

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549-1004

FORM 11-K

(Mark One)

/ X / Annual Report Pursuant to Section 15(d) of the
Securities Exchange Act of 1934

For the year ended December 31, 1996 Commission file number 1-9553

OR

/ / Transition Report Pursuant to Section 15(d) of the
Securities Exchange Act of 1934

VIACOM INVESTMENT PLAN

(Full title of the plan)

VIACOM INC.

(Name of issuer of the securities held pursuant to the plan)

1515 Broadway
New York, New York 10036

(Address of principal executive offices)

VIACOM INVESTMENT PLAN

FINANCIAL STATEMENTS

DECEMBER 31, 1996

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Additional information:	
Item 27a--Schedule of assets held for investment purposes at December 31, 1996.....	I
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All other schedules are omitted as not applicable or not required.	
(b) Exhibit:	
I--Consent of Independent Accountants	

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the persons who administer the Plan have duly caused this annual report to be signed on its behalf by the undersigned, hereunto duly authorized.

VIACOM INVESTMENT PLAN

Date: July 2, 1997

By: /s/ Barbara Mickowski

Barbara Mickowski

Member of the Retirement Committee

REPORT OF INDEPENDENT ACCOUNTANTS

To the Participants and
Administrator of the
Viacom Investment Plan

In our opinion, the financial statements in the accompanying index present fairly, in all material respects, the net assets available for benefits of the Viacom Investment Plan (the "Plan") at December 31, 1996 and 1995, and the changes in net assets available for benefits for the years then ended, in conformity with generally accepted accounting principles. These financial statements are the responsibility of the Plan's management; our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits of these statements in accordance with generally accepted auditing standards which require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements, assessing the accounting principles used and significant estimates made by management, and evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for the opinion expressed above.

As discussed in Note 1 to the Financial Statements, effective January 1, 1996 Paramount Communications Inc. Employees' Savings Plan, Prentice Hall Computer Publishing Division Retirement Plan and Blockbuster Entertainment Retirement and Savings Plan were merged with and into the Plan.

Our audits were performed for the purpose of forming an opinion on the basic financial statements taken as a whole. The additional information listed in the accompanying index is presented for purpose of additional analysis and is not a required part of the basic financial statements but is additional information required by the Employee Retirement Income Security Act of 1974 (ERISA). The Fund Information in the statement of net assets available for benefits and the statement of changes in net assets available for benefits is presented for purposes of additional analysis rather than to present the net assets available for plan benefits and changes in net assets available for benefits for each fund. The supplemental schedules and the Fund Information have been subjected to the auditing procedures applied in the audits of the basic financial statements and, in our opinion, are fairly stated in all material respects in relation to the basic financial statements taken as a whole.

PRICE WATERHOUSE LLP
New York, New York
July 2, 1997

VIACOM INVESTMENT PLAN
STATEMENT OF NET ASSETS AVAILABLE FOR BENEFITS, WITH FUND INFORMATION
DECEMBER 31, 1996

(Continued on Page 3)

	Participant Directed						
	Putnam Voyager Fund	Putnam Vista Fund	Putnam Fund For Growth & Income	Putnam U.S. Gov't Income Trust	Certus Interest Income Fund	Putnam Money Market Fund	Europacific Growth Fund
Assets:							
Investments:							
Registered investment companies...	\$103,723,011	\$6,774,257	\$68,536,260	\$2,571,476		\$936,423	\$21,502,001
Plan's interest in Master Trust...					\$98,881,919		
Viacom Inc. common stock.....							
Investments in other.....							
Loans to participants.....							
Total investments.....	103,723,011	6,774,257	68,536,260	2,571,476	98,881,919	936,423	21,502,001
Cash and cash equivalents.....					34,550		
Receivables:							
Investment income.....							
Contributions:							
Employer.....							
Employee.....	452,451		240,849		125,782		146,244
Net assets available for benefits...	\$104,175,462	\$6,774,257	\$68,777,109	\$2,571,476	\$99,042,251	\$936,423	\$21,648,245

See accompanying notes to financial statements.

VIACOM INVESTMENT PLAN

STATEMENT OF NET ASSETS AVAILABLE FOR BENEFITS, WITH FUND INFORMATION

DECEMBER 31, 1996

(continued)

	Participant Directed				Non - Participant Directed		Fund Totals
	George Putnam Fund of Boston	Putnam Investors Fund	Putnam Income Fund	Viacom Inc. Common Stock Fund	Loan Fund	Viacom Inc. Common Stock Fund	
Assets:							
Investments:							
Registered investment companies..	\$23,675,858	\$44,743,659	\$24,263,868				\$296,726,813
Plan's interest in Master Trust..							98,881,919
Viacom Inc. common stock.....				\$29,149,838		\$117,477,020	146,626,858
Investments in other.....				158,582		319,024	477,606
Loans to participants.....					\$19,433,712		19,433,712
Total investments.....	23,675,858	44,743,659	24,263,868	29,308,420	19,433,712	117,796,044	562,146,908
Cash and cash equivalents.....						1,459,798	1,494,348
Receivables:							
Investment income.....					102,776		102,776
Contributions:							
Employer.....						635,957	635,957
Employee.....	96,173	209,189	72,064	328,861			1,671,613
Net assets available for benefits..	\$23,772,031	\$44,952,848	\$24,335,932	\$29,637,281	\$19,536,488	\$119,891,799	\$566,051,602

See accompanying notes to financial statements.

