

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>Campbell Rebecca</u> (Last) (First) (Middle) <u>C/O VERSANT MEDIA GROUP, INC.</u> <u>900 SYLVAN AVENUE</u> (Street) <u>ENGLEWOOD NJ 07632</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>Versant Media Group, Inc. [VSNT]</u> 3. Date of Earliest Transaction (Month/Day/Year) <u>01/09/2026</u> 4. If Amendment, Date of Original Filed (Month/Day/Year)	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) ☒ Director 10% Owner Officer (give title below) Other (specify below) 6. Individual or Joint/Group Filing (Check Applicable Line) ☒ Form filed by One Reporting Person Form filed by More than One Reporting Person
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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 ⁽¹⁾		A		2,378 ⁽²⁾	A	(2)	2,378 ⁽²⁾	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		Date Exercisable	Expiration Date					
									Amount or Number of Shares				

Explanation of Responses:

1. 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").

2. In connection with the Reporting Person's appointment as a non-employee director on Versant's board of directors, on January 9, 2026, the Reporting Person was granted restricted stock units with respect to shares of Versant Class A Common Stock ("Versant RSUs") pursuant to the Versant Omnibus Equity Incentive Plan. The Versant RSUs will vest in full on the date of the next regularly scheduled annual general meeting of Versant's shareholders following the date of grant, subject to the Reporting Person's continued service as a non-employee director 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.