# ICON MEDIA HOLDINGS, INC. (ICNM)
# QUARTERLY REPORT
# PERIOD ENDING SEPTEMBER 30, 2016

**Icon Media Holdings, Inc. is not a Shell Company and has never been classified as a shell Company.**

*All information in this information and disclosure Statement has been compiled to fulfill the disclosure requirements of rule 15c2-11 (a) promulgated under the Securities and Exchange Act of 1934, as amended. The enumerated captions contained herein correspond to the sequential format set forth in the rule.*

*No Dealer, salesmen or any other person has been authorized to give any information, or to make any representations, not contained herein in connection with the issuer. Such information or representations, if made, must not be relied upon as having been authorized by the issuer, and*

*Delivery of this information file does not any time imply that the information contained herein is correct as of any time subsequent to the date first written above.*

# Icon Media Holdings, Inc
## (a Nevada Corporation)

Information provided pursuant to the OTC Guidelines for Providing Adequate Current Information

**ISSUER INFORMATION FILE**

***AS OF September 30th, 2016***

**No dealer, salesman or any other person has been authorized to give any information, or to make any representations, not contained herein in connection with the issuer. Such information or representations, if made, must not be relied upon as having been authorized by the issuer, and:**

**Delivery of this information file does not at any time imply that the information contained herein is correct as of any time subsequent to the date first written above.**

*THIS STATEMENT HAS NOT BEEN FILED WITH THE NASD OR ANY OTHER REGULATORY AGENCY

All information contained in this Information and Disclosure Statement has been compiled to fulfill the disclosure requirements of Rule 15c2-11 (a)(5) promulgated under the Securities Exchange Act of 1934, as amended. The enumerated captions contained herein correspond to the sequential format as set forth in the rule.

**Issuers' Initial Disclosure Obligations**

**1) Name of the issuer and its predecessors (if any)**

Icon Media Holdings, Inc. (March 2011-present)
USA Signal Technology, Inc. (Sep 1998-Mar 2011)

**2) Address of the issuer's principal executive offices**

Company Headquarters
5520 McNeely Drive
Suite 101
Raleigh, NC 27612
Tel: 919-237-5700
Fax 919-237-5720
info@iconmediaholdings.com
www.iconmediaholdings.com

IR Contact

info@iconmediaholdings.com

**3) Security Information**

Trading Symbol: ICNM
Common Stock

CUSIP: 45110Q104
Par or Stated Value: 0.001
Total shares authorized: 3,000,000,000 as of: 30 SEP 16
Total shares outstanding:2,139,593,453 as of: 30 SEP 16

Series A Preferred
CUSIP: N/A
Par or Stated Value: 0.001
Total shares authorized: 1,000,000 as of: 30 SEP 16
Total shares outstanding: 1,000,000 as of: 30 SEP 16

Transfer Agent
Name: Signature Stock Transfer
Address 1: 2632 Coachlight Ct.
Address 2: Plano, TX 75093-3850
Phone: (972) 612-4120
Is the Transfer Agent registered under the Exchange Act?* Yes: ☒ No: ☐

There have not been any restrictions on the transfer of security:

There have not been any trading suspension orders issued by the SEC in the past 12 months.

The company does not anticipate an immediate stock split, stock dividend, recapitalization, merger, acquisition, spin-off, or reorganization.

**4) Issuance History**

A. The nature of each issuance: Rule 144

B. Any jurisdictions where the offering was registered or qualified;

N/A

C. The number of shares issued;

None

D. The number of shares sold;

None

E. The price at which the shares were offered, and the amount actually paid to the issuer;

N/A

F. The trading status of the shares are Restricted

G. The certificates or other documents that evidence the shares contain a legend (1) stating that the shares have not been registered under the Securities Act and (2) setting forth or referring to the restrictions on transferability and sale of the shares under the Securities Act.

**5) Financial Statements**

For the period ending September 30, 2016 the following unaudited interim financial statements are incorporated by reference herein.

