

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES REGULATION CODE AND SRC RULE 17.2(c) THEREUNDER

1. Date of Report (Date of earliest event reported)
Nov 19, 2013
2. SEC Identification Number
22401
3. BIR Tax Identification No.
000491007
4. Exact name of issuer as specified in its charter
PRIME MEDIA HOLDINGS INC.
5. Province, country or other jurisdiction of incorporation
MANILA
6. Industry Classification Code(SEC Use Only)
7. Address of principal office
#3 SAN ANTONIO ST. , BO. KAPITOLYO, PASIG CITY
Postal Code
1603
8. Issuer's telephone number, including area code
8899009
9. Former name or former address, if changed since last report
NA
10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
COMMON	627,330,906
11. Indicate the item numbers reported herein
NA

The Exchange does not warrant and holds no responsibility for the veracity of the facts and representations contained in all corporate disclosures, including financial reports. All data contained herein are prepared and submitted by the disclosing party to the Exchange, and are disseminated solely for purposes of information. Any questions on the data contained herein should be addressed directly to the Corporate Information Officer of the disclosing party.

Prime Media Holdings, Inc.

PRIM

PSE Disclosure Form 4-11 - Change in Number of Issued and Outstanding Shares

References: Section 4.4 of the Revised Disclosure Rules

Subject of the Disclosure

CHANGE IN THE NUMBER OF ISSUED AND OUTSTANDING SHARES

Background/Description of the Disclosure

The company received notices of conversion of preferred shares resulting in new additional listed common shares of 35,217,448. The company advised the PSE regarding these conversions in its letter to the listing department dated November 19, 2013. The conversions increased the total number of outstanding common shares to 387,146,136.

The company also approved the conversion of advances from related parties totaling P600,461,925 into 240,184,770 common shares at P2.50 per share. The company advised the PSE of the conversion in April 2013. The shares were recently issued after approval from the SEC was obtained, thus bringing total number of outstanding shares to 627,330,906.

Change(s) in Number of Issued and Outstanding Shares
Issued Shares

Type of Security /Stock Symbol	Before	After
common/PRIM	351,928,688	627,330,906

Outstanding Shares

Type of Security /Stock Symbol	Before	After
common/PRIM	351,928,688	627,330,906

Other Changes, if any

In percent	Before	After
Public float	22.78	14
Foreign Ownership level	0.32	0.18

Filed on behalf by:
Name

Vivian Liban

Designation	Treasurer and Corporate Information Officer
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