FORM 4

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

OMB APPROVAL
OMB Number: 3235-0287
Estimated average burden
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

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

(Print or Type Responses)												
Name and Address of Reporting LANSING WILLIAM J	2. Issuer Name and Ticker or Trading Symbol VALUEVISION MEDIA INC [VVTV]						5. Relationship of Reporting Person(s) to Issuer (Check all applicable)					
6740 SHADY OAK ROA	3. Date of Earliest 05/09/2005	Transaction	n (Mo	onth/Day/	Year)	X Officer (give title below) Other (specify below) CEO and President						
(Street) EDEN PRAIRIE, MN 553	4. If Amendment, l	Date Origin	nal Fi	led(Month/I	Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) X_Form filed by One Reporting Person Form filed by More than One Reporting Person						
(City) (State)	(Zip)	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)	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)	Form: Direct (D)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
			Code	v	Amount	(A) or (D) Price			(I) (Instr. 4)	(111011111)		
Common Stock	05/09/2005		P		10,000	A	\$ 8.72	33,500	D			
Common Stock	05/09/2005		P		3,237	A	\$ 8.75	36,737	D			
Common Stock	05/09/2005		P		613	A	\$ 8.76	37,350	D			
Common Stock	05/09/2005		P		700	A	\$ 8.77	38,050	D			
Common Stock	05/09/2005		P		250	A	\$ 8.79	38,300	D			
Common Stock	05/09/2005		P		100	A	\$ 8.84	38,400	D			
Common Stock	05/09/2005		P		2,000	A	\$ 8.85	40,400	D			
Common Stock	05/09/2005		P		400	A	\$ 8.9	40,800	D			
Common Stock	05/09/2005		P		100	A	\$ 8.99	40,900	D			
Common Stock 05/09/2005			P		100	A	\$ 9.01	41,000	D			
Common Stock	05/09/2005		P		400	A	\$ 9.03	41,400	D			
Common Stock	05/09/2005		P		100	A	\$ 9.05	41,500	D			
Common Stock	05/09/2005		P		100	A	\$ 9.07	41,600	D			
Common Stock	05/09/2005		P		100	A	\$ 9.08	41,700	D			
Common Stock	05/09/2005		P		100	A	\$ 9.15	41,800	D			
Common Stock	05/09/2005		P		300	A	\$ 9.2	42,100	D			
Common Stock	05/09/2005		P		100	A	\$ 9.24	42,200	D			
Common Stock	05/09/2005		P		100	A	\$ 9.25	42,300	D			

Common Stock	05/09/2005	P	100	A	\$ 9.26	42,400	D	
Common Stock	05/09/2005	P	100	A	\$ 9.33	42,500	D	
Common Stock	05/09/2005	P	100	A	\$ 9.35	42,600	D	
Common Stock	05/09/2005	P	200	A	\$ 9.4	42,800	D	
Common Stock	05/09/2005	P	100	A	\$ 9.47	42,900	D	
Common Stock	05/09/2005	P	100	A	\$ 9.49	43,000	D	
Common Stock	05/09/2005	P	300	A	\$ 9.5	43,300	D	
Common Stock	05/09/2005	P	100	A	\$ 9.51	43,400	D	
Common Stock	05/09/2005	P	100	A	\$ 9.6	43,500	D	

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

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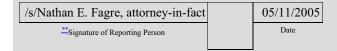
Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

Security (Instr. 3)	Conversion	Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	Code	of Der Sect Acq (A) Disp of (I	vative urities uired or oosed	and Expiration Date (Month/Day/Year)		Amount of Underlying		Derivative Security (Instr. 5)	Securities Beneficially Owned Following Reported Transaction(s)	Ownership Form of Derivative Security: Direct (D) or Indirect	Beneficial	
				Code V	7 (A)	(D)	Exercisable	Expiration Date	Title	Amount or Number of Shares					

Reporting Owners

D (O N (Relationships							
Reporting Owner Name / Address	Director	10% Owner	Officer	Other				
LANSING WILLIAM J								
6740 SHADY OAK ROAD	X		CEO and President					
EDEN PRAIRIE, MN 55344								

Signatures



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).

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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