

VIACOM: PARAMOUNT PICTURES

Survey includes: Feature films ranking among top ten in domestic box office gross in any week of first-run theatrical release, produced and/or distributed by Viacom subsidiaries. (Includes DreamWorks 2006-7.) Listed by year, by G/PG/PG-13 or R rating, alphabetically within groups. Movies with tobacco imagery are **boldface**.

PARAMOUNT'S 13-YEAR RECORD, 1999-2011

- MOVIES PRODUCED AND/OR DISTRIBUTED: 195
 - YOUTH-RATED (G/PG/PG-13): 125 (64%)
 - MOVIES WITH SMOKING: 135 (69%)
 - R-RATED WITH SMOKING: 81% (65 of 80)
 - YOUTH-RATED WITH SMOKING: 61% (70 of 115)
 - PG-13 WITH SMOKING: 72% (64 of 89)
 - PG WITH SMOKING: 20% (5 of 25)
 - G WITH SMOKING: 100% (1 of 1)
 - OF VIACOM'S SMOKING MOVIES, 52% WERE YOUTH-RATED
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YEAR: 2011

SMOKING OVERALL: 50% (7 of 14)
SMOKING YOUTH-RATED: 55% (6 of 11)
SMOKING R-RATED: 33% (1 of 3)
OF SMOKING MOVIES, 86% WERE YOUTH-RATED

Justin Beiber: Never Say Never (2011) G

Rango (2011) PG

Kung Fu Panda 2 (2011) PG

Puss in Boots (2011) PG

Hugo (2011) PG

Thor (2011) PG-13

Super 8 (2011) PG-13

Transformers: Dark of the Moon (2011) PG-13

Captain America: The First Avenger (2011) PG-13

Footloose (2011) PG-13

Mission: Impossible - Ghost Protocol (2011) PG-13

No Strings Attached (2011) R

Paranormal Activity 3 (2011) R

Young Adult (2011) R

YEAR: 2010

SMOKING OVERALL: 43% (6 of 14)
 SMOKING YOUTH-RATED: 38% (3 of 8)
 SMOKING R-RATED: 50% (3 of 6)
 OF SMOKING MOVIES, 50% WERE YOUTH-RATED

How to Train Your Dragon (2010) PG
 Shrek Forever After (2010) PG
 The Last Airbender (2010) PG
 Megamind (2010) PG
 Iron Man 2 (2010) PG-13

Dinner for Schmucks (2010) PG-13

Morning Glory (2010) PG-13

True Grit (2010) PG-13

She's Out of My League (2010) R
 Case 39 (2010) R
 Paranormal Activity 2 (2010) R

Shutter Island (2010) R

Jackass 3D (2010) R

The Fighter (2010) R

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 Honeymooners (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, screenit.com, scenesmoking.org