

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

SCHEDULE 13D

Under the Securities Exchange Act of 1934
(Amendment No. 2)*

HSN, INC.
(formerly named Silver King Communications, Inc.)
(Name of Issuer)

Common Stock, \$0.01 par value
(Title of Class of Securities)

40429R 10 9
(CUSIP Number)

Robert D. Myers, Esq.
Transamerica Corporation
600 Montgomery Street
San Francisco, CA 94111
(415) 983-5015
(Name, Address and Telephone Number of Person
Authorized to Receive Notices and Communications)

December 19, 1996
(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 which is the subject of this Schedule 13D, and is filing this schedule because of Rule 13d-1(b)(3) or (4), check the following box [x].

Note: Six copies of this statement, including all exhibits, should be filed with the Commission. See Rule 13d-1(a) 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 the disclosures provided in a prior cover page.

The information required in 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 ("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).

1 Name of Reporting Person TRANSAMERICA CORPORATION
IRS Identification No. of Above Person 94-0932740
2 Check the Appropriate Box if a Member of a Group (a) []
(b) [x]
3 SEC USE ONLY

4	Source of Funds		WC
5	Check Box if Disclosure of Legal Proceedings is Required Pursuant to Items 2(d) or 2(e)		[]
6	Citizenship or Place of Organization		Delaware
	7	Sole Voting Power	0
	8	Shared Voting Power	657,000*
			* See Note to Item 5
	9	Sole Dispositive Power	0
	10	Shared Dispositive Power	657,000*
			* See Note to Item 5
11	Aggregate Amount Beneficially Owned by Each Reporting Person		657,000*
			* See Note to Item 5
12	Check Box if the Aggregate Amount in Row 11 Excludes Certain Shares		[]
13	Percent of Class Represented by Amount in Row 11		1.8%
14	Type of Reporting Person		HC

Item 1. Security and Issuer

This statement relates to shares of the common stock, \$0.01 par value (the "Common Stock") of HSN, Inc. (formerly named Silver King Communications, Inc.) (the "Issuer"). The principal executive office and mailing address of the Issuer is 11831 30th Court North, St. Petersburg, Florida 33716.

Item 2. Identity and Background

This statement is filed by Transamerica Corporation ("Transamerica"), a Delaware corporation. Its address is 600 Montgomery Street, San Francisco, California 94111. See Annex A for the identities of and certain information relating to Transamerica's directors and executive officers.

Neither Transamerica nor any of its directors or executive officers has, during the past five years, been convicted of any criminal proceeding (other than a traffic citation or similar, minor infraction), nor been a party to a civil proceeding of a judicial or administrative body of competent jurisdiction and as a result of such proceeding was or is subject to a judgment, decree or final order enjoining future violations of, or prohibiting or mandating activities subject to, federal or state securities laws or finding any violation with respect to such laws. Each of the persons named in Annex A is a citizen of the United States of America, except Richard H. Finn, who is a citizen of Great Britain, and Mark A. McEachen, who is a citizen of Canada.

Item 3. Source and Amount of Funds or Other Consideration

The source of funds for purchases of Common Stock reported as beneficially owned, directly or indirectly, in

Item 5 of this Statement was the working capital of Transamerica and its subsidiaries. The shares owned for the benefit of non-affiliate investment advisory clients of one of Transamerica's subsidiaries were purchased with cash assets of such clients.

Item 4. Purpose of Transaction

The shares of Common Stock beneficially owned by Transamerica and its subsidiaries were acquired in the ordinary course of business for investment purposes and were not acquired for the purpose (and do not have the effect) of changing or influencing the control of the Issuer, and were not acquired in connection with any transaction having such purposes or effects. Depending on market conditions and other factors, Transamerica or its subsidiaries may purchase additional shares of the Common Stock in the open market or in private transactions. Alternatively, depending on market conditions and other factors, Transamerica or its

subsidiaries may sell all or some of their shares of the Common Stock.

Neither Transamerica nor any of its directors or officers has plans or proposals that relate to or would result in any of the actions set forth in clauses (a) through (j) of Item 4.