VIACOM INVESTMENT PLAN

STATEMENT OF NET ASSETS AVAILABLE FOR BENEFITS, WITH FUND INFORMATION

DECEMBER 31, 1995

	Participant Directed				
	Putnam Voyager Fund	Putnam Vista Fund	Putnam Fund For Growth and Income	Putnam U.S. Gov't Income Trust	Certus Interest Income Fund
Assets:					
Investments:					
Registered investment companies..	\$44,415,248	\$21,793,509	\$27,829,153	\$9,785,722	
Plan's interest in Master Trust..					\$26,239,822
Viacom Inc. common stock.....					
Loans to participants.....					
Total investments.....	44,415,248	21,793,509	27,829,153	9,785,722	26,239,822
Cash and cash equivalents.....					34,550
Receivables:					
Investment income.....					
Contributions:					
Employer.....					
Employee.....	325,292	170,956	177,809	63,750	123,483
Total assets available for benefits.....	\$44,740,540	\$21,964,465	\$28,006,962	\$9,849,472	\$26,397,855

	Participant Directed			Non-Participant Directed	Total
	Putnam Money Market Fund	Viacom Inc. Common Stock Fund	Loan Fund	Viacom Inc. Common Stock Fund	
Assets:					
Investments:					
Registered investment companies..	\$3,575,658				\$107,399,290
Plan's interest in Master Trust..					26,239,822
Viacom Inc. common stock.....		\$2,017,323		\$31,258,321	33,275,644
Loans to participants.....			\$7,263,971		7,263,971
Total investments.....	3,575,658	2,017,323	7,263,971	31,258,321	174,178,727
Cash and cash equivalents.....					34,550
Receivables:					
Investment income.....					
Contributions:					
Employer.....			45,220	259,321	45,220
Employee.....	26,770	32,672			259,321
Total assets available for benefits.....	\$3,602,428	\$2,049,995	\$7,309,191	\$31,517,642	175,438,550

See accompanying notes to financial statements.

VIACOM INVESTMENT PLAN

STATEMENT OF CHANGES IN NET ASSETS AVAILABLE FOR BENEFITS, WITH FUND INFORMATION

YEAR ENDED DECEMBER 31, 1996

(Continued on Page 6)

	Participant Directed						
	Putnam Voyager Fund	Putnam Vista Fund	Putnam Fund for Growth and Income	Putnam U.S. Gov't Income Trust	Certus Interest Income Fund	Putnam Money Market Fund	Europacific Growth Fund
Additions (deductions) to net assets attributed to:							
Contributions:							
Employer.....							
Employees.....	\$ 17,435,967	\$ 317,304	\$ 9,388,501	\$ 139,236	\$ 5,099,406	\$ 62,331	\$ 5,193,637
Rollover.....	1,537,860	697	895,958	595	641,378	--	477,640
Investment income.....	6,573,080	409,017	5,676,256	191,344	44,493	49,612	988,394
Plan's interest in Master Trust investment income.....					7,921,747		
Net appreciation (depreciation) in fair value of investments.....	2,080,593	917,468	4,664,371	(83,062)			1,274,334
Interfund transfers and loan activity, net.....	40,508,181	(15,337,929)	25,552,344	(6,882,355)	(104,351,884)	(2,646,309)	14,764,674
Total additions (deductions)...	68,135,681	(13,693,443)	46,177,430	(6,634,242)	(90,644,860)	(2,534,366)	22,698,679
Deductions to net assets attributed to:							
Participants benefits paid.....	8,691,971	1,495,393	5,402,906	643,280	20,685,857	131,437	1,049,840
Plan expenses.....	8,788	1,372	4,377	474	49,363	202	594
Total deductions.....	8,700,759	1,496,765	5,407,283	643,754	20,735,220	131,639	1,050,434
Net increase (decrease).....	59,434,922	(15,190,208)	40,770,147	(7,277,996)	(111,380,080)	(2,666,005)	21,648,245
Transfer from Other Plans.....					184,024,476		
Net assets available for benefits, beginning of year.....	44,740,540	21,964,465	28,006,962	9,849,472	26,397,855	3,602,428	
Net assets available for benefits, end of year.....	\$104,175,462	\$ 6,774,257	\$ 68,777,109	\$ 2,571,476	\$ 99,042,251	\$ 936,423	\$ 21,648,245

See accompanying notes to the financial statements.

