

Clerk of the House of Representatives
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232 Hart Building
Washington, DC 20510

SECRETARY OF THE

04 AUG 16 PM

LOBBYING REPORT

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

1. Registrant Name Viacom Inc.			
2. Registrant Address <input type="checkbox"/> Check if different than previously reported Address Suite 1100, 1501 M Street, NW City Washington State/Zip (or Country) DC 20005			
3. Principal Place of Business (if different from line 2) City New York City State/Zip (or Country) NY 10036			
4. Contact Name David Sutphen	Telephone 202-785-7300	E-mail (optional) david.sutphen@viacom.com	5. Senate ID # 40032-12
7. Client Name <input checked="" type="checkbox"/> Self			6. House ID # 33844000

TYPE OF REPORT 8. Year 2004 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 Activities

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

12. Lobbying Firms	13. Organizations
INCOME relating to lobbying activities for this reporting period was:	EXPENSES relating to lobbying activities for this reporting period were:
Less than \$10,000 <input type="checkbox"/>	Less than \$10,000 <input type="checkbox"/>
\$10,000 or more <input type="checkbox"/> >> \$ _____ Income (nearest \$20,000)	\$10,000 or more <input checked="" type="checkbox"/> >> \$ <u>\$700,000.00</u> Expenses (nearest \$)
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).	14. REPORTING METHOD. Check box to indicate accounting method. See instructions for description of method.
	<input checked="" type="checkbox"/> Method A. Reporting amounts using LDA definition
	<input type="checkbox"/> Method B. Reporting amounts under section 6011 of the Internal Revenue Code
	<input type="checkbox"/> Method C. Reporting amounts under section 162(e) of the Internal Revenue Code

Signature



Filing #caba78a0-40ef-454c-adf0-c742a2a120f2 - Page 1 of 28

Date **8/12/2004**

Signature



Printed Name and Title **David Sutphen - Vice President of Government Affairs**

P

Registrant Name: Viacom Inc.

Client Name: Viacom Inc.

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

- H.R.107, Digital Media Consumers' Rights Act of 2003,**
- H.R.2517, Piracy Deterrence and Education Act of 2003,**
- H.R.3569, National Film Preservation Act of 2003,**
- H.R.4077, Piracy Deterrence and Education Act of 2004,**
- H.R.4586, Family Movie Act of 2004,**
- H.R.4736, Independent Film Small Business Job Creation Act of 2004,**
- S.161, Children's Protection from Violent Programming Act,**
- S.1613, United States Independent Film and Television Production Incentive Act of 2003,**
- S.1637, Jumpstart Our Business Strength (JOBS) Act,**
- S.1923, National Film Preservation Act of 2003,**

17. House(s) of Congress and Federal agencies contacted Check if None
House of Representatives
Senate

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

Name	Covered Official Position (if applicable)
MacKinnon, Gail	
Melton, Carol	
Sutphen, David	

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

Signature 

Date **8/12/2004**

Signature



Printed Name and Title **David Sutphen - Vice President of Government Affairs**

P.

Registrant Name: Viacom Inc.

Client Name: Viacom Inc.

Item	Description	Data
16	Lobbying Issues	S.1932, ART Act Artists' Rights and Theft Prevention Act of 2003,

Registrant Name: Viacom Inc.

Client Name: Viacom Inc.

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 COM (one per page)

16. Specific Lobbying issues

- H.CON.RES.298, Expressing the sense of Congress supporting vigorous enforcement of the Federal obscenity laws**
- H.J.RES.72, Disapproving the rule submitted by the Federal Communications Commission with respect to media ownership,**
- H.R.1035, Broadcast Ownership for the 21st Century Act,**
- H.R.107, Digital Media Consumers' Rights Act of 2003,**
- H.R.2044, Telecommunications Ownership Diversification Act of 2003,**
- H.R.2052, Preservation of Localism, Program Diversity, and Competition in Television Broadcast Service Act of 2003,**
- H.R.2212, Maintaining and Ensuring Diversity and Integrity on the Airwaves Act of 2003,**
- MEDIA Act of 2003,**
- H.R.3687, To amend section 1464 of title 18, United States Code, to provide for the punishment of certain prohibited broadcasts, and for other purposes,**


