

Thompson Kevin Barry  
 Form 3  
 October 06, 2009

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

OMB APPROVAL

OMB Number: 3235-0104  
 Expires: January 31, 2005  
 Estimated average burden hours per response... 0.5

**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)

1. Name and Address of Reporting Person * Thompson Kevin Barry (Last) (First) (Middle)  C/O VERISK ANALYTICS INC, 545 WASHINGTON BOULEVARD (Street)  JERSEY CITY, NJ 07310-1686 (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) 10/06/2009	3. Issuer Name and Ticker or Trading Symbol Verisk Analytics, Inc. [VRSK]	4. Relationship of Reporting Person(s) to Issuer  (Check all applicable)  <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below) (specify below) SVP - Insurance Services	5. If Amendment, Date Original Filed(Month/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person
---	--	--	--	--	---

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Class A Common Stock	133,700	D	À

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative	5. Ownership Form of Derivative Security:	6. Nature of Indirect Beneficial Ownership (Instr. 5)
---	---	--	---	---	--

Edgar Filing: Thompson Kevin Barry - Form 3

	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
Stock Option <sup>(1)</sup>	Â <sup>(2)</sup>	03/01/2013	Class A Common Stock	150,000	\$ 2.88	D	Â
Stock Option <sup>(1)</sup>	Â <sup>(2)</sup>	03/01/2014	Class A Common Stock	150,000	\$ 4.62	D	Â
Stock Option <sup>(1)</sup>	Â <sup>(2)</sup>	03/01/2015	Class A Common Stock	85,000	\$ 8.74	D	Â
Stock Option <sup>(1)</sup>	Â <sup>(3)</sup>	03/01/2016	Class A Common Stock	90,000	\$ 11.3	D	Â
Stock Option <sup>(1)</sup>	Â <sup>(4)</sup>	03/01/2017	Class A Common Stock	90,000	\$ 15.1	D	Â
Stock Option <sup>(1)</sup>	Â <sup>(5)</sup>	03/01/2018	Class A Common Stock	100,000	\$ 17.24	D	Â
Stock Option <sup>(1)</sup>	Â <sup>(6)</sup>	04/01/2019	Class A Common Stock	125,000	\$ 16.1	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Thompson Kevin Barry C/O VERISK ANALYTICS INC 545 WASHINGTON BOULEVARD JERSEY CITY, NJ 07310-1686	Â	Â	Â SVP - Insurance Services	Â

## Signatures

/s/ Kenneth E. Thompson,  
Attorney-in-Fact

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) Immediately

### Edgar Filing: Thompson Kevin Barry - Form 3

- (3) 67,500 shares of Class A Common Stock underlying the Stock Option are immediately exercisable. The remaining 22,500 shares underlying the Stock Option will become exercisable on 3/1/2010.
- (4) 45,000 shares of Class A Common Stock underlying the Stock Option are immediately exercisable. The remaining 45,000 shares underlying the Stock Option will become exercisable as follows: 22,500 shares on 3/1/2010, and 22,500 shares 3/1/2011.
- (5) 25,000 shares of Class A Common Stock underlying the Stock Option are immediately exercisable. The remaining 75,000 shares underlying the Stock Option will become exercisable as follows: 25,000 shares on 3/1/2010, 25,000 shares on 3/1/2011, and 25,000 shares on 3/1/2012.
- (6) 125,000 shares of Class A Common Stock underlying the Stock Option will become exercisable as follows: 31,250 shares on 4/1/2010, 31,250 shares on 3/1/2011, 31,250 shares on 4/1/2012, and 31,250 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.