VIACOM INVESTMENT PLAN
STATEMENT OF CHANGES IN NET ASSETS AVAILABLE FOR BENEFITS,
WITH FUND INFORMATION

YEAR ENDED DECEMBER 31, 1996

(Continued)

	Participant Directed				Non - Participant Directed		
	George Putnam Fund of Boston	Putnam Investors Fund	Putnam Income Fund	Viacom Inc. Common Stock Fund	Loan Fund	Viacom Inc. Stock Fund	Funds Total
Additions (deductions) to net assets attributed to:							
Contributions:							
Employer.....						\$ 18,946,634	\$ 18,946,634
Employees.....	\$ 3,231,336	\$ 7,436,535	\$ 3,125,323	\$ 6,963,348			58,392,924
Rollover.....	310,195	777,827	270,701	567,246			5,480,097
Investment income.....	2,164,454	5,272,581	1,279,460	3,658	\$ 1,460,785	191,459	24,304,593
Plan's interest in Master Trust investment income.							7,921,747
Net appreciation (depreciation) in fair value of investments....	1,563,741	1,094,806	229,300	(9,323,759)		(44,784,901)	(42,367,109)
Interfund transfers and loan activity, net.....	(9,462,342)	28,378,467	19,378,526	4,297,816	(344,315)	6,145,126	--
Total additions (deductions).....	(2,192,616)	42,960,216	24,283,310	2,508,309	1,116,470	(19,501,682)	72,678,886
Deductions to net assets attributed to:							
Participants benefits paid.....	2,627,457	2,453,928	1,592,800	1,946,587	1,283,905	12,887,934	60,893,295
Plan expenses.....	1,235	2,379	1,000	818		10	70,612
Total deductions....	2,628,692	2,456,307	1,593,800	1,947,405	1,283,905	12,887,944	60,963,907
Net increase (decrease).....	(4,821,308)	40,503,909	22,689,510	560,904	(167,435)	(32,389,626)	11,714,979
Transfer from Other Plans.	28,593,339	4,448,939	1,646,422	27,026,382	12,394,732	120,763,783	378,898,073
Net assets available for benefits, beginning of year.....	--	--	--	2,049,995	7,309,191	31,517,642	175,438,550
Net assets available for benefits, end of year...	\$23,772,031	\$44,952,848	\$24,335,932	\$29,637,281	\$19,536,488	\$119,891,799	\$566,051,602

See accompanying notes to the financial statements.

VIACOM INVESTMENT PLAN

STATEMENT OF CHANGES IN NET ASSETS AVAILABLE FOR BENEFITS, WITH FUND INFORMATION

YEAR ENDED DECEMBER 31, 1995

	Participant Directed					
	Putnam Voyager Fund	Putnam Vista Fund	Putnam Fund for Growth and Income	Putnam U.S. Gov't Income Trust	Certus Interest Income Fund	Putnam Money Market Fund
Additions (deductions) to net assets attributed to:						
Contributions:						
Employer.....						
Employees.....	\$ 5,522,360	\$ 2,934,589	\$ 3,279,011	\$1,206,020	\$ 2,084,583	\$ 472,816
Rollover.....	291,346	180,924	203,866	86,559	77,668	9,046
Investment income.....	2,374,727	1,892,410	1,831,488	661,502	1,860	182,157
Plan's interest in Master Trust investment income.....					1,814,940	
Net appreciation (depreciation) in fair value of investments...	10,057,128	4,074,095	5,456,692	732,129		
Interfund transfers and loan activity, net.....	(1,019,985)	(49,489)	18,663	(784,201)	(904,621)	182,358
Total additions.....	17,225,576	9,032,529	10,789,720	1,902,009	3,074,430	846,377
Deductions to net assets attributed to:						
Participants benefits paid.....	2,121,500	867,383	1,381,816	509,352	2,300,492	109,929
Transfer to other plan.....	522,944	410,813	469,448	104,297	877,146	114,008
Plan expenses.....	6,818	2,969	3,450	1,038	6,944	621
Total deductions.....	2,651,262	1,281,165	1,854,714	614,687	3,184,582	224,558
Net additions (deductions).	14,574,314	7,751,364	8,935,006	1,287,322	(110,152)	621,819
Net assets available for benefits, beginning of year.....	30,166,226	14,213,101	19,071,956	8,562,150	26,508,007	2,980,609
Net assets available for benefits, end of year.....	\$44,740,540	\$21,964,465	\$28,006,962	\$9,849,472	\$26,397,855	\$3,602,428

VIACOM INVESTMENT PLAN

STATEMENT OF CHANGES IN NET ASSETS AVAILABLE FOR BENEFITS, WITH FUND INFORMATION
(CONTINUED)

YEAR ENDED DECEMBER 31, 1995

	-----		Non-Participant Directed -----	
	Viacom Inc. Common Stock Fund	Loan Fund	Viacom Inc. Common Stock Fund	Total -----
Additions (deductions) to net assets attributed to:				
Contributions:				
Employer.....			\$ 4,168,521	\$ 4,168,521
Employees.....	\$ 224,239			15,723,618
Rollover.....	65,078			914,487
Investment income.....	350	\$ 499,080	6,328	7,449,902
Plan's interest in Master Trust investment income.....				1,814,940
Net appreciation (depreciation) in fair value of investments...	(49,153)		3,520,517	23,791,408
Interfund transfers and loan activity, net.....	1,831,707	725,086	482	--
Total additions.....	2,072,221	1,224,166	7,695,848	53,862,876
Deductions to net assets attributed to:				
Participants benefits paid.....	4,452	369,496	2,089,163	9,753,583
Transfer to other plan.....	17,621	160,437	536,727	3,213,441
Plan expenses.....	153			21,993
Total deductions.....	22,226	529,933	2,625,890	12,989,017
Net additions (deductions).....	2,049,995	694,233	5,069,958	40,873,859
Net assets available for benefits, beginning of year.....	--	6,614,958	26,447,684	134,564,691
Net assets available for benefits, end of year.....	\$2,049,995	\$7,309,191	\$31,517,642	\$175,438,550

See accompanying notes to the financial statements.

