

Nielsen Holdings plc  
 Form 4  
 November 25, 2015

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
 Expires: January 31, 2015  
 Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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 \*  
**CALHOUN DAVID L**

(Last) (First) (Middle)

**C/O NIELSEN N.V., 85 BROAD STREET**

(Street)

**NEW YORK, NY 10004**

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
 (Month/Day/Year)  
**11/23/2015**

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)
			Code	V	Amount or Price		
Common Stock	11/23/2015		M		147,438 A \$ 16	1,307,079.12	D
Common Stock	11/23/2015		S		49,282 D \$ 47.45	1,257,797.12	D
Common Stock	11/23/2015		S		48,920 D \$ 47.46	1,208,877.12	D
Common Stock	11/23/2015		S		49,236 D \$ 47.46	1,159,641.12	D

Edgar Filing: Nielsen Holdings plc - Form 4

Common Stock	11/23/2015		M	48,404	A	\$ 16	1,208,045.12	D	
Common Stock	11/23/2015		S	48,404	D	\$ 47.45 <u>(2)</u>	1,159,641.12	D	
Common Stock	11/24/2015		M	167,338	A	\$ 16	1,326,979.12	D	
Common Stock	11/24/2015		S	32,468	D	\$ 46.86 <u>(3)</u>	1,294,511.12	D	
Common Stock	11/24/2015		S	66,101	D	\$ 46.92 <u>(4)</u>	1,228,410.12	D	
Common Stock	11/24/2015		S	68,769	D	\$ 46.92 <u>(4)</u>	1,159,641.12	D	
Common Stock	11/24/2015		M	67,381	A	\$ 16	1,227,022.12	D	
Common Stock	11/24/2015		S	67,381	D	\$ 46.92 <u>(4)</u>	1,159,641.12	D	
Common Stock							99,999	I	By Trusts <u>(5)</u>

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

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

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount of Number of Shares
Options to Purchase Common	\$ 16	11/23/2015		M	147,438	<u>(6)</u>	11/22/2016	Common Stock	147,438

Stock (right to buy)									
Options to Purchase Common Stock (right to buy)	\$ 16	11/23/2015	M	48,404	(6)	11/22/2016	Common Stock	48,404	
Options to Purchase Common Stock (right to buy)	\$ 16	11/24/2015	M	167,338	(6)	11/22/2016	Common Stock	167,338	
Options to Purchase Common Stock (right to buy)	\$ 16	11/24/2015	M	67,381	(6)	11/22/2016	Common Stock	67,381	

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
CALHOUN DAVID L C/O NIELSEN N.V. 85 BROAD STREET NEW YORK, NY 10004	X			

## Signatures

/s/ Harris Black, Authorized  
Signatory

11/25/2015

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions ranging from \$47.22 to \$47.71, inclusive. The reporting person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth above.

(2)

## Edgar Filing: Nielsen Holdings plc - Form 4

The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions ranging from \$47.23 to \$47.71, inclusive. The reporting person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth above.

(3) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions ranging from \$46.49 to \$47.03, inclusive. The reporting person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth above.

(4) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions ranging from \$46.49 to \$47.16, inclusive. The reporting person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth above.

(5) The securities are held by various trusts for the benefit of the reporting person and his family members as to which the reporting person or his wife is the trustee. The reporting person disclaims beneficial ownership of the securities held by the trusts except to the extent of his pecuniary interest therein.

(6) These options to purchase shares of common stock are currently vested and exercisable.

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

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.