SPELLING ENTERTAINMENT GROUP INC Form SC 13D/A March 31, 2003

> SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

> > SCHEDULE 13D

(Amendment No. 17)

Under the Securities Exchange Act of 1934

SPELLING ENTERTAINMENT GROUP INC. (Name of Issuer)

Common Stock, Par Value \$.001 Per Share (Title of Class of Securities)

> 847807 10 4 (CUSIP Number)

Michael D. Fricklas, Esq. Viacom Inc. 1515 Broadway New York, New York 10036 Telephone: (212) 258-6000

October 16, 1997 (Date of Event which Requires Filing of this Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition which is the subject of this Schedule 13D, and is filing this schedule because of Rule 13d-1(b)(3) or (4), check the following box $|_{-}|$. Check the following box if a fee is being paid with this statement $|_{-}|$.

CUSIP No. 847807 10 4

(1)	Name of Reporting Person S.S. or I.R.S. Identification No. of Above Person SEGI HOLDING COMPANY					
	I.R.S. Identification No. 65-0418084					
(2)	Check the Appropriate Box if a Member of Group (See Instructions)					
	_ (a)					
	(b)					

(3)	SEC Use Or	nly				
(4)	Sources of	ources of Funds (See Instructions) 			WC	
(5)		Check if Disclosure of Legal Proceedings is Required Pursuant to Items 2(d) or 2(e).				
(6)	Citizensh:	Citizenship or Place of Organization Delaware				
 Number of Shares	-		Sole Voting Pc			
Beneficia Owned by	illy	(8)	Shared Voting		70,847,950	
Each Reporting	I	(9)	Sole Dispositi	ve Power		
Person Wi		(10)	Shared Disposi	tive Power	70,847,950	
(11)	Aggregate Amount Beneficially Owned by Each Reporting Person 70,847,950					
(12)	Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)					
(13)	Percent of Class Represented by Amount in Row (11) 78.07% (includes shares subject to currently exercisable warrants)					
(14)	Type of Reporting Person (See Instructions) CO					

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CUSIP No. 847807 10 4

(1) Name of Reporting Person S.S. or I.R.S. Identification No. of Above Person VIACOM INC. I.R.S. Identification No. 04-2949533

(2)	Check the Appropriate Box if a Member of Group (See Instructions)					
	_ (a)					
	_ (b)					
(3)	SEC Use Only					
(4)	Sources of Funds (See Instructions) WC					
(5)	Check if Disclosure of Legal Proceedings is Required Pursuant to Items					
	2(d) or 2(e).					
	Citizenskin en Diese of Augustischien - Deleusus					
(6)	Citizenship or Place of Organization Delaware					
Number of	(7) Sole Voting Power					
Shares Beneficial Owned by Each	11y (8) Shared Voting Power 70,847,950					
	(9) Sole Dispositive Power					
Reporting Person Wi						
(11)	Aggregate Amount Beneficially Owned by Each Reporting Person 70,847,950					
(12)	Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)					
(13)	Percent of Class Represented by Amount in Row (11) 78.07% (includes shares subject to currently exercisable warrants)					
(14)	Type of Reporting Person (See Instructions) CO					

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CUSIP No. 947807 10 4

E	dgar Filing: SPEL	LINC	G ENTERTAINMENT (GROUP INC - Fo	rm SC 13D/A	
(1)	Name of Reporting Person S.S. or I.R.S. Identification No. of Above Person SUMNER M. REDSTONE					
			I.R.S. Identif	ication No.		
(2)	Check the Appropriate Box if a Member of Group (See Instructions)					
	_ (a)					
	_ (b)					
(3)	SEC Use Only					
(4)	Sources of Funds (See Instructions) WC					
(5)	Check if Disclosure of Legal Proceedings is Required Pursuant to Items 2(d) or 2(e).					
(6)	Citizenship or 3	Plac	e of Organization -	United St	ates	
Number of	((7)	Sole Voting Power			
Shares Beneficia Owned by	lly ((8)	Shared Voting Power	70,84	7,950	
Each Reporting		(9)	Sole Dispositive Pow			
Person Wit		(10)	Shared Dispositive P	ower 70,84	7,950	
(11)	Aggregate Amount Beneficially Owned by Each Reporting Person 70,847,950					
(12)	Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)					
(13)	Percent of Class Represented by Amount in Row (11) 78.07% (includes shares subject to currently exercisable warrants)					
(14)	Type of Reportin	ng Pe	erson (See Instructio	ns) IN		