VIACOM INVESTMENT PLAN

NOTES TO FINANCIAL STATEMENTS

NOTE 1--PLAN DESCRIPTION:

The following is a brief description of the Viacom Investment Plan (the "Plan") and is provided for general information only. Participants should refer to the Plan document for more complete information regarding the Plan.

The Plan is a defined contribution plan offered on a voluntary basis to substantially all employees of Viacom International Inc. (the "Company"), a wholly-owned subsidiary of Viacom Inc.

Effective January 1, 1996, the Company merged the following defined contribution plans sponsored by subsidiaries of Viacom Inc., with and into the Plan: Paramount Communications Inc. Employees' Savings Plan ("PCI Savings Plan"), Prentice Hall Computer Publishing Division Retirement Plan, and Blockbuster Entertainment Retirement and Savings Plan (collectively, the "Merged Plans"). Effective January 1, 1996, the Plan was amended and restated, including amendments to reflect the Plan mergers, to change the method used to determine employer matching contributions, to change the vesting schedule and to change the funds available for investment of employee contributions.

Effective October 1, 1995, certain collective bargaining employees of the Company ceased participation in the Plan and became eligible to participate in a separate collective bargaining plan ("CBP").

Eligible employees may become participants in the Plan following the attainment of age 21 and completion of twelve months of employment service, generally measured from date of hire. The Plan is subject to the provisions of the Employee Retirement Income Security Act of 1974, as amended ("ERISA"), and is administered by a committee (the "Administrator") appointed by the Board of Directors of the Company. Although the Company anticipates that the Plan will continue indefinitely, it reserves the right by action of its Board of Directors to amend or terminate the Plan provided that such action does not retroactively reduce earned participant benefits.

Investment and participant accounts

Putnam Fiduciary Trust Company (the "Trustee") is the trustee and custodian of Plan assets.

Effective January 1, 1996, Plan participants have the option of investing their contributions or existing account balance among the following funds: (1) Putnam Voyager Fund; (2) Putnam Fund for Growth and Income; (3) Certus Interest Income Fund; (4) Europacific Growth Fund; (5) George Putnam Fund of Boston; (6) Putnam Investors Fund; (7) Putnam Income Fund; and (8) Viacom Inc. Common Stock Fund. Each of the funds, except for the Certus Interest Income Fund, the Europacific Growth Fund and the Viacom Inc. Common Stock Fund are registered investment companies managed by Putnam Management Company, Inc. and, therefore, are identified as parties-in-interest. The Europacific Growth Fund is a registered investment company managed by Capital Research and Management Company. The Certus Interest Income Fund, which is managed by the Certus Financial Corporation ("Certus"), primarily invests in guaranteed investment contracts and bank investment contracts, some of which are created by way of the concurrent purchase of a bank guarantee contract and a United States government security (the "pass through" contract).

VIACOM INVESTMENT PLAN

NOTES TO FINANCIAL STATEMENTS (Continued)

Participants employed by the Company's former cable operations have the option of investing their existing account balances only in the investment funds available at December 31, 1995 as follows: Putnam Fund for Growth & Income, Putnam Voyager Fund, Certus Interest Income Fund, Viacom Inc. Common Stock Fund, Putnam Vista Fund, Putnam U.S. Government Income Trust and the Putnam Money Market. As of June 30, 1996, such participants were no longer eligible to contribute to the Plan.

The Viacom Inc. Common Stock Fund invests in shares of Viacom Inc. Class B Common Stock and therefore is identified as a party-in-interest. Investment elections are required to be in multiples of 5% and can be changed at any time. The Plan is intended to meet the requirements of ERISA Section 404 (c). Thus, to the extent participants exercise control over the investment of contributions, neither the Plan nor any other Plan fiduciary will be responsible for any losses which may occur.

Effective January 1, 1994, the Company and certain affiliated companies entered into a master trust agreement ("Master Trust") with the Trustee for the purpose of permitting the commingling of investments of the Plan, affiliated companies' plans, and, effective October 1, 1995, the CBP. The Master Trust assets are managed by Certus. However, the Trustee records the activity of each plan separately in order to distinguish the specific assets available to each plan. Net investment assets and net investment earnings on the investments of the Master Trust are allocated daily to the plans participating in the Master Trust. Such allocation is based on the ratio of net investment assets of each of the participating plans to total net investment at the time the Master Trust was formed, adjusted for any contributions or disbursements attributable to specific participating plans. Note 7 sets forth the Plan's proportionate interest in the Master Trust, and certain financial information of the Master Trust.

