

First-Run Smoking Presentations in U.S. Movies 1999-2006

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EXECUTIVE SUMMARY

Smoking among American adults fell by half between 1950 and 2002, yet smoking on U.S. movie screens reached historic heights in 2002, topping levels observed a half century earlier.¹ Tobacco's comeback in movies has serious public health implications, because smoking on screen stimulates adolescents to start smoking,^{2,3} accounting for an estimated 52% of adolescent smoking initiation.

Equally important, researchers have observed a dose-response relationship between teens' exposure to on-screen smoking and smoking initiation: the greater teens' exposure to smoking in movies, the more likely they are to start smoking. Conversely, if their exposure to smoking in movies were reduced, proportionately fewer teens would likely start smoking.

To track smoking trends at the movies, previous analyses have studied the U.S. motion picture industry's top-grossing films with the heaviest advertising support, deepest audience penetration, and highest box office earnings.^{4,5} This report is unique in examining the U.S. movie industry's total output, and also in identifying smoking movies, tobacco incidents, and tobacco impressions with the companies that produced and/or distributed the films – and with their parent corporations, which claim responsibility for tobacco content choices. Examining Hollywood's product line-up, before and after the public voted at the box office, sheds light on individual studios' content decisions and industry-wide production patterns amenable to policy reform.

We surveyed all U.S.-produced live action films released to theaters in the eight years between December 25, 1998, and December 24, 2006, and offer three different measures of smoking in movies:

1. INTENTION: Number of films that include smoking (and those smokefree) by year, Motion Picture Association of America (MPAA) age-classification, and the corporation responsible;
2. PERFORMANCE: Number of smoking incidents in these films (an index of smoking intensity) by year, MPAA age-classification, and corporation responsible;
3. IMPACT: Number of smoking impressions (each film's smoking incidents x tickets sold) delivered to theatrical audiences overall, to children aged 6-11, and to teens aged 12-17, by year, MPAA age-classification, and corporation responsible.

Because exposure to smoking in movies accounts for about half of smoking initiation by U.S. adolescents, we pay particular attention to smoking in movies rated G/PG and PG-13 and to the effect of the proposed R-rating for tobacco use on screen.

Funded in part by grants from the National Cancer Institute (CA-61021), the Arimathea Fund of the Tides Foundation and others. Opinions expressed reflect the views of the authors and do not necessarily represent any sponsoring agency or the University of California. © 2007 by Jonathan R. Polansky and Stanton Glantz. This report is available on the World Wide Web at <http://repositories.cdlib.org/ctcre/tcpmus/Movies2006>.

KEY FINDINGS

Analysis of 1,261 live-action U.S. movies released in the eight years 1999-2006 established that:

- Since 1999, 75% of all U.S. live-action films (950/1261) have featured tobacco use: 88% of R-rated films (471/536), 75% of PG-13 movies (421/565), and 36% of G/PG movies (58/160).
- Since 1999, half (479/950) of all films with tobacco were youth-rated G/PG (n=58) or PG-13 (n=421).
- Three media companies – Sony, Disney, and Time Warner – accounted for 58% (279/479) of all youth-rated movies with tobacco. Sony, Disney, Time Warner, and General Electric together accounted for 77% (17.2 billion/22.4 billion) of all the estimated tobacco impressions delivered by youth-rated movies.
- Among the six major studios, the percentage of live-action G/PG films with tobacco ranged between 8% (News Corp.: 2/24) and 61% (Sony: 14/22); of PG-13 movies between 65% (Time Warner: 66/102) and 81% (Viacom: 43/53; Disney: 74/92); and of R-rated films between 85% (Time Warner: 104/123) and 92% (Disney: 72/78).
- Individual R-rated movies with tobacco use averaged more than twice as many tobacco incidents as did the average PG-13 movie with tobacco use (12 vs. 6). R-rated incidents increased by 70% between 2003 and 2006 (483 in 2003; 822 in 2006).
- Overall, there were 93% (1163/1255) as many tobacco incidents in 2006 releases as in 1999, yet PG-13 incidents were up 7% (314 vs. 294). G/PG-rated incidents peaked in 2005 (n=64); in 2006, there were as many as in 1999 (n=27).
- Half of all tobacco impressions on theater audiences were delivered by G/PG/PG-13 movies in 2006 (2.53 billion vs. 2.56 billion from R-rated films), up sharply from 30% in 1999, mainly because the number of releases rated “R” has dropped. In absolute terms, the number of tobacco impressions from youth-rated films was 29% higher in 2006 (2.53 billion) over 1999 (1.96 billion); tobacco impressions from R-rated movies was 44% lower (2.56 billion from 4.61 billion).
- The U.S. movie industry delivered an estimated 44.5 billion *first-run theatrical* tobacco impressions to audiences of all ages over the past eight years. A quarter of these impressions – 11.3 billion evenly divided between youth-rated and R-rated movies – were delivered to children 6-11 (2.4 billion) and teens 12-17 (8.8 billion). While tobacco impressions delivered to *theatrical* audiences declined by 21% between 1999 and 2006, due mainly to the decline in R-rated releases, *total* exposure would need to take into account original and repeat viewings through other, rapidly-expanding film media: DVDs, cable and satellite services, on-demand, and broadband download.

- An index capturing the number of tobacco impressions delivered per paid admission to a North American movie theater, based on 1999-2006 data, finds: a movie ticket to a live-action G/PG-rated movie bought one tobacco impression; a ticket to a PG-13 feature bought 4.3 tobacco impressions; and a ticket to an R-rated film bought 8.5 tobacco impressions. Impressions per G/PG ticket dropped 39% between 1999 and 2006, but increased by 7% and 15% for PG-13 and R-rated films, respectively, over the same period.

- Two media companies, Disney and Time Warner, have published policies on tobacco content. No substantial change in their PG-13 tobacco content is apparent since 2005. However, every major studio except Sony kept its live-action G/PG movies smokefree in 2006. If this pattern persists, it indicates that deliberate policies are now in place (published or not) among several studios that succeed in changing production practice over an entire rating class. Unfortunately, even 100% smokefree G/PG movies will reduce *adolescent* exposure to on-screen tobacco imagery by 2% or less.

- Over the past eight years, rating on-screen smoking “R” would have reduced children’s and teens’ first-run theatrical exposure to tobacco impressions, strongly associated with teens’ smoking initiation, by at least 50%. Using peer-reviewed data as the basis for the projection, a policy to rate smoking in movies “R” in place since 1999 could have prevented an estimated 1.5 million U.S. adolescents from starting to smoke and averted 400,000 future tobacco deaths.

METHODS

HOW THE SAMPLE WAS ASSEMBLED: U.S. produced, English language, live action (or live-with-animation) theatrical feature films released between December 25, 1998, and December 24, 2006, and grossing at least \$500,000 at the box office, were identified using the Internet Movie Database (www.imdbPro.com accessed October 1, 2003, to February 1, 2007). This subscription site’s “advanced search” features enabled screening by release date, box office minimum, and production and/or distribution company. MPAA ratings, corporate participation, and box office details for individual titles were researched in the same database.

In all, 1306 films were identified. The smoking status of 45 films could not be confirmed and they were dropped from the analysis; 77% (30/45) of these films are smaller “indie” productions, while the others were niche films from larger studios. Almost half were youth-rated (see APPENDIX 2). Their \$85.7 million in box office receipts amount to 0.15% of the \$56.3 billion box office reported for the eight year sample.

Of the 1261 motion pictures retained, 62 films are co-credited because more than one major studio participated in production or U.S. distribution. (For example, 2005’s *Brokeback Mountain* was a co-production of (GE) Universal’s Focus Features and Viacom’s Paramount.) Each corporate parent is given full credit for a co-produced film in

its individual track record, but totals and summaries by year, by rating, and by smoking status are adjusted to prevent double counting of films. Half the credit for a film is allocated to each studio when calculating each studio's share of total tobacco incidents and impressions.

TOBACCO INCIDENTS: The smoking content of each film in the eight-year sample had been evaluated by the parental review and screening service at ScreenIt.com (accessed October 1, 2003, to February 1, 2007). ScreenIt rates smoking and other film content in these terms:

- NONE [0]: No content at all in this category.
- MINOR [1]: Just a few incidents, or ones with little or no impact.
- MILD [2]: Many incidents such as 3 “s” words or students smoking several times during the movie.
- MODERATE [3]: More than just occasional scenes in the category. This rating may raise a warning flag for you.
- HEAVY [4]: Many scenes in the category. Steady drinking and frequent drunken behavior throughout a movie would be rated this way.
- EXTREME [5]: The movie is full of such scenes in the category. The “Die Hard” type action films (with lots of shooting and deaths) are usually extreme in the violence category.⁶

To convert these qualitative descriptions to quantitative estimates, we cross tabulated the number of smoking incidents in 601 high-grossing films released 1988-1999, as measured by the Department of Pediatrics at Dartmouth Medical School,⁷ with ScreenIt's ratings. ScreenIt's database included 389 of the 601 films Dartmouth analyzed.

A two-way analysis of variance revealed statistically significant differences in the number of tobacco incidents, as measured by Dartmouth, among ScreenIt's categories ($P < .001$) and between MPAA youth-rated (G/PG/PG-13) vs. R-rated films ($P < .001$), with a significant interaction between ScreenIt's rating and the MPAA rating ($P < .001$). We used the average number of incidents observed by Dartmouth investigators as a function of ScreenIt and MPAA rating, and applied these counts to each film (TABLE 1).

TOBACCO IMPRESSIONS: To ascertain how many times each movie was viewed in its “domestic” (U.S. and Canada) theatrical run, box office gross amounts reported on imdbPro.com were divided by the average price of a U.S. movie ticket in the year of the film's release, reported by the National Association of Theatre Owners.⁸ The number of in-theater

Table 1: Mean tobacco incidents by ScreenIt score and rating

MPAA rating	ScreenIt score	Tobacco incidents
G	0	0.0
	1	2.0
	3	10.0
PG	0	0.2
	1	1.6
	2	7.5
	3	9.6
	5	27.0
PG-13	0	0.3
	1	2.3
	2	6.6
	3	11.3
	5	24.0
R	0	0.0
	1	2.6
	2	7.5
	3	13.3
	5	37.8

viewings for each film was then multiplied by the film’s assigned tobacco incidents to yield counts of tobacco impressions reliable when aggregated by year, rating or studio.

Statistics for movie attendance, by rating and by age, assembled by Nielsen Media Research,⁹ were employed to estimate tobacco impressions delivered to children 6-11, teens 12-17, and young adults 18-34. Total tobacco impressions by rating were multiplied by the fraction of the audience made up of each age group (TABLE 2) to find the number of impressions delivered to children, teens, and young adults by G/PG, PG-13, and R-rated movies with smoking. Results were summed for each studio, by year, and reported as aggregate results.

Table 2: Audience Composition

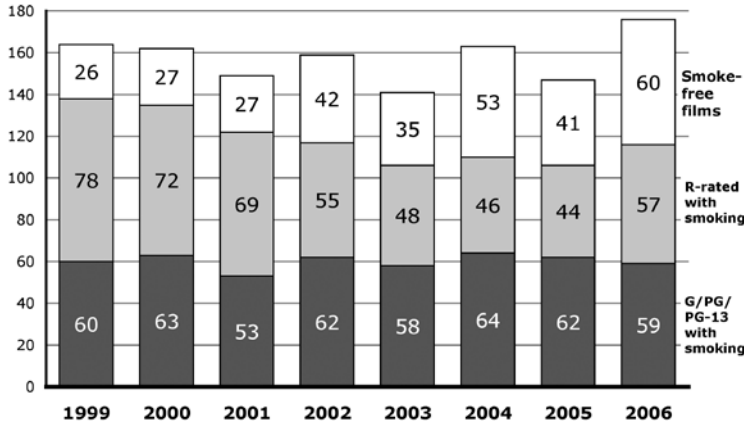
MPAA rating	Ages 6-11	Ages 12-17	Ages 18-34
G/PG	23.7%	15.9%	23.9%
PG-13	6.4%	19.0%	41.1%
R	3.3%	21.0%	47.5%

We also estimated per capita tobacco impressions delivered to children 6-11, teens 12-17, and young adults 18-34. To compare these age groups, we divided total tobacco impressions delivered in the so-called “domestic” market for each group by the age group’s U.S. and Canadian population in 2002,¹⁰ midway through the 1999-2006 time period, to produce comparable per capita estimates.

LIMITATIONS: Keep in mind several limitations associated with the tobacco incident procedure when interpreting this report’s tables and graphs. First, the Dartmouth investigators evaluated a sample of top-grossing films released 1988-1999, whereas we applied the average number of tobacco incidents that they observed to all films released 1999-2006. This procedure assumes that the application of ScreenIt’s qualitative descriptors remained consistent throughout this entire period.

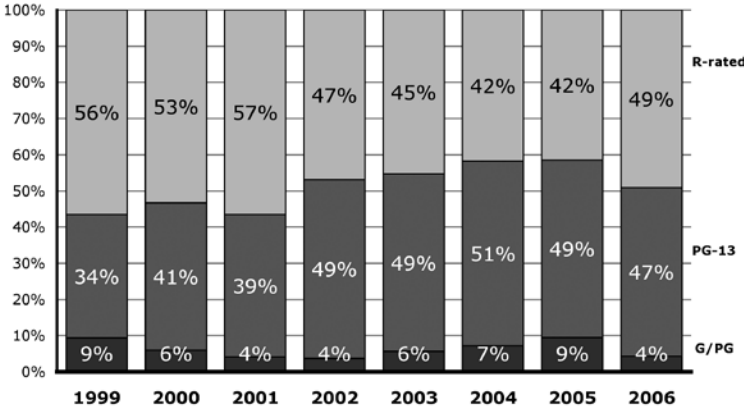
Second, there will be a random element in applying these averages to particular movies, so we do not report quantitative estimates of the number of tobacco incidents for individual movies. Using this procedure in the aggregate over all films produced by a given studio in a given year, however, should give reasonable estimates of the total number of smoking incidents.

Fig. 1a: Number of movies with smoking 1999-2006, by rating



The number of youth-rated movies with smoking held steady while the number of R-rated releases, 88% with tobacco imagery, dropped. Sixty 2006 films were smokefree; two-thirds still featured tobacco.

Fig. 1b: Movies with smoking 1999-2006, percentage by rating

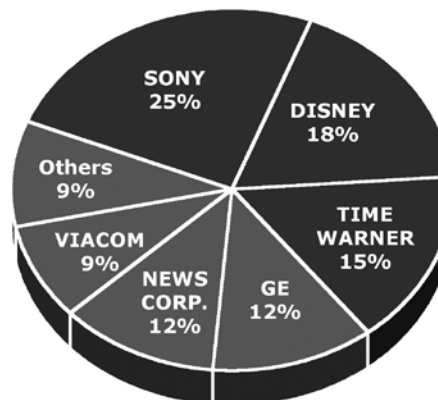


Most movies with smoking have been youth-rated since 2002.

1. SMOKING AND SMOKEFREE MOVIES RELEASED 1999-2006

OBSERVATIONS: Tobacco permeated youth-rated (G/PG/PG-13) and R-rated movies. Over the eight years 1999-2006, nearly 90% (471/536) of R-rated movies included smoking. Three-quarters (421/565) of PG-13 movies included smoking and more than a third (58/160) of movies rated G or PG included smoking (TABLE 3). In all, 75% (950/1261) of U.S. movies presented tobacco use.

Fig. 2: Sony, Disney, and Time Warner released 58 percent of all youth-rated films with smoking



The absolute number of youth-rated releases with smoking remained stable at around 60 films per year. Due to a drop in annual releases rated “R” (from 91 in 1999 to 46 in 2005) and a proportionate drop in R-rated movies with smoking, the majority of U.S. movies with smoking were youth-rated by 2002 (FIGURE 1A). The share of movies with smoking that were youth-rated expanded from 43% (59/137) in 1999 to 58% in 2004 and 2005 (64/110, 62/106) (FIGURE 1B). Youth-rated movies with tobacco were the majority in 2006 as well, despite a 30% jump in R-rated movies with tobacco over the year before (APPENDIX 1: DATA TABLES).

RATING REMEDIES: Assuming producers would bar smoking and other tobacco promotions from an otherwise youth-rated film to avoid an R-rating, over the eight years 1999-2006 an R-rating for tobacco use would have had the practical effect of clearing the smoke from 50% (479/950) of all releases with smoking.

Possible exceptions to R-rating policy: Some of the 6% (29/479) of youth-rated movies with smoking 1999-2006 that included the phrase “based on a true story” in the credits might have depicted actual historical figures who smoked. None of the 479 youth-rated films with tobacco in this survey period depicted the dire health consequences of tobacco use.

Table 3: How many movies with smoking?

