

ARBITRON INC  
Form 8-K  
October 19, 2004

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

**WASHINGTON, DC 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) **October 19, 2004**

**ARBITRON INC.**

---

(Exact Name of Registrant as Specified in Its Charter)

**Delaware**

---

(State or Other Jurisdiction of Incorporation)

**1-0196952-0278528**

---

(Commission File Number)

(IRS Employer Identification No.)

**142 West 57<sup>th</sup> Street, New York, New York**

**10019-3300**

---

(Address of Principal Executive Offices)

(Zip Code)

**(212) 887-1300**

---

(Registrant's Telephone Number, Including Area Code)

---

(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (*see* General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
-

**Item 2.02 Results of Operations and Financial Condition**

On October 19, 2004, we issued a press release reporting 2004 third quarter financial results. A copy of the press release is attached hereto as Exhibit 99.1.

**Item 9.01 Financial Statements and Exhibits**

(c) Exhibits.

99.1 Arbitron Inc. News Release dated October 19, 2004

2

---

**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: October 19, 2004

By: /s/ Dolores L. Cody  
Dolores L. Cody  
Executive Vice President, Legal and  
Business Affairs, Chief Legal Officer  
and Secretary

3

---

EXHIBIT INDEX

**Exhibit No.**

**Description**

---

99.1

Arbitron Inc. News Release dated October 19, 2004.

4