

SECURITIES AND EXCHANGE COMMISSION

FORM SC 13G/A

Schedule filed to report acquisition of beneficial ownership of 5% or more of a class of equity securities by passive investors and certain institutions [amend]

Filing Date: 2013-01-09  
SEC Accession No. 0000937394-13-000004

(HTML Version on [secdatabase.com](http://secdatabase.com))

SUBJECT COMPANY

**Tiger Media, Inc.**

CIK: [1460329](#) | IRS No.: 000000000 | State of Incorporation: **E9** | Fiscal Year End: 1231  
Type: **SC 13G/A** | Act: 34 | File No.: [005-85074](#) | Film No.: 13519780  
SIC: 7310 Advertising

Mailing Address  
ROOM 902 AND 903, 500  
WEIHAI ROAD  
JING AN DISTRICT  
SHANGHAI F4 200041

Business Address  
ROOM 902 AND 903, 500  
WEIHAI ROAD  
JING AN DISTRICT  
SHANGHAI F4 200041  
86-21-5401-0959

FILED BY

**HEARTLAND ADVISORS INC**

CIK: [937394](#) | IRS No.: 391078128 | State of Incorporation: **WI** | Fiscal Year End: 1231  
Type: **SC 13G/A**

Mailing Address  
789 N WATER STREET  
MILWAUKEE WI 53202

Business Address  
789 N WATER STREET  
MILWAUKEE WI 53202  
414-347-7777

SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934

(Amendment No. 3)\*

TIGER MEDIA, INC.  
(Name of Issuer)

COMMON STOCK  
(Title of Class of Securities)

G88685105  
(CUSIP Number)

December 31, 2012  
(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall

be subject to all other provisions of the Act.

CUSIP No. G88685105

1. NAME OF REPORTING PERSONS

HEARTLAND ADVISORS, INC.

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

(a) [ ]

(b) [ ]

3. SEC USE ONLY

4. CITIZENSHIP OR PLACE OF ORGANIZATION

WISCONSIN, U.S.A.

-----  
NUMBER OF  
SHARES BENEFICIALLY  
OWNED BY  
EACH  
REPORTING  
PERSON  
WITH

5. SOLE VOTING POWER

None

6. SHARED VOTING POWER

1,200,000

7. SOLE DISPOSITIVE POWER

None

8. SHARED DISPOSITIVE POWER

1,200,000  
-----

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

1,200,000

10. CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES \_\_\_\_\_

11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

4.2%

12. TYPE OF REPORTING PERSON

IA

CUSIP No. G88685105

1. NAME OF REPORTING PERSONS

WILLIAM J. NASGOVITZ

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

(a) [        ]  
(b) [        ]

3. SEC USE ONLY

4. CITIZENSHIP OR PLACE OF ORGANIZATION

U.S.A.

-----  
NUMBER OF  
SHARES BENEFICIALLY  
OWNED BY  
EACH  
REPORTING  
PERSON  
WITH

5. SOLE VOTING POWER

None

6. SHARED VOTING POWER

1,200,000

7. SOLE DISPOSITIVE POWER

None

8. SHARED DISPOSITIVE POWER

1,200,000  
-----

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

1,200,000

10. CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES

11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

4.2%

12. TYPE OF REPORTING PERSON

IN

Item 1.

- (a) Name of Issuer: TIGER MEDIA, INC.
- (b) Address of Issuer's Principal Executive Offices:  
Room 902 and 903, 500 Weihai Road  
Jing An District, Shanghai, China 200041

Item 2.

- (a) Names of Persons Filing: (1) Heartland Advisors, Inc.  
(2) William J. Nasgovitz
- (b) Address of Principal Business Office:

All reporting persons may be contacted at 789 North Water  
Street, Milwaukee, WI 53202

(c) Citizenship or Place of Organization: Heartland Advisors is a Wisconsin corporation. William J. Nasgovitz is a United States citizen.

(d) Title of Class of Securities: Common Stock

(e) CUSIP Number: G88685105

Item 3.

If this statement is filed pursuant to Sections 240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is a:

- (a)  Broker or dealer registered under Section 15 of the Act (15 U.S.C. 78o);
- (b)  Bank as defined in Section 3(a) (6) of the Act (15 U.S.C. 78c);
- (c)  Insurance company as defined in Section 3(a) (19) of the Act (15 U.S.C. 78c);
- (d)  Investment company registered under Section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8);
- (e)  \* An investment adviser in accordance with Section 240.13d-1(b) (1) (ii) (E);
- (f)  An employee benefit plan or endowment fund in accordance with Section 240.13d-1(b) (1) (ii) (F);
- (g)  \* A parent holding company or control person in accordance with Section 240.13d-1(b) (1) (ii) (G);
- (h)  A savings association as defined in Section 3(b) of the Federal

Deposit Insurance Act (12 U.S.C. 1813);

(i)  A church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3);

(j)  A non-U.S. institution in accordance with Section 240.13d-1(b)(1)(ii)(J);

(k)  Group, in accordance with Section 240.13d-1(b)(1)(ii)(K).

\* The persons filing this Schedule 13G are Heartland Advisors, Inc., an investment adviser registered with the SEC, and William J. Nascovitz, President and control person of Heartland Advisors, Inc. The reporting persons do not admit that they constitute a group.

Item 4. Ownership.

For information on ownership, voting and dispositive power with respect to the above listed shares, see Items 5-9 of the Cover Pages.

Item 5. Ownership of Five Percent or Less of a Class.

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following:

Item 6. Ownership of more than Five Percent on Behalf of Another Person.

Not Applicable.

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company.

Not Applicable.

Item 8. Identification and Classification of Members of the Group.

Not Applicable.

Item 9. Notice of Dissolution of Group.

Not Applicable.

Item 10. Certification.

By signing below, the undersigned certify that, to the best of their knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that

purpose or effect.

SIGNATURE

After reasonable inquiry and to the best of their knowledge and belief, the undersigned certify that the information set forth in this statement is true, complete and correct.

DATE: January 9, 2013

WILLIAM J. NASGOVITZ

HEARTLAND ADVISORS, INC.

By: /s/ PAUL T. BESTE  
Paul T. Beste  
As Attorney in Fact for  
William J. Nasgovitz

By: /s/ PAUL T. BESTE  
Paul T. Beste  
Chief Operating Officer

(Pursuant to Power of Attorney Previously Filed)

EXHIBIT INDEX

Exhibit 1 Joint Filing Agreement

EXHIBIT 1

Joint Filing Agreement

In accordance with Rule 13d-1(k) (1) under the Securities Exchange Act of 1934, as amended, each of the undersigned hereby agrees to the joint filing with the other reporting person of a statement on Schedule 13G (including amendments thereto) with respect to the common stock, \$0.0001 par value, of TIGER MEDIA, INC. and that this Agreement be included as an Exhibit to such joint filing.

IN WITNESS WHEREOF, the undersigned hereby execute this Agreement this 9th day of January, 2013.

WILLIAM J. NASGOVITZ

By: /s/ PAUL T. BESTE  
Paul T. Beste  
As Attorney in Fact for William J. Nasgovitz  
(Pursuant to Power of Attorney Previously Filed)

HEARTLAND ADVISORS, INC.

By: /s/ PAUL T. BESTE

Paul T. Beste  
Chief Operating Officer