

Viacom Inc.  
Form 4  
July 19, 2007

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**REDSTONE SUMNER M**

(Last) (First) (Middle)  
**1515 BROADWAY**  
  
(Street)

**NEW YORK, NY 10036**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**Viacom Inc. [VIA, VIAB]**

3. Date of Earliest Transaction (Month/Day/Year)  
**07/17/2007**

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

Chairman of the Board

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**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) | 3. Transaction 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) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |                                   |
| Class B Common Stock            | 07/17/2007                           |  | S <sup>(1)</sup>               | 300 D   | \$ 41.78  | 419,164  | D                                 |
| Class B Common Stock            | 07/17/2007                           |  | S <sup>(1)</sup>               | 400 D   | \$ 41.79  | 418,764  | D                                 |
| Class B Common Stock            | 07/17/2007                           |  | S <sup>(1)</sup>               | 1,700 D   | \$ 41.8   | 417,064  | D                                 |
| Class B Common                  | 07/17/2007                           |  | S <sup>(1)</sup>               | 700 D   | \$ 41.81  | 416,364  | D                                 |

## Edgar Filing: Viacom Inc. - Form 4

|                            |            |                        |     |   |             |         |   |
|----------------------------|------------|------------------------|-----|---|-------------|---------|---|
| Stock                      |            |                        |     |   |             |         |   |
| Class B<br>Common<br>Stock | 07/17/2007 | <u>S<sup>(1)</sup></u> | 100 | D | \$<br>41.82 | 416,264 | D |
| Class B<br>Common<br>Stock | 07/17/2007 | <u>S<sup>(1)</sup></u> | 200 | D | \$<br>41.83 | 416,064 | D |
| Class B<br>Common<br>Stock | 07/17/2007 | <u>S<sup>(1)</sup></u> | 200 | D | \$<br>41.85 | 415,864 | D |
| Class B<br>Common<br>Stock | 07/17/2007 | <u>S<sup>(1)</sup></u> | 400 | D | \$<br>41.86 | 415,464 | D |
| Class B<br>Common<br>Stock | 07/17/2007 | <u>S<sup>(1)</sup></u> | 100 | D | \$<br>41.87 | 415,364 | D |
| Class B<br>Common<br>Stock | 07/17/2007 | <u>S<sup>(1)</sup></u> | 100 | D | \$<br>41.88 | 415,264 | D |
| Class B<br>Common<br>Stock | 07/17/2007 | <u>S<sup>(1)</sup></u> | 100 | D | \$<br>41.89 | 415,164 | D |
| Class B<br>Common<br>Stock | 07/17/2007 | <u>S<sup>(1)</sup></u> | 400 | D | \$ 41.9     | 414,764 | D |
| Class B<br>Common<br>Stock | 07/17/2007 | <u>S<sup>(1)</sup></u> | 100 | D | \$<br>41.91 | 414,664 | D |
| Class B<br>Common<br>Stock | 07/17/2007 | <u>S<sup>(1)</sup></u> | 200 | D | \$<br>41.93 | 414,464 | D |
| Class B<br>Common<br>Stock | 07/17/2007 | <u>S<sup>(1)</sup></u> | 200 | D | \$<br>41.94 | 414,264 | D |
| Class B<br>Common<br>Stock | 07/17/2007 | <u>S<sup>(1)</sup></u> | 100 | D | \$<br>41.95 | 414,164 | D |
| Class B<br>Common<br>Stock | 07/17/2007 | <u>S<sup>(1)</sup></u> | 100 | D | \$<br>41.98 | 414,064 | D |
| Class B<br>Common<br>Stock | 07/17/2007 | <u>S<sup>(1)</sup></u> | 200 | D | \$<br>41.99 | 413,864 | D |

Edgar Filing: Viacom Inc. - Form 4

|                            |  |            |   |                                 |
|----------------------------|--|------------|---|---------------------------------|
| Class B<br>Common<br>Stock |  | 30,862,249 | I | By<br>NAIRI,<br>Inc. <u>(2)</u> |
| Class B<br>Common<br>Stock |  | 100        | I | By Spouse                       |

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.** SEC 1474 (9-02)

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

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Owned Beneficially (Instr. 3, 4, and 5) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|

## Reporting Owners

| Reporting Owner Name / Address                           | Relationships |           |                       |       |
|--|---------------|-----------|-----------------------|-------|
|  | Director      | 10% Owner | Officer               | Other |
| REDSTONE SUMNER M<br>1515 BROADWAY<br>NEW YORK, NY 10036 | X             | X         | Chairman of the Board |       |

## Signatures

By: Michael D. Fricklas,  
Attorney-in-Fact  
Date: 07/19/2007

\*\*Signature of Reporting Person

Date

## 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).

## Edgar Filing: Viacom Inc. - Form 4

The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on May 11, 2007.

- (1) Pursuant to the plan, the reporting person will exercise options that would otherwise expire on August 1, 2007 and sell only that number of shares necessary so that the proceeds of the sales will be sufficient to pay the exercise price, withholding taxes and any other fees associated with the exercise of these stock options.
- (2) These securities are owned directly by NAIRI, Inc. (NAIRI), but may also be deemed to be beneficially owned by (1) NAIRI's parent corporation, National Amusements, Inc. (NAI) and (2) Sumner M. Redstone, who is the controlling stockholder of NAI.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.