

OMB APPROVAL	
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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>Lazarus Mark H</u>  (Last) (First) (Middle) C/O VERSANT MEDIA GROUP, INC. 900 SYLVAN AVENUE  (Street) ENGLEWOOD NJ 07632 CLIFFS  (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>Versant Media Group, Inc. [ VSNT ]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>Chief Executive Officer</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>01/09/2026</u>	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

**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 Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common Stock	01/09/2026 <sup>(1)(2)</sup>		A		287,273 <sup>(3)</sup>	A	(3)	294,427 <sup>(4)</sup>	D	
Class A Common Stock	01/09/2026 <sup>(5)</sup>		A		134,821 <sup>(5)</sup>	A	(5)	429,248 <sup>(4)</sup>	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					

**Explanation of Responses:**

- On January 2, 2026, Comcast Corporation ("Comcast") completed a pro-rata spinoff distribution ("Distribution") of all of its shares of Versant Media Group, Inc. ("Versant") Class A common stock, par value \$0.01 per share ("Versant Class A Common Stock") and Versant Class B common stock, par value \$0.01 per share ("Versant Class B Common Stock") to the holders of record of Comcast Class A common stock, par value \$0.01 per share ("Comcast Class A Common Stock") and Comcast Class B common stock, par value \$0.01 per share ("Comcast Class B Common Stock"), respectively, as of December 16, 2025, the record date for the Distribution ("Record Date").
- In connection with the Distribution, pursuant to (i) the terms of the Employee Matters Agreement, dated as of January 2, 2026, by and between Comcast and Versant ("EMA") and (ii) the anti-dilution adjustment provisions under the Comcast 2002 Restricted Stock Plan and Comcast 2023 Omnibus Equity Incentive Plan, certain restricted stock units with respect to Comcast Class A Common Stock ("Comcast RSUs") were equitably adjusted and converted into restricted stock units with respect to Versant Class A Common Stock ("Versant RSUs"), based on (i) the volume weighted average price of Comcast Class A Common Stock (adjusted based on the Distribution ratio) and Versant Class A Common Stock, in each case for the five trading-day period following January 2, 2026 (such adjustment, the "Equity Award Conversion").
- Represents the grant of Versant RSUs upon the conversion of certain Comcast RSUs held by the Reporting Person as of January 2, 2026 pursuant to the Equity Award Conversion. The Versant RSUs were granted pursuant to the Versant Omnibus Equity Incentive Plan ("Versant Plan") and are generally subject to the same terms and conditions as applicable to the corresponding Comcast RSUs.
- This amount includes shares of Versant Class A Common Stock received by the Reporting Person in connection with the Distribution in respect of shares of Comcast Class A Common Stock held as of the Record Date.
- Represents the grant of a Versant RSU award ("Founder's Grant") under the Versant Plan to the Reporting Person on January 9, 2026. The Founder's Grant will vest in full on the third anniversary of the date of grant, subject to the Reporting Person's continued employment through such date.

/s/ Jordan Fasbender, as attorney-in-fact

01/12/2026

\*\* 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.