FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| | pe Response | 5) | | 1 | | | | | | | | | | | | | 1 | | | | | | |
|---|--|------------------------|--|--|---|---|--|---|--|---|--|--|--|---|--|---|--|--|--|--|--|--|--|
| 1. Name and Address of Reporting Person * Greenstein Scott Andrew | | | | | | | and Ticker HOLDIN | | | | | 5 | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner | | | | | | | | | | |
| (Last) (First) (Middle) 1221 AVENUE OF THE AMERICAS | | | | | | Earlies | t Transacti | on (Mont | th/Day | /Year) | | | X Officer (give title below) Other (specify below) Pres. & Chief Content Officer | | | | | | | | | | |
| (Street) NEW YORK, NY 10020 | | | | | | ndment | , Date Orig | inal Filed | d(Month/ | Day/Year |) | A. Individual or Joint/Group Filing(Check Applicable Line) X_Form filed by One Reporting Person Form filed by More than One Reporting Person | | | | | | | | | | | |
| (City) (State) (Zip) | | | | | | | Tabl | e I - Non | -Deriv | ative S | ecuriti | es Acquir | ired, Disposed of, or Beneficially Owned | | | | | | | | | | |
| 1.Title of Security (Instr. 3) 2. Transaction Date (Month/Day/Yea) Common Stock 07/29/2022 | | | | Exec any | 2A. Deemed Execution Date, if any (Month/Day/Year) | | 3. Trans Code (Instr. 8 | saction | 4. Sec Dispo | | Acquir | ed (A) or | 5. Amount of Se Owned Followir Transaction(s) (Instr. 3 and 4) | curities Ben | - | 6. Ownership Form: | 7. Nature of Indirect Beneficial Ownership | | | | | | |
| | | | | (IVIOI | | | Code | e V | Am | Amount | | Price | (msu. 3 and 4) | | | or Indirect (I) (Instr. 4) | | | | | | | |
| | | | | | | M | | 3,60 | 1,867 | A | \$ 3.71 | 5,098,967 | | D | | | | | | | | | |
| Common | Stock | | 07/29/2022 | | | | M | | 3,18 | 0,872 | A | \$ 5.26 | 8,279,839 | | | D | | | | | | | |
| Common Stock 07/29/2 | | | 07/29/2022 | | | | S | | 197, | 809 | D | \$ 6.662 (1) | 8,082,030 | | | D | | | | | | | |
| Common Stock 07/29/20 | | | 07/29/2022 | | | S | | 883, | ,561 D | | \$ 6.567 (2) | 7,198,469 | | | D | | | | | | | | |
| Common Stock 07/29/2022 | | | | | | F | | 5,70 | 1,369 | D | \$ 6.58 (3) | 1,497,100 | | | D | | | | | | | | |
| Common Stock | | | | | | | | | | | | | | | | | | | | | | | |
| Commoi | 1 Stock | | | | | | | | | | | | 79,264 | | | I | By 401(k) Plan | | | | | | |
| | | separate line for each | h class of securities be | eneficia | illy o | wned d | irectly or ir | Per | sons | | | I to the c | ollection of in | | | I in SEC | 401(k) | | | | | | |
| | | separate line for each | | | | | • | Per this cur | sons form rently | are no valid (| t requ | I to the c ired to re ontrol nu | ollection of in espond unless umber. | | | I in SEC | 401(k) Plan | | | | | | |
| Reminder: | Report on a | | Table | II - Dei (e.g | rivat z., pu | ive Sec | curities Acc | Per this cur quired, I s, option | sons of form rently Dispose s, conv | are no valid (ed of, or vertible | ot requ DMB c Benef | I to the c ired to re ontrol nu icially Ow ites) | ollection of in espond unless umber. vned | the form | displays a | | 401(k) Plan | | | | | | |
| Reminder: | Report on a | 3. Transaction Date | Table 3A. Deemed Execution Date, if | II - Der (e.g 4. Fransac Code | rivat 2., pu etion | 5. Nur Deriva Securi Acquir | eurities Acc s, warrants | Per this cur quired, I | sons of form rently Dispose s, converge on Dat | are no valid (ced of, or vertible sable and e | ot requ DMB c Benef | I to the correct to recontrol nucleically Owices) | ollection of in espond unless umber. vned nd Amount of ng Securities | 8. Price of | 9. Number Derivative Securities Beneficially Owned Following Reported | of 10. Owner Form of Deriva Securit Direct or Indii | 401(k) Plan 11. Nation of Indirection of Seneric Conners: (Instr. 4) | | | | | | |
| Reminder: 1. Title of Derivative Security | 2. Conversion or Exercise Price of Derivative | 3. Transaction Date | Table 3A. Deemed Execution Date, if any | II - Der (e.g 4. Fransac Code | rivat., pu | 5. Nun Deriva Securi Acquin Dispos (Instr. | curities Acc s, warrants inber of tive ties red (A) or red of (D) 3, 4, and | Perthis curred, I s, option: 6. Date Expiration | sons is form rently Dispose s, conv Exercise on Dat Day/Y | are no valid (ced of, or vertible sable and e | ot requi DMB c Benef securit d | I to the c ired to re ontrol nu icially Ownies) 7. Title a Underlyi | ollection of in espond unless umber. vned nd Amount of ng Securities | 8. Price of Derivative Security | 9. Number Derivative Securities Beneficially Owned Following | of 10. Owner Form of Deriva Securit Direct or Indii | 401(k) Plan 11474 (9-02) ship of Indir Benefic Owners (Instr. 4 | | | | | | |
| Reminder: 1. Title of Derivative Security | 2. Conversion or Exercise Price of Derivative | 3. Transaction Date | Table 3A. Deemed Execution Date, if any | II - Der (e.g 4. Transac Code (Instr. 8 | rivat., pu | 5. Nur Deriva Securi Acquin Dispos (Instr. 5) | curities Acc s, warrant aber of tive ties red (A) or sed of (D) 3, 4, and | Per this curion of the curion | sons is form rently Dispose s, conv Exercise on Data Day/Y | ed of, or vertible sable and e ear) | trequence of the control of the cont | to the cired to reontrol nuicially Owies) 7. Title a Underlyi (Instr. 3 a | ollection of in espond unless umber. oned and Amount of an Securities and 4) Amount or Number of Shares | 8. Price of Derivative Security (Instr. 5) | 9. Number Derivative Securities Beneficially Owned Following Reported Transaction | of 10. Owner Form c Deriva Securit Direct or India | 401(k) Plan 11474 (9-02) ship of Indir Benefic Owners (Instr. 4 | | | | | | |

