SEC Form 4	ŀ
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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 APPRC	VAL
OMB Number:	3235-0287
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hours per response.	0.5

1. Name and Address of Reporting Person [*] VIACOM INC	2. Issuer Name and Ticker or Trading Symbol BLOCKBUSTER INC [BBI]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director X 10% Owner
(Last) (First) (Middle) 1515 BROADWAY	3. Date of Earliest Transaction (Month/Day/Year) 10/03/2003	Officer (give title Other (specify below) below)
(Street) NEW YORK NY 10036 (City) (State) (Zip)	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line) Form filed by One Reporting Person X 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 Disposed Of 5)			5. Amount of Securities Beneficially Owned Following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership	
			Code	v	Amount	(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4)		(Instr. 4)	
Class A Common Stock	10/03/2003		Р		800	A	\$21.31	715,700	D		
Class A Common Stock	10/03/2003		Р		600	A	\$21.33	716,300	D		
Class A Common Stock	10/03/2003		Р		2,800	A	\$21.34	719,100	D		
Class A Common Stock	10/03/2003		Р		4,500	A	\$21.35	723,600	D		
Class A Common Stock	10/03/2003		Р		2,000	A	\$21.36	725,600	D		
Class A Common Stock	10/03/2003		Р		2,600	A	\$21.37	728,200	D		
Class A Common Stock	10/03/2003		Р		12,500	A	\$21.38	740,700	D		
Class A Common Stock	10/03/2003		Р		2,600	A	\$21.39	743,300	D		
Class A Common Stock	10/03/2003		Р		300	A	\$21.4	743,600	D		
Class A Common Stock	10/03/2003		Р		800	A	\$21.42	744,400	D		
Class A Common Stock	10/03/2003		Р		5,300	A	\$21.43	749,700	D		
Class A Common Stock	10/03/2003		Р		2,300	A	\$21.44	752,000	D		
Class A Common Stock	10/03/2003		Р		2,100	A	\$21.45	754,100	D		
Class A Common Stock	10/03/2003		Р		900	A	\$21.46	755,000	D		
Class A Common Stock	10/03/2003		Р		3,500	A	\$21.47	758,500	D		
Class A Common Stock	10/03/2003		Р		3,400	A	\$21.48	761,900	D		
Class A Common Stock	10/03/2003		Р		7,900	A	\$21.49	769,800	D		
Class A Common Stock	10/03/2003		Р		6,700	A	\$21.5	776,500	D		
Class A Common Stock	10/03/2003		Р		1,300	A	\$21.51	777,800	D		
Class A Common Stock	10/03/2003		Р		800	A	\$21.52	778,600	D		
Class A Common Stock	10/03/2003		Р		1,200	A	\$21.53	779,800	D		
Class A Common Stock	10/03/2003		Р		500	A	\$21.55	780,300	D		
Class A Common Stock	10/03/2003		Р		700	A	\$21.58	781,000	D		
Class A Common Stock	10/03/2003		Р		300	A	\$21.6	781,300	D		
Class A Common Stock	10/03/2003		Р		100	A	\$21.62	781,400	D ⁽¹⁾		
Class A Common Stock								1,621,100	I	Indirect ⁽²⁾	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

Secure Comp Cont Cont Cont Secure Secure Secure Production Interval Cont Con	1. Title of Derivative Security (Instr. 3) 1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security 2. Conversion or Exercise Price of Derivative	3. Transaction Ta Date (Month/Day/Year) 3. Transaction Date (Month/Day/Year)	A. Deemed Execution Date, if any (e.g., p (Month/Day/Year) 3A. Deemed Execution Date, if any (Month/Day/Year)	8) 4. Tra Co 8)	ansaci ode (In	ion str.	Secu Acqu (A) or Dispo of (D) (Instr and 5 5. Nu of Deriv Secu	rities ired osed . 3, 4) mber ative rities	6. Date Exerc Expiration D (Month/Day/ Date	isable and ate (ear) Expiration	Under Deriva Securi and 4) 7. Title Amou Securi Under	iying tive ity (Instr. 3 and ount ntof fifetumber lying	8 Price of Derivative Security (Instr. 5) 8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4) 9. Number of derivative Securities Beneficially Owned	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) 10. Ownership Form: Direct (D) or Indirect	11. Nature of Indirect Beneficial -Ownership (Instr. 4) 11. Nature of Indirect Beneficial Ownership (Instr. 4)
Last3 Prat0 Qualable Qu Qu Date Epstension Rainer SBRQADWAX NV 10036 Image: State		Security d Address of	Reporting Person*		0			Dispo of (D) (Instr	osed . 3, 4	Exercisable	Date				Following Reported Transaction(s)	(I) (Instr. 4)	(11311.4)
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Explanation of Responses:

1. These securities are owned directly by Viacom Inc. (Viacom), but may also be deemed to be beneficially owned by (1) NAIRI, Inc. (NAIRI), 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.

2. These securities are owned directly by Viacom International Inc., a wholly-owned subsidiary of Viacom, but may also be deemed to be beneficially owned by (1) NAIRI, (2) NAI and (3) Sumner M.

<u>By: Michael D. Fricklas,</u> Executive Vice President	<u>10/07/2003</u>
<u>By: Sumner M. Redstone,</u> <u>Chairman & President</u>	<u>10/07/2003</u>
<u>By: Sumner M. Redstone,</u> <u>Chairman & CEO</u>	<u>10/07/2003</u>
By: Sumner M. Redstone	<u>10/07/2003</u>
By: Michael D. Fricklas, Executive Vice President	<u>10/07/2003</u>
** 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.

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