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LOBBYING REPORT

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

1. Registrant name

Viacom Inc

2. Address ☐ Check if different than previously reported

Suite 1100 1501 "M" Street, Northwest

Washington DC 20005 U

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

New York City NY 10036 U

City State/Zip or Country

4a. Contact Name	b. Telephone number	c. E-mail	5. Senate ID #
Mr. David A. Sutphen	(202) 785-7300	david.sutphen@viacom.com	40032-

7. Client Name ☒ Self — 6. House ID # 33844(

Viacom Inc

TYPE OF REPORT 8. Year 2006 Midyear (January 1-June30) ☒ OR Year End (July 1-Decemb

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 A

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 ☐ ⇨ $ _____

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 repor were:

Less than $10,000 ☐

$10,000 or more ☒ ⇨ $ 700,000

14. REPORTING METHOD. Check box to indicate e: accounting method. See instructions for description of o

☒ **Method A.** Reporting amounts using LDA definitior

☐ **Method B.** Reporting amounts under section 6033(b Internal Revenue Code

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

i Edit Form File

Senate Password File

Signature David A Sutphen Digitally signed by David A Sutphen DN: cn=David A Sutphen, c=US, o=Viacom Inc, ou=Not a legal document Reason: I am approving this document Date: 2006.08.14 12:36:41 -04'00' Date 8/14/2006

Printed Name and Title David A. Sutphen - Vice President Government Relations

30026553

Registrant Name Viacom Inc Client Name Viacom Inc

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

15. General issue area code ART - Arts/Entertainment (one per page)

16. Specific lobbying issues

S. 946 - Kid Friendly TV Programming Act of 2005
S. 193 - Broadcast Decency Enforcement Act of 2005
S. 900 - Television Information-Enhancement for the Visually Impaired Act or the TIVI Act
S. 1984 - The Intellectual Property Rights Enforcement Act
S. 2140 - Protecting Children from Sexual Exploitation Act of 2005

17. House(s) of Congress and Federal agencies contacted ☐ None ☒ House ☒ Senate ☒ Other

Federal Communications Commission

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

Name		Covered Official Position (if applicable)
DeDe	Lea	
David	Sutphen	
Hollyn	Schuemann	

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

Signature Date 8/14/2006

Printed Name and Title David A. Sutphen Vice President Government Relati

30002626552

Registrant Name Viacom Inc Client Name Viacom Inc

ADDENDUM for General Lobbying Issue Area ART

16. Specific lobbying issues (continued from previous page)

S. RES. 142 - Expressing the sense of the Senate that the United States Trade Representative should brir case before the World Trade Organization regarding the violations of intellectual property rights by the Pec Republic of China

H.R. 24 - Preservation and Restoration of Orphan Works for Use in Scholarship and Education (PRO-USE 2005

H.R. 310 - Broadcast Decency Enforcement Act of 2005

H.R. 951 - Video Description Restoration Act of 2005

H.R. 1036 - to make technical corrections relating to copyright royalty judges

H.R. 1201 - Digital Media Consumers' Rights Act of 2005

H.R. 3726 - Child Pornography Prevention Act of 2005

H.R. 4569 - Digital Transition Content Security Act of 2005

H. CON. RES. 230 – Expressing the sense of the Congress that the Russian Federation must protect intell property rights.

H. CON. RES. 303 - Urging the United States Trade Representative to take action to ensure that the Peopl Republic of China complies with its obligations to protect intellectual property rights, and for other pu

Add page to continue specific issues description for this

Registrant Name Viacom Inc Client Name Viacom Inc

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

15. General issue area code COM - Communications/Broadcasting/Radio/T\ (one per page)

16. Specific lobbying issues

S. 193 - Broadcast Decency enforcement act of 2005

S. 616 – Indecent and Gratuitous and Excessively Violent Programming Control Act of 2005
S. 900 – Television Information-Enhancement for the Visually Impaired Act or the TIVI Act
S. 1372 – FAIR Ratings Act

17. House(s) of Congress and Federal agencies contacted ☐ None ☒ House ☒ Senate ☒ Other

Executive Office of the President
Federal Communications Commission

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

Name		Covered Official Position (if applicable)
DeDe	Lea	
David	Sutphen	
Keith	Murphy	
Hollyn	Schuemann	

