

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* <u>VIACOM INC</u> (Last) (First) (Middle) <u>1515 BROADWAY</u> (Street) <u>NEW YORK NY 10036</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>BLOCKBUSTER INC [BBI]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director <input checked="" type="checkbox"/> 10% Owner Officer (give title below) Other (specify below)
	3. Date of Earliest Transaction (Month/Day/Year) <u>09/30/2004</u>	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

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	09/30/2004		J ⁽¹⁾		1,988,814	D	\$7.59 ⁽²⁾	0.0000	D ⁽³⁾	
Class A Common Stock	09/30/2004		J ⁽¹⁾		1,621,100	D	\$7.59 ⁽²⁾	0.0000	I	Indirect ⁽⁴⁾

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)					

1. Name and Address of Reporting Person*
VIACOM INC
 (Last) (First) (Middle)
1515 BROADWAY
 (Street)
NEW YORK NY 10036
 (City) (State) (Zip)

1. Name and Address of Reporting Person*
NAIRI INC
 (Last) (First) (Middle)
200 ELM STREET
 (Street)
DEDHAM MA 02026
 (City) (State) (Zip)

1. Name and Address of Reporting Person*
NATIONAL AMUSEMENTS INC /MD/
 (Last) (First) (Middle)
200 ELM STREET
 (Street)

(Street)
DEDHAM MA 02026

(City) (State) (Zip)

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

(Last) (First) (Middle)
C/O VIACOM INC.
1515 BROADWAY

(Street)
NEW YORK NY 10036

(City) (State) (Zip)

1. Name and Address of Reporting Person*
VIACOM INTERNATIONAL INC /DE/

(Last) (First) (Middle)
1515 BROADWAY

(Street)
NEW YORK NY 10036

(City) (State) (Zip)

- Explanation of Responses:**
1. On September 30, 2004, each of Viacom Inc. (Viacom) and Viacom International Inc. (VII) contributed all of the shares of Blockbuster Inc. Class A common stock it held on that date to the Viacom Pension Plan (VPP).
 2. Based on the closing price on the NYSE of Blockbuster Inc. Class A Common Stock on September 30, 2004 (\$7.59).
 3. Prior to the contribution reported hereon, these securities were owned directly by Viacom, but may also be deemed to have been beneficially owned by (1) NAIRI, Inc. (NAIRI), which owns approximately 71% 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.
 4. Prior to the contribution reported hereon, these securities were owned directly by VII, a wholly-owned subsidiary of Viacom, but may also be deemed to have been beneficially owned by (1) Viacom, (2) NAIRI, (3) NAI and (4) Sumner M. Redstone.

Remarks:

<u>By: Michael D. Fricklas,</u> <u>Executive Vice President</u>	<u>10/04/2004</u>
<u>By: Sumner M. Redstone,</u> <u>Chairman & President</u>	<u>10/04/2004</u>
<u>By: Sumner M. Redstone,</u> <u>Chairman & CEO</u>	<u>10/04/2004</u>
<u>By: Sumner M. Redstone</u>	<u>10/04/2004</u>
<u>By: Michael D. Fricklas,</u> <u>Executive Vice President</u>	<u>10/04/2004</u>

** 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.
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 Number.