17. House(s) of Congress and Federal agencies contacted Check if None
Executive Office of the President
Federal Communications Commission
House of Representatives
Senate

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

Name	Covered Official Position (if applicable)
Lucey, Anne	
MacKinnon, Gail	
Melton, Carol	
Sutphen, David	

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

Signature 

Signature  _____

Printed Name and Title **David Sutphen - Vice President of Government Affairs** _____ P

Registrant Name: Viacom Inc.Client Name: Viacom Inc.

Item	Description	Data
16	Lobbying Issues	H.R.3717, Broadcast Decency Enforcement Act of 2004,
16	Lobbying Issues	H.R.3914, Children's Protection from Violent Programming Act,
16	Lobbying Issues	H.R.4024, TV Consumer Freedom Act,
16	Lobbying Issues	H.R.4069, Media Ownership Reform Act of 2004,
16	Lobbying Issues	H.R.426, TV Consumer Choice Act of 2003,
16	Lobbying Issues	H.R.4305, Children's Online Safety Act of 2004,
16	Lobbying Issues	H.R.4311, Video Description Restoration Act of 2004,
16	Lobbying Issues	H.R.4501, Satellite Home Viewer Extension and Reauthorization Act of 200
16	Lobbying Issues	H.R.4518, Satellite Home Viewer Extension and Reauthorization Act of 200
16	Lobbying Issues	H.R.715, United States Independent Film and Television Production Incentiv
16	Lobbying Issues	of 2003,
16	Lobbying Issues	H.RES.482, Expressing the sense of the House of Representatives with respe
16	Lobbying Issues	the October 3, 2003, order released by the Federal Communications Commi
16	Lobbying Issues	Enforcement Bureau in response to complaints regarding the broadcast of
16	Lobbying Issues	program material that contained ind,
16	Lobbying Issues	H.RES.500, Expressing the sense of the House of Representatives that the F
16	Lobbying Issues	Communications Commission should vigorously enforce indecency and pro
16	Lobbying Issues	laws pursuant to the intent of Congress in order to protect children in the U
16	Lobbying Issues	States from indecent and p,
16	Lobbying Issues	H.RES.554, Providing for consideration of the bill (H.R. 3717) to increase tl
16	Lobbying Issues	penalties for violations by television and radio broadcasters of the prohibiti
16	Lobbying Issues	against transmission of obscene, indecent, and profane language,
16	Lobbying Issues	S.1046, Preservation of Localism, Program Diversity, and Competition in
16	Lobbying Issues	Television Broadcast Service Act of 2003,
16	Lobbying Issues	S.1264, FCC Reauthorization Act of 2003,
16	Lobbying Issues	S.161, Children's Protection from Violent Programming Act,
16	Lobbying Issues	S.1613, United States Independent Film and Television Production Incentiv
16	Lobbying Issues	2003,
16	Lobbying Issues	S.2013, Satellite Home Viewer Extension Act of 2004,
16	Lobbying Issues	S.2056, Broadcast Decency Enforcement Act of 2004,
16	Lobbying Issues	S.2147, Broadcast Decency Responsibility and Enforcement Act of 2004,
16	Lobbying Issues	S.267, Telecommunications Ownership Diversification Act of 2003,
16	Lobbying Issues	S.J.RES.17, A joint resolution disapproving the rule submitted by the Fede
16	Lobbying Issues	Communications Commission with respect to broadcast media ownership,
16	Lobbying Issues	S.RES.283, A resolution affirming the need to protect children in the Unite
16	Lobbying Issues	from indecent programming,
16	Lobbying Issues	FCC DA Docket No. 01-1264 - Petition of Network Affiliated Stations Allia
16	Lobbying Issues	FCC ET Docket No. 02-380 - Additional Spectrum for Unlicensed Devices I
16	Lobbying Issues	900 MHZ and in the 3 GHZ band,
16	Lobbying Issues	FCC MB Docket No. 04-207 - A la Carte and Themed Tier Programming &
16	Lobbying Issues	Pricing Options for Programming Distribution on Cable Television and Dis
16	Lobbying Issues	Broadcast Satellite Systems
16	Lobbying Issues	FCC MB Docket No. 04-63 - Digital Output Protection Technology and Rec
16	Lobbying Issues	Method Certifications: TiVoGuard Digital Output Protection Technology
16	Lobbying Issues	FTC, RIN 3084 - AA96, Defintions, Implementation, and Reporting Requir
16	Lobbying Issues	Under the CAN-SPAM Act.