A. Balance sheet;
B. Statement of income;
C. Statement of cash flows;
D. Financial notes

The financial statements requested pursuant to this item shall be prepared in accordance with US GAAP.

They are attached to the end of this annual report as an Addendum, and entitled "Financial Statements: Quarter Ending September 30, 2016."

**6) Describe the Issuer's Business, Products and Services**

A. Icon Media Holdings, Inc. is a diversified global company that wholly owns and operates subsidiaries that specialize in wireless infrastructure services.

B. The corporation was organized and exists under the laws of the state of NV, USA. Date of incorporation: September 14, 1998

C. The issuer's primary and secondary SIC Codes are 87480300 and 8711 respectively.

D. The issuer's fiscal year end date is December 31.

E. Principal products or services, and their markets;

The Company's wireless infrastructure services business provides small cell, distributed antenna systems (DAS) and Wi-Fi technical consulting, design and implementation services. Our customer base is the wireless industry and enterprise clients.

**7) Describe the Issuer's Facilities**

The Company currently leases 2,400 sq. feet of combination office/warehouse space in a masonry building that was constructed in 1998. The lease extends through March 2017
.

**8) Officers, Directors, and Control Persons**

A. Names of Officers, Directors, and Control Persons.
Chairman/CEO and member of Board of Directors – Rob Deakin
President/COO and member of Board of Directors – Jerry Brown
Secretary – Rob Deakin
Treasurer – Rob Deakin

Beneficial Owners.
Common Stock:
Rob Deakin, CEO - 51,000,000 or 2.4%
Punt Dog Media LLC - 35,000,000 or 1.6%
Ribe Usta LLC – 250,000,000 or 11.7%

Preferred Stock:
Rob Deakin, CEO – 1,000,000 or 100%

B. Legal/Disciplinary History.
In the last five years, none of the board members have had a conviction in a criminal proceeding or named as a defendant in a pending criminal proceeding (excluding traffic violations and other minor offenses);

1. None of the board members has had the entry of an order, judgment, or decree, not subsequently reversed, suspended or vacated, by a court of competent jurisdiction that permanently or temporarily enjoined, barred, suspended or otherwise limited such person's involvement in any type of business, securities, commodities, or banking activities;

3. None of the board members has had a finding or judgment by a court of competent jurisdiction (in a civil action), the Securities and Exchange Commission, the Commodity Futures Trading Commission, or a state securities regulator of a violation of federal or state securities or commodities law, which finding or judgment has not been reversed, suspended, or vacated; or

4. None of the board members has had the entry of an order by a self-regulatory organization that permanently or temporarily barred suspended or otherwise limited such person's involvement in any type of business or securities activities.

C. Beneficial Shareholders. Provide a list of the name, address and shareholdings or the percentage of shares owned by all persons beneficially owning more than ten percent (10%) of any class of the issuer's equity securities. If any of the beneficial shareholders are corporate shareholders, provide the name and address of the person(s) owning or controlling such corporate shareholders and the resident agents of the corporate shareholders.

Rob Deakin, CEO
Icon Media Holdings, Inc., 51,000,000 or 2.4%
5520 McNeely Drive, Ste. 101, Raleigh, NC 27612

Punt Dog Media LLC
35,000,000 or 1.6%
Rob Deakin – Resident Agent
1939 High House Rd., Cary, NC 27519

Ribe Usta LLC
250,000,000 or 11.7%
Rob Deakin – Resident Agent
1939 High House Rd., Cary, NC 27519

**9) Third Party Providers**

Legal Counsel

Christopher Flannery
CP Flannery Law, PLLC
4 Hillman Dr., Suite 104
Chadds Ford, PA 19317
Tel: 610-361-8016

Owen Naccarato
Naccarato & Associates
18881 Von Karman Avenue, Suite 1440
Irvine, CA 92612
Tel: (949) 851-9261
Fax: (949) 851-9262

Accountant or Auditor

Judy Norstrud
Norco Accounting & Consulting
15837 Trackside Drive
Odessa, FL 33556
Tel: (813) 926-3796

Investor Relations Consultant

N/A

Other Advisor:

There have not been any other advisor(s) that assisted, advised, prepared or provided information with respect to this disclosure statement.

