

## MEDIA GROUP: VIACOM

Survey includes: All live-action, English-language, US-produced theatrical features grossing at least \$500,000 produced and/or distributed by Viacom subsidiaries. (Includes DreamWorks in 2006-7.) Listed by year, by G/PG/PG-13 or R rating, alphabetically within groups. Movies with tobacco imagery are **boldface**.

### VIACOM'S 11-YEAR RECORD, 1999-2009

- MOVIES PRODUCED AND/OR DISTRIBUTED: 167
    - YOUTH-RATED (G/PG/PG-13): 96 (57%)
  - MOVIES WITH SMOKING: 122 (73%)
    - R-RATED WITH SMOKING: 86% (61 of 71)
    - YOUTH-RATED WITH SMOKING: 64% (61 of 96)
      - PG-13 WITH SMOKING: 73% (58 of 79)
      - PG WITH SMOKING: 18% (3 of 17)
      - [No G-rated live-action releases in survey period.]
  - OF VIACOM'S SMOKING MOVIES, 50% WERE YOUTH-RATED
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### YEAR: 2009

SMOKING OVERALL: 18% (2 of 11)  
SMOKING YOUTH-RATED: 0% (0 of 7)  
SMOKING R-RATED: 50% (2 of 4)  
OF SMOKING MOVIES, 0% WERE YOUTH-RATED

Hotel for Dogs (2009) PG  
Imagine That (2009) PG  
Monsters vs. Aliens (2009) PG  
Dance Flick (2009) PG-13  
G.I. Joe: Rise of the Cobra (2009) PG-13  
Star Trek (2009) PG-13  
Transformers: The Revenge of the Fallen (2009) PG-13

#### **Defiance (2009) R**

Paranormal Activity (2009) R  
**The Goods: Live Hard, Sell Hard (2009) R**  
Up in the Air (2009) R

### YEAR: 2008

SMOKING OVERALL: 68% (13 of 19)  
SMOKING YOUTH-RATED: 64% (9 of 14)  
SMOKING R-RATED: 80% (4 of 5)  
OF SMOKING MOVIES, 69% WERE YOUTH-RATED

Kung Fu Panda (2008) PG  
 Madagascar: Escape 2 Africa (2008) PG  
 Spiderwick Chronicles, The (2008) PG  
 Cloverfield (2008) PG-13  
 Eagle Eye (2008) PG-13  
**Curious Case of Benjamin Button, The (2008) PG-13**  
**Drillbit Taylor (2008) PG-13**  
**Duchess, The (2008) PG-13**  
**Ghost Town (2008) PG-13**  
**Indiana Jones and...Chrystal Skull (2008) PG-13**  
**Iron Man (2008) PG-13**  
**Love Guru, The (2008) PG-13**  
**Shine a Light (2008) PG-13**  
**Son of Rambow (2008) PG-13**

Ruins, The (2008) R  
**Stop-Loss (2008) R**  
**Tropic Thunder (2008) R**  
**Defiance (2008) R**  
**Strange Wilderness (2008) R**

#### **YEAR: 2007**

SMOKING OVERALL: 76% (16 of 21)  
 SMOKING YOUTH-RATED: 58% (7 of 12)  
 SMOKING R-RATED: 100% (9 of 9)  
 OF SMOKING MOVIES, 44% WERE YOUTH-RATED

**Bee Movie (2007) PG**  
 Beowulf (2007) PG-13  
**Blades of Glory (2007) PG-13**  
 Disturbia (2007) PG-13  
 Freedom Writers (2007) PG-13  
**Hot Rod (2007) PG-13**  
**Kite Runner, The (2007) PG-13**  
**Next (2007) PG-13**  
**Norbit (2007) PG-13**  
 Shrek the Third (2007) PG  
**Stardust (2007) PG-13**  
 Transformers (2007) PG-13

**Black Snake Moan (2007) R**  
**Heartbreak Kid, The (2007) R**  
**Into the Wild (2007) R**  
**Margot at the Wedding (2007) R**  
**Mighty Heart, A (2007) R**  
**Shooter (2007) R**  
**Sweeney Todd: The Demon Barber of Fleet Street (2007) R**  
**Things We Lost in the Fire (2007) R**  
**Zodiac (2007) R**

