SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

SCHEDULE 13D (Rule 13d-101)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT TO § 240.13D-1(A) AND AMENDMENTS THERETO FILED Pursuant to § 240.13d-2(a)

UNDER THE SECURITIES EXCHANGE ACT OF 1934

(Amendment No. 6)*

The Arena Group Holdings, Inc.
(Name of Issuer)
Common Stock, par value \$0.01
(Title of Class of Securities)
040044109
(CUSIP Number)
Bryant R. Riley
B. Riley Financial, Inc. 11100 Santa Monica Blvd., Suite 800
Los Angeles, CA 90025
(818) 884-3737
(Name, Address and Telephone Number of Person Authorized to Receive Notices and Communications)
July 15, 2022
(Date of Event which Requires Filing of this Statement)
If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of §§ 240.13d-1(e), 240.13d-1(f) or 240.13d-1(g), check the following box. \Box
Note. Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See § 240.13d-7 for other parties to whom copies are to be sent.
* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.
The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, <i>see</i> the Notes).

SCHEDULE 13D

1	NAMES OF REPORTING PERSONS					
	B. Riley Financial, Inc.					
2	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP					
	(a) ⊠ (b) □					
3	SEC USE O	NLY				
4	SOURCE O	F FUNDS ((SEE Instructions)			
	WC, AF					
5	CHECK IF I	DISCLOSU	JRE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(D) OR 2(E)			
6	CITIZENSHIP OR PLACE OF ORGANIZATION					
	Delaware	Delaware				
		7	SOLE VOTING POWER			
NHM	BER OF		0			
SH	ARES	8	SHARED VOTING POWER			
	FICIALLY VED BY		4,606,955 (1)(2)(3)			
	ACH ORTING	9	SOLE DISPOSITIVE POWER			
PEI	RSON		0			
W	/ITH	10	SHARED DISPOSITIVE POWER			
			4,606,955 (1)(2)(3)			
11	AGGREGAT	TE AMOU	NT BENEFICIALLY OWNED BY EACH REPORTING PERSON			
	4,606,955 (1)(2)(3)					
12	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES (See Instructions)					
	\boxtimes					
13	PERCENT C	F CLASS	REPRESENTED BY AMOUNT IN ROW (11)			
	25.9%*					
14	TYPE OF REPORTING PERSON (See Instructions)					
	HC					

- * Percent of class is calculated based on 17,808,434 shares of common stock, par value \$0.01 (the "<u>Common Stock</u>"), of The Arena Group Holdings, Inc. (the "<u>Issuer</u>") outstanding as of May 27, 2022, as reported by the Issuer in its Registration Statement on Form S-8 filed on June 3, 2022.
- (1) Excludes 134,329 shares of Common Stock issuable upon conversion of the shares of the Issuer's Series H Convertible Preferred Stock, par value \$0.01 per share (the "Series H Preferred Stock") held by B. Riley Principal Investments, LLC ("BRPI") and BRF Investments, LLC ("BRFI"), as applicable, which cannot be acquired by the Reporting Persons within 60 days due to a 4.99% beneficial ownership limitation applicable to the Series H Preferred Stock and the Warrants that prevents the Reporting Persons from converting the shares of Series H Preferred Stock beneficially owned by them as of the date hereof (the "Beneficial Ownership Limitation"). See Item 6 of this Schedule 13D (as defined below).
- (2) Excludes 28,410 shares of Common Stock issuable upon exercise of the Warrants held by BRFI. See Item 6 of this Schedule 13D.
- (3) Includes 14,162 shares of Common Stock held by BRPI.

