



**SUMMARY PAGE  
OF RECEIPTS AND DISBURSEMENTS**

FEC Form 3X (Rev. 02/2003)

Page 2

Write or Type Committee Name

The Nielsen Company (US), LLC Federal Political Action Committee (Nielsen PAC)

Report Covering the Period: From:  /  /  To:  /  /

	COLUMN A This Period	COLUMN B Calendar Year-to-Date
6. (a) Cash on Hand January 1, <input type="text" value="2012"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>
(b) Cash on Hand at Beginning of Reporting Period.....	<input type="text" value="24150.00"/>	
(c) Total Receipts (from Line 19) .....	<input type="text" value="22250.00"/>	<input type="text" value="50108.64"/>
(d) Subtotal (add Lines 6(b) and 6(c) for Column A and Lines 6(a) and 6(c) for Column B).....	<input type="text" value="46400.00"/>	<input type="text" value="50108.64"/>
7. Total Disbursements (from Line 31).....	<input type="text" value="0.00"/>	<input type="text" value="3708.64"/>
8. Cash on Hand at Close of Reporting Period (subtract Line 7 from Line 6(d)).....	<input type="text" value="46400.00"/>	<input type="text" value="46400.00"/>
9. Debts and Obligations Owed <b>TO</b> the Committee (Itemize all on Schedule C and/or Schedule D) .....	<input type="text" value="0.00"/>	
10. Debts and Obligations Owed <b>BY</b> the Committee (Itemize all on Schedule C and/or Schedule D) .....	<input type="text" value="0.00"/>	

This committee has qualified as a multicandidate committee. (see FEC FORM 1M)

**For further information contact:**

Federal Election Commission  
999 E Street, NW  
Washington, DC 20463

Toll Free 800-424-9530  
Local 202-694-1100

**DETAILED SUMMARY PAGE**  
of Receipts

Write or Type Committee Name

**The Nielsen Company (US), LLC Federal Political Action Committee (Nielsen PAC)**

Report Covering the Period: From:  /  /  To:  /  /

I. Receipts	COLUMN A Total This Period	COLUMN B Calendar Year-to-Date
11. Contributions (other than loans) From:		
(a) Individuals/Persons Other Than Political Committees		
(i) Itemized (use Schedule A).....	22250.00	49800.00
(ii) Unitemized .....	0.00	100.00
(iii) TOTAL (add Lines 11(a)(i) and (ii))..... ▶	22250.00	49900.00
(b) Political Party Committees .....	0.00	0.00
(c) Other Political Committees (such as PACs).....	0.00	0.00
(d) Total Contributions (add Lines 11(a)(iii), (b), and (c)) (Carry Totals to Line 33, page 5) .....	22250.00	49900.00
12. Transfers From Affiliated/Other Party Committees.....	0.00	0.00
13. All Loans Received .....	0.00	0.00
14. Loan Repayments Received.....	0.00	0.00
15. Offsets To Operating Expenditures (Refunds, Rebates, etc.) (Carry Totals to Line 37, page 5).....	0.00	208.64
16. Refunds of Contributions Made to Federal Candidates and Other Political Committees.....	0.00	0.00
17. Other Federal Receipts (Dividends, Interest, etc.).....	0.00	0.00
18. Transfers from Non-Federal and Levin Funds		
(a) Non-Federal Account (from Schedule H3).....	0.00	0.00
(b) Levin Funds (from Schedule H5) .....	0.00	0.00
(c) Total Transfers (add 18(a) and 18(b))..	0.00	0.00
19. Total Receipts (add Lines 11(d), 12, 13, 14, 15, 16, 17, and 18(c))..... ▶	22250.00	50108.64
20. Total Federal Receipts (subtract Line 18(c) from Line 19)..... ▶	22250.00	50108.64

