

Tiger Media, Inc.  
Form 3  
March 24, 2015

**FORM 3 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 *                  |         | 2. Date of Event Requiring Statement | 3. Issuer Name and Ticker or Trading Symbol                            |  |
| Â Rubin Steven D   |         | (Month/Day/Year)                     | Tiger Media, Inc. [IDI]  |  |
| (Last)   | (First) | (Middle)                             | 03/20/2015   |  |
| C/O TIGER MEDIA, INC., Â 2650 N. MILITARY TRAIL, SUITE 300 |         |                                      | 4. Relationship of Reporting Person(s) to Issuer                       | 5. If Amendment, Date Original Filed(Month/Day/Year) |
| (Street)   |         |                                      | (Check all applicable)   |  |
| BOCA RATON, Â FL Â 33431                                   |         |                                      | <input checked="" type="checkbox"/> Director                           | <input type="checkbox"/> 10% Owner                   |
| (City)   | (State) | (Zip)                                | <input type="checkbox"/> Officer                                       | <input type="checkbox"/> Other                       |
|  |         |                                      | (give title below)   | (specify below)                                      |
|  |         |                                      | 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) |
|---------------------------------|---|--|---|
| Common Stock <sup>(1)</sup>     | 63,255  | D  | Â   |

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: Tiger Media, Inc. - Form 3

|                                       | Date Exercisable | Expiration Date  | Title        | Amount or Number of Shares | Security          | Direct (D) or Indirect (I) (Instr. 5) |   |
|---------------------------------------|------------------|------------------|--------------|----------------------------|-------------------|---------------------------------------|---|
| Stock Options <sup>(1)</sup>          | Â <sup>(2)</sup> | 01/11/2020       | Common Stock | 10,000                     | \$ 35.7           | D                                     | Â |
| Stock Options <sup>(1)</sup>          | Â <sup>(2)</sup> | 02/08/2022       | Common Stock | 15,000                     | \$ 5.3            | D                                     | Â |
| Stock Options <sup>(1)</sup>          | Â <sup>(2)</sup> | 11/11/2023       | Common Stock | 7,000                      | \$ 8.1            | D                                     | Â |
| Restricted Stock Units <sup>(1)</sup> | Â <sup>(3)</sup> | Â <sup>(3)</sup> | Common Stock | 27,000                     | \$ <sup>(4)</sup> | D                                     | Â |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |         |       |
|---|---------------|-----------|---------|-------|
|   | Director      | 10% Owner | Officer | Other |
| Rubin Steven D<br>C/O TIGER MEDIA, INC.,<br>2650 N. MILITARY TRAIL, SUITE 300<br>BOCA RATON, FL 33431 | Â X           | Â         | Â       | Â     |

## Signatures

/s/ Steven D. Rubin                      03/24/2015

\_\_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).
- This Form 3 is being filed as the result of the determination by the Issuer that, in accordance with Rule 3b-4 under the Securities Exchange Act of 1934, as amended (the "Act"), it is no longer a foreign private issuer and is now subject to the reporting requirements of the Act and the rules thereunder applicable to a U.S. domestic issuer.
- (1) Exchange Act of 1934, as amended (the "Act"), it is no longer a foreign private issuer and is now subject to the reporting requirements of the Act and the rules thereunder applicable to a U.S. domestic issuer.
  - (2) Fully vested and immediately exercisable.
  - (3) The restricted stock units vest on the earlier of July 28, 2015 or an involuntary separation from service from Tiger Media, Inc. other than for cause.
  - (4) Each restricted stock unit represents the right to receive one share of common stock.

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.