This Amendment No. 17 amends the Statement on Schedule 13D filed with the Securities and Exchange Commission on March 7, 1993 by Blockbuster Entertainment Corporation ("BEC"), Blockbuster Pictures Holding Corporation ("Holdings"), SEGI Holding Company ("SEGI") and Repinvesco, Inc. ("REPI"), as amended (the "Statement"). This Amendment No. 17 is filed with respect to the shares of common stock, par value \$.001 per share (the "Common Stock"), of Spelling Entertainment Group Inc. (the "Issuer"), a Delaware corporation, with its principal executive offices located at 5700 Wilshire Boulevard, Los Angeles, California 90036. Capitalized terms used but not defined herein have the meanings assigned to such terms in the Statement.

Item 3. Source and Amount of Funds or other Consideration.

Item 3 is hereby amended and supplemented as follows:

Purchases of Common Stock reported in this Amendment No. 17 were made using working capital of Viacom International Inc.

Item 5. Interest in Securities of the Issuer.

Item 5 is amended and supplemented as follows:

- (a) SEGI HOLDING COMPANY is currently the beneficial owner, with shared dispositive and voting power, of 70,847,950 shares, or approximately 78.07%, of the issued and outstanding Common Stock of the Issuer (based on the number of shares of Common Stock that were reported by the Issuer to be issued and outstanding as of August 11, 1997).
- (b) VIACOM INC. is currently the beneficial owner, with shared dispositive and voting power, of 70,847,950 shares, or approximately 78.07%, of the issued and outstanding Common Stock of the Issuer (based on the number of shares of Common Stock that were reported by the Issuer to be issued and outstanding as of August 11, 1997).
- (c) MR. SUMNER M. REDSTONE is currently the beneficial owner, with shared dispositive and voting power, of 70,847,950 shares, or approximately 78.07%, of the issued and outstanding Common Stock of the Issuer (based on the number of shares of Common Stock that were reported by the Issuer to be issued and outstanding as of August 11, 1997).

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Transactions effected since the filing of Amendment No. 16 on September 25, 1997.

DATE	NO. OF SHARE	PRICE*	WHEN AND HOW EXECUTED
09/25/97	114,000	\$8.8840	Bear, Stearns,
			New York, New York
09/26/97	5,500	\$8.7898	"
09/29/97	12,000	\$8.8750	"
09/30/97	82,000	\$8.9965	"
10/01/97	94,500	\$9.0000	"
10/02/97	24,500	\$8.9694	"
10/03/97	13,800	\$8.9366	"
10/06/97	57,500	\$8.9951	"
10/07/97	17,800	\$8.9867	"
10/08/97	18,900	\$8.8519	"
10/09/97	145,900	\$8.9994	"
10/10/97	18,100	\$8.8750	"
10/13/97	8,300	\$8.8562	"
10/14/97	138,200	\$9.0000	"
10/15/97	14,300	\$8.8750	"
10/16/97	160,000	\$8.9973	"

All of the above transactions were purchases.

- Item 7. Material to be filed as Exhibits.
- 99.1 Agreement among SEGI Holding Company, Viacom Inc. and Sumner M. Redstone pursuant to Rule 13d-1(f)(1)(iiii).

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Signature

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After reasonable inquiry and to the best of our knowledge and belief, we certify that the information set forth in this Statement is true, complete and correct.

October 17, 1997

SEGI HOLDING COMPANY

By: \S\ Michael D. Fricklas Name: Michael D. Fricklas Title: Senior Vice President

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Signature

After reasonable inquiry and to the best of our knowledge and belief, we certify that the information set forth in this Statement is true, complete and correct.

October 17, 1997

VIACOM INC.

By: \S\ Michael D. Fricklas

Name: Michael D. Fricklas Title: Senior Vice President, Deputy General Counsel

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Signature

_ ____

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this Statement is true, complete and correct.

October 17, 1997

By:

*

Sumner M. Redstone, Individually

*By: \S\ Philippe P. Dauman

Philippe P. Dauman Attorney-in-Fact under the Limited Power of Attorney filed as Exhibit 99.2 to the Statement, Amendment No. 11

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EXHIBIT INDEX

Exhibit No. Description

99.1 Agreement among SEGI Holding Company, Viacom Inc. and Sumner M. Redstone pursuant to Rule 13d-1(f)(1)(iii).

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