

MORE KID-RATED MOVIES WITH SMOKING ARE NOW BIO-DRAMAS ...BUT MOST SMOKERS IN BIO-DRAMAS ARE FAKE.

Smokers in kid-rated bio-dramas who are invented **69%**

Studios have reduced the number of kid-rated movies with smoking by **57%** since 2002. Yet these films hold just as many tobacco incidents as ever. How come? Hollywood studios are packing more tobacco incidents and invented smokers into the latest PG-13 biographical dramas.

Smokers in kid-rated bio-dramas who depict real smokers **31%**

TABLE | YOUTH-RATED BIOGRAPHICAL DRAMAS, BY FILM COMPANY, 2002-2018

Company	Bio-dramas	% Smoking	Incidents per film	Tobacco impressions	Total smokers	Invented smokers (%)
COMCAST	19	84%	94	12.9 billion	96	66 (69%)
DISNEY	12	42%	64	3.7 billion	33	17 (52%)
FOX*	9	78%	80	6.5 billion	52	38 (73%)
SONY	19	63%	42	3.8 billion	65	49 (75%)
VIACOM	8	88%	28	0.8 billion	42	35 (83%)
WARNER*	13	54%	88	5.0 billion	39	23 (59%)
INDIES	33	85%	69	7.4 billion	192	132 (69%)
TOTAL	113	73%	61	40.2 billion	519	360 (69%)

Want to know more about fictional smokers in bio-dramas? Download the full report at bit.ly/filmreport041019.

But exaggerated smoking and invented smokers make a real-life difference. They've undercut the rest of the US film industry's progress in

Kid-rated biographical dramas are advertised as being based on actual events, portraying real people.

Yet invented smokers, inserted in these films, have for years outnumbered biographically-based smokers by two-to-one.

About one-quarter of the fake smokers are played by credited actors, including in lead roles. The rest are background actors, hundreds of them, handed a cigarette (usually an herbal prop) and directed to smoke. This might be written off as "Hollywood."

making kid-rated movies safe for kids to watch. For example:

- Since 2002, toxic tobacco incidents in PG-13 *fictional* films fell by 81 percent. PG-13 *bio-dramas* have made up all the difference.
 - While *fictional* PG-13 films delivered 94 percent fewer tobacco exposures to moviegoers, *bio-dramas* pumped out six times more.
- Sure, the proposed R-rating for smoking offers a commonsense exception for depictions of historical people who actually used tobacco. But that's no excuse for adding characters just to blow smoke.

One little letter **R** will save a million lives.

Smoking in movies kills in real life. Smokefree Movie policies—the R-rating, anti-tobacco spots, certification of no payoffs, and an end to brand display—are endorsed by the World Health Organization, American Medical Association, American Academy of Pediatrics, American Cancer Society, American Heart Association, American Lung Association, Americans for Nonsmokers' Rights, American Public Health Association, Breathe California, Campaign for Tobacco-Free Kids, Los Angeles County Dept. of Public Health, New York State Dept. of Health, New York State PTA, Truth Initiative and many others. This ad is sponsored by Smokefree Movies, UCSF School of Medicine, San Francisco, CA 94143-1390.



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