title: Executive Managing Member

#### MHD MANAGEMENT CO. GP, L.L.C.

By: /s/ Thomas L. Kempner, Jr.
Name: Thomas L. Kempner, Jr.
Title: Executive Managing Member

### DAVIDSON KEMPNER ADVISERS INC.

By: /s/ Thomas L. Kempner, Jr.
Name: Thomas L. Kempner, Jr.
Title: President

DAVIDSON KEMPNER INTERNATIONAL ADVISORS, L.L.C.

By: /s/ Thomas L. Kempner, Jr.
Name: Thomas L. Kempner, Jr.
Title: Executive Managing Member

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# DAVIDSON KEMPNER DISTRESSED OPPORTUNITIES FUND LP

By: DK Group LLC, its General Partner

By: /s/ Thomas L. Kempner, Jr.
Name: Thomas L. Kempner, Jr.
Title: Executive Managing Member

# DAVIDSON KEMPNER DISTRESSED OPPORTUNITIES INTERNATIONAL LTD.

By: DK Management Partners LP, its Investment Manager

By: DK Stillwater GP LLC, its General Partner

By: /s/ Thomas L. Kempner, Jr.
Name: Thomas L. Kempner, Jr.
Title: Executive Managing Member

# DK GROUP LLC

By: /s/ Thomas L. Kempner, Jr.
Name: Thomas L. Kempner, Jr.
Title: Executive Managing Member

# DK MANAGEMENT PARTNERS LP

By: DK Stillwater GP LLC, its General Partner

By: /s/ Thomas L. Kempner, Jr.
Name: Thomas L. Kempner, Jr.
Title: Executive Managing Member

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#### DK STILLWATER GP LLC

By: /s/ Thomas L. Kempner, Jr.
Name: Thomas L. Kempner, Jr.
Title: Executive Managing Member

# THOMAS L. KEMPNER, JR.

/s/ Thomas L. Kempner, Jr. Thomas L. Kempner, Jr.

#### STEPHEN M. DOWICZ

/s/ Thomas L. Kempner, Jr. Thomas L. Kempner, Jr. Attorney-in-Fact\*

#### SCOTT E. DAVIDSON

/s/ Thomas L. Kempner, Jr. Thomas L. Kempner, Jr. Attorney-in-Fact\*

# TIMOTHY I. LEVART

/s/ Thomas L. Kempner, Jr. Thomas L. Kempner, Jr. Attorney-in-Fact\*

# ROBERT J. BRIVIO, JR.

/s/ Thomas L. Kempner, Jr. Thomas L. Kempner, Jr. Attorney-in-Fact\*

#### ERIC P. EPSTEIN

/s/ Thomas L. Kempner, Jr. Thomas L. Kempner, Jr. Attorney-in-Fact\*

# ANTHONY A. YOSELOFF

/s/ Thomas L. Kempner, Jr. Thomas L. Kempner, Jr.

# Edgar Filing: Nielsen Holdings N.V. - Form 424B7

Attorney-in-Fact\*

# AVRAM Z. FRIEDMAN

/s/ Thomas L. Kempner, Jr Thomas L. Kempner, Jr. Attorney-in-Fact\*

# CONOR BASTABLE

/s/ Thomas L. Kempner, Jr. Thomas L. Kempner, Jr. Attorney-in-Fact\*

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#### BRIGADE CAPITAL MANAGEMENT, LLC

By: /s/ Donald E. Morgan, III

Name:

Donald E. Morgan, III

Title: Managing Member

BRIGADE LEVERAGED CAPITAL STRUCTURES FUND LTD.

By: Brigade Capital Management, LLC,

its Investment Manager

By: /s/ Donald E. Morgan, III

Name:

Donald E. Morgan, III

Title: Managing Member

/s/ Donald E. Morgan, III

Donald E. Morgan, III

#### PLAINFIELD ASSET MANAGEMENT LLC

By: /s/ Thomas X. Fritsch

Name:

Thomas X. Fritsch

Title: Partner and General Counsel

# PLAINFIELD OC MASTER FUND LIMITED

By: /s/ Thomas X. Fritsch

Name:

Thomas X. Fritsch

Title: Authorized Individual

# PLAINFIELD LIQUID STRATEGIES MASTER FUND LIMITED

By: /s/ Thomas X. Fritsch

Name:

Thomas X. Fritsch

Title: Authorized Individual

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# PLAINFIELD SPECIAL SITUATIONS MASTER FUND II LIMITED

By: /s/ Thomas X. Fritsch

Name:

Thomas X. Fritsch
Title: Authorized Individual

**MAX HOLMES** 

/s/ Thomas X. Fritsch

Thomas X. Fritsch Attorney-in-Fact\*\*

Duly authorized pursuant to the Power of Attorney, dated May 7, 2010, by and on behalf of Stephen M. Dowicz, Scott E. Davidson, Timothy I. Levart, Robert J. Brivio, Jr., Eric P. Epstein, Anthony A. Yoseloff, Avram Z. Friedman and Conor Bastable, appointing Thomas L. Kempner, Jr. as their attorney-in-fact, which Power of Attorney was attached as Exhibit 24 to the Form 3 filed

> with the SEC by the Davidson Kempner Filings Persons with

respect to the securities of the Issuer on May 10, 2010 as is incorporated by reference herein.

\*\* Duly authorized

pursuant to the

Power of

Attorney, dated

February 1,

2007, by and on

behalf of Max

Holmes,

appointing

Thomas X.

