

ARBITRON INC  
Form 8-K  
July 19, 2001

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

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934**

**Date of Report (Date of earliest event reported): July 19, 2001**

Arbitron Inc.

---

(Exact name of registrant as specified in its charter)

Delaware

1-01969

52-0278528

---

(State or other  
jurisdiction of  
incorporation)

(Commission File Number)

(IRS Employer  
Identification No.)

142 West 57th Street, New York, New York

10019-3300

---

(Address of principal executive offices)

(Zip Code)

Registrant's telephone number, including area code: (212) 887-1300

---

(Former name or former address, if changed since last report)

---

**Item 5. Other Events.**

On July 19, 2001, we issued a press release reporting second quarter 2001 earnings results. A copy of the press release is attached hereto as Exhibit 99.1, and is incorporated herein by reference.

On July 19, 2001, we also issued a press release reporting the first ratings results for our new television, cable and radio audience measurement system, the Portable People Meter. A copy of the press release is attached hereto as Exhibit 99.2, and is incorporated herein by reference.

**Item 7. Financial Statements, Pro Forma Financial Information and Exhibits.**

(c) Exhibits.  
99.1  
Arbitron

Inc.  
News  
Release  
dated  
July 19,  
2001.  
99.2  
Arbitron  
Inc.  
News  
Release  
dated  
July 19,  
2001.

-2-

---

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the Registrant has duly caused this Report to be signed on its behalf by the undersigned thereunto duly authorized.

ARBITRON INC.

Date: July 19, 2001

By: /s/ Dolores L. Cody

---

Dolores L. Cody

Executive Vice  
President, Legal  
and Business  
Affairs, Chief Legal  
Officer and  
Secretary

-3-

---

**EXHIBIT INDEX**

<u>Exhibit No</u>	<u>Description</u>
99.1	Arbitron Inc. News Release dated July 19, 2001.
99.2 Arbitron Inc. New Release dated July 19, 2001.	

-4-