

DraftDay Fantasy Sports, Inc.
Form 4
June 15, 2016

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
SILLERMAN ROBERT F X

2. Issuer Name and Ticker or Trading Symbol
DraftDay Fantasy Sports, Inc.
[FNCX]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
902 BROADWAY, 11TH FLOOR
(Street)

3. Date of Earliest Transaction (Month/Day/Year)
06/03/2016

Director 10% Owner
 Officer (give title below) Other (specify below)

NEW YORK, NY 10010

(City) (State) (Zip)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 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 Indirect Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock ⁽¹⁾ ₍₂₎	06/03/2016		M		22,580,645	A	<u>1</u>
Common Stock					37,268	D	
Common Stock					8,750,000	I	

See Footnote (2) ⁽²⁾
See Footnote (3) ⁽³⁾

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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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 Underlying Securities (Instr. 3 and 4)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount Number Shares
Series C Convertible Preferred Stock	<u>(1)</u>	06/03/2016		M	7,000	<u>(12)</u>	<u>(12)</u>	Common Stock	22,580
Restricted Stock Unit	<u>(4)</u>					<u>(4)</u>	<u>(4)</u>	Common Stock	93,000
Warrants (right to buy)	\$ 1.78					03/16/2015	03/16/2020	Common Stock	350,000
Warrants (right to buy)	\$ 3.51					10/24/2014	10/24/2019	Common Stock	225,000
Warrants (right to buy)	\$ 2.98					11/25/2014	11/25/2019	Common Stock	150,000
Warrants (right to buy)	\$ 3.63					12/15/2014	12/15/2019	Common Stock	775,000
Warrants (right to buy)	\$ 80					03/11/2013	03/11/2018	Common Stock	125,000
Warrants (right to buy)	\$ 55.2					09/16/2013	09/16/2018	Common Stock	62,500
Warrants (right to buy)	\$ 80					<u>(9)</u>	<u>(9)</u>	Common Stock	175,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SILLERMAN ROBERT F X 902 BROADWAY 11TH FLOOR NEW YORK, NY 10010	X	X		

Signatures

/s/ Robert F.X.
Sillerman

06/15/2016

**Signature of Reporting Person Date

Explanation of Responses:

- * 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).
- SIC III previously purchased 10,000 shares of the Issuer's Series C Convertible Preferred Stock. 7,000 shares of Series C Convertible Preferred Stock were exchanged for 22,580,645 shares of the Issuer's common stock in a transaction exempt from the provisions of Section 16(b) pursuant to Rule 16b-3.
- (2) Held by Sillerman Investment Company III LLC ("SIC III"), of which the Reporting Person is the manager and sole member.
 - (3) Held by Sillerman Investment Company IV, LLC, of which the Reporting Person is the manager and sole member. These shares were acquired in a transaction exempt from the provisions of Section 16(b) pursuant to Rule 16b-3.
- Restricted stock units in respect of 155,090 shares of Common Stock granted pursuant to the Company's 2011 Executive Incentive Plan. These restricted stock units vested as to 31,018 shares on May 1, 2015 and an additional 31,018 shares will vest on each of May 1, 2017, May 1, 2018 and May 1, 2019. Each restricted stock unit represents the right to receive, at settlement, 1 share of common stock. This transaction represents the settlement of restricted stock units in shares of common stock on their scheduled vesting date.
- (4) Warrants previously acquired by SIC III, exercisable at \$1.78 per share.
 - (5) Warrants previously acquired by SIC III, exercisable at \$3.51 per share.
 - (6) Warrants previously acquired by SIC III, exercisable at \$2.98 per share.
 - (7) Warrants previously acquired by SIC III, exercisable at \$3.63 per share.
 - (8) Warrants previously acquired by the Reporting Person, exercisable at \$80.00 per share.
 - (9) Warrants previously acquired by Sillerman Investment Company II, LLC ("SIC II"), of which the Reporting Person is the manager and sole member, exercisable at \$55.20 per share.
 - (10) Warrants previously acquired by SIC II, exercisable at \$80.00 per share.
 - (11) SIC III purchased 10,000 shares of the Issuer's Series C Convertible Preferred Stock at a price of \$1,000 per share. Each share has a stated value of \$1,000 and is convertible into common stock at a conversion price of \$4 per share. Such shares are convertible upon issuance and for a period of five years thereafter. 7,000 shares of Series C Convertible Preferred Stock were issued on March 16, 2015 and are convertible through March 16, 2020, at which time they are subject to mandatory redemption by the Issuer. 3,000 shares of Series C Convertible Preferred Stock were issued on November 25, 2014 and are convertible through November 25, 2019, at which time they are subject to mandatory redemption by the Issuer.
 - (12)

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.