Registrant Name: Viacom Inc.

Client Name: Viacom Inc.

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 CPI (one per page)

16. Specific Lobbying issues

- H.R.107, Digital Media Consumers' Rights Act of 2003,**
- H.R.2517, Piracy Deterrence and Education Act of 2003,**
- H.R.2885, Protecting Children from Peer-to-Peer Pornography Act of 2003,**
- H.R.4077, Piracy Deterrence and Education Act of 2004,**
- H.R.4586, Family Movie Act of 2004,**
- S.1932, ART Act**
- Artists' Rights and Theft Prevention Act of 2003,**

17. House(s) of Congress and Federal agencies contacted Check if None
House of Representatives
Senate
U.S. Copyright Office


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

Name	Covered Official Position (if applicable)
MacKinnon, Gail	
Melton, Carol	
Sutphen, David	

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

Signature 

Date 8/12/2004

Signature 

Printed Name and Title David Sutphen - Vice President of Government Affairs P

Registrant Name: Viacom Inc.

Client Name: Viacom Inc.

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 CPT (one per page)

16. Specific Lobbying issues

- H.R.107, Digital Media Consumers' Rights Act of 2003,**
- H.R.1417, Copyright Royalty and Distribution Reform Act of 2003,**
- H.R.2517, Piracy Deterrence and Education Act of 2003,**
- H.R.3632, Anti-Counterfeiting Amendments of 2003,**
- H.R.4077, Piracy Deterrence and Education Act of 2004,**
- H.R.4586, Family Movie Act of 2004,**
- H.RES.576, Urging the Government of the People's Republic of China to improve its protection of intellectual rights, and for other purposes,**
- S.1932, ART Act**
- Artists' Rights and Theft Prevention Act of 2003,**
- S.2227, Anticounterfeiting Act of 2004,**

17. House(s) of Congress and Federal agencies contacted Check if None
House of Representatives
Senate
U.S. Copyright Office

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

Name	Covered Official Position (if applicable)
Melton, Carol	
Sutphen, David	

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



Signature

Signature _____

Printed Name and Title David Sutphen - Vice President of Government Affairs P

Registrant Name: **Viacom Inc.**Client Name: **Viacom Inc.**

Item	Description	Data
16	Lobbying Issues	S.2237, Protecting Intellectual Rights Against Theft and Expropriation Act 2004,
16	Lobbying Issues	S.2560, Inducing Infringement of Copyrights Act of 2004,

Registrant Name: Viacom Inc.

Client Name: Viacom Inc.

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 FAM (one per page)

16. Specific Lobbying issues
H.R.2885, Protecting Children from Peer-to-Peer Pornography Act of 2003,
S.161, Children's Protection from Violent Programming Act,

17. House(s) of Congress and Federal agencies contacted Check if None
House of Representatives
Senate

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

Name	Covered Official Position (if applicable)
MacKinnon, Gail	
Sutphen, David	

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



Signature _____ Date _____



Printed Name and Title David Sutphen - Vice President of Government Affairs P

Registrant Name: Viacom Inc.

Client Name: Viacom Inc.

