



BRII PARAMETER RATINGS REPORT

Viacom Inc.
1515 Broadway
New York
U.S.A.
10036

Ticker: VIA.B
F-Ticker:
Exchange: NYSE
S&P500: Yes

| Violation Screen | BRII Score | No. of Violations |
|------------------------------------|------------|-----------------------------|
| Anti-Family Activity | | |
| Entertainment Gay Focus | 2 | 1 |
| Entertainment Producer/Distributor | 3 | 2 |
| Non-Marriage Lifestyles | | |
| Diversity Training | 1 | 2 |
| Domestic Partner Benefit | 1 | 2 |
| Employees Group | 1 | 1 |
| Gender Identity | 1 | 5 |
| Most Active Promoters of Lifestyle | 3 | 1 |
| Non-discrimination orientation | 0 | 5 |
| Sponsor | 2 | 4 |
| Trailblazer | 3 | 1 |
| Pornography | | |
| Advertiser | 1 | 1 |
| Total Score: 18 | | Total Violations: 25 |

| Positive Screen | BRII Score | No. of Entries |
|-----------------------|------------|-------------------------|
| Total Score: 0 | | Total Entries: 0 |