

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
Estimated average burden hours per response:	0.5

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) 01/28/2004	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

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	01/28/2004		P		200	A	\$18.55	1,858,124	D	
Class A Common Stock	01/28/2004		P		200	A	\$18.69	1,858,324	D	
Class A Common Stock	01/28/2004		P		100	A	\$18.71	1,858,424	D	
Class A Common Stock	01/28/2004		P		500	A	\$18.73	1,858,924	D	
Class A Common Stock	01/28/2004		P		500	A	\$18.75	1,859,424	D	
Class A Common Stock	01/28/2004		P		4,300	A	\$18.76	1,863,724	D	
Class A Common Stock	01/28/2004		P		200	A	\$18.77	1,863,924	D	
Class A Common Stock	01/28/2004		P		700	A	\$18.79	1,864,624	D	
Class A Common Stock	01/28/2004		P		500	A	\$18.8	1,865,124	D	
Class A Common Stock	01/28/2004		P		200	A	\$18.81	1,865,324	D	
Class A Common Stock	01/28/2004		P		100	A	\$18.82	1,865,424	D	
Class A Common Stock	01/28/2004		P		300	A	\$18.83	1,865,724	D	
Class A Common Stock	01/28/2004		P		600	A	\$18.84	1,866,324	D	
Class A Common Stock	01/28/2004		P		800	A	\$18.85	1,867,124	D	
Class A Common Stock	01/28/2004		P		1,100	A	\$18.86	1,868,224	D	
Class A Common Stock	01/28/2004		P		300	A	\$18.87	1,868,524	D	
Class A Common Stock	01/28/2004		P		300	A	\$18.88	1,868,824	D	
Class A Common Stock	01/28/2004		P		700	A	\$18.89	1,869,524	D	
Class A Common Stock	01/28/2004		P		200	A	\$18.9	1,869,724	D	
Class A Common Stock	01/28/2004		P		400	A	\$18.91	1,870,124	D	
Class A Common Stock	01/28/2004		P		292	A	\$18.92	1,870,416	D	
Class A Common Stock	01/28/2004		P		100	A	\$18.93	1,870,516	D	
Class A Common Stock	01/28/2004		P		200	A	\$18.94	1,870,716	D ⁽¹⁾	
Class A Common Stock								1,621,100	I	Indirect ⁽²⁾

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)
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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)	Code (Instr. 8)	V	6A. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	6B. (A) (D)	7. Date Exercisable and Expiration Date (Month/Day/Year)	7A. Date	7B. Date	7C. Expiration Date	7D. Expiration Date	Title	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)
VIACOM INC																	
(Last)		(First)	(Middle)														
1515 BROADWAY																	
(Street)																	
NEW YORK		NY	10036	Code	V	(A)	(D)	Date Exercisable			Expiration Date		Title	Amount or Number of Shares			
(City)		(State)	(Zip)														

1. Name and Address of Reporting Person*

[NAIRI INC](#)

(Last) (First) (Middle)

200 ELM STREET

(Street) DEDHAM MA 02026

(City) (State) (Zip)

1. Name and Address of Reporting Person*

[NATIONAL AMUSEMENTS INC /MD/](#)

(Last) (First) (Middle)

200 ELM STREET

(Street) DEDHAM MA 02026

(City) (State) (Zip)

1. Name and Address of Reporting Person*

[REDSTONE SUMNER M](#)

(Last) (First) (Middle)

C/O VIACOM INC.
1515 BROADWAY

(Street) NEW YORK NY 10036

(City) (State) (Zip)

1. Name and Address of Reporting Person*

[VIACOM INTERNATIONAL INC /DE/](#)

(Last) (First) (Middle)

1515 BROADWAY

(Street) NEW YORK NY 10036

(City) (State) (Zip)

Explanation of Responses:

1. These securities are owned directly by Viacom Inc. (Viacom), but may also be deemed to be beneficially owned by (1) NAIRI, Inc. (NAIRI), which owns approximately 70% 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.

2. These securities are owned directly by Viacom International Inc., a wholly-owned subsidiary of Viacom, but may also be deemed to be beneficially owned by (1) NAIRI, (2) NAI and (3) Sumner M. Redstone.

Remarks:

By: Michael D. Fricklas,
Executive Vice President

01/29/2004

By: Sumner M. Redstone,
Chairman & President

01/29/2004

By: Sumner M. Redstone,
Chairman & CEO

01/29/2004

By: Sumner M. Redstone

01/29/2004

By: Michael D. Fricklas,
Executive Vice President

01/29/2004

** 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.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.