

LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - **All Filers Are Required To Complete This Page**

1. Registrant Name:

VIACOM

2. Address:

1501 M STREET, NW, SUITE 1100, WASHINGTON, DC 20005

3. Principal place of business (if different from line 2):

4. Contact Name: DAVID A. SUTPHEN

Telephone: 2027857300

E-mail (optional): david.stuphen@viacom.com

Senate ID #: 40032-12

House ID #:

7. Client Name: ☒ Self

TYPE OF REPORT

8. Year 2007 Midyear (January 1 - June 30): ☐ **OR** Year End (July 1 - December 31): ☒

9. Check if this filing amends a previously filed version of this report: ☐

10. Check if this is a Termination Report: ☐ => Termination Date: 11. No Lobbying Activity: ☐

INCOME OR EXPENSES

Complete Either Line 12 **OR** Line 13

12. Lobbying Firms

INCOME relating to lobbying activities for this reporting period was:

Less than \$10,000: ☐

\$10,000 or more: ☐ => Income (nearest \$20,000): _____

Provide a good faith estimate, rounded to the nearest \$20,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).

13. Organizations

EXPENSES relating to lobbying activities for this reporting period were:

Less than \$10,000: ☐

\$10,000 or more: ☒ => Expenses (nearest \$20,000): 805,000.00

14. Reporting Method.

Check box to indicate expense accounting method. See instructions for description of options.

☒ **Method A.** Reporting amounts using LDA definitions only

☐ **Method B.** Reporting amounts under section 6033(b)(8) of the Internal Revenue Code

☐ **Method C.** Reporting amounts under section 162(e) of the Internal Revenue Code

Registrant Name: VIACOM Client Name: Self

LOBBYING ACTIVITY.

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: ART (one per page)

16. Specific lobbying issues:

S.948 - Children and Media Research Advancement Act or the CAMRA Act S.522 - Intellectual Property Rights Enforcement Act S.1086 - Cyber Safety for Kids Act of 2007 S.568 - The Truth in Video Game Rating Act

17. House(s) of Congress and Federal agencies contacted:
Federal Communications Commission (FCC)
HOUSE OF REPRESENTATIVES

18. Name of each individual who acted as a lobbyist in this issue area:

Name: LEA, DEDE

Covered Official Position (if applicable): N/A

Name: MURPHY, KEITH

Covered Official Position (if applicable): N/A

Name: SCHUEMANN, HOLLYN

Covered Official Position (if applicable): N/A

Name: SUTPHEN, DAVID

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: VIACOM Client Name: Self

LOBBYING ACTIVITY.

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15. General issue area code: COM (one per page)

16. Specific lobbying issues:

S.948 - Children and Media Research Advancement Act or the CAMRA Act S.1086 - Cyber Safety for Kids Act of 2007 S.215 - Internet Freedom Preservation Act of 2007 H.R.1201 - Freedom and Innovation Revitalizing U.S. Entrepreneurship Act of 2007

17. House(s) of Congress and Federal agencies contacted:

Executive Office of the President (EOP)
Federal Communications Commission (FCC)
HOUSE OF REPRESENTATIVES
SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: LEA, DEDE

Covered Official Position (if applicable): N/A

Name: MURPHY, KEITH

Covered Official Position (if applicable): N/A

Name: SCHUEMANN, HOLLYN

Covered Official Position (if applicable): N/A

Name: SUTPHEN, DAVID

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: VIACOM Client Name: Self

LOBBYING ACTIVITY.

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15. General issue area code: CPI (one per page)

16. Specific lobbying issues:

S.1086 - Cyber Safety for Kids Act of 2007 S.1625 - Counter Spy Act S.1642 - Higher Education Amendments of 2007 S.1353 - Internet Radio Equality Act of 2007

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES

SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: LEA, DEDE

Covered Official Position (if applicable): N/A

Name: MURPHY, KEITH

Covered Official Position (if applicable): N/A

Name: SCHUEMANN, HOLLYN

Covered Official Position (if applicable): N/A

Name: SUTPHEN, DAVID

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: VIACOM Client Name: Self

LOBBYING ACTIVITY.