1999-2006	Number of movies			% of its releases			Share by rating, adj.		
	G/PG	PG-13	R	G/PG	PG-13	R	G/PG	PG-13	R
Disney	16	74	72	35%	80%	92%	28%	17%	14%
D'Works*	2	20	13	50%	69%	87%	3%	4%	3%
GE	6	54	61	50%	75%	90%	9%	12%	12%
Indies	1	10	9	17%	71%	69%	2%	2%	2%
Lions Gate	1	13	47	50%	81%	87%	2%	3%	10%
News Corp.	2	55	47	8%	71%	87%	3%	13%	10%
Sony	17	108	90	61%	79%	88%	28%	24%	18%
Time Warner	12	66	104	38%	65%	85%	21%	15%	22%
Viacom	2	43	45	18%	81%	87%	3%	10%	9%
Weinstein	1	2	2	22%	6%	6%	2%	0%	0%
Adj. Total	58	421	471	36%	75%	88%	100%	100%	100%

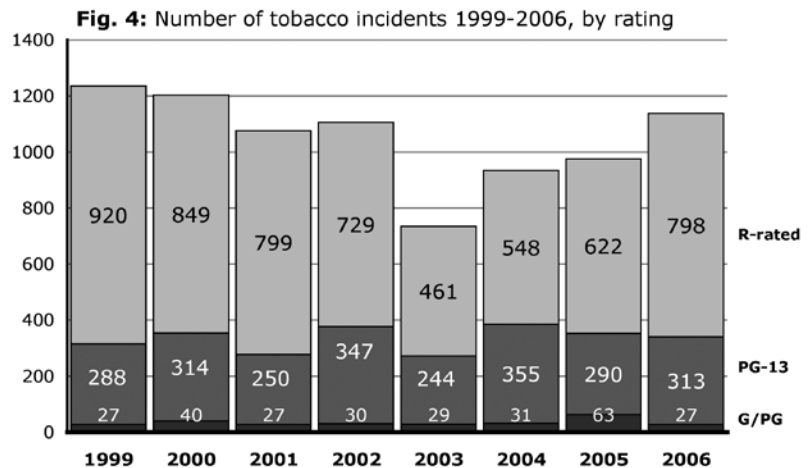
STUDIO COMPARISON: Sony, Time Warner, and Disney – the three most prolific U.S. movie makers, listed in order of their contribution – together released 56% (535/950, adjusted for co-productions) of all movies with smoking and 58% (279/479) of youth-rated movies with smoking (FIGURE 2). Disney, Time Warner, and Sony have accounted for 76% (44/58) of all movies with smoking rated G/PG.

*Viacom acquired DreamWorks SKG in 2006. We separately track its 1999-2005 film catalog, bought by Soros Strategic Partners LP and Dune Entertainment II LLC.

Sony topped all other studios in the number of PG-13 releases with smoking (n=93). At 81%, Viacom's (43/53) and Lions Gate's (12/15) PG-13 releases were most likely to feature tobacco. Time Warner was the only studio whose PG-13 films 1999-2006 were more than 30% likely (36/102) to be tobacco-free; still, two out of three of its PG-13 titles included smoking overall. The share of Time Warner's PG-13 movies that included tobacco was higher in 2006 (8/12) than in 2005 (5/13).

Every major studio's G, PG and PG-13 movies with smoking outnumbered its R-rated movies with smoking, except for Time Warner (78 to 104) and Lions Gate (22 to 30). Sony's youth-rated films with tobacco outnumbered its R-rated movies with tobacco by a 45% margin (107 to 74).

The sole indication that the film industry is reacting to calls to clear smoking from youth-rated films is the sharp drop in smoking films rated G/PG in 2006, when every major studio except Sony kept its G/PG live-action films smokefree for the first time since at least 1999. Impact on adolescent exposure, if this persists, will be minimal, because there are historically few live-action G/PG films with tobacco and they account for trivial incidence (FIGURE 3). The development does suggest that the major studios can eliminate tobacco content in entire rating categories once they conclude that it is in their interest.



Tobacco incidents are down 9% (1138/1245) over eight years but R-incidents have rebounded more than 50% (461/798) since 2003.

Fig. 3: Only 3% of tobacco incidents were rated G/PG, 1999-2006. 68% were already rated "R."

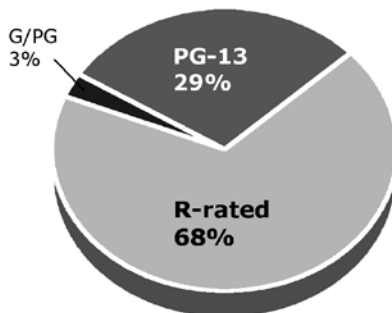
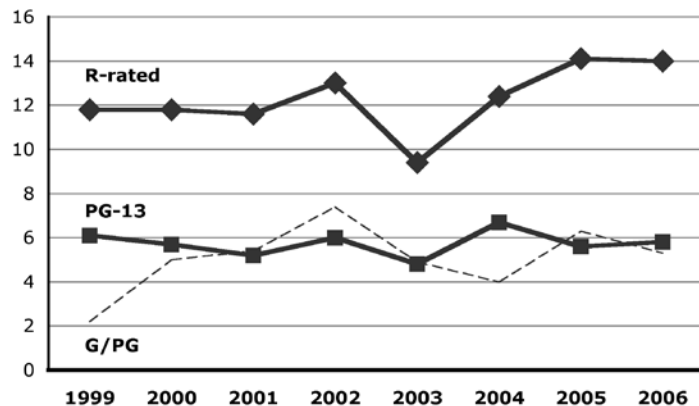


Fig. 5: Average tobacco incidents per movie with smoking, by rating



R-rated movies with smoking have twice the tobacco incidents of PG-13 movies, on average. Only Sony's G/PG films included tobacco in 2006, but matched PG-13 films in tobacco incidence.

2. SMOKING INCIDENTS IN U.S. MOVIES 1999-2006

OBSERVATIONS: In all, the U.S. film industry produced 8,400 tobacco incidents in movies of all ratings between 1999 and 2006 (TABLE 4).

Sixty-eight percent of tobacco incidents (5726/8400) were in R-rated movies; 29% (2401/8400) in PG-13 movies; and 3% (273/8400) in movies rated G/PG (FIGURE 3). R-rated incidents have fluctuated with the annual number of releases rated “R,” while the number of youth-rated incidents has remained about 300 a year (FIGURE 4).

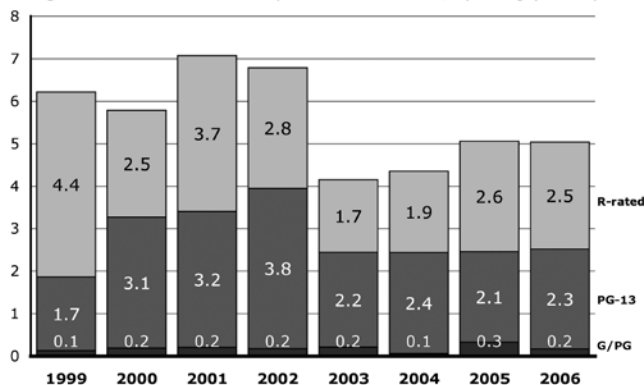
Across ratings, films with tobacco averaged 8.8 tobacco incidents. There was no significant trend ($P=.886$) over the period 1999-2006, but the 9.8 incidents per 2006 film was the highest in the eight years studied (data in Appendix 1: Data Tables).

As other analysts^{4,5} have noted, the number of tobacco incidents (tobacco use, brand displays and signage) consistently differs by MPAA rating. In this analysis, individual PG-13 movies with smoking showed 6 incidents, on average, while those rated “R” included 12 (TABLE 4). There is no significant trend ($P=.099$) over time in the average number of tobacco incidents per film within each rating group. R-rated films had an average of 6.9 more incidents than youth rated (G/PG/PG-13) movies ($P<.005$). The results for 2006 within each rating were not significantly different from the average number of incidents for the years 1999-2005.

Table 4: How many tobacco incidents in smoking movies?

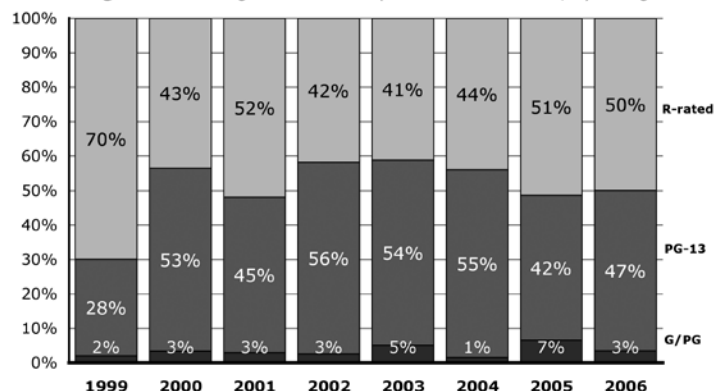
1999-2006	Number of incidents			Average per movie			Share by rating, adj.	
	G/PG	PG-13	R	G/PG	PG-13	R	G/PG/PG-13	R
Disney	62	370	959	4	5	13	15%	16%
DreamWorks	3	85	140	2	4	11	3%	2%
GE	16	292	605	3	5	11	11%	14%
Indies	16	53	67	16	5	7	3%	1%
Lions Gate	2	71	489	2	6	16	3%	13%
News Corp.	19	258	408	10	5	9	10%	7%
Sony	51	568	802	3	5	9	27%	17%
Time Warner	77	453	1,202	6	7	12	20%	21%
Viacom	3	217	503	2	5	11	8%	8%
Weinstein	2	13	52	2	7	26	1%	1%
Adj. Total	273	2,401	5,726	5	6	12	100%	100%

Fig. 6a: Number of tobacco impressions 1999-2006, by rating (billions)



Despite Hollywood's box office problems, youth-rated films with smoking consistently deliver about 2.5 billion tobacco impressions annually.

Fig. 6b: Percentage of tobacco impressions 1999-2006, by rating



Over the past eight years, half of tobacco impressions were delivered to theater audiences by youth-rated movies, half by R-rated films.

RATING REMEDIES: An R-rating for tobacco eight years ago would have incentivized the omission of nearly one-third (2674/8400) of all tobacco incidents in U.S. films.

STUDIO COMPARISON: While the industry-wide figure for the share of tobacco incidents found in youth-rated vs. R-rated movies was 32%, certain studios exceeded the mean: about 40% of both News Corp.'s and Sony's tobacco incidents occurred in their youth-rated movies.

Among the major studios, GE (Universal) led with an average of 11.7 tobacco incidents per film with tobacco, followed by Time Warner (9.5) and Sony (9.4). With most of its releases R-rated, Lions Gate (16.9) edged Weinstein (13.3) among the smaller producer-distributors. News Corporation (Fox) and DreamWorks SKG (1999-2005) were lowest of all companies, with about 6.6 and 6.5 incidents per film with tobacco, on average.

Table 5: How many tobacco impressions by smoking movies?

1999-2006	Millions of impressions			Average per movie			Share by rating, adj.	
	G/PG	PG-13	R	G/PG	PG-13	R	G/PG/PG-13	R
Disney	389	3,126	4,167	24	42	58	14%	17%
DreamWorks	33	887	1,037	17	44	80	3%	4%
GE	114	3,639	3,568	19	67	67	16%	14%
Indies	7	124	21	7	12	2	1%	0%
Lions Gate	5	179	1,002	5	15	33	1%	7%
News Corp.	105	2,189	1,838	53	40	39	10%	7%
Sony	314	5,258	3,256	18	49	36	23%	13%
Time Warner	535	5,012	5,850	45	76	56	23%	26%
Viacom	25	2,256	2,882	13	52	64	9%	11%
Weinstein	2	39	139	2	20	70	0%	1%
Adj. Total	1,485	20,875	22,109	26	50	47	100%	100%

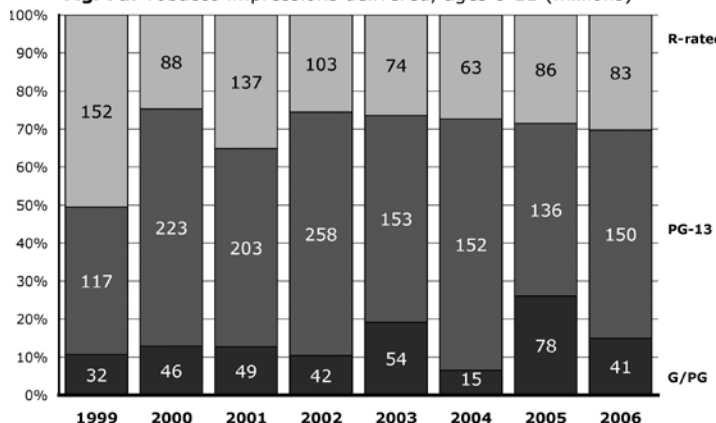
Table 6: Tobacco impressions by age & rating (mil)

99-06	6 - 11		12 - 17		6 - 17	
G/PG	351	15%	236	3%	587	4.5%
PG-13	1,336	55%	3,967	45%	5,303	45.9%
R-rated	730	30%	4,643	52%	5,372	49.5%
Total	2,417	100%	8,845	100%	11,263	100%

3. TOBACCO IMPRESSIONS AND YOUNG MOVIEGOERS 1999-2006

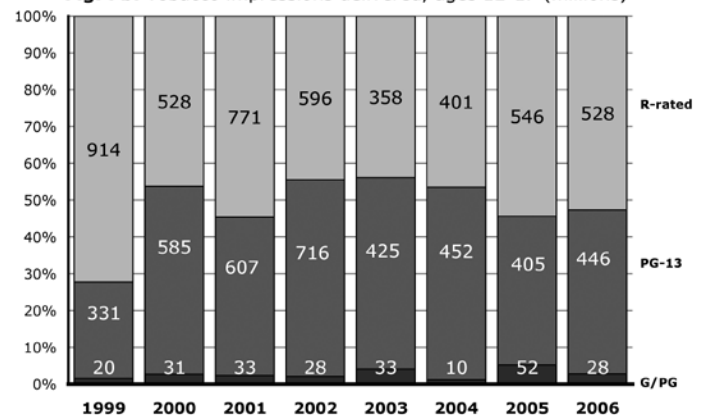
OBSERVATIONS: With 100 million movie tickets sold every month – 1.3 million to G-rated live action films, 14.4 million to PG-rated movies, 55.2 million to PG-13 films, and 30 million to R-rated films⁹ – thousands of tobacco incidents in hundreds of movies quickly add up to hundreds of millions, then billions, of estimated tobacco impressions.

Fig. 7a: Tobacco impressions delivered, ages 6-11 (millions)



G, PG and PG-13 movies delivered nearly 70 percent of in-theater tobacco impressions to children ages 6-11 from 1999 to 2006.

Fig. 7b: Tobacco impressions delivered, ages 12-17 (millions)



First-run movies delivered 3.7 times more tobacco impressions to teens 12-17 than to children 6-11 between 1999 and 2006.

Overall, the U.S. movie industry delivered 44.5 billion tobacco impressions to audiences of all ages from 1999 through 2006 (TABLE 5). 49.7% of tobacco impressions (22.1 billion) were delivered by R-rated movies and 50.3% (22.4 billion) by youth-rated films. Just 3% (1.5 billion) tobacco impressions were delivered by G and PG live-action movies. Youth-rated films have consistently delivered some 2.5 billion tobacco impressions since 2003 (FIGURE 6A) and about half of all tobacco impressions since 1999 (FIGURE 6B). Fluctuation in total annual tobacco impressions are mainly explained by the changing

Table 7: Tobacco impressions delivered annually to age cohorts, per capita, by rating (U.S. and Canada)

1999-2006	G/PG	PG-13	R-rated	Total
Ages 6-11	2	6	3	11
12-17	1	18	21	40
18-34	1	15	18	34

estimate the number of tobacco impressions delivered to children 6-11 and teens 12-17. As might be expected, children 6-11 and their parents are about half of the audience for G/PG movies; teens only 16% (TABLE 2).

Children 6-11 are a much smaller part of the PG-13 and R-rated audience: fewer than 10%. In contrast, teens form as large a part of the first-run theater audience for PG-13 movies (19%) as for R-rated films (21%). But total attendance at R-rated films is about half (46%) as large as for PG-13 films, so teens 12-17 actually see half as many R-rated films in theaters as they see PG-13 films.

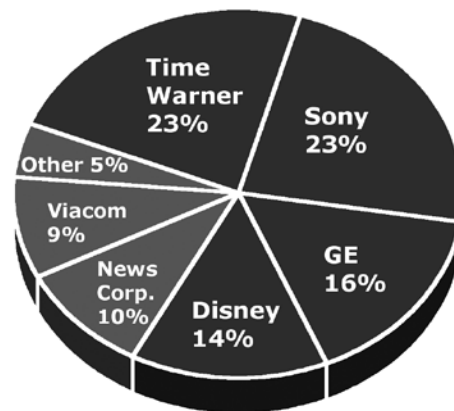
Assigning tobacco impressions, by rating, to child and teen audience components, we calculate that the U.S. movie industry delivered 5.4% (2.4 billion) of its tobacco impressions to children 6-11 and 19.9% (8.8 billion) of its tobacco impressions to teens 12-17, for a total of 11.3 billion tobacco impressions over the last eight years (TABLE 6). One-quarter of all tobacco impressions delivered to theatrical audiences between 1999 and 2006 were delivered to moviegoers younger than eighteen.

Youth-rated movies with smoking and R-rated movies with smoking each delivered half (5.9 billion/11.3 billion and 5.4 billion/11.3 billion, respectively) of first-run theatrical tobacco impressions to children and teens 6-17. Movies rated G/PG delivered one-tenth as many tobacco impressions to young people as did movies rated PG-13 (587 million/5.3 billion). While teens see about half as many R-rated movies as PG-13 films, R-rated films' heavier incidence of tobacco imagery made them an equal source of tobacco impressions for teens. The magnitude and mix of sources for tobacco impressions are distinctive for children 6-11 and for teens 12-17 (FIGURES 7A, 7B).

mix of films released by major studios: the number of R-rated films released annually fell by half (from 91 to 46) between 1999 and 2005.

AUDIENCE COMPOSITION: Based on audience composition data, we can

Fig. 8: Four studios accounted for 76% of youth-rated tobacco impressions



Nielsen's audience composition data suggests that adolescents not only receive more tobacco impressions than children, but they are also more exposed than adults. Since teens go to the movies in greater numbers than young adults 18-34, yet attend a similar rating-mix of movies, calculated per capita annual tobacco impressions delivered in the domestic (U.S. and Canada) film market to teenage audiences are 18% greater than for young adults 18-34 and more than three times greater than for children 6-11 (TABLE 7). The adolescent years are when most North Americans who become smokers begin experimenting with cigarettes. It also is the time period when they are most heavily exposed to on-screen tobacco imagery.

