

Nielsen Holdings plc  
Form SD  
May 18, 2016

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

**Form SD**  
**SPECIALIZED DISCLOSURE REPORT**

**Nielsen Holdings plc**  
**(Exact name of registrant as specified in its charter)**

**England and Wales**  
**(State or Other Jurisdiction**  
**of Incorporation)**

**001-35042**  
**(Commission File Number)**

**98-1225347**  
**(I.R.S. Employer**  
**Identification No.)**

**85 Broad Street**  
**New York, New York 10004**

**AC Nielsen House**  
**London Road**  
**Oxford**  
**Oxfordshire OX3 9RX**

**United Kingdom**  
**(Address of principal executive offices, including zip code)**

**HARRIS BLACK**

**SENIOR VICE PRESIDENT, GENERAL COUNSEL CORPORATE AND SECRETARY**

**(203) 563-3500**

**(Name and telephone number, including area code, of the  
person to contact in connection with this report.)**

Check the appropriate box to indicate the rule pursuant to which this form is being filed, and provide the period to which the information in this form applies:

- Rule 13p-1 under the Securities Exchange Act (17 CFR 240.13p-1) for the reporting period from January 1 to December 31, 2015

**Section 1 Conflict Minerals Disclosure**

Item 1.01 Conflict Minerals Disclosure and Report

Item 1.02 Exhibit

A copy of the registrant's Conflict Minerals Report for the reporting period from January 1, 2015 to December 31, 2015 is provided as Exhibit 1.01 hereto and is publicly available at [www.nielsen.com/investors](http://www.nielsen.com/investors).

**Section 2 Exhibits**

Item 2.01 Exhibits

Exhibit 1.01 Conflict Minerals Report for the reporting period January 1, 2015 to December 31, 2015 as required by Items 1.01 and 1.02 of this Form.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the duly authorized undersigned.

NIELSEN HOLDINGS PLC

/s/ Harris Black  
By: Harris Black  
Senior Vice President, General Counsel Corporate and Secretary

May 18, 2016

**Exhibit Index**

Exhibit 1.01 Conflict Minerals Report