SEC Form 4

FORM 4

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* Instruction 1(b).

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

OMB APPROVAL	
OMB Number:	3235-0287
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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)		
REDSTONE SUMNER M	Viacom Inc. [VIA, VIAB]	X Director	X	10% Owner
(Last) (First) (Middle)	3. Date of Earliest Transaction (Month/Day/Year) 07/11/2007	X Officer (give title below)		Other (specify below)
1515 BROADWAY		Chairman of the Board		
(Street)	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line)		
NEW YORK NY 10036		X Form filed by One Reporting Person		
(City) (State) (Zip)		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 B Common Stock	07/11/2007		M		32,175	A	$19.2356	400,079	D	
Class B Common Stock	07/11/2007		S[(1)]		500	D	$41.5	399,579	D	
Class B Common Stock	07/11/2007		S[(1)]		300	D	$41.52	399,279	D	
Class B Common Stock	07/11/2007		S[(1)]		800	D	$41.53	398,479	D	
Class B Common Stock	07/11/2007		S[(1)]		200	D	$41.55	398,279	D	
Class B Common Stock	07/11/2007		S[(1)]		200	D	$41.6	398,079	D	
Class B Common Stock	07/11/2007		S[(1)]		200	D	$41.62	397,879	D	
Class B Common Stock	07/11/2007		S[(1)]		200	D	$41.63	397,679	D	
Class B Common Stock	07/11/2007		S[(1)]		700	D	$41.64	396,979	D	
Class B Common Stock	07/11/2007		S[(1)]		200	D	$41.65	396,779	D	
Class B Common Stock	07/11/2007		S[(1)]		200	D	$41.67	396,579	D	
Class B Common Stock	07/11/2007		S[(1)]		900	D	$41.7	395,679	D	
Class B Common Stock	07/11/2007		S[(1)]		300	D	$41.71	395,379	D	
Class B Common Stock	07/11/2007		S[(1)]		400	D	$41.72	394,979	D	
Class B Common Stock	07/11/2007		S[(1)]		100	D	$41.73	394,879	D	
Class B Common Stock	07/11/2007		S[(1)]		300	D	$41.75	394,579	D	
Class B Common Stock	07/11/2007		S[(1)]		400	D	$41.76	394,179	D	
Class B Common Stock	07/11/2007		S[(1)]		1,000	D	$41.77	393,179	D	
Class B Common Stock	07/11/2007		S[(1)]		1,800	D	$41.78	391,379	D	
Class B Common Stock	07/11/2007		S[(1)]		500	D	$41.79	390,879	D	
Class B Common Stock	07/11/2007		S[(1)]		900	D	$41.8	389,979	D	
Class B Common Stock	07/11/2007		S[(1)]		600	D	$41.81	389,379	D	
Class B Common Stock	07/11/2007		S[(1)]		1,200	D	$41.82	388,179	D	
Class B Common Stock	07/11/2007		S[(1)]		700	D	$41.83	387,479	D	
Class B Common Stock	07/11/2007		S[(1)]		1,800	D	$41.84	385,679	D	
Class B Common Stock	07/11/2007		S[(1)]		300	D	$41.86	385,379	D	
Class B Common Stock								30,862,249	I	By NAIRI, Inc.[(2)]
Class B Common Stock								100	I	By Spouse

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)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Employee Stock Option (Right to Buy)(3)	$19.2356	07/11/2007		M			32,175	(4)	08/01/2007	Class B Common Stock	32,175	$0	225,225	D	

Explanation of Responses:

1. The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on May 11, 2007. Pursuant to the plan, the reporting person will exercise options that would otherwise expire on August 1, 2007 and sell only that number of shares necessary so that the proceeds of the sales will be sufficient to pay the exercise price, withholding taxes and any other fees associated with the exercise of these stock options.

2. These securities are owned directly by NAIRI, Inc. (NAIRI), but may also be deemed to be beneficially owned by (1) NAIRI's parent corporation, National Amusements, Inc. (NAI) and (2) Sumner M. Redstone, who is the controlling stockholder of NAI.

3. Right to buy under the Viacom Inc. 2006 Long-Term Management Incentive Plan.

4. Current.

By: Michael D. Fricklas, Attorney-in-Fact	07/13/2007
** 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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