First-Run Smoking Presentations
in U.S. Movies 1999-2006

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EXECUTIVE SUMMARY

Smoking among American adults fell by half between 1950 and 2002, yet smoking on U.S. movie screens reached historic heights in 2002, topping levels observed a half century earlier. Tobacco’s comeback in movies has serious public health implications, because smoking on screen stimulates adolescents to start smoking, accounting for an estimated 52% of adolescent smoking initiation.

Equally important, researchers have observed a dose-response relationship between teens’ exposure to on-screen smoking and smoking initiation: the greater teens’ exposure to smoking in movies, the more likely they are to start smoking. Conversely, if their exposure to smoking in movies were reduced, proportionately fewer teens would likely start smoking.

To track smoking trends at the movies, previous analyses have studied the U.S. motion picture industry’s top-grossing films with the heaviest advertising support, deepest audience penetration, and highest box office earnings. This report is unique in examining the U.S. movie industry’s total output, and also in identifying smoking movies, tobacco incidents, and tobacco impressions with the companies that produced and/or distributed the films — and with their parent corporations, which claim responsibility for tobacco content choices. Examining Hollywood’s product line-up, before and after the public voted at the box office, sheds light on individual studios’ content decisions and industry-wide production patterns amenable to policy reform.

We surveyed all U.S.-produced live action films released to theaters in the eight years between December 25, 1998, and December 24, 2006, and offer three different measures of smoking in movies:

1. INTENTION: Number of films that include smoking (and those smokefree) by year, Motion Picture Association of America (MPAA) age-classification, and the corporation responsible;

2. PERFORMANCE: Number of smoking incidents in these films (an index of smoking intensity) by year, MPAA age-classification, and corporation responsible;

3. IMPACT: Number of smoking impressions (each film’s smoking incidents x tickets sold) delivered to theatrical audiences overall, to children aged 6-11, and to teens aged 12-17, by year, MPAA age-classification, and corporation responsible.

Because exposure to smoking in movies accounts for about half of smoking initiation by U.S. adolescents, we pay particular attention to smoking in movies rated G/PG and PG-13 and to the effect of the proposed R-rating for tobacco use on screen.

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Key Findings

Analysis of 1,261 live-action U.S. movies released in the eight years 1999-2006 established that:

- Since 1999, 75% of all U.S. live-action films (950/1261) have featured tobacco use: 88% of R-rated films (471/536), 75% of PG-13 movies (421/565), and 36% of G/PG movies (58/160).

- Since 1999, half (479/950) of all films with tobacco were youth-rated G/PG (n=58) or PG-13 (n=421).

- Three media companies — Sony, Disney, and Time Warner — accounted for 58% (279/479) of all youth-rated movies with tobacco. Sony, Disney, Time Warner, and General Electric together accounted for 77% (17.2 billion/22.4 billion) of all the estimated tobacco impressions delivered by youth-rated movies.

- Among the six major studios, the percentage of live-action G/PG films with tobacco ranged between 8% (News Corp.: 2/24) and 61% (Sony: 14/22); of PG-13 movies between 65% (Time Warner: 66/102) and 81% (Viacom: 43/53; Disney: 74/92); and of R-rated films between 85% (Time Warner: 104/123) and 92% (Disney: 72/78).

- Individual R-rated movies with tobacco use averaged more than twice as many tobacco incidents as did the average PG-13 movie with tobacco use (12 vs. 6). R-rated incidents increased by 70% between 2003 and 2006 (483 in 2003; 822 in 2006).

- Overall, there were 93% (1163/1255) as many tobacco incidents in 2006 releases as in 1999; yet PG-13 incidents were up 7% (314 vs. 294). G/PG-rated incidents peaked in 2005 (n=64); in 2006, there were as many as in 1999 (n=27).

- Half of all tobacco impressions on theater audiences were delivered by G/PG/PG-13 movies in 2006 (2.53 billion vs. 2.56 billion from R-rated films), up sharply from 30% in 1999, mainly because the number of releases rated “R” has dropped. In absolute terms, the number of tobacco impressions from youth-rated films was 29% higher in 2006 (2.53 billion) over 1999 (1.96 billion); tobacco impressions from R-rated movies was 44% lower (2.56 billion from 4.61 billion).

