

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL

OMB Number: 3235-0287

Estimated average burden

hours per response: 0.5

1. Name and Address of Reporting Person*			2. Issuer Name and Ticker or Trading Symbol		5. Relationship of Reporting Person(s) to Issuer (Check all applicable)	
<u>VIACOM INC</u>			<u>BLOCKBUSTER INC [BBI]</u>		Director <input checked="" type="checkbox"/> 10% Owner	
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year)		Officer (give title below) Other (specify below)	
<u>1515 BROADWAY</u>			<u>09/09/2003</u>			
(Street)			4. If Amendment, Date of Original Filed (Month/Day/Year)		6. Individual or Joint/Group Filing (Check Applicable Line)	
<u>NEW YORK NY 10036</u>					<input checked="" type="checkbox"/> Form filed by One Reporting Person	
(City)	(State)	(Zip)			Form filed by More than One Reporting Person	

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			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)
			Code	V	Amount	(A) or (D)	Price			
Class A Common Stock	09/09/2003		P		200	A	\$21.42	1,251,700	I	Indirect ⁽¹⁾
Class A Common Stock	09/09/2003		P		2,000	A	\$21.41	1,253,700	I	Indirect ⁽¹⁾
Class A Common Stock	09/09/2003		P		600	A	\$21.4	1,254,300	I	Indirect ⁽¹⁾
Class A Common Stock	09/09/2003		P		1,200	A	\$21.39	1,255,500	I	Indirect ⁽¹⁾
Class A Common Stock	09/09/2003		P		1,000	A	\$21.38	1,256,500	I	Indirect ⁽¹⁾
Class A Common Stock	09/09/2003		P		3,100	A	\$21.37	1,259,600	I	Indirect ⁽¹⁾
Class A Common Stock	09/09/2003		P		2,800	A	\$21.36	1,262,400	I	Indirect ⁽¹⁾
Class A Common Stock	09/09/2003		P		1,300	A	\$21.35	1,263,700	I	Indirect ⁽¹⁾
Class A Common Stock	09/09/2003		P		1,000	A	\$21.34	1,264,700	I	Indirect ⁽¹⁾
Class A Common Stock	09/09/2003		P		1,600	A	\$21.29	1,266,300	I	Indirect ⁽¹⁾
Class A Common Stock	09/09/2003		P		3,700	A	\$21.27	1,270,000	I	Indirect ⁽¹⁾
Class A Common Stock	09/09/2003		P		100	A	\$21.26	1,270,100	I	Indirect ⁽¹⁾
Class A Common Stock	09/09/2003		P		1,900	A	\$21.25	1,272,000	I	Indirect ⁽¹⁾
Class A Common Stock	09/09/2003		P		800	A	\$21.24	1,272,800	I	Indirect ⁽¹⁾
Class A Common Stock	09/09/2003		P		600	A	\$21.23	1,273,400	I	Indirect ⁽¹⁾
Class A Common Stock	09/09/2003		P		1,500	A	\$21.22	1,274,900	I	Indirect ⁽¹⁾
Class A Common Stock	09/09/2003		P		2,600	A	\$21.21	1,277,500	I	Indirect ⁽¹⁾
Class A Common Stock	09/09/2003		P		900	A	\$21.19	1,278,400	I	Indirect ⁽¹⁾
Class A Common Stock	09/09/2003		P		2,200	A	\$21.18	1,280,600	I	Indirect ⁽¹⁾
Class A Common Stock	09/09/2003		P		100	A	\$21.15	1,280,700	I	Indirect ⁽¹⁾
Class A Common Stock	09/09/2003		P		300	A	\$21.14	1,281,000	I	Indirect ⁽¹⁾
Class A Common Stock	09/09/2003		P		700	A	\$21.13	1,281,700	I	Indirect ⁽¹⁾
Class A Common Stock	09/09/2003		P		6,200	A	\$21.12	1,287,900	I	Indirect ⁽¹⁾
Class A Common Stock	09/09/2003		P		700	A	\$21.1	1,288,600	I	Indirect ⁽¹⁾
Class A Common Stock	09/09/2003		P		5,300	A	\$21.08	1,293,900	I	Indirect ⁽¹⁾
Class A Common Stock	09/09/2003		P		500	A	\$21.05	1,294,400	I	Indirect ⁽¹⁾
Class A Common Stock	09/09/2003		P		600	A	\$21.04	1,295,000	I	Indirect ⁽¹⁾
Class A Common Stock	09/09/2003		P		800	A	\$21.03	1,295,800	I	Indirect ⁽¹⁾
Class A Common Stock	09/09/2003		P		200	A	\$21	1,296,000	I	Indirect ⁽¹⁾
Class A Common Stock	09/09/2003		P		2,000	A	\$20.98	1,298,000	I	Indirect ⁽¹⁾

**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. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date					

Explanation of Responses:

1. These securities are owned directly by Viacom International Inc., a wholly-owned subsidiary of Viacom Inc. (Viacom), but may also be deemed to be beneficially owned by (1) NAIRI, Inc., which owns approximately 69% of Viacom's voting stock, (2) NAIRI's parent corporation, National Amusements, Inc. (NAI) and (3) Sumner M. Redstone, who is the controlling stockholder of NAI.

Remarks:

By: [Michael D. Fricklas](#),
Executive Vice President

[09/11/2003](#)

** Signature of Reporting Person Date

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

* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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