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15. General issue area code: CPT (one per page)

16. Specific lobbying issues:

S.1984 - The Intellectual Property Rights Enforcement Act S.1642 - Higher Education Amendments of 2007 S.256 - Platform Equality and Remedies for Rights Holders in the Music (PERFORM) Act of 2007 S.258 - A bill to clarify provisions relating to statutory copyright licenses for satellite carriers

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES

SENATE

U.S. Copyright Office

18. Name of each individual who acted as a lobbyist in this issue area:

Name: SCHUEMANN, HOLLYN

Covered Official Position (if applicable): N/A

Name: SUTPHEN, DAVID

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: VIACOM Client Name: Self

LOBBYING ACTIVITY.

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15. General issue area code: EDU (one per page)

16. Specific lobbying issues:

S.1642 - Higher Education Amendments of 2007 H.R.1689 - Curb Illegal Downloading on College Campuses Act of 2007

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES

18. Name of each individual who acted as a lobbyist in this issue area:

Name: SCHUEMANN, HOLLYN

Covered Official Position (if applicable): N/A

Name: SUTPHEN, DAVID

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: VIACOM Client Name: Self

LOBBYING ACTIVITY.

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15. General issue area code: FAM (one per page)

16. Specific lobbying issues:

S.948 - Children and Media Research Advancement Act of the CAMRA Act S.1086 - Cyber Safety for Kids Act of 2007 S.519 - Securing Adolescents from Exploitation-Online Act of 2007 H.R.1120 - Deleting Online Predators Act of 2007

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES

Justice, Dept of (DOJ)

SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: MURPHY, KEITH

Covered Official Position (if applicable): N/A

Name: SCHUEMANN, HOLLYN

Covered Official Position (if applicable): N/A

Name: SUTPHEN, DAVID

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: VIACOM Client Name: Self

LOBBYING ACTIVITY.

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15. General issue area code: FIN (one per page)

16. Specific lobbying issues:

S.239 - Notification of Risk to Personal Data Act of 2007 S.495 - Personal Data Privacy Act of 2007

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES

SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: SUTPHEN, DAVID

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: VIACOM Client Name: Self

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15. General issue area code: LAW (one per page)

16. Specific lobbying issues:

H.R.633 - To amend the Lobbying Disclosure Act of 1995 to require lobbyist to disclose the candidates, leadership PACs, and political party committee for whom they collect or arrange contributions, and for other purposes PL 109-248 - Adam Walsh Child Protection and Safety Act of 2006

17. House(s) of Congress and Federal agencies contacted:
HOUSE OF REPRESENTATIVES
Justice, Dept of (DOJ)

18. Name of each individual who acted as a lobbyist in this issue area:

Name: LEA, DEDE

Covered Official Position (if applicable): N/A

Name: MURPHY, KEITH

Covered Official Position (if applicable): N/A

Name: SCHUEMANN, HOLLYN

Covered Official Position (if applicable): N/A

Name: SUTPHEN, DAVID

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

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15. General issue area code: TAX (one per page)

16. Specific lobbying issues:

S.156 - Permanent Internet Tax Freedom Act of 2007 S.166 - Cell Phone Tax Moratorium Act of 2007 S.215 - Internet Freedom Preservation Act

17. House(s) of Congress and Federal agencies contacted:
SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: LEA, DEDE

Covered Official Position (if applicable): N/A

Name: MURPHY, KEITH

Covered Official Position (if applicable): N/A

Name: SCHUEMANN, HOLLYN

Covered Official Position (if applicable): N/A

Name: SUTPHEN, DAVID

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: VIACOM Client Name: Self

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15. General issue area code: TRD (one per page)

16. Specific lobbying issues:

S.445 - Trade Prosecutor Act H.R.1278 - Trade Prosecutor Act

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES

SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: LEA, DEDE

Covered Official Position (if applicable): N/A

Name: MURPHY, KEITH

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Signature: ON FILE Date: Feb 14, 2008

Printed Name and Title: DAVID A. SUTPHEN - SENIOR VICE -

Information Update Page:

Complete ONLY where registration information has changed.

LOBBYIST UPDATE

23. Name of each previously reported individual who is NO LONGER expected to act as a lobbyist for the client

ISSUE UPDATE

24. General lobbying issues previously reported that NO LONGER pertain

AFFILIATED ORGANIZATIONS

25. Add the following organization(s)

26. Name of each previously reported organization that is NO LONGER affiliated with the registrant or client

FOREIGN ENTITIES

27. Add the following foreign entities

28. Name of each previously reported foreign entity the NO LONGER owns, OR controls, OR is affiliated with the registrant, client or affiliated organization

Signature: ON FILE Date: Feb 14, 2008

Printed Name and Title: -