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## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934  
or Section 30(h) of the Investment Company Act of 1940

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan for the purchase or sale of equity securities of the issuer that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.

1. Name and Address of Reporting Person * <u>Cassidy Bruce A. Sr.</u>  _____ (Last) (First) (Middle) C/O LOOP MEDIA, INC. 2600 OLIVE AVENUE WEST, SUITE 5470 _____ (Street) BURBANK CA 91505 _____ (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>Loop Media, Inc. [ LPTV ]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner Officer (give title below) Other (specify below)
	3. Date of Earliest Transaction (Month/Day/Year) 12/14/2023	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line) Form filed by One Reporting Person <input checked="" type="checkbox"/> Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	12/14/2023		A <sup>(1)</sup>		2,910,771	A	\$0.8	12,730,632	I	By Excel Family Partners, LLLP <sup>(2)</sup>
Common Stock	12/14/2023		M <sup>(3)</sup>		24,242	A	\$0.8	12,754,874	I	By Excel Family Partners, LLLP <sup>(2)</sup>
Common Stock	12/14/2023		M <sup>(3)</sup>		12,121	A	\$0.8	12,766,995	I	By Excel Family Partners, LLLP <sup>(2)</sup>
Common Stock	12/14/2023		M <sup>(3)</sup>		12,121	A	\$0.8	12,779,116	I	By Excel Family Partners, LLLP <sup>(2)</sup>
Common Stock	12/14/2023		M <sup>(3)</sup>		106,666	A	\$0.8	12,885,782	I	By Excel Family Partners, LLLP <sup>(2)</sup>
Common Stock	12/14/2023		M <sup>(3)</sup>		283,045	A	\$0.8	13,168,827	I	By Excel Family Partners, LLLP <sup>(2)</sup>
Common Stock	12/14/2023		M <sup>(3)</sup>		209,398	A	\$0.8	13,378,225	I	By Excel Family Partners, LLLP <sup>(2)</sup>
Common Stock	12/14/2023		M <sup>(3)</sup>		138,889	A	\$0.8	2,738,889	I	By Eagle Investment Group, LLC <sup>(2)</sup>
Common Stock								85,617	D	

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned  
(e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Warrant (right to buy)	\$0.8	12/14/2023		A <sup>(4)</sup>		3,125,000		12/14/2023	12/14/2026	Common Stock	3,125,000	\$0	3,125,000	I	By Excel Family Partners LLLP <sup>(2)</sup>
Warrant (right to buy)	\$8.25	12/14/2023		D <sup>(5)</sup>			24,242	04/01/2021	12/01/2024	Common Stock	24,242	\$0	0	I	By Excel Family Partners LLLP <sup>(2)</sup>
Warrant (right to buy)	\$0.8	12/14/2023		A <sup>(5)</sup>		24,242		04/01/2021	12/01/2024	Common Stock	24,242	\$0	24,242	I	By Excel Family Partners LLLP <sup>(2)</sup>
Warrant (right to buy)	\$0.8	12/14/2023		M <sup>(3)</sup>			24,242	04/01/2021	12/01/2024	Common Stock	24,242	\$0	0	I	By Excel Family Partners LLLP <sup>(2)</sup>
Warrant (right to buy)	\$8.25	12/14/2023		D <sup>(5)</sup>			12,121	05/01/2021	12/01/2024	Common Stock	12,121	\$0	0	I	By Excel Family Partners LLLP <sup>(2)</sup>
Warrant (right to buy)	\$0.8	12/14/2023		A <sup>(5)</sup>		12,121		05/01/2021	12/01/2024	Common Stock	12,121	\$0	12,121	I	By Excel Family Partners LLLP <sup>(2)</sup>
Warrant (right to buy)	\$0.8	12/14/2023		M <sup>(3)</sup>			12,121	05/01/2021	12/01/2024	Common Stock	12,121	\$0	0	I	By Excel Family Partners LLLP <sup>(2)</sup>
Warrant (right to buy)	\$8.25	12/14/2023		D <sup>(5)</sup>			12,121	06/01/2021	12/01/2024	Common Stock	12,121	\$0	0	I	By Excel Family Partners LLLP <sup>(2)</sup>
Warrant (right to buy)	\$0.8	12/14/2023		A <sup>(5)</sup>		12,121		06/01/2021	12/01/2024	Common Stock	12,121	\$0	12,121	I	By Excel Family Partners LLLP <sup>(2)</sup>
Warrant (right to buy)	\$0.8	12/14/2023		M <sup>(3)</sup>			12,121	06/01/2021	12/01/2024	Common Stock	12,121	\$0	0	I	By Excel Family Partners LLLP <sup>(2)</sup>
Warrant (right to buy)	\$8.25	12/14/2023		D <sup>(5)</sup>			106,666	09/30/2021	09/30/2024	Common Stock	106,666	\$0	0	I	By Excel Family Partners LLLP <sup>(2)</sup>
Warrant (right to buy)	\$0.8	12/14/2023		A <sup>(5)</sup>		106,666		09/30/2021	09/30/2024	Common Stock	106,666	\$0	106,666	I	By Excel Family Partners LLLP <sup>(2)</sup>
Warrant (right to buy)	\$0.8	12/14/2023		M <sup>(3)</sup>			106,666	09/30/2021	09/30/2024	Common Stock	106,666	\$0	0	I	By Excel Family Partners LLLP <sup>(2)</sup>
Warrant (right to buy)	\$5.25	12/14/2023		D <sup>(6)</sup>			283,045	04/25/2022	04/25/2025	Common Stock	283,045	\$0	0	I	By Excel Family Partners LLLP <sup>(2)</sup>
Warrant (right to buy)	\$0.8	12/14/2023		A <sup>(6)</sup>		283,045		04/25/2022	04/25/2025	Common Stock	283,045	\$0	283,045	I	By Excel Family Partners LLLP <sup>(2)</sup>
Warrant (right to buy)	\$0.8	12/14/2023		M <sup>(3)</sup>			283,045	04/25/2022	04/25/2025	Common Stock	283,045	\$0	0	I	By Excel Family Partners LLLP <sup>(2)</sup>
Warrant (right to buy)	\$4.33	12/14/2023		D <sup>(7)</sup>		209,398		09/12/2023	05/10/2026	Common Stock	209,398	\$0	0	I	By Excel Family Partners LLLP <sup>(2)</sup>
Warrant (right to buy)	\$0.8	12/14/2023		A <sup>(7)</sup>		209,398		09/12/2023	05/10/2026	Common Stock	209,398	\$0	209,398	I	By Excel Family Partners LLLP <sup>(2)</sup>