Employer matching contributions are invested entirely in a fund consisting of Viacom Inc. Class B Common Stock.

VIACOM INVESTMENT PLAN

NOTES TO FINANCIAL STATEMENTS (Continued)

Loans to Participants

The Loan Fund is a separate fund established solely for the purpose of administering loans to participants. Participants are eligible to receive loans based on their account balances. The maximum loan available to a participant is the lesser of 50% of the participant's vested account balance or \$50,000, reduced by the highest outstanding balance of any Plan loan made to the participant during the twelve month period ending on the day before the loan is made. The minimum loan available to a participant is \$500. The interest rate on participant loans is established on the first day of the calendar quarter at a rate of 1% above the prime commercial rate. Effective January 1, 1996, only one loan may be outstanding at one time. Participants who had one or two outstanding loans from the PCI Savings Plan must continue to pay off the PCI Savings Plan loans while participating in the Plan and may not take out additional loans until the PCI Savings Plan loans are completely repaid. Participants may elect repayment periods from twelve to sixty months through payroll deductions commencing as soon as administratively possible following the distribution of the loan. The Plan allows participants to elect a repayment term of up to 300 months for loans used for the acquisition of a principle residence. Transfers of participant balances for loan disbursements and repayments of loan principal and interest to the Loan Fund are specifically identified in the respective participants' accounts within each fund.

Contributions

The Plan permits participants to contribute up to 15% of annual compensation on a before-tax, after-tax or combination basis, subject to the Internal Revenue Code ("IRC") limitations set forth below. The Company's matching contribution is equal to (i) 50% of the first 6% of annual compensation that is contributed on a before-tax basis if base pay is \$65,000 or less at a specified date or (ii) 50% of the first 5% of annual compensation contributed on a before tax basis if base pay is greater than \$65,000.

The IRC limits the amount of annual contributions that can be made on a before-tax basis; the limit was \$9,500 and \$9,240 for 1996 and 1995, respectively. Compensation recognized under the plan may not exceed \$150,000 for 1996 and 1995, respectively. The IRC also contains an annual limit on aggregate participant and employer contributions to defined contribution plans equal to the lesser of \$30,000 or 25% of compensation. All contributions made to the Plan on an annual basis may be further limited due to certain non-discrimination tests prescribed by the IRC.

VIACOM INVESTMENT PLAN

NOTES TO FINANCIAL STATEMENTS (Continued)

Vesting

Participants in the Plan are immediately vested in their own contributions and earnings thereon. After January 1, 1996, the employer's matching contribution will vest at 20% per year of service, becoming fully vested after five years of service. Employees who on December 31, 1995 were participants in the Plan or the Merged Plans will be covered by the vesting schedules in effect at that time if they are more favorable. If participants terminate employment prior to being vested in their employer matching contributions and receive a distribution of the vested portion of their account, the non-vested portion of their account is forfeited and used to reduce future employer matching contributions or defray administrative expenses. Employer matching contributions of \$579,468 and \$39,616 during the years ended December 31, 1996 and December 31, 1995, respectively, were forfeited by terminating employees before those amounts became vested.

Distributions and Withdrawals

Earnings on both employee and employer contributions are not subject to income tax until they are distributed or withdrawn from the Plan.

Participants in the Plan, or their beneficiaries, may receive their account balances, in a lump sum or in installments over a period of up to 20 years, in the event of retirement, termination of employment, disability, or death. Participants must receive a required minimum distribution upon attainment of age 70 1/2 even if they are still employed.

Participants who have been in the Plan or affiliated plans at least five years may elect to withdraw up to 100% of their employer matching contribution account and earnings thereon, while those who have participated less than five years are limited to withdrawing vested employer matching contributions made at least two years prior to the withdrawal including earnings thereon. In addition, participants in the Plan may receive part or all of their after-tax and rollover contributions. Upon attainment of age 59 1/2 participants may withdraw all or part of their before-tax contributions and earnings thereon. All of the above withdrawal elections are subject to a provision that a participant can make only one such request during each calendar year.

A participant may obtain a hardship withdrawal of employer matching contributions and before-tax contributions (including the pre-1989 earnings thereon) provided that the requirements for hardship are met. There is no restriction on the number of hardship withdrawals permitted.

Plan Expenses

The Plan pays for expenses incurred in connection with the administration of the Plan and the investment of Plan assets, to the extent not covered by forfeitures.

NOTES TO FINANCIAL STATEMENTS (Continued)

NOTE 2--SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES:

Accounting Method

The accrual method of accounting is used for financial statement presentation. Certain previously reported amounts have been reclassified to conform with the current presentation.

