

**DATE**

September 17, 2013

**SECTORS**

Media & Telecom

**DEAL TYPE**

M&A Advisory

**DEAL LOCATIONS**



**DEAL TEAM**



**Scott Wieler**

Chairman



**Justin Balciunas**

Managing Director

# DC Advisory advised Arbitron on its sale to Nielsen



Nielsen acquired Arbitron for \$1.3 billion. DC Advisory\* co-advised Arbitron and rendered a Fairness Opinion.

*\*Find out more about DC Advisory >*