

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

SCHEDULE 13G

Under the Securities Exchange Act of 1934
(Amendment No. 4)*

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)

Check the following box if a fee is being paid with this statement . (A fee is not required only if the filing person: (1) has a previous statement on file reporting beneficial ownership of more than five percent of the class of securities described in Item 1; and (2) has filed no amendment subsequent thereto reporting beneficial ownership of five percent or less of such class.) (See Rule 13d-7.)

*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 Occidental Life Insurance Company
	IRS Identification No. of Above Person	95-1060502
2	Check the Appropriate Box if a Member of a Group	(a) <input type="checkbox"/>
		(b) <input checked="" type="checkbox"/>
3	SEC USE ONLY	
4	Citizenship or Place of Organization	California
	5	Sole Voting Power 0
	6	Shared Voting Power 451,000*
NUMBER OF SHARES BENEFICIALLY		* See Note to Exhibit A

OWNED BY EACH			
REPORTING	7	Sole Dispositive Power	0
PERSON WITH			
	8	Shared Dispositive Power	451,000*
		* See Note to Exhibit A	
9		Aggregate Amount Beneficially Owned by Each Reporting Person	451,000*
		* See Note to Exhibit A	
10		Check Box if the Aggregate Amount in Row 9 Excludes Certain Shares	[]
11		Percent of Class Represented by Amount in Row 9	1.3%
12		Type of Reporting Person	HC and IC

1	Name of Reporting Person	Transamerica Life Insurance and Annuity Company
	IRS Identification No. of Above Person	95-6140222
2	Check the Appropriate Box if a Member of a Group	(a) []
		(b) [x]
3	SEC USE ONLY	
4	Citizenship or Place of Organization	California

	5	Sole Voting Power	0
NUMBER OF			
SHARES	6	Shared Voting Power	361,000
BENEFICIALLY			
OWNED BY EACH			
REPORTING	7	Sole Dispositive Power	0
PERSON WITH			
	8	Shared Dispositive Power	361,000
9		Aggregate Amount Beneficially Owned by Each Reporting Person	361,000
10		Check Box if the Aggregate Amount in Row 9 Excludes Certain Shares	[]
11		Percent of Class Represented by Amount in Row 9	1.0%
12		Type of Reporting Person	IC

1	Name of Reporting Person	Transamerica Insurance Corporation of California
	IRS Identification No. of Above Person	95-2634355
2	Check the Appropriate Box if a Member of a Group	(a) []

3	SEC USE ONLY		(b) <input checked="" type="checkbox"/>
4	Citizenship or Place of Organization		California
	5	Sole Voting Power	0
	6	Shared Voting Power	451,000*
		* See Note to Exhibit A	
	7	Sole Dispositive Power	0
	8	Shared Dispositive Power	451,000*
		* See Note to Exhibit A	
9	Aggregate Amount Beneficially Owned by Each Reporting Person		451,000*
		* See Note to Exhibit A	
10	Check Box if the Aggregate Amount in Row 9 Excludes Certain Shares		<input type="checkbox"/>
11	Percent of Class Represented by Amount in Row 9		1.3%
12	Type of Reporting Person		HC and IC

1	Name of Reporting Person	Transamerica Investment Services, Inc.	
	IRS Identification No. of Above Person		94-1632699
2	Check the Appropriate Box if a Member of a Group		(a) <input type="checkbox"/>
			(b) <input checked="" type="checkbox"/>
3	SEC USE ONLY		
4	Citizenship or Place of Organization		Delaware
	5	Sole Voting Power	0
	6	Shared Voting Power	657,000
	7	Sole Dispositive Power	0
	8	Shared Dispositive Power	657,000
9	Aggregate Amount Beneficially Owned by Each Reporting Person		657,000
10	Check Box if the Aggregate Amount in Row 9 Excludes Certain Shares		<input type="checkbox"/>
11	Percent of Class Represented by Amount in Row 9		1.8%
12	Type of Reporting Person		IA

Item 1(a). Name of Issuer.

HSN, Inc. (formerly named Silver King Communications, Inc.)

Item 1(b). Address of Issuer's Principal Executive Offices.

11831 30th Court North, St. Petersburg, Florida 33716.

Item 2(a). Name of Person Filing.

This statement is filed by Transamerica Occidental Life Insurance Company ("Occidental"), the parent of Transamerica Life Insurance and Annuity Company ("TALIAC"); TALIAC; Transamerica Insurance Corporation of California ("TICC"), the parent of Occidental and indirect parent of TALIAC; and Transamerica Investment Services, Inc. ("TIS") (collectively, the "Companies").

Item 2(b). Address of Principal Business Office or, if none, Residence.

The address of each of the Companies is 1150 South Olive Street, Los Angeles, California 90015.

Item 2(c). Citizenship.

Occidental, TALIAC and TICC are California corporations. TIS is a Delaware corporation.

Item 2(d). Title of Class of Securities.

Common Stock, \$.01 par value ("Common Stock").

Item 2(e). CUSIP Number.

40429R 10 9

Item 3. Type of Reporting Person.

