

HOLLYWOOD MEDIA CORP  
Form SC 13D/A  
February 13, 2001

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

---

SCHEDULE 13D/A

(AMENDMENT No. 1)

Under the Securities Exchange Act of 1934

HOLLYWOOD MEDIA CORP.  
(Name of Issuer)

Common Stock, Par Value \$.01 per share  
(Title of Class of Securities)

089144109  
(CUSIP Number)

Sumner M. Redstone  
National Amusements, Inc.  
200 Elm Street  
Dedham, Massachusetts 02026  
Telephone: (781) 461-1600

with a copy to:

Michael D. Fricklas, Esq.  
Viacom Inc.  
1515 Broadway  
New York, New York 10036  
Telephone: (212) 258-6000

(Name, Address and Telephone Number of  
Person Authorized to Receive Notices and Communications)

September 18, 2000  
(Date of Event which Requires Filing of this Statement)

---

If the filing person has previously filed a statement on  
Schedule 13G to report the acquisition which is the subject  
of this Schedule 13D, and is filing this schedule because of  
Rule 13d-1(b)(3) or (4), check the following box / /.

Check the following box if a fee is being paid with this  
statement / /.

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

Page 2 of 9 Pages

CUSIP No. 089144109

(1) Name of Reporting Person  
S.S. or I.R.S. Identification No. of Above Person

VIACOM INC.

I.R.S No. 04-2949533

(2> Check the Appropriate Box if a Member of Group (See Instructions)

/ / (a) \_\_\_\_\_

/ / (b) \_\_\_\_\_

(3) SEC Use Only \_\_\_\_\_

(4) Sources of Funds (See Instructions) N/A  
\_\_\_\_\_

(5) Check if Disclosure of Legal Proceedings is Required Pursuant to Items 2(d) or 2(e). \_\_\_\_\_

(6) Citizenship or Place of Organization Delaware

Number of Shares Beneficially Owned by Each Reporting Person With	(7) Sole Voting Power	
	(8) Shared Voting Power	7,950,923*
	(9) Sole Dispositive Power	
	(10) Shared Dispositive Power	7,950,923*

(11) Aggregate Amount Beneficially Owned by Each Reporting Person  
7,950,923\*

(12) Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) \_\_\_\_\_

(13) Percent of Class Represented by Amount in Row (11)

31.9%\*\*

(14) Type of Reporting Person (See Instructions) CO  
\_\_\_\_\_

\*Includes 100,000 shares underlying currently exercisable warrants.

\*\*Based on full exercise of warrants.

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

Page 3 of 9 Pages

CUSIP No. 089144109

(1) Name of Reporting Person  
S.S. or I.R.S. Identification No. of Above Person

NAIRI, INC.

I.R.S No. 04-3446887

(2) Check the Appropriate Box if a Member of Group (See Instructions)

/ / (a) \_\_\_\_\_

/ / (b) \_\_\_\_\_

(3) SEC Use Only \_\_\_\_\_

(4) Sources of Funds (See Instructions) N/A

(5) Check if Disclosure of Legal Proceedings is Required Pursuant to Items 2(d) or 2(e). \_\_\_\_\_

(6) Citizenship or Place of Organization Delaware

Number of Shares Beneficially Owned by Each Reporting Person With	(7) Sole Voting Power	
	(8) Shared Voting Power	7,950,923*
	(9) Sole Dispositive Power	
	(10) Shared Dispositive Power	7,950,923*

(11) Aggregate Amount Beneficially Owned by Each Reporting Person 7,950,923\*

(12) Check if the Aggregate Amount in Row (11) Excludes Certain Shares See Instructions) \_\_\_\_\_

(13) Percent of Class Represented by Amount in Row (11) 31.9%\*\*

(14) Type of Reporting Person (See Instructions) CO

\*Includes 100,000 shares underlying currently exercisable warrants.

\*\*Based on full exercise of warrants.

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

Page 4 of 9 Pages

CUSIP No. 089144109

(1) Name of Reporting Person  
S.S. or I.R.S. Identification No. of Above Person

NATIONAL AMUSEMENTS, INC.

I.R.S No. 04-2261332

(2) Check the Appropriate Box if a Member of Group (See Instructions)

/ / (a) \_\_\_\_\_  
/ / (b) \_\_\_\_\_

(3) SEC Use Only \_\_\_\_\_

(4) Sources of Funds (See Instructions) \_\_\_\_\_ N/A

(5) Check if Disclosure of Legal Proceedings is Required Pursuant to Items 2(d) or 2(e). \_\_\_\_\_

(6) Citizenship or Place of Organization Maryland

Number of Shares Beneficially Owned by Each Reporting Person With	(7) Sole Voting Power	_____
	(8) Shared Voting Power	7,950,923*
	(9) Sole Dispositive Power	_____
	(10) Shared Dispositive Power	7,950,923*

(11) Aggregate Amount Beneficially Owned by Each Reporting Person 7,950,923\*

(12) Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) \_\_\_\_\_

(13) Percent of Class Represented by Amount in Row (11) 31.9%\*\*

(14) Type of Reporting Person (See Instructions) CO

\*Includes 100,000 shares underlying currently exercisable warrants.

\*\*Based on full exercise of warrants.

CUSIP No. 089144109

- (1) Name of Reporting Person  
S.S. or I.R.S. Identification No. of Above Person

SUMNER M. REDSTONE

S.S. No. 026-24-2929

- (2) Check the Appropriate Box if a Member of Group (See Instructions)

/ / (a) \_\_\_\_\_  
/ / (b) \_\_\_\_\_

- (3) SEC Use Only \_\_\_\_\_