

# VALUEVISION MEDIA INC

## FORM SC 13D/A (Amended Statement of Beneficial Ownership)

Filed 11/10/2005

Address	6740 SHADY OAK RD MINNEAPOLIS, Minnesota 55344-3433
Telephone	612-947-5200
CIK	0000870826
Industry	Retail (Catalog & Mail Order)
Sector	Services
Fiscal Year	01/31

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

**SCHEDULE 13D/A**

Under the Securities Exchange Act of 1934  
(Amendment No. 1)\*

**Valuevision MEdia, Inc.**

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(Name of Issuer)

**Class A**

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(Title of Class of Securities)

92047k107

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(CUSIP Number)

**Transamerica Investment Management, LLC**  
(f/k/a Westcap Investors, LLC)

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Transamerica Investment Management, LLC  
Gregory S. Weirick  
1150 South Olive St, Ste 2700  
Los Angeles, CA 90015  
Telephone: (310) 996-3236  
(Name, Address and Telephone Number of Person Authorized  
to Receive Notices and Communications)

November 9, 2005

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(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 ss. 240.13d-1(e), 240.13d-1(f) or 240.13d-1(g) check the following box | |.

Note: Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See ss. 240.13d-7(b) 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 (the "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, see the Notes).

**SCHEDULE 13D**

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CUSIP No. 92047k107  
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1 NAME OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

Transamerica Investment Management, LLC  
(f/k/a/ Transamerica Investment Management, LLC, I.R.S. #95-4535637)

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2	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (See Instructions) (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/>
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3	SEC USE ONLY
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4	SOURCE OF FUNDS (See Instructions)
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5	CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) or 2(e) <input type="checkbox"/>
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6	CITIZENSHIP OR PLACE OF ORGANIZATION  Delaware
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	7 SOLE VOTING POWER  4,035,694
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	8 SHARED VOTING POWER  0
	9 SOLE DISPOSITIVE POWER  4,164,317
	10 SHARED DISPOSITIVE POWER  0
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11	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  4,164,317
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12	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES (See Instructions) <input type="checkbox"/>
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13	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)  11.3%
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14	TYPE OF REPORTING PERSON (See Instructions)  IA
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## Item 1: Security and Issuer

Name of Issuer:	Valuevision Media, Inc
Title of Class of Securities:	Class A
Address of Issuer:	6740 Shady Oak Rd. Eden Prairie, MN 55344

## Item 2: Identity and Background

(a) Name of Reporting Person:	Transamerica Investment Management, LLC
(b) Business Address:	1150 South Olive Street, Suite 2700 Los Angeles, CA 90015
(c) Principal Business:	IA (Investment Advisor)
(d) Convictions in Criminal Proceeding in last 5 years	Not Applicable.
(e) Civil Proceedings in last 5 years	Not Applicable.
(f) Place of Organization/Citizenship:	Delaware, United States

Item 3: Source and Amount of Funds or Other Consideration

The reporting person purchased securities on behalf of its clients, using its discretionary authority, with the clients funds.

Item 4: Purpose of Transaction

The Reporting Person is filing an Amendment to the original 13D filing due to a material decrease in the percentage of class beneficially owned due to client account closures.

Item 5: Interest in the Securities of the Issuer

- (a) (1) Aggregate Amount Beneficially Owned: 4,164,317
- (a) (2) Percentage of Class Represented by Amount in 5(a)(1): 11.3%
- (b) (1) Sole Voting Power: 4,035,694
- (b) (2) Shared Voting Power: None
- (b) (3) Sole Dispositive Power: 4,164,317
- (b) (4) Shared Dispositive Power: None
- (c) Please see Attachment A for a list of transactions of Valuevision Media, Inc. effected during the past sixty days.
- (d) Dividends from, and proceeds from the sale of securities of the Issuer, are received directly by the clients of the Reporting Person.
- (e) Not Applicable.

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

Transamerica Investment Management, LLC has no contracts, arrangements, understandings or relationships with respect to the securities of the Issuer.