Note that the figures in this comparison are lower than the exposures to tobacco incidents in 601 top-grossing films estimated by Dalton et al. for teens 10-14.² Our age-group comparative index is made up solely of tobacco impressions delivered by first-run theatrical movies in a single average year, per capita, whereas Dalton et al. were counting all sources of exposure (in theaters and on television and video) over 2-3 years.

Fig. 9a: Tobacco impressions per paid admission, by rating

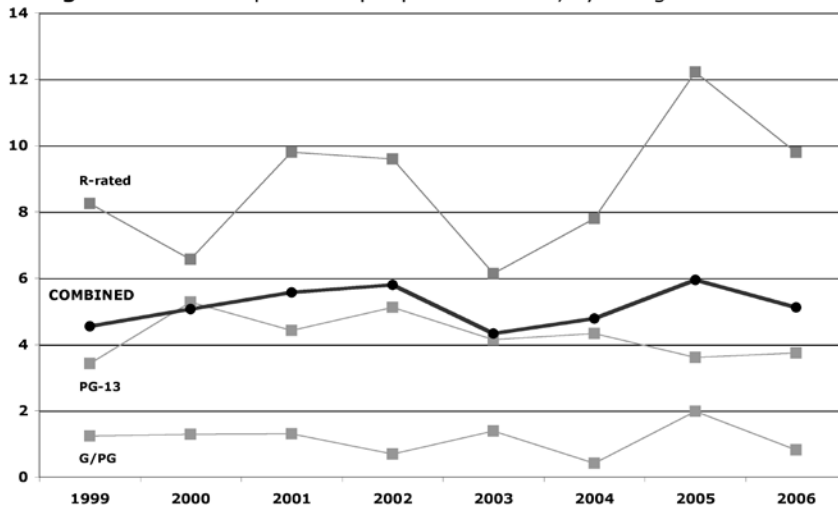
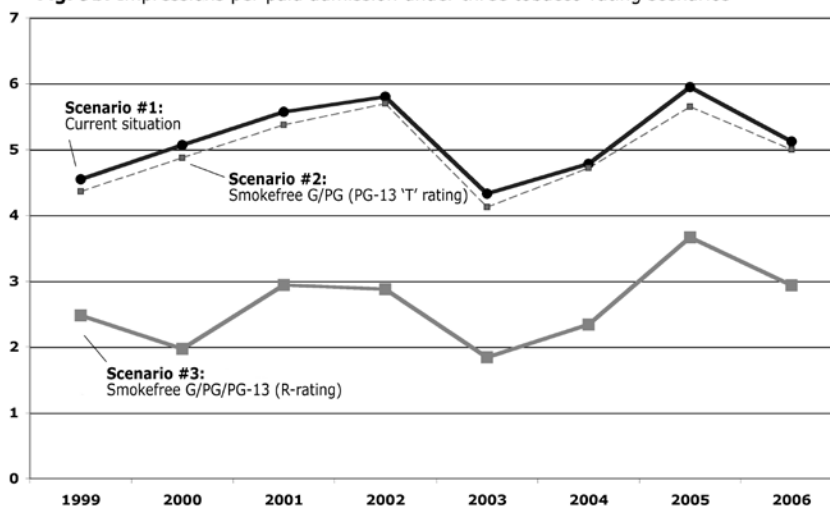


Fig. 9b: Impressions per paid admission under three tobacco-rating scenarios



STUDIO COMPARISON: Four media companies accounted for more than 75% (17.5/22.4 billion) of tobacco impressions delivered by youth-rated movies (FIGURE 8): Time Warner and Sony (each with 5.2 billion, or 23% of the 22.4 billion total 1999-2006), General Electric (3.6 billion, 16%), and Disney (3.2 billion, 14%). Time Warner led the pack in R-rated tobacco impressions (5.8 billion, or 26% of the 22.1 billion total 1999-2006), followed by Disney (3.7 billion, 17%), General Electric (3 billion, 14%) and Sony (2.8 billion, 13%).

RATING REMEDIES: An R-rating in force for smoking since 1999 would have averted 50.4% (5.9 billion/11.3 billion) of the tobacco impressions

delivered to children and teens in movie theaters. To test other proposals, we constructed an index of tobacco impressions per paid admission (FIGURE 9A), which captures the tobacco exposure “risk” for moviegoers in any given year. Obtained by dividing the number of tobacco impressions by the number of paid admissions in each rating class annually, results by rating are weighted by the share of admissions to each ratings class to produce a “combined” result.

As FIGURE 9B shows, smokefree G/PG films (“Scenario #2,” noting tobacco use in PG-13 ratings) would make almost no difference to audience risk, while smokefree G/PG/PG-13 movies (“Scenario #3,” incentivized by rating tobacco “R”) would have reduced all moviegoers’ tobacco exposure risk by 49% (index 2.63/5.14).

5. IS HOLLYWOOD CHANGING?

TWO MEDIA COMPANIES that own major studio operations, The Disney Company in October, 2004, and Time Warner in 2005, responded to mounting public pressure by publishing statements on smoking in their movies. Disney’s statement is typical of both:

The Walt Disney Company is aware of recent studies suggesting a relationship between the depiction of smoking in movies and increases in adolescent smoking. While these studies do not demonstrate that all depictions of smoking in movies have an effect on adolescent smoking, they do raise important concerns about the depiction of smoking in movies. The Walt Disney Company shares these concerns and actively looks for ways to limit the depiction of smoking in movies marketed to youth. Our practices currently include the following:

- Disney has determined not to depict smoking in movies produced by the Company that carry the Disney brand, except in limited circumstances.
- For movies produced by Disney in the United States for the Touchstone label, Disney strongly discourages the depiction of smoking in movies primarily marketed to youth and seeks to limit the depiction of smoking in movies marketed to mixed audiences.
- For movies produced outside the United States or where Disney’s influence over the content of films is limited (such as movies co-produced by Disney and movies produced by others that are distributed by Disney), Disney seeks to discourage depiction of smoking where we believe it is appropriate and practical to do so.

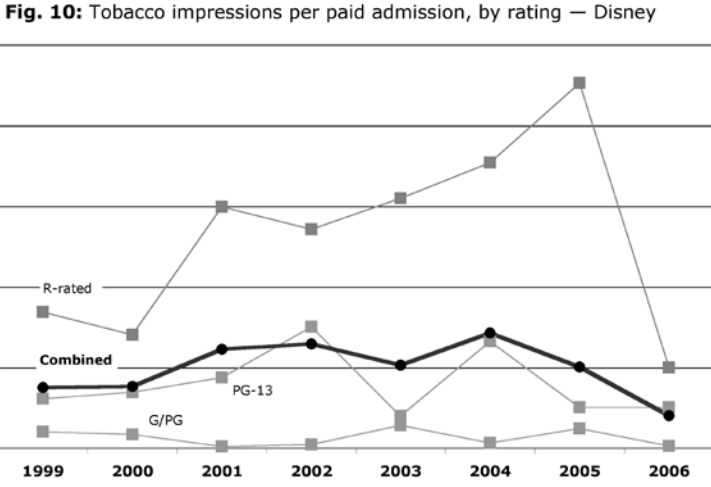
In seeking to limit the depiction of smoking, Disney must also consider the creative vision of directors, actors and others involved in the creative process. We regularly and clearly convey our concerns regarding the depiction of smoking to the creative community, but we also seek to respect their views when they honestly believe that the depiction of smoking is important to a movie. We expect our practices to evolve as we gain more experience in resolving the tensions between the concerns over the depiction of smoking and the needs of the creative process.¹¹

Has Disney’s policy made a difference? In 2006, 15-27 months after the policy was announced, 38% (6/16) of the company’s youth-rated live action movies featured tobacco, down from 53% (9/15) in 2005 and 59% (13/22) in 2004. The decline from 2005 is attributable mainly to the elimination of smoking in Disney’s G/PG live action films – to zero in 2006 from 44% (4/9) in 2004 and 43% (3/7) in 2005 – not to any reduction in the absolute number of Disney PG-13 releases with tobacco (see below).

The 2006 G/PG decline might be credited to the company’s 2004 policy, but it should be noted that Disney G/PG movies were also smokefree in 2001 (0/4), and only one in five (20%) included smoking in 2002 and 2003, before any corporate policy.

The company’s record on PG-13 tobacco is somewhat mixed. For years, more of Disney’s PG-13 movies featured smoking than any other major studio’s. In 1999, for example, 90% (9/10) of Disney’s PG-13 films included tobacco; in 2000, 100% (12/12) did. The *share* of Disney’s PG-13 movies with tobacco had no place to go except down, albeit gradually: in 2001, 91% (10/11); in 2002 and 2003, 80% (12/15 and 8/10); in 2004, 73% (11/15); in 2005, 75% (6/8); and in 2006, 55% (6/11). However, the *absolute number* of Disney PG-13 films with tobacco has not declined since its corporate policy went into effect.

The record on *tobacco incidents* in Disney’s PG-13 films is mixed as well: the 29 estimated incidents in the company’s 2006 PG-13 movies is no lower than in 2005 and is actually a bit higher than in 2003. The number of tobacco incidents per PG-13 film with smoking in 2006 was average for the 1999-2006 period – 5.8 incidents per movie, somewhat higher than in 2005.



The biggest factor in the 2006 decline of Disney’s tobacco impressions-per-ticket was the collapse of the studio’s R-rated sales, not its October 2004 pledge to keep tobacco out of Disney-labeled G/PG movies. 2005-6 PG-13 impressions-per-ticket were higher than 2003.

In the end, box office numbers negated any subtle changes in Disney’s corporate decision-making: instead of dropping, the number of tobacco impressions delivered to theater audiences by Disney’s youth-rated movies *climbed* nearly 50% (197 million/291 million) from 2005 to 2006.

Ironically, the main factor substantially *reducing* adolescent exposure to tobacco from Disney films since 2004 has been the poor performance of Disney’s *R-rated* movies. A series of box office failures slashed Disney’s R-rated tobacco impressions by 89% (from 576 million to 61 million) between 2005 and 2006, while its PG-13 impressions rose

250% (from 81 million to 284 million). (See APPENDIX 1: DATA TABLES.)

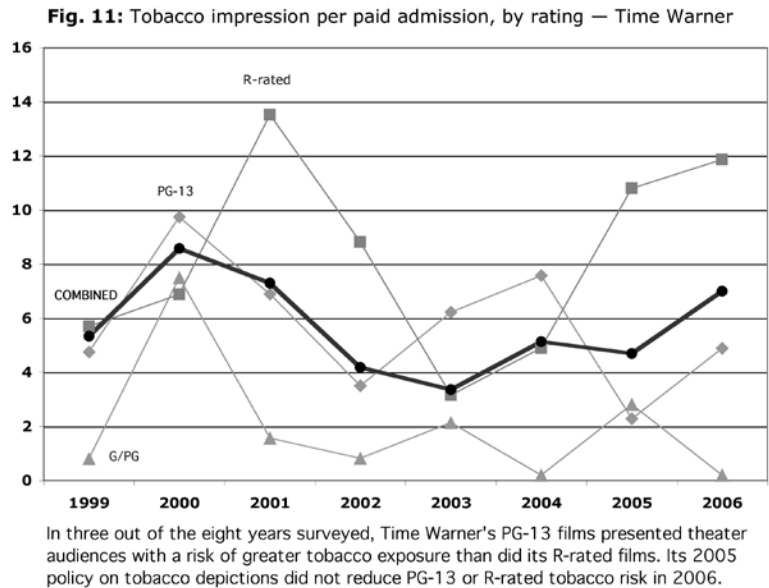
Time Warner’s policy dates from 2005, so analysis is preliminary. In 2004, 64% (18/28) of Time Warner’s films included tobacco; in 2005, the same number and proportion did so; in 2006, 61% (19/31) of Time Warner’s films featured tobacco.

Among Time Warner’s G/PG live action movies, none featured tobacco in 2004 or 2006, but 60% (3/5) did so in 2005. Seventy-five percent (8/12) of the company’s PG-13 films featured tobacco in 2006, double the proportion (38%: 5/13) in 2005.

The number of tobacco incidents in Time Warner’s youth-rated movies rose from an estimated 61 in 2004 to 69 in 2005, then dropped to 47 in 2006 (on par with 2003 incidence, before any corporate policy on tobacco depictions). PG-13 tobacco incidence climbed from 33 in 2005 to 46 in 2006.

PG-13 rated tobacco impressions fell from 610 million in 2004 to 312 million in 2005 and 361 million in 2006, higher than in 2003, before any policy, but substantially below the billion-plus levels tobacco impressions delivered by Time Warner’s PG-13 films in 2000-2001.

Like Disney, Time Warner’s live action G/PG movies were smokefree in 2006. However, *The Ant Bully*, an animated Time Warner film released in 2006, included an extraordinary forty tobacco incidents.



6. CONCLUSIONS

BECAUSE SMOKING IN THE MOVIES is the most powerful recruiter of teen smokers,³ public health professionals, including the U.S. Centers for Disease Control and Prevention, California Department of Health Services, New York State Department of Health, Florida Department of Health and Rehabilitative Services, Minnesota Department of Health, Los Angeles County Department of Health Services, the American Lung Association and American Legacy Foundation invested millions of dollars after 1990 in educational programs intended to sensitize individuals filmmakers about the problem of smoking in the movies and to encourage Hollywood to deal with the problem.

Reflecting growing public concern over the effect of smoking in the movies, several prominent public officials, including then-Vice President Albert Gore, California State Sen. John Burton and, beginning in 2003, a majority of state attorneys general have also tried to engage Hollywood in a dialog about reducing youth exposure to smoking in movies.

The data presented in this report indicates that these efforts directed at individual filmmakers have had no meaningful effect. After falling from 1950 to 1988, the level of smoking in movies rebounded in the 1990s. By 2002, tobacco use in movies had returned to levels last seen in 1950.¹ Since 2003, the majority of tobacco impressions have been made by movies rated G/PG/PG-13 (primarily PG-13), rather than by R-rated films.

Recognizing that the educational approach had failed, in 2000 the authors of this report developed a policy-oriented strategy, which includes urging the MPAA to apply an R-rating to movies with smoking or other tobacco promotion¹² as a way to help parents significantly reduce their children's exposure to smoking in movies.

The dose-response relationship, observed by researchers, between the amount of smoking that youth see on screen and the likelihood that they will begin to smoke means that, just as doubling exposure doubles the likelihood of teen smoking, halving exposure would have the opposite effect. Indeed, after controlling for other factors that predict smoking, it has been shown that the children of parents who restricted their access to R-rated movies (which cuts their exposure to on-screen smoking) were less likely to start smoking.¹³

Acknowledging the need for a policy-based solution, a wide array of health authorities, including the World Health Organization, the American Medical Association, the American Academy of Pediatrics, the Society for Adolescent Medicine, American Legacy Foundation, the American Heart Association, the American Lung Association, the

Table 8: Studio share of tobacco impressions, by rating

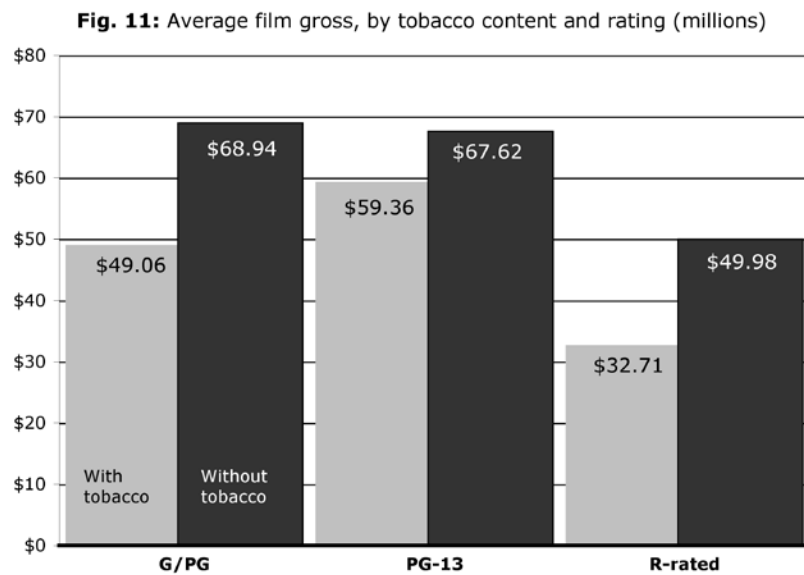
1999-2006	G/PG/PG-13	R	Delivered to ages 6-17
Disney	14%	17%	16%
DreamWorks	3%	4%	4%
GE	16%	14%	15%
Indies	1%	0%	1%
Lions Gate	1%	7%	4%
News Corp.	10%	7%	9%
Sony	23%	13%	18%
Time Warner	23%	26%	25%
Viacom	9%	11%	10%
Weinstein	0%	1%	1%
Total	100%	100%	100%

Note: As throughout, DreamWorks SKG data is for 1999-2005, prior to its acquisition by Viacom.

Campaign for Tobacco Free Kids and others have endorsed an adult content R-rating for films with tobacco imagery.

In response to the proposal to R-rate smoking, some have suggested the “compromise” of a “PG-13 with tobacco descriptor” instead. The data in this report show that a PG-13 rating for smoking would have little practical effect. First, unlike the R-rating, which effectively reduces adolescent access to films by about half, the PG-13 rating does not prevent any child from purchasing a ticket to a film.

Second, the R-rating creates an economic disincentive to include tobacco in a film that would otherwise be rated PG-13 – nullifying any incentives, potential or on offer, to include tobacco in such films – because R-rated films, on average, garner half the box office of PG-13 films. (From 1999 to 2006, films with tobacco made significantly less money than films without tobacco, at all ratings, but the gap is greatest between smokefree PG-13 films and R-rated films with tobacco: FIGURE 11.) There is no evidence that adding a tobacco descriptor to a PG-13 rating would engage market forces in support of smokefree youth-rated films.