**DETAILED SUMMARY PAGE**

of Disbursements

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II. Disbursements	COLUMN A Total This Period	COLUMN B Calendar Year-to-Date
21. Operating Expenditures:		
(a) Allocated Federal/Non-Federal Activity (from Schedule H4)		
(i) Federal Share .....	0.00	0.00
(ii) Non-Federal Share.....	0.00	0.00
(b) Other Federal Operating Expenditures .....	0.00	208.64
(c) Total Operating Expenditures (add 21(a)(i), (a)(ii), and (b)) .....	0.00	208.64
22. Transfers to Affiliated/Other Party Committees.....	0.00	0.00
23. Contributions to Federal Candidates/Committees and Other Political Committees.....	0.00	3500.00
24. Independent Expenditures (use Schedule E) .....	0.00	0.00
25. Coordinated Party Expenditures (2 U.S.C. §441a(d)) (use Schedule F).....	0.00	0.00
26. Loan Repayments Made.....	0.00	0.00
27. Loans Made.....	0.00	0.00
28. Refunds of Contributions To:		
(a) Individuals/Persons Other Than Political Committees .....	0.00	0.00
(b) Political Party Committees .....	0.00	0.00
(c) Other Political Committees (such as PACs).....	0.00	0.00
(d) Total Contribution Refunds (add Lines 28(a), (b), and (c)).....	0.00	0.00
29. Other Disbursements .....	0.00	0.00
30. Federal Election Activity (2 U.S.C. §431(20))		
(a) Allocated Federal Election Activity (from Schedule H6)		
(i) Federal Share .....	0.00	0.00
(ii) "Levin" Share.....	0.00	0.00
(b) Federal Election Activity Paid Entirely With Federal Funds .....	0.00	0.00
(c) Total Federal Election Activity (add .. Lines 30(a)(i), 30(a)(ii) and 30(b))....	0.00	0.00
31. Total Disbursements (add Lines 21(c), 22, 23, 24, 25, 26, 27, 28(d), 29 and 30(c)) ..	0.00	3708.64
32. Total Federal Disbursements (subtract Line 21(a)(ii) and Line 30(a)(ii) from Line 31).....	0.00	3708.64

**DETAILED SUMMARY PAGE**  
of Disbursements

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III. Net Contributions/Operating Expenditures	COLUMN A Total This Period	COLUMN B Calendar Year-to-Date
33. Total Contributions (other than loans) (from Line 11(d), page 3) .....	22250.00	49900.00
34. Total Contribution Refunds (from Line 28(d)) .....	0.00	0.00
35. Net Contributions (other than loans) (subtract Line 34 from Line 33) .....	22250.00	49900.00
36. Total Federal Operating Expenditures (add Line 21(a)(i) and Line 21(b)) .....	0.00	208.64
37. Offsets to Operating Expenditures (from Line 15, page 3).....	0.00	208.64
38. Net Operating Expenditures (subtract Line 37 from Line 36) .....	0.00	0.00

**SCHEDULE A (FEC Form 3X)  
ITEMIZED RECEIPTS**

Use separate schedule(s) for each category of the Detailed Summary Page	FOR LINE NUMBER: (check only one)	PAGE 6 OF 9
	<input checked="" type="checkbox"/> 11a <input type="checkbox"/> 11b <input type="checkbox"/> 11c <input type="checkbox"/> 12 <input type="checkbox"/> 13 <input type="checkbox"/> 14 <input type="checkbox"/> 15 <input type="checkbox"/> 16 <input type="checkbox"/> 17	

Any information copied from such Reports and Statements may not be sold or used by any person for the purpose of soliciting contributions or for commercial purposes, other than using the name and address of any political committee to solicit contributions from such committee.

NAME OF COMMITTEE (In Full)  
**The Nielsen Company (US), LLC Federal Political Action Committee (Nielsen PAC)**

Full Name (Last, First, Middle Initial) <b>A. Howard Appelbaum</b>		Date of Receipt
Mailing Address 122 Aqueduct Dr		<input type="text" value="10"/> / <input type="text" value="01"/> / <input type="text" value="2012"/>
City Scarsdale	State NY	Zip Code 10583-2706
FEC ID number of contributing federal political committee.	<input type="text" value="C"/>	<b>Transaction ID : FE90A5B4828122AFA18</b>
Name of Employer The Nielsen Company	Occupation President of Entertainment Measurement	Amount of Each Receipt this Period
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) ▼	Aggregate Year-to-Date ▼	<input type="text" value="1000.00"/>
		<input type="text" value="1000.00"/>

Full Name (Last, First, Middle Initial) <b>B. David Calhoun</b>		Date of Receipt
Mailing Address 17 Wardwell Dr		<input type="text" value="10"/> / <input type="text" value="01"/> / <input type="text" value="2012"/>
City New Canaan	State CT	Zip Code 06840-3821
FEC ID number of contributing federal political committee.	<input type="text" value="C"/>	<b>Transaction ID : 54CAB692F4503BD50FA</b>
Name of Employer The Nielsen Company	Occupation CEO	Amount of Each Receipt this Period
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) ▼	Aggregate Year-to-Date ▼	<input type="text" value="5000.00"/>
		<input type="text" value="5000.00"/>

