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

STATEMENT OF CHANGES IN 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
   
   GINSBERG GARY L
   C/O SYNACOR, INC.
   40 LA RIVIERE DRIVE, SUITE 300
   BUFFALO, NY 14202

2. Issuer Name and Ticker or Trading Symbol
   
   Synacor, Inc. [ SYNC ]

3. Date of Earliest Transaction (MM/DD/YYYY)
   
   5/17/2018

4. If Amendment, Date Original Filed (MM/DD/YYYY)

5. Relationship of Reporting Person(s) to Issuer
   (Check all applicable)
   
   ___ X Director
   ___ 10% Owner
   ____ Officer (give title below)
   ____ Other (specify below)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

<table>
<thead>
<tr>
<th>Title of Security</th>
<th>Trans. Date</th>
<th>2A. Deemed Execution Date, if any</th>
<th>Trans. Code</th>
<th>Securities Acquired (A) or Disposed of (D)</th>
<th>Amount of Securities Beneficially Owned Following Reported Transaction(s)</th>
<th>Ownership Form: Direct (D) or Indirect (I) (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director Stock Option (right to purchase)</td>
<td>$1.95</td>
<td>5/17/2018</td>
<td>A</td>
<td>15000</td>
<td>15000</td>
<td>Common Stock</td>
</tr>
</tbody>
</table>

Explanation of Responses:

(1) 100% of the option is exercisable on the date of grant. Shares purchased upon exercise of the option are subject to repurchase by the Issuer until vested. 25% of the shares subject to the option vest on June 1, 2019 and an additional 1/48th of the shares subject to the option will vest each month thereafter, subject to the Reporting Person's continuous service through such dates.

Reporting Owners

<table>
<thead>
<tr>
<th>Reporting Owner Name / Address</th>
<th>Relationships</th>
</tr>
</thead>
<tbody>
<tr>
<td>GINSBERG GARY L</td>
<td>Director X</td>
</tr>
<tr>
<td>C/O SYNACOR, INC.</td>
<td></td>
</tr>
<tr>
<td>40 LA RIVIERE DRIVE, SUITE 300</td>
<td></td>
</tr>
<tr>
<td>BUFFALO, NY 14202</td>
<td></td>
</tr>
</tbody>
</table>

Signatures

/s/ William J. Stuart, attorney-in-fact 5/21/2018

** Signature of Reporting Person

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).


Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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