**10) Issuer Certification**

The issuer shall include certifications by the chief executive officer and chief financial officer of the issuer (or any other persons with different titles, but having the same responsibilities).

The certifications shall follow the format below:

I, Rob Deakin certify that:

1. I have reviewed this annual disclosure statement of Icon Media Holdings Inc;

2. Based on my knowledge, this disclosure statement does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this disclosure statement; and

3. Based on my knowledge, the financial statements, and other financial information included or incorporated by reference in this disclosure statement, fairly present in all material respects the financial condition, results of operations and cash flows of the issuer as of, and for, the periods presented in this disclosure statement.

15 November 2016

/s/Rob Deakin, CEO

/s/Rob Deakin, CFO

# Addendum:

## Icon Media Holdings, Inc. (ICNM)

## Financial Statements
## Quarter Ending September 30, 2016


| | |
|---|---|
| **Balance Sheets as of September 30, 2016** | **A2** |
| **Statements of Operations for September 30, 2016** | **A3** |
| **Statements of Cash Flows for September 30, 2016** | **A4** |
| **Notes to the consolidated (Unaudited) Financial Statements** | **A5-A9** |

**Icon Media Holdings, Inc.**
**Balance Sheets**
**(Unaudited)**

| | Quarter ending SEP 30 2016 |
|---|---|
| **Assets** | |
| Current assets: | |
| Cash and cash equivalents | $ 8,393 |
| Accounts receivable | — |
| Notes receivable | — |
| Due from related party | — |
| Undeposited funds | 63,003 |
| Inventory | — |
| Total current assets | 71,396 |
| Property and equipment, net | 1,468 |
| Other assets: | |
| Deposits | 2,950 |
| Total other assets | 2,950 |
| | $ 75,814 |
| **Liabilities and Stockholders' Deficit** | |
| Current liabilities: | |
| Accounts payable | $ 407,386 |
| Accrued compensation and related benefits | 390,123 |
| Other payables | 145,486 |
| Current portion of notes payable* | 1,428,862 |
| Total current liabilities | 2,371,857 |
| Stockholders' deficit: | |
| Common stock; $0.001 par value; 3,000,000,000 shares authorized; 2,139,593,453 shares issued and outstanding at September 30, 2016 | 2,139,593 |
| Capital in excess of par value | 1,582,991 |
| Accumulated deficit | (6,018,627) |
| Total stockholders' equity | (2,296,043) |
| | $ 75,814 |

The accompanying notes are an integral part of the financial statements

*Includes the following long term notes (Principal and Interest for those above $10,000):
Slide 13, LLC - $340,122
Seeker Corporation (Controlled by Rob Deakin) – $380,060
Rob Deakin - $349,230
Todd & Carlye Weber - $44,000
Shane Hillam - $21,443
Lincoln Spoor - $29,412
GHS Investments - $121,779

**Icon Media Holdings, Inc.**
**Statements of Operations**
**(Unaudited)**

| | Quarter ending SEP 30 2016 |
|---|---|
| Revenue: | |
| Income | $ 63,329 |
| | |
| Cost of goods sold | 52,677 |
| Gross profit | 10,652 |
| Expenses: | |
| Selling, general and administrative | 96,170 |
| Income/Loss from operations | (85,518) |
| Other expense (income): | |
| Interest expense | 476 |
| | |
| Net Income/loss | $ (85,994) |
| Net loss per common share, basic and diluted | $ (0.00) |
| Weighted average number of common shares, basic and diluted | 2,139,593,453 |

The accompanying notes are an integral part of the financial statements.