1	NAMES OF REPORTING PERSONS				
	B. Riley Securities, Inc.				
2	CHECK TH	E APPROI	PRIATE BOX IF A MEMBER OF A GROUP		
	(a) ⊠ (b) □				
3	SEC USE O	NI V			
3	SEC OSE O	INL I			
4	SOURCE O	F FUNDS	(SEE Instructions)		
	WC				
5	CHECK IF I	DISCLOSU	URE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(D) OR 2(E)		
6	CITIZENSH	CITIZENSHIP OR PLACE OF ORGANIZATION			
	Delaware				
		7	SOLE VOTING POWER		
NUM	BER OF		0		
SH	ARES FICIALLY	8	SHARED VOTING POWER		
OWN	NED BY		1,159,261		
	ACH ORTING	9	SOLE DISPOSITIVE POWER		
	RSON /ITH		0		
**	/1111	10	SHARED DISPOSITIVE POWER		
			1,159,261		
11		ΓΕ AMOU	NT BENEFICIALLY OWNED BY EACH REPORTING PERSON		
	1,159,261				
12		X IF THE	AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES (See Instructions)		
13		OF CLASS	S REPRESENTED BY AMOUNT IN ROW (11)		
	6.5%*				
14		EPORTING	G PERSON (See Instructions)		
	BD				

^{*} Percent of class is calculated based on 17,808,434 shares of the Common Stock of the Issuer outstanding as of May 27, 2022, as reported by the Issuer in its Registration Statement on Form S-8 filed on June 3, 2022.

1	NAMES OF REPORTING PERSONS				
	BRF Investments, LLC				
2	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP				
	(a) ⊠ (b) □				
3	SEC USE O	SEC USE ONLY			
4	SOURCE OF FUNDS (SEE Instructions)				
	WC				
5	CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(D) OR 2(E)				
6	6 CITIZENSHIP OR PLACE OF ORGANIZATION				
	Delaware	Delaware			
		7	SOLE VOTING POWER		
NUM	BER OF		0		
SH	ARES FICIALLY	8	SHARED VOTING POWER		
OWN	NED BY		3,433,532 (1)(2)		
	ACH ORTING	9	SOLE DISPOSITIVE POWER		
	RSON /ITH		0		
,,	1111	10	SHARED DISPOSITIVE POWER		
			3,433,532 (1)(2)		
11	AGGREGAT	ΓE AMOU	NT BENEFICIALLY OWNED BY EACH REPORTING PERSON		
	3,433,532 (1)(2)			
12	СНЕСК ВО	X IF THE	AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES (See Instructions)		
	\boxtimes				
13	PERCENT (OF CLASS	REPRESENTED BY AMOUNT IN ROW (11)		
	19.3%*				
14	TYPE OF REPORTING PERSON (See Instructions)				
	00				

- * Percent of class is calculated based on 17,808,434 shares of the Common Stock of the Issuer outstanding as of May 27, 2022, as reported by the Issuer in its Registration Statement on Form S-8 filed on June 3, 2022.
- (1) Excludes 119,874 shares of Common Stock issuable upon conversion of the Series H Preferred Stock held by BRFI, as applicable, which cannot be acquired by the Reporting Persons within 60 days due to the Beneficial Ownership Limitation. See Item 6 of this Schedule 13D (as defined below).
- (2) Excludes 28,410 shares of Common Stock issuable upon exercise of the Warrants held by BRFI. See Item 6 of this Schedule 13D.

1	NAMES OF REPORTING PERSONS			
	Bryant R. Riley			
2	CHECK TH	E APPROI	PRIATE BOX IF A MEMBER OF A GROUP	
	(a) ⊠ (b) □			
3	` ′	NI Y		
	SEC USE ONLY			
4	SOURCE O	F FUNDS	(SEE Instructions)	
	PF, AF			
5	CHECK IF I	DISCLOSU	JRE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(D) OR 2(E)	
6	CITIZENSHIP OR PLACE OF ORGANIZATION			
	United States of America			
7 SOLE VOTING POWER				
NUMBER OF			1,333,111	
SH	ARES	8	SHARED VOTING POWER	
	FICIALLY VED BY		4,606,955 (1)(2)(3)	
	ACH ORTING	9	SOLE DISPOSITIVE POWER	
PEI	RSON		1,333,111	
W	/ITH	10	SHARED DISPOSITIVE POWER	
			4,606,955 (1)(2)(3)	
11	AGGREGAT	ΓΕ AMOU	NT BENEFICIALLY OWNED BY EACH REPORTING PERSON	
	5,940,066 (1)(2)(3)			
12	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES (See Instructions)			
13	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)			
	33.4%*			
14	TYPE OF REPORTING PERSON (See Instructions)			
	IN			

