

Hollywood Media Corp.
Segment Summary Financial Data and EBITDA Reconciliation

For the Year Ended December 31, 2006

	<u>Broadway Ticketing</u>	<u>Data Business (1)</u>	<u>Ad Sales (2)</u>	<u>Intellectual Properties</u>	<u>Cable TV</u>	<u>Other (3)</u>	<u>Total</u>
Net Revenues	\$ 98,102,961	\$ 6,478,478	\$ 9,909,996	\$ 1,229,126	\$ 174,899	\$ -	\$ 115,895,460
Operating Income (Loss)	3,937,948	2,240,791	(978,399)	163,953	(573,454)	(11,097,590)	(6,306,751)
Net Income (Loss) from continuing operations	<u>3,914,572</u>	<u>2,237,400</u>	<u>(927,021)</u>	<u>189,364</u>	<u>(572,079)</u>	<u>(12,278,530)</u>	<u>(7,436,294)</u>
Add back (Income) Expense							
Interest, net	(14,116)	506	(26,344)	(8,274)	-	1,836,469	1,788,241
Taxes	-	2,751	(22,583)	-	-	-	(19,832)
Depreciation and Amortization	289,857	176,978	917,496	-	13,134	481,940	1,879,405
EBITDA Income (Loss) from continuing operations	<u>\$ 4,190,313</u>	<u>\$ 2,417,635</u>	<u>\$ (58,452)</u>	<u>\$ 181,090</u>	<u>\$ (558,945)</u>	<u>\$ (9,960,121)</u>	<u>\$ (3,788,480)</u>

For the Year Ended December 31, 2005

	<u>Broadway Ticketing</u>	<u>Data Business</u>	<u>Ad Sales (2)</u>	<u>Intellectual Properties</u>	<u>Cable TV</u>	<u>Other (3)</u>	<u>Total</u>
Net Revenues	\$ 78,890,718	\$ 5,359,222	\$ 4,513,676	\$ 1,550,580	\$ 40,834	\$ -	\$ 90,355,030
Operating Income (Loss)	2,798,186	1,636,331	(1,848,811)	379,636	(679,932)	(11,834,116)	(9,548,706)
Net Income (Loss) from continuing operations	<u>2,862,676</u>	<u>1,635,418</u>	<u>(1,855,796)</u>	<u>750,742</u>	<u>(672,083)</u>	<u>(12,319,153)</u>	<u>(9,598,196)</u>
Add back (Income) Expense							
Interest	(36,683)	573	3,925	(5,985)	711	583,630	546,171
Taxes	-	109	5,746	-	-	1,600	7,455
Depreciation and Amortization	288,690	199,188	490,558	1,955	120,761	367,182	1,468,334
EBITDA Income (Loss) from continuing operations	<u>\$ 3,114,683</u>	<u>\$ 1,835,288</u>	<u>\$ (1,355,567)</u>	<u>\$ 746,712</u>	<u>\$ (550,611)</u>	<u>\$ (11,366,741)</u>	<u>\$ (7,576,236)</u>

**For the Three Months Ended December 31, 2006
(unaudited)**

	<u>Broadway Ticketing</u>	<u>Data Business (1)</u>	<u>Ad Sales (2)</u>	<u>Intellectual Properties</u>	<u>Cable TV</u>	<u>Other (3)</u>	<u>Total</u>
Net Revenues	\$ 31,122,716	\$ 1,716,691	\$ 2,302,275	\$ 545,721	\$ 58,299	\$ -	\$ 35,745,702
Operating Income (Loss)	1,535,400	669,874	(382,956)	182,795	(142,995)	(3,031,198)	(1,169,080)
Net Income (Loss) from continuing operations	<u>1,573,473</u>	<u>667,087</u>	<u>(253,134)</u>	<u>168,808</u>	<u>(142,995)</u>	<u>(3,178,766)</u>	<u>(1,165,527)</u>
Add back (Income) Expense							
Interest, net	(419)	286	(23,421)	(1,677)	-	204,358	179,127
Taxes	-	2,501	(107,490)	-	-	-	(104,989)
Depreciation and Amortization	85,240	45,919	119,593	-	2,918	120,836	374,506
EBITDA Income (Loss) from continuing operations	<u>\$ 1,658,294</u>	<u>\$ 715,793</u>	<u>\$ (264,452)</u>	<u>\$ 167,131</u>	<u>\$ (140,077)</u>	<u>\$ (2,853,572)</u>	<u>\$ (716,883)</u>

**For the Three Months Ended December 31, 2005
(unaudited)**

	<u>Broadway Ticketing</u>	<u>Data Business</u>	<u>Ad Sales (2)</u>	<u>Intellectual Properties</u>	<u>Cable TV</u>	<u>Other (3)</u>	<u>Total</u>
Net Revenues	\$ 23,586,825	\$ 1,337,228	\$ 1,789,369	\$ 389,429	\$ 40,834	\$ -	\$ 27,143,685
Operating Income (Loss)	974,224	458,306	(231,395)	78,259	(125,164)	(2,435,935)	(1,281,705)
Net Income (Loss) from continuing operations	<u>986,651</u>	<u>457,960</u>	<u>(229,033)</u>	<u>41,154</u>	<u>(124,689)</u>	<u>(2,757,642)</u>	<u>(1,625,599)</u>
Add back (Income) Expense							
Interest	(5,038)	114	24	(2,383)	-	421,144	413,861
Taxes	-	300	-	-	-	-	300
Depreciation and Amortization	70,741	44,114	84,258	200	3,459	114,167	316,939
EBITDA Income (Loss) from continuing operations	<u>\$ 1,052,354</u>	<u>\$ 502,488</u>	<u>\$ (144,751)</u>	<u>\$ 38,971</u>	<u>\$ (121,230)</u>	<u>\$ (2,222,331)</u>	<u>\$ (894,499)</u>

(1) Data Business results include accrued compensation expense of \$114,718 and \$508,161 for the three months and year ended December 31, 2006, respectively, relating to potential future performance-based compensation under an employment agreement for the senior manager of this segment, which agreement was not in place during the corresponding 2005 periods. These particular expense accruals which impacted 2006 results are anticipated to be at a substantially reduced level after the end of 2006. The EBITDA presented for the Data Business is "EBITDA (Modified)," which excludes the sold Baseline StudioSystems business.

(2) The Ad Sales segment includes Internet advertising sales on Hollywood.com and Broadway.com and Internet and other advertising sales by CinemasOnline. The Ad Sales segment includes the results of CinemasOnline for the period since it was acquired in November 2005.

(3) The Other segment is comprised of corporate-wide expenses such as audit fees, proxy costs, insurance, accounting, centralized information technology, and includes consulting fees and other costs relating to compliance with the provisions of the Sarbanes-Oxley Act of 2002 that require Hollywood Media to assess and report on internal control over financial reporting, and related development of controls.