

FORM 3

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

OMB APPROVAL

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Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934
 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>COMCAST CORP</u> (Last) (First) (Middle) <u>ONE COMCAST CENTER</u> (Street) <u>PHILADELPHIA PA 19103</u> (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) <u>01/28/2011</u>	3. Issuer Name and Ticker or Trading Symbol <u>VALUEVISION MEDIA INC [VVTV]</u> 4. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director ☒ 10% Owner Officer (give title below) Other (specify below) 5. If Amendment, Date of Original Filed (Month/Day/Year) 6. Individual or Joint/Group Filing (Check Applicable Line) Form filed by One Reporting Person ☒ Form filed by More than One Reporting Person	
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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)
Common Stock	6,452,194	I	By Subsidiary ⁽¹⁾

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: 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			
Performance Distribution Warrant	11/11/2006	11/11/2011	Common Stock	7,372	15.74	I	By Subsidiary ⁽²⁾
Performance Distribution Warrant	11/11/2007	11/11/2012	Common Stock	7,372	15.74	I	By Subsidiary ⁽²⁾

1. Name and Address of Reporting Person* <u>COMCAST CORP</u> (Last) (First) (Middle) <u>ONE COMCAST CENTER</u> (Street) <u>PHILADELPHIA PA 19103</u> (City) (State) (Zip)		
1. Name and Address of Reporting Person* <u>NBCUniversal, LLC</u> (Last) (First) (Middle) <u>30 ROCKEFELLER PLAZA</u> (Street) <u>NEW YORK NY 10112</u> (City) (State) (Zip)		

Explanation of Responses:

1. NBCUniversal Media, LLC owns directly 6,452,194 shares of common stock of ValueVision Media Inc. NBCUniversal Media, LLC is a wholly owned subsidiary of NBCUniversal, LLC, which is owned 51% by Comcast Corporation (through wholly owned subsidiaries). The shares were acquired as part of Comcast's acquisition of control of the business of NBCUniversal Media, LLC (f/k/a NBC Universal, Inc.).
2. NBCUniversal Media, LLC owns directly 7,372 warrants exchangeable for shares of common stock of ValueVision Media Inc.

Remarks:

/s/ Arthur R. Block, Senior
 Vice President, General
 Counsel and Secretary,
 Comcast Corporation

02/07/2011

/s/ Arthur R. Block, Senior 02/07/2011
Vice President, NBCUniversal,
LLC

** Signature of Reporting Person Date

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

* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.

Joint Filer Information

Name of Joint Filer:	NBCUniversal, LLC
Address of Joint Filer:	30 Rockefeller Plaza New York, NY 10112
Relationship of Joint Filer to Issuer:	10% Owner
Issuer Name and Ticker or Trading Symbol:	ValueVision Media, Inc. (VVTV)
Date of Earliest Transaction Required to be Reported (Month/Day/Year):	01/28/2011
Designated Filer:	Comcast Corporation

Signature:

NBCUNIVERSAL, LLC

By: /s/ Arthur R. Block

Name: Arthur R. Block

Title: Senior Vice President

Date: February 7, 2011
