



DIVISION OF  
CORPORATION FINANCE

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

July 29, 2011

Via E-mail

Mr. Eamonn O'Hare  
Chief Financial Officer  
Virgin Media Inc.  
909 Third Avenue, Suite 2863  
New York, NY 10022

**Re: Virgin Media Inc.  
Form 10-K for the fiscal year ended December 31, 2010  
Filed February 22, 2011  
File No. 000-50886**

Dear Mr. O'Hare:

We have completed our review of your filing. We remind you that our comments or changes to disclosure in response to our comments do not foreclose the Commission from taking any action with respect to the company or the filing and the company may not assert staff comments as a defense in any proceeding initiated by the Commission or any person under the federal securities laws of the United States. We urge all persons who are responsible for the accuracy and adequacy of the disclosure in the filing to be certain that the filing includes the information the Securities Exchange Act of 1934 and all applicable rules require.

Sincerely,

/s/Terry French for

Larry Spigel  
Assistant Director

cc: Via E-mail to  
Mr. Robert Gale  
Principal Accounting Officer