Edgar Filing: FREEDLINE ROBERT G - Form 4

FREEDLIN Form 4	NE ROBERT G							
January 28 FORI	ЛЛ	STATES SEC V	-	PPROVAL 3235-0287				
if no lo subject Sectior Form 4 Form 5 obligat may co	to 16. or Filed pur ions Section 17(MENT OF CHA	WNERSHIP OF nge Act of 1934, of 1935 or Sectio 940	Expires:January 31, 2005Estimated average burden hours per response0.5				
(Print or Type	e Responses)							
1. Name and Address of Reporting Person <u>*</u> FREEDLINE ROBERT G			ol	d Ticker or Trading [VIA, VIAB]	5. Relationship of Reporting Person(s) to Issuer			
(Last) (First) (Middle) 1515 BROADWAY			e of Earliest 7 h/Day/Year) 5/2005	Fransaction	(Check all applicable) <u></u> Director 10% Owner <u></u> Officer (give title 0ther (specify below) SVP, Treasurer			
	(Street)		mendment, D Month/Day/Yea	-	 6. Individual or Joint/Group Filing(Check Applicable Line) _X_Form filed by One Reporting Person Form filed by More than One Reporting 			
NEW YO	RK, NY 10036				Person	Iore than One R	eporting	
(City)	(State)	(Zip) T	able I - Non-	Derivative Securities A	cquired, Disposed of	f, or Beneficia	lly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Execution Date, in any	Code) (Instr. 8)	4. Securities onAcquired (A) or Disposed of (D) (Instr. 3, 4 and 5) (A) or Amount (D) Price	SecuritiesFBeneficially(Owned(6. Ownership Form: Direct D) or Indirect I) Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Reminder: R	eport on a separate line	e for each class of s	ecurities bene	information cont required to resp	or indirectly. spond to the collec lained in this form ond unless the forn ntly valid OMB con	are not n	SEC 1474 (9-02)	

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5. Number of	6. Date Exercisable and	7. Title and Amount
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transacti	orDerivative	Expiration Date	of Underlying
Security	or Exercise		any	Code	Securities	(Month/Day/Year)	Securities

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(Instr. 3)	Price of Derivative Security		(Month/Day/Year)	(Instr.	8)	Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		(Instr. 3 and 4)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy) (1)	\$ 37.38	01/26/2005		A		59,962		<u>(2)</u>	01/26/2013	Class B common stock	59,962

Reporting Owners

Reporting Owner Name / Addre	SS	Relationships							
	Director	10% Owner	Officer	Other					
FREEDLINE ROBERT G 1515 BROADWAY NEW YORK, NY 10036			SVP, Treasurer						
Signatures									
/s/ Freedline, Robert G.	01/28/2005								

Explanation of Responses:

**Signature of Reporting

* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

Date

- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Right to buy under Issuer's long term incentive plan.
- (2) This option vests in four equal annual installments beginning on January 26, 2006.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.