

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 13D

(Amendment No. 14)

Under the Securities Exchange Act of 1934

SPELLING ENTERTAINMENT GROUP INC.
(Name of Issuer)

Common Stock, Par Value \$.10 Per Share
(Title of Class of Securities)

847807 10 4
(CUSIP Number)

Philippe P. Dauman, Esq.
Viacom Inc.
1515 Broadway
New York, New York 10036
Telephone: (212) 258-6000
(Name, Address and Telephone Number of
Person Authorized to Receive Notices and
Communications)

January 17, 1996
(Date of Event which Requires Filing of this Statement)

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If the filing person has previously filed a statement on Schedule 13G to report the acquisition which is the subject of this Schedule 13D, and is filing this schedule because of Rule 13d-1(b)(3) or (4), check the following box / /.
Check the following box if a fee is being paid with this statement / /.

Page 1 of 12

CUSIP No. 847807 10 4

(1) Name of Reporting Person
S.S. or I.R.S. Identification No. of Above Person
SEGI HOLDING CO.

I.R.S. Identification No. 65-0418084

(2) Check the Appropriate Box if a Member of Group (See Instructions)

/ / (a)-----

/ / (b)-----

(3) SEC Use Only-----

(4) Sources of Funds (See Instructions) -----

(5) Check if Disclosure of Legal Proceedings is Required Pursuant
to Items 2(d) or 2(e).-----

(6) Citizenship or Place of Organization Delaware

Number of (7) Sole Voting Power-----
Shares

Beneficially (8) Shared Voting Power 69,010,580
Owned by -----

Each (9) Sole Dispositive Power-----

Reporting (10) Shared Dispositive Power 69,010,580
Person -----
With

-
- (11) Aggregate Amount Beneficially Owned by Each Reporting Person
69,010,580

 - (12) Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)-----

 - (13) Percent of Class Represented by Amount in Row (11) approximately 76.6% (includes share subject to currently exercisable warrants)

 - (14) Type of Reporting Person (See Instructions) C0

CUSIP No. 847807 10 4

(1) Name of Reporting Person
S.S. or I.R.S. Identification No. of Above Person
VIACOM INC.

I.R.S. Identification No. 04-2949533

(2) Check the Appropriate Box if a Member of Group
(See Instructions)

/ / (a)-----
/ / (b)-----

(3) SEC Use Only-----

(4) Sources of Funds (See Instructions)-----

(5) Check if Disclosure of Legal Proceedings is Required
Pursuant to Items 2(d) or 2(e).-----

(6) Citizenship or Place of Organization Delaware

Number of	(7) Sole Voting Power-----
Shares	-----
Beneficially	(8) Shared Voting Power 69,010,580
Owned by	-----
Each	-----
Reporting	(9) Sole Dispositive Power-----
Person	(10) Shared Dispositive Power 69,010,580
With	-----

(11) Aggregate Amount Beneficially Owned by Each Reporting Person
69,010,580

(12) Check if the Aggregate Amount in Row (11) Excludes Certain Shares
(See Instructions)-----

(13) Percent of Class Represented by Amount in Row (11)
approximately 76.6% (includes shares subject to currently
exercisable warrants)

(14) Type of Reporting Person (See Instructions) CO

(1) Name of Reporting Person
S.S. or I.R.S. Identification No. of Above Person
SUMNER M. REDSTONE

S.S. No.

(2) Check the Appropriate Box if a Member of Group (See Instructions)
/ / (a)-----
/ / (b)-----

(3) SEC Use Only-----

(4) Sources of Funds (See Instructions)-----

(5) Check if Disclosure of Legal Proceedings is Required Pursuant to
Items 2(d) or 2(e).-----

(6) Citizenship or Place of Organization United States

Number of	(7) Sole Voting Power-----
Shares	
Beneficially	(8) Shared Voting Power 69,010,580
Owned by	-----
Each	(9) Sole Dispositive Power-----
Reporting	-----
Person	(10) Shared Dispositive Power 69,010,580
With	-----

(11) Aggregate Amount Beneficially Owned by Each Reporting Person
69,010,580

(12) Check if the Aggregate Amount in Row (11) Excludes Certain Shares
(See Instructions)-----

(13) Percent of Class Represented by Amount in Row (11)-----
approximately 76.6% (includes shares subject to currently

exercisable warrants)

(14) Type of Reporting Person (See Instructions) IN

The Schedule 13D, previously filed by the undersigned with respect to the Common Stock, par value \$.10 per share, of Spelling Entertainment Group Inc., is hereby amended as follows:

Item 2 Identity and Background

Item 2 is amended and supplemented to report the current list of officers and directors of Viacom Inc. on Schedule I hereto, which became effective on January 17, 1996.

Signature

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After reasonable inquiry and to the best of our knowledge and belief, we certify that the information set forth in this Statement is true, complete and correct.

January 24, 1996

SEGI HOLDING CO.

By /s/ Michael D. Fricklas

Name: Michael D. Fricklas

Title: Senior Vice President

Signature

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After reasonable inquiry and to the best of our knowledge and belief, we certify that the information set forth in this Statement is true, complete and correct.

January 24, 1996

VIACOM INC.

By /s/ Michael D. Fricklas

Name: Michael D. Fricklas
Title: Senior Vice President,
Deputy General Counsel

Signature

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this Statement is true, complete and correct.

January 23, 1996

*

Sumner M. Redstone, Individually

*By /s/ Philippe P. Dauman

Philippe P. Dauman
Attorney-in-Fact
under the Limited Power of
Attorney filed as Exhibit 99.2
to the Statement, Amendment No. 11.

