

SCHEDULE 13D

(Amendment No. 16)

Under the Securities Exchange Act of 1934

SPELLING ENTERTAINMENT GROUP INC.  
(Name of Issuer)

Common Stock, Par Value \$.001 Per Share  
(Title of Class of Securities)

847807 10 4  
(CUSIP Number)

Michael D. Fricklas, 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)

September 24, 1997  
(Date of Event which Requires Filing of this Statement)

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 .

CUSIP No. 847807 10 4

(1) Name of Reporting Person

S.S. or I.R.S. Identification No. of Above Person  
SEGI HOLDING COMPANY

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) WC

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

(6) Citizenship or Place of Organization Delaware

Number of Shares Beneficially Owned by Each Reporting Person With	(7)	Sole Voting Power	
	(8)	Shared Voting Power	69,922,650
	(9)	Sole Dispositive Power	
	(10)	Shared Dispositive Power	69,922,650

(11) Aggregate Amount Beneficially Owned by Each Reporting Person  
69,922,650

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

(See Instructions) -----

(13) Percent of Class Represented by Amount in Row (11)  
77.05% (includes shares subject to currently exercisable warrants)  
-----

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

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) WC

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

(6) Citizenship or Place of Organization Delaware

Number of Shares Beneficially Owned by Each Reporting Person With	(7)	Sole Voting Power	
	(8)	Shared Voting Power	69,922,650
	(9)	Sole Dispositive Power	
	(10)	Shared Dispositive Power	69,922,650

(11) Aggregate Amount Beneficially Owned by Each Reporting Person  
69,922,650

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

(13) Percent of Class Represented by Amount in Row (11)  
77.05% (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) WC  
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(5) Check if Disclosure of Legal Proceedings is Required Pursuant to Item 2(d)  
or 2(e).  
-----

(6) Citizenship or Place of Organization United States  
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Number of	(7)	Sole Voting Power	
Shares			
Beneficially	(8)	Shared Voting Power	69,922,650
Owned by			
Each	(9)	Sole Dispositive Power	
Reporting			
Person With	(10)	Shared Dispositive Power	69,922,650

(11) Aggregate Amount Beneficially Owned by Each Reporting Person  
69,922,650  
-----

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

(13) Percent of Class Represented by Amount in Row (11)  
77.05% (includes shares subject to currently exercisable warrants)  
-----

(14) Type of Reporting Person (See Instructions) IN  
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This Amendment No. 16 amends the Statement on Schedule 13D filed with the Securities and Exchange Commission on March 7, 1993 by Blockbuster Entertainment Corporation ("BEC"), Blockbuster Pictures Holding Corporation ("Holdings"), SEGI Holding Company ("SEGI") and Repinvesco, Inc. ("REPI"), as amended (the "Statement"). This Amendment No. 16 is filed with respect to the shares of common stock, par value \$.001 per share (the "Common Stock"), of Spelling Entertainment Group Inc. (the "Issuer"), a Delaware corporation, with its principal executive offices located at 5700 Wilshire Boulevard, Los Angeles, California 90036. Capitalized terms used but not defined herein have the meanings assigned to such terms in the Statement.

Item 2. Identity and Background.  
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Item 2 is hereby amended and supplemented as follows:

The current list of executive officers and directors of Viacom International Inc. ("Viacom International") and Viacom Inc. ("Viacom") are reported on Schedules I and II hereto, respectively. Each person listed in Schedules I and II is a United States citizen.

During the past five years, none of Reporting Persons nor any person named in Schedules I and II (i) has been convicted in a criminal proceeding (excluding traffic violations or similar misdemeanors) or (ii) has been a party to a civil proceeding of a judicial or administrative body of competent jurisdiction and as a result was or is subject to a judgment, decree or final order enjoining future violations of, or prohibiting or mandating activities subject to, federal or state securities laws, or finding any violation with respect to such laws.

