

First-Run Smoking Presentations in U.S. Movies 1999-2003

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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 the first to examine the U.S. movie industry's *total output*. It is also the first to identify 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 five years between December 25, 1998, and December 24, 2003, 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 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.

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† "The determinations of the content of those products [original movies and television programming], including whether and how tobacco products are used in the Company's film or television catalogue, represent just a part of the many decisions made on a daily basis by the persons charged with managing those divisions." — Susan A. Waxenberg, Asst. General Counsel, Time Warner, to the S.E.C., Washington, D.C., Dec. 26, 2003.

Because exposure to smoking in movies accounts for more than 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.

KEY FINDINGS

Analysis of 776 U.S. movies released in the five years 1999-2003 established that:

- 80% of all films across the board included smoking – almost 90% of R-rated films, 80% of PG-13 movies and 50% of G/PG movies.
- Three media conglomerates – Time Warner, Disney and Sony – accounted for more than half of all movies with smoking and 55% of all tobacco impressions delivered to children and teens.
- The number of a studio's releases ultimately determined its ranking in most tobacco dimensions. Companies with fewer releases tended to concentrate more of their tobacco incidents in films rated PG-13 but tobacco content patterns were otherwise remarkably uniform across major motion picture companies.
- Confirming past analyses, individual R-rated movies with smoking averaged twice as many tobacco incidents as youth-rated movies with smoking.
- The number of PG-13 releases with smoking has remained stable over five years. A five-year decline in R-rated releases and sharply lower ticket sales in 2003 has shifted the majority of tobacco incidents and impressions into movies rated G, PG and PG-13.
- The U.S. movie industry delivered an estimated 32.6 billion first-run theatrical tobacco impressions to audiences of all ages over the past five years. A quarter of these impressions – 8.3 billion evenly divided between youth-rated and R-rated movies – were delivered to children and teens. Time Warner alone delivered a quarter of child and teen tobacco impressions.
- More first-run tobacco impressions are delivered to teen moviegoers 12-17 than to children 6-11 or young adults 18-34 – 1,350 larger-than-life impressions per capita between 1999 and 2003. This estimate does *not* include the tobacco impressions delivered by a movie with smoking's theatrical and on-air advertising trailers or from multiple viewings of the movie on pre-recorded video media and on cable, on-demand and broadcast television.
- By all measures, over the past five years rating on-screen smoking "R" would reduce children's and teens' first-run theatrical exposure to tobacco impressions, strongly associated with teens' smoking initiation, by at least 50%.

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, 2003, 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 January 20, 2004). 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, 810 films were identified. The smoking status of 34 films could not be confirmed and they were dropped from the analysis; 70% (24/34) of these films are smaller "indie" productions, the others niche films from larger studios. Almost half were youth-rated (see list in APPENDIX 3). Their \$62.5 million in box office receipts amount to less than 0.2% of the \$34.3 billion reported box office gross for the five year sample.

Of the 776 motion pictures retained, 40 films are co-credited because more than one major studio participated in production or U.S. distribution. (For example, 2002's *Mr. Deeds* was a co-production of Time Warner's New Line division and Sony's Columbia Pictures.) Each corporate parent is given full credit for the 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 five-year sample had been evaluated by the parental review and screening service at ScreenIt.com (accessed October 1, 2003, to January 20, 2004). 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 theatrical run, domestic box office gross amounts reported on imdbPro.com were divided by the average price of a U.S. movie ticket in 1999, 2000, 2001 and 2002 given by the National Association of Theatre Owners.⁸ The ticket price for 2002 was carried over into 2003. The number of in-theater 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.

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 for each group by the age group’s population in 2001,¹⁰ midway through the 1999-2003 time period, to produce comparable per capita estimates of tobacco impressions.

LIMITATIONS: There are several limitations associated with the tobacco incident procedure which should be kept in mind when interpreting this report’s tables and graphs. First, the Dartmouth investigators evaluated a sample of top-grossing films released between 1988 and 1999, whereas we applied the average number of tobacco incidents that they observed to all films released between 1999 and 2003. 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.

Table 1: Mean tobacco incidents by ScreenIt score and rating

MPAA rating	ScreenIt score	Tobacco incidents
G-rated	0	0.0
	1	2.0
	3	10.0
PG-rated	0	0.2
	1	1.6
	2	7.5
	3	9.6
PG-13 rated	5	27.0
	0	0.3
	1	2.3
	2	6.6
	3	11.3
R-rated	4	12.5
	5	24.0
	0	0.0
	1	2.6
	2	7.5
	3	13.3
	4	28.1
	5	37.8

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%

1. SMOKING AND SMOKEFREE MOVIES RELEASED 1999-2003

OBSERVATIONS: Tobacco permeated youth-rated (G/PG/PG-13) and R-rated movies. Over the five years 1999-2003, nearly 90% (324/371) of R-rated movies included smoking. Just under 80% (260/330) of PG-13 movies included smoking and close to half (35/75) of movies rated G or PG included smoking (TABLE 3). In all, 80% (619/776) of U.S. movies presented tobacco use.

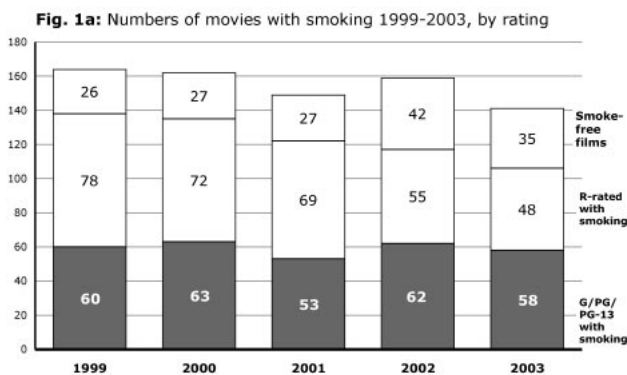
The absolute number of youth-rated releases with smoking remained stable at around 60 films per year. Due to a 38% drop in annual R-rated releases (from 91 in 1999 to 56 in 2003) and a proportionate drop in R-rated movies with smoking, the majority of U.S. movies with smoking were youth-rated by 2002 (FIGURE 1A). PG-13 films with smoking grew from 34% (47/138) of 1999 smoking releases to 49% (52/106) in 2003 (FIGURE 1B). G/PG movies, less than 10% of major studio output in any given year, contributed 6% (6/106) of movies with smoking in 2003 and R-rated movies comprised 45% (48/106).

Table 3: How many movies with smoking?

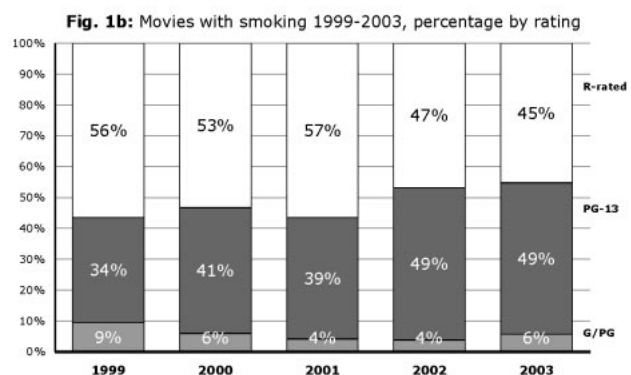
1999-2003 ADJUSTED	Number of movies			% of its releases			Share of category		
	G/PG	PG-13	R	G/PG	PG-13	R	G/PG	PG-13	R
Artisan	0	1	17	0%	100%	92%	0%	0%	5%
Disney	9	49	52	27%	88%	91%	26%	19%	16%
D'Works	2	12	9	50%	83%	95%	6%	5%	3%
Indies	0	6	2	0%	75%	50%	0%	2%	1%
Lions Gate	0	2	18	0%	67%	100%	0%	1%	6%
MGM	3	15	15	33%	78%	88%	9%	6%	5%
News Corp.	2	35	30	19%	84%	91%	6%	13%	9%
Sony	5	45	50	45%	71%	85%	14%	17%	15%
Time Warner	9	42	73	36%	67%	83%	26%	16%	23%
Universal	4	28	24	36%	73%	86%	11%	11%	7%
USA Films	0	0	8	0%	0%	100%	0%	0%	2%
Viacom	1	27	27	22%	84%	83%	3%	10%	8%
Total	35	260	324	47%	79%	87%	100%	100%	100%

RATING REMEDIES: Assuming that producers would remove smoking and other tobacco promotions from an otherwise youth-rated film to avoid an R-rating, over the five years 1999-2003 an R-rating for tobacco use would have had the practical effect of clearing the smoke from 48% (295/619) of all releases with smoking.