Item 5. Interest in Securities of the Issuer

(a), (b), (c) and (d). According to information received from the Issuer, the number of shares of Common Stock outstanding as of December 31, 1996, was 35,991,553. Transamerica may be deemed to beneficially own 657,000 shares, which, based on the foregoing information, is approximately 1.8% of the outstanding Common Stock. Transamerica directly owns 106,000 of such shares. The remaining 551,000 shares, including 100,000 shares owned for the benefit of non-affiliate investment advisory clients of one of Transamerica's subsidiaries, are beneficially owned by direct and indirect subsidiaries of Transamerica who are eligible to file Schedule 13G pursuant to Rule 13d-1. See Annex B with respect to transactions by Transamerica in the Common Stock in the past 60 days, all of which were effected through broker-dealers.

Note: Management of the affairs of Transamerica's subsidiaries, including decisions respecting dispositions and/or voting of the shares of the Common Stock beneficially owned by such subsidiaries, resides in the respective officers and directors of the subsidiaries and is not directed by Transamerica or other subsidiaries. Accordingly, the filing of this Schedule 13D by Transamerica is not intended as, and should not be deemed as, an acknowledgment of beneficial ownership or shared voting or dispositive power by Transamerica of the shares of the Common Stock beneficially owned by its subsidiaries, and such beneficial ownership or attribution or shared voting or dispositive power is expressly disclaimed.

(e) On December 19, 1996, Transamerica ceased to be deemed to be the beneficial owner of 5% or more of the Common Stock.

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

None.

Item 7. Material to be Filed as Exhibits

None.

Signatures

After reasonable inquiry and to the best of their knowledge and belief, the undersigned certify that the information set forth in this statement is true, complete and correct.

TRANSAMERICA CORPORATION

February 12, 1997

By /s/ Richard N. Latzer

Richard N. Latzer
Senior Vice President and
Chief Investment Officer

ANNEX A

Directors

Name	Business Address	Principal Occupation
Frank C. Herringer	600 Montgomery Street San Francisco, CA 94111	Chairman, President and Chief Executive Officer, Transamerica Corporation
Samuel L. Ginn	1 California Street San Francisco, CA 94111	Chairman and Chief Executive Officer, AirTouch Communications, Inc.
Gordon E. Moore	2200 Mission College Blvd. Santa Clara, CA 95052	Chairman, Intel Corporation
Robert W. Matschullat	375 Park Avenue New York, NY 10152	Vice Chairman and Chief Financial Officer, The Seagram Company Ltd.
Toni Rembe	225 Bush Street San Francisco, CA 94104	Partner, Pillsbury Madison & Sutro
Condoleeza Rice	Stanford, CA 94305	Provost, Stanford University
Charles R. Schwab	101 Montgomery Street San Francisco, CA 94104	Chairman and Chief Executive Officer, The Charles Schwab Corporation

Forrest N. Shumway	600 Montgomery Street San Francisco, CA 94111	Retired Vice Chairman, Allied- Signal Inc.
Peter V. Ueberroth	500 Newport Center Drive, Suite 900 Newport Beach, CA 92660	Managing Director, The Contrarian Group, Inc.

Executive Officers

Name	Business Address	Title
Frank C. Herringer	Transamerica Corporation 600 Montgomery Street San Francisco, CA 94111	Chairman, President and Chief Executive Officer
Thomas J. Cusack	Transamerica Corporation 600 Montgomery Street San Francisco, CA 94111	Executive Vice President
Richard H. Finn	Transamerica Corporation 600 Montgomery Street San Francisco, CA 94111	Executive Vice President
Edgar H. Grubb	Transamerica Corporation 600 Montgomery Street San Francisco, CA 94111	Executive Vice President and Chief Financial Officer
Robert A. Watson	Transamerica Corporation 600 Montgomery Street San Francisco, CA 94111	Executive Vice President
Shirley H. Buccieri	Transamerica Corporation 600 Montgomery Street San Francisco, CA 94111	Senior Vice President, General Counsel and Secretary
Richard H. Fearon	Transamerica Corporation 600 Montgomery Street Francisco, CA 94111	Senior Vice President-San Corporate Development
Richard N. Latzer	Transamerica Corporation 600 Montgomery Street San Francisco, CA 94111	Senior Vice President and Chief Investment Officer
Burton E. Broome	Transamerica Corporation 600 Montgomery Street San Francisco, CA 94111	Vice President and Controller
Mark A. McEachen	Transamerica Corporation 600 Montgomery Street San Francisco, CA 94111	Vice President and Treasurer

Transactions in Common Stock

Transamerica has sold 15,000 shares of Common Stock in open market transactions since December 12, 1996, at the prices and in the amounts shown below.

Date	No. of Shares	Average Price Per Share (\$) (excluding commissions)
December 31, 1996	15,000	23.75