



BRII PARAMETER RATINGS REPORT

Company	U.S. Exch. : Ticker	S&P500	Foreign Exch. : Ticker	Euro350
Viacom Inc.	Domestic Publicly Traded	Yes		No
	NYSE : VIA.B			

Violation Screen	ICWR Score	No. of Violations
Anti-Family Activity		
Entertainment Gay Focus	2	2
Entertainment Producer/Distributor	3	4
Nudity	3	1
Non-Marriage Lifestyles		
Active Advertiser	2	5
Contributor	2	6
Diversity Training	1	1
Domestic Partner Benefit	1	1
Gender Identity	1	2
Most Active Promoters of Lifestyle	3	1
Non-discrimination orientation	0	3
Sponsor	2	9
Pornography		
Advertiser	1	3
Positive Activity		
Entertainment Advertiser	0	1
Total Score:		21
Total Violations:		39

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