

Countries subsidizing top-grossing films, 2008-10

Country	Total subsidy (\$ millions)	Films with smoking	% for smoking films
1 Australia	77.4	34.6	45%
2 Canada (3 provs)	397.8	113.3	28%
3 Czech Republic	42.3	25.3	60%
4 France	30.6	20.9	68%
5 Germany	75.4	67.1	89%
6 Hungary	11.7	11.7	100%
7 Ireland	4.8	0	0%
8 Italy	32.4	32.4	100%
9 Luxembourg	7.0	0	0%
10 Mexico	15.0	0	0%
11 New Zealand	93.0	51.2	55%
12 South Africa	6.3	0	0%
13 United Kingdom	297.0	131.2	44%
14 USA (15 states)	1,307.0	653.3	50%
	2,397.7	1,141.0	48%

Compiled June 2011 by Onbeyond LLC for UCSF CTCRE based on published film budgets and primary locations (IMDbPro.com); subsidy rates (program web sites), tobacco content status (scenesmoking.org), and estimates of the in-country spend qualifying for subsidy using graduated percentages (95% to 50%) for different sizes of production budgets (<\$10 million to >\$100 million).

Note that many of these countries, including the US, spend more than the totals estimated here on tax credits and spending rebates for movies and other media productions not defined as top-grossing films (among the top 10 in any week of first-run theatrical release). Straight-to-video, uncompleted or unreleased films, and subsidized television series, may also include tobacco imagery.