Full Name (Last, First, Middle Initial) <b>C. James W. Cuminale</b>		Date of Receipt
Mailing Address 112 Nearwater Ln		<input type="text" value="10"/> / <input type="text" value="04"/> / <input type="text" value="2012"/>
City Darien	State CT	Zip Code 06820-5712
FEC ID number of contributing federal political committee.	<input type="text" value="C"/>	<b>Transaction ID : DE3FD90100CEC73347E</b>
Name of Employer The Nielsen Company	Occupation Executive	Amount of Each Receipt this Period
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) ▼	Aggregate Year-to-Date ▼	<input type="text" value="5000.00"/>
		<input type="text" value="5000.00"/>

<b>SUBTOTAL</b> of Receipts This Page (optional).....▶	<input type="text" value="11000.00"/>
<b>TOTAL</b> This Period (last page this line number only).....▶	<input type="text" value=""/>

**SCHEDULE A (FEC Form 3X)  
ITEMIZED RECEIPTS**

Use separate schedule(s) for each category of the Detailed Summary Page	FOR LINE NUMBER: (check only one)	PAGE 7 OF 9
	<input checked="" type="checkbox"/> 11a <input type="checkbox"/> 13	<input type="checkbox"/> 11b <input type="checkbox"/> 14

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NAME OF COMMITTEE (In Full)  
**The Nielsen Company (US), LLC Federal Political Action Committee (Nielsen PAC)**

**A. Paul Donato**  
 Full Name (Last, First, Middle Initial)  
 Mailing Address 1 Woodhollow Dr  
 City East Hampton State NY Zip Code 11937-2118  
 FEC ID number of contributing federal political committee. **C**  
 Name of Employer The Nielsen Company Occupation Researcher  
 Receipt For:  Primary  General  Other (specify) ▼  
 Aggregate Year-to-Date ▼ 1500.00

Date of Receipt  
 M M M / D D D / Y Y Y Y Y Y  
 10 / 05 / 2012  
**Transaction ID : CE7C2EE4902EC7C90E5**  
 Amount of Each Receipt this Period  
 1500.00

**B. Mary Elizabeth Finn**  
 Full Name (Last, First, Middle Initial)  
 Mailing Address 7 Annwood Ln  
 City Cincinnati State OH Zip Code 45206-1419  
 FEC ID number of contributing federal political committee. **C**  
 Name of Employer The Nielsen Company Occupation Chief HR Officer  
 Receipt For:  Primary  General  Other (specify) ▼  
 Aggregate Year-to-Date ▼ 5000.00

Date of Receipt  
 M M M / D D D / Y Y Y Y Y Y  
 10 / 11 / 2012  
**Transaction ID : 23FC6AD4C8ED2605BC3**  
 Amount of Each Receipt this Period  
 5000.00

**C. Catherine Herkovic**  
 Full Name (Last, First, Middle Initial)  
 Mailing Address 413 Main St  
 City Northport State NY Zip Code 11768-1700  
 FEC ID number of contributing federal political committee. **C**  
 Name of Employer The Nielsen Company Occupation Client Business Partner  
 Receipt For:  Primary  General  Other (specify) ▼  
 Aggregate Year-to-Date ▼ 500.00

Date of Receipt  
 M M M / D D D / Y Y Y Y Y Y  
 10 / 03 / 2012  
**Transaction ID : F6A27ADC BFA32866281**  
 Amount of Each Receipt this Period  
 500.00

<b>SUBTOTAL</b> of Receipts This Page (optional).....▶	7000.00
<b>TOTAL</b> This Period (last page this line number only).....▶	

**SCHEDULE A (FEC Form 3X)  
ITEMIZED RECEIPTS**

Use separate schedule(s) for each category of the Detailed Summary Page	FOR LINE NUMBER: (check only one)	PAGE 8 OF 9
	<input checked="" type="checkbox"/> 11a	<input type="checkbox"/> 11b
	<input type="checkbox"/> 13	<input type="checkbox"/> 14
	<input type="checkbox"/> 11c	<input type="checkbox"/> 12
	<input type="checkbox"/> 15	<input type="checkbox"/> 16
	<input type="checkbox"/> 17	<input type="checkbox"/> 17

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NAME OF COMMITTEE (In Full)  
**The Nielsen Company (US), LLC Federal Political Action Committee (Nielsen PAC)**