If the PG-13-with-tobacco-descriptor policy explicitly or effectively cleared tobacco from G and PG films, what impact would this have? If studios had eliminated smoking from all G and PG films made during the eight years we studied, they would have cleared tobacco imagery from 6.1% (58/950) of all movies with smoking, reducing tobacco incidents on film by just 3% (273/8400). Children 6-11 would have avoided 15% (351 million/2.4 billion) of their tobacco impressions at the movie theater while teens would have avoided even fewer: just 2% (236 million/8.8 billion). Altogether, smokefree G/PG films could have averted less than 5% (587 million/11.3 billion) of all the tobacco impressions delivered to both children and teens over the eight years. By any estimate, the R-rating remedy is at least ten times more effective than a PG-13 warning at reducing in-theater tobacco exposure.

We also found that on-screen tobacco impressions delivered to children and teens peak precisely during the years when young non-smokers are most prone to experimentation and smoking initiation.

Tobacco incidents in youth-rated movies has been stable over eight years. (Despite the sharp drop in the number of G/PG releases with tobacco in 2006, G/PG tobacco incidents in 2006 merely returned to the 1999-2006 mean.) Both the percentage of R-rated films with smoking and the average number of tobacco incidents in R-rated films have lately been trending upward. While there has been a shift away from R-rated releases toward higher-grossing PG-13 projects, and an erosion in first-run North American ticket sales – and both factors have had an effect on the number of tobacco impressions delivered in theaters – *no deliberate film industry decision* to reduce adolescents’ exposure to on-screen smoking is discernible in this data.

Fig. 13a: Tobacco impressions per youth-rated release 1999-2006 (millions)

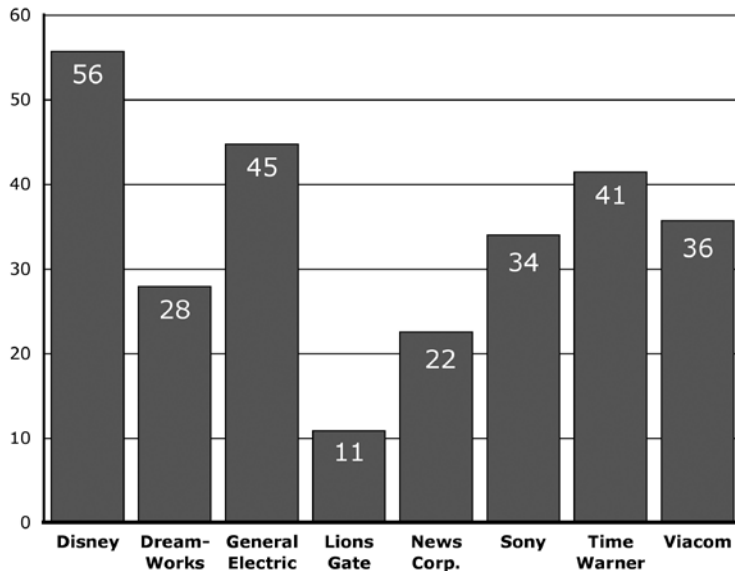
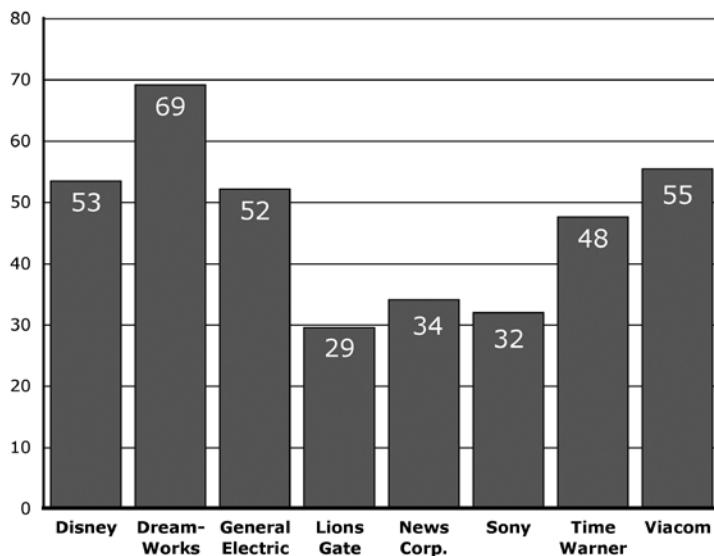


Fig. 13b: Tobacco impressions per R-rated release 1999-2006 (millions)



content and tobacco impact. But, because there is a high degree of consistency in practice among studios, sheer size (number of releases, paid admissions) determines most studio tobacco rankings. An index that allows comparison of each studio’s implication in delivering tobacco impressions divides the studio’s total tobacco impressions (by rating) by the number of its releases (by rating), both smoking and smokefree (FIGURES 13A, 13B).

Single-year results and transient market phenomena should not be mistaken for intent: whether theater ticket sales rebound or Hollywood’s corporate owners move to co-opt new distribution channels (or both), ultimately, the problem is the product. If the majority of Hollywood’s movies continue to include smoking, the motion picture industry will continue to deliver billions of tobacco impressions to adolescents – and hundreds of thousands of new smokers to the tobacco industry.

Should tobacco policy depend on the volatile business decisions of one or more major studios? What if market calculations shift? Without an industry-wide policy commitment, what guarantee do parents and young people have that tobacco will not explode again on the Big Screen, as it did in the 1970s after years of decline?

Certainly, there are some discernible differences among studios when it comes to tobacco

Based on the eight years 1999-2006, one can expect any new release to theaters from each of these studios to contribute approximately this many new audience tobacco impressions. Higher numbers mean a studio's releases are more deeply implicated in delivering tobacco impressions through a combination of the following factors: the percentage of its films that include smoking, the levels of tobacco incidents in its releases with smoking, and the studio's ability to attract large audiences.

Studios' shares of estimated tobacco impressions delivered to children and teens (TABLE 8) reflects the tobacco content in their movies of different ratings, the ratings mix of their releases, the number of releases, and their box office reach.

Meanwhile, Hollywood's decade-long shift toward PG-13 productions and away from R-rated films strengthens the prediction that an R-rating for tobacco use would lead producers to treat smoking as they now treat rough language and sexual situations, routinely calibrating content to earn the larger box office of a PG-13 release.

The strong association between exposure to tobacco use on screen and starting to smoke, among adolescents, suggests that current Hollywood practices are initiating 390,000 young people every year into tobacco use and, in that group, eventuating 120,000 premature deaths. An R-rating that cuts adolescents' exposure in half would avert at least 50,000 tobacco-related deaths annually in future years — a compelling reason to bring smoking within the purview of the MPAA's age-classification system and set a new standard for responsibility in the U.S. motion picture industry.

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9. Nielsen Media Research (2003) Nielsen cinema audience report May-June 2003. <http://www.screenvision.com/nielsenpress.php>, last accessed February 9, 2004.

10. Source data: (a) U.S. Census. (NC-EST2005-02) Annual Estimates of the Population by Selected Age Groups and Sex for the United States: April 1, 2000 to July 1, 2005, accessed at <http://www.census.gov/popest/national/asrh/NC-EST2005-sa.html> on Feb. 20, 2007. (b) Statistics Canada. (Table 051-0001) Estimates of population, by age group and sex, Canada, provinces and territories, annual, accessed at http://cansim2.statcan.ca/cgi-win/CNSMCGI.EXE?Lang=E&ArrayId=051-0001&Array_Pick=1&Detail=1&ResultTemplate=CII/CII___&RootDir=CII/ on Feb. 20, 2007.

11. Statement by the Walt Disney Company regarding the depiction of smoking in movies, at http://corporate.disney.go.com/corporate/cr_safety_security_smoking.html; accessed February 20, 2007.

Time Warner policy on the depiction of smoking in films, at http://www.timewarner.com/corp/citizenship/index.page/csr_report_060519.pdf (page 14), accessed on March 21, 2007:

Time Warner has a fundamental interest in making films that appeal to a wide array of audiences. When we develop films, we work with our creative talent to ensure, to the greatest extent possible, that smoking is not depicted in our films unless there is a compelling creative reason and the depiction is integral to the character or scene in question. We are also pursuing strategies for limiting the depiction of smoking in movies marketed to youth. Our practices currently include the following:

- Time Warner business units do not enter into any product placement or promotional deals with tobacco companies for any of our films.
- For movies produced in the United States by Time Warner business units, the company strongly discourages the depiction of smoking in movies primarily marketed to youth and seeks to limit the depiction of smoking in movies marketed to mixed audiences where it is gratuitous and/or not integral to the story or accuracy of the film.
- For movies produced outside the United States or where Time Warner business units' influence over the content of films is limited (such as movies co-produced by Time Warner businesses and movies produced by others that are distributed by Time Warner businesses), Time Warner discourages the depiction of smoking where the company believes it is appropriate to do so.

Time Warner works hard to conduct itself in a responsible, socially conscious manner when it comes to the depiction of tobacco in our programming, and we remain sensitive to public concerns about tobacco as they develop and change over time.

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STUDIO PERFORMANCE: Smoking Incidents by Rating 1999-2006

	1999			2000			2001			2002			2003		
	G/PG	PG-13	R	G/PG	PG-13	R	G/PG	PG-13	R	G/PG	PG-13	R	G/PG	PG-13	R
Artisan	0	0	122	0	0	65	0	7	23	0	0	10	0	0	8
Disney	17	60	155	4	52	92	1	36	143	8	71	179	8	26	161
D'Works	2	9	5	2	16	30	0	15	13	0	24	7	0	5	36
Indies	0	12	3	0	9	8	0	0	0	0	0	0	0	0	0
Lions Gate	0	0	81	0	3	108	0	0	39	0	0	21	0	2	76
MGM	0	9	31	8	3	10	0	38	20	10	16	120	8	22	3
News Corp.	0	40	109	0	24	57	15	35	55	0	30	41	1	42	22
Sony	4	68	145	10	73	94	0	31	117	8	57	66	2	53	51
Time Warner	2	64	125	15	84	132	10	50	250	2	76	216	11	40	58
GE	3	25	36	2	32	33	0	20	43	2	53	72	0	22	45
USA Films	0	0	8	0	0	161	0	0	81	0	0	0	0	0	0
Viacom	0	8	114	0	33	82	2	20	36	0	35	9	0	38	23
Weinstein	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sum	27	294	934	40	328	871	27	253	821	30	361	741	29	250	483
Adjustment	0.2	6.6	13.3	0.0	13.6	22.0	0.0	3.5	22.1	0.0	13.6	11.7	0.1	5.6	21.6
Total	27	288	920	40	314	849	27	250	799	30	347	729	29	244	461

	2004			2005			2006			TOTAL			YOUTH VS. R			BY STUDIO
	G/PG	PG-13	R	G/PG	PG-13	R	G/PG	PG-13	R	G/PG	PG-13	R	Y	R	Total	
0	0	0	0	0	0	0	0	0	0	0	0	0	228	7	228	Artisan
8	66	105	16	29	91	1	29	33	62	370	959	432	959	6.4	1,391	Disney
0	14	49	0	3	0	0	0	0	3	85	140	89	140	6.4	1,391	D'Works
15	0	23	0	0	10	0	32	23	16	53	67	68	67	4.1	135	Indies
0	37	23	0	20	116	2	9	26	2	71	489	72	489	11.1	796	Lions Gate
0	0	0	0	0	0	0	0	0	25	87	183	112	183	11.1	796	MGM
1	26	82	0	38	8	1	22	34	19	258	408	276	408	4.4	684	News Corp.
5	115	71	4	83	72	19	88	184	51	568	802	619	802	7.7	1,716	Sony
1	60	107	36	33	153	1	46	161	77	453	1,202	531	1,202	6.7	1,732	Time Warner
1	38	29	8	54	137	0	47	210	16	292	605	308	605	8.1	1,163	GE
0	0	0	0	0	0	0	0	0	0	0	250	0	250	6.2	723	USA Films
1	20	79	0	36	60	0	28	99	3	217	503	220	503	6.2	723	Viacom
0	0	0	0	0	0	0	2	13	2	13	52	15	52	8.3	67	Weinstein
32	377	569	64	296	647	27	314	822	275	2,474	5,886	2,749	5,886	6.8	8,635	
1.1	22.5	20.7	0.8	6.0	24.6	0.0	1.3	24.1	2.2	72.5	160.0	74.7	160.0	6.7	234.7	All releases
31	355	548	63	290	622	27	313	798	273	2,401	5,726	2,674	5,726	8.8	8,401	Per T-release

STUDIO IMPACTS: Smoking Impressions by Rating 1999-2006 (Millions)

	1999			2000			2001			2002			2003		
	G/PG	PG-13	R	G/PG	PG-13	R	G/PG	PG-13	R	G/PG	PG-13	R	G/PG	PG-13	R
Artisan	0	0	440	0	0	107	0	0	0	19	0	11	0	0	13
Disney	80	307	417	50	326	467	5	350	645	17	967	562	95	248	778
D'Works	23	40	73	5	220	150	0	34	157	0	441	119	0	23	108
Indies	0	13	5	0	6	0	0	0	0	0	0	0	0	0	0
Lions Gate	0	0	81	0	1	80	0	0	99	0	0	20	0	1	83
MGM	0	176	141	46	17	17	0	258	233	3	233	301	4	141	15
News Corp.	0	222	421	0	284	485	65	299	200	13	128	278	2	560	73
Sony	16	168	605	5	585	271	0	166	462	52	827	323	15	458	447
Time Warner	1	453	942	66	1,262	571	131	1,180	1,186	77	642	847	98	192	480
GE	13	385	323	19	280	130	0	544	448	13	563	531	0	358	140
USA Films	0	0	34	0	0	33	0	0	428	0	0	0	0	0	0
Viacom	3	64	1,129	2	496	357	7	373	267	1	236	133	0	319	27
Weinstein	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sum	135	1,829	4,609	193	3,477	2,669	209	3,204	4,144	177	4,038	3,126	214	2,300	2,164
Adjustment	8	89	257	0	400	153	0	9	474	0	268	287	4	63	457
Total	127	1,740	4,352	193	3,077	2,516	209	3,195	3,670	177	3,770	2,839	210	2,237	1,707

	2004			2005			2006			TOTAL			YOUTH VS. R			BY STUDIO		
	G/PG	PG-13	R	G/PG	PG-13	R	G/PG	PG-13	R	G/PG	PG-13	R	Y	R	Total	Per release		
0	0	0	0	0	0	0	0	0	0	0	0	0	7	228	7	228	Artisan	
8	66	105	16	29	91	33	62	370	959	432	959	1,391	432	959	1,391	6.4	Disney	
0	14	49	0	3	0	0	0	85	140	89	140	140	89	140	140	6.4	D'Works	
15	0	23	0	0	10	23	16	53	67	68	67	135	68	67	135	4.1	Indies	
0	37	23	0	20	116	26	2	71	489	72	489	796	72	489	796	11.1	Lions Gate	
0	0	0	0	0	0	0	25	87	183	112	183	183	112	183	183	11.1	MGM	
1	26	82	0	38	8	34	19	258	408	276	408	684	276	408	684	4.4	News Corp.	
5	115	71	4	83	72	184	51	568	802	619	802	1,716	619	802	1,716	7.7	Sony	
1	60	107	36	33	153	161	77	453	1,202	531	1,202	1,732	531	1,202	1,732	6.7	Time Warner	
1	38	29	8	54	137	210	16	292	605	308	605	1,163	308	605	1,163	8.1	GE	
0	0	0	0	0	0	0	0	0	250	0	250	250	0	250	250	6.2	USA Films	
1	20	79	0	36	60	99	3	217	503	220	503	723	220	503	723	6.2	Viacom	
0	0	0	0	0	0	0	2	13	52	15	52	67	15	52	67	8.3	Weinstein	
32	377	569	64	296	647	822	275	2,474	5,886	2,749	5,886	8,635	2,749	5,886	8,635	6.8		
1.1	22.5	20.7	0.8	6.0	24.6	24.1	2.2	72.5	160.0	74.7	160.0	234.7	74.7	160.0	234.7	6.7	All releases	
31	355	548	63	290	622	798	273	2,401	5,726	2,674	5,726	8,401	2,674	5,726	8,401	8.8	Per T-release	

APPENDIX 2 | Unscored Motion Pictures

Removed from 1999-2006 database (n=45) because tobacco content could not be confirmed:

INDIES

Big Brother Trouble (2000: Mainline) G
Big Eden (2000: Jour de Fête) PG-13
Book of Mormon Movie, Vol. 1 (2003: Mormon) PG-13
Brigham City (2001: Excel) PG-13
Camp (2003: IFC) PG-13
Carman: The Champion (2001: 8X) PG-13
Day Without a Mexican, A (2004: Altavista) R
Extreme Days (2001: Providence) PG
Gabriela (2001: Power Point) R
God's Army (2000: Excel) PG
Happy Accidents (2000: IFC) R
L.I.E. (2001: New Yorker) NC-17
Man from Elysian Fields (2001: Goldwyn) PG-13
Me and You and Everyone... (2004: IFC) R
Megiddo: The Omega Code (2001: 8X) R
Returned Missionary (2003: Halestorm) PG
Saints and Soldiers (2004: Excel) PG-13
Silver City (2004: Newmarket) R
The Business of Strangers (2001: IFC) R
The Fluffer (2001: First Run) R
The Opportunists (2000: First Look) R
The Other Side of Heaven (2001: Excel) PG
Theresa (2004: Luke Films) PG
Tortilla Soup (2001: Goldwyn) PG-13
Work and the Glory (2004: Vineyard) PG-13

LIONS GATE

All Over the Guy (2001) R
Bully (2001) R
Love & Sex (2000) Unrated
Two Family House (2000) R
Urbania (2000) R

MGM (controlling interest: Sony)

Greenfingers (2000) R
The Basket (1999) PG

SONY

Pandora's Box (2002) R
All the Real Girls (2003) R
The Prizewinner of Defiance, Ohio (2005)
PG-13 — with DreamWorks SKG

TIME WARNER

Criminal (2004) R
Dirty Shame (2004) NC-17
Home at the End of the World (2004) R
Maria Full of Grace (2004) R

USA FILMS (merged with Universal)

A Map of the World (2000) R
Monsoon Wedding (2001) R

VIACOM

Northfork (2003) PG-13
Better Luck Tomorrow (2002) R
An American Rhapsody (2001) PG-13
Focus (2001) PG-13

APPENDIX 3 | Film Roster

STUDIO: THE DISNEY COMPANY

Survey includes: All live-action, English-language, US-produced theatrical features grossing at least \$500,000 produced and/or distributed by The Disney Company subsidiaries between December 24, 1998, and December 24, 2006. Listed by year, by G/PG/PG-13 or R rating, alphabetically within groups. Movies with tobacco imagery are **boldface**.

