

Perelman Vadim
Form 3
September 30, 2010

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 *

Â Baker Street Capital
Management, LLC

(Last) (First) (Middle)

12026 WILSHIRE
BLVD,Â UNIT 502

(Street)

LOS ANGELES,Â CAÂ 90025

(City) (State) (Zip)

2. Date of Event Requiring
Statement

(Month/Day/Year)
09/29/2010

3. Issuer Name **and** Ticker or Trading Symbol
HOLLYWOOD MEDIA CORP [HOLL]

4. Relationship of Reporting
Person(s) to Issuer

(Check all applicable)

____ Director ____X__ 10% Owner
____ Officer ____ Other
(give title below) (specify below)

5. If Amendment, Date Original
Filed(Month/Day/Year)

6. Individual or Joint/Group
Filing(Check Applicable Line)
____ Form filed by One Reporting
Person
X 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, \$0.01 par value per share ⁽¹⁾ 5,196,676

I By Baker Street Capital L.P. ⁽²⁾

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)

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Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Baker Street Capital Management, LLC 12026 WILSHIRE BLVD UNIT 502 LOS ANGELES, CA 90025	^	^ X	^	^
Perelman Vadim 12026 WILSHIRE BLVD UNIT 502 LOS ANGELES, CA 90025	^	^ X	^	^
Baker Street Capital L.P. 12026 WILSHIRE BLVD UNIT 502 LOS ANGELES, CA 90025	^	^ X	^	^

Signatures

By: /s/ Vadim Perelman, Managing Member	09/30/2010
__Signature of Reporting Person	Date
By: /s/ Vadim Perelman	09/30/2010
__Signature of Reporting Person	Date
By: Baker Street Capital Management, LLC; By: /s/ Vadim Perelman, Managing Member	09/30/2010
__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).
- Each Reporting Person may be deemed to be a member of a Section 13(d) group that owns more than 10% of the Issuer's outstanding shares of Common Stock. Each Reporting Person (other than Baker Street Capital L.P.) disclaims beneficial ownership of the shares of
- (1) Common Stock reported herein except to the extent of his or its pecuniary interest therein, and this report shall not be deemed to be an admission that any Reporting Person is the beneficial owner of such shares of Common Stock for purposes of Section 16 or for any other purpose.
 - (2) Shares of Common Stock beneficially owned by Baker Street Capital L.P. (BSC LP). As the general partner BSC LP, Baker Street Capital Management, LLC (Baker Street Capital Management) may be deemed to beneficially own the shares of Common Stock beneficially owned by BSC LP. As the managing member of Baker Street Capital Management, Vadim Perelman may be deemed to beneficially own the shares of Common Stock beneficially owned by BSC LP.

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.