Investments

Short-term money market obligations are carried at cost which approximates fair value due to the short-term maturity of these investments. Viacom Inc. Class A Common Stock and Class B Common Stock are reported at fair value based on the quoted market price of the stock on the American Stock Exchange, Inc. Investments with registered investment companies are reported at fair value based upon the market value of the underlying securities as priced by national security exchanges. Guaranteed investment income contracts and bank investment contracts held by the Master Trust are reported at contract value (cost plus interest at contract rate less distributions to participants). Although the investment components of the bank investment "pass through" contracts are stated at fair market value based on quoted market prices, the addition of the guarantee component results in such contracts being reported at contract value. Participant loans consist of the outstanding principal of loans to Plan participants at December 31, which approximate market value. The loans outstanding as of December 31, 1996 and 1995 carry interest rates ranging from 7% to 11%. Cash and cash equivalents are valued at cost plus accrued interest, which approximate market value.

Security Transactions

Purchases and sales of securities are recorded on the trade date. The historical average cost basis is used to determine gains or losses on security dispositions.

Payment of Benefits

Benefits are recorded when paid.

Use of Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires the Plan to make estimates and assumptions, such as those regarding fair value, that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of changes in net assets available for benefits during the reporting period. Actual results could differ from those estimates.

VIACOM INVESTMENT PLAN

NOTES TO FINANCIAL STATEMENTS (Continued)

NOTE 3--INVESTMENTS:

Individual investments that represent greater than 5% of net assets available for benefits are identified below:

	December 31,	
	1996	1995
Viacom Inc. Class B Common Stock.....	\$138,004,114	\$20,035,565
Putnam Voyager Fund.....	103,723,011	44,415,248
Plan's interest in Master Trust.....	98,881,919	26,239,822
Putnam Vista Fund.....	--	21,793,509
Putnam Fund for Growth and Income.....	68,536,260	27,829,153
Putnam Investors Fund.....	44,743,659	--

During 1996 and 1995 the Plan's investments (including investments bought, sold and held during the year) appreciated (depreciated), as follows:

	Year Ended December 31,	
	1996	1995
Putnam Voyager Fund.....	\$ 2,080,593	\$10,057,128
Putnam Vista Fund.....	917,468	4,074,095
Putnam Fund for Growth and Income.....	4,664,371	5,456,692
Putnam U.S. Government Income Trust.....	(83,062)	732,129
Europacific Growth Fund.....	1,274,334	--
George Putnam Fund of Boston.....	1,563,741	--
Putnam Investors Fund.....	1,094,806	--
Putnam Income Fund.....	229,300	--
Viacom Inc. Class A Common Stock.....	(3,257,119)	1,343,186
Viacom Inc. Class B Common Stock.....	(50,851,541)	2,128,178
Net (depreciation) appreciation	\$(42,367,109)	\$23,791,408

VIACOM INVESTMENT PLAN

NOTES TO FINANCIAL STATEMENTS (Continued)

The Plan uses daily valuations and assigns units to participants within each of the respective funds. Total units, net asset value per unit and total net assets available for benefits in each fund at December 31, 1996 and 1995 were as follows:

Fund -----	Total Units -----	Net Asset Available For Benefits per Unit -----	Total Net Asset Available for Benefits -----
December 31, 1996:			

Participant Directed:			
Putnam Voyager Fund.....	6,434,430	\$ 16.19	\$104,175,462
Putnam Vista Fund.....	648,254	10.45	6,774,257
Putnam Fund for Growth and Income.....	3,803,344	18.08	68,777,109
Putnam U. S. Government Income Trust...	200,427	12.83	2,571,476
Certus Interest Income Fund.....	99,042,251	1.00	99,042,251
Putnam Money Market Fund.....	936,423	1.00	936,423
Europacific Growth Fund.....	825,730	26.22	21,648,245
George Putnam Fund of Boston.....	1,443,650	16.47	23,772,031
Putnam Investors Fund.....	4,858,161	9.25	44,952,848
Putnam Income Fund.....	3,461,322	7.03	24,335,932
Viacom Inc. Common Stock Fund.....	837,331	35.39	29,637,281
Loan Fund.....			19,536,488
Non-Participant Directed:			
Viacom Inc. Common Stock Fund.....	3,354,559	35.74	119,891,799

			\$566,051,602

December 31, 1995:			

Participant Directed:			
Putnam Voyager Fund.....	2,910,460	\$ 15.37	\$44,740,540
Putnam Vista Fund.....	2,394,330	9.17	21,964,465
Putnam Fund for Growth and Income.....	1,718,408	16.30	28,006,962
Putnam U. S. Government Income Trust...	741,343	13.29	9,849,472
Certus Interest Income Fund.....	26,397,855	1.00	26,397,855
Putnam Money Market Trust.....	3,602,428	1.00	3,602,428
Viacom Inc. Common Stock Fund.....	42,582	48.14	2,049,995
Loan Fund.....			7,309,191
Non-Participant Directed:			
Viacom Inc. Common Stock Fund.....	668,529	47.14	31,517,642

			\$175,438,550

VIACOM INVESTMENT PLAN

NOTES TO FINANCIAL STATEMENTS (Continued)

NOTE 4--RECONCILIATION OF FINANCIAL STATEMENTS TO FORM 5500:

The following is a reconciliation of net assets available for benefits per the December 31, 1996 financial statements to the Form 5500:

Net assets available for benefits per the financial statements.....	\$ 566,051,602
Amounts allocated to withdrawing participants.....	(1,463,976)
Net assets available for benefits per the Form 5500.....	\$ 564,587,626

The following is a reconciliation of benefits paid to participants per the financial statements to the Form 5500 for the year ended December 31, 1996:

Benefits paid to participants per the financial statements...	\$60,893,295
Add: Amounts allocated to withdrawing participants at December 31, 1996.....	1,463,976
Less: Amounts allocated to withdrawing participants at December 31, 1995.....	(270,251)
Benefits paid to participants per the Form 5500.....	\$62,087,020

Amounts allocated to withdrawing participants are recorded on the Form 5500 for benefit claims that have been processed and approved for payment prior to December 31, 1996 but are not paid as of that date.