**Icon Media Holdings, Inc.**
**Statements of Cash Flows**
**(Unaudited)**

| | Quarter ending SEP 30 2016 |
|---|---|
| **Operating activities** | |
| Net Income (loss) | $ (85,994) |
| Adjustments to reconcile net loss to net cash provided (used) by operating activities: | |
| Depreciation and amortization | |
| (Increase) decrease in: | |
| Accounts receivable | |
| Inventory | |
| Deposits | |
| Increase (decrease) in: | |
| Accounts payable and accrued expenses | 8,448 |
| Net cash provided (used) by operating activities | 8,448 |
| **Investing activities** | |
| Decrease (increase) in notes receivable | (2,250) |
| Decrease (increase) in due to related party | 15,000 |
| Purchase of property and equipment | |
| Net cash provided (used) by investing activities | 12,750 |
| **Financing activities** | |
| Proceeds from issuance of common stock | 0 |
| Proceeds from issuance of notes payable/officers notes | 62,576 |
| Payments on notes payable | (450) |
| Net cash (used) provided by financing activities | 62,126 |
| **Net (decrease) increase in cash and cash equivalents** | (2,670) |
| **Cash and cash equivalents, beginning of period** | 74,066 |
| **Cash and cash equivalents, end of period** | $ 71,396 |
| Cash paid during the quarter for interest | $ 0 |

**Supplemental disclosures of cash flow information and noncash investing and financing activities:**

During the quarter ended September 30, 2016 the Company did not issue any stock.

The accompanying notes are an integral part of the financial statements.

**Icon Media Holdings, Inc.**
**Notes to (Unaudited) Financial Statements**
**September 30, 2016**

## NOTE 1 NATURE OF OPERATIONS

Icon Media Holdings, Inc., ("the Company") was incorporated in the State of Nevada on September 14, 1998. Icon Media Holdings is a diversified global technology company that provides technical consulting services for the wireless industry. These services include small cell, distributed antenna systems (DAS) and Wi-Fi technical consulting, design and implementation services. The targeted customers for these services are wireless carriers, Real Estate Investment Trusts, public facilities, hospitals and other enterprise clients.

## NOTE 2 GOING CONCERN

The Company's financial statements are prepared using generally accepted accounting principles applicable to a going concern which contemplates the realization of assets and liquidation of liabilities in the normal course of business. For the period ended September 30, 2016 the Company earned revenue of $63,329 and had a net ordinary loss of $ 85,994.

As reflected in the accompanying financial statements, the Company had cash and cash equivalents totaling $8,393 at September 30, 2016. The ability to continue as a going concern is dependent upon the ability of the Company to generate profitable operations in the future and/or to obtain the necessary financing to meet its obligations and repay its liabilities arising from normal business operations when they come due.

Management intends to address the going concern issue by acquiring additional cash-flowing companies as well as by funding future operations through the sale of equity capital and by director loans, if needed. The Company believes that over the next 12 months it will acquire at least one or more acquisition candidates. The acquisition process should provide additional capital, revenue and additional incomes as a result. There is no assurance that the Company will be successful in its acquisition efforts or that financing will be available in amounts or terms acceptable to the Company, if at all.

## NOTE 3 SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The Company's financial statements are presented as those of a going concern in accordance with Generally Accepted Accounting Principles.

### Use of estimates

The preparation of financial statements in conformity with U.S. generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Such estimates and assumptions impact, among others, the valuation allowance for deferred tax assets, due to continuing and expected future losses, and share-based payments.

Making estimates requires management to exercise significant judgment. It is at least reasonably possible that the estimate of the effect of a condition, situation or set of circumstances that existed at the date of the financial statements, which management considered in formulating its estimate could change in the near term due to one or more future confirming events. Accordingly, the actual results could differ significantly from estimates.

**Cash and cash equivalents**
The Company considers all highly liquid instruments purchased with a maturity of three months or less to be cash equivalents. The Company had cash and cash equivalents totaling $8,393 as of September 30, 2016. The Company minimizes its credit risk associated with cash by periodically evaluating the credit quality of its primary financial institution. The balance at times may exceed federally insured limits. At September 30, 2016, the balance did not exceed the federally insured limit.