Each of the Companies is filing this statement pursuant to Rule 13d-2(b). TALIAC is an insurance company as defined in Section 3(a)(19) of the Securities Exchange Act of 1934; Occidental and TICC are insurance companies as defined in Section 3(a)(19) of the Securities Exchange Act of 1934 and parent holding companies in accordance with Rule 13d-1(b)(1)(ii)(G). TIS is an investment adviser registered under Section 203 of the Investment Advisers Act of 1940.

Item 4. Ownership.

Not applicable.

Item 5. Ownership of Five Percent or Less of a Class.

Occidental is deemed to be the beneficial owner of 451,000 shares of Common Stock, 90,000 of which Occidental owns directly, and 361,000 of which are owned by Occidental's subsidiary, TALIAC.*

TICC is deemed to be the beneficial owner of the 451,000 shares of Common Stock beneficially owned by its subsidiary, Occidental, and by its indirect subsidiary, TALIAC.*

TIS is deemed to be the beneficial owner of 657,000 shares of Common Stock pursuant to separate arrangements whereby TIS acts as investment adviser to certain individuals and entities, including Occidental and TALIAC. Each of the individuals and entities for which TIS acts as investment adviser has the right to receive or the power to direct the receipt of dividends from, or the proceeds from the sale of, the securities purchased or held pursuant to such arrangements.

To the knowledge of the Companies, no other person has the right to receive or the power to direct the receipt of dividends from, or the proceeds from the sale of, the Common Stock.

* See Note to Exhibit A.

This statement is being filed to report that the Companies have ceased to be deemed to be the beneficial owners of 5% or more of the Common Stock.

Item 6. Ownership of More Than Five Percent on Behalf of Another Person.

Not applicable.

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company.

TICC is filing this statement pursuant to Rule 13d-1(b)(1)(ii)(G) and not pursuant to Rule 13d-1(c). The identity and Item 3 classification of its relevant subsidiaries are set forth on Exhibit A attached hereto and incorporated herein by reference.

Item 8. Identification and Classification of Members of the Group.

Not applicable.

Item 9. Notice of Dissolution of Group.

Not applicable.

Item 10. Certification.

By signing below the undersigned certify that, to the best of their knowledge and belief, the securities referred to above were acquired in the ordinary course of business and were not acquired for the purpose of and do not have the effect of changing or influencing the control of the issuer of such securities and were not acquired in connection with or as a participant in any transaction having such purposes or effect.

Signature

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 OCCIDENTAL LIFE INSURANCE
COMPANY

February 12, 1997

By /s/ Richard N. Latzer

Richard N. Latzer
Chief Investment Officer

TRANSAMERICA LIFE INSURANCE AND
ANNUITY COMPANY

February 12, 1997

By /s/ Richard N. Latzer

Richard N. Latzer
Chief Investment Officer

TRANSAMERICA INSURANCE CORPORATION OF
CALIFORNIA

February 12, 1997

By /s/ Richard N. Latzer

Richard N. Latzer
Senior Vice President,
Transamerica Corporation
Its Attorney-In-Fact

TRANSAMERICA INVESTMENT SERVICES, INC.

February 12, 1997

By /s/ Richard N. Latzer

Richard N. Latzer
President and Chief Executive Officer

Pursuant to Rule 13d-1(f)(1) under the Securities Exchange Act of 1934, the undersigned, Transamerica Occidental Life Insurance Company, a California corporation; Transamerica Life Insurance and Annuity Company, a California corporation; Transamerica Insurance Corporation of California, a California corporation; and Transamerica Investment Services, Inc., a Delaware corporation; and each of them, hereby agree that the statement on Schedule 13G, dated February 12, 1997 and any amendments thereto, are filed on behalf of each of them.

TRANSAMERICA OCCIDENTAL LIFE
INSURANCE COMPANY

February 12, 1997

By /s/ Richard N. Latzer

Richard N. Latzer
Chief Investment Officer

TRANSAMERICA LIFE INSURANCE AND
ANNUITY COMPANY

February 12, 1997

By /s/ Richard N. Latzer

Richard N. Latzer
Chief Investment Officer

TRANSAMERICA INSURANCE CORPORATION OF

CALIFORNIA

February 12, 1997

By /s/ Richard N. Latzer

Richard N. Latzer
Senior Vice President,
Transamerica Corporation
Its Attorney-In-Fact

TRANSAMERICA INVESTMENT SERVICES, INC.

February 12, 1997

By /s/ Richard N. Latzer

Richard N. Latzer
President and Chief Executive
Officer

Each of Occidental and TALIAC is an insurance company as defined in Section 3(a)(19) of the Securities Exchange Act of 1934. TALIAC is a wholly owned subsidiary of Occidental, and Occidental is a wholly owned subsidiary of TICC.

TICC is an insurance company as defined in Section 3(a)(19) of the Securities Exchange Act of 1934. TIS is an investment adviser registered under Section 203 of the Investment Advisers Act of 1940. Both TICC and TIS are wholly owned subsidiaries of Transamerica Corporation ("Transamerica").

Note: Management of the affairs of subsidiaries of Transamerica, 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 13G by TICC and Occidental is not intended as, and should not be deemed, an acknowledgment of beneficial ownership or shared voting or dispositive power by them of the shares of the Common Stock beneficially owned by their subsidiaries, and such beneficial ownership or attribution or shared voting or dispositive power is expressly disclaimed.

Exhibit A