STUDIO COMPARISON: Time Warner, Disney and Sony – the three most prolific movie makers in the U.S. – together released 54% (333/619) of all movies with smoking and



The number of G/PG/PG-13 movies with smoking held steady while the number of R-rated releases with smoking dropped 38%.

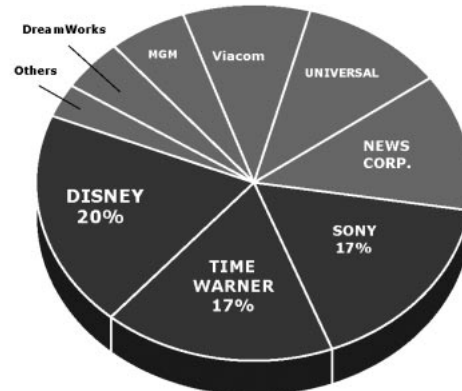


The majority of movies with smoking were youth-rated by 2002.

54% (158/295) of youth-rated movies with smoking (FIGURE 2). Time Warner and Disney between them released more than half (18/35) of all movies with smoking rated G /PG.

Disney topped all other studios in both the number of PG-13 releases with smoking (52) and, at 88% (52/58), the proportion of its PG-13 films that included smoking. While the industry as a whole included smoking in 79% (260/330) of PG-13 movies, more than 80% of PG-13 movies from News Corp. (36/43), Viacom (28/33) and DreamWorks (14/17) included smoking. At 95% (10/11), DreamWorks ranked first in the share of its R-rated releases to include smoking, closely rivaled by News Corp. (31/34) and Disney (56/61) at 91% each.

Fig. 2: Disney, Time Warner and Sony released over half of all youth-rated movies with smoking



By 2003, every major studio’s movies with smoking youth-rated G, PG and PG-13 outnumbered its R-rated movies with smoking, except for Time Warner; its production of R-rated movies with smoking (74) outstripped all other studios over the five years. Time Warner is also unusual in that 60% (3/5) of its 2003 movies rated PG included smoking; only 23% (3/13) of other studios’ PG releases showed smoking in 2003.

2. SMOKING INCIDENTS IN U.S. MOVIES 1999-2003

OBSERVATIONS: In all, the U.S. film industry produced some 5,500 tobacco incidents in movies of all ratings between 1999 and 2003 (TABLE 4).

70% of tobacco incidents (3848/5488) were in R-rated movies; 27% (1486/5488) in PG-13 movies; and 3% (153/5488) in movies rated G/PG (FIGURE 3). Mainly because of a drop in the number of releases rated “R,” share of tobacco incidents found in youth-rated movies has grown (FIGURE 4).

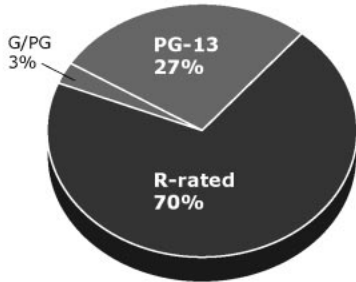
Table 4: How many tobacco incidents in smoking movies?

1999-2003 ADJUSTED	Number of incidents			Average per movie			Share of incidents		
	G/PG	PG-13	R	G/PG	PG-13	R	G/PG	PG-13	R
Artisan	0	7	228	0	7	13	0%	0%	6%
Disney	38	246	730	4	5	13	25%	17%	19%
D'Works	3	68	91	2	5	9	2%	5%	2%
Indies	0	20	10	0	3	5	0%	1%	0%
Lions Gate	0	5	324	0	3	18	0%	0%	8%
MGM	25	87	183	8	6	11	16%	6%	5%
News Corp.	16	171	284	8	5	9	10%	12%	7%
Sony	23	282	474	5	6	9	15%	19%	12%
Time Warner	39	314	781	4	7	11	25%	21%	20%
Universal	7	153	229	2	5	8	5%	10%	6%
USA Films	0	0	250	0	0	31	0%	0%	6%
Viacom	2	133	264	2	5	9	1%	9%	7%
Total	153	1,486	3,848	4.4	5.4	11.3	100%	100%	100%

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 5 to 6 incidents, on average, while those rated “R” included 11 to 12 (FIGURE 5). Multiple regression analysis of the number of incidents per film revealed that there was no significant change in the levels of tobacco incidents over five years ($P=.194$) and that there were significantly fewer incidents in youth-rated films (6.1 incidents lower; $P<.001$).

Fig. 3: 70% of tobacco incidents were R-rated, 1999 through 2003



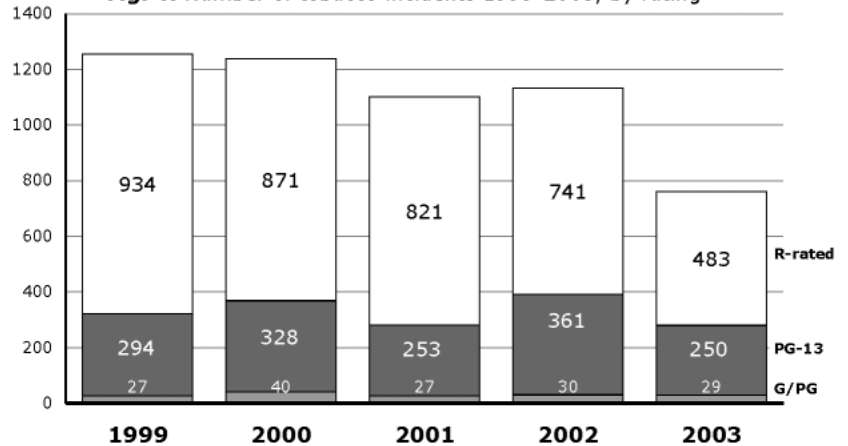
RATING REMEDIES: An R-rating five years ago would have incentivized omission of 30% of all tobacco incidents in U.S. films.

STUDIO COMPARISON: Time Warner, Disney and Sony, which produced or distributed 54% of movies with smoking, account for 53% (2927/5488) of all tobacco incidents.

Their share of studios' tobacco incidents in youth-rated films was higher: 57% (942/1639).

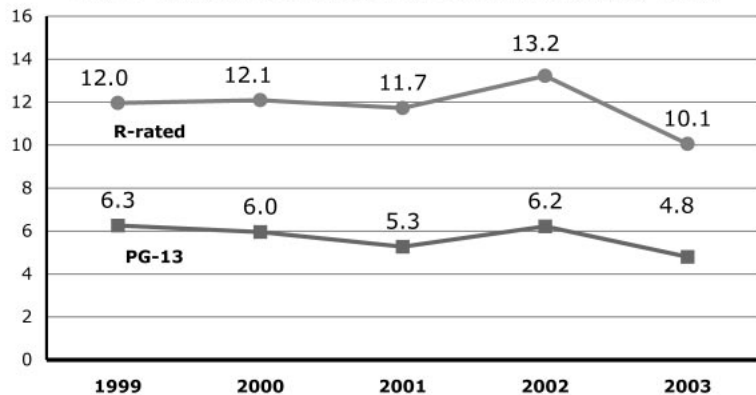
While the industry-wide figure for the number of tobacco incidents found in youth-rated vs. R-rated movies was 30%, many studios exceeded the mean. DreamWorks led all other studios with 44% (71/162). From 34% to 41% of tobacco incidents from Universal(60/389), News Corp. (87/471), Sony (305/779), MGM (12/295), and Viacom (135/399) were also youth-rated.