NOTE 5--INCOME TAX STATUS:

The Plan, as amended through January 1, 1996, has not obtained a determination letter, however, it is intended that the Plan qualify under Section 401(a) of the IRC and will therefore, be exempt from federal income taxes under the provisions of Section 501(a). The Plan, as amended through December 1994, was found by the Internal Revenue Service ("IRS") in a letter issued August 17, 1995, to be qualified under Section 401(a) of the IRC. The Administrator believes that the Plan is currently designed and being operated in compliance with the applicable requirements of the IRC. The Administrator intends to apply for a determination letter during 1997.

During December 1995, the Company submitted an application for the Voluntary Compliance Resolution Program established by the IRS to correct errors in Plan operation relating to certain contributions made during 1994. The matter was resolved in a manner satisfactory to the IRS and there was no change in the qualified status of the Plan.

VIACOM INVESTMENT PLAN

NOTES TO FINANCIAL STATEMENTS (Continued)

NOTE 6--TERMINATION PRIORITIES:

In the event that the Plan is terminated, subject to conditions set forth in ERISA, the Plan provides that the net assets of the Plan be distributed to participants in proportion to their respective vested interests in such net assets at that date.

NOTE 7--INVESTMENT IN MASTER TRUST:

The value of the Plan's interest in the total investments of the Master Trust was 98.4% and 95.7% at December 31, 1996 and 1995, respectively, and the allocated share of investment income was 99.6% and 99.2% for the respective years then ended.

The following table presents the fair value of investments of the Master Trust:

	December 31,	
	1996	1995
Guaranteed investment contracts.....	\$ 52,807,733	\$ 10,069,048
Bank investment "pass through" contracts..	41,701,819	13,960,645
Putnam short-term investment fund.....	6,092,420	3,176,052
Receivable for investments sold.....	--	211,205
Accrued plan expenses.....	(2,091)	(8,405)
Payable for investments purchased.....	(146,511)	--
Net Investments in Master Trust.....	\$ 100,453,370	\$ 27,408,545

Investment income of the Master Trust is as follows:

	Year Ended December 31,	
	1996	1995
Investment Income:		
Guaranteed investment contracts.....	\$ 3,676,184	\$ 877,860
Bank investment "pass through" contracts..	2,686,416	905,644
Short-term investment fund.....	1,656,893	98,381
Investment manager fees.....	(64,046)	(51,526)
Net Investment Income.....	\$ 7,955,447	\$ 1,830,359

The guaranteed investment contracts and bank investment "pass through" contracts are fully benefit-responsive and are therefore presented in the financial statements at contract value. The Company does not expect any employer initiated events that may cause premature liquidation to a contract at market value. At December 31, 1996 and 1995, the fair value of such assets in the aggregate was \$100,359,722 and \$27,322,047, respectively, with an average yield of 6.31% and 6.85%, respectively. The return on assets for the year ended December 31, 1996 and 1995 were 6.18% and 7.18%, respectively. The bank investment "pass through" contracts interest rates reset quarterly, with a minimum crediting interest rates of zero, based upon the interest rate which, when applied to the current book value, will reproduce the expected cash flows of the underlying asset.

VIACOM INVESTMENT PLAN

NOTES TO FINANCIAL STATEMENTS (Continued)

NOTE 8--SUBSEQUENT EVENTS:

Effective January 1, 1997, the Company merged the Savings and Investment Plan for Employees of PVI Transmission and Paramount Distribution Inc. with and into the Plan.

Effective July 1, 1997, Plan participants have the option of investing their contributions or existing account balances in a new fund, the Putnam S&P 500 Index Fund. The fund will be managed by Putnam Management Company, Inc. and, therefore, is identified as a party-in-interest.