- * Percent of class is calculated based on 17,808,434 shares of the Common Stock of the Issuer outstanding as of May 27, 2022, as reported by the Issuer in its Registration Statement on Form S-8 filed on June 3, 2022.
- (1) Excludes 134,329 shares of Common Stock issuable upon conversion of the Series H Preferred Stock held by BRPI and BRFI, as applicable, which cannot be acquired by the Reporting Persons within 60 days due to the Beneficial Ownership Limitation. See Item 6 of this Schedule 13D (as defined below).
- (2) Excludes 28,410 shares of Common Stock issuable upon exercise of the Warrants held by BRFI. See Item 6 of this Schedule 13D.
- (3) Includes 14,162 shares of Common Stock held by BRPI.

This Amendment No. 6 (this "Amendment No. 6") to the statement on Schedule 13D amends and supplements the statement on Schedule 13D filed by certain of the Reporting Persons on November 27, 2020, as amended by Amendment No. 1 to Schedule 13D, filed with the Securities and Exchange Commission (the "SEC") on January 7, 2021, and by Amendment No. 2 to Schedule 13D, filed with the SEC on October 13, 2021, and by Amendment No. 3 to Schedule 13D, filed with the SEC on February 15, 2022, and by Amendment No. 5 to Schedule 13D, filed with the SEC on February 22, 2022 (as amended, the "Schedule 13D"). Except as amended in this Amendment No. 6, the Schedule 13D remains in full force and effect. Terms defined in the Schedule 13D are used in this Amendment No. 6 as so defined, unless otherwise defined in this Amendment No. 6.

Item 3. Source and Amount of Funds or Other Consideration

Item 3 of the Schedule 13D is hereby amended to add the following:

The aggregate purchase price of an additional 133,219 shares of common stock acquired by BRS between since the date of Amendment No. 5 to Schedule 13D was approximately \$1,091,885. The source of funds for acquiring the securities described herein that are directly owned by BRS was the working capital of BRS.

The aggregate purchase price of an additional 48,673 shares of common stock acquired by Bryant R. Riley since the date of Amendment No. 5 to Schedule 13D was approximately \$638,554. The source of funds for acquiring the securities described herein that are directly owned by Bryant R. Riley was the personal funds of Bryant R. Riley.

Item 4. Purpose of Transaction

Item 4 of the Schedule 13D is hereby amended and restated in its entirety as follows:

The Reporting Persons purchased the shares of Common Stock and the Series H Preferred Stock convertible into the shares of Common Stock to which this Schedule 13D relates for investment purposes, and such purchases were made in the ordinary course of business of the Reporting Persons.

In pursuing such investment purposes, the Reporting Persons may further purchase, hold, vote, trade, dispose or otherwise deal in Issuer securities at times, and in such manner, as they deem advisable including as they may deem appropriate or advisable as contemplated by the Issuer's prior shareholder protection rights agreement and including to benefit from, among other things, (1) changes in the market prices of such securities; (2) changes in the Issuer's operations, business strategy or prospects; or (3) from the sale or merger of the Issuer. To evaluate such alternatives, the Reporting Persons intend to closely monitor the Issuer's operations, prospects, business development, management, competitive and strategic matters, capital structure, and prevailing market conditions, as well as other economic, securities markets and investment considerations.

