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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed 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>Excel Family Partners LLLP</u>  (Last) (First) (Middle) <u>C/O LOOP MEDIA, INC.</u> <u>2600 WEST OLIVE AVE., SUITE 5470</u>  (Street) <u>BURBANK CA 91505</u>  (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) <u>09/12/2023</u>	3. Issuer Name and Ticker or Trading Symbol <u>Loop Media, Inc. [ LPTV ]</u>	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable)  Director <input checked="" type="checkbox"/> 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 <input type="checkbox"/> 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</u>	<u>8,919,861</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>Warrant (right to buy)</u>	<u>04/01/2021</u>	<u>12/01/2024</u>	<u>Common Stock</u>	<u>24,242</u>	<u>8.25</u>	<u>D</u>	
<u>Warrant (right to buy)</u>	<u>05/01/2021</u>	<u>12/01/2024</u>	<u>Common Stock</u>	<u>12,121</u>	<u>8.25</u>	<u>D</u>	
<u>Warrant (right to buy)</u>	<u>06/01/2021</u>	<u>12/01/2024</u>	<u>Common Stock</u>	<u>12,121</u>	<u>8.25</u>	<u>D</u>	
<u>Warrant (right to buy)</u>	<u>09/30/2021</u>	<u>09/30/2024</u>	<u>Common Stock</u>	<u>106,666</u>	<u>8.25</u>	<u>D</u>	
<u>Warrant (right to buy)</u>	<u>04/25/2022</u>	<u>04/25/2025</u>	<u>Common Stock</u>	<u>283,045</u>	<u>5.25</u>	<u>D</u>	
<u>Warrant (right to buy)</u>	<u>09/12/2023</u>	<u>05/10/2026</u>	<u>Common Stock</u>	<u>209,398</u>	<u>4.33</u>	<u>D</u>	

**Explanation of Responses:**

**Remarks:**

Exhibit 24- Power of Attorney

/s/ Joanne Lytle, Attorney-in Fact 09/22/2023

\*\* 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.

**POWER OF ATTORNEY**

Know all by these present that the undersigned hereby constitutes and appoints Chase Newman as their true and lawful attorney-in-fact to:

1. execute for and on behalf of the undersigned the Form ID application for **Excel Family Partners LLLP**;
2. do and perform any and all acts for and on behalf of the undersigned which may be necessary or desirable to complete the execution of any such Form ID application for EDGAR codes, and the timely filing of such Form with the United States Securities and Exchange Commission and any other authority; and
3. take any other action of any type whatsoever in connection with the foregoing which, in the opinion of such attorney-in-fact, may be of benefit to, in the best interest of, or legally required by, the undersigned, it being understood that the documents executed by such attorney-in-fact on behalf of the undersigned pursuant to this Power of Attorney shall be in such form and shall contain such terms and conditions as such attorney-in-fact may approve in his discretion.

The undersigned hereby grants to such attorney-in-fact full power and authority to do and perform all and every act and thing whatsoever requisite, necessary and proper to be done in the exercise of any of the rights and powers herein granted, as fully and to all intents and purposes as he might or could do in person, with full power of substitution and resubstitution, hereby ratifying and confirming all that such attorney-in-fact, or his substitute or substitutes, shall lawfully do or cause to be done by virtue of this Power of Attorney and the rights and powers herein granted. The undersigned acknowledges that the foregoing attorney-in-fact, in serving in such capacity at the request of the undersigned, are not assuming any of the undersigned's responsibilities to comply with federal or state securities laws.

This Power of Attorney shall remain in full force and effect for ninety (90) days from the date herein, unless earlier revoked by the undersigned in a signed writing delivered to the foregoing attorneys-in-fact.

IN WITNESS WHEREOF, the undersigned has caused this Power of Attorney to be executed as of September 14, 2023.

**Excel Family Partners LLLP**

**By: FORTRESS HOLDINGS, LLC, its General Partner**

/s/ Joanne Lytle

Name: Joanne Lytle

Title: Attorney-in-Fact for Bruce A. Cassidy, Sr., Manager

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