Item 3. Source and Amount of Funds or other Consideration.  
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Item 3 is hereby amended and supplemented as follows:

Purchases of Common Stock reported were made using working capital of Viacom International Inc.

Item 5. Interest in Securities of the Issuer.  
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Item 5 is amended and supplemented as follows:

- (a) SEGI HOLDING COMPANY is currently the beneficial owner, with shared dispositive and voting power, of 69,922,650 shares, or approximately 77.05%, of the issued and outstanding Common Stock of the Issuer (based on the number of shares of Common Stock that were reported by the Issuer to be issued and outstanding as of August 14, 1997).
- (b) VIACOM INC. is currently the beneficial owner, with shared dispositive and voting power, of 69,922,650 shares, or approximately 77.05%, of the issued and outstanding Common Stock of the Issuer (based on the number of shares of Common Stock that were reported by the Issuer to be issued and outstanding as of August 14, 1997).

(c) MR. SUMNER M. REDSTONE is currently the beneficial owner, with shared dispositive and voting power, of 69,922,650 shares, or approximately 77.05%, of the issued and outstanding Common Stock of the Issuer (based on the number of shares of Common Stock that were reported by the Issuer to be issued and outstanding as of August 14, 1997).

Transactions during the sixty days preceeding this Amendment No. 16

DATE	NO. OF SHARES	PRICE*	WHEN AND HOW EXECUTED
----	-----	-----	-----
8/7/97	46,100	\$7.7177	Bear, Stearns, New York, New York
8/8/97	32,000	\$8.0430	"
8/11/97	52,800	\$8.1238	"
8/12/97	194,900	\$8.3947	"
8/13/97	71,300	\$8.4435	"
8/14/97	57,500	\$8.7063	"
9/9/97	34,000	\$8.0996	"
9/10/97	17,000	\$8.1875	"
9/12/97	26,000	\$8.3750	"
9/15/97	20,300	\$8.5625	"
9/16/97	76,000	\$8.7056	"
9/17/97	76,200	\$8.8406	"
9/22/97	1,000	\$8.5000	"
9/23/97	7,000	\$8.5134	"
9/24/97	9,000	\$8.6667	"

\*Price indicated is weighted average price of each day's aggregated purchases.

All of the above transactions were purchases.

Item 7. Material to be filed as Exhibits.

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99.1 Agreement among SEGI Holding Company, Viacom Inc. and  
Sumner M. Redstone pursuant to Rule 13d-1(f)(1)(iii).

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.

September 25, 1997

SEGI HOLDING COMPANY

By: \S\ Michael D. Fricklas

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

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.

September 25, 1997

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.

September 25, 1997

By: \_\_\_\_\_ \*

Sumner M. Redstone,  
Individually

\*By: \S\ Philippe P. Dauman

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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  
Viacom International Inc.  
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 Inc.; Chairman of the Board, President and Chief Executive Officer of National Amusements, Inc., President and Chief Executive Officer of Viacom International Inc.	National Amusements, Inc. 200 Elm Street Dedham, MA 02026
Vaughn A. Clarke	Viacom Inc. 1515 Broadway New York, NY 10036	Sr. VP, Treasurer of Viacom Inc. and Viacom International Inc.	Viacom International Inc. 1515 Broadway New York, NY 10036
Philippe P. Dauman*	Viacom Inc. 1515 Broadway New York, NY 10036	Deputy Chairman, Executive VP, General Counsel, Chief Administrative Officer and Secretary of Viacom Inc. and Executive VP and Secretary of Viacom International Inc.	Viacom International Inc. 1515 Broadway New York, NY 10036
Thomas E. Dooley	Viacom Inc. 1515 Broadway New York, NY 10036	Deputy Chairman, Executive VP-Finance, Corporate Development and Communications of Viacom Inc. and Executive VP of Viacom International Inc.	Viacom International Inc. 1515 Broadway New York, NY 10036

