

### MAJOR STUDIO PERFORMANCE (1999-2003)

STUDIO	Total Films	Total w/Tob. Use	Total Y-Rated	Total R-Rated	"R" w/Tob. Use	Y-RATED w/Tob. Use	Total PG-13	PG-13 w/Tob. Use	Total PG	PG w/Tob. Use	Total G	G w/Tob. Use	% Total w/Tob. Use	% "R" w/Tob. Use	% "PG-13" w/Tob. Use	% "PG" w/Tob. Use
TimeWarner	173	130	82	91	76	54	65	44	17	10	0	0	75%	84%	68%	59%
Disney	146	117	84	62	56	61	60	53	19	6	5	2	80%	90%	88%	32%
Sony	126	100	63	63	51	49	56	44	5	3	2	2	79%	81%	79%	60%
News Corp.	86	68	53	33	30	38	44	36	9	2	0	0	79%	91%	82%	22%
Viacom	76	59	40	36	29	30	36	28	4	2	0	0	78%	81%	78%	50%
Universal	74	55	46	28	24	31	39	27	7	4	0	0	74%	86%	69%	57%
MGM	44	34	26	18	16	18	19	15	7	3	0	0	77%	89%	79%	43%
OVERALL	725	563	394	331	282	281	319	247	68	30	7	4	78%	85%	77%	44%
(ADJUSTED)	703	544	383	320	272	272	309	238	67	30	7	4	77%	85%	77%	45%

### MAJOR STUDIO SHARES OF EACH CATEGORY ABOVE

TimeWarner	25%	24%	21%	28%	28%	20%	21%	18%	25%	33%	0%	0%
Disney	21%	22%	22%	19%	21%	22%	19%	22%	28%	20%	71%	50%
Sony	18%	18%	16%	20%	19%	18%	18%	18%	7%	10%	29%	50%
News Corp.	12%	13%	14%	10%	11%	14%	14%	15%	13%	7%	0%	0%
Viacom	11%	11%	10%	11%	11%	11%	12%	12%	6%	7%	0%	0%
Universal	11%	10%	12%	9%	9%	11%	13%	11%	10%	13%	0%	0%
MGM	6%	6%	7%	6%	6%	6%	6%	6%	10%	10%	0%	0%

### % OF ITS YOUTH-RATED FILMS w/ TOBACCO USE

	1999	2000	2001	2002	2003
TimeWarner	92%	61%	67%	60%	56%
Disney	82%	88%	67%	67%	60%
Sony	77%	92%	70%	77%	71%
News Corp.	70%	88%	75%	58%	73%
Viacom	100%	80%	82%	67%	67%
Universal	83%	75%	50%	73%	55%
MGM	67%	67%	60%	80%	70%
<b>AVERAGE</b>	<b>82%</b>	<b>79%</b>	<b>67%</b>	<b>69%</b>	<b>65%</b>

### NUMBER OF ITS YOUTH-RATED FILMS w/ TOBACCO USE

	1999	2000	2001	2002	2003
TimeWarner	12	11	10	12	9
Disney	14	14	10	14	9
Sony	10	12	7	10	10
News Corp.	7	7	9	7	8
Viacom	4	4	9	7	6
Universal	5	9	3	8	6
MGM	2	2	3	4	7
TOTAL	54	59	51	62	55
(ADJUSTED)	53	59	49	58	53
TOT Y (ADJ)	65	75	72	89	82
<b>% OF TOT Y</b>	<b>82%</b>	<b>79%</b>	<b>68%</b>	<b>65%</b>	<b>65%</b>

**NOTE** that the downward trend in the *percentage* of G/PG/PG-13 movies that portray tobacco use, 1999-2003, is because the studios are releasing more youth-rated films, not fewer films portraying tobacco use. The adjusted (real) number of smoking youth-rated movies shows no downward trend over five years.

### KEY POINTS:

Over the last five years, the seven major studios — Warner Bros., Disney, Columbia, Fox, Paramount, Universal, MGM and their affiliates — have released some 700 movies. More than three-quarters of all their movies (77%) show tobacco use. And half of smoking movies are rated G, PG, or PG-13. The major studios are remarkably consistent in how many of their movies portray tobacco use.

No matter how large or small a studio's output, 80-90% of its R-rated motion pictures showed tobacco use. Of major studio productions rated PG-13, some 70-80% showed tobacco use — with the exception of The Walt Disney Company. Almost 90% of its PG-13 movies included tobacco in the past five years.

Smoking in PG movies shows more spread: from about one in five movies from Fox (News Corp.) to three in every five from Warner, Sony and Universal. Overall, the major studios have portrayed tobacco use in 45% — almost half — of movies rated PG and over half — 57% of their handful of G-rated movies.

The three most prolific studios in America — TimeWarner, Disney and Sony (Columbia) — also contribute the most to kids' exposure to smoking on the movie screen (and on video). These three companies alone brought us 60% of all youth-rated movies that portray smoking.

**ADJUSTED:** 22 of the movies surveyed to two (unrelated) studios. 19 of these 22 use. Studio "rows" accurately reflect each row or releases. "Column" totals, which come from the output of the seven major studios, are adjusted because motion pictures are not counted twice.

**Note:** Of 703 movies surveyed (live-action English-language theatrical features grossing \$500,000, produced and/or distributed by one of the seven major studios between 12/25/1999 and 12/25/2003), nine do not have their smoking status clearly marked (smokefree pending review credited to Viacom (three PG-13, one R); Universal; one PG to TimeWarner; one PG to MGM; and an R-rated film to Sony).

### UPDATED 1/16/2004

Compiled by Smoke Free Movies, a project of the Tobacco Control Research and Education Center, University of California-San Francisco. Five-year studio tobacco status) at smokefreemovies.ucsf.edu

SOURCES: IMDbPro.com and screenit.com

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