

ARBITRON INC  
Form 8-K  
February 25, 2004

**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): February 25, 2004**

**Arbitron Inc.**

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(Exact name of registrant as specified in its charter)

Delaware

1-01969

52-0278528

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(State or other  
jurisdiction of  
incorporation)

(Commission File Number)

(IRS Employer  
Identification No.)

142 West 57th Street, New York, New York

10019-3300

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(Address of principal executive offices)

(Zip Code)

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

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

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**Item 9. Regulation FD Disclosure**

On February 25, 2004, the attached presentation was given at the R.W. Baird Business Solutions Conference. A copy of the presentation is attached hereto as Exhibit 99.1, and is incorporated herein by reference.

The information contained in this report on Form 8-K, including Exhibit 99.1, shall not be deemed filed with the Securities and Exchange Commission nor incorporated by reference in any registration statement filed by the Company under the Securities Act of 1933, as amended.

**SIGNATURES**

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: February 25, 2004

By: /s/ Dolores L. Cody

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Dolores L. Cody  
Executive Vice President, Legal and  
Business  
Affairs, Chief Legal Officer and  
Secretary

EXHIBIT INDEX

| <b><u>Exhibit No.</u></b> | <b><u>Description</u></b>     |
|---------------------------|-------------------------------|
| 99.1                      | Presentation of Arbitron Inc. |

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