

Edgar Filing: ARBITRON INC - Form SC 13G

ARBITRON INC
Form SC 13G
February 17, 2009

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

SCHEDULE 13G
Under the Securities Exchange Act of 1934

Arbitron Inc.
(Name of Issuer)

Common Stock
(Title of Class of Securities)

03875Q108
(CUSIP Number)

December 31, 2008
(Date of Event which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

Rule 13d-1(b)
 Rule 13d-1(c)
 Rule 13d-1(d)

CUSIP No. 03875Q108

1.Names of Reporting Persons.

Epoch Investment Partners, Inc.

I.R.S. Identification Nos. of above persons (entities only).

20-1003862

2.Check the Appropriate Box if a Member of a Group

(a)
(b)

3.SEC Use Only

4.Citizenship or Place of Organization

Delaware, United States

| | | |
|---|----------------------------|-----------|
| Number of Shares Beneficially Owned by Each Reporting Person With | 5.Sole Voting Power | 1,568,853 |
| | 6.Shared Voting Power | 0 |
| | 7.Sole Dispositive Power | 1,568,853 |
| | 8.Shared Dispositive Power | 0 |

9.Aggregate Amount Beneficially Owned by Each Reporting Person 1,568,853

10.Check if the Aggregate Amount in Row (9) Excludes Certain Shares

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11. Percent of Class Represented by Amount in Row (9) 5.95%

12. Type of Reporting Person: IA

Item 1(a). Name of Issuer:

Arbitron Inc.

Item 1(b). Address of Issuer's Principal Executive Offices:

142 West 57th Street
New York, NY 10019-3300

Item 2(a). Name of Person Filing

Item 2(b). Address of Principal Business Office or, if None, Residence

Item 2(c). Citizenship

Epoch Investment Partners, Inc.
640 Fifth Avenue
18th Floor
New York, NY 10019
Delaware

Item 2(d). Title of Class of Securities:

Common Stock

Item 2(e). CUSIP Number:

03875Q108

Item 3. If This Statement is Filed Pursuant to 240.13d-1(b) or 240.13d-2(b) or (c), Check Whether the Person Filing is a:

- (a) - Broker or dealer registered under Section 15 of the Act.
- (b) - Bank as defined in Section 3(a)(6) of the Act.
- (c) - Insurance company as defined in Section 3(a)(19) of the Act.
- (d) - Investment company registered under Section 8 of the Investment Company Act of 1940.
- (e) X An investment adviser in accordance with 240.13d-1(b)(1)(ii)(E);
- (f) - An employee benefit plan or endowment fund in accordance with 240.13d-1(b)(1)(ii)(F);
- (g) - A parent holding company or control person in accordance with 240.13d-1(b)(1)(ii)(G);
- (h) - A savings association as defined in Section 3(b) of the Federal Deposit Insurance Act;
- (i) - A church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act of 1940;
- (j) - Group, in accordance with 240.13d-1(b)(1)(ii)(J).

Item 4. Ownership:

Please see Items 5 - 9 and 11 of each cover sheet.

Item 5. Ownership of Five Percent or Less of a Class:

Not applicable

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Item 6. Ownership of More than Five Percent on Behalf of Another Person:

Not applicable

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company of Control Person:

Not applicable.

Item 8. Identification and Classification of Members of the Group:

Not applicable.

Item 9. Notice of Dissolution of Group:

Not applicable.

Item 10. Certification:

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: February 17, 2009

By: /s/ Timothy T. Taussig

Timothy T. Taussig

Title: President, Chief Operating Officer