DISNEY'S 8-YEAR RECORD, 1999-2006

- MOVIES PRODUCED AND/OR DISTRIBUTED: 216
- YOUTH-RATED (G/PG/PG-13): 138 (64%)

- MOVIES WITH SMOKING: 161 (75%)
- R-RATED WITH SMOKING: 92% (72 of 78)
- YOUTH-RATED WITH SMOKING: 64% (89 of 138)
- PG-13 WITH SMOKING: 79% (73 of 92)
- PG WITH SMOKING: 36% (13 of 36)
- G WITH SMOKING: 30% (3 of 10)

- OF DISNEY'S SMOKING MOVIES, 55% WERE YOUTH-RATED

Year: 2006

SMOKING OVERALL: 45% (9 of 20)
SMOKING YOUTH-RATED: 38% (6 of 16)
SMOKING R-RATED: 75% (3 of 4)
OF SMOKING MOVIES, 67% WERE YOUTH-RATED

Annapolis (2006) PG-13

Déjà Vu (2006) PG-13

Eight Below (2006) PG

Glory Road (2006) PG

Goal! (2006) PG-13

The Guardian (2006) PG-13

Invincible (2006) PG

Keeping Up with the Steins (2006) PG-13

Kinky Boots (2006) PG-13

Pirates of the Caribbean 2 (2006) PG-13

The Prestige (2006) PG-13 (with Time Warner)

Santa Clause 3 (2006) G

The Shaggy Dog (2006) PG

Stay Alive (2006) PG-13

Step Up (2006) PG-13

Stick It (2006) PG-13

Apocalypto (2006) R

Casanova (2006) R

Matador, The (2006) R

The Night Listener (2006) R

YEAR: 2005

SMOKING OVERALL: 66% (16 of 22)
SMOKING YOUTH-RATED: 53% (9 of 15)
SMOKING R-RATED: 100% (7 of 7)
OF SMOKING MOVIES, 56% WERE YOUTH-RATED

A Lot Like Love (2005) PG-13

An Unfinished Life (2005) PG-13

Brothers Grimm (2005) PG-13

Cinderella Man (2005) PG-13

Cursed (2005) PG-13

Dark Water (2005) PG-13
Flightplan (2005) PG-13
Greatest Game Ever Played (2005) PG
Herbie: Fully Loaded (2005) G
Hitchhiker's Guide to the Galaxy (2005) PG
Ice Princess (2005) G
Proof (2005) PG-13
Sky High (2005) PG
The Chronicles of Narnia (2005) PG
The Pacifier (2005) PG

Derailed (2005) R
The Great Raid (2005) R
Hostage (2005) R
Mindhunters (2005) R
Shopgirl (2005) R
Sin City (2005) R
Venom (2005) R

YEAR: 2004

SMOKING OVERALL: 65% (17 of 26)
SMOKING YOUTH-RATED: 59% (13 of 22)
SMOKING R-RATED: 100% (4 of 4)
OF SMOKING MOVIES, 76% WERE YOUTH-RATED

Alamo (2004) PG-13
Around the World in 80 Days (2004) PG
Bride & Prejudice (2004) PG-13
Confessions of a Teenage Drama Queen (2004) PG
Cursed (2004) PG-13
Ella Enchanted (2004) PG
Finding Neverland (2004) PG
Hidalgo (2004) PG-13
Jersey Girl (2004) PG-13
King Arthur (2004) PG-13
Ladder 49 (2004) PG-13
Miracle (2004) PG
Mr. 3000 (2004) PG-13
My Baby's Daddy (2004) PG-13
National Treasure (2004) PG
Raising Helen (2004) PG-13
Shall We Dance (2004) PG-13
Teacher's Pet (2004) PG
The Aviator (2004) PG-13 (with Time Warner)
The Princess Diaries 2 (2004) G
The Village (2004) PG-13
Young Black Stallion (2004) G

Cold Mountain (2004) R
Kill Bill: Vol. 2 (2004) R
Life Aquatic (2004) R
The Ladykillers (2004) R

YEAR: 2003

SMOKING OVERALL: 76% (19 of 25)
SMOKING YOUTH-RATED: 62% (10 of 16)
SMOKING R-RATED: 100% (9 of 9)
OF SMOKING MOVIES, 53% WERE YOUTH-RATED

Bringing Down the House (2003) PG-13
Duplex (2003) PG-13
Freaky Friday (2003) PG
Haunted Mansion (2003) PG
Holes (2003) PG
It Runs in the Family (2003) PG-13 (with MGM)
Lizzie McGuire Movie (2003) PG
My Boss's Daughter (2003) PG-13

Pirates of the Caribbean (2003) PG-13
Recruit (2003) PG-13
Scary Movie 3 (2003) PG-13
Shanghai Knights (2003) PG-13
Spy Kids 3-D (2003) PG
The Quiet American (2003) PG-13
Under the Tuscan Sun (2003) PG-13
View from the Top (2003) PG-13

Bad Santa (2003) R
Cold Creek Manor (2003) R
Kill Bill (2003) R
Master and Commander (2003) R (with News Corp.)
Once Upon a Time In Mexico (2003) R (with Sony)
Open Range (2003) R
The Human Stain (2003) R
The Station Agent (2003) R
Veronic Guerin (2003) R

YEAR: 2002

SMOKING OVERALL: 77% (27 of 35)
SMOKING YOUTH-RATED: 65% (13 of 20)
SMOKING R-RATED: 93% (14 of 15)
OF SMOKING MOVIES, 48% WERE YOUTH-RATED

Bad Company (2002) PG-13
Big Trouble (2002) PG-13
Chicago (2002) PG-13
Count of Monte Cristo (2002) PG-13
Four Feathers (2002) PG-13 (with Viacom)
Hot Chick (2002) PG-13
Imp. of Being Earnest (2002) PG
Imposter (2002) PG-13
Moonlight Mile (2002) PG-13
Reign of Fire (2002) PG-13
Rookie (2002) G
Santa Claus 2 (2002) G
Signs (2002) PG-13
Snow Dogs (2002) PG
Spy Kids 2 (2002) PG
Sweet Home Alabama (2002) PG-13
Tadpole (2002) PG-13
The Hours (2002) PG-13 (with Viacom)
They (2002) PG-13
Tuck Everlasting (2002) PG-13

25th Hour (2002) R
40 Days and 40 Nights (2002) R
Below (2002) R
Birthday Girl (2002) R
Confessions of a Dangerous Mind (2002) R
Equilibrium (2002) R
Frida (2002) R
Full Frontal (2002) R
Gangs of New York (2002) R
Halloween: Resurrection (2002) R
Heaven (2002) R
Iris (2002) R (with Viacom)
Paid in Full (2002) R
Sorority Boys (2002) R
Undisputed (2002) R

YEAR: 2001

SMOKING OVERALL: 77% (20 of 26)
SMOKING YOUTH-RATED: 67% (10 of 15)
SMOKING R-RATED: 91% (10 of 11)

OF SMOKING MOVIES, 50% WERE YOUTH-RATED

Bubble Boy (2001) PG-13

Corky Romano (2001) PG-13

Crazy/Beautiful (2001) PG-13

Double Take (2001) PG-13

Get Over It (2001) PG-13

Just Visiting (2001) PG-13 *(with Sony)*

Max Keeble's Big Move (2001) PG

On the Line (2001) PG

Out Cold (2001) PG-13

Pearl Harbor (2001) PG-13

Serendipity (2001) PG-13

Spy Kids (2001) PG

Texas Rangers (2001) PG-13

The Others (2001) PG-13

The Princess Diaries (2001) G

Blow Dry (2001) R

Captain Corelli's Mandolin (2001) R *(with Universal)*

Enigma (2001) R

In the Bedroom (2001) R

Jay and Silent Bob Strike Back (2001) R

Mulholland Dr. (2001) R *(with Universal)*

O (2001) R

Piñero (2001) R

Scary Movie 2 (2001) R

The Royal Tenenbaums (2001) R

The Shipping News (2001) R *(with Sony)*

YEAR: 2000

SMOKING OVERALL: 85% (22 of 26)

SMOKING YOUTH-RATED: 88% (14 of 16)

SMOKING R-RATED: 80% (8 of 10)

OF SMOKING MOVIES, 64% WERE YOUTH-RATED

102 Dalmatians (2000) G

All the Pretty Horses (2000) PG-13 *(with Sony)*

Bounce (2000) PG-13

Boys and Girls (2000) PG-13

Chocolat (2000) PG-13

Coyote Ugly (2000) PG-13

Crew (2000) PG-13

Down to You (2000) PG-13

Gone in Sixty Seconds (2000) PG-13

Keeping the Faith (2000) PG-13

Kid (2000) PG

Mission to Mars (2000) PG

O Brother, Where Art Thou? (2000) PG-13 *(with Universal)*

Remember the Titans (2000) PG

Shanghai Noon (2000) PG-13

Unbreakable (2000) PG-13

Dracula 2000 (2000) R

Duets (2000) R

Hamlet (2000) R

High Fidelity (2000) R

Highlander: Endgame (2000) R

Play It to the Bone (2000) R

Reindeer Games (2000) R

Scary Movie (2000) R

Scream 3 (2000) R

The Yards (2000) R

YEAR: 1999

SMOKING OVERALL: 88% (29 of 33)

SMOKING YOUTH-RATED: 82% (14 of 17)

SMOKING R-RATED: 94% (15 of 16)

OF SMOKING MOVIES, 48% WERE YOUTH RATED

10 Things I Hate About You (1999) PG-13

A Civil Action (1999) PG-13 *(with Viacom)*

An Ideal Husband (1999) PG-13

Bicentennial Man (1999) PG *(with Sony)*

Cider House Rules (1999) PG-13

Happy, Texas (1999) PG-13

Inspector Gadget (1999) PG

Mighty Joe Young (1999) PG

Music of the Heart (1999) PG

My Favorite Martian (1999) PG

My Life So Far (1999) PG-13

Other Sister (1999) PG-13

Runaway Bride (1999) PG *(with Viacom)*

She's All That (1999) PG-13

Sixth Sense (1999) PG-13

Straight Story (1999) G

Teaching Mrs. Tingle (1999) PG-13

A Walk on the Moon (1999) R

Bringing Out the Dead (1999) R *(with Viacom)*

Deuce Bigelow (1999) R

Guinevere (1999) R

Holy Smoke (1999) R

In Too Deep (1999) R

Instinct (1999) R

Mumford (1999) R

Mystery, Alaska (1999) R

Outside Providence (1999) R

Playing by Heart (1999) R

Summer of Sam (1999) R

The 13th Warrior (1999) R

The Cradle Will Rock (1999) R

The Insider (1999) R

The Talented Mr. Ripley (1999) R *(with Viacom)*

**CORPORATE GROUP: GENERAL ELECTRIC
(NBC Universal)**

Survey includes: All live-action, English-language, US-produced theatrical features grossing at least \$500,000 produced and/or distributed by General Electric subsidiaries between Dec. 24, 1998, and December 24, 2006 (includes USA Films). Grouped by year, by PG/PG-13 or R rating, alphabetically within groups. Movies with tobacco imagery are **boldface**.

UNIVERSAL'S 8-YEAR RECORD, 1999-2006

- MOVIES PRODUCED AND/OR DISTRIBUTED: 151
- YOUTH-RATED (G/PG/PG-13): 84 (56%)
- MOVIES WITH SMOKING: 121 (80%)
- R-RATED WITH SMOKING: 91% (61 of 67)
- YOUTH-RATED WITH SMOKING: 71% (60 of 84)
- PG-13 WITH SMOKING: 75% (54 of 72)
- PG WITH SMOKING: 50% (6 of 12)
- [No G-rated live-action releases in survey period.]

• OF UNIVERSAL'S SMOKING MOVIES, 50% WERE YOUTH-RATED

YEAR: 2006

SMOKING OVERALL: 83% (20 OF 24)
SMOKING YOUTH-RATED: 75% (9 OF 12)
SMOKING R-RATED: 92% (11 OF 12)
OF SMOKING MOVIES, 45% WERE YOUTH-RATED

Accepted (2006) PG-13

American Dreamz (2006) PG-13

Break-Up, The (2006) PG-13

Catch a Fire (2006) PG-13

Fast and the Furious 3 (2006) PG-13

Fearless (2006) PG-13

Man of the Year (2006) PG-13

Nanny McPhee (2006) PG

Return, The (2006) PG-13

Scoop (2006) PG-13

Something New (2006) PG-13

You, Me and Dupree (2006) PG-13

United 93 (2006) R

The Black Dahlia (2006) R

Block Party (2006) R

Brick (2006) R

The Good Shepherd (2006) R

Hollywoodland (2006) R

Idlewild (2006) R

Inside Man (2006) R

Let's Go to Prison (2006) R

Miami Vice (2006) R

Slither (2006) R

Waist Deep (2006) R

YEAR: 2005

SMOKING OVERALL: 86% (19 OF 22)
SMOKING YOUTH-RATED: 75% (9 OF 12)
SMOKING R-RATED: 100% (10 OF 10)
OF SMOKING MOVIES, 47% WERE YOUTH-RATED

Cinderella Man (2005) PG-13

Cry_Wolf (2005) PG-13

In Good Company (2005) PG-13

Kicking & Screaming (2005) PG

King Kong (2005) PG-13

Prime (2005) PG-13

Serenity (2005) PG-13

The Interpreter (2005) PG-13

The Perfect Man (2005) PG

The Skeleton Key (2005) PG-13

The Wedding Date (2005) PG-13

White Noise (2005) PG-13

40 Year Old Virgin (2005) R

Assault on Precinct 13 (2005) R

Brokeback Mountain (2005) R (with Viacom)

Broken Flowers (2005) R

Doom (2005) R

Jarhead (2005) R

Land of the Dead (2005) R

The Ice Harvest (2005) R

Two for the Money (2005) R

Unleashed (2005) R

YEAR: 2004

SMOKING OVERALL: 76% (13 OF 17)

SMOKING YOUTH-RATED: 62% (8 OF 12)

SMOKING R-RATED: 100% (5 OF 5)

OF SMOKING MOVIES, 62% WERE YOUTH-RATED

Thunderbirds (2004) PG

Peter Pan (2004) PG (with Sony)

Along Came Polly (2004) PG-13

Connie and Carla (2004) PG-13

Meet the Fockers (2004) PG-13

Bourne Supremacy (2004) PG-13

Chronicles of Riddick (2004) PG-13

Friday Night Lights (2004) PG-13

In Good Company (2004) PG-13

Ray (2004) PG-13

Van Helsing (2004) PG-13

Vanity Fair (2004) PG-13

Bridget Jones: Edge of Reason (2004) R

Dawn of the Dead (2004) R

Door in the Floor (2004) R

Eternal Sunshine of the Spotless Mind (2004) R

Seed of Chucky (2004) R

YEAR: 2003

SMOKING OVERALL: 63% (12 OF 19)

SMOKING YOUTH-RATED: 64% (7 OF 11)

SMOKING R-RATED: 62% (5 OF 8)

OF SMOKING MOVIES, 58% WERE YOUTH-RATED

2 Fast 2 Furious (2003) PG-13

Bruce Almighty (2003) PG-13

Cat in the Hat (2003) PG

Honey (2003) PG-13

How to Deal (2003) PG-13 (with Time Warner)

Hulk (2003) PG-13

Intolerable Cruelty (2003) PG-13

Johnny English (2003) PG

Master and Commander (2003) PG-13

Rundown (2003) PG-13 (with Sony)

Seabiscuit (2003) PG-13

21 Grams (2003) R

American Wedding (2003) R

Deliver Us from Eva (2003) R

House of 1000 Corpses (2003) R

Life of David Gale (2003) R

Lost in Translation (2003) R

Love Actually (2003) R

Shape of Things (2003)

YEAR: 2002

SMOKING OVERALL: 80% (12 OF 15)

SMOKING YOUTH-RATED: 73% (8 OF 11)

SMOKING R-RATED: 100% (4 OF 4)

OF SMOKING MOVIES, 67% WERE YOUTH-RATED

A Beautiful Mind (2002) PG-13

About a Boy (2002) PG-13

Big Fat Liar (2002) PG-13

Bourne Identity (2002) PG-13

Blue Crush (2002) PG-13

Dragonfly (2002) PG-13

Emperor's Club (2002) PG-13

Far From Heaven (2002) PG-13

Possession (2002) PG-13 (with Time Warner)

Truth About Charlie (2002) PG-13

Undercover Brother (2002) PG-13

8 Mile (2002) R
Empire (2002) R
The Pianist (2002) R
Red Dragon (2002) R *(with MGM)*

YEAR: 2001

SMOKING OVERALL: 82% (14 of 17)
SMOKING YOUTH-RATED: 50% (3 of 6)
SMOKING R-RATED: 100% (11 of 11)
OF SMOKING MOVIES, 21% WERE YOUTH-RATED

