

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

OMB APPROVAL

OMB Number: 3235-0104
Estimated average burden
hours per response: 0.5Filed 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>Rubin Steven D</u> (Last) (First) (Middle) <u>C/O TIGER MEDIA, INC.,</u> <u>2650 N. MILITARY TRAIL, SUITE 300</u> (Street) <u>BOCA RATON</u> <u>FL</u> <u>33431</u> (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) <u>03/20/2015</u>	3. Issuer Name and Ticker or Trading Symbol <u>Tiger Media, Inc. [IDI]</u>	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner Officer (give title below) Other (specify below)	5. If Amendment, Date of Original Filed (Month/Day/Year) 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

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)
<u>Common Stock⁽¹⁾</u>	<u>63,255</u>	<u>D</u>	

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	Title	Amount or Number of Shares			
<u>Stock Options⁽¹⁾</u>	<u>(2)</u>	<u>01/11/2020</u>	<u>Common Stock</u>	<u>10,000</u>	<u>35.7</u>	<u>D</u>	
<u>Stock Options⁽¹⁾</u>	<u>(2)</u>	<u>02/08/2022</u>	<u>Common Stock</u>	<u>15,000</u>	<u>5.3</u>	<u>D</u>	
<u>Stock Options⁽¹⁾</u>	<u>(2)</u>	<u>11/11/2023</u>	<u>Common Stock</u>	<u>7,000</u>	<u>8.1</u>	<u>D</u>	
<u>Restricted Stock Units⁽¹⁾</u>	<u>(3)</u>	<u>(3)</u>	<u>Common Stock</u>	<u>27,000</u>	<u>(4)</u>	<u>D</u>	

Explanation of Responses:

- 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.
- Fully vested and immediately exercisable.
- 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.
- Each restricted stock unit represents the right to receive one share of common stock.

Remarks:

/s/ Steven D. Rubin03/24/2015

** 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.