ARBITRON INC Form SC 13G February 13, 2008

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

SCHEDULE 13G (Rule 13d-102)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT TO RULES 13d-1 (b) (c), AND (d) AND AMENDMENTS THERETO FILED PURSUANT TO RULE 13d-2 (b)

		ARBITRON IN	IC.			
		(Name of Issu	er)			
	Common Sto	ock, par value	\$0.50 per share			
	(Title	e of Class of S	ecurities)			
		03875Q108				
		Rule 13d-1(c) Rule 13d-1(d)  der of this cover page shall be filled out for a reporting person's ing on this form with respect to the subject class of securities, and sequent amendment containing information which would alter provided in a prior cover page.  tion required on the remainder of this cover page shall not be deemed d' for the purpose of Section 18 of the Securities Exchange Act of or otherwise subject to the liabilities of that section of the Act e subject to all other provisions of the Act (however, see the  3875Q108  13G  Page 2 of 8 Pages  OR REPORTING PERSONS  DR I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS				
		March 6, 20	07			
	(Date of Event wh	ich Requires Fi	ling of this Sta	tement)		
Check		esignate the ru	le pursuant to w	hich this Schedule		
15 11.	X  Rule 13d-1(b)  _  Rule 13d-1(c)  _  Rule 13d-1(d)					
*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.						
to be 1934	"filed" for the purpose ("Act") or otherwise subject to all otherwise subject	of Section 18 of sect to the liak	of the Securities oilities of that	Exchange Act of section of the Act		
===== CUSIP	No. 03875Q108	 13G		======================================		
1.	NAMES OR REPORTING PERSONS S.S. OR I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS					
	Renaissance Technologies	LLC	26-0385758			
2.	CHECK APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS):  (a)  _   (b)  _					
3.	SEC USE ONLY					

4.	CITIZENS	HIP O	PLACE OF ORGANIZATION			
	Delaware					
		5.	SOLE VOTING POWER			
SHARES BENEFICIALLY OWNED BY			1,509,200			
		6.	SHARED VOTING POWER			
			0			
		7.	SOLE DISPOSITIVE POWER			
			1,691,600			
		8.	SHARED DISPOSITIVE POWER			
			0			
9.	AGGREGAT	E AMO	NT BENEFICIALLY OWNED BY E	ACH REPORTING PERSON		
	1,691,600					
10.		CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)  _				
11.	PERCENT	OF CL	SS REPRESENTED BY AMOUNT I	 N ROW (9)		
	5.99%					
12.	TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)					
	IA					
			Page 2 of 8 Pag	es		
CUSIP	No. 0387		13G	Page 3 of 8 Page		
1.	NAMES OR REPORTING PERSONS S.S. OR I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS					
	James H. Simons					
2.	CHECK APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS):  (a)  _   (b)  _					
3.	SEC USE ONLY					
4.	CITIZENSHIP OR PLACE OF ORGANIZATION					

# United States 5. SOLE VOTING POWER 1,509,200 \_\_\_\_\_ NUMBER OF 6. SHARED VOTING POWER SHARES BENEFICIALLY \_\_\_\_\_\_ OWNED BY 7. SOLE DISPOSITIVE POWER EACH REPORTING 1,691,600 PERSON \_\_\_\_\_\_ WITH 8. SHARED DISPOSITIVE POWER AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 1,691,600 10. CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS) \_\_\_\_\_\_ 11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9) 5.99% \_\_\_\_\_ 12. TYPE OF REPORTING PERSON (SEE INSTRUCTIONS) IN Page 3 of 8 Pages CUSIP No. 03875Q108 13G Page 4 of 8 Pages \_\_\_\_\_\_ Item 1. (a) Name of Issuer. ARBITRON INC. (b) Address of Issuer's Principal Executive Offices. 142 West 57th Street New York, New York 10019-3000 Item 2. (a) Name of Person Filing. This Schedule 13G is being filed by Renaissance Technologies LLC ("RTC") and James H. Simons ("Simons").

Address of Principal Business Office or, if none, Residence.

(b)

The principal business address of the reporting persons is:

800 Third Avenue New York, New York 10022

(c) Citizenship.

Dr. Simons is a United States citizen and RTC is a Delaware limited liability company

(d) Title of Class of Securities.

Common Stock, par value \$0.50 per share

(e) CUSIP Number.

03875Q108

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- (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.
- (e) |X| Investment Adviser in accordance with Sec. 240.13d-1(b)(1)(ii)(E).
- (f)  $\mid$  Employee Benefit Plan or Endowment Fund in accordance with Sec. 240.13d1(b)(1)(ii)(F).
- (g) |\_| Parent holding company, in accordance with Sec. 240.13d-1(b)(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 Sec. 240.13d-1(b)(1)(ii)(J).

If this statement is filed pursuant to Sec. 240.13d-1(c), check this box  $|\_|$ .

#### Item 4. Ownership

(a) Amount Beneficially Owned.

RTC: 1,691,600 shares

Simons: 1,691,600 shares, comprising the shares beneficially owned by RTC, because of Dr. Simons' position as control person of RTC.

- (b) Percent of Class. RTC: 5.99% Simons: 5.99%
- (c) Number of shares as to which each such person has
  - (i) sole power to vote or to direct the vote: RTC: 1,509,200

Simons: 1,509,200

(ii) shared power to vote or to direct the vote:

(iii) sole power to dispose or to direct the disposition of:

RTC: 1,691,600 Simons: 1,691,600

0

(iv) shared power to dispose or to direct the
 disposition of:

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

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following  $|\_|$ 

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

Certain funds and accounts managed by RTC have the right to receive dividends and proceeds from the sale of the securities which are the subject of this report.

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company or 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.

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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 12, 2008

/s/ James H. Simons
----James H. Simons

Renaissance Technologies LLC

By: /s/ Mark Silber

Mark Silber

Executive Vice President

Attention: Intentional misstatements or omissions of fact constitute Federal criminal violations (see  $18\ U.S.C.\ 1001$ ).

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