Consistent with their investment research methods and evaluation criteria and subject to the Standstill Agreement (as defined below), the Reporting Persons may discuss such matters with the management or Board of Directors of the Issuer (the "Board"), other stockholders, industry analysts, existing or potential strategic partners or competitors, investment and financing professionals, sources of credit, and other investors. Such evaluations and discussions may materially affect, and result in, among other things, the Reporting Persons (1) modifying their ownership of Issuer securities; (2) exchanging information with the Issuer pursuant to appropriate confidentiality or similar agreements; (3) proposing changes in the Issuer's operations, governance or capitalization; (4) pursuing a transaction that would result in the Reporting Persons' acquisition of all or a controlling interest in the Issuer; or (5) pursuing one or more of the other actions described in subsections (a) through (j) of Item 4 of Schedule 13D. The description of the Standstill Agreement contained in Item 6 is incorporated herein by reference.

Currently, each of Daniel Schribman and Todd Sims, employees of a subsidiary of BRF, serves as a member of the Board.

In addition to the information disclosed in this Schedule 13D and subject to the Standstill Agreement, the Reporting Persons reserve the right to (1) formulate other plans and proposals; (2) take any actions with respect to their investment in the Issuer, including any or all of the actions set forth in subsections (a) through (j) of Item 4 of Schedule 13D; and (3) acquire additional Issuer securities or dispose of some or all of the Issuer securities beneficially owned by them, in each case in the open market, through privately negotiated transactions or otherwise. The Reporting Persons may at any time reconsider and change their plans or proposals relating to the foregoing.

By virtue of the removal of any trading and voting power authority in any capacity of BRF, B. Riley Capital Management, LLC, a New York limited liability company, a registered investment advisor ("BRCM"), and Bryant R. Riley over the assets of BRC Partners Opportunity Fund, LP, a Delaware limited partnership ("BRPLP"), BRF, BRCM and Bryant R. Riley no longer may be deemed to beneficially own the shares held by BRPLP.

Item 5. Interest in Securities of the Issuer

Item 5 of the Schedule 13D is hereby amended and restated in its entirety as follows:

(a) - (b)

- 1. As of the date of hereof, (i) BRS beneficially owns directly 1,159,261 shares of Common Stock, representing 6.5% of the issued and outstanding Common Stock; (ii) BRFI beneficially owns directly 3,433,532 shares of Common Stock, representing 19.3% of the issued and outstanding Common Stock; and (iii) BRPI beneficially owns directly 14,162 shares of Common Stock, representing less than 0.1% of the issued and outstanding Common Stock. The calculations of the ownership percentages reported herein are based on a total of 17,808,434 shares of Common Stock issued and outstanding as of May 27, 2022, as reported by the Issuer in its Registration Statement on Form S-8 filed on June 3, 2022. Each of the Reporting Persons disclaims beneficial ownership of the Common Stock underlying the shares of Series H Preferred Stock and the Warrants directly held by BRPI and BRFI, which, in each case, cannot be acquired by the Reporting Persons within 60 days due to the Beneficial Ownership Limitation.
- 2. BRF is the parent company of BRS. As a result, BRF may be deemed to indirectly beneficially own the shares of Common Stock beneficially owned by BRS.
- 3. BRF is the parent company of BRFI. As a result, BRF may be deemed to indirectly beneficially own the shares of Common Stock beneficially owned by BRFI.
- 4. Bryant R. Riley may be deemed to indirectly beneficially own 5,940,066 shares of Common Stock representing 33.4% of the Issuer's Common Stock, of which (i) 1,208,611 shares are held jointly with his wife, Carleen Riley, (ii) 62,500 shares are held as sole trustee of the Robert Antin Children Irrevocable Trust, (iii) 15,500 shares are held as sole custodian for the benefit of Abigail Riley, (iv) 15,500 shares are held as sole custodian for the benefit of Eloise Riley, and (vi) 15,500 shares are held as sole custodian for the benefit of Susan Riley. Bryant R. Riley may also be deemed to indirectly beneficially own the 4,606,955 shares of Common Stock, representing 25.9% of the Issuer's Common Stock outstanding held directly by BRS, BRFI and BRPI in the manner specified in paragraph (1) above. Bryant R. Riley disclaims beneficial ownership of the shares held by BRS and BRFI, or the Robert Antin Children Irrevocable Trust in each case except to the extent of his pecuniary interest therein.