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

10002654

Printed Name and Title David A. Sutphen, Vice President Government Relati

Registrant Name Viacom Inc Client Name Viacom Inc

ADDENDUM for General Lobbying Issue Area COM

16. Specific lobbying issues (continued from previous page)

S. 1600 – To amend the Communications Act of 1934 to ensure full access to digital television in areas se low-power television and for other purposes

S. 2360 – Internet Non-Discrimination Act

S. 2426 – Cyber Safety for Kids Act

S. 2686 – Communications, Consumer's Choice and Broadband Deployment Act

S. 2917 – Internet Freedom Preservation Act

S. 2989 – Franchise Reform Act

H.R. 4569 - Digital Transition Content Security Act of 2005

H.R. 310 – Broadcast Decency Enforcement Act of 2005

H.R. 951 - Video Description Restoration Act of 2005

H.R. 1036 - to make technical corrections relating to copyright royalty judges

H.R. 1201 - Digital Media Consumers' Rights Act of 2005

H.R. 4569 - Digital Transition Content Security Act of 2005

H.R. 2354 – TV Consumer Choice Act

H.R. 2359 - Digital Television Accountability and Governance Enhancement (DTV-AGE) Act

H.R. 3146 – Video Choice Act of 2005

H.R. 3687 – To amend the section 1464 of Title 18, United States Code, to provide for the punishment of profane broadcasts and for other purposes

H.R. 3914 – Children's Protection from Violent Programming Act

H.R. 5252 – Communications Opportunity, Promotions and Enhancement Act of 2006

H.R. 5273 – Net Neutrality Act

H.R. 5319 – Deleting the Online Predators Act

H.R. 5417 – Internet Freedom and Non-Discrimination Act

H.R. 5737 – Children's Health Federal Trade Commission Authority Restoration Act

30002626555

Registrant Name Viacom Inc Client Name Viacom Inc

ADDENDUM for General Lobbying Issue Area COM

16. Specific lobbying issues (continued from previous page)

H.R. 5919 – Family Choice Act of 2006

H.RES. 500 – Expressing the sense of the House of Representatives that the Federal Communications Commission should vigorously enforce indecency and profanity laws pursuant to the intent of Congress in protect children in the United States from indecent and profane programming on broadcast television and

H.CON.RES.52 – Expressing the sense of Congress supporting vigorous enforcement of the Federal obsc laws

H.J.RES.72 – Disapproving the rule submitted by the Federal Communications Commission with respect t broadcast media ownership

FCC DA Docket No. 011264 – Petitions of Network Affiliated Alliance

FCC MM Docket No. 00-167 – Children's Television Obligations of Digital Television Broadcasters

FCC WT Docket No. 05-7 – Qualcomm Inc. Petition for Declaratory Ruling

FCC CG Docket No. 05-231 – In the Matter of Closed Captioning of Video programming, Telecommunicati the Deaf, Inc. Petition for Rulemaking

B00025255

Registrant Name Viacom Inc Client Name Viacom Inc

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

15. General issue area code CPI - Computer Industry (one per page)

16. Specific lobbying issues

H.R. 1201 - Digital Media Consumers' Rights Act of 2005

H.R. 4569 - Digital Transition Content Security Act of 2005

17. House(s) of Congress and Federal agencies contacted ☐ None ☒ House ☒ Senate ☐ Other

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

Name		Covered Official Position (if applicable)
DeDe	Lea	
David	Sutphen	
Keith	Murphy	
Hollyn	Schuemann	

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

Printed Name and Title David A. Sutphen - Vice President Government Relations

9003262557

Registrant Name Viacom Inc Client Name Viacom Inc

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

15. General issue area code CPT - Copyright/Patent/Trademark (one per page)

16. Specific lobbying issues

S. 1984 - The Intellectual Property Rights Enforcement Act
S. RES. 142 - Expressing the sense of the Senate that the United States Trade Representative should bring a case before the World Trade Organization regarding the violations of intellectual property rights by the People's Republic of China
S. 2644 – Platform Equality and Remedies for Rights Holders In Music Act PERFORM Act of 2006
S. 2686 – Communications, Consumer's Choice and Broadband Deployment Act

