

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

OMB APPROVAL

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Estimated average burden

hours per response: 0.5

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

1. Name and Address of Reporting Person* <u>Yen Earl Ching-Hwa</u> <hr/> (Last) (First) (Middle) 4B, YING LONG BUILDING 1358 YAN AN ROAD WEST <hr/> (Street) SHANGHAI F4 200052 <hr/> (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) 10/30/2009	3. Issuer Name and Ticker or Trading Symbol <u>Searchmedia Holdings Ltd [IDI]</u> <hr/> 4. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner Officer (give title below) Other (specify below)	5. If Amendment, Date of Original Filed (Month/Day/Year) <hr/> 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person
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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)
Ordinary Shares, par value \$0.0001 per share	1,541,765	I	By China Seed Ventures, L.P. ⁽¹⁾

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 Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)	
	Date Exercisable	Expiration Date					Amount or Number of Shares
Warrants	10/30/2009	10/30/2012	Ordinary Shares, par value \$0.0001 per share	47,580	7.8815	I	By China Seed Ventures, L.P. ⁽¹⁾
Warrants	10/30/2009	10/30/2012	Ordinary Shares, par value \$0.0001 per share	675,374	1.48	I	By China Seed Ventures, L.P. ⁽¹⁾
Warrants	10/30/2009	10/30/2012	Ordinary Shares, par value \$0.0001 per share	33,769	8.14	I	By China Seed Ventures, L.P. ⁽¹⁾
Warrants	10/30/2009	10/30/2012	Ordinary Shares, par value \$0.0001 per share	79,443	6.51	I	By China Seed Ventures, L.P. ⁽¹⁾
Warrants	10/30/2009	10/30/2012	Ordinary Shares, par value \$0.0001 per share	67,152	0.0001	I	By China Seed Ventures, L.P. ⁽¹⁾

Explanation of Responses:

1. The securities are held by China Seed Ventures, L.P. Earl Yen is a principal member of China Seed Ventures, L.P. Mr. Yen disclaims beneficial ownership of these securities, except to the extent of any pecuniary interest therein.

Remarks:
/s/ Earl Yen
11/09/2009

** Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.