**A. Dirk Izzo**  
Full Name (Last, First, Middle Initial)  
Mailing Address 3N735 Herman Melville Ln  
City Saint Charles State IL Zip Code 60175-6538  
FEC ID number of contributing federal political committee. **C**  
Name of Employer The Nielsen Company Occupation General Management  
Receipt For:  Primary  General  Other (specify) ▼  
Aggregate Year-to-Date ▼ 1500.00

Date of Receipt 10 / 17 / 2012  
**Transaction ID : 7FE72D0C3339DC140DF**  
Amount of Each Receipt this Period 1500.00

**B. Marc Lagrois**  
Full Name (Last, First, Middle Initial)  
Mailing Address 4239 Park Alisal  
City Calabasas State CA Zip Code 91302-1781  
FEC ID number of contributing federal political committee. **C**  
Name of Employer The Nielsen Company Occupation Marketing Research  
Receipt For:  Primary  General  Other (specify) ▼  
Aggregate Year-to-Date ▼ 250.00

Date of Receipt 10 / 10 / 2012  
**Transaction ID : B2052B106AAD72D71C6**  
Amount of Each Receipt this Period 250.00

**C. Nicholas Larsen**  
Full Name (Last, First, Middle Initial)  
Mailing Address 16080 54th Ave N  
City Plymouth State MN Zip Code 55446-3770  
FEC ID number of contributing federal political committee. **C**  
Name of Employer The Nielsen Company Occupation VP, Professional Services  
Receipt For:  Primary  General  Other (specify) ▼  
Aggregate Year-to-Date ▼ 250.00

Date of Receipt 10 / 03 / 2012  
**Transaction ID : 2A43947D87D6C1AD4A8**  
Amount of Each Receipt this Period 250.00

**SUBTOTAL** of Receipts This Page (optional)..... ▶ 2000.00  
**TOTAL** This Period (last page this line number only)..... ▶

**SCHEDULE A (FEC Form 3X)  
ITEMIZED RECEIPTS**

Use separate schedule(s) for each category of the Detailed Summary Page	FOR LINE NUMBER: (check only one)	PAGE 9 OF 9
	<input checked="" type="checkbox"/> 11a <input type="checkbox"/> 11b <input type="checkbox"/> 11c <input type="checkbox"/> 12 <input type="checkbox"/> 13 <input type="checkbox"/> 14 <input type="checkbox"/> 15 <input type="checkbox"/> 16 <input type="checkbox"/> 17	

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NAME OF COMMITTEE (In Full)  
**The Nielsen Company (US), LLC Federal Political Action Committee (Nielsen PAC)**

**A. Robert Olsson**  
Full Name (Last, First, Middle Initial)  
Mailing Address 3 Country Squire Ln  
City Princeton Junction State NJ Zip Code 08550-2018  
FEC ID number of contributing federal political committee. **C**  
Name of Employer The Nielsen Company Occupation Consulting  
Receipt For:  Primary  General  Other (specify) ▼  
Aggregate Year-to-Date ▼ 250.00

Date of Receipt 10 / 03 / 2012  
**Transaction ID : DB10240EB0EB31F7D86**  
Amount of Each Receipt this Period 250.00

**B. Jeffry Brian Wender**  
Full Name (Last, First, Middle Initial)  
Mailing Address 5805 Broadmoor Dr  
City Plano State TX Zip Code 75093-7830  
FEC ID number of contributing federal political committee. **C**  
Name of Employer The Nielsen Company Occupation Client Services  
Receipt For:  Primary  General  Other (specify) ▼  
Aggregate Year-to-Date ▼ 1000.00

Date of Receipt 10 / 11 / 2012  
**Transaction ID : 3B8D34B9E722A9DAB95**  
Amount of Each Receipt this Period 1000.00

**C. Elizabeth Zale**  
Full Name (Last, First, Middle Initial)  
Mailing Address 500 W 43rd St Apt. 24B  
City New York State NY Zip Code 10036-4335  
FEC ID number of contributing federal political committee. **C**  
Name of Employer The Nielsen Company Occupation Finance  
Receipt For:  Primary  General  Other (specify) ▼  
Aggregate Year-to-Date ▼ 1000.00

Date of Receipt 10 / 11 / 2012  
**Transaction ID : 448907E2151466D2D67**  
Amount of Each Receipt this Period 1000.00

<b>SUBTOTAL</b> of Receipts This Page (optional).....	2250.00
<b>TOTAL</b> This Period (last page this line number only).....	22250.00