17. House(s) of Congress and Federal agencies contacted ☐ None ☒ House ☒ Senate ☒ Other

US Copyright Office

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

Name		Covered Official Position (if applicable)
DeDe	Lea	
Sutphen	David	

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

Printed Name and Title David A. Sutphen - Vice President Government Relations

Registrant Name Viacom Inc Client Name Viacom Inc

ADDENDUM for General Lobbying Issue Area CPT

16. Specific lobbying issues (continued from previous page)

H.R. 24 –Preservation and Restoration of Orphan Works for Use in Scholarship and Education (PRO-USE 2005

H.R. 1036 - to make technical corrections relating to copyright royalty judges

H.R. 1201 - Digital Media Consumers' Rights Act of 2005

H.R. 4569 - Digital Transition Content Security Act of 2005
Sensenbrenner/Conyers Analog Hole Bill

H.R. 5361 Platform Equality and Remedies for Rights Holders in Music (PERFORM) Act of 2006

H.RES. 576 – Urging the Government of the People's Republic of China to improve its protections of Intell Property right and for other purposes

H. CON. RES. 230 – Expressing the sense of the Congress that the Russian Federation must protect intel property rights.

H. CON. RES. 303 - Urging the United States Trade Representative to take action to ensure that the Peop Republic of China complies with its obligations to protect intellectual property rights, and for other purpose

B00026559

Add page to continue specific issues description for this

Registrant Name Viacom Inc Client Name Viacom Inc

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

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

16. Specific lobbying issues

H.R. 24 –Preservation and Restoration of Orphan Works for Use in Scholarship and Education (PRO-USE) Act of 2005

17. House(s) of Congress and Federal agencies contacted ☐ None ☒ House ☐ Senate ☐ Other

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

Name	Covered Official Position (if applicable)
David Sutphen	

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

30002526600

Printed Name and Title David A. Sutphen - Vice President Government Relations

Registrant Name Viacom Inc Client Name Viacom Inc

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

15. General issue area code FAM - Family Issues/Abortion/Adoption (one per page)

16. Specific lobbying issues

S. 2140 - Protecting Children from Sexual Exploitation Act of 2005
S. 946 – Kid Friendly TV Programming Act of 2005
S. 2426 – Cyber Safety for Kids Act
S. 2686 – Communications, Consumer's Choice and Broadband Deployment Act
H.R. 3726 - Child Pornography Prevention Act of 2005
H.R. 5319 – Deleting Online Predators Act

17. House(s) of Congress and Federal agencies contacted ☐ None ☒ House ☒ Senate ☒ Other

Federal Communications Commission
Federal Trade Commission

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

	Name	Covered Official Position (if applicable)
DeDe	Lea	
David	Sutphen	
Keith	Murphy	
Hollyn	Schuemann	

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

5030262561

Printed Name and Title David A. Sutphen - Vice President Government Relations

Registrant Name Viacom Inc Client Name Viacom Inc

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

15. General issue area code FIN - Financial Institutions/Investments/Securiti (one per page)

16. Specific lobbying issues

S. 1326 – Notification of Risk to Personal Data Act
S. 1789 – Personal Data Privacy and Security Act of 2005
S. 751 – Notification of Risk to Personal Data Act

H.R. 3374 – Consumer Notification and Financial Data Protection Act of 2005

17. House(s) of Congress and Federal agencies contacted ☐ None ☒ House ☒ Senate ☐ Other

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

Name	Covered Official Position (if applicable)
David Sutphen	

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

10092562

Printed Name and Title David A. Sutphen - Vice President Government Relations

Registrant Name Viacom Inc Client Name Viacom Inc

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

15. General issue area code MIA - Media (Information/Publishing) (one per page)

16. Specific lobbying issues

S. 579 – Children and Media Research Advancement (CAMRA) Act
S. 2686 – Communications, Consumer's Choice and Broadband Deployment Act
S. 1902 – Children and Media Research Advancement (CAMRA) Act
S. 1372 - FAIR ratings Act
H.R. 3298 – Television Viewer Consumer Protection Act of 2005
H.R. 4124 – Children and Media Research Advancement (CAMRA) Act

17. House(s) of Congress and Federal agencies contacted ☐ None ☒ House ☒ Senate ☒ Other

Federal Trade Commission
Federal Communications Commission

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

Name		Covered Official Position (if applicable)
DeDe	Lea	
David	Sutphen	
Keith	Murphy	
Hollyn	Schuemann	

