

Viacom Inc.  
Form 4  
August 07, 2007

# FORM 4

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

OMB APPROVAL

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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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Kraft Robert K

(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)  
08/03/2007

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)

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)
				(A) or (D)	Price		
Class B Common Stock	08/03/2007		P	500	A \$ 38.6	37,325	I <sup>(1)</sup> By KPC US Equity LLC
Class B Common Stock	08/03/2007		P	500	A \$ 38.65	37,825	I <sup>(1)</sup> By KPC US Equity LLC
Class B Common Stock	08/03/2007		P	700	A \$ 38.68	38,525	I <sup>(1)</sup> By KPC US Equity LLC
Class B Common Stock	08/03/2007		P	1,000	A \$ 38.73	39,525	I <sup>(1)</sup> By KPC US Equity LLC

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Class B Common Stock	08/03/2007	P	700	A	\$ 38.78	40,225	I <sup>(1)</sup>	By KPC US Equity LLC
Class B Common Stock	08/03/2007	P	200	A	\$ 38.84	40,425	I <sup>(1)</sup>	By KPC US Equity LLC
Class B Common Stock	08/03/2007	P	500	A	\$ 38.87	40,925	I <sup>(1)</sup>	By KPC US Equity LLC
Class B Common Stock	08/03/2007	P	400	A	\$ 38.9	41,325	I <sup>(1)</sup>	By KPC US Equity LLC
Class B Common Stock	08/03/2007	P	500	A	\$ 38.98	41,825	I <sup>(1)</sup>	By KPC US Equity LLC

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. Number of Derivative Securities Beneficially Owned Following Reported Transaction (Instr. 3 and 4)
				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
Kraft Robert K 1515 BROADWAY NEW YORK, NY 10036	X			

## Signatures

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

08/07/2007

\_\_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).

Shares are owned directly by KPC US Equity LLC, which is under the sole control of the reporting person, and may be deemed to be  
(1) beneficially owned by the reporting person. The shares reported previously as owned directly by the reporting person and indirectly by the reporting person through Kraft Family Investment LLC were transferred to KPC US Equity LLC effective July 1, 2007.

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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