

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
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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]	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) 08/12/2003	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> 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	08/12/2003		P		600	A	\$18.64	665,200	I	Indirect ⁽¹⁾
Class A Common Stock	08/12/2003		P		300	A	\$18.65	665,500	I	Indirect ⁽¹⁾
Class A Common Stock	08/12/2003		P		500	A	\$18.68	666,000	I	Indirect ⁽¹⁾
Class A Common Stock	08/12/2003		P		300	A	\$18.69	666,300	I	Indirect ⁽¹⁾
Class A Common Stock	08/12/2003		P		300	A	\$18.7	666,600	I	Indirect ⁽¹⁾
Class A Common Stock	08/12/2003		P		600	A	\$18.73	667,200	I	Indirect ⁽¹⁾
Class A Common Stock	08/12/2003		P		3,800	A	\$18.76	671,000	I	Indirect ⁽¹⁾
Class A Common Stock	08/13/2003		P		600	A	\$18.42	671,600	I	Indirect ⁽¹⁾
Class A Common Stock	08/13/2003		P		2,000	A	\$18.45	673,600	I	Indirect ⁽¹⁾
Class A Common Stock	08/13/2003		P		900	A	\$18.55	674,500	I	Indirect ⁽¹⁾
Class A Common Stock	08/13/2003		P		900	A	\$18.56	675,400	I	Indirect ⁽¹⁾
Class A Common Stock	08/13/2003		P		400	A	\$18.57	675,800	I	Indirect ⁽¹⁾
Class A Common Stock	08/13/2003		P		900	A	\$18.58	676,700	I	Indirect ⁽¹⁾
Class A Common Stock	08/13/2003		P		300	A	\$18.59	677,000	I	Indirect ⁽¹⁾
Class A Common Stock	08/13/2003		P		400	A	\$18.6	677,400	I	Indirect ⁽¹⁾
Class A Common Stock	08/13/2003		P		1,100	A	\$18.61	678,500	I	Indirect ⁽¹⁾
Class A Common Stock	08/13/2003		P		100	A	\$18.63	678,600	I	Indirect ⁽¹⁾
Class A Common Stock	08/13/2003		P		700	A	\$18.65	679,300	I	Indirect ⁽¹⁾
Class A Common Stock	08/13/2003		P		400	A	\$18.66	679,700	I	Indirect ⁽¹⁾
Class A Common Stock	08/13/2003		P		200	A	\$18.67	679,900	I	Indirect ⁽¹⁾
Class A Common Stock	08/13/2003		P		100	A	\$18.68	680,000	I	Indirect ⁽¹⁾
Class A Common Stock	08/13/2003		P		400	A	\$18.69	680,400	I	Indirect ⁽¹⁾
Class A Common Stock	08/13/2003		P		200	A	\$18.7	680,600	I	Indirect ⁽¹⁾
Class A Common Stock	08/13/2003		P		2,400	A	\$18.71	683,000	I	Indirect ⁽¹⁾
Class A Common Stock	08/13/2003		P		600	A	\$18.73	683,600	I	Indirect ⁽¹⁾
Class A Common Stock	08/13/2003		P		2,600	A	\$18.74	686,200	I	Indirect ⁽¹⁾
Class A Common Stock	08/13/2003		P		12,500	A	\$18.75	698,700	I	Indirect ⁽¹⁾
Class A Common Stock	08/13/2003		P		900	A	\$18.77	699,600	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)	4. Deemed Execution Date, if any (e.g., puts/calls, warrants, options, convertible securities) (Month/Day/Year)	5. Transaction Code (Instr. 8)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Underlying Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)				
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)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Underlying Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)				
Explanation of Responses:				Code	V	(A)	(D)	Exercisable	Date	Title	Amount or Number of Shares			
1. These securities are owned directly by Viacom International Inc., a wholly-owned subsidiary of Viacom Inc. (Viacom), but may also be beneficially owned by (1) NAIRI, Inc., which owns approximately 69% of Viacom's voting stock, (2) NAIRI's parent corporation, National Amusements, Date (NAI) and Expiration M. Redstone, who is the controlling stockholder of NAI.				Code	V	(A)	(D)	Exercisable	Date	Title	Amount or Number of Shares			

By: Michael D. Fricklas
Executive Vice President

08/14/2003

** 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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