

Thompson Kenneth E
 Form 3
 October 06, 2009

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
 Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

<p>1. Name and Address of Reporting Person *</p> <p>Thompson Kenneth E</p> <p>(Last) (First) (Middle)</p> <p>C/O VERISK ANALYTICS, INC., 545 WASHINGTON BOULEVARD</p> <p>(Street)</p> <p>JERSEY CITY, NJ 07310</p> <p>(City) (State) (Zip)</p>	<p>2. Date of Event Requiring Statement</p> <p>(Month/Day/Year)</p> <p>10/06/2009</p>	<p>3. Issuer Name and Ticker or Trading Symbol</p> <p>Verisk Analytics, Inc. [VRSK]</p>	<p>4. Relationship of Reporting Person(s) to Issuer</p> <p>(Check all applicable)</p> <p><input type="checkbox"/> Director <input type="checkbox"/> 10% Owner</p> <p><input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other</p> <p>(give title below) (specify below)</p> <p>SVP, Gen. Counsel & Corp. Secy</p>	<p>5. If Amendment, Date Original Filed(Month/Day/Year)</p>	<p>6. Individual or Joint/Group Filing(Check Applicable Line)</p> <p><input checked="" type="checkbox"/> Form filed by One Reporting Person</p> <p><input type="checkbox"/> Form filed by More than One Reporting Person</p>
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Table I - Non-Derivative Securities Beneficially Owned

<p>1. Title of Security (Instr. 4)</p>	<p>2. Amount of Securities Beneficially Owned (Instr. 4)</p>	<p>3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)</p>	<p>4. Nature of Indirect Beneficial Ownership (Instr. 5)</p>
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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

<p>1. Title of Derivative Security (Instr. 4)</p>	<p>2. Date Exercisable and Expiration Date (Month/Day/Year)</p> <p>Date Exercisable Expiration Date</p>	<p>3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)</p> <p>Title Amount or Number of</p>	<p>4. Conversion or Exercise Price of Derivative Security</p>	<p>5. Ownership Form of Derivative Security: Direct (D)</p>	<p>6. Nature of Indirect Beneficial Ownership (Instr. 5)</p>
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				Shares		or Indirect (I) (Instr. 5)	
Stock Option ⁽¹⁾	Â ⁽²⁾	10/02/2016	Class A Common Stock	200,000	\$ 13.62	D	Â
Stock Option ⁽¹⁾	Â ⁽³⁾	03/01/2017	Class A Common Stock	100,000	\$ 15.1	D	Â
Stock Option ⁽¹⁾	Â ⁽⁴⁾	03/01/2018	Class A Common Stock	150,000	\$ 17.24	D	Â
Stock Option ⁽¹⁾	Â ⁽⁵⁾	04/01/2019	Class A Common Stock	165,000	\$ 16.1	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Thompson Kenneth E C/O VERISK ANALYTICS, INC. 545 WASHINGTON BOULEVARD JERSEY CITY, NJ 07310	Â	Â	Â SVP, Gen. Counsel & Corp. Secy	Â

Signatures

/s/ Kenneth E. Thompson 10/06/2009

**Signature of Reporting Person Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 5(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Stock Options outstanding under the Issuer's 1996 Incentive Plan.
- (2) 150,000 shares of Class A Common Stock underlying the Stock Option are immediately exercisable. The remaining 50,000 shares underlying the Stock Option will become exercisable on 10/2/2010.
- (3) 50,000 shares of Class A Common Stock underlying the Stock Option are immediately exercisable. The remaining 50,000 shares underlying the Stock Option will become exercisable as follows: 25,000 shares on 3/1/2010, and 25,000 shares 3/1/2011.
- (4) 37,500 shares of Class A Common Stock underlying the Stock Option are immediately exercisable. The remaining 112,500 shares underlying the Stock Option will become exercisable as follows: 37,500 shares on 3/1/2010, 37,500 shares on 3/1/2011, and 37,500 shares on 3/1/2012.
- (5) 165,000 shares of Class A Common Stock underlying the Stock Option will become exercisable as follows: 41,250 shares on 4/1/2010, 41,250 shares on 4/1/2011, 41,250 shares on 4/1/2012, and 41,250 shares on 4/1/2013.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, See Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.