

Edgar Filing: Viacom Inc. - Form FWP

Viacom Inc.
Form FWP
October 02, 2007
VIACOM INC.

SENIOR NOTES AND SENIOR DEBENTURES OFFERING FINAL TERMS

Issuer Free Writing Prospectus

Dated October 2, 2007

Filed Pursuant to Rule 433

Registration Statement No. 333-139086

In addition to the senior notes due 2017 of Viacom Inc. (the Senior Notes due 2017) described in the Preliminary Prospectus Supplement of Viacom Inc. dated October 2, 2007, Viacom Inc. is also offering senior debentures due 2037 (the Senior Debentures due 2037). The Senior Notes due 2017 and the Senior Debentures due 2037 will be issued as separate series under the indenture described in the Preliminary Prospectus Supplement.

| | | |
|--|---|---------------------------|
| Issuer: | Viacom Inc. | |
| Ratings: | Baa3 (stable outlook) / BBB (stable outlook) / BBB (stable outlook) | |
| Format: | SEC Registered | |
| Ranking: | Senior Unsecured | |
| Securities: | Senior Notes | Senior Debentures |
| Principal Amount: | \$500,000,000 | \$250,000,000 |
| Trade Date: | October 2, 2007 | October 2, 2007 |
| Settlement Date (T+3): | October 5, 2007 | October 5, 2007 |
| Maturity Date: | October 5, 2017 | October 5, 2037 |
| Price to Public: | 99.286% | 99.275% |
| Gross Spread: | 0.45% | 0.875% |
| Net Proceeds: | \$494,180,000 | \$246,000,000 |
| Coupon: | 6.125% | 6.75% |
| Yield to Maturity: | 6.222% | 6.807% |
| Spread to Benchmark Treasury: | UST +170 bps | UST +203 bps |
| Benchmark Treasury: | 4.75% UST due 08/17 | 4.75% UST due 02/37 |
| Benchmark Treasury Yield: | 4.522% | 4.777% |
| Coupon Payment Dates: | April 5 and October 5 | April 5 and October 5 |
| Record Dates: | March 21 and September 20 | March 21 and September 20 |
| First Coupon Payment Date: | April 5, 2008 | April 5, 2008 |
| Make-Whole Call: | Treasury Rate plus 30 bps | Treasury Rate plus 35 bps |
| Denominations: | \$2,000 X \$1,000 | \$2,000 X \$1,000 |
| Day Count: | 30/360 | 30/360 |
| CUSIP: | 92553PAB8 | 92553PAC6 |
| Sole Bookrunner and Joint Lead Manager: | Deutsche Bank Securities Inc. | |
| Joint Lead Manager: | Greenwich Capital Markets, Inc. | |
| Senior Co-Manager: | Credit Suisse Securities (USA) LLC | |
| Co-Manager: | nabCapital Securities, LLC | |

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The issuer has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement

and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the SEC Web site at www.sec.gov. Alternatively, the issuer, any underwriter or any dealer participating in the offering will arrange to send you the prospectus if you request it by calling toll free to Deutsche Bank Securities Inc at 1-800-503-4611.

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