Fig. 4: Number of tobacco incidents 1999-2003, by rating



While tobacco incidents rated “R” dropped in 2003, youth-rated incidents rose to 37% of the total, highest share in five years.

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



R-rated movies with smoking have twice the tobacco incidents of PG-13 movies. Levels 1999-2003 showed no significant change.

3. TOBACCO IMPRESSIONS AND YOUNG MOVIEGOERS 1999-2003

OBSERVATIONS: With 100 million movie tickets sold every month, half of them to movies rated PG-13 and a third to movies rated G/PG,⁹ thousands of tobacco incidents in hundreds of movies quickly add up to hundreds of millions – and billions – of audience tobacco impressions. A larger proportion of R-rated movies than youth-rated movies include smoking and they carry double the tobacco incidence of youth-rated films, but R-rated movies reach many fewer people than movies rated G, PG and PG-13; they garner only one-fifth of ticket sales.

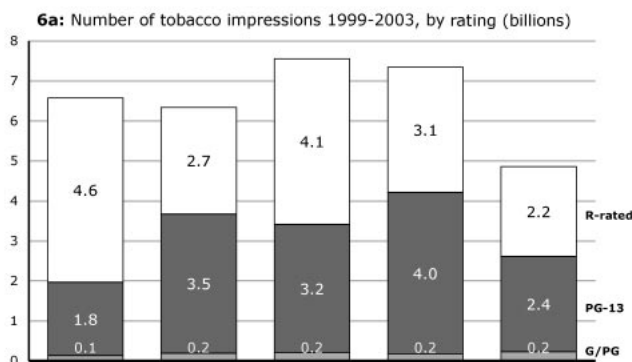
Overall, the U.S. movie industry delivered 32.6 billion tobacco impressions to audiences of all ages from 1999 through 2003 (TABLE 5). 51.5% of tobacco impressions were delivered by R-rated movies (16.8 billion) and 48.5% by youth-rated films (15.8 billion). Tobacco’s shift from R-rated to youth-rated movies noted in other measures also appears here (FIGURES 6A, 6B): for 2002 and 2003 combined, 56% (6.8 billion/12.2 billion) of all tobacco impressions were delivered by films rated G, PG or PG-13.

AUDIENCE COMPOSITION: Based on audience composition data, we can estimate the number of tobacco impressions delivered to children 6-11 and teens 12-17.

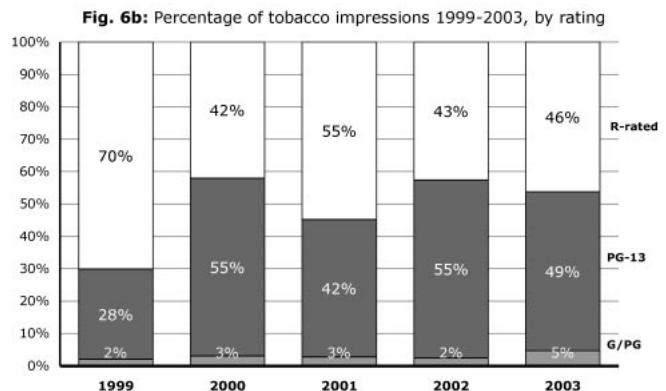
As might be expected, children form almost a quarter of the audience for G/PG movies and teens about 16% (TABLE 2). Together they fill 40% of the seats for those

Table 5: In-theater tobacco impressions by rating (millions)

1999-2003 ADJUSTED	Millions of impressions			Average per film			Share of impressions		
	G/PG	PG-13	R	G/PG	PG-13	R	G/PG	PG-13	R
Artisan	0	0	590	0	0	35	0%	0%	4%
Disney	250	2,208	2,900	28	42	52	27%	15%	17%
D'Works	28	725	611	14	52	61	3%	5%	4%
Indies	0	19	5	0	3	2	0%	0%	0%
Lions Gate	0	2	366	0	1	20	0%	0%	2%
MGM	53	831	707	18	55	44	6%	6%	4%
News Corp.	80	1,516	1,460	0	42	47	9%	10%	9%
Sony	93	2,219	2,125	19	47	41	10%	15%	13%
Time Warner	378	3,736	4,045	42	85	55	40%	25%	24%
Universal	45	2,144	1,579	11	71	58	5%	14%	9%
USA Films	0	0	495	0	0	62	0%	0%	3%
Viacom	14	1,500	1,914	14	54	66	1%	10%	11%
Total	941	14,900	16,797	27	57	52	100%	100%	100%



A 20% drop in tickets sold from 2002 to 2003 (1.36 billion to 1.1 billion) accounts for 60% of the 2003 decline in tobacco impressions.



Youth-rated movies with smoking delivered more than 50% of tobacco impressions in three of the five years between 1999 and 2003.

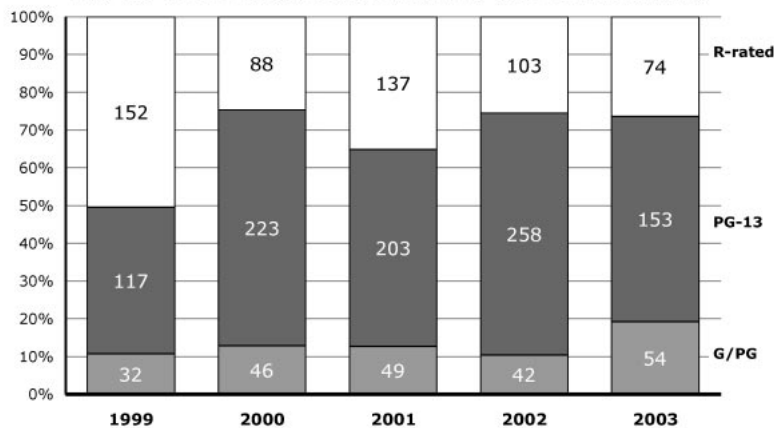
films. Children are a much smaller part of the audience for PG-13 movies and R-rated films. Teens form as big a part of the first-run audience for PG-13 movies (19%) as for R-rated films (21%). But total attendance at R-rated films is 40% of PG-13 films, so fewer than half as many teens 12-17 see R-rated movies in theaters as see movies rated PG-13.

Assigning tobacco impressions, by rating, to child and teen audience components, we calculate that the U.S. movie industry delivered 5% of its tobacco impressions (1.7 billion) to children 6-11 and 20% of its tobacco impressions (6.5 billion) to teens 12-17, for a total of 8.2 billion tobacco impressions in the last five years (TABLE 6). A quarter of all tobacco impressions delivered to theatrical audiences between 1999 and 2003 were delivered to moviegoers younger than eighteen.

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

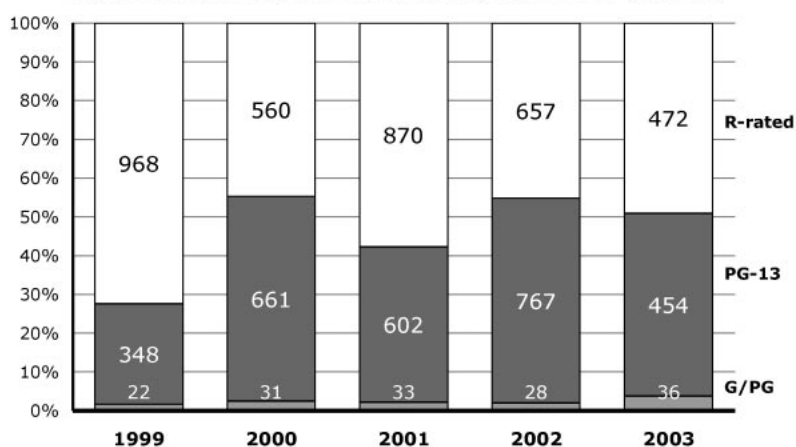
	6 - 11		12 - 17		6 - 17	
G/PG	223	13%	150	2%	372	4.5%
PG-13	954	55%	2,831	44%	3,785	45.9%
R-rated	554	32%	3,527	54%	4,082	49.5%
Total	1,731	100%	6,508	100%	8,239	100%

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



Youth-rated movies delivered more than two out of every three tobacco impressions to children 6-11 over this five-year period.

