

Viacom Inc.

Form 4

January 10, 2007

**FORM 4****UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

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 OF  
SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

## OMB APPROVAL

OMB  
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response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**REDSTONE SUMNER M**

(Last) (First) (Middle)

**1515 BROADWAY**

(Street)

**NEW YORK, NY 10036**

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol  
**Viacom Inc. [VIA, VIAB]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
**01/08/2007**

4. If Amendment, Date Original  
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

☐ Director ☐ 10% Owner  
☒ Officer (give title below) ☐ Other (specify  
below)

Chairman of the Board

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
☒ Form filed by One Reporting Person  
☐ 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 Ownership (Instr. 4)
			Code	V	Amount (A) or (D) Price		
Class B Common Stock	01/08/2007		S <sup>(1)</sup>		200 D \$ 41.74	308,950	D
Class B Common Stock	01/08/2007		S <sup>(1)</sup>		300 D \$ 41.75	308,650	D
Class B Common Stock	01/08/2007		S <sup>(1)</sup>		200 D \$ 41.76	308,450	D
Class B Common	01/08/2007		S <sup>(1)</sup>		200 D \$ 41.77	308,250	D

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Stock

Class B Common Stock	01/08/2007	<u>S<sup>(1)</sup></u>	100	D	\$ 41.79	308,150	D
Class B Common Stock	01/08/2007	<u>S<sup>(1)</sup></u>	200	D	\$ 41.81	307,950	D
Class B Common Stock	01/08/2007	<u>S<sup>(1)</sup></u>	100	D	\$ 41.83	307,850	D
Class B Common Stock	01/08/2007	<u>S<sup>(1)</sup></u>	100	D	\$ 41.84	307,750	D
Class B Common Stock	01/08/2007	<u>S<sup>(1)</sup></u>	100	D	\$ 41.85	307,650	D
Class B Common Stock	01/08/2007	<u>S<sup>(1)</sup></u>	500	D	\$ 41.86	307,150	D
Class B Common Stock	01/08/2007	<u>S<sup>(1)</sup></u>	100	D	\$ 41.87	307,050	D
Class B Common Stock	01/08/2007	<u>S<sup>(1)</sup></u>	100	D	\$ 41.9	306,950	D
Class B Common Stock	01/08/2007	<u>S<sup>(1)</sup></u>	100	D	\$ 41.92	306,850	D
Class B Common Stock	01/08/2007	<u>S<sup>(1)</sup></u>	100	D	\$ 41.93	306,750	D
Class B Common Stock	01/08/2007	<u>S<sup>(1)</sup></u>	200	D	\$ 41.97	306,550	D
Class B Common Stock	01/08/2007	<u>S<sup>(1)</sup></u>	100	D	\$ 41.98	306,450	D
Class B Common Stock	01/08/2007	<u>S<sup>(1)</sup></u>	100	D	\$ 41.99	306,350	D
Class B Common Stock	01/08/2007	<u>S<sup>(1)</sup></u>	100	D	\$ 42	306,250	D

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Class B Common Stock	01/08/2007	S <sup>(1)</sup>	200	D	\$ 42.04	306,050	D	
Class B Common Stock	01/08/2007	S <sup>(1)</sup>	100	D	\$ 42.05	305,950	D	
Class B Common Stock						121	I	By 401(k)
Class B Common Stock						32,861,672	I	By NAIRI, Inc. <sup>(2)</sup>
Class B Common Stock						100	I	By Spouse

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**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 control number.**

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(9-02)

**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 Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Own Follo Repor Trans (Instr
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
REDSTONE SUMNER M 1515 BROADWAY NEW YORK, NY 10036	X	X	Chairman of the Board	

## Signatures

By: Michael D. Fricklas,  
Attorney-in-Fact

01/10/2007

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* 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).

- The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on November 10, 2006. Pursuant to the plan, the reporting person will exercise options that would otherwise expire on January 30, 2007 and sell only that
- (1) number of shares necessary so that the proceeds of the sales will be sufficient to pay the exercise price, income taxes and 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.

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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