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

30002626623

Printed Name and Title David A. Sutphen - Vice President Government Relations

Registrant Name Viacom Inc Client Name Viacom Inc

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

15. General issue area code TAX - Taxation/Internal Revenue Code (one per page)

16. Specific lobbying issues

H.R. 4862 – Internet Consumer Protection Act
H.R. 5422 – To amend the Internet Tax Freedom Act to make permanent the moratorium on taxes on Internet access and on multiple and discriminatory taxes on electronic commerce
H.R. 1956 – Business Activity Tax Simplification Act of 2005

17. House(s) of Congress and Federal agencies contacted ☐ None ☒ House ☒ Senate ☐ Other

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

Name		Covered Official Position (if applicable)
DeDe	Lea	
David	Sutphen	
Keith	Murphy	

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

30002626564

Printed Name and Title David A. Sutphen - Vice President Government Relations

Registrant Name Viacom Inc Client Name Viacom Inc

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

15. General issue area code TRD - Trade (Domestic & Foreign) (one per page)

16. Specific lobbying issues

S. 1307 - Dominican Republic-Central America-United States Free Trade Agreement Implementation Act
S. 1416 – United States-Chile Free Trade Agreement Implementation Act
S. 1417 – United States-Singapore Free Trade Agreement Implementation Act
S. 2027 – United States-Bahrain Free Trade Agreement Implementation Act

17. House(s) of Congress and Federal agencies contacted ☐ None ☒ House ☒ Senate ☒ Other

United States Trade Representative

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

	Name	Covered Official Position (if applicable)
DeDe	Lea	
David	Sutphen	
Keith	Murphy	
Hollyn	Schuemann	

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

30002626665

Printed Name and Title David A. Sutphen - Vice President Government Relations

Registrant Name Viacom Inc

Client Name Viacom Inc

ADDENDUM for General Lobbying Issue Area TRD

16. Specific lobbying issues (continued from previous page)

S. RES. 142 - Expressing the sense of the Senate that the United States Trade Representative should brin case before the World Trade Organization regarding the violations of intellectual property rights by the Peo Republic of China

H.R. 728 - To withdraw normal trade relations treatment from the products of the People's Republic of Chin

H.R. 3045 - Dominican Republic-Central America-United States Free Trade Agreement Implementation Act

H.R. 3271 - Trade Agreement Enforcement

H.R. 3283 - United States Trade Rights Enforcement Act

H.R. 1689 – To modify the prohibition on recognition by the United States courts of certain rights relating to marks, trade names, or commercial names

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.R. 4340 – United States-Bahrain Free Trade Agreement Implementation Act

H.RES. 210 – Supporting the goals of the World Intellectual Property Day and recognizing the importance of intellectual property in the United States and worldwide

H.RES. 576 – Urging the Government of the People's Republic of China to improve its protection of Intellect Property rights and for other purposes

H. CON. RES. 230 – Expressing the sense of the Congress that the Russian Federation must protect intelle property rights.

H. CON. RES. 303 - Urging the United States Trade Representative to take action to ensure that the People Republic of China complies with its obligations to protect intellectual property rights, and for other purposes.

H.CON.RES. 131 – Expressing the sense of Congress relating to a free trade agreement between the Unite States and the European Union (EU)

H.CON.RES. 33 – Urging the President to take immediate steps to establish a plan to adopt the recommend of the United States-China Economic and Security Review Commission in its 2004 report to the Congress in to correct the current imbalance in the bilateral era

H.CON.RES. 69 – Expressing the sense of Congress that the United States should resume normal diplomati relations with the Republic of China and Taiwan, and for other reasons

10002625566

Add page to continue specific issues description for this in

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 than line 20)

City State/Zip

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

LOBBYIST UPDATE

23. Name of each previously reported individual who is **no longer** expected to act as a lobbyist for the client

Gail	MacKinnon	Anne	Lucey
Josh	Brown		

ISSUE UPDATE

24. General lobbying issues that **no longer** pertain

AFFILIATED ORGANIZATIONS

25. Add the following affiliated organization(s)

Name	Address	Principal place of Busines (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	Own perc clien

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

Signature _____ Date 8/14/2006

Printed Name and Title David A. Sutphen - Vice President Government Relations

30902625567