Item 7: Material to be Filed as Exhibits

Not Applicable.

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.

November 10, 2005  
Date

Gregory S. Weirick  
Signature  
Gregory S. Weirick, Managing Director  
Name/Title

ATTACHMENT A - SCHEDULE 13D/A  
ITEM 5(c): TRANSACTIONS EFFECTED DURING THE PAST 60 DAYS  
Transamerica Investment Management, LLC ("Transamerica")  
TRADE ACTIVITY REPORT ON VALUEVISION MEDIA, INC  
FOR THE PERIOD FROM: 09/09/2005 THRU 11/09/2005

TRANSACTION EFFECTED BY	TRADE DATE	SHARE AMT	PRICE Per SHARE	WHERE TRANSACTION EFFECTED	HOW TRANSACTION EFFECTED
VALUEVISION MEDIA, INC. (TICKER = VVTV)					
Transamerica	9/12/2005	10,645	\$12.93	B-Trade	SELL
Transamerica	9/12/2005	5	\$13.05	Citigroup/Smith Barn	BUY
Transamerica	9/15/2005	1,311	\$12.32	B-Trade	BUY
Transamerica	9/15/2005	12	\$12.44	Citigroup/Smith Barn	BUY
Transamerica	9/16/2005	2,227	\$12.20	B-Trade	SELL
Transamerica	9/19/2005	230	\$11.89	B-Trade	BUY
Transamerica	9/19/2005	106	\$11.95	Cantor Fitzgerald	SELL
Transamerica	9/22/2005	4,242	\$11.67	B-Trade	SELL

Transamerica	9/23/2005	2,028	\$11.68	Bear Stearns	SELL
Transamerica	9/23/2005	23,263	\$11.68	Bear Stearns	SELL
Transamerica	9/26/2005	4,455	\$11.43	Bear Stearns	SELL
Transamerica	9/26/2005	51,099	\$11.43	Bear Stearns	SELL
Transamerica	9/27/2005	243	\$11.57	Cantor Fitzgerald	SELL
Transamerica	9/27/2005	2,628	\$11.43	B-Trade	SELL
Transamerica	10/3/2005	4,532	\$11.23	B-Trade	SELL
Transamerica	10/3/2005	64,093	\$11.30	Craig Hallum	SELL
Transamerica	10/3/2005	9,802	\$11.31	Craig Hallum	SELL
Transamerica	10/4/2005	5,400	\$10.54	Craig Hallum	BUY
Transamerica	10/4/2005	45,587	\$10.54	Craig Hallum	BUY
Transamerica	10/5/2005	2,857	\$10.35	Citigroup/Smith Barn	SELL
Transamerica	10/5/2005	872	\$10.52	B-Trade	BUY
Transamerica	10/5/2005	275	\$10.52	B-Trade	BUY
Transamerica	10/11/2005	378	\$9.59	B-Trade	SELL
Transamerica	10/11/2005	2,848	\$9.67	B-Trade	BUY
Transamerica	10/17/2005	2,922	\$9.73	B-Trade	SELL
Transamerica	10/19/2005	221	\$9.71	B-Trade	BUY
Transamerica	10/20/2005	1,436	\$9.76	B-Trade	SELL
Transamerica	10/20/2005	375	\$9.68	B-Trade	BUY
Transamerica	10/20/2005	330	\$9.68	B-Trade	BUY
Transamerica	11/1/2005	4,004	\$9.54	Cantor Fitzgerald	SELL
Transamerica	11/2/2005	1,342	\$9.86	B-Trade	BUY
Transamerica	11/3/2005	625	\$9.94	Cantor Fitzgerald	SELL
Transamerica	11/3/2005	309	\$10.01	B-Trade	BUY
Transamerica	11/7/2005	550	\$10.08	Charles Schwab	SELL
Transamerica	11/8/2005	60,600	\$9.84	Jefferies & Co	BUY

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**End of Filing**

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