

A-G79 @B9CI G'H9LH'fl 97 : cfa ' - - t

June 19, 2012

Ms. Nicole Miller  
Federal Election Committee  
Washington, DC 20463

Dear Ms. Miller

This letter is in response to your Request for Additional Information dated May 24, 2012. You asked for clarification as to why the entire name of our connected organization, (TNC (US) Holdings, Inc.), does not appear in the name of our political committee.

The Nielsen Company (US), LLC is a limited liability company and is indirectly wholly-owned by TNC (US) Holdings, Inc., a corporation under Federal Election Commission (FEC) regulations. The Nielsen Company (US), LLC, as a "disregarded entity" for Internal Revenue Service purposes (Treas. Reg. 301.7701-3), is treated as a partnership under FEC regulations. 11 CFR 110.1(g)(2); FEC AO 2004-42.

The Nielsen Company (US), LLC Federal Political Action Committee (Nielsen PAC) was established in accordance with FEC AO 2010-16:

The Nielsen Company (US), LLC performs the functions of a connected organization for NIELSEN PAC, including paying administrative and solicitation costs;

The Nielsen Company (US), LLC may not be listed as a connected organization on NIELSEN PACs FEC Form 1 (Statement of Organization) because it is not a corporation and TNC (US) Holdings, Inc. must be listed instead; and

NIELSEN PAC's name need not include TNC (US) Holdings, Inc. but may instead include The Nielsen Company (US), LLC.

Thank you,

William Bradley, Treasurer  
The Nielsen Company (US) Federal Political Action Committee (Nielsen PAC)

\*\*\*\*\*