

Viacom Inc.
Form 4
July 19, 2006

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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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

(Print or Type Responses)

1. Name and Address of Reporting Person *
FRICKLAS MICHAEL D

(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)
07/17/2006

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)
EVP, General Counsel and Secy

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 or Price | | |
| Class B Common Stock | 07/17/2006 | | M | | \$ 22.0737 | 12,608 | D |
| Class B Common Stock | 07/17/2006 | | S ⁽¹⁾ | | 1,800 | 10,808 | D |
| Class B Common Stock | 07/17/2006 | | S ⁽¹⁾ | | 800 | 10,008 | D |
| Class B Common | 07/17/2006 | | S ⁽¹⁾ | | 600 | 9,408 | D |

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| | | | | | | | | |
|----------------------------|------------|------------------|-------|---|----------|-------|---|-----------|
| Stock | | | | | | | | |
| Class B Common Stock | 07/17/2006 | S ⁽¹⁾ | 600 | D | \$ 33.04 | 8,808 | D | |
| Class B Common Stock | 07/17/2006 | S ⁽¹⁾ | 400 | D | \$ 33.06 | 8,408 | D | |
| Class B Common Stock | 07/17/2006 | S ⁽¹⁾ | 600 | D | \$ 33.07 | 7,808 | D | |
| Class B Common Stock | 07/17/2006 | S ⁽¹⁾ | 1,500 | D | \$ 33.08 | 6,308 | D | |
| Class B Common Stock | 07/17/2006 | S ⁽¹⁾ | 1,500 | D | \$ 33.1 | 4,808 | D | |
| Class B Common Stock | 07/17/2006 | S ⁽¹⁾ | 1,840 | D | \$ 33.25 | 2,968 | D | |
| Class B Common Stock | | | | | | 806 | I | By 401(k) |

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 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. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Employee Stock | \$ 22.0737 | 07/17/2006 | | M | 9,640 | ⁽³⁾ 08/01/2006 | Class B Common | 9,640 |

Option
(Right to
Buy) (2)

Stock

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | Other |
|---|---------------|-----------|-------------------------------|-------|
| | Director | 10% Owner | Officer | |
| FRICKLAS MICHAEL D 1515 BROADWAY NEW YORK, NY 10036 | | | EVP, General Counsel and Secy | |

Signatures

/s/ Fricklas,
Michael D. 07/19/2006

 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 February 27, 2006. Pursuant to the plan, the reporting person's options that would otherwise expire on August 1, 2006 were exercised and the underlying shares sold on his behalf.
- (1) 2006. Pursuant to the plan, the reporting person's options that would otherwise expire on August 1, 2006 were exercised and the underlying shares sold on his behalf.
 - (2) Right to buy under the Viacom Inc. 2006 Long-Term Management Incentive Plan.
 - (3) Current.
 - (4) Granted under the Viacom Inc. 2006 Long-Term Management Incentive Plan for no consideration.

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.