Viacom Inc. Form 4 July 13, 2007

# FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

**SECURITIES** 

**OMB APPROVAL OMB** 

Number:

3235-0287

Expires:

January 31, 2005

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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

See Instruction

1(b).

(Print or Type Responses)

1. Name and A REDSTONE	*	_	2. Issuer Name and Ticker or Trading Symbol Viacom Inc. [VIA, VIAB]	5. Relationship of Reporting Person(s) to Issuer  (Check all applicable)
(Last)	(First)	(Middle)	3. Date of Earliest Transaction	(Check all applicable)
			(Month/Day/Year)	X DirectorX 10% Owner
1515 BROA	DWAY		07/11/2007	_X_ Officer (give title Other (specify below)
				Chairman of the Board
	(Street)		4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check
			Filed(Month/Day/Year)	Applicable Line)
NEW YORK	K, NY 10030	5		_X_ Form filed by One Reporting Person Form filed by More than One Reporting Person

### (City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 1.Title of 2. Transaction Date 2A. Deemed 3. 4. Securities Acquired (A) 5. Amount of 7. Nature of Ownership Security (Month/Day/Year) Execution Date, if Transaction Disposed of (D) Securities Indirect (Instr. 3) (Instr. 3, 4 and 5) Code Beneficially Form: Beneficial (Month/Day/Year) (Instr. 8) Owned Direct (D) Ownership Following or Indirect (Instr. 4) Reported (A) Transaction(s) (Instr. 4) (Instr. 3 and 4) Code V Amount (D) Price Class B Common 32,175 A D 07/11/2007 M 400,079 19.2356 Stock Class B Common 07/11/2007 $S^{(1)}$ 500 D \$41.5 399,579 D Stock Class B Common 07/11/2007 $S^{(1)}$ 300 D \$41.52 399,279 D Stock Class B $S^{(1)}$ 800 D 07/11/2007 D \$ 41.53 398,479 Common

Stock							
Class B Common Stock	07/11/2007	S <u>(1)</u>	200	D	\$ 41.55	398,279	D
Class B Common Stock	07/11/2007	S <u>(1)</u>	200	D	\$ 41.6	398,079	D
Class B Common Stock	07/11/2007	S <u>(1)</u>	200	D	\$ 41.62	397,879	D
Class B Common Stock	07/11/2007	S <u>(1)</u>	200	D	\$ 41.63	397,679	D
Class B Common Stock	07/11/2007	S <u>(1)</u>	700	D	\$ 41.64	396,979	D
Class B Common Stock	07/11/2007	S <u>(1)</u>	200	D	\$ 41.65	396,779	D
Class B Common Stock	07/11/2007	S <u>(1)</u>	200	D	\$ 41.67	396,579	D
Class B Common Stock	07/11/2007	S <u>(1)</u>	900	D	\$ 41.7	395,679	D
Class B Common Stock	07/11/2007	S(1)	300	D	\$ 41.71	395,379	D
Class B Common Stock	07/11/2007	S <u>(1)</u>	400	D	\$ 41.72	394,979	D
Class B Common Stock	07/11/2007	S <u>(1)</u>	100	D	\$ 41.73	394,879	D
Class B Common Stock	07/11/2007	S <u>(1)</u>	300	D	\$ 41.75	394,579	D
Class B Common Stock	07/11/2007	S <u>(1)</u>	400	D	\$ 41.76	394,179	D
Class B Common Stock	07/11/2007	S <u>(1)</u>	1,000	D	\$ 41.77	393,179	D

Class B Common Stock	07/11/2007	S <u>(1)</u>	1,800	D	\$ 41.78	391,379	D	
Class B Common Stock	07/11/2007	S <u>(1)</u>	500	D	\$ 41.79	390,879	D	
Class B Common Stock	07/11/2007	S(1)	900	D	\$ 41.8	389,979	D	
Class B Common Stock	07/11/2007	S <u>(1)</u>	600	D	\$ 41.81	389,379	D	
Class B Common Stock	07/11/2007	S <u>(1)</u>	1,200	D	\$ 41.82	388,179	D	
Class B Common Stock	07/11/2007	S <u>(1)</u>	700	D	\$ 41.83	387,479	D	
Class B Common Stock	07/11/2007	S <u>(1)</u>	1,800	D	\$ 41.84	385,679	D	
Class B Common Stock	07/11/2007	S <u>(1)</u>	300	D	\$ 41.86	385,379	D	
Class B Common Stock						30,862,249	I	By NAIRI, Inc. (2)
Class B Common Stock						100	I	By Spouse

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

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

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and 5)

			Code V	V (A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (Right to Buy) (3)	\$ 19.2356	07/11/2007	M		32,175	<u>(4)</u>	08/01/2007	Class B Common Stock	32,175

### **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 07/13/2007

\*\*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.
- (3) Right to buy under the Viacom Inc. 2006 Long-Term Management Incentive Plan.
- (4) Current.

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.

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