

Edgar Filing: HOLLYWOOD MEDIA CORP - Form SC 13G/A

HOLLYWOOD MEDIA CORP
Form SC 13G/A
February 13, 2008

SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D. C. 20549

SCHEDULE 13G/A

(Amendment No. 1)

Hollywood Media Corp.

(Name of Issuer)

Common Stock, \$.01 Par Value Per Share

(Title of Class of Securities)

436233100

(CUSIP Number of Class of Securities)

December 31, 2007

(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)

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 the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

CUSIP NO. 436233100

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- 1) Name Of Reporting Person
Shannon River Fund Management Co LLC

2) Check The Appropriate Box If A Member Of A Group (See Instructions)
(a)
(b) Reporting Person is affiliated with other persons.

3) SEC Use Only

4) Citizenship or Place of Organization: Delaware

NUMBER OF SHARES 5) Sole Voting Power:

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BENEFICIALLY OWNED 2,235,138 Shares (1)
BY EACH REPORTING -----
PERSON WITH 6) Shared Voting Power:

7) Sole Dispositive Power:
2,235,138 Shares (1)

8) Shared Dispositive Power:

9) Aggregate Amount Beneficially Owned By Each Reporting Person:
2,235,138 Shares (1)

10) Check Box If The Aggregate Amount In Row (9) Excludes Certain Shares
(See Instructions)

11) Percent of Class Represented by Amount in Row (9): 6.6% of Common Stock

12) Type of Reporting Person (See Instructions) OO (Limited Liability Company)

(1) Shannon River Fund Management Co LLC holds an indirect beneficial interest in these shares which are directly beneficially owned by Shannon River Partners, LP, Shannon River Partners II, LP, Doonbeg Fund, LP and FNY Managed Accounts LLC. Spencer Waxman holds an indirect beneficial ownership interest in these shares.

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1) Name Of Reporting Person
Shannon River Global Management LLC

2) Check The Appropriate Box If A Member Of A Group (See Instructions)
(a)
(b) Reporting Person is affiliated with other persons.

3) SEC Use Only

4) Citizenship or Place of Organization: Delaware

NUMBER OF SHARES 5) Sole Voting Power:
BENEFICIALLY OWNED 808,522 Shares (1)
BY EACH REPORTING -----

PERSON WITH 6) Shared Voting Power:

7) Sole Dispositive Power:
808,522 Shares (1)

8) Shared Dispositive Power:

9) Aggregate Amount Beneficially Owned By Each Reporting Person:
808,522 Shares (1)

10) Check Box If The Aggregate Amount In Row (9) Excludes Certain Shares
(See Instructions)

11) Percent of Class Represented by Amount in Row (9): 2.4% of Common Stock

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12) Type of Reporting Person (See Instructions) OO (Limited Liability Company)

(1) Shannon River Global Management LLC holds an indirect beneficial interest in these shares which are directly beneficially owned by Shannon River Partners LTD. Spencer Waxman holds an indirect beneficial ownership interest in these shares.

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1) Name of Reporting Person
Shannon River Partners, LP

2) Check the Appropriate Box if a Member of a Group (See Instructions)
(a) (b) Reporting person is affiliated with other persons

3) SEC USE ONLY

4) Citizenship or Place of Organization: Delaware

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH

5) Sole Voting Power:	476,758 Shares (1)
6) Shared Voting Power:	

7) Sole Dispositive Power:
476,758 Shares (1)

8) Shared Dispositive Power:

9) Aggregate Amount Beneficially Owned by Each Reporting Person:
476,758 Shares (1)

10) Check Box If the Aggregate Amount in Row (9) Excludes Certain Shares
(See Instructions)

11) Percent of Class Represented by Amount in Row (9): 1.4% of Common Stock

12) Type of Reporting Person (See Instructions) PN

(1) Shannon River Partners, LP directly beneficially owns these shares of Common Stock.