Head Over Heels (2001) PG-13
Fast and Furious (2001) PG-13
Josie and the Pussycats (2001) PG-13
Jurassic Park 3 (2001) PG-13
K-Pax (2001) PG-13
Mummy Returns (2001) PG-13

American Pie 2 (2001) R
Captain Corelli's Mandolin (2001) R *(with Disney)*
Caveman's Valentine (2001) R
Gosford Park (2001) R
Hannibal (2001) R *(with MGM)*
How High (2001) R
Man Who Wasn't There (2001) R
Mulholland Dr. (2001) R *(with Disney)*
One Night at McCool's (2001) R
Spy Game (2001) R
Traffic (2001) R

YEAR: 2000

SMOKING OVERALL: 81% (17 of 21)
SMOKING YOUTH-RATED: 75% (9 of 12)
SMOKING R-RATED: 89% (8 of 9)
OF SMOKING MOVIES, 53% WERE YOUTH-RATED

Adventures of Rocky & Bullwinkle (2000) PG
Bring It On (2000) PG-13
Family Man (2000) PG-13
Flintstones in Viva Rock Vegas (2000) PG
How the Grinch Stole Christmas (2000) PG
Meet the Parents (2000) PG-13 *(with DreamWorks)*
Nutty Professor 2 (2000) PG-13
O Brother, Where Art Thou? (2000) PG-13 *(with Disney)*
Screwed (2000) PG-13
Skulls (2000) PG-13
U-571 (2000) PG-13
Where the Money Is (2000) PG-13

Angela's Ashes (2000) R *(with Viacom)*
Erin Brockovich (2000) R *(with Sony)*
Gladiator (2000) R *(with DreamWorks)*
Isn't She Great (2000) R
Joe Gould's Secret (2000) R
Nurse Betty (2000) R
Man on the Moon (2000) R
Pitch Black (2000) R
Watcher (2000) R

YEAR: 1999

SMOKING OVERALL: 88% (14 of 16)
SMOKING YOUTH-RATED: 88% (7 of 8)
SMOKING R-RATED: 88% (7 of 8)
OF SMOKING MOVIES, 50% WERE YOUTH RATED

Bowfinger (1999) PG-13

Dudley Do-Right (1999) PG
Edtv (1999) PG-13
For the Love of the Game (1999) PG-13
Mummy (1999) PG-13
Notting Hill (1999) PG-13
October Sky (1999) PG
Snow Falling on Cedars (1999) PG-13

American Pie (1999) R
Being John Malkovich (1999) R
Bone Collector (1999) R *(with Sony)*
End of Days (1999) R
Hurricane (1999) R
Life (1999) R
Ride with the Devil (1999) R
Virus (1999) R

INDEPENDENTS

Survey includes: All live-action, English-language, US-produced theatrical features grossing at least \$500,000 produced and/or distributed by DreamWorks, Lions Gate, and other so-called independents between December 24, 1998, and December 24, 2006. Listed by year, by G/PG/PG-13 or R/NC-17 rating, alphabetically within groups. Movies with tobacco imagery are **boldface**.

LIONS GATE, THE WEINSTEIN COMPANY & SMALLER INDIES
8-YEAR RECORD, 1999-2006

Note: DreamWorks was acquired by Viacom (Paramount) in 2006; Viacom then sold DreamWorks SKG's film library to a group headed by George Soros. This film library is reported here. DreamWorks' 2006 and subsequent releases are reported in the Viacom studio survey.

- MOVIES PRODUCED AND/OR DISTRIBUTED: 161
- YOUTH-RATED (G/PG/PG-13): 76 (47%)

- MOVIES WITH SMOKING: 122 (76%)
- R/NC-17 RATED WITH SMOKING: 84% (71 of 85)
- YOUTH-RATED WITH SMOKING: 66% (50 of 76)
- PG-13 WITH SMOKING: 73% (45 of 62)
- PG WITH SMOKING: 42% (5 of 12)
- G-RATED WITH SMOKING: 0% (0 of 2)

- OF INDEPENDENTS' SMOKING MOVIES, 41% WERE YOUTH-RATED

DREAMWORKS *(Film library 1999-2005, sold to an investor consortium when Viacom acquired DreamWorks in 2006)*

SMOKING OVERALL: 73% (35 of 48)
SMOKING YOUTH-RATED: 67% (22 of 33)
SMOKING R-RATED: 87% (13 of 15)
OF SMOKING MOVIES, 63% WERE YOUTH-RATED

A.I. (2001) PG-13 *(with Time Warner)*
Biker Boyz (2003) PG-13
Cast Away (2000) PG-13 *(with News Corp.)*

Catch Me If You Can (2002) PG-13
Curse of the Jade Scorpion (2001) PG-13
 Dreamer (2005) PG
 Envy (2004) PG-13
Evolution (2001) PG-13
Forces of Nature (1999) PG-13
Galaxy Quest (1999) PG
Head of State (2003) PG-13
 Just Like Heaven (2005) PG-13
Hollywood Ending (2002) PG-13
 Lemony Snicket (2004) PG (with Viacom)
 Meet the Fockers (2004) PG-13 (with Universal)
Meet the Parents (2000) PG-13 (with Universal)
Memoirs of a Geisha (2005) PG-13 (with Sony)
Paycheck (2004) PG-13 (with Viacom)
Red Eye (2005) PG-13
Small Time Crooks (2000) PG
Stepford Wives (2004) PG-13 (with Viacom)
 Surviving Christmas (2004) PG-13
 The Haunting (1999) PG-13
 The Island (2005) PG-13 (with Time Warner)
The Legend of Bagger Vance (2000) PG-13
The Love Letter (1999) PG-13
The Ring (2002) PG-13
 The Ring Two (2005) PG-13
The Terminal (2004) PG-13
The Time Machine (2002) PG-13 (with Time Warner)
The Tuxedo (2002) PG-13
 What Lies Beneath (2000) PG-13 (with News Corp.)
Win a Date with Tad Hamilton! (2004) PG-13

Almost Famous (2000) R
American Beauty (1999) R
Anchorman (2004) R
Anything Else (2003) R
 Collateral (2004) R
Eurotrip (2004) R
 Gladiator (2000) R (with Universal)
In Dreams (1999) R
Lucky Numbers (2000) R (with Viacom)
Old School (2003) R
Road to Perdition (2002) R (with News Corp.)
Road Trip (2000) R
The Contender (2000) R
The House of Sand and Fog (2004) R
The Mexican (2001) R

INDIES

SMOKING OVERALL: 61% (20 of 33)
 SMOKING YOUTH-RATED: 58% (11 of 19)
 SMOKING R-RATED: 69% (9 of 13)
 OF SMOKING MOVIES, 55% WERE YOUTH-RATED

An American Haunting (2006: Freestyle) PG-13
Beautiful (2000: Destination) PG-13
 Benji: Off the Leash (2004: Benji Returns) PG
Bobby Jones: Stroke of Genius (2004: Film Foundry) PG
Catfish in Black Bean Sauce (1999: Phaedra) PG-13
Cookie's Fortune (1999: October) PG-13
 End of the Spear (2006: AV Pictures) PG-13
 Facing the Giants (2006: Goldwyn) PG
Held Up (1999: Trimark) PG-13
The Illusionist (2006: Yari) PG-13

Left Behind (2000: Cloud Ten) PG-13
 The Marine (2006: Think Film) PG-13
 The Muse (1999: October) PG-13
 MVP: Most Valuable Primate (2000: Keystone) PG
 Omega Code (1999: Providence) PG-13
Prairie Home Companion (2006: GreeneStreet) PG-13
 Thomas and the Magic Railroad (2000: Destination) G
Three Seasons (1999: October) PG-13
World's Fastest Indian (2006: Magnolia) PG-13
 What the #\$*! Do We Know!? (2004: Roadside Attractions) NR

BloodRayne (2006: Romar) R
Boynton Beach Club (2006: Goldwyn) R
Find Me Guilty (2006: Yari) R
 Love Stinks (1999: Independent Artists) R
 Memento (2000: Newmarket) R
The Assassination of Richard Nixon (2005: ThinkFilm) R
 The Passion of the Christ (2004: Newmarket) R
The Squid and the Whale (2005: Goldwyn) R
The Woodsman (2004: Newmarket) R
Transamerica (2006: IFC) R
Trippin' (1999: October) R
Whipped (2000: Destination) R
Woman Thou Art Loosed (2004: Magnolia) R

LIONS GATE (including Artisan)

SMOKING OVERALL: 85% (61 of 72)
 SMOKING YOUTH-RATED: 78% (14 of 18)
 SMOKING R-RATED: 89% (47 of 53)
 OF SMOKING MOVIES, 23% WERE YOUTH-RATED

Akeelah and the Bee (2006) PG
Beyond the Sea (2004) PG-13
Cookout (2004) PG-13
Diary of a Mad Black Woman (2005) PG-13
Dirty Dancing 2 (2004) PG-13 (With Disney)
 Employee of the Month (2006) PG-13
Final Cut (2004) PG-13
 Godsend (2004) PG-13
Hotel Rwanda (2005) PG-13 (with Sony)
In the Mix (2005) PG-13
Larry the Cable Guy: Health Inspector (2006) PG-13
Madea's Family Reunion (2006) PG-13
Shattered Glass (2003) PG-13
Songcatcher (2000) PG-13
Soul Survivors (2001) PG-13
 The Prince and Me (2004) PG (with Viacom)
Undiscovered (2005) PG-13
 What's Cooking (2000) PG-13

Hard Candy (2006) R
 Saw 3 (2006) R
Crank (2006) R
Descent, The (2006) R
Hostel (2006) R
See No Evil (2006) R
 Alone in the Dark (2005) R
American Psycho (2000) NC-17
The Big Kahuna (2000) R
Blair Witch 2 (2000) R
Blair Witch Project (1999) R
But I'm a Cheerleader (2000) R

Cecil B. DeMented (2000) R
The Center of the World (2001) NC-17
Chuck & Buck (2000) R
Confidence (2003) R
Crash (2005) R
Devil's Rejects (2005) R
Dr. T & the Women (2000) R
Dogma (1999) R
Dogville (2004) R
Foolish (1999) R
Frailty (2001) R
Ghost Dog (1999) R
The Golden Bowl (2000) R
Grey Zone (2001) R
House of the Dead (2003) R
Jesus' Son (2000) R
The Limey (1999) R
Lord of War (2005) R
Lovely & Amazing (2002) R
Made (2001) R
Monster's Ball (2001) R
Nat. Lampoon's Van Wilder (2002) R
The Ninth Gate (1999) R
Novocaine (2001) R
 Open Water (2004) R
The Punisher (2004) R
Requiem for a Dream (2000) NC-17
Roger Dodger (2002) R
Rules of Attraction (2002) R
Secretary (2002) R
Saw (2004) R
Saw II (2005) R
Shadow of the Vampire (2000) R
 Stage Beauty (2004) R
State Property (2002) R
State Property 2 (2005) R
Stir of Echoes (1999) R
The Wash (2001) R
The Way of the Gun (2000) R
 Vanilla Sky (2001) R *(with Viacom)*
Waiting... (2005) R
Wonderland (2003) R

THE WEINSTEIN COMPANY (2006-)

SMOKING OVERALL: 57% (4 of 7)
 SMOKING YOUTH-RATED: 33% (2 of 6)
 SMOKING R-RATED: 100% (2 of 2)
 OF SMOKING MOVIES, 50% WERE YOUTH-RATED

Doogal (2006) G
 Hoodwinked (2006) PG
Lassie (2006) PG
Pulse (2006) PG-13
 Scary Movie 4 (2006) PG-13
 School for Scoundrels (2006) PG-13 *(with Sony)*

Bobby (2006) R *(with Sony)*
Clerks II (2006) R

MEDIA GROUP: NEWS CORPORATION

Survey includes: All live-action, English-language, US-produced theatrical features grossing at least \$500,000 produced and/or distributed by News Corp. subsidiaries between December 24, 1998, and December 24, 2006. Listed by year, by G/PG/PG-13 or R rating, alphabetically within groups. Movies with tobacco imagery are **boldface**.

Units: 20th Century Fox, Fox Searchlight, Fox 2000

NEWS CORPORATION'S 8-YEAR RECORD, 1999-2006

- MOVIES PRODUCED AND/OR DISTRIBUTED: 156
- YOUTH-RATED (G/PG/PG-13): 102 (65%)

- MOVIES WITH SMOKING: 104 (67%)
- R-RATED WITH SMOKING: 87% (47 of 54)
- YOUTH-RATED WITH SMOKING: 56% (57 of 102)
- PG-13 WITH SMOKING: 71% (55 of 78)
- PG WITH SMOKING: 8% (2 of 24)
- [No G-rated releases in survey period]

- OF NEWS CORP.'S SMOKING MOVIES, 55% WERE YOUTH-RATED

YEAR: 2006

SMOKING OVERALL: 46% (12 of 26)
 SMOKING YOUTH-RATED: 29% (5 of 17)
 SMOKING R-RATED: 78% (7 of 9)
 OF SMOKING MOVIES, 42% WERE YOUTH-RATED

A Good Year (2006) PG-13

Aquamarine (2006) PG
 Big Momma's House 2 (2006) PG-13

Date Movie (2006) PG-13

Deck the Halls (2006) PG
 The Devil Wears Prada (2006) PG-13

Eragon (2006) PG

Flicka (2006) PG

John Tucker Must Die (2006) PG-13

Just My Luck (2006) PG-13

My Super Ex-Girlfriend (2006) PG-13

Night at the Museum (2006) PG
 One Night with the King (2006) PG
 Phat Girlz (2006) PG-13

The Sentinel (2006) PG-13

Tristan and Isolde (2006) PG-13

X-Men 3 (2006) PG-13

Grandma's Boy (2006) R
 Thank You for Smoking (2006) R

Borat (2006) R

Hills Have Eyes, The (2006) R
Last King of Scotland, The (2006) R

Little Miss Sunshine (2006) R

Omen, The (2006) R

Trust the Man (2006) R

Turistas (2006) R

YEAR: 2005

SMOKING OVERALL: 53% (10 of 19)
 SMOKING YOUTH-RATED: 53% (9 of 17)
 SMOKING R-RATED: 50% (1 of 2)
 OF SMOKING MOVIES, 90% WERE YOUTH-RATED

Because of Winn Dixie (2005) PG

Bee Season (2005) PG-13

Cheaper by the Dozen 2 (2005) PG

Elektra (2005) PG-13

Fantastic Four (2005) PG-13

Fever Pitch (2005) PG-13

In Her Shoes (2005) PG-13

Melinda and Melinda (2005) PG-13

Mr. and Mrs. Smith (2005) PG-13

Rebound (2005) PG

Roll Bounce (2005) PG-13

Star Wars: Episode III (2005) PG-13

Supercross (2005) PG-13

The Family Stone (2005) PG-13

The Ringer (2005) PG-13

Transporter 2 (2005) PG-13

Walk the Line (2005) PG-13

Hide and Seek (2005) R

Stay (2005) R

YEAR: 2004

SMOKING OVERALL: 52% (13 of 25)

SMOKING YOUTH-RATED: 31% (5 of 16)

SMOKING R-RATED: 89% (8 of 9)

OF SMOKING MOVIES, 38% WERE YOUTH-RATED

Alien vs. Predator (2004) PG-13

Catch That Kid (2004) PG

Cheaper by the Dozen (2004) PG

Day After Tomorrow (2004) PG-13

Dodgeball: A True Underdog Story (2004) PG-13

Fat Albert (2004) PG

First Daughter (2004) PG

Flight of the Phoenix (2004) PG-13

Garfield (2004) PG

I, Robot (2004) PG-13

Johnson Family Vacation (2004) PG-13

Napoleon Dynamite (2004) PG *(with Viacom)*

Paparazzi (2004) PG-13

Stuck on You (2004) PG-13

Taxi (2004) PG-13

Welcome to Mooseport (2004) PG-13

Clearing (2004) R

Club Dread (2004) R

Garden State (2004) R

Girl Next Door (2004) R

I Heart Huckabees (2004) R

Kinsey (2004) R

Man on Fire (2004) R *(with Viacom)*

Never Die Alone (2004) R

Sideways (2004) R

YEAR: 2003

SMOKING OVERALL: 81% (13 of 16)

SMOKING YOUTH-RATED: 73% (8 of 11)

SMOKING R-RATED: 100% (5 of 5)

OF SMOKING MOVIES, 62% WERE YOUTH-RATED

Chasing Papi (2003) PG

Daddy Day Care (2003) PG *(with Sony)*

Daredevil (2003) PG-13

Down with Love (2003) PG-13

From Justin to Kelly (2003) PG

Just Married (2003) PG-13

Le Divorce (2003) PG-13

League of Ex. Gentlemen (2003) PG-13

Runaway Jury (2003) PG-13

Stuck on You (2003) PG-13

X2 (2003) PG-13

Master and Commander (2003) R *(with Disney)*

Order (2003) R

Phone Booth (2003) R

Thirteen (2003) R

Wrong Turn (2003) R

YEAR: 2002

SMOKING OVERALL: 67% (12 of 18)

SMOKING YOUTH-RATED: 58% (7 of 12)

SMOKING R-RATED: 83% (5 of 6)

OF SMOKING MOVIES, 58% WERE YOUTH-RATED

Antwone Fisher (2002) PG-13

Brown Sugar (2002) PG-13

Drumline (2002) PG-13

High Crimes (2002) PG-13

Kung Pow: Enter the Fist (2002) PG-13

Minority Report (2002) PG-13

Life or Something Like It (2002) PG-13

Like Mike (2002) PG

Solaris (2002) PG-13

Star Wars: Episode 2 (2002) PG

Swimfan (2002) PG-13

Transporter (2002) PG-13

Banger Sisters (2002) R

Good Girl (2002) R

Kissing Jessica Stein (2002) R

One Hour Photo (2002) R

Road to Perdition (2002) R *(with DreamWorks)*

Unfaithful (2002) R

YEAR: 2001

SMOKING OVERALL: 89% (17 of 19)