Each of the Reporting Persons, as a member of a "group" with the other Reporting Persons for purposes of Rule 13d-5(b)(1) of the Exchange Act, may be deemed to beneficially own the securities of the Issuer owned by the other Reporting Persons (subject to the Beneficial Ownership Limitation, to the extent applicable). The filing of this Schedule 13D shall not be deemed an admission that the Reporting Persons are, for purposes of Section 13(d) of the Exchange Act, the beneficial owners of any securities of the Issuer it does not directly own or control. Each of the Reporting Persons specifically disclaims beneficial ownership of the securities reported herein that it does not directly own or control.

- (c) Except for the information set forth in this Schedule 13D, none of the Reporting Persons has effected any transactions related to the Common Stock within the past 60 days.
- (d) Not applicable.
- (e) Not applicable

Item 6. Contracts, Arrangements, Understandings or Relationships with Respect to Securities of the Issuer

Item 6 of the Schedule 13D is hereby amended and supplemented by adding the following:

Standstill Agreement

On July 15, 2022, the Issuer and BRF entered into a one-year standstill agreement (the "<u>Standstill Agreement</u>") pursuant to which BRF agreed that none of BRF, certain of its controlled affiliates or Bryant R. Riley (collectively, the "<u>Standstill Parties</u>") will acquire shares of the Issuer's capital stock that would cause the foregoing persons to (i) beneficially hold securities representing more than 45% of the Issuer's fully diluted voting power or (ii) exceed certain monthly share acquisition limits, in each case without prior approval of the board of directors of the Issuer. In addition, the Standstill Agreement provides that the Standstill Parties may not, during that one-year period, among other things, (i) make certain disclosures related to their plans and proposals with respect to the Issuer's board of directors or the Issuer's management, (ii) engage in a solicitation of proxies with respect to the Issuer's securities, (iii) enter into any agreements or work with any third party in furtherance of the foregoing or (iv) challenge the validity of the Standstill Agreement.

The foregoing summary does not purport to be complete and is qualified in its entirety by reference to the full text of the Standstill Agreement, which is incorporated by reference to Exhibit 3 hereof.

Item 7. Material to Be Filed as Exhibits

The following documents is filed as an exhibit:

3 Standstill Agreement, dated as of July 15, 2022, by and between The Arena Group Holdings, Inc. and B. Riley Financial, Inc. (incorporated by reference to Exhibit 10.1 to the Issuer's Current Report on Form 8-K filed with the SEC on July 15, 2022).

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Dated: July 18, 2022

B. RILEY FINANCIAL, INC.

By: /s/ Bryant R. Riley

Name: Bryant R. Riley

Title: Co-Chief Executive Officer

B. RILEY SECURITIES, INC.

By: /s/ Andrew Moore

Name: Andrew Moore

Title: Chief Executive Officer

BRF INVESTMENTS, LLC

/s/ Phillip Ahn

Name: Phillip Ahn

Title: Authorized Signatory

/s/ Bryant R. Riley

Bryant R. Riley

By:

The original statement shall be signed by each person on whose behalf the statement is filed or his authorized representative. If the statement is signed on behalf of a person by his authorized representative (other than an executive officer or general partner of this filing person), evidence of the representative's authority to sign on behalf of such person shall be filed with the statement, provided, however, that a power of attorney for this purpose which is already on file with the Commission may be incorporated by reference. The name and any title of each person who signs the statement shall be typed or printed beneath his signature.

Attention: Intentional Misstatements or Omissions of Fact Constitute Federal Criminal Violations (see 18 U.S.C. 1001)

SCHEDULE A

Executive Officers and Directors of B. Riley Financial, Inc.

