HOAG JAY C
Form 4
February 26, 2018

FORM 4

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* Instruction 1(b).

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, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL
OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person *
HOAG JAY C

(Last) (First) (Middle)

C/O TECHNOLOGY CROSSOVER VENTURES, 528 RAMONA STREET

(Street)

PALO ALTO, CA 94301

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading Symbol
ELECTRONIC ARTS INC. [EA]

3. Date of Earliest Transaction (Month/Day/Year)
02/22/2018

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

__X__ Director _____ 10% Owner
_____ Officer (give title below) _____ Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)
_X_ Form filed by One Reporting Person
___ Form filed by More than One Reporting Person

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

1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	02/22/2018		J (1)		149,375	D	$ 0	597,499	I	TCV V, L.P. (2)
Common Stock	02/22/2018		J (3)		151,092	D	$ 0	604,369	I	TCV VI, L.P. (4)
Common Stock	02/22/2018		J (5)		368,480	D	$ 0	1,473,923	I	TCV VII, L.P. (6)
Common Stock	02/22/2018		J (7)		191,361	D	$ 0	756,443	I	TCV VII (A), L.P. (8)
Common Stock	02/22/2018		J (9)		7,256	D	$ 0	29,022	I	TCV Member Fund, L.P. (10)

Common Stock	02/22/2018		J (11)	38,463	A	$ 0	38,463	I	Technology Crossover Management V, L.L.C. (12)
Common Stock	02/22/2018		J (13)	38,907	A	$ 0	38,907	I	Technology Crossover Management VI, L.L.C. (14)
Common Stock	02/22/2018		J (15)	132,540	A	$ 0	132,540	I	Technology Crossover Management VII, L.P. (16)
Common Stock	02/22/2018		J (17)	38,463	D	$ 0	0	I	Technology Crossover Management V, L.L.C. (12)
Common Stock	02/22/2018		J (18)	38,907	D	$ 0	0	I	Technology Crossover Management VI, L.L.C. (14)
Common Stock	02/22/2018		J (19)	131,407	D	$ 0	1,133	I	Technology Crossover Management VII, L.P. (16)
Common Stock	02/22/2018		J (20)	27,284	A	$ 0	163,757	I	Hoag Family Trust U/A Dtd 8/2/94 (21)
Common Stock	02/22/2018		J (22)	17,310	A	$ 0	89,677	I	Hamilton Investments Limited Partnership (23)
Common Stock	02/23/2018		S	1,133	D	$ 124.0066 (24)	0	I	Technology Crossover Manangement VII, L.P. (16)
Common Stock	02/26/2018		S	955	D	$ 128.246 (25)	3,748	I	TCV VI Management, L.LC. (26)
Common Stock	02/26/2018		S	3,178	D	$ 128.246 (25)	12,467	I	TCV VII Management, L.L.C. (27)
Common Stock	02/26/2018		S	955	D	$ 128.246 (25)	3,748	I	TCV Management 2004, L.L.C. (28)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474 (9-02)

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

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Owne Follo Repo Trans (Instr
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
HOAG JAY C C/O TECHNOLOGY CROSSOVER VENTURES 528 RAMONA STREET PALO ALTO, CA 94301	X			

Signatures

Frederic D. Fenton, authorized signatory for Jay C. Hoag	02/26/2018
**Signature of Reporting Person	Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 4(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) In kind pro-rata distribution by TCV V, L.P. ("TCV V") to its partners, without consideration.

(2) These shares are directly held by TCV V. Jay Hoag is a Class A Member of Technology Crossover Management V, L.L.C. ("TCM V"), which is the sole general partner of TCV V. Jay Hoag may be deemed to beneficially own the shares held by TCV V but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.

(3) In kind pro-rata distribution by TCV VI, L.P. ("TCV VI") to its partners, without consideration.

(4)

These shares are directly held by TCV VI. Jay Hoag is a Class A Member of Technology Crossover Management VI, L.L.C. ("TCM VI"), which is the sole general partner of TCV VI. Jay Hoag may be deemed to beneficially own the shares held by TCV VI, but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.

(5) In kind pro-rata distribution by TCV VII, L.P. ("TCV VII") to its partners, without consideration.