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1) Name of Reporting Person
Shannon River Partners II, LP

2) Check the Appropriate Box if a Member of a Group (See Instructions)
(a) (b) Reporting person is affiliated with other persons

3) SEC USE ONLY

4) Citizenship or Place of Organization: Delaware

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NUMBER OF SHARES 5) Sole Voting Power:
BENEFICIALLY OWNED 1,318,171 Shares (1)
BY EACH REPORTING -----
PERSON WITH 6) Shared Voting Power:

7) Sole Dispositive Power:
1,318,171 Shares (1)

8) Shared Dispositive Power:

9) Aggregate Amount Beneficially Owned by Each Reporting Person:
1,318,171 Shares (1)

10) Check Box If the Aggregate Amount in Row (9) Excludes Certain Shares
(See Instructions)

11) Percent of Class Represented by Amount in Row (9): 3.9% of Common Stock

12) Type of Reporting Person (See Instructions) PN

(1) Shannon River Partners II, LP directly beneficially owns these shares of
Common Stock.

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1) Name of Reporting Person
Doonbeg Fund, LP

2) Check the Appropriate Box if a Member of a Group (See Instructions)
(a)
(b) Reporting person is affiliated with other persons

3) SEC USE ONLY

4) Citizenship or Place of Organization: New York

NUMBER OF SHARES 5) Sole Voting Power:
BENEFICIALLY OWNED 113,144 Shares (1)
BY EACH REPORTING -----
PERSON WITH 6) Shared Voting Power:

7) Sole Dispositive Power:
113,144 Shares (1)

8) Shared Dispositive Power:

9) Aggregate Amount Beneficially Owned by Each Reporting Person:
113,144 Shares (1)

10) Check Box If the Aggregate Amount in Row (9) Excludes Certain Shares
(See Instructions)

11) Percent of Class Represented by Amount in Row (9): 0.3 % of Common Stock

12) Type of Reporting Person (See Instructions) PN

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(1) Doonbeg Fund, LP directly beneficially owns these shares of Common Stock.

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- 1) Name of Reporting Person
FNY Managed Accounts LLC
-
- 2) Check the Appropriate Box if a Member of a Group (See Instructions)
(a) (b) Reporting person is affiliated with other persons
-
- 3) SEC USE ONLY
-
- 4) Citizenship or Place of Organization: New York
-
- NUMBER OF SHARES 5) Sole Voting Power:
BENEFICIALLY OWNED 327,065 Shares (1)
BY EACH REPORTING
PERSON WITH 6) Shared Voting Power:
-
- 7) Sole Dispositive Power:
327,065 Shares (1)
-
- 8) Shared Dispositive Power:
-
- 9) Aggregate Amount Beneficially Owned by Each Reporting Person:
327,065 Shares (1)
-
- 10) Check Box If the Aggregate Amount in Row (9) Excludes Certain Shares
(See Instructions)
-
- 11) Percent of Class Represented by Amount in Row (9): 1.0 % of Common Stock
-
- 12) Type of Reporting Person (See Instructions) OO (Limited Liability Company)
-
- (1) FNY Managed Accounts LLC directly beneficially owns these shares of Common Stock.

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- 1) Name and of Reporting Person
Shannon River Partners, LTD
-
- 2) Check the Appropriate Box if a Member of a Group (See Instructions)
(a) (b) Reporting person is affiliated with other persons
-
- 3) SEC USE ONLY
-
- 4) Citizenship or Place of Organization: New York
-
- NUMBER OF SHARES 5) Sole Voting Power:
BENEFICIALLY OWNED 808,522 Shares (1)
BY EACH REPORTING
PERSON WITH 6) Shared Voting Power:

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7) Sole Dispositive Power:
808,522 Shares (1)

8) Shared Dispositive Power:

9) Aggregate Amount Beneficially Owned by Each Reporting Person:
808,522 Shares (1)

10) Check Box If the Aggregate Amount in Row (9) Excludes Certain Shares
(See Instructions)

11) Percent of Class Represented by Amount in Row (9): 2.4 % of Common Stock

12) Type of Reporting Person (See Instructions) OO (Limited Liability Company)

(1) Shannon River Partners LTD directly beneficially owns these shares of Common Stock.