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



First-run movies delivered four times more tobacco impressions to teens 12-17 than to children 6-11 between 1999 and 2003.

Youth-rated movies with smoking and R-rated movies with smoking each delivered half (4.1 billion/8.2 billion) 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 movies rated PG-13. While teens see about half as many R-rated movies as PG-13 films, the more frequent incidence of tobacco in R-rated movies made them an equal source of tobacco impressions. The magnitude and mix of sources for tobacco impressions is distinctive for children 6-11 and teens 12-17 (FIGURES 7A, 7B).

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, per

capita annual tobacco impressions delivered to teenage audiences are 20% greater than for young adults 18-34 and 75% greater than for children 6-11 (TABLE 7). The 12-17 age range is when virtually all Americans who become smokers begin experimenting with cigarettes. Adolescents, the age group most heavily exposed to tobacco impressions from first-run Hollywood movies, are also the age group most susceptible to begin smoking.

Table 7: Tobacco impression index by age & rating

	G/PG		PG-13		R		Total
6 to 11	9	13%	40	55%	23	32%	72
12 to 17	6	2%	119	44%	148	54%	274
18 to 34	4	2%	95	43%	124	56%	223

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

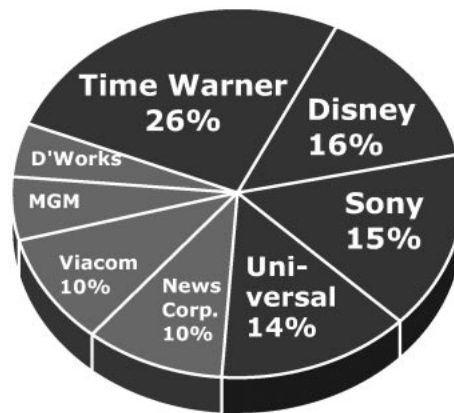
delivered by first-run theatrical movies in a single average year, per capita, whereas Dalton et al. were counting all sources of exposure (in theaters and on video) over 2-3 years.

RATING REMEDIES: An R-rating for smoking would have averted 50.4% (4.16 billion/8.2 billion) of the tobacco impressions delivered to children and teens.

STUDIO COMPARISON: Four companies accounted for over 70% (11 billion/15.8 billion) of tobacco impressions delivered by youth-rated movies (FIGURE 8).

Fig. 8: Four studios account for 71% of G/PG/PG-13 tobacco impressions

Time Warner, Disney, Sony and Viacom accounted for almost two-thirds of all R-rated tobacco impressions (11 billion/16.8 billion). Together, Time Warner, Disney and Sony delivered 57% of impressions to children (1 billion) and 55% of impressions to teens (3.6 billion).



5. 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 have invested millions of dollars since 1990 in educational programs intended to sensitize individuals filmmakers about the problem of smoking in the movies and encourage Hollywood to deal with the problem.

Reflecting strong public concern over the effects of smoking in the movies, several public officials, including 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 failed to have any meaningful effect. After falling from 1950 to 1988, the level of smoking in movies has rebounded. As of 2002, tobacco use in movies had returned to levels last seen in 1950.¹

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 promotion¹¹ 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, it has been shown after controlling for other factors that predict smoking that 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.¹²

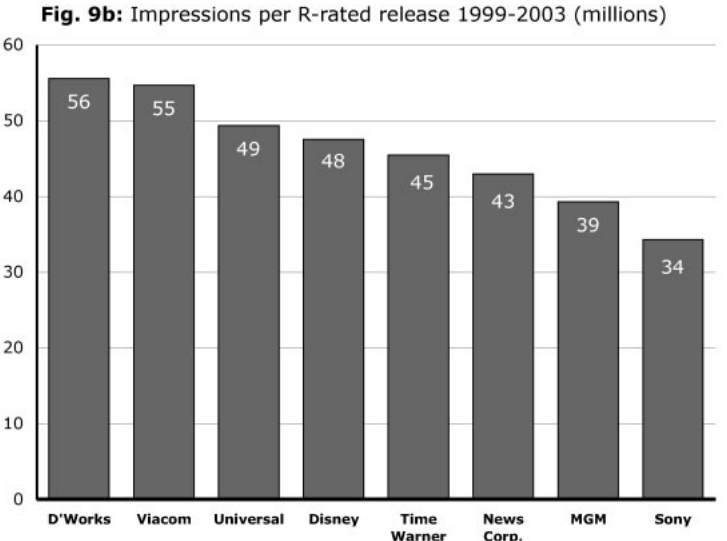
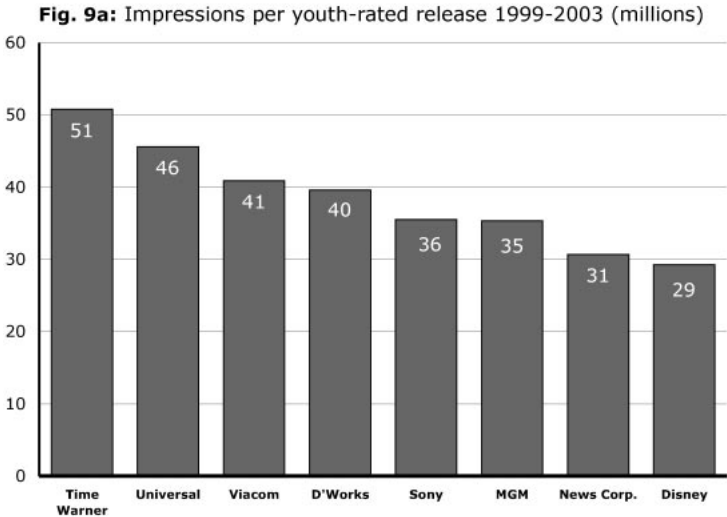
In acknowledgement of the need for a policy-based solution, a wide range of health authorities, including the World Health Organization, the American Medical Association, the American Academy of Pediatrics, the Society for Adolescent Medicine, American Legacy Foundation, the American Heart Association, the Campaign for Tobacco Free Kids and others have endorsed an adult content R-rating for films with smoking or other tobacco use.

In response to the proposal to R-rate smoking, some have suggested the "compromise" of a PG-13 rating 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, and most important, there is very little smoking in G and PG films and few of these films are released to begin with.

If studios had eliminated smoking from all G and PG films made during the five years we studied, it would have cleared tobacco imagery from 5.6% (35/619) of all movies with smoking and reduced the five-year total of tobacco incidents on film by just 3%. Children 6-11 would have avoided 13% of their tobacco impressions at the movie theater while teens would have avoided just 2%. Altogether, such a measure might have averted less than 5% (372 million/8.2 billion) of all the tobacco impressions delivered to children and teens over the five 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 both youth-rated and R-rated movies have been stable over five years, and the percentage of releases with smoking is basically consistent across the U.S. motion picture industry. While there has been a shift away from tobacco-intensive



R-rated releases toward high-grossing PG-13 projects, and a recent slide in first-run ticket sales, no industry commitment to reducing adolescents' exposure to on-screen smoking is visible in this data. 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 adolescent tobacco impressions – and new smokers to the tobacco industry.

Certainly, there are some discernible differences among studios when it comes to tobacco content and tobacco impact. Because there is so much consistency in practice, size (number of releases, box office gross) 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 9A, 9B). Based on the five years 1999-2003, one can expect any new release to theaters from each of these studios to contribute 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, levels of tobacco incidents in its releases with smoking, and its ability to attract large audiences.

A striking way to appreciate the degree to which productivity and reach are factors in media companies' tobacco impact is to rank them by their combined G/PG/PG-13 and R-rated tobacco impressions (FIGURE 10). Note that youth-rated films delivered more tobacco impressions than R-rated movies at six out of the eight major Hollywood studios.

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.

