Viacom Inc. Form 4 July 12, 2007

### FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

**SECURITIES** 

**OMB** Number:

3235-0287

Expires:

January 31, 2005

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**OMB APPROVAL** 

response...

if no longer subject to Section 16. Form 4 or Form 5 obligations

Check this box

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

1(b).

(Print or Type Responses)

may continue.

See Instruction

1. Name and Address of Reporting Person * REDSTONE SUMNER M			2. Issuer Name and Ticker or Trading Symbol Viacom Inc. [VIA, VIAB]	5. Relationship of Reporting Person(s) to Issuer		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction	(Check all applicable)		
			(Month/Day/Year)	X DirectorX 10% Owner		
1515 BROADWAY			07/10/2007	_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) _X_ Form filed by One Reporting Person		
NEW YORK, NY 10036				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 Security (Month/Day/Year) Execution Date, if Transaction Disposed of (D) Securities Ownership 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 07/10/2007 M 390,959 19.2356 Stock Class B Common 07/10/2007 $S^{(1)}$ 55 D \$41.58 390,904 D Stock Class B Common 07/10/2007 $S^{(1)}$ 100 D \$41.59 390,804 D Stock Class B $S^{(1)}$ 200 D 07/10/2007 D \$41.61 390,604 Common

Stock							
Class B Common Stock	07/10/2007	S <u>(1)</u>	500	D	\$ 41.62	390,104	D
Class B Common Stock	07/10/2007	S(1)	100	D	\$ 41.63	390,004	D
Class B Common Stock	07/10/2007	S(1)	300	D	\$ 41.65	389,704	D
Class B Common Stock	07/10/2007	S(1)	400	D	\$ 41.66	389,304	D
Class B Common Stock	07/10/2007	S <u>(1)</u>	300	D	\$ 41.68	389,004	D
Class B Common Stock	07/10/2007	S <u>(1)</u>	300	D	\$ 41.7	388,704	D
Class B Common Stock	07/10/2007	S <u>(1)</u>	500	D	\$ 41.8	388,204	D
Class B Common Stock	07/10/2007	S <u>(1)</u>	200	D	\$ 41.82	388,004	D
Class B Common Stock	07/10/2007	S <u>(1)</u>	200	D	\$ 41.87	387,804	D
Class B Common Stock	07/10/2007	S <u>(1)</u>	100	D	\$ 41.88	387,704	D
Class B Common Stock	07/10/2007	S(1)	100	D	\$ 41.89	387,604	D
Class B Common Stock	07/10/2007	S <u>(1)</u>	100	D	\$ 41.9	387,504	D
Class B Common Stock	07/10/2007	S(1)	100	D	\$ 41.92	387,404	D
Class B Common Stock	07/10/2007	S(1)	500	D	\$ 41.93	386,904	D

Class B Common Stock	07/10/2007	S <u>(1)</u>	400	D	\$ 41.94	386,504	D	
Class B Common Stock	07/10/2007	S <u>(1)</u>	300	D	\$ 41.95	386,204	D	
Class B Common Stock	07/10/2007	S <u>(1)</u>	500	D	\$ 41.97	385,004	D	
Class B Common Stock	07/10/2007	S <u>(1)</u>	700	D	\$ 41.98	384,304	D	
Class B Common Stock	07/10/2007	S <u>(1)</u>	1,300	D	\$ 41.99	383,004	D	
Class B Common Stock	07/10/2007	S(1)	800	D	\$ 42	382,204	D	
Class B Common Stock						30,862,249	I	By NAIRI, Inc. (2)
Class B Common Stock						100	I	By Spouse
Class B Common Stock	07/10/2007	S <u>(1)</u>	700	D	\$ 41.96	385,504	D	

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

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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. Transa Code (Instr.		onDerivative		Expiration D	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 \$ 19.2356 07/10/2007 M 32,175  $\stackrel{(4)}{=}$  08/01/2007 Common 32,175 (Right to Buy)  $\stackrel{(3)}{=}$ 

# **Reporting Owners**

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

## **Signatures**

/s/ Redstone, 07/12/2007 Sumner M.

\*\*Signature of Reporting Date
Person

#### **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.
- 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.
- 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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