ITEM 1(a). Name of Issuer:

Hollywood Media Corp.

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

2255 Glades Road, Suite 221A, Boca Raton, Florida 33431

ITEM 2(a). Names of Persons Filing:

Shannon River Fund Management Co LLC ("SRFM")
Shannon River Global Management LLC ("SRGM")
Shannon River Partners, LP ("SRP")
Shannon River Partners II, LP ("SRP II")
Doonbeg Fund, LP ("DF")
FNY Managed Accounts LLC ("FNY LLC")
Shannon River Partners LTD ("SRP LTD")

ITEM 2(b). Address of Principal Business Office Or, If None, Residence:

800 Third Avenue, 30th Floor, New York, New York 10022

ITEM 2(c). Citizenship:

SRFM and SRGM are Delaware Limited Liability Companies
SRP, SRP II and DF are Delaware Limited Partnerships
FNY LLC is a Delaware Limited Liability Company
SRP LTD is a Cayman Islands Exempted Limited Liability Company

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

Common Stock, \$.01 Par Value Per Share

ITEM 2(e). CUSIP Number: 436233100

ITEM 3. If this Statement is filed pursuant to Rules 13d-1(b) or 13d-2(b) or (c), check whether the person filing is:

None of the reporting persons is an entity specified in Rule 13d-1(b)(1)(ii).

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ITEM 4. Ownership:

- (a) Amount beneficially owned by all reporting persons: 3,043,660 Shares
- (b) Percent of class: 9.0% of Common Stock
- (c) Number of shares as to which the reporting persons have:
 - (i) sole power to vote or to direct the vote: 3,043,660 Shares
 - (ii) shared power to vote or to direct the vote
 - (iii) sole power to dispose or to direct the disposition: 3,043,660 Shares
 - (iv) shared power to dispose or to direct the disposition

ITEM 5. Ownership of five percent or less of a class.

If this statement is being filed to reflect 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.

Not applicable.

ITEM 7. Identification and classification of the subsidiary which acquired the security being reported on by the parent holding company.

Not applicable.

ITEM 8. Identification and classification of members of the group.

None of the reporting persons who have filed this schedule is a person, as defined in Rule 13d-1(b)(1)(ii), promulgated pursuant to the Securities Exchange Act of 1934. The persons filing this statement are identified in Item 2 hereof.

ITEM 9. Notice of dissolution of group.

Not applicable.

ITEM 10. Certifications.

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 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.

Dated: February 12, 2008

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SHANNON RIVER FUND MANAGEMENT CO. LLC

By: /s/ Spencer Waxman

Spencer Waxman, Managing Member

SHANNON RIVER GLOBAL MANAGEMENT LLC

By: /s/ Spencer Waxman

Spencer Waxman, Managing Member

SHANNON RIVER PARTNERS, L.P.

By: Shannon River Fund Management Co. LLC,
General Partner

By: /s/ Spencer Waxman

Spencer Waxman, Managing Member

SHANNON RIVER PARTNERS II, L.P.

By: Shannon River Fund Management Co. LLC,
General Partner

By: /s/ Spencer Waxman

Spencer Waxman, Managing Member

DOONBEG FUND, LP

By: /s/ Spencer Waxman

Spencer Waxman, Managing Member

FNY MANAGED ACCOUNTS LLC

By: Shannon River Fund Management Co. LLC,
Managing Member

By: /s/ Spencer Waxman

Spencer Waxman, Managing Member

SHANNON RIVER PARTNERS LTD

By: Shannon River Global Management LLC,
General Partner

By: /s/ Spencer Waxman

Spencer Waxman, Managing Member