\*Also a Director

## Schedule I - Continued

Carl D. Folta	Viacom Inc. 1515 Broadway New York, NY 10036	Sr. VP, Corporate Relations of Viacom Inc. and Viacom International Inc.	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 Inc. and Sr. VP and Assistant Secretary of Viacom International Inc.	Viacom International Inc. 1515 Broadway New York, NY 10036
Susan C. Gordon	Viacom Inc. 1515 Broadway New York, NY 10036	Vice President, Controller and Chief Accounting Officer of Viacom Inc. and Viacom International Inc.	Viacom International Inc. 1515 Broadway New York, NY 10036
Rudolph L. Hertlein	Viacom Inc. 1515 Broadway New York, NY 10036	Sr. VP, Corporate Development of Viacom Inc. and Sr. VP of Viacom International Inc.	Viacom International Inc. 1515 Broadway New York, NY 10036
Carol Melton	Viacom Inc. 1515 Broadway New York, NY 10036	Sr. VP, Government Affairs of Viacom Inc. and Viacom International Inc.	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 Inc. and Viacom International Inc.	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 Inc. and Viacom International Inc.	Viacom International Inc. 1515 Broadway New York, NY 10036

\*Also a Director

Schedule II  
Viacom Inc.  
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 10036	Sr. VP, Treasurer of Viacom	Viacom International Inc. 1515 Broadway New York 10036
Philippe P. Dauman*	Viacom Inc. 1515 Broadway New York, NY 10036	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 10036	Deputy Chairman, Executive VP-Finance, Corporate Development and Communications of Viacom	Viacom International Inc. 1515 Broadway New York, NY 10036
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 and Chief Accounting Officer of Viacom	Viacom International Inc. 1515 Broadway New York, NY 10036

\*Also a Director

## Schedule II - Continued

Rudolph L. Hertlein	Viacom Inc. 1515 Broadway New York, NY 10036	Sr. VP, Corporate Development of Viacom	Viacom International Inc. 1515 Broadway New York, NY 10036
Carol Melton	Viacom Inc. 1515 Broadway New York, NY 10036	Sr. VP, Government Affairs 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

## DIRECTORS

George S. Abrams	Winer & Abrams 60 State Street Boston, MA 02109	Attorney	Winer & Abrams 60 State Street Boston, MA 02109
Ken Miller	Credit Suisse First Boston Corporation 11 Madison Avenue New York, NY 10010	Vice Chairman of Credit Suisse First Boston Corporation	Credit Suisse First Boston Corporation 11 Madison Avenue New York, NY 10010
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	Bell Atlantic 1095 Avenue of Americas New York, NY 10036	Senior EVP&CFO/Strategy and Business Development of Bell Atlantic	Bell Atlantic 1095 Avenue of Americas New York, NY 10036
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	Bell Atlantic 1095 Avenue of Americas New York, NY 10036	Vice Chairman, President and Chief Operating Officer of Bell Atlantic	Bell Atlantic 1095 Avenue of Americas New York, NY 10036

EXHIBIT INDEX

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Exhibit No.	Description
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99.1	Agreement among SEGI Holding Company, Viacom Inc. and Sumner M. Redstone pursuant to Rule 13d-1(f)(1)(iii).

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Pursuant to Rule 13d-1(f)(1)(iii) of the Securities and Exchange Commission under the Securities Exchange Act of 1934, as amended, each of the undersigned agrees that the statement to which this Exhibit is attached is filed on its behalf.

September 25, 1997

SEGI HOLDING COMPANY

By: \S\ Michael D. Fricklas  
-----  
Name: Michael D. Fricklas  
Title: Senior Vice President,  
Deputy General Counsel

VIACOM INC.

By: \S\ Michael D. Fricklas  
-----  
Name: Michael D. Fricklas  
Title: Senior Vice President,  
Deputy General Counsel

By: \*  
-----  
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