

Viacom Inc.  
Form 4  
July 24, 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)  
**07/20/2007**

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)
			Code	V Amount (A) or (D) Price			
Class B Common Stock	07/20/2007		S <sup>(1)</sup>	900 D \$ 41.48	452,698	D	
Class B Common Stock	07/20/2007		S <sup>(1)</sup>	700 D \$ 41.49	451,998	D	
Class B Common Stock	07/20/2007		S <sup>(1)</sup>	300 D \$ 41.5	451,698	D	
Class B Common	07/20/2007		S <sup>(1)</sup>	400 D \$ 41.51	451,298	D	

## Edgar Filing: Viacom Inc. - Form 4

Stock							
Class B Common Stock	07/20/2007	<u>S<sup>(1)</sup></u>	700	D	\$ 41.52	450,598	D
Class B Common Stock	07/20/2007	<u>S<sup>(1)</sup></u>	600	D	\$ 41.53	449,998	D
Class B Common Stock	07/20/2007	<u>S<sup>(1)</sup></u>	400	D	\$ 41.54	449,598	D
Class B Common Stock	07/20/2007	<u>S<sup>(1)</sup></u>	200	D	\$ 41.55	449,398	D
Class B Common Stock	07/20/2007	<u>S<sup>(1)</sup></u>	600	D	\$ 41.56	448,798	D
Class B Common Stock	07/20/2007	<u>S<sup>(1)</sup></u>	200	D	\$ 41.57	448,598	D
Class B Common Stock	07/20/2007	<u>S<sup>(1)</sup></u>	300	D	\$ 41.58	448,298	D
Class B Common Stock	07/20/2007	<u>S<sup>(1)</sup></u>	400	D	\$ 41.6	447,898	D
Class B Common Stock	07/20/2007	<u>S<sup>(1)</sup></u>	500	D	\$ 41.64	447,398	D
Class B Common Stock	07/20/2007	<u>S<sup>(1)</sup></u>	800	D	\$ 41.67	446,598	D
Class B Common Stock	07/20/2007	<u>S<sup>(1)</sup></u>	400	D	\$ 41.68	446,198	D
Class B Common Stock	07/20/2007	<u>S<sup>(1)</sup></u>	200	D	\$ 41.69	445,998	D
Class B Common Stock	07/20/2007	<u>S<sup>(1)</sup></u>	200	D	\$ 41.71	445,798	D
Class B Common Stock	07/20/2007	<u>S<sup>(1)</sup></u>	300	D	\$ 41.72	445,498	D

Edgar Filing: Viacom Inc. - Form 4

Class B Common Stock	07/20/2007		<u>S<sup>(1)</sup></u>	400	D	\$ 41.73	445,098	D	
Class B Common Stock	07/20/2007		<u>S<sup>(1)</sup></u>	200	D	\$ 41.74	444,898	D	
Class B Common Stock	07/20/2007		<u>S<sup>(1)</sup></u>	100	D	\$ 41.76	444,798	D	
Class B Common Stock	07/20/2007		<u>S<sup>(1)</sup></u>	200	D	\$ 41.77	444,598	D	
Class B Common Stock	07/20/2007		<u>S<sup>(1)</sup></u>	200	D	\$ 41.79	444,398	D	
Class B Common Stock	07/20/2007		<u>S<sup>(1)</sup></u>	500	D	\$ 41.8	443,898	D	
Class B Common Stock	07/20/2007		<u>S<sup>(1)</sup></u>	400	D	\$ 41.82	443,498	D	
Class B Common Stock	07/20/2007		<u>S<sup>(1)</sup></u>	200	D	\$ 41.91	443,298	D	
Class B Common Stock	07/20/2007		<u>S<sup>(1)</sup></u>	100	D	\$ 41.92	443,198	D	
Class B Common Stock							30,862,249	I	By NAIRI, Inc. <sup>(2)</sup>
Class B Common 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	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transaction Code	5. Number of	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying	8. Price of Derivative Security	9. Number of Derivative Securities
---------------------------------	---------------------------	--------------------------------------	-----------------------------------	---------------------	--------------	--	-----------------------------------	---------------------------------	------------------------------------

Edgar Filing: Viacom Inc. - Form 4

(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8)	Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Securities (Instr. 3 and 4)	(Instr. 5)	Bene- Own- Follo- Repo- Trans- (Instr.			
			Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

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

## Signatures

By: Michael D. Fricklas,  
Attorney-in-Fact

07/24/2007

\_\_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).
- 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.