**Inventory**
The Company did not have any inventory as of September 30, 2016. Inventory is stated at the lower of cost or market, determined by the first-in, first-out (FIFO) method. Market is determined based on the net realizable value, with appropriate consideration given to Obsolescence, excessive levels, deterioration, and other factors.

These factors include, but are not limited to, technological changes in its markets, competitive pressures in products and services and related prices. The Company regularly evaluates its ability to realize the value of its inventory based on a combination of factors, including historical usage rates, forecasted sales, product life cycles, and market acceptance of new products and services. When inventory that is obsolete or in excess of anticipated usage is identified, it is written down to realizable value or an inventory valuation reserve is established. For the period ended September 30, 2016, the Company did not record any write-downs to net realizable value for obsolescence.

**Property and Equipment**
Property and equipment is stated at cost, less accumulated depreciation on a straight-line basis over the estimated useful lives. Maintenance and repairs are charged to operations when incurred. Betterment and renewals are capitalized when deemed material. When property and equipment are sold or otherwise disposed of, the asset account and related accumulated depreciation account are relieved, and any gain or loss is included in operations.

**Intangible Assets**
Valuation of intangible assets include significant estimates and assumptions such as estimating future cash flows from product sales, developing appropriate discount rates, estimating probability rates for the successful completion of projects, continuation of customer relationships and renewal of customer contracts, and approximating the useful lives of the intangible assets acquired.

**Long Lived Assets**
The Company reviews the recover-ability of the carrying value of identified intangibles and other long-lived assets, including fixed assets, whenever events or changes in circumstances indicate that the carrying amount of an asset may not be recoverable. Recover-ability of these assets is determined based upon the forecasted undiscounted future net cash flows expected to result from the use of such asset and its eventual disposition. The Company's estimate of future cash flows is based upon, among other things, certain assumptions about expected future operating performance, growth rates and other factors. The actual cash flows realized from these assets may vary significantly from its estimates due to increased competition, changes in technology, fluctuations in demand, consolidation of its customers and reductions in average selling prices. If the carrying value of an asset is determined not to be recoverable from future operating cash flows, the asset is deemed impaired and an impairment loss is recognized to the extent the carrying value exceeds the estimated fair market value of the asset. There were no impairment charges taken during inception (September 14, 1998) to September 30, 2016.

**Revenue recognition**
The Company follows the guidance of the Securities and Exchange Commission's Staff Accounting Bulletin No. 104 for revenue recognition. The Company records revenue when all of the following have occurred; (1) persuasive evidence of an arrangement exists, (2) product delivery has occurred, (3) the sales price to the customer is fixed or determinable, and (4) collectability is reasonably assured. The Company reports revenue net of sales and use taxes collected from customers and remitted to governmental taxing authorities when applicable.

**Risks and uncertainties**
The Company operates in an industry that is subject to rapid change. The Company's operations are subject to significant risk and uncertainties including financial and operational risks including the potential risk of business failure. Also, see Note 2 regarding going concern matters.

**Share based payments**
Generally, all forms of share-based payments, including stock option grants, restricted stock grants and stock appreciation rights, are measured at their fair value on the awards' grant date, and based on the estimated number of awards that are ultimately expected to vest. Share-based payment awards issued to non-employees for services rendered are recorded at either the fair value of the services rendered or the fair value of the share-based payment, whichever is more readily determinable. The expense resulting from share-based payments are recorded as a component of general and administrative expense.

**Earnings per share**
In accordance with accounting guidance now codified as FASB ASC Topic 260, *"Earnings per Share,"* Basic earnings per share ("EPS") is computed by dividing net loss available to common stockholders by the weighted average number of common shares outstanding during the period, excluding the effects of any potentially dilutive securities. Diluted EPS gives effect to all dilutive potential of shares of common stock outstanding during the period including stock options or warrants, using the treasury stock method (by using the average stock price for the period to determine the number of shares assumed to be purchased from the exercise of stock options or warrants), and convertible debt or convertible preferred stock, using the if-converted method. Diluted EPS excludes all dilutive potential of shares of common stock if their effect is antidilutive.

