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### 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

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									
OMB Number:	3235-0287								
Estimated average burden									
hours per response:	0.5								

	hours per response:	0.5
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5 Polationship of P	enorting Person(s) to Issuer	

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1. Name and Address of Reporting Person*				2. Issuer Name and Ticker or Trading Symbol VIACOM INC [ VIA, VIAB ]										5. Relationship of Reporting Person(s) to Issuer (Check all applicable)					
SCHWARTZ WILLIAM													X Dire	ctor		10% O	wner		
(Last) 1515 BR	(Fi OADWAY	irst)	(Middle)		3. Date of Earliest Transaction (Month/Day/Year) 10/01/2003								Offic belo	er (give title w)		Other ( below)	specify		
					4. If Am	4. If Amendment, Date of Original Filed (Month/Day/Year)							6. Individual or Joint/Group Filing (Check Applicable Line)						
(Street)	ORK N	v	10036												X Form	n filed by On	e Rep	oorting Perso	on
	JAK IN	1	10030													n filed by Mo	re tha	an One Repo	orting
(City)	(S	tate)	(Zip)												Pers	son			
	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned																		
1. Title of Security (Instr. 3) 2. Transa Date (Month/D				Execution Date,			e, Transaction Dispose Code (Instr. 5)			urities Acquired (A sed Of (D) (Instr. 3,			nd Secur Benef Owner	5. Amount of Securities Beneficially Owned Following Reported			7. Nature of Indirect Beneficial Ownership		
								Code	Code V Amount (A) or (D) F			Price	Transa	isaction(s) tr. 3 and 4)			(Instr. 4)		
	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 Da if any (Month/Day/)	ate, Ti	ransactio ode (Instr	n of Deri Secu Acq (A) o Disp of (E	osed )) tr. 3, 4	Expiratio	e Exercisable and ttion Date h/Day/Year)			d 7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)			8. Price of Derivative Security (Instr. 5)	9. Number derivative Securities Beneficially Owned Following Reported Transaction (Instr. 4)	/	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)

# 1. Reporting Person has elected to defer payment of Board retainer and fees pursuant to the Viacom Inc. Deferred Compensation Plan for Non-Employee Directors. Deferred fees are deemed invested quarterly in the number of Phantom Common Stock Units equal to the number of shares of Class A and Class B Common Stock that such amounts would have purchased when deferred. Phantom Common Stock Units are paid out after the Director's retirement from the Board and are settled in cash.

Date

Exercisable

(1)

(1)

**Remarks:** 

Phantom Class A

Commor Stock

Common

Stock

Units Phantom Class B

**\$0.00**<sup>(1)</sup>

**\$0.00**<sup>(1)</sup>

Explanation of Responses:

#### /s/ Schwartz, William

or Number

of Shares

257

257

\$39.7

\$39.7

18,144

18,432

10/02/2003

D

D

Expiration

(1)

(1)

Date

Title

Class A

commor stock

Class B

commor

stock

\*\* 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).

10/01/2003

10/01/2003

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Code v

A

Α

(A) (D)

257

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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.