Viacom Inc. Form 4 July 16, 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

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

> (First) (Middle)

1515 BROADWAY

(Last)

Stock Class B

Common

NEW YORK, NY 10036

(Street)

07/12/2007

2. Issuer Name and Ticker or Trading Symbol

Viacom Inc. [VIA, VIAB]

3. Date of Earliest Transaction

(Month/Day/Year) 07/12/2007

4. If Amendment, Date Original

Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to

OMB APPROVAL

3235-0287

January 31,

2005

0.5

OMB

Number:

Expires:

response...

Estimated average

burden hours per

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

D

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) Code (Instr. 3, 4 and 5) Beneficially Form: Beneficial (Month/Day/Year) Owned Direct (D) Ownership (Instr. 8) Following or Indirect (Instr. 4) Reported (A) Transaction(s) (Instr. 4) (Instr. 3 and 4) Code V Amount (D) Price Class B 32,175 Common 409,254 D 07/12/2007 M Α 19.2356 Stock Class B Common 07/12/2007 $S^{(1)}$ 600 D \$41.89 408,654 D Stock Class B Common 07/12/2007 $S^{(1)}$ 400 D \$41.91 408,254 D

1,400

D

\$41.92

406,854

 $S^{(1)}$

Stock							
Class B Common Stock	07/12/2007	S <u>(1)</u>	1,200	D	\$ 41.93	405,654	D
Class B Common Stock	07/12/2007	S(1)	600	D	\$ 41.94	405,054	D
Class B Common Stock	07/12/2007	S(1)	1,400	D	\$ 41.95	403,654	D
Class B Common Stock	07/12/2007	S <u>(1)</u>	800	D	\$ 41.96	402,854	D
Class B Common Stock	07/12/2007	S <u>(1)</u>	900	D	\$ 41.97	401,954	D
Class B Common Stock	07/12/2007	S <u>(1)</u>	1,000	D	\$ 41.98	400,954	D
Class B Common Stock	07/12/2007	S <u>(1)</u>	1,500	D	\$ 41.99	399,454	D
Class B Common Stock	07/12/2007	S <u>(1)</u>	1,600	D	\$ 42	397,854	D
Class B Common Stock	07/12/2007	S <u>(1)</u>	100	D	\$ 42.01	397,754	D
Class B Common Stock	07/12/2007	S <u>(1)</u>	600	D	\$ 42.02	397,154	D
Class B Common Stock	07/12/2007	S <u>(1)</u>	1,000	D	\$ 42.03	396,154	D
Class B Common Stock	07/12/2007	S <u>(1)</u>	300	D	\$ 42.04	395,854	D
Class B Common Stock	07/12/2007	S <u>(1)</u>	900	D	\$ 42.05	394,954	D
Class B Common Stock	07/12/2007	S <u>(1)</u>	300	D	\$ 42.06	394,654	D

Class B Common Stock	07/12/2007	S <u>(1)</u>	800	D	\$ 42.07	393,854	D	
Class B Common Stock	07/12/2007	S <u>(1)</u>	600	D	\$ 42.08	393,254	D	
Class B Common Stock	07/12/2007	S <u>(1)</u>	1,200	D	\$ 42.09	392,054	D	
Class B Common Stock	07/12/2007	S <u>(1)</u>	1,800	D	\$ 42.1	390,254	D	
Class B Common Stock	07/12/2007	S <u>(1)</u>	400	D	\$ 42.11	389,854	D	
Class B Common Stock	07/12/2007	S(1)	400	D	\$ 42.12	389,454	D	
Class B Common Stock	07/12/2007	S(1)	900	D	\$ 42.13	388,554	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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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. Transac Code (Instr. 3	ctio 8)	orDerivative Securities		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

Reporting Owners

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

Signatures

By: Michael D. Fricklas, Attorney-in-Fact 07/16/2007

**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.
- 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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