

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| OMB APPROVAL                                 |           |
|--|-----------|
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|   |         |          |   |  |  |  |  |  |
|---|---------|----------|---|--|--|--|--|--|
| 1. Name and Address of Reporting Person*<br><b>VIACOM INC</b> |         |          | 2. Issuer Name and Ticker or Trading Symbol<br><b>BLOCKBUSTER INC [ BBI ]</b> |  |  | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable)<br><br>Director <input checked="" type="checkbox"/> 10% Owner<br><br>Officer (give title below) <input type="checkbox"/> Other (specify below) <input type="checkbox"/> |  |  |
| (Last)  | (First) | (Middle) | 3. Date of Earliest Transaction (Month/Day/Year)<br><b>08/06/2003</b>         |  |  |  |  |  |
| 1515 BROADWAY   |         |          | 4. If Amendment, Date of Original Filed (Month/Day/Year)                      |  |  | 6. Individual or Joint/Group Filing (Check Applicable Line)<br><br><input checked="" type="checkbox"/> Form filed by One Reporting Person<br><br><input type="checkbox"/> Form filed by More than One Reporting Person                             |  |  |
| (Street)  | (City)  | (State)  |   |  |  |  |  |  |
| NEW YORK NY 10036   |         |          |   |  |  |  |  |  |

**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            | 08/06/2003                           |  | P                              |   | 600   | A          | \$16.97 | 614,200   | I  | Indirect <sup>(1)</sup>                               |
| Class A Common Stock            | 08/06/2003                           |  | P                              |   | 500   | A          | \$16.95 | 614,700   | I  | Indirect <sup>(1)</sup>                               |
| Class A Common Stock            | 08/06/2003                           |  | P                              |   | 500   | A          | \$16.94 | 615,200   | I  | Indirect <sup>(1)</sup>                               |
| Class A Common Stock            | 08/06/2003                           |  | P                              |   | 2,000   | A          | \$16.93 | 617,200   | I  | Indirect <sup>(1)</sup>                               |
| Class A Common Stock            | 08/06/2003                           |  | P                              |   | 2,500   | A          | \$16.74 | 619,700   | I  | Indirect <sup>(1)</sup>                               |
| Class A Common Stock            | 08/06/2003                           |  | P                              |   | 400   | A          | \$16.72 | 620,100   | I  | Indirect <sup>(1)</sup>                               |
| Class A Common Stock            | 08/06/2003                           |  | P                              |   | 40,000  | A          | \$17.2  | 660,100   | I  | Indirect <sup>(1)</sup>                               |
| Class A Common Stock            | 08/06/2003                           |  | P                              |   | 4,500   | A          | \$17    | 664,600   | I  | Indirect <sup>(1)</sup>                               |

**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 Securities Underlying Derivative Security (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4) | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|-----|--|-----------------|---|--|--|---|--|
|  |  |                                      |  | Code                           | V | (A)  | (D) | Date Exercisable   | Expiration Date |   |  |  |   |  |

**Explanation of Responses:**

1. These securities are owned directly by Viacom International Inc., a wholly-owned subsidiary of Viacom Inc. (Viacom), but may also be deemed to be beneficially owned by (1) NAIRI, Inc., which owns approximately 69% of Viacom's voting stock, (2) NAIRI's parent corporation, National Amusements, Inc. (NAI) and (3) Sumner M. Redstone, who is the controlling stockholder of NAI.

**Remarks:**

By: Michael D. Fricklas  
Executive Vice President

08/08/2003

\*\* Signature of Reporting Person Date

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

\* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.