Fritsch as his

attorney-in-fact,

which Power of

Attorney was

attached as

Exhibit A to

Amendment

No. 1 to the

Schedule 13G

filed with the

SEC by

Plainfield Asset

Management

LLC and

Plainfield

Special

Situations

Master Fund

Limited with

respect to the

equity securities

of Riviera

Holdings

Corporation on

February 2,

2007 and is

incorporated by

reference herein.

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# APPENDIX A

#### INFORMATION WITH RESPECT TO EXECUTIVE OFFICERS AND DIRECTORS

The following sets forth as to each of the executive officers and directors of the undersigned: his or her name; his or her business address; his or her present principal occupation or employment and the name, principal business and address of any corporation or other organization in which such employment is conducted. To the knowledge of the Reporting Persons, during the last five years, none of the persons listed this Appendix A has been convicted in a criminal proceeding (excluding traffic violations or similar misdemeanors), and no such person was a party to a civil proceeding of a judicial or administrative body of competent jurisdiction as a result of which he was or is subject to a judgment, decree or final order enjoining future violations of, or prohibiting or mandating activities subject to, federal or state securities law or finding any violation with respect to such laws except as reported in Item 2 of this Schedule 13D.

### **DAVIDSON KEMPNER FILING PERSONS**

Davidson Kempner International, Ltd.

Directors:

Michelle Wilson-Clarke Senior Vice President, Walkers Fund Services Limited

Walkers Fund Services Limited Walker House, 87 Mary Street George Town, KY1-9004,

Cayman Islands Tel: 345 945 3727 (Main)

Fax: 345 945 4757 (Main)

Citizenship: Cayman Islands

Scott Lennon Senior Vice President, Walkers Fund Services Limited

Walkers Fund Services Limited Walker House, 87 Mary Street George Town, KY1-9004,

Cayman Islands Tel: 345 945 3727 (Main)

Fax: 345 945 4757 (Main)

Citizenship: Canada

<u>Davidson Kempner Distressed</u> <u>Opportunities International Ltd.</u>

Directors:

Michelle Wilson-Clarke Senior Vice President, Walkers Fund Services Limited

Walkers Fund Services Limited Walker House, 87 Mary Street George Town, KY1-9004,

Cayman Islands Tel: 345 945 3727 (Main)

Fax: 345 945 4757 (Main)

Citizenship: Cayman Islands

Scott Lennon Senior Vice President, Walkers Fund Services Limited

Walkers Fund Services Limited

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Walker House, 87 Mary Street George Town, KY1-9004,

Cayman Islands Tel: 345 945 3727 (Main)

Fax: 345 945 4757 (Main)

Citizenship: Canada

#### **BRIGADE FILING PERSONS**

Each individual identified below is a citizen of the Cayman Islands.

Brigade Fund

Directors:

Vijayabalan Muruguesu Managing Director at Ogier Fiduciary Services (Cayman) Limited)

89 Nexus Way Camana Bay Grand Cayman

Cayman Islands KY1-9007

Scott Dakers Associate Director at Ogier Fiduciary Services (Cayman) Limited)

89 Nexus Way Camana Bay Grand Cayman

Cayman Islands KY1-9007

#### PLAINFIELD FILING PERSONS

The principal employer of Mr. Holmes is PAM, the principal employer of Messrs. Mattison, Bree and Hanson is DMS Management and the principal employer of Mr. Williams is Pacific Alternative Asset Management Company, LLC. Messrs. Holmes, Bree and Williams are citizens of the United States. Mr. Mattison is a citizen of Canada and Mr. Hanson is a citizen of the Cayman Islands.

Plainfield Special Situations Master Fund II

<u>Limited</u>
Directors:

Max Holmes 333 Ludlow Street

Stamford, CT 06902

Gordon Mattison Citco Trustees (Cayman) Limited

89 Nexus Way, Camana Bay

PO Box 31106

Grand Cavman KY1-1205

Cayman Islands

David Bree Citco Trustees (Cayman) Limited

89 Nexus Way, Camana Bay

PO Box 31106

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Grand Cayman KY1-1205

Cayman Islands

Plainfield Liquid Strategies Master Fund Limited

Directors:

Max Holmes 333 Ludlow Street,

Stamford, CT 06902

David Bree Citco Trustees (Cayman) Limited

89 Nexus Way, Camana Bay

PO Box 31106

Grand Cayman KY1-1205

Cayman Islands

Roger Hanson Citco Trustees (Cayman) Limited

89 Nexus Way, Camana Bay

PO Box 31106

Grand Cayman KY1-1205

Cayman Islands

Plainfield OC Master Fund Limited

Directors:

Max Holmes 333 Ludlow Street.

Stamford, CT 06902

David Bree Citco Trustees (Cayman) Limited

89 Nexus Way, Camana Bay

PO Box 31106

Grand Cayman KY1-1205

Cayman Islands

Kevin Williams c/o Pacific Alternative Asset Management Company, LLC

19450 Jamboree Road Suite 400

Irvine, CA 92612

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APPENDIX B

TRANSACTIONS IN THE SHARES EFFECTED BY THE REPORTING PERSONS DURING THE PAST SIXTY DAYS

(UNLESS OTHERWISE STATED, ALL TRANSACTIONS WERE EFFECTED IN

THE OPEN MARKET)

PLAINFIELD SPECIAL SITUATIONS MASTER FUND II LIMITED

Date of Trade Shares Purchased (Sold) Price per Share 05/17/10 155,000 \$ 0.89