**Income Taxes**
The Company accounts for income taxes in accordance with accounting guidance now codified as FASB ASC Topic 740, "*Income Taxes*," which requires that the Company recognize deferred tax liabilities and assets based on the differences between the financial statement carrying amounts and the tax bases of assets and liabilities, using enacted tax rates in effect in the years the differences are expected to reverse. Deferred income tax benefit (expense) results from the change in net deferred tax assets or deferred tax liabilities. A valuation allowance is recorded when it is more likely than not that some or all deferred tax assets will not be realized. Accounting guidance now codified as FASB ASC Topic 740-20, *"Income Taxes –Intraperiod Tax Allocation,"* clarifies the accounting for uncertainties in income taxes recognized in accordance with FASB ASC Topic 740-20 by prescribing guidance for the recognition, de-recognition and measurement in financial statements of income tax positions taken in previously filed tax returns or tax positions expected to be taken in tax returns, including a decision whether to file or not to file in a Particular jurisdiction. FASB ASC Topic 740-20 requires that any liability created for unrecognized tax benefits is disclosed. The application of FASB ASC Topic 740-20 may also affect the tax bases of assets and liabilities and therefore may change or create deferred tax liabilities or assets.

**Recent accounting pronouncements**
In April 2010, the FASB issued ASU No. 2010-17, "Revenue Recognition - Milestone Method (Topic 605): Milestone Method of Revenue Recognition" (codified within ASC 605 - Revenue Recognition). ASU 2010-17 provides guidance on defining a milestone and determining when it may be appropriate to apply the milestone method of revenue recognition for research or development transactions. ASU 2010-17 is effective for interim and annual periods beginning after June 15, 2010. The adoption of ASU 2010-17 is not expected to have any material impact on our financial position, results of operations or cash flows.

In March 2010, the FASB issued ASU No. 2010-11, "Derivatives and Hedging (Topic 815): Scope Exception Related to Embedded Credit Derivatives" (codified within ASC 815 - Derivatives and Hedging). ASU 2010-11 improves disclosures originally required under SFAS No. 161. ASU 2010-11 is effective for interim and annual periods beginning after June 15, 2010. The adoption of ASU 2010-11 is not expected to have any material impact on our financial position, results of operations or cash flows.

In February 2010, the FASB issued Accounting Standards Update 2010-09 (ASU 2010-09), Subsequent Events (Topic 855), amending guidance on subsequent events to alleviate potential conflicts between

FASB guidance and SEC requirements. Under this amended guidance, SEC filers are no longer required to disclose the date through which subsequent events have been evaluated in originally issued and revised financial statements. This guidance was effective immediately and we adopted these new requirements for the period ended September 30, 2016. The adoption of this guidance did not have a material impact on our financial statements.

In January 2010, the FASB issued Accounting Standards Update 2010-02, Consolidation (Topic 810): Accounting and Reporting for Decreases in Ownership of a Subsidiary. This amendment to Topic 810 clarifies, but does not change, the scope of current US GAAP. It clarifies the decrease in ownership provisions of Subtopic 810-10 and removes the potential conflict between guidance in that Subtopic and asset De-recognition and gain or loss recognition guidance that may exist in other US GAAP. An entity will be required to follow the amended guidance beginning in the period that it first adopts FAS 160 (now included in Subtopic 810-10). For those entities that have already adopted FAS 160, the amendments are effective at the beginning of the first interim or annual reporting period ending on or after March 16, 2009. The amendments should be applied retrospectively to the first period that an entity adopted FAS 160. The Company does not expect the provisions of ASU 2010-02 to have a material effect on the financial position, results of operations or cash flows of the Company.

