



PROTECTING AMERICA'S CONSUMERS

[MAIN MENU](#)[SEARCH](#)

FTC Approves Final Order Settling Charges that Nielsen Holdings N.V.'s Acquisition of Arbitron, Inc. Was Anticompetitive

FOR YOUR INFORMATION

February 28, 2014

TAGS: [Bureau of Competition](#) | [Competition](#)

Following a public comment period, the Federal Trade Commission has approved a final consent order settling charges that Nielsen Holdings N.V.'s acquisition of Arbitron, Inc. was anticompetitive.

According to the [FTC's September 2013 complaint](#), at the time of the acquisition, Nielsen and Arbitron were both developing national syndicated cross-platform audience measurement services, which allow audiences to be measured accurately across multiple viewing platforms, such as TV and online. The complaint alleges that the elimination of future competition between Nielsen and Arbitron in this market would increase the likelihood that Nielsen would exercise market power and likely cause advertisers, ad agencies, and programmers to pay more for national syndicated cross-platform audience measurement services.

The [final order settling the FTC's charges](#) requires Nielsen to sell and license, for at least eight years, certain assets related to Arbitron's cross-platform audience measurement services to an FTC-approved buyer. The [FTC is currently seeking public comment on Nielsen's request for agency approval](#) to sell its LinkMeter technology and related data rights and assets to comScore, Inc.

The Commission vote approving the final consent order was 2-1-1, with Commissioner Wright voting no and Commissioner Ohlhausen recorded as recused. One comment was received during the public comment period and the FTC staff sent a [response posted here](#). (FTC File No. 131-0058; the staff contact is Catherine Sanchez, Bureau of Competition, 202-326-3326).

The FTC's Bureau of Competition works with the Bureau of Economics to investigate alleged anticompetitive business practices and, when appropriate, recommends that the Commission take law enforcement action. To inform the Bureau about particular business practices, call 202-326-3300, send an e-mail to antitrust@ftc.gov, or write to the Office of Policy and Coordination, Bureau of Competition, Federal Trade Commission, 601 New Jersey Ave., Room 7117, Washington, DC 20001. To learn more about the Bureau of Competition, read

[Competition Counts](#). Like the FTC on [Facebook](#), follow us on [Twitter](#), and [subscribe to press releases](#) for the latest FTC news and resources.

PRESS RELEASE REFERENCE:

[FTC Puts Conditions on Nielsen's Proposed \\$1.26 billion Acquisition of Arbitron](#)

[FTC Seeks Public Comment on Nielsen Holdings N.V. and Nielsen Audio, Inc.'s Application to Sell its LinkMeter Technology and Related Assets to comScore, Inc.](#)

CONTACT INFORMATION

MEDIA CONTACT:

Mitchell J. Katz
Office of Public Affairs
202-326-2161



Related Cases

[Nielsen Holdings N.V., and Arbitron Inc., In the Matter of](#)

Media Resources

Our [Media Resources](#) library provides one-stop collections of materials on numerous issues in which the FTC has been actively engaged. These pages are especially useful for members of the media.

- Contact
- Stay Connected
- Privacy Policy
- FTC en español

ABOUT THE FTC

- What We Do
- Our History
- Commissioners
- Bureaus & Offices
- Biographies

Budgets

Performance

Office of Inspector General

FOIA

Careers at the FTC

NEWS & EVENTS

Press Releases

Media Resources

Events Calendar

Speeches

Audio/Video

Social Media

Blogs

ENFORCEMENT

Cases and Proceedings

Premerger Notification Program

Merger Review

Anticompetitive Practices

Rules

Statutes

Consumer Sentinel Network

POLICY

Advocacy

Advisory Opinions

Federal Register Notices

Reports

Testimony

Public Comments

International

TIPS & ADVICE

For Consumers

Business Center

Competition Guidance

I WOULD LIKE TO...

- [Submit a Consumer Complaint to the FTC](#)
- [File a Comment](#)
- [Get a Free Copy of My Credit Report](#)
- [List a Number on the National Do Not Call Registry](#)
- [Report An Antitrust Violation](#)

SITE INFORMATION

- [Privacy Policy](#)
- [Website Policy](#)
- [No FEAR Act](#)
- [USA.gov](#)
- [Accessibility](#)
- [Digital Government Strategy](#)
- [Open Government](#)

FEDERAL TRADE COMMISSION

Headquarters:
600 Pennsylvania Avenue, NW
Washington, DC 20580
[Contact Us](#)

[Stay Connected with the FTC](#)