- The U.S. movie industry delivered an estimated 44.5 billion first-run theatrical tobacco impressions to audiences of all ages over the past eight years. A quarter of these impressions — 11.3 billion evenly divided between youth-rated and R-rated movies — were delivered to children 6-11 (2.4 billion) and teens 12-17 (8.8 billion). While tobacco impressions delivered to theatrical audiences declined by 21% between 1999 and 2006, due mainly to the decline in R-rated releases, total exposure would need to take into account original and repeat viewings through other, rapidly-expanding film media: DVDs, cable and satellite services, on-demand, and broadband download.
• An index capturing the number of tobacco impressions delivered per paid admission to a North American movie theater, based on 1999-2006 data, finds: a movie ticket to a live-action G/PG-rated movie bought one tobacco impression; a ticket to a PG-13 feature bought 4.3 tobacco impressions; and a ticket to an R-rated film bought 8.5 tobacco impressions. Impressions per G/PG ticket dropped 39% between 1999 and 2006, but increased by 7% and 15% for PG-13 and R-rated films, respectively, over the same period.

• Two media companies, Disney and Time Warner, have published policies on tobacco content. No substantial change in their PG-13 tobacco content is apparent since 2005. However, every major studio except Sony kept its live-action G/PG movies smokefree in 2006. If this pattern persists, it indicates that deliberate policies are now in place (published or not) among several studios that succeed in changing production practice over an entire rating class. Unfortunately, even 100% smokefree G/PG movies will reduce adolescent exposure to on-screen tobacco imagery by 2% or less.

• Over the past eight years, rating on-screen smoking “R” would have reduced children’s and teens’ first-run theatrical exposure to tobacco impressions, strongly associated with teens’ smoking initiation, by at least 50%. Using peer-reviewed data as the basis for the projection, a policy to rate smoking in movies “R” in place since 1999 could have prevented an estimated 1.5 million U.S. adolescents from starting to smoke and averted 400,000 future tobacco deaths.

M E T H O D S

HOW THE SAMPLE WAS ASSEMBLED: U.S. produced, English language, live action (or live-with-animation) theatrical feature films released between December 25, 1998, and December 24, 2006, and grossing at least $500,000 at the box office, were identified using the Internet Movie Database (www.imdbPro.com accessed October 1, 2003, to February 1, 2007). This subscription site’s “advanced search” features enabled screening by release date, box office minimum, and production and/or distribution company. MPAA ratings, corporate participation, and box office details for individual titles were researched in the same database.

In all, 1306 films were identified. The smoking status of 45 films could not be confirmed and they were dropped from the analysis; 77% (30/45) of these films are smaller “indie” productions, while the others were niche films from larger studios. Almost half were youth-rated (see Appendix 2). Their $85.7 million in box office receipts amount to 0.15% of the $56.3 billion box office reported for the eight year sample.

Of the 1261 motion pictures retained, 62 films are co-credited because more than one major studio participated in production or U.S. distribution. (For example, 2005's Brokeback Mountain was a co-production of (GE) Universal's Focus Features and Viacom's Paramount.) Each corporate parent is given full credit for a co-produced film in
its individual track record, but totals and summaries by year, by rating, and by smoking status are adjusted to prevent double counting of films. Half the credit for a film is allocated to each studio when calculating each studio’s share of total tobacco incidents and impressions.

TOBACCO INCIDENTS: The smoking content of each film in the eight-year sample had been evaluated by the parental review and screening service at ScreenIt.com (accessed October 1, 2003, to February 1, 2007). ScreenIt rates smoking and other film content in these terms:

- NONE [0]: No content at all in this category.
- MINOR [1]: Just a few incidents, or ones with little or no impact.
- MILD [2]: Many incidents such as 3 “s” words or students smoking several times during the movie.
- MODERATE [3]: More than just occasional scenes in the category. This rating may raise a warning flag for you.
- HEAVY [4]: Many scenes in the category. Steady drinking and frequent drunken behavior throughout a movie would be rated this way.
- EXTREME [5]: The movie is full of such scenes in the category. The “Die Hard” type action films (with lots of shooting and deaths) are usually extreme in the violence category.⁶

To convert these qualitative descriptions to quantitative estimates, we cross tabulated the number of smoking incidents in 601 high-grossing films released 1988-1999, as measured by the Department of Pediatrics at Dartmouth Medical School, with ScreenIt’s ratings. ScreenIt’s database included 389 of the 601 films Dartmouth analyzed.