SMOKING YOUTH-RATED: 82% (9 of 11)

SMOKING R-RATED: 100% (8 of 8)

OF SMOKING MOVIES, 53% WERE YOUTH-RATED

Behind Enemy Lines (2001) PG-13

Black Knight (2001) PG-13

Dr. Dolittle 2 (2001) PG

Glitter (2001) PG-13 *(with Sony)*

Joe Somebody (2001) PG

Kingdom Come (2001) PG

Monkeybone (2001) PG-13

Moulin Rouge (2001) PG-13

Planet of the Apes (2001) PG-13

Shallow Hal (2001) PG-13

Someone Like You (2001) PG-13

Broken Lizard's Super Troopers (2001) R

Deep End (2001) R

Don't Say a Word (2001) R

Freddy Got Fingered (2001) R

From Hell (2001) R

Joy Ride (2001) R

Kiss of the Dragon (2001) R

Say It Isn't So (2001) R

YEAR: 2000

SMOKING OVERALL: 93% (13 of 14)

SMOKING YOUTH-RATED: 88% (7 of 8)

SMOKING R-RATED: 100% (6 of 6)
OF SMOKING MOVIES, 50% WERE YOUTH-RATED

Bedazzled (2000) PG-13
Big Momma's House (2000) PG-13
Cast Away (2000) PG-13 (with *DreamWorks*)
Dude, Where's My Car? (2000) PG-13
Here on Earth (2000) PG-13
What Lies Beneath (2000) PG-13 (with *DreamWorks*)
Where the Heart Is (2000) PG-13
X-Men (2000) PG-13

Beach (2000) R
Me, Myself & Irene (2000) R
Men of Honor (2000) R
Quills (2000) R
Titus (2000) R
Woman on Top (2000) R

YEAR: 1999
SMOKING OVERALL: 74% (14 of 19)
SMOKING YOUTH-RATED: 70% (7 of 10)
SMOKING R-RATED: 78% (7 of 9)
OF SMOKING MOVIES, 50% WERE YOUTH RATED

A Midsummer Night's Dream (1999) PG-13
Anna and the King (1999) PG-13
Anywhere But Here (1999) PG-13
Brokedown Palace (1999) PG-13
Drive Me Crazy (1999) PG-13
Entrapment (1999) PG-13
Never Been Kissed (1999) PG-13
Simply Irresistible (1999) PG-13
Star Wars: Episode 1 (1999) PG
Wing Commander (1999) PG-13 (with *Sony*)

Boys Don't Cry (1999) R
Fight Club (1999) R
Lake Placid (1999) R
Light It Up (1999) R
Office Space (1999) R
Pushing Tin (1999) R
Revenus (1999) R
Simpatico (1999) R
Thin Red Line (1999) R

MEDIA GROUP: SONY

Survey includes: All live-action, English-language, US-produced theatrical features grossing at least \$500,000 produced and/or distributed by Sony subsidiaries, including MGM, between December 24, 1998, and December 24, 2006. Listed by year, by G/PG/PG-13 or R rating, and alphabetically within groups. Movies with smoking are **boldface**.

SONY'S 8-YEAR RECORD, 1999-2006

- MOVIES PRODUCED AND/OR DISTRIBUTED: 266
- YOUTH-RATED (G/PG/PG-13): 164 (62%)
- MOVIES WITH SMOKING: 215 (81%)
- R-RATED WITH SMOKING: 88% (90 of 102)
- YOUTH-RATED WITH SMOKING: 76% (125 of 164)

- PG-13 WITH SMOKING: 79% (108 of 136)
- PG WITH SMOKING: 58% (15 of 26)
- G WITH SMOKING: 100% (2 of 2)

• OF SONY'S SMOKING MOVIES, 58% WERE YOUTH-RATED

YEAR: 2006
SMOKING OVERALL: 83% (30 of 36)
SMOKING YOUTH-RATED: 75% (18 of 24)
SMOKING R-RATED: 100% (12 of 12)
OF SMOKING MOVIES, 60% WERE YOUTH-RATED

All the King's Men (2006) PG-13
Benchwarmers (2006) PG-13
Casino Royale (2006) PG-13
Click (2006) PG-13
The Covenant (2006) PG-13
Crossover (2006) PG-13
The Da Vinci Code (2006) PG-13
Flyboys (2006) PG-13
Gridiron Gang (2006) PG-13
Grudge 2, The (2006) PG-13
Holiday, The (2006) PG-13
Little Man (2006) PG-13
Marie Antoinette (2006) PG-13
Material Girls (2006) PG
The Pink Panther (2006) PG
Pursuit of Happyness (2006) PG-13
R.V. (2006) PG
Rocky Balboa (2006) PG
School for Scoundrels (2006) PG-13 (with *The Weinstein Company*)
Stranger Than Fiction (2006) PG-13
Talladega Nights (2006) PG-13
Ultraviolet (2006) PG-13
When a Stranger Calls (2006) PG-13
Zoom (2006) PG

Art School Confidential (2006) R
Basic Instinct 2 (2006) R
Bobby (2006) R (with *The Weinstein Company*)
Freedomland (2006) R
Friends with Money (2006) R
Harsh Times (2006) R
Lucky Number Slevin (2006) R
Running with Scissors (2006) R
Silent Hill (2006) R
Three Burials, The (2006) R
Underworld: Evolution (2006) R
Van Wilder 2 (2006) R

YEAR: 2005
SMOKING OVERALL: 72% (21 of 29)
SMOKING YOUTH-RATED: 68% (17 of 25)
SMOKING R-RATED: 100% (4 of 4)
OF SMOKING MOVIES, 81% WERE YOUTH-RATED

Are We There Yet? (2005) PG
Be Cool (2005) PG-13
Beauty Shop (2005) PG-13
Bewitched (2005) PG-13
Boogeyman (2005) PG-13
The Cave (2005) PG-13
D.E.B.S. (2005) PG-13
Exorcism of Emily Rose (2005) PG-13
The Fog (2005) PG-13
Fun with Dick and Jane (2005) PG-13
The Gospel (2005) PG

Guess Who (2005) PG-13
Hitch (2005) PG-13
Hotel Rwanda (2005) PG-13 (with Lions Gate)
Into the Blue (2005) PG-13
Lords of Dogtown (2005) PG-13
Man of the House (2005) PG-13
Memoirs of a Geisha (2005) PG-13 (with Dreamworks)
Rent (2005) PG-13
Stealth (2005) PG-13
The Longest Yard (2005) PG-13 (with Viacom)
XXX 2 (2005) PG-13
Yours, Mine and Ours (2005) PG (with Paramount)
Zathura (2005) PG
Legend of Zorro (2005) PG

Amityville Horror (2005) R
Capote (2005) R
Deuce Bigalow: European Gigolo (2005) R
Mindhunters (2005) R

YEAR: 2004

SMOKING OVERALL: 83% (26 of 31)
SMOKING YOUTH-RATED: 79% (20 of 25)
SMOKING R-RATED: 100% (6 of 6)
OF SMOKING MOVIES, 77% WERE YOUTH-RATED

13 Going on 30 (2004) PG-13
50 First Dates (2004) PG-13
Agent Cody Banks 2 (2004) PG
Anacondas 2 (2004) PG-13
Barbershop 2 (2004) PG-13
Breakin' All the Rules (2004) PG-13
Christmas with the Kranks (2004) PG
Company (2004) PG-13
De-Lovely (2004) PG-13
Forgotten (2004) PG-13
Grudge (2004) PG-13
Hellboy (2004) PG-13
Little Black Book (2004) PG-13
Peter Pan (2004) PG (with General Electric: Universal)
Saved! (2004) PG-13
Secret Window (2004) PG-13
Sleepover (2004) PG
Something's Gotta Give (2004) PG-13 (with Time Warner)
Spanglish (2004) PG-13
Spider-Man 2 (2004) PG-13
SuperBabies: Baby Geniuses 2 (2004) PG
Walking Tall (2004) PG-13
White Chicks (2004) PG-13
Wicker Park (2004) PG-13
You Got Served (2004) PG-13

Being Julia (2004) R
Closer (2004) R
Coffee and Cigarettes (2004) R
Merchant of Venice (2004) R
Soul Plane (2004) R
Statement (2004) R

YEAR: 2003

SMOKING OVERALL: 79% (31 of 39)
SMOKING YOUTH-RATED: 75% (18 of 24)
SMOKING R-RATED: 87% (13 of 15)
OF SMOKING MOVIES, 58% WERE YOUTH-RATED

A Guy Thing (2003) PG-13
Agent Cody Banks (2003) PG
Anger Management (2003) PG-13
Big Fish (2003) PG-13
Bulletproof Monk (2003) PG-13
Charlie's Angels 2 (2003) PG-13
Daddy Day Care (2003) PG (with News Corp.)
Darkness Falls (2003) PG-13
Good Boy! (2003) PG
Hollywood Homicide (2003) PG-13
It Runs in the Family (2003) PG-13 (with Disney)
Legally Blonde 2 (2003) PG-13
Masked and Anonymous (2003) PG-13
Medallion (2003) PG-13
Mona Lisa Smile (2003) PG-13
National Security (2003) PG-13
Nicholas Nickleby (2003) PG
Out of Time (2003) PG-13
Pieces of April (2003) PG-13
Radio (2003) PG-13
Rundown (2003) PG-13 (with Universal)
S.W.A.T. (2003) PG-13
Something's Gotta Give (2003) PG-13
Uptown Girls (2003) PG-13

Assassination Tango (2003) R
Bad Boys 2 (2003) R
Basic (2003) R
Dark Blue (2003) R
Gigli (2003) R
Gothika (2003) R (with Time Warner)
Identity (2003) R
In the Cut (2003) R
Jeepers Creepers 2 (2003) R
Laurel Canyon (2003) R
Missing (2003) R
Once Upon a Time in Mexico (2003) R (with Disney)
Owning Mahowny (2003) R
Tears of the Sun (2003) R
Underworld (2003) R

YEAR: 2002

SMOKING OVERALL: 76% (25 of 33)
SMOKING YOUTH-RATED: 78% (14 of 18)
SMOKING R-RATED: 73% (11 of 15)
OF SMOKING MOVIES, 56% WERE YOUTH-RATED

Barbershop (2002) PG-13
Crocodile Hunter (2002) PG
Die Another Day (2002) PG-13
Enough (2002) PG-13
Evelyn (2002) PG
I Spy (2002) PG-13
Half Past Dead (2002) PG-13
Maid in Manhattan (2002) PG-13
Master of Disguise (2002) PG
Men in Black 2 (2002) PG-13
Mr. Deeds (2002) PG-13 (with Time Warner)
Mothman Prophecies (2002) PG-13
New Guy (2002) PG-13
Rollerball (2002) PG-13
Spider-Man (2002) PG-13
Stealing Harvard (2002) PG-13
Sunshine State (2002) PG-13
XXX (2002) PG-13

Adaptation (2002) R
Auto Focus (2002) R
Deuces Wild (2002) R
Hart's War (2002) R
Igby Goes Down (2002) R
Black Hawk Down (2002) R
Panic Room (2002) R
Punch-Drunk Love (2002) R *(with Time Warner)*
Red Dragon (2002) R *(with Universal)*
Resident Evil (2002) R
Slackers (2002) R
Sweetest Thing (2002) R
Swept Away (2002) R
Trapped (2002) R
Windtalkers (2002) R

YEAR: 2001

SMOKING OVERALL: 78% (25 of 32)
SMOKING YOUTH-RATED: 69% (11 of 16)
SMOKING R-RATED: 88% (14 of 16)
OF SMOKING MOVIES, 44% WERE YOUTH-RATED

A Knight's Tale (2001) PG-13
America's Sweethearts (2001) PG-13
Animal (2001) PG-13
Antitrust (2001) PG-13
Bandits (2001) PG-13
Glass House (2001) PG-13
Glitter (2001) PG-13 *(with News Corp.)*
Heartbreakers (2001) PG-13
Joe Dirt (2001) PG-13
Just Visiting (2001) PG-13 *(with Disney)*
Legally Blonde (2001) PG-13
One (2001) PG-13
Riding in Cars with Boys (2001) PG-13
Saving Silverman (2001) PG-13
Wedding Planner (2001) PG-13
What's the Worst That Could Happen? (2001) PG-13

13 Ghosts (2001) R *(with Time Warner)*
Ali (2001) R
Baby Boy (2001) R
Brother (2001) R
Formula 51 (2001) R
Forsaken (2001) R
Ghosts of Mars (2001) R
Hannibal (2001) R *(with Universal)*
Jeepers Creepers (2001) R
Not Another Teen Movie (2001) R
Original Sin (2001) R
Shipping News (2001) R *(with Disney)*
Tailor of Panama (2001) R
Thirteen Conversations... (2001) R
Tomcats (2001) R
Two Can Play That Game (2001) R

YEAR: 2000

SMOKING OVERALL: 93% (28 of 30)
SMOKING YOUTH-RATED: 88% (15 of 17)
SMOKING R-RATED: 100% (13 of 13)
OF SMOKING MOVIES, 54% WERE YOUTH-RATED

6th Day (2000) PG-13
28 Days (2000) PG-13
All the Pretty Horses (2000) PG-13 *(with Disney)*

Autumn in New York (2000) PG-13
Center Stage (2000) PG-13
Charlie's Angels (2000) PG-13
Crouching Tiger, Hidden Dragon (2000) PG-13
Drowning Mona (2000) PG-13
Finding Forrester (2000) PG-13
Hanging Up (2000) PG-13
House of Mirth (2000) PG
I Dreamed of Africa (2000) PG-13
Loser (2000) PG-13
Return to Me (2000) PG
Supernova (2000) PG-13
Vertical Limit (2000) PG-13
Whatever It Takes (2000) PG-13

3 Strikes (2000) R
Bossa Nova (2000) R
Broken Hearts Club (2000) R
Erin Brockovich (2000) R *(with Universal)*
Ghost World (2000) R
Groove (2000) R
Hollow Man (2000) R
Patriot (2000) R
Pollock (2000) R
Snatch (2000) R
Tao of Steve (2000) R
Urban Legends: Final Cut (2000) R
What Planet Are You From (2000) R

YEAR: 1999

SMOKING OVERALL: 81% (29 of 36)
SMOKING YOUTH-RATED: 80% (12 of 15)
SMOKING R-RATED: 81% (17 of 21)
OF SMOKING MOVIES, 41% WERE YOUTH RATED

At First Sight (1999) PG-13
Baby Geniuses (1999) PG
Bats (1999) PG-13
Bicentennial Man (1999) PG *(with Disney)*
Big Daddy (1999) PG-13
Blue Streak (1999) PG-13
Crazy in Alabama (1999) PG-13
Deep End of the Ocean (1999) PG-13
Dick (1999) PG-13
Jakob the Liar (1999) PG-13
Muppets from Space (1999) G
Sweet and Lowdown (1999) PG-13
Wing Commander (1999) PG-13 *(with News Corp.)*
Winslow Boy (1999) G
World Is Not Enough (1999) PG-13

8MM (1999) R

Arlington Road (1999) R
Bone Collector (1999) R *(with Universal)*
Cruel Intentions (1999) R
End of the Affair (1999) R
Flawless (1999) R
Girl, Interrupted (1999) R
Gloria (1999) R
Go (1999) R
Idle Hands (1999) R
Jawbreaker (1999) R
Limbo (1999) R
Mod Squad (1999) R
Rage: Carrie 2 (1999) R
Random Hearts (1999) R
Stigmata (1999) R

Third Miracle (1999) R
Thirteenth Floor (1999) R
Thomas Crown Affair (1999) R
Twin Falls Idaho (1999) R
Universal Soldier: Return (1999) R

MEDIA GROUP: TIME WARNER

Survey includes: All live-action, English-language, US-produced theatrical features grossing at least \$500,000 produced and/or distributed by Time Warner subsidiaries between December 24, 1998, and December 24, 2006. Listed by year, by G/PG/PG-13 or R rating, alphabetically within groups. Movies with tobacco imagery are **boldface**.

