

Johnson Eric  
Form 3  
May 11, 2010

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *		2. Date of Event Requiring Statement	3. Issuer Name <b>and</b> Ticker or Trading Symbol	
Â Johnson Eric		(Month/Day/Year)	PRIVATE MEDIA GROUP INC [PRVT]	
(Last)	(First)	(Middle)	4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
408-229 YONGE STREET			(Check all applicable)	
(Street)			<input checked="" type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
TORONTO,Â A6Â M5B 1N9			<input type="checkbox"/> Officer	<input type="checkbox"/> Other
(City)	(State)	(Zip)	(give title below)	(specify below)
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				

**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)
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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

**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.**

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

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	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		

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Non-voting Class A Preference Shares of Entruphema <sup>(1)</sup>	10/29/2009	10/29/2014	Common Stock	110,000	\$ 0	D	Â
Non-voting Class A Preference Shares of Entruphema <sup>(1)</sup>	10/29/2010	10/29/2014	Common Stock	10,000	\$ 0	D	Â
Non-voting Class A Preference Shares of Entruphema <sup>(1)</sup>	10/29/2011	10/29/2014	Common Stock	10,000	\$ 0	D	Â
Earnout Right <sup>(2)</sup>	12/31/2009	12/31/2012	Common Stock	5,834	\$ 0	D	Â
Earnout Right <sup>(2)</sup>	12/31/2010	12/31/2012	Common Stock	23,333	\$ 0	D	Â
Earnout Right <sup>(2)</sup>	12/31/2011	12/31/2012	Common Stock	23,333	\$ 0	D	Â
Earnout Right <sup>(2)</sup>	09/30/2012	12/31/2012	Common Stock	17,500	\$ 0	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Johnson Eric 408-229 YONGE STREET TORONTO, A6 M5B 1N9	Â X	Â	Â	Â

## Signatures

Eric Johnson                      05/11/2010

<sup>\*\*</sup>Signature of                      Date  
Reporting Person

## Explanation of Responses:

- \* 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).

(1) Convertible into shares of the Issuer.

(2) The Reporting Person has the right to acquire the Common Stock for no additional consideration, upon meeting certain EBITDA targets for Private Media Group, Inc.'s internet operations for the fourth quarter of 2009, the years ended December 31, 2010 and 2011 and the first three quarters of 2011. These rights have been granted to the Reporting Person pursuant to an Acquisition Agreement among Private Media Group, Inc., the Reporting Person and others, dated October 29, 2009.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, See Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.