

**Hollywood Media Corp.**  
**Segment Summary Financial Data and EBITDA Reconciliation**

**For the Six Months Ended June 30, 2007**  
**(unaudited)**

	<b>Broadway Ticketing (1)</b>	<b>Data Business</b>	<b>Ad Sales (2)</b>	<b>Intellectual Properties</b>	<b>Cable TV</b>	<b>Other (3)</b>	<b>Total</b>
Net Revenues	\$ 58,784,512	\$ 3,288,016	\$ 5,258,941	\$ 478,693	\$ 116,130	\$ -	\$ 67,926,292
Operating Income (Loss)	1,302,061	1,090,391	(878,664)	(121)	(271,230)	(5,423,244)	(4,180,807)
Net Income (Loss) from continuing operations	1,314,653	1,048,938	(846,030)	5,329	(271,230)	(5,753,786)	(4,502,126)
Add back (Income) Expense:							
Interest, net	(20,344)	665	(110)	(4,957)	-	345,032	320,286
Taxes	(7,400)	45,189	(30,565)	-	-	735	7,959
Depreciation and Amortization	135,670	87,868	484,341	-	5,439	231,996	945,314
EBITDA Income (Loss) from continuing operations	<u>\$ 1,422,579</u>	<u>\$ 1,182,660</u>	<u>\$ (392,364)</u>	<u>\$ 372</u>	<u>\$ (265,791)</u>	<u>\$ (5,176,023)</u>	<u>\$ (3,228,567)</u>

**For the Six Months Ended June 30, 2006**  
**(unaudited)**

	<b>Broadway Ticketing (1)</b>	<b>Data Business</b>	<b>Ad Sales (2)</b>	<b>Intellectual Properties</b>	<b>Cable TV</b>	<b>Other (3)(4)</b>	<b>Total</b>
Net Revenues	\$ 45,436,255	\$ 3,113,598	\$ 5,036,895	\$ 489,168	\$ 34,000	\$ -	\$ 54,109,916
Operating Income (Loss)	1,731,835	1,083,963	(414,703)	(3,749)	(315,959)	(5,402,467)	(3,321,080)
Net Income (Loss) from continuing operations	1,706,375	1,083,545	(459,240)	29,533	(315,034)	(6,260,467)	(4,215,288)
Add back (Income) Expense:							
Interest	(12,066)	168	(2,159)	(4,794)	-	1,202,813	1,183,962
Taxes	-	250	49,811	-	-	-	50,061
Depreciation and Amortization	136,212	87,246	544,414	-	6,841	236,775	1,011,488
EBITDA Income (Loss) from continuing operations	<u>\$ 1,830,521</u>	<u>\$ 1,171,209</u>	<u>\$ 132,826</u>	<u>\$ 24,739</u>	<u>\$ (308,193)</u>	<u>\$ (4,820,879)</u>	<u>\$ (1,969,777)</u>

**For the Three Months Ended June 30, 2007**  
**(unaudited)**

	<b>Broadway Ticketing (1)</b>	<b>Data Business</b>	<b>Ad Sales (2)</b>	<b>Intellectual Properties</b>	<b>Cable TV</b>	<b>Other (3)</b>	<b>Total</b>
Net Revenues	\$ 34,750,569	\$ 1,639,295	\$ 2,845,876	\$ 282,240	\$ 37,955	\$ -	\$ 39,555,935
Operating Income (Loss)	913,140	557,396	(296,170)	22,594	(136,873)	(2,372,264)	(1,312,177)
Net Income (Loss) from continuing operations	934,269	538,161	(272,418)	15,521	(136,873)	(2,520,667)	(1,442,007)
Add back (Income) Expense:							
Interest, net	(8,316)	319	(28)	(2,626)	-	149,266	138,615
Taxes	(7,400)	18,700	(24,131)	-	-	-	(12,831)
Depreciation and Amortization	71,645	40,990	243,364	-	2,424	110,692	469,115
EBITDA Income (Loss) from continuing operations	<u>\$ 990,198</u>	<u>\$ 598,170</u>	<u>\$ (53,213)</u>	<u>\$ 12,895</u>	<u>\$ (134,449)</u>	<u>\$ (2,260,709)</u>	<u>\$ (847,108)</u>

**For the Three Months Ended June 30, 2006**  
**(unaudited)**

	<b>Broadway Ticketing (1)</b>	<b>Data Business</b>	<b>Ad Sales (2)</b>	<b>Intellectual Properties</b>	<b>Cable TV</b>	<b>Other (3)(4)</b>	<b>Total</b>
Net Revenues	\$ 26,990,600	\$ 1,588,160	\$ 2,756,022	\$ 203,359	\$ 29,000	\$ -	\$ 31,567,141
Operating Income (Loss)	895,976	476,775	4,039	(28,237)	(161,897)	(2,398,132)	(1,211,476)
Net Income (Loss) from continuing operations	861,130	476,702	(16,713)	(10,839)	(160,972)	(2,379,153)	(1,229,845)
Add back (Income) Expense:							
Interest	(1,124)	73	(2,159)	(2,505)	-	565,411	559,696
Taxes	-	-	33,314	-	-	-	33,314
Depreciation and Amortization	67,346	43,637	261,581	-	3,432	121,824	497,820
EBITDA Income (Loss) from continuing operations	<u>\$ 927,352</u>	<u>\$ 520,412</u>	<u>\$ 276,023</u>	<u>\$ (13,344)</u>	<u>\$ (157,540)</u>	<u>\$ (1,691,918)</u>	<u>\$ (139,015)</u>

(1) The Broadway Ticketing segment's EBITDA and Net Income in the second quarter of 2007 as compared to the second quarter of 2006 was negatively impacted by temporary redundant lease expense of \$181,243 during the second quarter of 2007 as the Company consolidates its New York offices and \$175,000 for a new outdoor advertising initiative launched in June 2007, the revenue impact of which is expected in the fourth quarter of this year.

(2) The Ad Sales segment includes Internet advertising sales on Hollywood.com, commissions from advertising sales on MovieTickets.com and Internet and other advertising sales by CinemasOnline.

(3) The Other segment is comprised of payroll and benefits for corporate and administrative personnel as well as other corporate-wide expenses such as audit fees, proxy costs, insurance, centralized information technology, and includes consulting fees and other fees and costs relating to compliance with the provisions of the Sarbanes-Oxley Act of 2002 that require Hollywood Media and its Independent Registered Public Accounting Firm to make an assessment of and report on internal control over financial reporting.

(4) The Other segment's EBITDA results for the second quarter of 2006 include \$584,000 of gain on a non-cash change in a derivative liability, which favorably impacted the second quarter of 2006 results. The derivative liability was eliminated to additional paid-in-capital during the first quarter of 2007 in accordance with the new SEC pronouncements.