

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)
Dec 2, 2016
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, Philippines
6. Industry Classification Code(SEC Use Only)
7. Address of principal office
16TH FLOOR CITIBANK TOWER, 8741 PASEO DE ROXAS MAKATI CITY
Postal Code
1227
8. Issuer's telephone number, including area code
831-4479
9. Former name or former address, if changed since last report
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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	700,298,616
Preferred	14,366,260

11. Indicate the item numbers reported herein
9

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 4-32 - Reply to Exchange's Query

Subject of the Disclosure

Reply to Exchange's Query

Description of the Disclosure

Dear Sir/ Madam:

We cannot provide a specific timelines in relation to items 1-3 as the same is dependent upon decisions of third parties. Nonetheless, the Company is exerting utmost efforts in order to transfer all the identified assets to BDO/PDIC on or before December 2017.

As to the planned quasi-reorganization, the Company is now looking for a financial advisor to guide in the said process. We shall further advise you of our progress.

Very truly yours,

Diane Madelyn Ching
Corporate Secretary

Information Requested

Please see attached letter.

Filed on behalf by:

Name	Joanna Manzano
Designation	Junior Compliance Officer