COMCAST CORP Form 4

May 17, 2011

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB Number:

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Expires:

January 31, 2005

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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

See Instruction 1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * COMCAST CORP

2. Issuer Name and Ticker or Trading

Issuer

Symbol

VALUEVISION MEDIA INC [VVTV]

(Check all applicable)

5. Relationship of Reporting Person(s) to

(Last)

(First) (Middle) 3. Date of Earliest Transaction

Director Officer (give title below)

10% Owner Other (specify

ONE COMCAST CENTER

(Street)

(State)

05/16/2011

(Month/Day/Year)

4. If Amendment, Date Original

6. Individual or Joint/Group Filing(Check

Applicable Line) Form filed by One Reporting Person

Filed(Month/Day/Year)

X Form filed by More than One Reporting PHILADELPHIA, PA 19103 Person

(Instr. 8)

Code V

1.Title of Security

(Instr. 3)

(City)

2. Transaction Date 2A. Deemed (Month/Day/Year)

(Zip)

Execution Date, if

(Month/Day/Year)

3. 4. Securities Acquired Transaction(A) or Disposed of (D) Code (Instr. 3, 4 and 5)

5. Amount of Securities Beneficially Owned Following

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

7. Nature of 6. Ownership Indirect Form: Direct Beneficial Ownership (D) or Indirect (I) (Instr. 4)

(Instr. 4)

(A) or

(D)

Reported Transaction(s)

(Instr. 3 and 4)

Common Stock

05/16/2011

J(1)689,655 A

Amount

7,141,849

Price

I

By Subsidiary

(2)

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

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.

SEC 1474 (9-02)

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

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1. Title of	2.	3. Transaction Date (Month/Day/Year)		4.	5.	6. Date Exerc		7. Titl		8. Price of	9. Nu
Derivative Security (Instr. 3)	Conversion or Exercise Price of Derivative Security	(Month/Day/Year)	Execution Date, if any (Month/Day/Year)	Transactic Code (Instr. 8)	of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)			Amou Under Secur (Instr.	rlying	Derivative Security (Instr. 5)	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			
COMCAST CORP ONE COMCAST CENTER PHILADELPHIA, PA 19103		X					
NBCUniversal, LLC 30 ROCKEFELLER PLAZA NEW YORK, NY 10112		X					
NBCUniversal Media, LLC 30 ROCKEFELLER PLAZA NEW YORK, NY 10112		X					

Signatures

/s/ Arthur R. Block, Senior Vice President, General Counsel and Secretary, Comcast Corporation	05/17/2011
**Signature of Reporting Person	Date
/s/ Arthur R. Block, Senior Vice President, NBCUniversal, LLC	05/17/2011
**Signature of Reporting Person	Date
/s/ Arthur R. Block, Senior Vice President, NBCUniversal Media, LLC	05/17/2011
**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) The shares were acquired by NBCUniversal Media, LLC pursuant to Amendment No. 2 to Trademark License Agreement, dated November 17, 2010, as consideration for a trademark license extension granted to ValueVision Media Inc.
- NBCUniversal Media, LLC owns directly 7,141,849 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).

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

Reporting Owners 2

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