

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

(11) Aggregate Amount Beneficially Owned by Each Reporting
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 _____