

OMB APPROVAL	
OMB Number:	3235-0287
Estimated average burden hours per response:	0.5

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

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>GE CAPITAL EQUITY INVESTMENTS INC</u> (Last) (First) (Middle) <u>120 LONG RIDGE RD</u> (Street) <u>STAMFORD CT 06927</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>VALUEVISION MEDIA INC [VVTV]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director <input checked="" type="checkbox"/> 10% Owner Officer (give title below) Other (specify below)
	3. Date of Earliest Transaction (Month/Day/Year) <u>02/11/2005</u>	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	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 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	02/11/2005		S		2,000,000	D	\$13.75	8,674,418	D ⁽¹⁾	
Common Stock								101,509	D ⁽²⁾	

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 Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V		(A)	(D)					

1. Name and Address of Reporting Person*
GE CAPITAL EQUITY INVESTMENTS INC
 (Last) (First) (Middle)
120 LONG RIDGE RD
 (Street)
STAMFORD CT 06927
 (City) (State) (Zip)

1. Name and Address of Reporting Person*
National Broadcasting CO Holding, Inc.
 (Last) (First) (Middle)
30 ROCKEFELLER PLAZA
 (Street)
NEW YORK NY 10012
 (City) (State) (Zip)

1. Name and Address of Reporting Person*
NBC Universal, Inc.
 (Last) (First) (Middle)
30 ROCKEFELLER PLAZA

(Street)
NEW YORK NY 10112

(City) (State) (Zip)

1. Name and Address of Reporting Person*
GENERAL ELECTRIC CAPITAL CORP

(Last) (First) (Middle)
260 LONG RIDGE RD

(Street)
STAMFORD CT 06927

(City) (State) (Zip)

1. Name and Address of Reporting Person*
GENERAL ELECTRIC CAPITAL SERVICES INC/CT

(Last) (First) (Middle)
260 LONG RIDGE RD

(Street)
STAMFORD CT 06927

(City) (State) (Zip)

1. Name and Address of Reporting Person*
GENERAL ELECTRIC CO

(Last) (First) (Middle)
3135 EASTON TURNPIKE

(Street)
FAIRFIELD CT 06431

(City) (State) (Zip)

Explanation of Responses:

1. Directly owned by GE Capital Equity Investments, Inc. ("GECEI"). Indirectly owned by General Electric Capital Corporation ("GE Capital") because, among other things, GECEI is a wholly-owned subsidiary of GE Capital. Also indirectly owned by NBC Universal, Inc. ("NBC") because of an agreement between GECEI and NBC regarding allocation of investment proceeds. GECEI, GE Capital and NBC disclaim beneficial ownership of such securities except to the extent of their respective pecuniary interest. See Exhibit 99.1, incorporated by reference herein.
2. Directly owned by NBC.

Ronald J. Herman, Jr. 02/15/2005
President/GECEI

** 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 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).

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: National Broadcasting Company
Holding, Inc.

Address of Joint Filer: 30 Rockefeller Plaza
New York, NY 10012

Relationship of Joint Filer to Issuer: Other (1)

Issuer Name and Ticker or Trading Symbol: ValueVision Media, Inc. (VVTV)

Date of Earliest Transaction Required
to be Reported (Month/Day/Year): 2/11/2005

Designated Filer: GE Capital Equity Investments, Inc.

SIGNATURE:

NATIONAL BROADCASTING COMPANY HOLDING, INC.

By: Elizabeth A. Newell

Name: Elizabeth A. Newell
Title: Assistant Secretary

February 15, 2005

Date

(1) GE Capital Equity Investments, Inc. is a subsidiary of General Electric Capital Corporation, which is a subsidiary of General Electric Capital Services, Inc., which is a subsidiary of General Electric Company. NBC Universal, Inc. is a subsidiary of National Broadcasting Company Holding, Inc., which is a subsidiary of General Electric Company. National Broadcasting Company Holding, Inc. disclaims beneficial ownership of all equity securities of the Issuer, and the filing of this Form shall not be deemed an admission that National Broadcasting Company Holding, Inc. is the beneficial owner of any equity securities of the Issuer for the purpose of Section 16 or any other purpose.

Joint Filer Information

Name of Joint Filer: NBC Universal, Inc.

Address of Joint Filer: 30 Rockefeller Plaza
New York, NY 10012

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): 2/11/2005

Designated Filer: GE Capital Equity Investments, Inc.

SIGNATURE:

NBC UNIVERSAL, INC.

By: Elizabeth A. Newell

Name: Elizabeth A. Newell
Title: Assistant Secretary

February 15, 2005

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Date

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Joint Filer Information

Name of Joint Filer: General Electric Capital Corporation
Address of Joint Filer: 260 Long Ridge Road
Stamford, Connecticut 06927
Relationship of Joint Filer to Issuer: 10% Owner
Issuer Name and Ticker or Trading Symbol: ValueVision Media, Inc. (VTV)
Date of Earliest Transaction Required
to be Reported (Month/Day/Year): 2/11/2005
Designated Filer: GE Capital Equity Investments, Inc.

SIGNATURE:

GENERAL ELECTRIC CAPITAL CORPORATION

By: Ronald J. Herman, Jr.

Name: Ronald J. Herman, Jr.
Title: Vice President

February 15, 2005

Date

Joint Filer Information

Name of Joint Filer: General Electric Capital Services, Inc.

Address of Joint Filer: 260 Long Ridge Road
Stamford, Connecticut 06927

Relationship of Joint Filer to Issuer: Other (1)

Issuer Name and Ticker or Trading Symbol: ValueVision Media, Inc. (VWTV)

Date of Earliest Transaction Required to be Reported (Month/Day/Year): 2/11/2005

Designated Filer: GE Capital Equity Investments, Inc.

SIGNATURE:

GENERAL ELECTRIC CAPITAL SERVICES, INC.

By: Ronald J. Herman, Jr.

Name: Ronald J. Herman, Jr.
Title: Attorney-in-fact

February 15, 2005

Date

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Joint Filer Information

Name of Joint Filer: General Electric Company
Address of Joint Filer: 3135 Easton Turnpike
Fairfield, Connecticut 06431
Relationship of Joint Filer to Issuer: Other (1)
Issuer Name and Ticker or Trading Symbol: ValueVision Media, Inc. (VTV)
Date of Earliest Transaction Required
to be Reported (Month/Day/Year): 2/11/2005
Designated Filer: GE Capital Equity Investments, Inc.

SIGNATURE:

GENERAL ELECTRIC COMPANY

By: Ronald J. Herman, Jr.

Name: Ronald J. Herman, Jr.
Title: Attorney-in-fact

February 15, 2005

Date

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