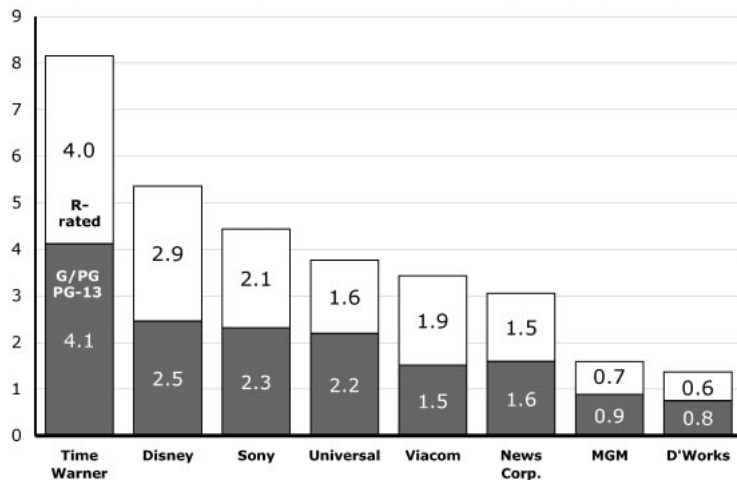
Table 8: Studio share of tobacco impressions, by rating

1999-2003	1999-2003			Delivered to ages 6-17
	G/PG	PG-13	R	
Artisan	0%	0%	4%	2%
Disney	27%	15%	17%	17%
D'Works	3%	5%	4%	4%
Indies	0%	0%	0%	0%
Lions Gate	0%	0%	2%	1%
MGM	6%	6%	4%	5%
News Corp.	8%	10%	9%	9%
Sony	10%	15%	13%	14%
Time Warner	40%	25%	24%	25%
Universal	5%	14%	9%	11%
USA Films	0%	0%	3%	1%
Viacom	1%	10%	11%	10%
Total	100%	100%	100%	100%

Meanwhile, Hollywood's five-year shift toward PG-13 productions 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 preserve the wider audience of a PG-13 release.

The strong association among adolescents between exposure to tobacco use on screen and starting to smoke suggests that current Hollywood practices are initiating

Fig. 10: Tobacco impressions 1999-2003, by rating (billions)



390,000 young people every year into tobacco use and, in that group, eventuating 100,000 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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ACKNOWLEDGMENTS

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APPENDIX 1 | Selected Studio Rankings

A. Number of movies

STUDIO RANK	STUDIO RANK	STUDIO RANK
# of G/PG/PG-13 movies with smoking	% of their PG-13 movies with smoking	Share of G/PG/PG-13 smoking movies
Disney 61	Disney 88%	Disney 20%
Time Warner 53	News Corp. 84%	Time Warner 17%
Sony 52	Viacom 84%	Sony 17%
News Corp. 38	DreamWorks 83%	News Corp. 12%
Universal 34	MGM 78%	Universal 11%
Viacom 29	Universal 73%	Viacom 9%
MGM 18	Sony 71%	MGM 6%
DreamWorks 16	Time Warner 67%	DreamWorks 5%
		Others 3%

B. Tobacco incidents

STUDIO RANK	STUDIO RANK	STUDIO RANK	STUDIO RANK
Total tobacco incidents in smoking movies	Tobacco incidents in G/PG/PG-13 movies	% of all incidents in its G/PG/PG-13 movies	Studio share of all G/PG/PG-13 incidents
Time Warner 1,134	Time Warner 353	DreamWorks 44%	Time Warner 22%
Disney 1,014	Sony 305	Universal 41%	Sony 19%
Sony 779	Disney 284	News Corp. 40%	Disney 17%
News Corp. 471	News Corp. 187	Sony 39%	News Corp. 11%
Viacom 399	Universal 160	MGM 38%	Universal 10%
Universal 389	Viacom 135	Viacom 34%	Viacom 8%
Lions Gate 329	MGM 112	Time Warner 31%	MGM 7%
MGM 295	DreamWorks 71	Disney 28%	DreamWorks 4%
USA Films 250	Others 32	Others 5%	Others 2%
DreamWorks 162			
Indies 30			

C. Tobacco impressions (millions)

STUDIO RANK	STUDIO RANK	STUDIO RANK	STUDIO RANK
Tobacco impressions from R-rated films	Studio shares of R-rated impressions	Tobacco impressions delivered to ages 6-17	
Time Warner 4,045	Time Warner 24%	Time Warner 25%	
Disney 2,900	Disney 17%	Disney 17%	
Sony 2,125	Sony 13%	Sony 14%	
Viacom 1,914	Viacom 11%	Universal 11%	
Universal 1,579	Universal 9%	Viacom 10%	
News Corp. 1,460	News Corp. 9%	News Corp. 9%	
MGM 707	MGM 4%	MGM 5%	
DreamWorks 611	DreamWorks 4%	D'Works 4%	

STUDIO RANK	STUDIO RANK	STUDIO RANK	STUDIO RANK
Tobacco impressions from PG-13 films	Studio shares of PG-13 impressions	Tobacco impressions from G/PG movies	Share of impressions from G/PG movies
Time Warner 3,736	Time Warner 25%	Time Warner 378	Time Warner 40%
Sony 2,219	Sony 15%	Disney 250	Disney 27%
Disney 2,208	Disney 15%	Sony 93	Sony 10%
Universal 2,144	Universal 14%	News Corp. 80	News Corp. 9%
News Corp. 1,516	News Corp. 10%		
Viacom 1,500	Viacom 10%		
MGM 831	MGM 6%		
DreamWorks 725	DreamWorks 5%		

APPENDIX 2 | Data Tables

STUDIO INTENT: Smoking & Smokefree Movies by Rating 1999-2003

	1999					2000					2001					2002					2003					TOTAL											
	G/PG	SM	PG-13	SM	R	G/PG	SM	PG-13	SM	R	G/PG	SM	PG-13	SM	R	G/PG	SM	PG-13	SM	R	G/PG	SM	PG-13	SM	R	G/PG	SM	PG-13	SM	R	G/PG	SM	PG-13	SM	R		
Artisan	0	0	0	0	6	6	0	0	0	6	5	0	0	1	1	4	3	0	0	0	0	0	2	2	0	0	0	1	1	19	17						
Disney	7	5	10	9	16	15	4	2	12	12	10	8	4	0	11	10	11	10	5	1	15	12	15	14	5	1	11	9	9	9	25	9	59	52	61	56	
D'Works	1	1	3	2	2	2	1	1	4	3	5	4	0	0	3	2	1	1	0	0	5	5	1	1	0	0	2	2	2	2	2	2	17	14	11	10	
Indies	0	0	6	4	2	1	2	0	2	2	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	8	6	4	2	
Lions Gate	0	0	0	0	1	1	0	0	2	1	6	6	0	0	0	0	5	5	0	0	0	0	4	4	0	0	1	1	2	2	0	0	3	2	18	18	
MGM	0	0	2	2	5	4	1	1	2	1	2	2	0	0	5	3	3	2	2	1	3	3	5	5	3	1	7	6	3	3	6	3	19	15	18	16	
News Corp.	1	0	9	7	9	7	0	0	8	7	6	6	3	2	8	7	8	8	2	0	10	7	6	5	3	0	8	8	5	5	9	2	43	36	34	31	
Sony	4	3	9	7	16	13	1	1	13	12	11	11	0	0	11	8	13	12	1	1	12	9	10	6	1	0	13	11	12	10	7	5	58	47	62	52	
Time Warner	2	1	10	10	18	16	2	2	16	9	18	15	4	2	11	8	20	17	3	1	17	11	19	15	5	3	11	6	14	11	16	9	65	44	89	74	
Universal	2	2	6	5	7	6	3	1	9	8	6	5	0	0	6	3	7	7	0	0	11	8	4	4	2	1	9	6	8	5	7	4	41	30	32	27	
USA Films	0	0	0	0	1	1	0	0	0	0	3	3	0	0	0	0	4	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8	8
Viacom	1	0	3	3	11	8	1	0	4	4	9	9	1	1	8	8	7	6	1	0	10	7	5	3	0	0	8	6	3	3	4	1	33	28	35	29	
Sum	18	12	58	49	94	80	15	8	72	59	84	75	12	5	64	50	83	75	14	4	83	62	71	59	19	6	70	55	59	51	78	35	347	275	391	340	
(Adjustment)	2	0	2	2	3	2	0	0	5	4	4	3	0	0	3	2	6	5	0	0	4	4	4	3	1	0	3	3	3	3	3	0	17	15	20	16	
Total	16	12	56	47	91	78	15	8	67	55	80	72	12	5	61	48	77	70	14	4	79	58	67	56	18	6	67	52	56	48	75	35	330	260	371	324	

