

## MEDIA GROUP: VIACOM (National Amusements)

Survey includes: All live-action, English-language, US-produced theatrical features grossing at least \$500,000 produced and/or distributed by Viacom subsidiaries between December 24, 1998, and December 24, 2004. Listed by year, by G/PG/PG-13 or R rating, and alphabetically within groups. Movies with smoking are **boldface**.

### VIACOM'S 6-YEAR RECORD, 1999-2004

- MOVIES PRODUCED AND/OR DISTRIBUTED: 90
    - YOUTH-RATED (G/PG/PG-13): 47 (52%)
  - MOVIES WITH SMOKING: 70 (78%)
    - R-RATED WITH SMOKING: 84% (36 of 43)
    - YOUTH-RATED WITH SMOKING: 72% (34 of 47)
      - PG-13 WITH SMOKING: 82% (32 of 39)
      - PG WITH SMOKING: 25% (2 of 8)
      - [No G-rated releases in survey period.]
  - OF VIACOM'S SMOKING MOVIES, 49% WERE YOUTH-RATED
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### 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**

Prince and Me (2004) PG (*with Lions Gate*)

Sky Captain and the World of Tomorrow (2004) PG

**Stepford Wives (2004) PG-13** (*with DreamWorks*)

**Without a Paddle (2004) PG-13**

#### **Alfie (2004) R**

Collateral (2004) R (*with DreamWorks*)

**Man on Fire (2004) R** (*with News Corp.*)

**Manchurian Candidate (2004) R**  
**Mean Creek (2004) R**  
**Suspect Zero (2004) R**  
**Team America: World Police (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**  
**Italian Job (2003) PG-13**  
 Lara Croft: Cradle of Life (2003) PG-13  
**School of Rock (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

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

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**  
**Gift (2001) R**  
**My First Mister (2001) R**  
**Score (2001) R**  
**Sidewalks of New York (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**  
**Ladies Man (2000) R**  
**Lucky Numbers (2000) R**  
**Rules of Engagement (2000) R**  
**Shaft (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)*

**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**

**General's Daughter (1999) R**

**Payback (1999) R**

Sleepy Hollow (1999) R

**Sunshine (1999) R**

**Talented Mr. Ripley (1999) R** *(with Disney)*

Varsity Blues (1999) R

Wood (1999) R

**SOURCES:** imdbPro, screenit.com, scenesmoking.org.