In October 2009, the FASB issued Accounting Standards Update 2009-14, *Software (Topic 985): Certain Revenue Arrangements That Include Software Elements. This update changed the accounting For revenue arrangements that include both tangible products and software elements.* Effective prospectively for revenue arrangements entered into or materially modified in fiscal years beginning on or after June 15, 2010. Early adoption is permitted. The Company does not expect the provisions of ASU 2009-14 to have a material effect on the financial position, results of operations or cash flows of the Company.

In October 2009, the FASB issued Accounting Standards Update 2009-13, *Revenue Recognition (Topic 605): Multiple-Deliverable Revenue Arrangements. This update addressed the accounting for multiple-deliverable arrangements to enable vendors to account for products or services (deliverables) separately rather than a combined unit and will be separated in more circumstances under existing US GAAP. This amendment has eliminated that residual method of allocation.* This update is effective prospectively for revenue arrangements entered into or materially modified in fiscal years beginning on or after June 15, 2010. Early adoption is permitted. The Company does not expect the provisions of ASU 2009-13 to have a material effect on the financial position, results of operations or cash flows of the Company.

**NOTE 4 FAIR VALUE**

The fair value of the Company's financial assets and liabilities reflects the Company's estimate of amounts that it would have received in connection with the sale of the assets or paid in connection with the transfer of the liabilities in an orderly transaction between market participants at the measurement date. In connection with measuring the fair value of its assets and liabilities, the Company seeks to maximize the use of observable inputs (market data obtained from sources independent from the Company) and to minimize the use of unobservable inputs (the Company's assumptions about how market participants would price assets and liabilities). The following fair value hierarchy is used to classify assets and liabilities based on the observable inputs and unobservable inputs used in order to value the assets and liabilities:

Level 1: Quoted prices in active markets for identical assets or liabilities. An active market for an asset or liability is a market in which transactions for the asset or liability occur with sufficient frequency and volume to provide pricing information on an ongoing basis.

Level 2: Observable inputs other than Level 1 inputs. Examples of Level 2 inputs include quoted prices in active markets for similar assets or liabilities and quoted prices for identical assets or liabilities in markets that are not active.

Level 3: Unobservable inputs based on the Company's assessment of the assumptions that market participants would use in pricing the asset or liability.

The Company's investment strategy is focused on capital preservation. The Company intends to invest in instruments that meet credit quality standards. The current expectation is to maintain cash and cash equivalents, once these resources are available. There were no instruments requiring a fair value classification as of September 30, 2016.

**NOTE 5 CONTINGENCIES**

From time to time, the Company may become involved in various lawsuits and legal proceedings, which arise in the ordinary course of business. However, litigation is subject to inherent uncertainties, and an adverse result in these or other matters may arise from time to time that may harm its business. Icon Media Holdings, Inc. has no pending or threatened legal proceedings or administrative actions either by or against the issuer that could have a material effect on the issuer's business, financial condition, or operations and any current, past or pending trading suspensions by a securities regulator.

**Related Party Advances**

Since the Company's inception and through the period ended September 30, 2016, the Chief Executive Officer (CEO) provided from time to time cash advances witnessed by notes and advances for the Company's behalf on credit cards the CEO is personally liable for, aggregating to $408,083. Additionally, the Company entered into several unsecured financing arrangements with total obligations of approximately $65,180 as of September 30, 2016 that required the guaranty of a Company officer, which was provided by the CEO and President.

**NOTE 6 STOCKHOLDERS' EQUITY**

Icon Media Holdings, Inc. did not issue any stock during the period ended September 30, 2016.

**NOTE 7 INCOME TAXES**

The Company has losses carried forward for income tax purposes for September 30, 2016. There are no current or deferred tax expenses for the period ended September 30, 2016 due to the Company's loss position. The Company has fully reserved for any benefits of these losses. The deferred tax consequences of temporary differences in reporting items for financial statement and income tax purposes are recognized, as appropriate. Realization of the future tax benefits related to the deferred tax assets are dependent on many factors, including the Company's ability to generate taxable income within the net operating loss carry forward period.

Management has considered these factors in reaching its conclusion as to the valuation allowance for financial reporting purposes.