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Warrant (right to buy)	\$0.8	12/14/2023		M <sup>(3)</sup>			209,398	09/12/2023	05/10/2026	Common Stock	209,398	\$0	0	I	By Excel Family Partners LLLP <sup>(2)</sup>
Warrant (right to buy)	\$2.25	12/14/2023		D <sup>(8)</sup>			138,889	09/03/2020	03/11/2030	Common Stock	138,889	\$0	0	I	By Eagle Investment Group, LLC <sup>(2)</sup>
Warrant (right to buy)	\$2.25	12/14/2023		A <sup>(8)</sup>		138,889		09/03/2020	03/11/2030	Common Stock	138,889	\$0	138,889	I	By Eagle Investment Group, LLC <sup>(2)</sup>
Warrant (right to buy)	\$2.25	12/14/2023		M <sup>(3)</sup>			138,889	09/03/2020	03/11/2030	Common Stock	138,889	\$0	0	I	By Eagle Investment Group, LLC <sup>(2)</sup>

1. Name and Address of Reporting Person \*

[Cassidy Bruce A. Sr.](#)

(Last) (First) (Middle)

C/O LOOP MEDIA, INC.  
2600 OLIVE AVENUE WEST, SUITE 5470

(Street)

BURBANK CA 91505

(City) (State) (Zip)

1. Name and Address of Reporting Person \*

[Excel Family Partners LLLP](#)

(Last) (First) (Middle)

C/O LOOP MEDIA, INC.  
2600 WEST OLIVE AVENUE, SUITE 5470

(Street)

BURBANK CA 91505

(City) (State) (Zip)

**Explanation of Responses:**

- The shares of Common Stock were acquired in connection with a Note Conversion Agreement with the Issuer, pursuant to which the principal and interest outstanding in the amount of \$2,328,617 on a line of credit extended by Excel Family Partners, LLLP, an entity managed by the Reporting Person, was converted into shares of Common Stock of the Issuer at a per share price of \$0.80.
- Reporting Person disclaims beneficial ownership of these securities except to the extent of his pecuniary interest therein, if any, and the inclusion of these shares in this report shall not be deemed an admission of beneficial ownership of all of the reported shares for purposes of Section 16 or for any other purpose.
- The shares of Common Stock were acquired upon the exercise of a warrant at a per share exercise price of \$0.80.
- The warrant was acquired in connection with a note issued by the Issuer in favor of Excel Family Partners, LLLP, an entity managed by the Reporting Person, as coverage for one hundred percent (100%) of the principal thereunder. The aggregate principal of the note is \$2,500,000.
- The warrant was repriced pursuant to a Warrant Reprice Letter Agreement effective December 14, 2023, between Excel Family Partners, LLLP, Eagle Investment Group, LLC, and the Issuer, to decrease the per share exercise price of the warrant from \$8.25 to \$0.80. Each of Excel Family Partners, LLLP and Eagle Investment Group, LLC is an entity managed by the Reporting Person.
- The warrant was repriced pursuant to a Warrant Reprice Letter Agreement effective December 14, 2023, between Excel Family Partners, LLLP, Eagle Investment Group, LLC, and the Issuer, to decrease the per share exercise price of the warrant from \$5.25 to \$0.80. Each of Excel Family Partners, LLLP and Eagle Investment Group, LLC is an entity managed by the Reporting Person.
- The warrant was repriced pursuant to a Warrant Reprice Letter Agreement effective December 14, 2023, between Excel Family Partners, LLLP, Eagle Investment Group, LLC, and the Issuer, to decrease the per share exercise price of the warrant from \$4.33 to \$0.80. Each of Excel Family Partners, LLLP and Eagle Investment Group, LLC is an entity managed by the Reporting Person.
- The warrant was repriced pursuant to a Warrant Reprice Letter Agreement effective December 14, 2023, between Excel Family Partners, LLLP, Eagle Investment Group, LLC, and the Issuer, to decrease the per share exercise price of the warrant from \$2.25 to \$0.80. Each of Excel Family Partners, LLLP and Eagle Investment Group, LLC is an entity managed by the Reporting Person.

**Remarks:**

\* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

[/s/ Joanne Lytle, Attorney-in Fact for Bruce A. Cassidy, Sr.](#) 12/18/2023

[/s/ Joanne Lytle, Attorney-in Fact for Excel Family Partners LLLP](#) 12/18/2023

\*\* 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 4 (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.