STUDIO PERFORMANCE: Smoking Incidents by Rating 1999-2003

ADJUSTED	1999			2000			2001			2002			2003			TOTAL			
	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	G/PG	PG-13	R	
Artisan	0	0	122	0	0	65	0	7	23	0	0	10	0	0	8	0	0	7	228
Disney	17	60	155	4	52	92	1	36	143	8	71	179	8	26	161	38	246	730	
D'Works	2	9	5	2	16	30	0	15	13	0	24	7	0	5	36	3	68	91	
Indies	0	12	3	0	9	8	0	0	0	0	0	0	0	0	0	0	20	10	
Lions Gate	0	0	81	0	3	108	0	0	39	0	0	21	0	2	76	0	5	324	
MGM	0	9	31	8	3	10	0	38	20	10	16	120	8	22	3	25	87	183	
News Corp.	0	40	109	0	24	57	15	35	55	0	30	41	1	42	22	16	171	284	
Sony	4	68	145	10	73	94	0	31	117	8	57	66	2	53	51	23	282	474	
Time Warner	2	64	125	15	84	132	10	50	250	2	76	216	11	40	58	39	314	781	
Universal	3	25	36	2	32	33	0	20	43	2	53	72	0	22	45	7	153	229	
USA Films	0	0	8	0	0	161	0	0	81	0	0	0	0	0	0	0	0	250	
Viacom	0	8	114	0	33	82	2	20	36	0	35	9	0	38	23	2	133	264	
Total	27	294	934	40	328	871	27	253	821	30	361	741	29	250	483	153	1,486	3,849	

STUDIO IMPACTS: Smoking Impressions by Rating 1999-2003 (Millions)

ADJUSTED	1999			2000			2001			2002			2003			TOTAL		
	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	G/PG	PG-13	R
Artisan	0	0	440	0	0	107	0	0	19	0	0	11	0	0	13	0	0	590
Disney	80	307	417	50	326	467	5	350	645	17	967	562	99	258	808	250	2,208	2,900
D'Works	23	40	73	5	220	150	0	34	157	0	441	119	0	24	112	28	759	611
Indies	0	13	5	0	6	0	0	0	0	0	0	0	0	0	0	0	19	5
Lions Gate	0	0	81	0	1	80	0	0	99	0	0	20	0	1	86	0	2	366
MGM	0	176	141	46	17	17	0	258	233	3	233	301	5	147	16	53	831	707
News Corp.	0	222	421	0	284	485	65	299	200	13	128	278	2	582	76	80	1,516	1,460
Sony	16	168	605	5	585	271	0	166	462	52	827	323	19	472	465	93	2,219	2,125
Time Warner	1	453	942	66	1,262	571	131	1,180	1,186	77	642	847	102	199	499	378	3,736	4,045
Universal	13	385	323	19	280	130	0	544	448	13	563	531	0	372	146	45	2,144	1,579
USA Films	0	0	34	0	0	33	0	0	428	0	0	0	0	0	0	0	0	495
Viacom	3	64	1,129	2	496	357	7	373	267	1	236	133	0	332	28	14	1,500	1,914
Total	135	1,829	4,609	193	3,477	2,669	209	3,204	4,144	177	4,038	3,126	227	2,387	2,249	941	14,935	16,798

APPENDIX 3 | *Unscored Motion Pictures*

REMOVED FROM 1999-2003 DATABASE (34)

SONY

Pandora's Box (2002) R
All the Real Girls (2003) R

VIACOM

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

MGM

Greenfingers (2000) R
The Basket (1999) PG

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
Extreme Days (2001: Providence) PG
God's Army (2000: Excel) PG
Man from Elysian Fields (2001: Samuel Goldwyn) PG-13
Returned Missionary (2003: Halestorm) PG
The Other Side of Heaven (2001: Excel) PG
Tortilla Soup (2001: Samuel Goldwyn) PG-13
Gabriela (2001: Power Point) R
Happy Accidents (2000: IFC) R
L.I.E. (2001: New Yorker) NC-17
Megiddo: The Omega Code (2001: 8X) R
The Business of Strangers (2001: IFC) R
The Fluffer (2001: First Run) R
The Opportunists (2000: First Look) R

LIONS GATE

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

USA FILMS (merged with Universal)

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

APPENDIX 4 | *Film Roster*

STUDIO: DISNEY

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, 2003. Listed by year, by G/PG/PG-13 or R rating, and alphabetically within groups. Movies with smoking are **boldface**.

DISNEY'S 5-YEAR RECORD, 1999-2003

- MOVIES PRODUCED AND/OR DISTRIBUTED: 145
- YOUTH-RATED (G/PG/PG-13): 84 (58%)
- MOVIES WITH SMOKING: 117 (81%)
- R-RATED WITH SMOKING: 92% (56 of 61)
- YOUTH-RATED WITH SMOKING: 73% (61 of 84)
- PG-13 WITH SMOKING: 88% (52 of 59)
- PG WITH SMOKING: 35% (7 of 20)
- G WITH SMOKING: 40% (2 of 5)
- OF DISNEY'S SMOKING MOVIES, 52% WERE YOUTH-RATED

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

Bad Santa (2003) R
Cold Creek Manor (2003) R
Human Stain (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
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
Hours (2002) PG-13 (with Viacom)
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
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
Conf. 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
Others (2001) PG-13
Out Cold (2001) PG-13
Pearl Harbor (2001) PG-13
Princess Diaries (2001) G
Serendipity (2001) PG-13
Spy Kids (2001) PG
Texas Rangers (2001) PG-13

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
Royal Tenenbaums (2001) R
Scary Movie 2 (2001) R
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
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
13th Warrior (1999) R
A Walk on the Moon (1999) R
Bringing Out the Dead (1999) R *(with Viacom)*
Cradle Will Rock (1999) R
Deuce Bigelow (1999) R
Guinevere (1999) R
Holy Smoke (1999) R
In Too Deep (1999) R
Insider (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
Talented Mr. Ripley (1999) R *(with Viacom)*

INDEPENDENTS

Listed by year, by G/PG/PG-13 or R/NC-17 rating, and alphabetically within groups. Movies with smoking are **boldface**.

