

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, 2007. (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 9-YEAR RECORD, 1999-2007

- MOVIES PRODUCED AND/OR DISTRIBUTED: 137
 - YOUTH-RATED (G/PG/PG-13): 75 (55%)
 - MOVIES WITH SMOKING: 107 (78%)
 - R-RATED WITH SMOKING: 89% (55 of 62)
 - YOUTH-RATED WITH SMOKING: 69% (52 of 75)
 - PG-13 WITH SMOKING: 77% (49 of 64)
 - PG WITH SMOKING: 27% (3 of 11)
 - [No G-rated live-action releases in survey period.]
 - OF VIACOM'S SMOKING MOVIES, 49% WERE YOUTH-RATED
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YEAR: 2007

SMOKING OVERALL: 76% (16 of 21)
SMOKING YOUTH-RATED: 58% (7 of 12)
SMOKING R-RATED: 100% (9 of 9)
OF SMOKING MOVIES, 44% WERE YOUTH-RATED

Bee Movie (2007) PG

Beowulf (2007) PG-13

Blades of Glory (2007) PG-13

Disturbia (2007) PG-13

Freedom Writers (2007) PG-13

Hot Rod (2007) PG-13

Kite Runner, The (2007) PG-13

Next (2007) PG-13

Norbit (2007) PG-13

Shrek the Third (2007) PG

Stardust (2007) PG-13

Transformers (2007) PG-13

Black Snake Moan (2007) R

Heartbreak Kid, The (2007) R

Into the Wild (2007) R

Margot at the Wedding (2007) R

Mighty Heart, A (2007) R

Shooter (2007) R

Sweeney Todd: The Demon Barber of Fleet Street (2007) R
Things We Lost in the Fire (2007) R
Zodiac (2007) R

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 Honeyymooners (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

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