

CORPORATE GROUP: GENERAL ELECTRIC (NBC Universal)

Survey includes: All live-action, English-language, US-produced theatrical features grossing at least \$500,000 produced and/or distributed by General Electric subsidiaries (includes USA Films). Grouped by year, by PG/PG-13 or R rating, alphabetically within groups. Movies with tobacco imagery are **boldface**.

Note: NBC Universal is slated to be acquired by Comcast in 2010.

UNIVERSAL'S 11-YEAR RECORD, 1999-2009

- MOVIES PRODUCED AND/OR DISTRIBUTED: 220
 - YOUTH-RATED (G/PG/PG-13): 119 (54%)
- MOVIES WITH SMOKING: 169 (77%)
 - R-RATED WITH SMOKING: 89% (90 of 101)
 - YOUTH-RATED WITH SMOKING: 66% (79 of 119)
 - PG-13 WITH SMOKING: 70% (71 of 101)
 - PG WITH SMOKING: 47% (7 of 15)
 - G WITH SMOKING: 33% (1 of 3)
- OF UNIVERSAL'S SMOKING MOVIES, 47% WERE YOUTH-RATED

YEAR: 2009

SMOKING OVERALL: 53% (9 OF 17)
SMOKING YOUTH-RATED: 45% (5 of 11)
SMOKING R-RATED: 66% (4 OF 6)
OF SMOKING MOVIES, 56% WERE YOUTH-RATED

Coraline (2009) PG
9 (2009) PG-13
Cirque du Freak: The Vampire's Assistant (2009) PG-13
Couples Retreat (2009) PG-13
Drag Me to Hell (2009) PG-13
Duplicity (2009) PG-13
Fast and Furious (2009) PG-13
Fourth Kind, The (2009) PG-13
Land of the Lost (2009) PG-13
Love Happens (2009) PG-13
State of Play (2009) PG-13

Away We Go (2009) R
Bruno (2009) R
Funny People (2009) R
It's Complicated (2009) R
Public Enemies (2009) R
Taking Woodstock (2009) R

YEAR: 2008

SMOKING OVERALL: 73% (19 OF 26)
 SMOKING YOUTH-RATED: 64% (9 of 14)
 SMOKING R-RATED: 83% (10 OF 12)
 OF SMOKING MOVIES, 47% WERE YOUTH-RATED

Baby Mama (2008) PG-13
Definitely, Maybe (2008) PG-13
Express, The (2008) PG
Flash of Genius (2008) PG-13
Hellboy II: The Golden Army (2008) PG-13
Incredible Hulk, The (2008) PG-13
Leatherheads (2008) PG-13
Mamma Mia! (2008) PG-13
Miss Pettigrew (2008) PG-13
 Mummy: Tomb...Emperor, The (2008) PG-13
 Other Boleyn Girl, The (2008) PG-13
 Pirates Who Don't Do Anything, The (2008) G
 Tale of Despereaux, The (2008) G
 Welcome Home Roscoe Jenkins (2008) PG-13

Burn After Reading (2008) R
Changeling (2008) R
Death Race (2008) R
Doomsday (2008) R
 Forgetting Sarah Marshall (2008) R
Frost/Nixon (2008) R
Hamlet 2 (2008) R
In Bruges (2008) R
Milk (2008) R
 Role Models (2008) R
Strangers, The (2008) R
Wanted (2008) R

YEAR: 2007

SMOKING OVERALL: 77% (20 OF 26)
 SMOKING YOUTH-RATED: 50% (5 OF 10)
 SMOKING R-RATED: 94% (15 OF 16)
 OF SMOKING MOVIES, 25% WERE YOUTH-RATED

Balls of Fury (2007) PG-13
 Because I Said So (2007) PG-13
 Bourne Ultimatum, The (2007) PG-13
 Breach (2007) PG-13
Elizabeth: The Golden Age (2007) PG-13
 Evan Almighty (2007) PG
Evening (2007) PG-13

I Now Pronounce You Chuck and Larry (2007) PG-13

Mr. Bean's Holiday (2007) G

Sydney White (2007) PG-13

Alpha Dog (2007) R

American Gangster (2007) R

Atonement (2007) R

Charlie Wilson's War (2007) R

Children of Men (2007) R

Dead Silence (2007) R

Eastern Promises (2007) R

Georgia Rule (2007) R

Hitcher, The (2007) R

Hot Fuzz (2007) R

Illegal Tender (2007) R

Kingdom, The (2007) R

Kingdom, The (2007) R

Knocked Up (2007) R

Smokin' Aces (2007) R

YEAR: 2006

SMOKING OVERALL: 83% (20 OF 24)

