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

### FORM 12b-25

## NOTIFICATION OF LATE FILING

o Form 10-K o Form 20-F o Form 11-K ☑ Form 10-Q o Form 10-D o Form N-SAR o Form N-CSR

		For Period Ended: March 31, 2010						
		o Transition Report on Form 10-K						
		o Transition Report on Form 20-F						
		o Transition Report on Form 11-K						
o Transition Report on Form 10-Q								
		o Transition Report on Form N-SAR						
		For the Transition Period Ended:						
		Read Instruction (on back page) Before Preparing Form. Please Print or Type.  Nothing in this form shall be construed to imply that the Commission has verified any information contained herein.						
If the not	ification	n relates to a portion of the filing checked above, identify the Item(s) to which the notification relates:						
PART I -	– REG	GISTRANT INFORMATION						
SearchMo	edia Ho	ldings Limited						
Full Nam	e of Re	gistrant						
Former N	ame if	Applicable						
15A Zhao	Feng U	Universe Building, 1800						
Address of	of Princ	ipal Executive Office (Street and Number)						
Zhong Sh	an Xi L	Lu, Shanghai, China 200235						
City, Stat	e and Z	ip Code						
PART II	— RUI	LES 12b-25(b) AND (c)						
		ort could not be filed without unreasonable effort or expense and the registrant seeks relief pursuant to Rule 12b-25(b), the following should be ck box if appropriate)						
	(a)	The reason described in reasonable detail in Part III of this form could not be eliminated without unreasonable effort or expense						
Ø	(b)	The subject annual report, semi-annual report, transition report on Form 10-K, Form 20-F, Form 11-K, Form N-SAR or Form N-CSR, or portion thereof, will be filed on or before the fifteenth calendar day following the prescribed due date; or the subject quarterly report or transition report on Form 10-Q or subject distribution report on Form 10-D, or portion thereof, will be filed on or before the fifth calendar day following the prescribed due date; and						
	(c)	The accountant's statement or other exhibit required by Rule 12b-25(c) has been attached if applicable.						

#### PART III — NARRATIVE

(Check one):

State below in reasonable detail why Forms 10-K, 20-F, 11-K, 10-Q, 10-D, N-SAR, N-CSR, or the transition report or portion thereof, could not be filed within the prescribed time period.

SearchMedia Holdings Limited (the "Company") is unable to file its Quarterly Report on Form 10-Q for the quarter ended March 31, 2010 (the "Form 10-Q") prior to the filing deadline because the Company needs additional time to complete the required information in the Form 10-Q following the Company's acquisition of SearchMedia International Limited on October 30, 2009. The delay could not be cured without unreasonable effort or expense.

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 control number.



# (Attach extra Sheets if Needed) PART IV — OTHER INFORMATION

(1) Name and telephone number of person to contact in regard to this notification

	PAUL CONWAY	86		2164403190				
	(Name)	(Area Code)		(Telephone Number)				
(2)	Have all other periodic reports required under Section 13 or 15(d) of the Securities Exchange Act of 1934 or Section 30 of the Investment Company Act of 1940 during the preceding 12 months or for such shorter period that the registrant was required to file such report(s) been filed? If answer is no, identify report(s).							
	•				Yes o	No ☑		
	Form 10-K for the year ended December 31, 2009 has not been filed.	•						
(3)	Is it anticipated that any significant change in results of operations from statements to be included in the subject report or portion thereof?	om the correspondin	g period for the last	iscal year will be reflected l	by the ear	nings		
					Yes o	No 🗵		
	the results cannot be made.							
	SearchMed	dia Holdings Limited	d					
	(Name of Regist							
has c	caused this notification to be signed on its behalf by the undersigned he	ereunto duly authoriz	ed.					
Date	May 18, 2010	By	/s/ Paul Conway					
			PAUL CONWAY					
			CHIEF EXECUTION	√E OFFICER				