

VIACOM INC.
Reported by
FRICKLAS MICHAEL D

FORM 4
(Statement of Changes in Beneficial Ownership)

Filed 04/18/17 for the Period Ending 04/15/17

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CIK	0001339947
Symbol	VIA
Fiscal Year	09/30

FORM 4

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

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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 or
Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person *			2. Issuer Name and Ticker or Trading Symbol			5. Relationship of Reporting Person(s) to Issuer (Check all applicable)		
FRICKLAS MICHAEL D			Viacom Inc. [VIA, VIAB]			<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) Former EVP, Gen Counsel & Secy		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (MM/DD/YYYY)			6. Individual or Joint/Group Filing (Check Applicable Line)		
1515 BROADWAY			4/15/2017			<input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person		
(Street)			4. If Amendment, Date Original Filed (MM/DD/YYYY)					
NEW YORK, NY 10036								
(City) (State) (Zip)								

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. 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 B Common Stock	4/15/2017		M		6470	A	(1)	6470	D	
Class B Common Stock	4/15/2017		F (2)		2666	D	\$43.77	3804	D	
Class B Common Stock	4/15/2017		M		10656	A	(3)	14460	D	
Class B Common Stock	4/15/2017		F (2)		4392	D	\$43.77	10068	D	
Class B Common Stock	4/15/2017		M		13653	A	(4)	23721	D	
Class B Common Stock	4/15/2017		F (2)		6785	D	\$43.77	16936	D	
Class B Common Stock	4/15/2017		M		23160	A	(5)	40096	D	
Class B Common Stock	4/15/2017		F (2)		12927	D	\$43.77	27169	D	
Class B Common Stock								1720	I	By 401(k)

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

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. 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		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 of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Restricted Share Units (6)	(1)	4/15/2017		M		6470		(1)	(1)	Class B common Stock	6470	(6)	0	D	
Restricted Share Units (6)	(3)	4/15/2017		M		10656		(3)	(3)	Class B Common Stock	10656	(6)	0	D	
Restricted Share Units (6)	(4)	4/15/2017		M		13653		(4)	(4)	Class B Common Stock	13653	(6)	0	D	
Restricted Share Units (7)	(5)	4/15/2017		M		23160		(5)	(5)	Class B Common Stock	23160	(7)	0	D	

Explanation of Responses:

- These shares were issued on April 15, 2017 upon the vesting, under the terms of the executive's employment agreement and in connection with his separation from Viacom, of the remaining number of Restricted Share Units ("RSUs") that were granted on May 22, 2013. On the date of vesting, the closing price of the Class B Common Stock on The NASDAQ Global Select Market was \$43.77 per share.
- These shares were withheld by Viacom to satisfy tax liability incident to the vesting of, and delivery of shares underlying, the RSUs, and were not actually sold or otherwise disposed of in an open-market transaction.
- These shares were issued on April 15, 2017 upon the vesting, under the terms of the executive's employment agreement and in connection with his separation from Viacom, of the remaining number of RSUs that were granted on May 21, 2014. On the date of vesting, the closing price of the Class B Common Stock on The NASDAQ Global Select Market was \$43.77 per share.

- (4) These shares were issued on April 15, 2017 upon the vesting, under the terms of the executive's employment agreement and in connection with his separation from Viacom, of the remaining number of RSUs that were granted on May 20, 2015. On the date of vesting, the closing price of the Class B Common Stock on The NASDAQ Global Select Market was \$43.77 per share.
- (5) These shares were issued on April 15, 2017 upon the vesting, under the terms of the executive's employment agreement and in connection with his separation from Viacom, of the number of RSUs that were granted on May 18, 2016. On the date of vesting, the closing price of the Class B Common Stock on The NASDAQ Global Select Market was \$43.77 per share.
- (6) Granted under the Viacom Inc. 2006 Long-Term Management Incentive Plan, as amended and restated as of January 1, 2011, for no consideration.
- (7) Granted under the Viacom Inc. 2016 Long-Term Management Incentive Plan for no consideration.

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
FRICKLAS MICHAEL D 1515 BROADWAY NEW YORK, NY 10036			Former EVP, Gen Counsel & Secy	

Signatures

/s/ Christa A. D'Alimonte, Attorney-in-Fact for Michael D. Fricklas

4/18/2017

**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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