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ROTHKOPF ARTHUR J

Form 3

October 06, 2009

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)

1. Name and Address of Reporting

Person *

ROTHKOPF ARTHUR J

(Last)

(First)

(Middle)

Statement

(Month/Day/Year)

10/06/2009

2. Date of Event Requiring 3. Issuer Name and Ticker or Trading Symbol

Verisk Analytics, Inc. [VRSK]

4. Relationship of Reporting Person(s) to Issuer

5. If Amendment, Date Original

Filed(Month/Day/Year)

C/O VERISK ANALYTICS. INC., Â 545 WASHINGTON

BOULEVARD

(Street)

(Check all applicable) 10% Owner _X_ Director Officer

Other (give title below) (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting

Person

Form filed by More than One

Reporting Person

JERSEY CITY, NJÂ 07310

(State)

(Zip)

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security

(City)

(Instr. 4)

2. Amount of Securities Beneficially Owned

(Instr. 4)

3. Ownership Form:

(Instr. 5)

4. Nature of Indirect Beneficial Ownership (Instr. 5)

Direct (D) or Indirect (I)

Class A Common Stock

420,750

Ι Through trust (1)

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)

1. Title of Derivative Security 2. Date Exercisable and (Instr. 4)

Expiration Date (Month/Day/Year)

3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)

4. 5. Conversion or Exercise Price of

Ownership Form of (Instr. 5)

6. Nature of Indirect Beneficial Ownership

Derivative Derivative Security:

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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
Stock Option (2)	(3)	06/16/2014	Class A Common Stock	25,000	\$ 4.8	D	Â
Stock Option (2)	(3)	07/01/2017	Class A Common Stock	26,050	\$ 16.72	D	Â
Stock Option (2)	(3)	07/01/2018	Class A Common Stock	27,950	\$ 17.84	D	Â
Stock Option (2)	07/01/2010	07/01/2019	Class A Common Stock	21,750	\$ 17.78	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships					
	Director	10% Owner	Officer	Othe		
ROTHKOPF ARTHUR J C/O VERISK ANALYTICS, INC. 545 WASHINGTON BOULEVARD JERSEY CITY, NJ 07310	ÂX	Â	Â	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) These shares are owned by the Arthur J. Rothkopf Revocable Trust, of which Mr. Rothkopf is one of the trustees. Mr. Rothkopf disclaims beneficial ownership of any shares beneficially owned by the trust except to the extent of his pecuniary interest therein.
- (2) Stock Options outstanding under the Issuer's 1996 Incentive Plan.
- (3) Immediately

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.

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