SEC Form 4

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

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)
VIACOM INC	**BLOCKBUSTER INC** [BBI]	

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

2. Issuer Name **and** Ticker or Trading Symbol: **BLOCKBUSTER INC** [BBI]

3. Date of Earliest Transaction (Month/Day/Year): 09/05/2003

4. If Amendment, Date of Original Filed (Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
Director X   10% Owner
Officer (give title below)   Other (specify below)

6. Individual or Joint/Group Filing (Check Applicable Line)
X   Form filed by One Reporting Person
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	09/05/2003		P		2,400	A	$21.77	1,203,900	I	Indirect[1]
Class A Common Stock	09/05/2003		P		300	A	$21.74	1,204,200	I	Indirect[1]
Class A Common Stock	09/05/2003		P		400	A	$21.73	1,204,600	I	Indirect[1]
Class A Common Stock	09/05/2003		P		2,000	A	$21.71	1,206,600	I	Indirect[1]
Class A Common Stock	09/05/2003		P		2,700	A	$21.7	1,209,300	I	Indirect[1]
Class A Common Stock	09/05/2003		P		500	A	$21.69	1,209,800	I	Indirect[1]
Class A Common Stock	09/05/2003		P		600	A	$21.66	1,210,400	I	Indirect[1]
Class A Common Stock	09/05/2003		P		200	A	$21.64	1,210,600	I	Indirect[1]
Class A Common Stock	09/05/2003		P		1,400	A	$21.63	1,212,000	I	Indirect[1]
Class A Common Stock	09/05/2003		P		400	A	$21.62	1,212,400	I	Indirect[1]
Class A Common Stock	09/05/2003		P		200	A	$21.58	1,212,600	I	Indirect[1]
Class A Common Stock	09/05/2003		P		500	A	$21.56	1,213,100	I	Indirect[1]
Class A Common Stock	09/05/2003		P		100	A	$21.55	1,213,200	I	Indirect[1]
Class A Common Stock	09/05/2003		P		1,100	A	$21.54	1,214,300	I	Indirect[1]
Class A Common Stock	09/05/2003		P		100	A	$21.53	1,214,400	I	Indirect[1]
Class A Common Stock	09/05/2003		P		700	A	$21.51	1,215,100	I	Indirect[1]
Class A Common Stock	09/05/2003		P		900	A	$21.5	1,216,000	I	Indirect[1]
Class A Common Stock	09/05/2003		P		200	A	$21.49	1,216,200	I	Indirect[1]
Class A Common Stock	09/05/2003		P		600	A	$21.48	1,216,800	I	Indirect[1]
Class A Common Stock	09/05/2003		P		800	A	$21.45	1,217,600	I	Indirect[1]
Class A Common Stock	09/05/2003		P		200	A	$21.43	1,217,800	I	Indirect[1]
Class A Common Stock	09/05/2003		P		100	A	$21.41	1,217,900	I	Indirect[1]
Class A Common Stock	09/05/2003		P		500	A	$21.35	1,218,400	I	Indirect[1]
Class A Common Stock	09/05/2003		P		400	A	$21.34	1,218,800	I	Indirect[1]
Class A Common Stock	09/05/2003		P		100	A	$21.3	1,218,900	I	Indirect[1]
Class A Common Stock	09/05/2003		P		600	A	$21.25	1,219,500	I	Indirect[1]
Class A Common Stock	09/05/2003		P		200	A	$21.24	1,219,700	I	Indirect[1]
Class A Common Stock	09/05/2003		P		700	A	$21.23	1,220,400	I	Indirect[1]
Class A Common Stock	09/05/2003		P		400	A	$21.21	1,220,800	I	Indirect[1]
Class A Common Stock	09/05/2003		P		700	A	$21.2	1,221,500	I	Indirect[1]

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	Title	Amount or Number of Shares				

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   09/09/2003

** 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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