

## INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person * <b>TZ HOLDINGS, INC.</b>			2. Date of Event Requiring Statement (MM/DD/YYYY) <b>3/16/2017</b>		3. Issuer Name and Ticker or Trading Symbol <b>Synacor, Inc. [SYNC]</b>		
(Last) (First) (Middle) <b>C/O BELL NUNNALLY &amp; MARTIN LLP, 3232 MCKINNEY AVENUE, SUITE 1400</b>			4. Relationship of Reporting Person(s) to Issuer (Check all applicable)  <input type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below)				
(Street) <b>DALLAS, TX 75204</b>			5. If Amendment, Date Original Filed (MM/DD/YYYY)		6. Individual or Joint/Group Filing (Check Applicable Line)  <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person		
(City) (State) (Zip)							

### Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
<b>Common Stock</b>	<b>3000000</b>	<b>D</b>	

### Table II - Derivative Securities Beneficially Owned ( e.g. , puts, calls, warrants, options, convertible securities)

1. Title of Derivate Security (Instr. 4)	2. Date Exercisable and Expiration Date (MM/DD/YYYY)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
<b>Warrant</b>	<b>2/14/2017</b> <a href="#">(1)</a>	<b>9/14/2018</b>	<b>Common Stock</b>	<b>480000</b>	<b>\$3</b>	<b>D</b>	
<b>Warrant</b>	<b>3/16/2017</b>	<b>9/14/2018</b>	<b>Common Stock</b>	<b>120000</b>	<b>\$3</b>	<b>D</b>	

#### Explanation of Responses:

- ( This warrant became fully exercisable as of 2/14/17. The warrant became exercisable with respect to 1/6th of the shares on the first anniversary of 9/14/15  
1) (9/14/15 being the closing date of the asset purchase under which such warrant was delivered) and then an additional 1/6th of the shares became exercisable on the same date in each of the next five months thereafter.

#### Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
<b>TZ HOLDINGS, INC. C/O BELL NUNNALLY &amp; MARTIN LLP 3232 MCKINNEY AVENUE, SUITE 1400 DALLAS, TX 75204</b>		<b>X</b>		

#### Signatures

**Patrick Brandt, Chairman**

**3/24/2017**

\*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 5(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 control number.