(6) These shares are directly held by TCV VII. Jay Hoag is a Class A Director of Technology Crossover Management VII, Ltd. ("Management VII") and a limited partner of Technology Crossover Management VII, L.P. ("TCM VII"). Management VII is the sole general partner of TCM VII, which is the sole general partner of TCV VII. Jay Hoag may be deemed to beneficially own the shares held by TCV VII but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.

(7) In kind pro-rata distribution by TCV VII (A), L.P. ("TCV VII (A)") to its partners, without consideration.

(8) These shares are directly held by TCV VII (A). Jay Hoag is a Class A Director of Management VII and a limited partner of TCM VII. Management VII is the sole general partner of TCM VII, which is the sole general partner of TCV VII (A). Jay Hoag may be deemed to beneficially own the shares held by TCV VII (A) but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.

(9) In kind pro-rata distribution by TCV Member Fund, L.P. ("TCV MF") to its partners, without consideration.

(10) These shares are directly held by TCV MF. Jay Hoag is a limited partner of TCV MF, a Class A Member of TCM V and TCM VI, and a Class A Director of Management VII. Each of TCM V, TCM VI, and Management VII is a general partner of TCV MF. Jay Hoag may be deemed to beneficially own the shares held by TCV MF but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.

(11) Acquisition by TCM V pursuant to an in kind pro-rata distribution by TCV V to its partners, without consideration.

(12) These shares are directly held by TCM V. Jay Hoag is a Class A Member of TCM V. Jay Hoag may be deemed to beneficially own the shares held by TCM V but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.

(13) Acquisition by TCM VI pursuant to an in kind pro-rata distribution by TCV VI to its partners, without consideration.

(14) These shares are directly held by TCM VI. Jay Hoag is a Class A Member of TCM VI. Jay Hoag may be deemed to beneficially own the shares held by TCM VI but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.

(15) Acquistion by TCM VII pursuant to an in kind pro-rata distribution by TCV VII and TCV VII (A) to its partners without consideration.

(16) These shares are directly held by TCM VII. Jay Hoag is a Class A Director of Manangement VII and a limited partner of TCM VII. Management VII is the sole general partner of TCM VII. Jay Hoag may be deemed to beneficially own the shares held by TCM VII, but disclaims beneficial ownership of shuch shares except to the extent of his pecuniary interest therein.

(17) In kind pro-rata distribution by TCM V to its members, without consideration.

(18) In kind pro-rata distribution by TCM VI to its members, without consideration.

(19) In kind pro-rata distribution by TCM VII to its partners, without consideration

(20) Acquisition by The Hoag Family Trust U/A Dtd 8/2/94 pursuant to an in kind pro-rata distribution by TCM V, TCM VI, TCM VII and TCV MF to each of their partners, without consideration.

(21) Jay Hoag is a trustee of The Hoag Family Trust U/A Dtd 8/2/94. Jay Hoag disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.

(22) Acquisition by Hamilton Investments Limited Partnership pursuant to an in kind pro-rata distribution by TCM V, TCM VI, TCM VII and TCV MF to each of their partners, without consideration.

(23) Jay Hoag is the general partner of Hamilton Investments Limited Partnership. Jay Hoag disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.

(24) This number represents a weighted average sale price per share. The shares were sold at prices ranging from $124.00 to $ 124.06 per share. The Reporting Person hereby undertakes to provide upon request by the staff of the Securities and Exchange Commission, the issuer, or security holder of the issuer, full information regarding the number of shares sold at each separate price.

(25) This number represents a weighted average sale price per share. The shares were sold at prices ranging from $128.13 to $128.34 per share. The Reporting Person hereby undertakes to provide upon request by the staff of the Securities and Exchange Commission, the issuer, or a security holder of the issuer, full information regarding the number of shares sold at each separate price.

(26) These shares are directly held by TCV VI Management, L.L.C. ("VI Management"). Jay Hoag is a member of VI Management but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.

(27)

These shares are directly held by TCV VII Management, L.L.C. ("VII Management"). Jay Hoag is a member of VII Management but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.

(28) These shares are directly held by TCV Management 2004, L.L.C. ("TCM 2004"). Jay Hoag is a member of TCM 2004 but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.

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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