A two-way analysis of variance revealed statistically significant differences in the number of tobacco incidents, as measured by Dartmouth, among ScreenIt’s categories (P<.001) and between MPAA youth-rated (G/PG/PG-13) vs. R-rated films (P<.001), with a significant interaction between ScreenIt’s rating and the MPAA rating (P<.001). We used the average number of incidents observed by Dartmouth investigators as a function of ScreenIt and MPAA rating, and applied these counts to each film (TABLE 1).

TOBACCO IMPRESSIONS: To ascertain how many times each movie was viewed in its “domestic” (U.S. and Canada) theatrical run, box office gross amounts reported on imdbPro.com were divided by the average price of a U.S. movie ticket in the year of the film’s release, reported by the National Association of Theatre Owners.⁸ The number of in-theater
viewings for each film was then multiplied by the film’s assigned tobacco incidents to yield counts of tobacco impressions reliable when aggregated by year, rating or studio.

Statistics for movie attendance, by rating and by age, assembled by Nielsen Media Research,$^9$ were employed to estimate tobacco impressions delivered to children 6-11, teens 12-17, and young adults 18-34. Total tobacco impressions by rating were multiplied by the fraction of the audience made up of each age group (TABLE 2) to find the number of impressions delivered to children, teens, and young adults by G/PG, PG-13, and R-rated movies with smoking. Results were summed for each studio, by year, and reported as aggregate results.

We also estimated per capita tobacco impressions delivered to children 6-11, teens 12-17, and young adults 18-34. To compare these age groups, we divided total tobacco impressions delivered in the so-called “domestic” market for each group by the age group’s U.S. and Canadian population in 2002,$^{10}$ midway through the 1999-2006 time period, to produce comparable per capita estimates.

LIMITATIONS: Keep in mind several limitations associated with the tobacco incident procedure when interpreting this report’s tables and graphs. First, the Dartmouth investigators evaluated a sample of top-grossing films released 1988-1999, whereas we applied the average number of tobacco incidents that they observed to all films released 1999-2006. This procedure assumes that the application of ScreenIt’s qualitative descriptors remained consistent throughout this entire period.

Second, there will be a random element in applying these averages to particular movies, so we do not report quantitative estimates of the number of tobacco incidents for individual movies. Using this procedure in the aggregate over all films produced by a given studio in a given year, however, should give reasonable estimates of the total number of smoking incidents.
1. SMOKING AND SMOKEFREE MOVIES RELEASED 1999-2006

OBSERVATIONS: Tobacco permeated youth-rated (G/PG/PG-13) and R-rated movies. Over the eight years 1999-2006, nearly 90% (471/536) of R-rated movies included smoking. Three-quarters (421/565) of PG-13 movies included smoking and more than a third (58/160) of movies rated G or PG included smoking (TABLE 3). In all, 75% (950/1261) of U.S. movies presented tobacco use.

The absolute number of youth-rated releases with smoking remained stable at around 60 films per year. Due to a drop in annual releases rated “R” (from 91 in 1999 to 46 in 2005) and a proportionate drop in R-rated movies with smoking, the majority of U.S. movies with smoking were youth-rated by 2002 (FIGURE 1A). The share of movies with smoking that were youth-rated expanded from 43% (59/137) in 1999 to 58% in 2004 and 2005 (64/110, 62/106) (FIGURE 1B). Youth-rated movies with tobacco were the majority in 2006 as well, despite a 30% jump in R-rated movies with tobacco over the year before (APPENDIX 1: DATA TABLES).

RATING REMEDIES: Assuming producers would bar smoking and other tobacco promotions from an otherwise youth-rated film to avoid an R-rating, over the eight years 1999-2006 an R-rating for tobacco use would have had the practical effect of clearing the smoke from 50% (479/950) of all releases with smoking.

Possible exceptions to R-rating policy: Some of the 6% (29/479) of youth-rated movies with smoking 1999-2006 that included the phrase “based on a true story” in the credits might have depicted actual historical figures who smoked. None of the 479 youth-rated films with tobacco in this survey period depicted the dire health consequences of tobacco use.

