

Viacom Inc.  
Form 4  
July 07, 2006

**FORM 4**

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

OMB APPROVAL

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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 \*  
**FRICKLAS MICHAEL D**

(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)  
**07/05/2006**

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)  
**EVP, General Counsel and Secy**

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(D)	Price
Class B Common Stock	07/05/2006		M		10,000	A	\$ 22.0737
Class B Common Stock	07/05/2006		S <sup>(1)</sup>		3,000	D	\$ 35.76
Class B Common Stock	07/05/2006		S <sup>(1)</sup>		2,000	D	\$ 35.78
Class B Common Stock	07/05/2006		S <sup>(1)</sup>		500	D	\$ 35.79
							12,968
							9,968
							7,968
							7,468

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Stock								
Class B Common Stock	07/05/2006	S <sup>(1)</sup>	2,000	D	\$ 35.8	5,468	D	
Class B Common Stock	07/05/2006	S <sup>(1)</sup>	500	D	\$ 35.82	4,968	D	
Class B Common Stock	07/05/2006	S <sup>(1)</sup>	500	D	\$ 35.86	4,468	D	
Class B Common Stock	07/05/2006	S <sup>(1)</sup>	500	D	\$ 35.88	3,968	D	
Class B Common Stock	07/05/2006	S <sup>(1)</sup>	500	D	\$ 35.93	3,468	D	
Class B Common Stock	07/05/2006	S <sup>(1)</sup>	500	D	\$ 35.97	2,968	D	
Class B Common Stock						806	I	By 401(k)

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.**

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(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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Employee Stock Option (Right to	\$ 22.0737	07/05/2006		M	10,000	<sup>(3)</sup> 08/01/2006	Class B Common Stock 10,000

Buy) (2)

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
FRICKLAS MICHAEL D 1515 BROADWAY NEW YORK, NY 10036			EVP, General Counsel and Secy	

## Signatures

/s/ Fricklas,  
Michael D. 07/07/2006

\_\_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).  
  
The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on February 27,
- (1) 2006. Pursuant to the plan, the reporting person's options that would otherwise expire on August 1, 2006 were exercised and the underlying shares sold on his behalf.
  - (2) Right to buy under the Viacom Inc. 2006 Long-Term Management Incentive Plan.
  - (3) Current.
  - (4) Granted under the Viacom Inc. 2006 Long-Term Management Incentive Plan for no consideration.

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.