

Viacom Inc.

Form 4

October 20, 2009

**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

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(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)  
**10/16/2009**

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 Indirect Beneficial Ownership (Instr. 4) |                               |
|---------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|------------|------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------|-------------------------------|
|                                 |                                      |                                                    | Code                           | V                                                                 | Amount     | (A) or (D) | Price                                                                                         |                                                          |                                                       |                               |
| Class A Common Stock            | 10/16/2009                           |                                                    | C <sup>(1)</sup>               |                                                                   | 5,023,032  | D          | <u>(1)</u>                                                                                    | 41,806,382                                               | I                                                     | By NAIRI, Inc. <sup>(2)</sup> |
| Class A Common Stock            |                                      |                                                    |                                |                                                                   |            |            |                                                                                               | 40                                                       | D                                                     |                               |
| Class B Common Stock            | 10/16/2009                           |                                                    | C <sup>(1)</sup>               |                                                                   | 5,023,032  | A          | <u>(1)</u>                                                                                    | 21,321,240                                               | I                                                     | By NAIRI, Inc. <sup>(2)</sup> |
| Class B Common                  | 10/20/2009                           |                                                    | S                              |                                                                   | 21,321,240 | D          | \$ 27.1906                                                                                    | 0                                                        | I                                                     | By NAIRI,                     |

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|         |         |          |
|---------|---------|----------|
| Stock   | (3)     | Inc. (2) |
| Class B |         |          |
| Common  | 413,356 | D        |
| Stock   |         |          |

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.**

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<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3,<br>4, and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and<br>Amount of<br>Underlying<br>Securities<br>(Instr. 3 and 4) | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number<br>of<br>Derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction<br>(Instr. 10) |
|-----------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------------------------------|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
|                                                     |                                                                    |                                         |                                                             | Code                                 | V (A) (D)                                                                                                          | Date<br>Exercisable                                            | Expiration<br>Date                                                        | Title                                               | Amount<br>or<br>Number<br>of<br>Shares                                                                                      |

## Reporting Owners

| Reporting Owner Name / Address                                                  | Relationships |           |                          |       |
|---------------------------------------------------------------------------------|---------------|-----------|--------------------------|-------|
|                                                                                 | Director      | 10% Owner | Officer                  | Other |
| REDSTONE SUMNER M<br>1515 BROADWAY<br>NEW YORK, NY 10036                        | X             | X         | Chairman<br>of the Board |       |
| NAIRI INC<br>846 UNIVERSITY AVENUE<br>NORWOOD, MA 02062-2631                    | X             | X         |                          |       |
| NATIONAL AMUSEMENTS INC /MD/<br>846 UNIVERSITY AVENUE<br>NORWOOD, MA 02062-2631 | X             | X         |                          |       |

## Signatures

/s/ Michael D. Fricklas, Attorney-in-Fact for Sumner M.  
Redstone

10/20/2009

Signature of Reporting Person

Date

## Edgar Filing: Viacom Inc. - Form 4

/s/ Richard J. Sherman, Vice President

10/20/2009

\_\_\_\_Signature of Reporting Person

Date

/s/ Richard J. Sherman, Vice President

10/20/2009

\_\_\_\_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).
- (1) Shares of Class A common stock were converted to shares of Class B common stock on a one-to-one basis for no consideration pursuant to the terms of the Class A common stock under the Issuer's Amended and Restated Certificate of Incorporation.
- (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.
- (3) Net of underwriting discount of \$1.0594 per share.

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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