**YEAR: 2006**

SMOKING OVERALL: 75% (9 of 12)  
 SMOKING YOUTH-RATED: 57% (4 of 7)  
 SMOKING R-RATED: 100% (5 of 5)  
 OF SMOKING MOVIES, 44% WERE YOUTH-RATED

**Dreamgirls (2006) PG-13**

Failure to Launch (2006) PG-13

**Last Holiday (2006) PG-13****Mission: Impossible III (2006) PG-13**

Nacho Libre (2006) PG

She's the Man (2006) PG-13

**World Trade Center (2006) PG-13****Ask the Dust (2006) R****Babel (2006) R****Jackass 2 (2006) R****Last Kiss, The (2006) R****Match Point (2006) R****YEAR: 2005**

SMOKING OVERALL: 86% (12 of 14)  
 SMOKING YOUTH-RATED: 78% (7 of 9)  
 SMOKING R-RATED: 100% (5 of 5)  
 OF SMOKING MOVIES, 58% WERE YOUTH-RATED

Aeon Flux (2005) PG-13

**Bad News Bears (2005) PG-13****Coach Carter (2005) PG-13****Elizabethtown (2005) PG-13****Sahara (2005) PG-13****The Honeyymooners (2005) PG-13****The Longest Yard (2005) PG-13 (with Sony)**

War of the Worlds (2005) PG-13

**Yours, Mine and Ours (2005) PG-13 (with Sony)****Brokeback Mountain (2005) R (with GE)****Four Brothers (2005) R****Get Rich or Die Tryin' (2005) R****Hustle & Flow (2005) R****The Weatherman (2005) R**

**YEAR: 2004**

SMOKING OVERALL: 67% (12 of 18)  
 SMOKING YOUTH-RATED: 50% (5 of 10)  
 SMOKING R-RATED: 88% (7 of 8)  
 OF SMOKING MOVIES, 42% WERE YOUTH-RATED

**Against the Ropes (2004) PG-13**

Lemony Snicket (2004) PG *(with DreamWorks)*

Mean Girls (2004) PG-13

Napoleon Dynamite (2004) PG *(with News Corp.)*

**Paycheck (2004) PG-13** *(with DreamWorks)*

**Perfect Score (2004) PG-13**

Sky Captain and the World of Tomorrow (2004) PG

**Stepford Wives (2004) PG-13** *(with DreamWorks)*

The Prince and Me (2004) PG *(with Lions Gate)*

**Without a Paddle (2004) PG-13**

**Alfie (2004) R**

Collateral (2004) R *(with DreamWorks)*

**Man on Fire (2004) R** *(with News Corp.)*

**Mean Creek (2004) R**

**Suspect Zero (2004) R**

**Team America: World Police (2004) R**

**The Manchurian Candidate (2004) R**

**Twisted (2004) R**

**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**

Lara Croft: Cradle of Life (2003) PG-13

**School of Rock (2003) PG-13**

**The Italian Job (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

Abandon (2002) PG-13  
 Clockstoppers (2002) PG  
 Crossroads (2002) PG-13  
**Extreme Ops (2002) PG-13**  
**Four Feathers (2002) PG-13** (*with Disney*)  
**K-19: The Widowmaker (2002) PG-13**  
**Orange County (2002) PG-13**  
**Serving Sara (2002) PG-13**  
 Star Trek: Nemesis (2002) PG-13  
**Sum of All Fears (2002) PG-13**  
**The Hours (2002) PG-13** (*with Disney*)

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**  
**My First Mister (2001) R**  
**Score (2001) R**  
**Sidewalks of New York (2001) R**  
**The Gift (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**

**Lucky Numbers (2000) R**

**Rules of Engagement (2000) R**

**Shaft (2000) R**

**The Ladies Man (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)*

**The 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**

**Payback (1999) R**

Sleepy Hollow (1999) R

**Sunshine (1999) R**

**The General's Daughter (1999) R**

**The Talented Mr. Ripley (1999) R** *(with Disney)*

The Wood (1999) R

Varsity Blues (1999) R

**SOURCES:** [imdbPro.com](http://imdbPro.com), [screenit.com](http://screenit.com), [scenesmoking.org](http://scenesmoking.org)