

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	
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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) 08/26/2003	
	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	08/26/2003		P		10,200	A	\$20.09	946,400	I	Indirect ⁽¹⁾
Class A Common Stock	08/26/2003		P		100	A	\$20.06	946,500	I	Indirect ⁽¹⁾
Class A Common Stock	08/26/2003		P		3,000	A	\$20.04	949,500	I	Indirect ⁽¹⁾
Class A Common Stock	08/26/2003		P		500	A	\$20	950,000	I	Indirect ⁽¹⁾
Class A Common Stock	08/26/2003		P		2,000	A	\$19.94	952,000	I	Indirect ⁽¹⁾
Class A Common Stock	08/26/2003		P		1,000	A	\$19.88	953,000	I	Indirect ⁽¹⁾
Class A Common Stock	08/26/2003		P		100	A	\$19.86	953,100	I	Indirect ⁽¹⁾
Class A Common Stock	08/26/2003		P		1,600	A	\$19.83	954,700	I	Indirect ⁽¹⁾
Class A Common Stock	08/26/2003		P		500	A	\$19.82	955,200	I	Indirect ⁽¹⁾
Class A Common Stock	08/26/2003		P		1,500	A	\$19.73	956,700	I	Indirect ⁽¹⁾
Class A Common Stock	08/26/2003		P		200	A	\$19.72	956,900	I	Indirect ⁽¹⁾
Class A Common Stock	08/26/2003		P		2,500	A	\$19.7	959,400	I	Indirect ⁽¹⁾
Class A Common Stock	08/26/2003		P		1,400	A	\$19.69	960,800	I	Indirect ⁽¹⁾
Class A Common Stock	08/26/2003		P		2,500	A	\$19.68	963,300	I	Indirect ⁽¹⁾
Class A Common Stock	08/26/2003		P		400	A	\$19.67	963,700	I	Indirect ⁽¹⁾
Class A Common Stock	08/26/2003		P		800	A	\$19.66	964,500	I	Indirect ⁽¹⁾
Class A Common Stock	08/26/2003		P		300	A	\$19.62	964,800	I	Indirect ⁽¹⁾
Class A Common Stock	08/26/2003		P		900	A	\$19.61	965,700	I	Indirect ⁽¹⁾
Class A Common Stock	08/26/2003		P		2,200	A	\$19.6	967,900	I	Indirect ⁽¹⁾
Class A Common Stock	08/26/2003		P		6,800	A	\$19.59	974,700	I	Indirect ⁽¹⁾
Class A Common Stock	08/26/2003		P		1,900	A	\$19.58	976,600	I	Indirect ⁽¹⁾
Class A Common Stock	08/26/2003		P		3,200	A	\$19.54	979,800	I	Indirect ⁽¹⁾
Class A Common Stock	08/26/2003		P		6,300	A	\$19.53	986,100	I	Indirect ⁽¹⁾
Class A Common Stock	08/26/2003		P		900	A	\$19.52	987,000	I	Indirect ⁽¹⁾
Class A Common Stock	08/26/2003		P		900	A	\$19.51	987,900	I	Indirect ⁽¹⁾
Class A Common Stock	08/26/2003		P		500	A	\$19.44	988,400	I	Indirect ⁽¹⁾
Class A Common Stock	08/26/2003		P		1,500	A	\$19.4	989,900	I	Indirect ⁽¹⁾

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

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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. Securities Acquired (A) or Disposed of (D)	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)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
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.											
				Code V	(A) (D)	Date Exercisable	Expiration Date	By: <u>Michael D. Fricklas</u> <u>Executive Vice President</u>		08/28/2003	

** 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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