Name and Position	Present Principal Occupation	Business Address	Citizenship
Bryant R. Riley Chairman of the Board of Directors and Co-Chief Executive Officer	Chief Executive Officer of B. Riley Capital Management, LLC; Co-Executive Chairman of B. Riley Securities, Inc.; and Chairman of the Board of Directors and Co-Chief Executive Officer of B. Riley Financial, Inc.	11100 Santa Monica Blvd. Suite 800 Los Angeles, CA 90025	United States
Thomas J. Kelleher Co-Chief Executive Officer and Director	Co-Chief Executive Officer and Director of B. Riley Financial, Inc.; Co-Executive Chairman of B. Riley Securities, Inc.; and President of B. Riley Capital Management, LLC	11100 Santa Monica Blvd. Suite 800 Los Angeles, CA 90025	United States
Phillip J. Ahn Chief Financial Officer and Chief Operating Officer	Chief Financial Officer and Chief Operating Officer of B. Riley Financial, Inc.	30870 Russell Ranch Rd Suite 250 Westlake Village, CA 91362	United States
Kenneth Young President	President of B. Riley Financial, Inc.; and Chief Executive Officer of B. Riley Principal Investments, LLC	11100 Santa Monica Blvd. Suite 800 Los Angeles, CA 90025	United States
Alan N. Forman Executive Vice President, General Counsel and Secretary	Executive Vice President, General Counsel and Secretary of B. Riley Financial, Inc.	299 Park Avenue, 21st Floor New York, NY 10171	United States
Howard E. Weitzman Senior Vice President and Chief Accounting Officer	Senior Vice President and Chief Accounting Officer of B. Riley Financial, Inc.	30870 Russell Ranch Rd Suite 250 Westlake Village, CA 91362	United States
Robert L. Antin ¹ Director	Co-Founder of VCA, Inc., an owner and operator of Veterinary care centers and hospitals	11100 Santa Monica Blvd. Suite 800 Los Angeles, CA 90025	United States
Tammy Brandt Director	Chief Legal Officer, Head of Business and Legal Affairs at FaZe Clan Inc.; a leading gaming, lifestyle, and media platform	11100 Santa Monica Blvd. Suite 800 Los Angeles, CA 90025	United States
Robert D'Agostino ² Director	President of Q-mation, Inc., a supplier of software solutions	11100 Santa Monica Blvd. Suite 800 Los Angeles, CA 90025	United States
Renée E. LaBran Director	Founding partner of Rustic Canyon Partners (RCP), a technology focused VC fund	11100 Santa Monica Blvd. Suite 800 Los Angeles, CA 90025	United States
Randall E. Paulson Director	Special Advisor to Odyssey Investment Partners, LLC, a private equity investment firm	11100 Santa Monica Blvd. Suite 800 Los Angeles, CA 90025	United States
Michael J. Sheldon Director	Chairman and Chief Executive Officer of Deutsch North America, a creative agency – Retired	11100 Santa Monica Blvd. Suite 800 Los Angeles, CA 90025	United States
Mimi Walters Director	U.S. Representative from California's 45th Congressional District – Retired	11100 Santa Monica Blvd. Suite 800 Los Angeles, CA 90025	United States
Mikel Williams Director	Chief Executive Officer and Director of privately held Targus International, LLC, supplier of carrying cases and accessories	11100 Santa Monica Blvd. Suite 800 Los Angeles, CA 90025	United States

As of the date hereof, Robert L. Antin directly owned 37,500 shares of Common Stock. The aggregate purchase price of the 37,500 shares of Common Stock that were purchased by Robert L. Antin with personal funds is approximately \$309,375. Robert L. Antin has the sole power to vote and dispose of such Common Stock and the right to receive, or the power to direct the receipt of dividends from, or proceeds from the sale of, such Common Stock.

As of the date hereof, Robert D'Agostino directly owned 62,500 shares of Common Stock. The aggregate purchase price of the 62,500 shares of Common Stock that were purchased by Robert D'Agostino with personal funds is approximately \$515,625. Robert D'Agostino has the sole power to vote and dispose of such Common Stock and the right to receive, or the power to direct the receipt of dividends from, or proceeds from the sale of, such Common Stock.