

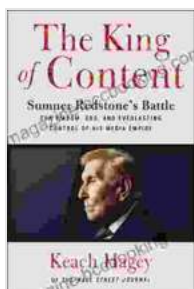
# Sumner Redstone: Battle for ViacomCBS and Everlasting Control of His Media Empire



Sumner Redstone was a larger-than-life figure in the entertainment industry, known for his shrewd business acumen, ruthless tactics, and unwavering determination. As the founder of ViacomCBS, one of the world's largest media conglomerates, Redstone amassed an unparalleled level of power and influence. His reign was marked by fierce battles for control, both within his own company and against rival media giants.

## Early Life and Career

Redstone was born in 1923 in Boston, Massachusetts. His father was a Lithuanian immigrant who worked as a clothing salesman, while his mother was an accomplished pianist. Redstone attended Harvard Law School, where he met and befriended future media executive Frank Stanton. After graduating, he worked for a time as a lawyer before joining Stanton at CBS in 1954.



## The King of Content: Sumner Redstone's Battle for Viacom, CBS, and Everlasting Control of His Media

**Empire** by Keach Hagey

★★★★☆ 4 out of 5

Language : English  
File size : 3198 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
X-Ray : Enabled  
Word Wise : Enabled  
Print length : 389 pages



At CBS, Redstone quickly rose through the ranks, becoming president and CEO by 1987. During his tenure, he oversaw the acquisition of MTV, Nickelodeon, and VH1, establishing CBS as a dominant force in the cable television industry. However, Redstone's ambitions were far from satisfied.

### Building a Media Empire

In 1994, Redstone split CBS into two companies: Viacom, which owned the cable channels, and CBS Corporation, which retained the broadcast network and other assets. Redstone served as chairman and CEO of both

companies, giving him unprecedented control over a wide range of media outlets.

Over the next two decades, Redstone relentlessly expanded his media empire. He acquired Paramount Pictures, Blockbuster, and DreamWorks Animation, and launched the pay-TV channel Showtime. ViacomCBS became a global behemoth, with a vast portfolio of entertainment properties that reached billions of viewers worldwide.

### **Legal Battles and Family Strife**

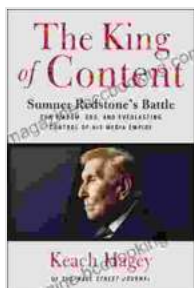
Redstone's relentless pursuit of power and control came at a personal cost. He became estranged from his daughter, Shari, and his son, Brent, who had both held executive positions within ViacomCBS. The family feud erupted into a public spectacle in 2016, when Redstone's granddaughter, Keryn, filed a lawsuit alleging that her grandfather was mentally unfit and that her father, Brent, had unduly influenced him.

The legal battle dragged on for years, with Sumner Redstone at the center of a bitter custody dispute between his daughter and his granddaughter. The case ultimately ended with a settlement, but the rifts within the Redstone family remained.

### **Legacy**

Sumner Redstone died in 2020 at the age of 97. He left behind a complex legacy that is still being debated today. Some argue that he was a visionary who transformed the entertainment industry, while others criticize his ruthless tactics and the damage he inflicted upon his personal relationships.

There is no doubt that Redstone was a powerful and influential figure who played a major role in shaping the media landscape of the 20th and 21st centuries. His story is a cautionary tale about the dangers of unchecked ambition and the importance of family and personal relationships.

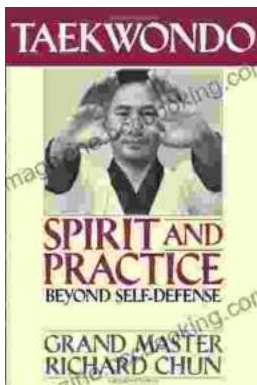


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