Viacom Inc. Form 4 July 12, 2007

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

Check this box

if no longer subject to Section 16. Form 4 or

Form 5

1(b).

(Last)

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

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

(Print or Type Responses)

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

> (First) (Middle)

1515 BROADWAY

NEW YORK, NY 10036

(Street)

Symbol

Viacom Inc. [VIA, VIAB]

(Month/Day/Year)

4. If Amendment, Date Original

2. Issuer Name and Ticker or Trading

3. Date of Earliest Transaction

07/10/2007

Filed(Month/Day/Year)

OMB APPROVAL

OMB 3235-0287 Number:

January 31, Expires: 2005

Estimated average burden hours per response... 0.5

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

_X__ Director X__ 10% Owner X_ Officer (give title _ Other (specify below)

Chairman of the Board

6. Individual or Joint/Group Filing(Check

Applicable Line) _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 5. Amount of 6. Ownership 7. Nature of Security (Month/Day/Year) Execution Date, if Transaction(A) or Disposed of (D) Securities Form: Direct Indirect (Instr. 3) Code (Instr. 3, 4 and 5) Beneficially (D) or Beneficial (Month/Day/Year) (Instr. 8) Owned Indirect (I) Ownership Following (Instr. 4) (Instr. 4) Reported (A) Transaction(s) (Instr. 3 and 4) Code V Amount (D) Price Class B $S^{(1)}$ Common 1.300 D D 07/10/2007 380,904 42.01 Stock Class B Common 07/10/2007 $S^{(1)}$ 400 380,504 D Stock Class B Common 07/10/2007 $S^{(1)}$ 900 379,604 D Stock Class B $S^{(1)}$ D 07/10/2007 300 D \$ 379,304 Common 42.04

Stock							
Class B Common Stock	07/10/2007	S <u>(1)</u>	700	D	\$ 42.05	378,604	D
Class B Common Stock	07/10/2007	S <u>(1)</u>	300	D	\$ 42.06	378,304	D
Class B Common Stock	07/10/2007	S <u>(1)</u>	1,300	D	\$ 42.07	377,004	D
Class B Common Stock	07/10/2007	S <u>(1)</u>	600	D	\$ 42.08	376,404	D
Class B Common Stock	07/10/2007	S <u>(1)</u>	300	D	\$ 42.09	376,104	D
Class B Common Stock	07/10/2007	S(1)	800	D	\$ 42.1	375,304	D
Class B Common Stock	07/10/2007	S <u>(1)</u>	100	D	\$ 42.11	375,204	D
Class B Common Stock	07/10/2007	S <u>(1)</u>	1,000	D	\$ 42.12	374,204	D
Class B Common Stock	07/10/2007	S <u>(1)</u>	100	D	\$ 42.13	374,104	D
Class B Common Stock	07/10/2007	S <u>(1)</u>	700	D	\$ 42.14	373,404	D
Class B Common Stock	07/10/2007	S(1)	500	D	\$ 42.15	372,904	D
Class B Common Stock	07/10/2007	S(1)	1,100	D	\$ 42.16	371,804	D
Class B Common Stock	07/10/2007	S(1)	900	D	\$ 42.17	370,904	D
Class B Common Stock	07/10/2007	S(1)	400	D	\$ 42.18	370,504	D

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Class B Common Stock	07/10/2007	S <u>(1)</u>	700	D	\$ 42.19	369,804	D	
Class B Common Stock	07/10/2007	S <u>(1)</u>	200	D	\$ 42.2	369,604	D	
Class B Common Stock	07/10/2007	S <u>(1)</u>	200	D	\$ 42.21	369,404	D	
Class B Common Stock	07/10/2007	S <u>(1)</u>	300	D	\$ 42.22	369,104	D	
Class B Common Stock	07/10/2007	S <u>(1)</u>	300	D	\$ 42.23	368,804	D	
Class B Common Stock	07/10/2007	S <u>(1)</u>	200	D	\$ 42.25	368,604	D	
Class B Common Stock	07/10/2007	S <u>(1)</u>	400	D	\$ 42.26	368,204	D	
Class B Common Stock	07/10/2007	S <u>(1)</u>	300	D	\$ 42.28	367,904	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.

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	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exercisable and	7. Title and	8. Price of	9. Nu
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transaction	onNumber	Expiration Date	Amount of	Derivative	Deriv
Security	or Exercise		any	Code	of	(Month/Day/Year)	Underlying	Security	Secui
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivativ	re	Securities	(Instr. 5)	Bene
	Derivative				Securities	S	(Instr. 3 and 4)		Owne
	Security				Acquired				Follo
					(A) or				Repo

Disposed of (D) (Instr. 3, 4, and 5)

Code V (A) (D) Date Exercisable

Expiration Title Amount Date

or Number Trans

(Insti

of Shares

Reporting Owners

Reporting Owner Name / Address	Relationships							
Topolonia o milo i milo pirantesso	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

07/12/2007

**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. Pursuant to the plan, the reporting person will exercise options that would otherwise expire on August 1, 2007 and sell only that number (1) 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.

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.

Reporting Owners 4