

PRIVATE MEDIA GROUP INC  
Form NT 10-Q  
November 15, 2011

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 12b-25**

**NOTIFICATION OF LATE FILING**

SEC File Number: 000-25067

CUSIP Number: 74266R302

(Check One):     Form 10-K     Form 20-F     Form 11-K     Form 10-Q  
  
 Form N-SAR     Form N-CSR

For Period Ended: September 30, 2011

Transition Report on Form 10-K  
 Transition Report on Form 20-F  
 Transition Report on Form 11-K  
 Transition Report on Form 10-Q  
 Transition Report on Form N-SAR

For the Transition Period Ended:

**Nothing in this form shall be construed to imply that the Commission has verified any information contained herein.**  
If the notification relates to a portion of the filing checked above, identify the Item(s) to which the notification relates:

**PART I    REGISTRANT INFORMATION**

**Private Media Group, Inc.**  
Full Name of Registrant

**Calle de la Marina 16-18, Floor 18, Suite D**  
Address of Principal Executive Office (*Street and Number*)

**Barcelona, Spain 08005**  
City, State and Zip Code

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**PART II RULES 12b-25(b) AND (c)**

If the subject report could not be filed without unreasonable effort or expense and the registrant seeks relief pursuant to Rule 12b-25(b), the following should be completed. (Check box if appropriate).

- (a) The reasons described in reasonable detail in Part III of this form could not be eliminated without unreasonable effort or expense;
- (b) The subject annual report, semi-annual report, transition report on Form 10-K, Form 20-F, 11-K or Form N-SAR, 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 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**

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

The filing of Private Media Group, Inc.'s (the Company's) quarterly report on Form 10-Q for the period ended September 30, 2011 was delayed in order to permit the finalization of the Company's financial statements and to enable the Company to complete its review of the disclosure and information required to be included in the Form 10-Q. The Company expects to file the Form 10-Q within 5 calendar days following the prescribed due date.

**PART IV OTHER INFORMATION**

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

**Eric Johnson**  
(Name)

**34-93-620-8090**  
(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  No
- (3) Is it anticipated that any significant change in results of operations from the corresponding period for the last fiscal year will be reflected by the earnings statements to be included in the subject report or portion thereof?  Yes  No

If so, attach an explanation of the anticipated change, both narratively and quantitatively, and, if appropriate, state the reasons why a reasonable estimate of the results cannot be made.

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Management expects the Company to report a net loss for the three-month period ended September 30, 2011 of approximately EUR 1.3 million compared to a reported net loss of EUR 2.6 million for the three-month period ended September 30, 2010. Management expects the Company to report a net loss for the nine-month period ended September 30, 2011 of approximately EUR 3.4 million compared to a reported net loss of EUR 2.9 million for the nine-month period ended September 30, 2010.

**Private Media Group, Inc.**  
(Name of Registrant as Specified in Charter)

has caused this notification to be signed on its behalf by the undersigned hereunto duly authorized.

Date: **November 15, 2011**

By /s/ Johan Gillborg  
Johan Gillborg  
Chief Financial Officer