Viacom Inc. Form 4 July 19, 2007

FORM 4

OMB APPROVAL OMB

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

3235-0287 Number:

if no longer subject to Section 16. Form 4 or

Check this box

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

January 31, Expires: 2005 Estimated average burden hours per

Form 5 obligations may continue. See Instruction

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

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1(b).

(Print or Type Responses)

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 (Check all applicable)
(Last)	(First)	(Middle)	3. Date of Earliest Transaction	(Check all applicable)
			(Month/Day/Year)	X DirectorX 10% Owner
1515 BROADWAY			07/17/2007	_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, NY 10036				_X_ Form filed by One Reporting Person Form filed by More than One Reporting Person

(City)	(State)	(Zip) Tab	le I - Non-	Derivative	Secui	rities Acquir	ed, Disposed of,	or Beneficiall	y Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transactic Code (Instr. 8)	4. Securit or Dispos (Instr. 3,	ed of (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 Indirect Beneficial Ownership (Instr. 4)
Class B Common Stock	07/17/2007		M	32,175	` /	\$ 19.2356	436,994	D	
Class B Common Stock	07/17/2007		S <u>(1)</u>	600	D	\$ 41.5	436,394	D	
Class B Common Stock	07/17/2007		S <u>(1)</u>	300	D	\$ 41.51	436,094	D	
Class B Common	07/17/2007		S <u>(1)</u>	1,300	D	\$ 41.52	434,794	D	

Stock							
Class B Common Stock	07/17/2007	S <u>(1)</u>	700	D	\$ 41.53	434,094	D
Class B Common Stock	07/17/2007	S <u>(1)</u>	1,430	D	\$ 41.54	432,664	D
Class B Common Stock	07/17/2007	S <u>(1)</u>	800	D	\$ 41.55	431,864	D
Class B Common Stock	07/17/2007	S <u>(1)</u>	400	D	\$ 41.56	431,464	D
Class B Common Stock	07/17/2007	S <u>(1)</u>	900	D	\$ 41.59	430,564	D
Class B Common Stock	07/17/2007	S <u>(1)</u>	900	D	\$ 41.6	429,664	D
Class B Common Stock	07/17/2007	S <u>(1)</u>	200	D	\$ 41.61	429,464	D
Class B Common Stock	07/17/2007	S <u>(1)</u>	300	D	\$ 41.62	429,164	D
Class B Common Stock	07/17/2007	S <u>(1)</u>	700	D	\$ 41.63	428,464	D
Class B Common Stock	07/17/2007	S <u>(1)</u>	1,400	D	\$ 41.64	427,064	D
Class B Common Stock	07/17/2007	S <u>(1)</u>	1,200	D	\$ 41.65	425,864	D
Class B Common Stock	07/17/2007	S <u>(1)</u>	400	D	\$ 41.66	425,464	D
Class B Common Stock	07/17/2007	S <u>(1)</u>	300	D	\$ 41.67	425,164	D
Class B Common Stock	07/17/2007	S <u>(1)</u>	200	D	\$ 41.68	424,964	D

Class B Common Stock	07/17/2007	S <u>(1)</u>	500	D	\$ 41.69	424,464	D	
Class B Common Stock	07/17/2007	S <u>(1)</u>	200	D	\$ 41.71	424,264	D	
Class B Common Stock	07/17/2007	S <u>(1)</u>	1,400	D	\$ 41.72	422,864	D	
Class B Common Stock	07/17/2007	S <u>(1)</u>	1,000	D	\$ 41.73	421,864	D	
Class B Common Stock	07/17/2007	S <u>(1)</u>	900	D	\$ 41.74	420,964	D	
Class B Common Stock	07/17/2007	S <u>(1)</u>	1,000	D	\$ 41.75	419,964	D	
Class B Common Stock	07/17/2007	S <u>(1)</u>	300	D	\$ 41.76	419,664	D	
Class B Common Stock	07/17/2007	S(1)	200	D	\$ 41.77	419,464	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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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
Derivati	ve 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		

(9-02)

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and 5)

			Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (Right to Buy) (3)	\$ 19.2356	07/17/2007	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 07/19/2007

**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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