TIME WARNER'S 8-YEAR RECORD, 1999-2006

- MOVIES PRODUCED AND/OR DISTRIBUTED: 257
- YOUTH-RATED (G/PG/PG-13): 134 (52%)
- MOVIES WITH SMOKING: 182 (71%)
- R-RATED WITH SMOKING: 85% (104 of 123)
- YOUTH-RATED WITH SMOKING: 58% (78 of 134)
- PG-13 WITH SMOKING: 65% (66 of 101)
- PG WITH SMOKING: 39% (12 of 31)
- G WITH SMOKING: 0% (0 of 1)
- OF TIMEWARNER'S SMOKING MOVIES, 43% WERE YOUTH-RATED

YEAR: 2006

SMOKING OVERALL: 61% (19 of 31)
SMOKING YOUTH-RATED: 44% (8 of 18)
SMOKING R-RATED: 85% (11 of 13)
OF SMOKING MOVIES, 44% WERE YOUTH-RATED

16 Blocks (2006) PG-13

ATL (2006) PG-13

Firewall (2006) PG-13

For Your Consideration (2006) PG-13

The Fountain (2006) PG-13

Hoot (2006) PG

How to Eat Fried Worms (2006) PG

Lady in the Water (2006) PG-13

The Lake House (2006) PG

The Nativity Story (2006) PG

Painted Veil, The (2006) PG-13

Poseidon (2006) PG-13

The Prestige (2006) PG-13 (with Disney)

Superman Returns (2006) PG-13

Take the Lead (2006) PG-13

Unaccompanied Minors (2006) PG

We Are Marshall (2006) PG

The Wicker Man (2006) PG-13

Beerfest (2006) R

Blood Diamond (2006) R

The Departed (2006) R

Final Destination 3 (2006) R

Flags of Our Fathers (2006) R

The Good German (2006) R

Notorious Bettie Page (2006) R

Running Scared (2006) R

A Scanner Darkly (2006) R

Snakes on a Plane (2006) R

Tenacious D. (2006) R

Texas Chainsaw: Beginning (2006) R

V for Vendetta (2006) R

Little Children (2006) R (content pending)

YEAR: 2005

SMOKING OVERALL: 64% (18 of 28)
SMOKING YOUTH-RATED: 44% (8 of 18)
SMOKING R-RATED: 100% (10 of 10)
OF SMOKING MOVIES, 44% WERE YOUTH-RATED

A Sound of Thunder (2005) PG-13

Batman Begins (2005) PG-13

Charlie and the Chocolate Factory (2005) PG

Dukes of Hazzard (2005) PG-13

Good Night, and Good Luck (2005) PG

Harry Potter and the Goblet (2005) PG-13

Just Friends (2005) PG-13

King's Ransom (2005) PG-13

Million Dollar Baby (2005) PG-13

Miss Congeniality 2 (2005) PG-13

Monster-in-Law (2005) PG-13

Must Love Dogs (2005) PG-13

Phantom of the Opera (2005) PG-13

Racing Stripes (2005) PG

Sisterhood of the Traveling Pants (2005) PG

Son of the Mask (2005) PG

The Island (2005) PG-13 (with Dreamworks)

The Man (2005) PG-13

A History of Violence (2005) R

Constantine (2005) R

Domino (2005) R

House of Wax (2005) R

Kiss Kiss Bang Bang (2005) R

North Country (2005) R

Syriana (2005) R

The Jacket (2005) R

The Upside of Anger (2005) R

The Wedding Crashers (2005) R

YEAR: 2004

SMOKING OVERALL: 64% (18 of 28)
SMOKING YOUTH-RATED: 53% (9 of 17)
SMOKING R-RATED: 82% (9 of 11)
OF SMOKING MOVIES, 50% WERE YOUTH-RATED

Aviator (2004) PG-13 (with Disney)

Big Bounce (2004) PG-13

Catwoman (2004) PG-13

Cellular (2004) PG-13

Chasing Liberty (2004) PG-13

Cinderella Story (2004) PG

Clifford's Really Big Movie (2004) G

Harry Potter: Azbakan (2004) PG

Love Don't Cost a Thing (2004) PG-13

New York Minute (2004) PG

The Notebook (2004) PG-13

Ocean's Twelve (2004) PG-13

Raise Your Voice (2004) PG

Something's Gotta Give (2004) PG-13 (with Sony)

Starsky & Hutch (2004) PG-13 (with Disney)

Torque (2004) PG-13

Whole Ten Yards (2004) PG-13

Alexander (2004) R
Before Sunset (2004) R
Birth (2004) R
Blade III (2004) R
Butterfly Effect (2004) R
Exorcist: The Beginning (2004) R
Harold & Kumar Go to White Castle (2004) R
Spartan (2004) R
Taking Lives (2004) R
Troy (2004) R
We Don't Live Here Anymore (2004) R

YEAR: 2003

SMOKING OVERALL: 67% (20 of 30)
SMOKING YOUTH-RATED: 56% (9 of 16)
SMOKING R-RATED: 79% (11 of 14)
OF SMOKING MOVIES, 45% WERE YOUTH-RATED

Alex and Emma (2003) PG-13
Dumb and Dumber (2003) PG-13
Elf (2003) PG
Gods and Generals (2003) PG-13
Grind (2003) PG-13
How to Deal (2003) PG-13 (with Universal)
In-Laws (2003) PG-13
Looney Tunes Back in Action (2003) PG
Love Don't Cost a Thing (2003) PG-13
Kangaroo Jack (2003) PG
Malibu's Most Wanted (2003) PG-13
Matchstick Men (2003) PG-13
Mighty Wind (2003) PG-13
Secondhand Lions (2003) PG
What a Girl Wants (2003) PG
Willard (2003) PG-13

American Splendor (2003) R
Cradle 2 the Grave (2003) R
Dreamcatcher (2003) R
Elephant (2003) R
Final Destination 2 (2003) R
Freddy vs. Jason (2003) R
Gothika (2003) R (with Sony)
Last Samurai (2003) R
Man Apart (2003) R
Matrix Reloaded (2003) R
Matrix Revolutions (2003) R
Mystic River (2003) R
Terminator 3 (2003) R
Texas Chainsaw Massacre (2003) R

YEAR: 2002

SMOKING OVERALL: 69% (27 of 39)
SMOKING YOUTH-RATED: 60% (12 of 20)
SMOKING R-RATED: 79% (15 of 19)
OF SMOKING MOVIES, 44% WERE YOUTH-RATED

A Walk to Remember (2002) PG
Adventures of Pluto Nash (2002) PG-13
Austin Powers Goldmember (2002) PG-13
Divine Secrets of Ya-Ya (2002) PG-13
Eight-Legged Freaks (2002) PG-13
Emperor's Club (2002) PG-13
Harry Potter and Chamber (2002) PG-13
John Q (2002) PG-13
Juwanna Mann (2002) PG-13

Lord of the Rings 2 (2002) PG-13
Mr. Deeds (2002) PG-13 (with Sony)
My Big Fat Greek Wedding (2002) PG
Possession (2002) PG-13 (with Universal)
Real Women Have Curves (2002) PG-13
Scooby-Do (2002) PG
Showtime (2002) PG-13
Simone (2002) PG-13
Time Machine (2002) PG-13 (with DreamWorks)
Two Weeks Notice (2002) PG-13
White Oleander (2002) PG-13

About Schmidt (2002) R
All About the Benjamins (2002) R
Analyze That (2002) R
Ballistic (2002) R
Blade II (2002) R
Blood Work (2002) R
City by the Sea (2002) R
Collateral Damage (2002) R
Death to Smoochy (2002) R
Fear Dot Com (2002) R
Femme Fatale (2002) R
Friday After Next (2002) R
Ghost Ship (2002) R
Insomnia (2002) R
Knockaround Guys (2002) R
Murder by Numbers (2002) R
Punch-Drunk Love (2002) R (with Sony)
Queen of the Damned (2002) R
Salton Sea (2002) R

YEAR: 2001

SMOKING OVERALL: 77% (27 of 35)
SMOKING YOUTH-RATED: 67% (10 of 15)
SMOKING R-RATED: 85% (17 of 20)
OF SMOKING MOVIES, 37% WERE YOUTH-RATED

AI: Artificial Intelligence (2001) PG-13 (with DreamWorks)
American Outlaws (2001) PG-13
Cats & Dogs (2001) PG
Driven (2001) PG-13
Harry Potter and Sorcerer's (2001) PG
Hearts in Atlantis (2001) PG-13
I Am Sam (2001) PG-13
Lord of the Rings (2001) PG-13
Majestic (2001) PG
Ocean's Eleven (2001) PG-13
Rush Hour 2 (2001) PG-13
See Spot Run (2001) PG
Sugar & Spice (2001) PG-13
Summer Catch (2001) PG-13
Sweet November (2001) PG-13

13 Ghosts (2001) R (with Sony)
15 Minutes (2001) R
3000 Miles to Graceland (2001) R
Angel Eyes (2001) R
Anniversary Party (2001) R
Blow (2001) R
Bones (2001) R
Exit Wounds (2001) R
Hedwig and the Angry Inch (2001) R
Heist (2001) R
Human Nature (2001) R
Jason X (2001) R

Life as a House (2001) R
Pledge (2001) R
Rock Star (2001) R
Storytelling (2001) R
Swordfish (2001) R
Town & Country (2001) R
Training Day (2001) R
Valentine (2001) R

YEAR: 2000

SMOKING OVERALL: 72% (26 of 36)
SMOKING YOUTH-RATED: 61% (11 of 18)
SMOKING R-RATED: 83% (15 of 18)
OF SMOKING MOVIES, 42% WERE YOUTH-RATED

Battlefield Earth (2000) PG-13
Best in Show (2000) PG-13
Dungeons & Dragons (2000) PG-13
Frequency (2000) PG-13
In Crowd (2000) PG-13
Little Nicky (2000) PG-13
Little Vampire (2000) PG
Love & Basketball (2000) PG-13
Miss Congeniality (2000) PG-13
My Dog Skip (2000) PG
Pay It Forward (2000) PG-13
Perfect Storm (2000) PG-13
Price of Glory (2000) PG-13
Ready to Rumble (2000) PG-13
Red Planet (2000) PG-13
Replacements (2000) PG-13
Space Cowboys (2000) PG-13
Thirteen Days (2000) PG-13

Art of War (2000) R
Bait (2000) R
Bamboozled (2000) R
Before Night Falls (2000) R
Boiler Room (2000) R
Cell (2000) R
Dancer in the Dark (2000) R
Final Destination (2000) R
Get Carter (2000) R
Gossip (2000) R
Lost Souls (2000) R
Next Friday (2000) R
Proof of Life (2000) R
Romeo Must Die (2000) R
Saving Grace (2000) R
State and Main (2000) R
Turn It Up (2000) R
Whole Nine Yards (2000) R

YEAR: 1999

SMOKING OVERALL: 90% (27 of 30)
SMOKING YOUTH-RATED: 92% (11 of 12)
SMOKING R-RATED: 89% (16 of 18)
OF SMOKING MOVIES, 41% WERE YOUTH RATED

A Dog of Flanders (1999) PG
Austin Powers Spy Who (1999) PG-13
Bachelor (1999) PG-13
Blast from the Past (1999) PG-13
Drop Dead Gorgeous (1999) PG-13
Lost & Found (1999) PG-13
Message in a Bottle (1999) PG-13
Mickey Blue Eyes (1999) PG-13

Shiloh 2 (1999) PG
Three to Tango (1999) PG-13
Tumbleweeds (1999) PG-13
Wild Wild West (1999) PG-13

Analyze This (1999) R
Any Given Sunday (1999) R
Astronaut's Wife (1999) R
Chill Factor (1999) R
Corruptor (1999) R
Deep Blue Sea (1999) R
Detroit Rock City (1999) R
Eyes Wide Shut (1999) R
Goodbye Lover (1999) R
Green Mile (1999) R
House on Haunted Hill (1999) R
Liberty Heights (1999) R
Magnolia (1999) R
Matrix (1999) R
Story of Us (1999) R
Three Kings (1999) R
Trick (1999) R
True Crime (1999) R

MEDIA GROUP: VIACOM

Survey includes: All live-action, English-language, US-produced theatrical features grossing at least \$500,000 produced and/or distributed by Viacom subsidiaries such as Paramount between December 24, 1998, and December 24, 2006. (Includes DreamWorks in 2006 and after.) Listed by year, by G/PG/PG-13 or R rating, alphabetically within groups. Movies with tobacco imagery are **boldface**.

VIACOM'S 8-YEAR RECORD, 1999-2006

- MOVIES PRODUCED AND/OR DISTRIBUTED: 116
- YOUTH-RATED (G/PG/PG-13): 63 (54%)
- MOVIES WITH SMOKING: 91 (78%)
- R-RATED WITH SMOKING: 87% (46 of 53)
- YOUTH-RATED WITH SMOKING: 71% (45 of 63)
- PG-13 WITH SMOKING: 80% (43 of 54)
- PG WITH SMOKING: 22% (2 of 9)
- [No G-rated live-action releases in survey period.]
- OF VIACOM'S SMOKING MOVIES, 50% WERE YOUTH-RATED

YEAR: 2006

SMOKING OVERALL: 75% (9 of 12)
SMOKING YOUTH-RATED: 57% (4 of 7)
SMOKING R-RATED: 100% (5 of 5)
OF SMOKING MOVIES, 44% WERE YOUTH-RATED

Dreamgirls (2006) PG-13
Failure to Launch (2006) PG-13
Last Holiday (2006) PG-13
Mission: Impossible III (2006) PG-13
Nacho Libre (2006) PG
She's the Man (2006) PG-13
World Trade Center (2006) PG-13

Ask the Dust (2006) R
Babel (2006) R
Jackass 2 (2006) R
Last Kiss, The (2006) R
Match Point (2006) R

YEAR: 2005

SMOKING OVERALL: 86% (12 of 14)
SMOKING YOUTH-RATED: 78% (7 of 9)
SMOKING R-RATED: 100% (5 of 5)
OF SMOKING MOVIES, 58% WERE YOUTH-RATED

Aeon Flux (2005) PG-13
Bad News Bears (2005) PG-13
Coach Carter (2005) PG-13
Elizabethtown (2005) PG-13
Sahara (2005) PG-13
The Honeymooners (2005) PG-13
The Longest Yard (2005) PG-13 (with Sony)
War of the Worlds (2005) PG-13
Yours, Mine and Ours (2005) PG-13 (with Sony)

Brokeback Mountain (2005) R (with GE)
Four Brothers (2005) R
Get Rich or Die Tryin' (2005) R
Hustle & Flow (2005) R
The Weatherman (2005) R

YEAR: 2004

SMOKING OVERALL: 67% (12 of 18)
SMOKING YOUTH-RATED: 50% (5 of 10)
SMOKING R-RATED: 88% (7 of 8)
OF SMOKING MOVIES, 42% WERE YOUTH-RATED

Against the Ropes (2004) PG-13
Lemony Snicket (2004) PG (with DreamWorks)
Mean Girls (2004) PG-13
Napoleon Dynamite (2004) PG (with News Corp.)
Paycheck (2004) PG-13 (with DreamWorks)
Perfect Score (2004) PG-13
Sky Captain and the World of Tomorrow (2004) PG
Stepford Wives (2004) PG-13 (with DreamWorks)
The Prince and Me (2004) PG (with Lions Gate)
Without a Paddle (2004) PG-13

Alfie (2004) R
Collateral (2004) R (with DreamWorks)
Man on Fire (2004) R (with News Corp.)
Mean Creek (2004) R
Suspect Zero (2004) R
Team America: World Police (2004) R
The Manchurian Candidate (2004) R
Twisted (2004) R

YEAR: 2003

SMOKING OVERALL: 82% (9 of 11)
SMOKING YOUTH-RATED: 75% (6 of 8)
SMOKING R-RATED: 100% (3 of 3)
OF SMOKING MOVIES, 67% WERE YOUTH-RATED

Core (2003) PG-13
Dickie Roberts (2003) PG-13
Fighting Temptations (2003) PG-13
How to Lose a Guy in 10 Days (2003) PG-13
Lara Croft: Cradle of Life (2003) PG-13
School of Rock (2003) PG-13
The Italian Job (2003) PG-13

Timeline (2003) PG-13

Beyond Borders (2003) R
Hunted (2003) R
Marci X (2003) R

YEAR: 2002

SMOKING OVERALL: 62% (10 of 16)
SMOKING YOUTH-RATED: 67% (7 of 11)
SMOKING R-RATED: 60% (3 of 5)
OF SMOKING MOVIES, 70% WERE YOUTH-RATED

Abandon (2002) PG-13
Clockstoppers (2002) PG
Crossroads (2002) PG-13
Extreme Ops (2002) PG-13
Four Feathers (2002) PG-13 (with Disney)
K-19: The Widowmaker (2002) PG-13
Orange County (2002) PG-13
Serving Sara (2002) PG-13
Star Trek: Nemesis (2002) PG-13
Sum of All Fears (2002) PG-13
The Hours (2002) PG-13 (with Disney)

Changing Lanes (2002) R
Iris (2002) R (with Disney)
Jackass (2002) R
Narc (2002) R
We Were Soldiers (2002) R

YEAR: 2001

SMOKING OVERALL: 94% (15 of 16)
SMOKING YOUTH-RATED: 100% (9 of 9)
SMOKING R-RATED: 86% (6 of 7)
OF SMOKING MOVIES, 60% WERE YOUTH-RATED

Crocodile Dundee in L.A. (2001) PG
Domestic Disturbance (2001) PG-13
Down to Earth (2001) PG-13
Hard Ball (2001) PG-13
Lara Croft: Tomb Raider (2001) PG-13
Pootie Tang (2001) PG-13
Rat Race (2001) PG-13
Save the Last Dance (2001) PG-13
Zoolander (2001) PG-13

Along Came a Spider (2001) R
Enemy at the Gates (2001) R
My First Mister (2001) R
Score (2001) R
Sidewalks of New York (2001) R
The Gift (2001) R
Vanilla Sky (2001) R (with Artisan)

YEAR: 2000

SMOKING OVERALL: 93% (13 of 14)
SMOKING YOUTH-RATED: 80% (4 of 5)
SMOKING R-RATED: 100% (9 of 9)
OF SMOKING MOVIES, 31% WERE YOUTH-RATED

Mission: Impossible 2 (2000) PG-13
Next Best Thing (2000) PG-13
Passion of Mind (2000) PG-13
Snow Day (2000) PG
What Women Want (2000) PG-13

Angela's Ashes (2000) R (with Universal)

Bless the Child (2000) R
Lucky Numbers (2000) R
Rules of Engagement (2000) R
Shaft (2000) R
The Ladies Man (2000) R
Virgin Suicides (2000) R
Wonder Boys (2000) R
You Can Count on Me (2000) R

YEAR: 1999

SMOKING OVERALL: 73% (11 of 15)
SMOKING YOUTH-RATED: 75% (3 of 4)
SMOKING R-RATED: 73% (8 of 11)
OF SMOKING MOVIES, 28% WERE YOUTH RATED

A Civil Action (1999) PG-13 *(with Disney)*
The Out-of-Towners (1999) PG-13
Runaway Bride (1999) PG *(with Disney)*
Superstar (1999) PG-13

200 Cigarettes (1999) R
Bringing Out the Dead (1999) R *(with Disney)*
Double Jeopardy (1999) R
Election (1999) R
Payback (1999) R
Sleepy Hollow (1999) R
Sunshine (1999) R
The General's Daughter (1999) R
The Talented Mr. Ripley (1999) R *(with Disney)*
The Wood (1999) R
Varsity Blues (1999) R

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