SMOKING YOUTH-RATED: 75% (9 OF 12)

SMOKING R-RATED: 92% (11 OF 12)

OF SMOKING MOVIES, 45% WERE YOUTH-RATED

Accepted (2006) PG-13

American Dreamz (2006) PG-13

Break-Up, The (2006) PG-13

Catch a Fire (2006) PG-13

Fast and the Furious 3 (2006) PG-13

Fearless (2006) PG-13

Man of the Year (2006) PG-13

Nanny McPhee (2006) PG

Return, The (2006) PG-13

Scoop (2006) PG-13

Something New (2006) PG-13

You, Me and Dupree (2006) PG-13

United 93 (2006) R

The Black Dahlia (2006) R

Block Party (2006) R

Brick (2006) R

The Good Shepherd (2006) R

Hollywoodland (2006) R

Idlewild (2006) R

Inside Man (2006) R

Let's Go to Prison (2006) R

Miami Vice (2006) R

Slither (2006) R

Waist Deep (2006) R

YEAR: 2005

SMOKING OVERALL: 86% (19 OF 22)
 SMOKING YOUTH-RATED: 75% (9 OF 12)
 SMOKING R-RATED: 100% (10 OF 10)
 OF SMOKING MOVIES, 47% WERE YOUTH-RATED

Cinderella Man (2005) PG-13

Cry_Wolf (2005) PG-13

In Good Company (2005) PG-13**Kicking & Screaming (2005) PG****King Kong (2005) PG-13****Prime (2005) PG-13****Serenity (2005) PG-13****The Interpreter (2005) PG-13**

The Perfect Man (2005) PG

The Skeleton Key (2005) PG-13**The Wedding Date (2005) PG-13**

White Noise (2005) PG-13

40 Year Old Virgin (2005) R**Assault on Precinct 13 (2005) R****Brokeback Mountain (2005) R (with Viacom)****Broken Flowers (2005) R****Doom (2005) R****Jarhead (2005) R****Land of the Dead (2005) R****The Ice Harvest (2005) R****Two for the Money (2005) R****Unleashed (2005) R****YEAR: 2004**

SMOKING OVERALL: 76% (13 OF 17)
 SMOKING YOUTH-RATED: 62% (8 OF 12)
 SMOKING R-RATED: 100% (5 OF 5)
 OF SMOKING MOVIES, 62% WERE YOUTH-RATED

Thunderbirds (2004) PG

Peter Pan (2004) PG (with Sony)

Along Came Polly (2004) PG-13

Connie and Carla (2004) PG-13

Meet the Fockers (2004) PG-13

Bourne Supremacy (2004) PG-13**Chronicles of Riddick (2004) PG-13****Friday Night Lights (2004) PG-13****In Good Company (2004) PG-13****Ray (2004) PG-13****Van Helsing (2004) PG-13****Vanity Fair (2004) PG-13**

Bridget Jones: Edge of Reason (2004) R
Dawn of the Dead (2004) R
Door in the Floor (2004) R
Eternal Sunshine of the Spotless Mind (2004) R
Seed of Chucky (2004) R

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: 82% (14 of 17)
 SMOKING YOUTH-RATED: 50% (3 of 6)
 SMOKING R-RATED: 100% (11 of 11)
 OF SMOKING MOVIES, 21% 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
Gosford Park (2001) R
Hannibal (2001) R *(with MGM)*
How High (2001) R
Man Who Wasn't There (2001) R
Mulholland Dr. (2001) R *(with Disney)*
One Night at McCool's (2001) R
Spy Game (2001) R
Traffic (2001) R

YEAR: 2000

SMOKING OVERALL: 81% (17 of 21)
 SMOKING YOUTH-RATED: 75% (9 of 12)
 SMOKING R-RATED: 89% (8 of 9)
 OF SMOKING MOVIES, 53% 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

Joe Gould's Secret (2000) R

Nurse Betty (2000) R

Man on the Moon (2000) R

Pitch Black (2000) R

Watcher (2000) R

YEAR: 1999

SMOKING OVERALL: 88% (14 of 16)

SMOKING YOUTH-RATED: 88% (7 of 8)

SMOKING R-RATED: 88% (7 of 8)

OF SMOKING MOVIES, 50% 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

Being John Malkovich (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

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