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 HCR (one per page)
- 16. Specific Lobbying issues
S.2290, FAIR Act of 2004
Fairness in Asbestos Injury Resolution Act of 2004,

- 17. House(s) of Congress and Federal agencies contacted Check if None
House of Representatives
Senate

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

Name	Covered Official Position (if applicable)
MacKinnon, Gail	
Melton, Carol	

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

Signature 

Date 8/12/2004

Signature



Printed Name and Title **David Sutphen - Vice President of Government Affairs**

P

Registrant Name: Viacom Inc.

Client Name: Viacom Inc.

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 LAW (one per page)

16. Specific Lobbying issues
H.R.4077, Piracy Deterrence and Education Act of 2004,
S.2237, Protecting Intellectual Rights Against Theft and Expropriation Act of 2004,,


17. House(s) of Congress and Federal agencies contacted Check if None
House of Representatives
Senate

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

Name	Covered Official Position (if applicable)
Sutphen, David	

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



Signature  _____ Date _____

Printed Name and Title **David Sutphen - Vice President of Government Affairs** _____ P

Registrant Name: Viacom Inc.

Client Name: Viacom Inc.

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 TAX (one per page)

16. Specific Lobbying issues
H.R.4736, Independent Film Small Business Job Creation Act of 2004,
H.R.715, United States Independent Film and Television Production Incentive Act of 2003,
S.1613, United States Independent Film and Television Production Incentive Act of 2003,
S.1637, Jumpstart Our Business Strength (JOBS) Act,

17. House(s) of Congress and Federal agencies contacted Check if None
House of Representatives
Senate

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

Name	Covered Official Position (if applicable)
MacKinnon, Gail	
Melton, Carol	
Sutphen, David	

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



Signature _____ Date _____

Printed Name and Title **David Sutphen - Vice President of Government Affairs** P

Registrant Name: Viacom Inc.

Client Name: Viacom Inc.

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 TRD (one per page)

16. Specific Lobbying issues

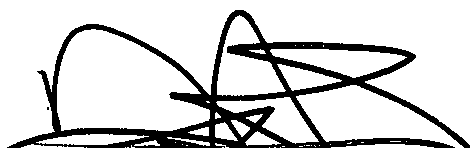
- H.R.2738, United States-Chile Free Trade Agreement Implementation Act,**
- H.R.2739, United States-Singapore Free Trade Agreement Implementation Act,**
- H.R.3889, To transfer certain functions from the United States Trade Representative to the Secretary of Commerce,**
- H.RES.576, Urging the Government of the People's Republic of China to improve its protection of intellectual property rights, and for other purposes,**
- S.1416, United States-Chile Free Trade Agreement Implementation Act,**
- S.1417, United States-Singapore Free Trade Agreement Implementation Act,**

17. House(s) of Congress and Federal agencies contacted Check if None
House of Representatives
Senate
United States Trade Representative

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

Name	Covered Official Position (if applicable)
Sutphen, David	

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



Signature  _____ Date _____

Printed Name and Title **David Sutphen - Vice President of Government Affairs** _____ P

Registrant Name: Viacom Inc.Client Name: Viacom Inc.**Information Update Page - Complete ONLY where registration information has changed.**

20. Client new address

21. Client new principal place of business (if different from line 20)

City _____ State/Zip (or Country) _____

22. New general description of client's business or activities

LOBBYIST UPDATE23. Name of each previously reported individual who is **no longer** expected to act as a lobbyist for the client
Lea, DeDe**ISSUE UPDATE**24. General lobbying issues previously reported that **no longer** pertain**GOV, SPO, TEC****AFFILIATED ORGANIZATIONS**

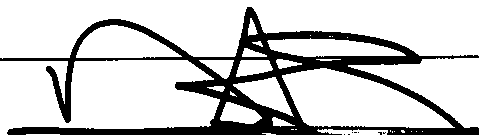
25. Add the following affiliated organization(s)

Name	Address	Principal Place of Business (city and state or country)

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

Name	Address	Principal Place of Business (city and state or country)	Amount of contribution for lobbying activities

28. Name of each previously reported foreign entity that **no longer** owns, or controls, or is affiliated with the registrant or affiliated organization


Signature _____



Printed Name and Title **David Sutphen - Vice President of Government Affairs** _____ P