SCHEDULE I

VIACOM INVESTMENT PLAN
 ITEM 27a--SCHEDULE OF ASSETS HELD FOR INVESTMENT PURPOSES
 YEAR ENDED DECEMBER 31, 1996

(b) Identity of issue, borrowing lessor or similar party -----	(c) Unit/ Principal Amount/Shares/ Maturity and Interest Rates -----	(d) Cost of Acquisitions -----	(e) Current Value -----
Registered Investment Companies: -----			
* Putnam Voyager Fund.....	6,434,430 units	\$ 94,896,575	\$103,723,011
* Putnam Vista Fund.....	648,254 units	5,457,060	6,774,257
* Putnam Fund for Growth and Income.....	3,803,344 units	61,806,485	68,536,260
* Putnam U.S. Government Income Trust.....	200,427 units	2,641,417	2,571,476
* Putnam Money Market Trust.....	936,423 units	936,423	936,423
Europacific Growth Fund.....	825,730 units	20,210,049	21,502,001
* George Putnam Fund of Boston.....	1,443,650 units	22,769,966	23,675,858
* Putnam Investors Fund.....	4,858,161 units	43,888,788	44,743,659
* Putnam Income Fund.....	3,461,322 units	23,972,838	24,263,868
COMMON STOCK FUND:			
* Viacom Inc. Class A Common Stock.....	249,934 shares	7,370,108	8,622,744
* Viacom Inc. Class B Common Stock.....	3,936,729 shares	144,401,538	138,004,114
Investments in Other.....	5,227 units	526,380	477,606
Loans to participants.....	Various maturities and interest rates	19,433,712	19,433,712
Total investments.....		-----	\$463,264,989 ----- -----

* Identified as a party-in-interest to the Plan.

Schedule II

VIACOM INVESTMENT PLAN
 ITEM 27d--SCHEDULE OF REPORTABLE TRANSACTIONS
 YEAR ENDED DECEMBER 31, 1996

Identity of Party Involved -----	Description of Asset -----	Purchase Price -----	Selling Price -----	Lease Rental -----	Expense Incurred with Transaction -----
Single Transactions:					
Transfer of assets	1,844,732 units of the George Putnam Fund of Boston	\$ 28,593,339		N/A	N/A
Series Transactions:					
Putnam Voyager Fund.....	4,695,312 units 1,170,787 units	\$ 76,460,497	\$19,192,498	N/A N/A	N/A N/A
Putnam Vista Fund.....	176,981 units 1,923,074 units	\$ 1,805,213	\$17,737,383	N/A N/A	N/A N/A
Putnam Fund for Growth & Income.....	2,898,326 units 815,680 units	\$ 49,972,647	\$13,961,237	N/A N/A	N/A N/A
George Putnam Fund of Boston.....	2,863,247 units 1,376,098 units	\$ 45,048,261	\$21,955,793	N/A N/A	N/A N/A
Putnam Investors Fund.....	6,378,971 units 1,441,204 units	\$ 57,180,672	\$12,859,792	N/A N/A	N/A N/A
Putnam Income Fund.....	4,590,724 units 1,118,089 units	\$ 31,961,941	\$ 7,845,938	N/A N/A	N/A N/A

Identity of Party Involved -----	Cost of Asset -----	Current Value of Asset on Transaction Date -----	Net Gain (Loss) -----
Single Transactions:			
Transfer of assets		\$ 28,593,339	
Series Transactions:			
Putnam Voyager Fund.....	\$16,221,924	\$ 76,460,497 \$ 19,192,498	\$2,970,574
Putnam Vista Fund.....	\$15,365,758	\$ 1,805,213 \$ 17,737,383	\$2,371,625
Putnam Fund for Growth & Income.....	\$12,317,611	\$ 49,972,647 \$ 13,961,237	\$1,643,626
George Putnam Fund of Boston.....	\$21,299,951	\$ 45,048,261 \$ 21,955,793	\$ 655,842
Putnam Investors Fund.....	\$12,618,749	\$ 57,180,672 \$ 12,859,792	\$ 241,043
Putnam Income Fund.....	\$ 7,907,670	\$ 31,961,941 \$ 7,845,938	\$ (61,732)

Schedule II

VIACOM INVESTMENT PLAN
 ITEM 27d--SCHEDULE OF REPORTABLE TRANSACTIONS (continued)
 YEAR ENDED DECEMBER 31, 1996

Identity of Party Involved -----	Description of Asset -----	Purchase Price -----	Selling Price -----	Lease Rental -----	Expense Incurred with Transaction -----
Series Transactions (continued): -----					
Europacific Growth Fund.....	925,231 units 99,622 units	\$22,629,550	\$ 2,497,964	N/A N/A	N/A N/A
Viacom Inc. Class B.....	1,163,065 units 614,047 units	\$46,740,000	\$ 23,453,187	N/A N/A	N/A N/A

Identity of Party Involved -----	Cost of Asset -----	Current Value of Asset on Transaction Date -----	Net Gain (Loss) -----
Series Transactions (continued): -----			
Europacific Growth Fund.....	\$ 2,422,489	\$ 22,629,550 \$ 2,497,964	\$ 75,475
Viacom Inc. Class B.....	\$ 22,781,676	\$ 46,740,000 \$ 23,453,187	\$ 671,511

Consent of Independent Accountants

We hereby consent to the incorporation by reference in the Registration Statements on Form S-8 (Nos. 33-60943, 33-41934, 33-56088, 33-59049, 33-59141, 33-55173 and 33-55709) of Viacom Inc. of our report dated July 2, 1997, relating to the financial statements and schedules of the Viacom Investment Plan appearing on page 1 of this Form 11-K.

PRICE WATERHOUSE LLP

New York, New York
July 2, 1997