ARTISAN, DREAMWORKS, LIONS GATE, USA FILMS & INDIES 5-YEAR RECORD, 1999-2003

• MOVIES PRODUCED AND/OR DISTRIBUTED: 93•
YOUTH-RATED (G/PG/PG-13): 33 (35%)

• MOVIES WITH SMOKING: 80 (86%)
• R/NC-17-RATED WITH SMOKING: 92% (55 of 60)•
YOUTH-RATED WITH SMOKING: 76% (25 of 33)
• PG-13 WITH SMOKING: 79% (23 of 29)• PG WITH SMOKING: 67% (2 of 3)
• G-RATED WITH SMOKING: 0% (0 of 1)

• OF INDEPENDENTS' SMOKING MOVIES, 31% WERE YOUTH-RATED

ARTISAN

SMOKING OVERALL: 90% (18 of 20)
SMOKING YOUTH-RATED: 100% (1 of 1)
SMOKING R/NC-17-RATED: 89% (17 of 19)
OF SMOKING MOVIES, 5% WERE YOUTH-RATED

Soul Survivors (2001) PG-13

Blair Witch 2 (2000) R
Blair Witch Project (1999) R
Cecil B. DeMented (2000) R
Chuck & Buck (2000) R
Dr. T & the Women (2000) R
Foolish (1999) R
Ghost Dog (1999) R
House of the Dead (2003) R
Made (2001) R
Nat. Lampoon's Van Wilder (2002) R
Novocaine (2001) R
Requiem for a Dream (2000) NC-17

Roger Dodger (2002) R
Stir of Echoes (1999) R
The Center of the World (2001) NC-17
The Limey (1999) R
The Ninth Gate (1999) R
The Way of the Gun (2000) R
Vanilla Sky (2001) R *(with Viacom)*

DREAMWORKS

SMOKING OVERALL: 87% (26 of 30)
SMOKING YOUTH-RATED: 84% (16 of 19)
SMOKING R-RATED: 91% (10 of 11)
OF SMOKING MOVIES, 62% 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
Evolution (2001) PG-13
Forces of Nature (1999) PG-13
Galaxy Quest (1999) PG
Head of State (2003) PG-13
Hollywood Ending (2002) PG-13
Meet the Parents (2000) PG-13 *(with Universal)*
Small Time Crooks (2000) PG
The Haunting (1999) PG-13
The Legend of Bagger Vance (2000) PG-13
The Love Letter (1999) PG-13
The Ring (2002) 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.)*

Almost Famous (2000) R
American Beauty (1999) R
Anything Else (2003) 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 Mexican (2001) R

INDIES

SMOKING OVERALL: 57% (8 of 14)
SMOKING YOUTH-RATED: 60% (6 of 10)
SMOKING R-RATED: 50% (2 of 4)
OF SMOKING MOVIES, 75% WERE YOUTH-RATED

Beautiful (2000: Destination) PG-13
Catfish in Black Bean Sauce (1999: Phaedra) PG-13
Cookie's Fortune (1999: October) PG-13
Held Up (1999: Trimark) PG-13
Left Behind (2000: Cloud Ten) PG-13
MVP: Most Valuable Primate (2000: Keystone) PG
Omega Code (1999: Providence) PG-13
The Muse (1999: October) PG-13
Thomas and the Magic Railroad (2000: Destination) G
Three Seasons (1999: October) PG-13

Love Stinks (1999: Independent Artists) R
Memento (2000: Newmarket) R
Trippin' (1999: October) R
Whipped (2000: Destination) R

LIONS GATE

SMOKING OVERALL: 95% (20 of 21)
SMOKING YOUTH-RATED: 66% (2 of 3)
SMOKING R-RATED: 100% (18 of 18)
OF SMOKING MOVIES, 10% WERE YOUTH-RATED

Shattered Glass (2003) PG-13
Songcatcher (2000) PG-13
What's Cooking (2000) PG-13

American Psycho (2000) NC-17
But I'm a Cheerleader (2000) R
Confidence (2003) R
Dogma (1999) R
Frailty (2001) R
Grey Zone (2001) R
Jesus' Son (2000) R
Lovely & Amazing (2001) R
Lovely and Amazing (2002) R
Monster's Ball (2001) R
Rules of Attraction (2002) R
Secretary (2002) R
Shadow of the Vampire (2000) R
State Property (2002) R
The Big Kahuna (2000) R
The Golden Bowl (2000) R
The Wash (2001) R
Wonderland (2003) R

USA Films

SMOKING OVERALL: 100% (8 of 8)
SMOKING YOUTH-RATED: None in survey period.
SMOKING R-RATED: 100% (8 of 8)
OF SMOKING MOVIES, NA% WERE YOUTH-RATED

Being John Malkovich (1999) R
Gosford Park (2001) R
Joe Gould's Secret (2000) R
Nurse Betty (2000) R
One Night at McCool's (2001) R
Pitch Black (2000) R
The Man Who Wasn't There (2001) R
Traffic (2001) R

STUDIO: MGM

Listed by year, by G/PG/PG-13 or R rating, and alphabetically within groups. Movies with smoking are boldface.

MGM'S 5-YEAR RECORD, 1999-2003

- MOVIES PRODUCED AND/OR DISTRIBUTED: 43
- YOUTH-RATED (G/PG/PG-13): 25 (58%)
- MOVIES WITH SMOKING: 34 (79%)
- R-RATED WITH SMOKING: 89% (16 of 18)
- YOUTH-RATED WITH SMOKING: 72% (18 of 25)

- PG-13 WITH SMOKING: 79% (15 of 19)
- PG WITH SMOKING: 50% (3 of 6)
- [No G-rated releases in survey period.]
- OF MGM'S SMOKING MOVIES, 53% WERE YOUTH-RATED

YEAR: 2003

SMOKING OVERALL: 77% (10 of 13)
 SMOKING YOUTH-RATED: 70% (7 of 10)
 SMOKING R-RATED: 100% (3 of 3)
 OF SMOKING MOVIES, 70% WERE YOUTH-RATED

A Guy Thing (2003) PG-13

Agent Cody Banks (2003) PG

Bulletproof Monk (2003) PG-13

Good Boy! (2003) PG

It Runs in the Family (2003) PG-13 (with Disney)

Legally Blonde 2 (2003) PG-13

Nicholas Nickleby (2003) PG

Out of Time (2003) PG-13

Pieces of April (2003) PG-13

Uptown Girls (2003) PG-13

Assassination Tango (2003) R

Dark Blue (2003) R

Jeepers Creepers 2 (2003) R

YEAR: 2002

SMOKING OVERALL: 90% (9 of 10)
 SMOKING YOUTH-RATED: 80% (4 of 5)
 SMOKING R-RATED: 100% (5 of 5)
 OF SMOKING MOVIES, 44% WERE YOUTH-RATED

Barbershop (2002) PG-13

Crocodile Hunter (2002) PG

Die Another Day (2002) PG-13

Evelyn (2002) PG

Rollerball (2002) PG-13

Deuces Wild (2002) R

Hart's War (2002) R

Igby Goes Down (2002) R

Red Dragon (2002) R (with Universal)

Windtalkers (2002) R

YEAR: 2001

SMOKING OVERALL: 62% (5 of 8)
 SMOKING YOUTH-RATED: 60% (3 of 5)
 SMOKING R-RATED: 67% (2 of 3)
 OF SMOKING MOVIES, 60% WERE YOUTH-RATED

Antitrust (2001) PG-13

Bandits (2001) PG-13

Heartbreakers (2001) PG-13

Legally Blonde (2001) PG-13

What's the Worst That Could Happen? (2001) PG-13

Hannibal (2001) R (with Universal)

Jeepers Creepers (2001) R

Original Sin (2001) R

YEAR: 2000

SMOKING OVERALL: 80% (4 of 5)
 SMOKING YOUTH-RATED: 67% (2 of 3)
 SMOKING R-RATED: 100% (2 of 2)
 OF SMOKING MOVIES, 50% WERE YOUTH-RATED

Return to Me (2000) PG

Autumn in New York (2000) PG-13

Supernova (2000) PG-13

3 Strikes (2000) R

Ghost World (2000) R

YEAR: 1999

SMOKING OVERALL: 86% (6 of 7)
 SMOKING YOUTH-RATED: 100% (2 of 2)
 SMOKING R-RATED: 80% (4 of 5)
 OF SMOKING MOVIES, 33% WERE YOUTH RATED

At First Sight (1999) PG-13

World Is Not Enough (1999) PG-13

Flawless (1999) R

Mod Squad (1999) R

Rage: Carrie 2 (1999) R

Stigmata (1999) R

Thomas Crown Affair (1999) R

MEDIA GROUP: NEWS CORP.

Listed by year, by G/PG/PG-13 or R rating, and alphabetically within groups. Movies with smoking are **boldface**.

NEWS CORP.'S 5-YEAR RECORD, 1999-2003

- MOVIES PRODUCED AND/OR DISTRIBUTED: 86
- YOUTH-RATED (G/PG/PG-13): 52 (60%)

- MOVIES WITH SMOKING: 69 (80%)
- R-RATED WITH SMOKING: 91% (31 of 34)
- YOUTH-RATED WITH SMOKING: 73% (38 of 52)
- PG-13 WITH SMOKING: 84% (36 of 43)
- PG WITH SMOKING: 22% (2 of 9)
- [No G-rated releases in survey period.]