Reporting Owners

| | Relationships | | | | | | | | | | | |
|--|---------------|--------------|-------------------------------|-------|--|--|--|--|--|--|--|--|
| Reporting Owner Name / Address | Director | 10% Owner | Officer | Other | | | | | | | | |
| Greenstein Scott Andrew 1221 AVENUE OF THE AMERICAS NEW YORK, NY 10020 | | | Pres. & Chief Content Officer | | | | | | | | | |

Signatures

| /s/Patrick L. Donnelly, attorney in fact | 08/01/2022 | 2 | | | | | | | | | | | | |
|--|------------|---|--|--|--|--|--|--|--|--|--|--|--|--|
| **Signature of Reporting Person | Date | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(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) Represents the weighted average sales price for the price increments ranging from \$6.64 to \$6.68. The Reporting Person undertakes to provide, upon request by the Securities and Exchange Commission staff, the Issuer or a security holder of the Issuer, full information regarding the number of shares sold at each separate price.
- (2) Represents the weighted average sales price for the price increments ranging from \$6.50 to \$6.70. The Reporting Person undertakes to provide, upon request by the Securities and Exchange Commission staff, the Issuer or a security holder of the Issuer, full information regarding the number of shares sold at each separate price.
- (3) Represents the exercise price of the stock option referenced in Table II and associated taxes which was paid by way of the withholding by the Company of shares with a value equal to the exercise price and such taxes.

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.