Schedule I
Executive Officers

Name	Business or Residence Address	Principal Occupation or Employment	Name and Address of Corporation or Other Organization in Which Employed
Sumner M. Redstone*	Viacom Inc. 1515 Broadway New York, NY 10036	Chairman of the Board and Chief Executive Officer of Viacom; Chairman of the Board and President, Chief Executive Officer of National Amusements, Inc.	National Amusements, Inc. 200 Elm Street Dedham, MA 02026
Vaughn A. Clarke	Viacom Inc. 1515 Broadway New York, NY 10016	Sr. VP, Treasurer of Viacom	Viacom International Inc. 1515 Broadway New York, NY 10036
Philippe P. Dauman*	Viacom Inc. 1515 Broadway New York, NY 10016	Deputy Chairman, Executive VP, General Counsel, Chief Administrative Officer and Secretary of Viacom	Viacom International Inc. 1515 Broadway New York, NY 10036
Thomas E. Dooley*	Viacom Inc. 1515 Broadway New York, NY 10016	Deputy Chairman, Executive VP, Finance, Corporate Development and Communications of Viacom	Viacom International Inc. 1515 Broadway New York, NY 10036

*Also a Director

Schedule I
(Continued)

Name	Business or Residence Address	Principal Occupation or Employment	Name and Address of Corporation or Other Organization in Which Employed
Carl D. Folta	Viacom Inc. 1515 Broadway New York, NY 10036	Sr. VP, Corporate Relations of Viacom	Viacom International Inc. 1515 Broadway New York, NY 10036
Michael D. Fricklas	Viacom Inc. 1515 Broadway New York, NY 10036	Sr. VP, Deputy General Counsel and Assistant Secretary of Viacom	Viacom International Inc. 1515 Broadway New York, NY 10036
Susan C. Gordon	Viacom Inc. 1515 Broadway New York, NY 10036	Vice President, Controller, Chief Accounting Officer of Viacom	Viacom International Inc. 1515 Broadway New York, NY 10036
Rudolph L. Hertlein	Viacom Inc. 1515 Broadway New York, NY 10036	Sr. VP of Viacom	Viacom International Inc. 1515 Broadway New York, NY 10036
Edward D. Horowitz	Viacom Inc. 1515 Broadway New York, NY 10036	Sr. VP, Technology of Viacom; Chairman, Chief Executive Officer of New Media and Interactive Television	Viacom International Inc. 1515 Broadway New York, NY 10036

Schedule I
(Continued)

Name	Business or Residence Address	Principal Occupation or Employment	Name and Address of Corporation or Other Organization in Which Employed
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Henry Leingang	Viacom Inc. 1515 Broadway New York, NY 10036	Sr. VP, Chief Information Officer of Viacom	Viacom International Inc. 1515 Broadway New York, NY 10036
William A. Roskin	Viacom Inc. 1515 Broadway New York, NY 10036	Sr. VP, Human Resources and Administration of Viacom	Viacom International Inc. 1515 Broadway New York, NY 10036
George S. Smith, Jr.	Viacom Inc. 1515 Broadway New York, NY 10036	Sr. VP, Chief Financial Officer of Viacom	Viacom International Inc. 1515 Broadway New York, NY 10036
Mark M. Weinstein	Viacom Inc. 1515 Broadway New York, NY 10036	Sr. VP, Government Affairs of Viacom	Viacom International Inc. 1515 Broadway New York, NY 10036
Directors			
George S. Abrams	Winer & Abrams One Court Street Boston, MA 02108	Attorney	Winer & Abrams One Court Street Boston, MA 02108
Steven R. Berrard	Blockbuster Entertainment Group One Blockbuster Plaza Fort Lauderdale, FL 33301	President and Chief Executive Officer of Viacom's Blockbuster Entertainment Group	Blockbuster Entertainment Group One Blockbuster Plaza Fort Lauderdale, FL 33301

Schedule I
(Continued)

Name	Business or Residence Address	Principal Occupation or Employment	Name and Address of Corporation or Other Organization in Which Employed
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George D. Johnson, Jr.	Blockbuster Entertainment Group One Blockbuster Plaza Fort Lauderdale, FL 33301	President -- Domestic Consumer Division of Viacom's Blockbuster Entertainment Group	Blockbuster Entertainment Group One Blockbuster Plaza Fort Lauderdale, FL 33301
Ken Miller	C.S. First Boston Park Avenue Plaza 55 East 52nd Street New York, NY 10055	Vice Chairman of C.S. First Boston	C.S. First Boston Park Avenue Plaza 55 East 52nd Street New York, NY 10055
Brent D. Redstone	31270 Eagle Crest Lane Evergreen, CO 80439 (Residence)	Self-Employed	National Amusements, Inc. 200 Elm Street Dedham, MA 02026
Shari Redstone	National Amusements, Inc. 200 Elm Street Dedham, MA 02026	Executive Vice President of National Amusements, Inc.	National Amusements, Inc. 200 Elm Street Dedham, MA 02026
Frederic V. Salerno	NYNEX Corporation 335 Madison Avenue New York, NY 10033	Vice Chairman -- Finance and Business Development of NYNEX	NYNEX Corporation 335 Madison Avenue New York, NY 10033
William Schwartz	Yeshiva University 2495 Amsterdam Avenue New York, NY 10033	VP for Academic Affairs (chief academic officer) of Yeshiva University	Yeshiva University 2495 Amsterdam Avenue New York, NY 10033
Ivan Seidenberg	NYNEX Corporation 335 Madison Avenue New York, NY 10017	Chairman of the Board and Chief Executive Officer of NYNEX	NYNEX Corporation 335 Madison Avenue New York, NY 10017