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

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
Revenous (1999) R
Simpatico (1999) R
Thin Red Line (1999) R

MEDIA GROUP: SONY

Listed by year, by G/PG/PG-13 or R rating, and alphabetically within groups. Movies with smoking are **boldface**.

SONY'S 5-YEAR RECORD, 1999-2003

- MOVIES PRODUCED AND/OR DISTRIBUTED: 127
- YOUTH-RATED (G/PG/PG-13): 65 (51%)
- MOVIES WITH SMOKING: 104 (82%)
- R-RATED WITH SMOKING: 84% (52 of 62)
- YOUTH-RATED WITH SMOKING: 80% (52 of 65)
- PG-13 WITH SMOKING: 81% (47 of 58)
- PG WITH SMOKING: 60% (3 of 5)
- G WITH SMOKING: 100% (2 of 2)
- OF SONY'S SMOKING MOVIES, 50% WERE YOUTH-RATED

YEAR: 2003

SMOKING OVERALL: 81% (21 of 26)
 SMOKING YOUTH-RATED: 79% (11 of 14)
 SMOKING R-RATED: 83% (10 of 12)
 OF SMOKING MOVIES, 52% WERE YOUTH-RATED

Anger Management (2003) PG-13
Big Fish (2003) PG-13
Charlie's Angels 2 (2003) PG-13
 Daddy Day Care (2003) PG (with News Corp.)
 Darkness Falls (2003) PG-13
Hollywood Homicide (2003) PG-13
Masked and Anonymous (2003) PG-13
Medallion (2003) PG-13
Mona Lisa Smile (2003) PG-13
 National Security (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

Bad Boys 2 (2003) R
Basic (2003) R
 Gigli (2003) R
Gothika (2003) R (with Time Warner)
Identity (2003) R
In the Cut (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: 70% (16 of 23)
 SMOKING YOUTH-RATED: 77% (10 of 13)
 SMOKING R-RATED: 60% (6 of 10)
 OF SMOKING MOVIES, 62% WERE YOUTH-RATED

Enough (2002) PG-13
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
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
Black Hawk Down (2002) R
Panic Room (2002) R
 Punch-Drunk Love (2002) R (with Time Warner)
 Resident Evil (2002) R
Slackers (2002) R
 Sweetest Thing (2002) R
Swept Away (2002) R
 Trapped (2002) R

YEAR: 2001

SMOKING OVERALL: 83% (20 of 24)
 SMOKING YOUTH-RATED: 73% (8 of 11)
 SMOKING R-RATED: 92% (12 of 13)
 OF SMOKING MOVIES, 40% WERE YOUTH-RATED

A Knight's Tale (2001) PG-13
America's Sweethearts (2001) PG-13
Animal (2001) PG-13
Glass House (2001) PG-13
Glitter (2001) PG-13 (with News Corp.)
Joe Dirt (2001) PG-13
Just Visiting (2001) PG-13 (with Disney)
 One (2001) PG-13
 Riding in Cars with Boys (2001) PG-13
Saving Silverman (2001) PG-13
Wedding Planner (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
Not Another Teen Movie (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: 96% (24 of 25)
 SMOKING YOUTH-RATED: 93% (13 of 14)
 SMOKING R-RATED: 100% (11 of 11)
 OF SMOKING MOVIES, 52% WERE YOUTH-RATED

6th Day (2000) PG-13
28 Days (2000) PG-13
All the Pretty Horses (2000) PG-13 (with Disney)
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
Losers (2000) PG-13
Vertical Limit (2000) PG-13
Whatever It Takes (2000) PG-13

Bossa Nova (2000) R
Broken Hearts Club (2000) R
Erin Brockovich (2000) R (with Universal)
 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: 79% (23 of 29)
SMOKING YOUTH-RATED: 77% (10 of 13)
SMOKING R-RATED: 81% (13 of 16)
OF SMOKING MOVIES, 43% WERE YOUTH RATED

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

8MM (1999) R
Arlington Road (1999) R
Bone Collector (1999) R *(with Universal)*
Cruel Intentions (1999) R
End of the Affair (1999) R
Girl, Interrupted (1999) R
Gloria (1999) R
Go (1999) R
Idle Hands (1999) R
Jawbreaker (1999) R
Limbo (1999) R
Random Hearts (1999) R
Third Miracle (1999) R
Thirteenth Floor (1999) R
Twin Falls Idaho (1999) R
Universal Soldier: Return (1999) R

MEDIA GROUP: TIME WARNER

Listed by year, by G/PG/PG-13 or R rating, and alphabetically within groups. Movies with smoking are **boldface**.

TIME WARNER'S 5-YEAR RECORD, 1999-2003

- MOVIES PRODUCED AND/OR DISTRIBUTED: 170
- YOUTH-RATED (G/PG/PG-13): 81 (48%)
- MOVIES WITH SMOKING: 127 (75%)
- R-RATED WITH SMOKING: 83% (74 of 89)
- YOUTH-RATED WITH SMOKING: 65% (53 of 81)
- PG-13 WITH SMOKING: 68% (44 of 65)
- PG WITH SMOKING: 56% (9 of 16)
- [No G-rated releases in survey period.]
- OF TIMEWARNER'S SMOKING MOVIES, 42% WERE YOUTH-RATED

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 Dumberer (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

STUDIO: UNIVERSAL

Listed by year, by PG/PG-13 or R rating, alphabetically within groups. Movies with smoking are **boldface**.

UNIVERSAL'S 5-YEAR RECORD, 1999-2003

- MOVIES PRODUCED AND/OR DISTRIBUTED: 80
- YOUTH-RATED (G/PG/PG-13): 48 (60%)
- MOVIES WITH SMOKING: 61 (76%)
- R-RATED WITH SMOKING: 84% (27 of 32)
- YOUTH-RATED WITH SMOKING: 71% (34 of 48)
- PG-13 WITH SMOKING: 73% (30 of 41)
- PG WITH SMOKING: 57% (4 of 7)
- [No G-rated releases in survey period.]
- OF UNIVERSAL'S SMOKING MOVIES, 55% WERE YOUTH-RATED

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: 77% (10 of 13)
SMOKING YOUTH-RATED: 50% (3 of 6)
SMOKING R-RATED: 100% (7 of 7)
OF SMOKING MOVIES, 33% 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
Hannibal (2001) R (with MGM)
How High (2001) R
Mulholland Dr. (2001) R (with Disney)
Spy Game (2001) R

YEAR: 2000

SMOKING OVERALL: 78% (14 of 18)
SMOKING YOUTH-RATED: 75% (9 of 12)
SMOKING R-RATED: 83% (5 of 6)
OF SMOKING MOVIES, 64% 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
Man on the Moon (2000) R
Watcher (2000) R

YEAR: 1999

SMOKING OVERALL: 87% (13 of 15)
SMOKING YOUTH-RATED: 87% (7 of 8)
SMOKING R-RATED: 86% (6 of 7)

OF SMOKING MOVIES, 54% 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
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

MEDIA GROUP: VIACOM (National Amusements)

Listed by year, by G/PG/PG-13 or R rating, and alphabetically within groups. Movies with smoking are **boldface**.

VIACOM'S 5-YEAR RECORD, 1999-2003

- MOVIES PRODUCED AND/OR DISTRIBUTED: 72
- YOUTH-RATED (G/PG/PG-13): 37 (51%)
- MOVIES WITH SMOKING: 58 (81%)
- R-RATED WITH SMOKING: 83% (29 of 35)
- YOUTH-RATED WITH SMOKING: 78% (29 of 37)
- PG-13 WITH SMOKING: 82% (27 of 33)
- PG WITH SMOKING: 50% (2 of 4)
- [No G-rated releases in survey period.]
- OF VIACOM'S SMOKING MOVIES, 50% WERE YOUTH-RATED

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

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