STUDIO COMPARISON: Sony, Time Warner, and Disney — the three most prolific U.S. movie makers, listed in order of their contribution — together released 56% (535/950, adjusted for co-productions) of all movies with smoking and 58% (279/479) of youth-rated movies with smoking (FIGURE 2). Disney, Time Warner, and Sony have accounted for 76% (44/58) of all movies with smoking rated G/PG.

*Viacom acquired DreamWorks SKG in 2006. We separately track its 1999-2005 film catalog, bought by Soros Strategic Partners LP and Dune Entertainment II LLC.
Sony topped all other studios in the number of PG-13 releases with smoking (n=93). At 81%, Viacom’s (43/53) and Lions Gate’s (12/15) PG-13 releases were most likely to feature tobacco. Time Warner was the only studio whose PG-13 films 1999-2006 were more than 30% likely (36/102) to be tobacco-free; still, two out of three of its PG-13 titles included smoking overall. The share of Time Warner’s PG-13 movies that included tobacco was higher in 2006 (8/12) than in 2005 (5/13).

Every major studio’s G, PG and PG-13 movies with smoking outnumbered its R-rated movies with smoking, except for Time Warner (78 to 104) and Lions Gate (22 to 30). Sony’s youth-rated films with tobacco outnumbered its R-rated movies with tobacco by a 45% margin (107 to 74)

The sole indication that the film industry is reacting to calls to clear smoking from youth-rated films is the sharp drop in smoking films rated G/PG in 2006, when every major studio except Sony kept its G/PG live-action films smokefree for the first time since at least 1999. Impact on adolescent exposure, if this persists, will be minimal, because there are historically few live-action G/PG films with tobacco and they account for trivial incidence (Figure 3). The development does suggest that the major studios can eliminate tobacco content in entire rating categories once they conclude that it is in their interest.

![Fig. 3: Only 3% of tobacco incidents were rated G/PG, 1999-2006. 68% were already rated "R."](image)

![Fig. 4: Number of tobacco incidents 1999-2006, by rating](image)

![Fig. 5: Average tobacco incidents per movie with smoking, by rating](image)
2. SMOKING INCIDENTS IN U.S. MOVIES 1999-2006

OBSERVATIONS: In all, the U.S. film industry produced 8,400 tobacco incidents in movies of all ratings between 1999 and 2006 (TABLE 4).

Sixty-eight percent of tobacco incidents (5726/8400) were in R-rated movies; 29% (2401/8400) in PG-13 movies; and 3% (273/8400) in movies rated G/PG (FIGURE 3). R-rated incidents have fluctuated with the annual number of releases rated “R,” while the number of youth-rated incidents has remained about 300 a year (FIGURE 4).

Across ratings, films with tobacco averaged 8.8 tobacco incidents. There was no significant trend (P=.886) over the period 1999-2006, but the 9.8 incidents per 2006 film was the highest in the eight years studied (data in Appendix 1: Data Tables).

As other analysts have noted, the number of tobacco incidents (tobacco use, brand displays and signage) consistently differs by MPAA rating. In this analysis, individual PG-13 movies with smoking showed 6 incidents, on average, while those rated “R” included 12 (TABLE 4). There is no significant trend (P=.099) over time in the average number of tobacco incidents per film within each rating group. R-rated films had an average of 6.9 more incidents than youth rated (G/PG/PG-13) movies (P<.005). The results for 2006 within each rating were not significantly different from the average number of incidents for the years 1999-2005.

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<th>Table 4: How many tobacco incidents in smoking movies?</th>
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Fig. 6a: Number of tobacco impressions 1999-2006, by rating (billions)

Despite Hollywood’s box office problems, youth-rated films with smoking consistently deliver about 2.5 billion tobacco impressions annually.

Fig. 6b: Percentage of tobacco impressions 1999-2006, by rating

Over the past eight years, half of tobacco impressions were delivered to theater audiences by youth-rated movies, half by R-rated films.
RATING REMEDIES: An R-rating for tobacco eight years ago would have incentivized the omission of nearly one-third (2674/8400) of all tobacco incidents in U.S. films.

STUDIO COMPARISON: While the industry-wide figure for the share of tobacco incidents found in youth-rated vs. R-rated movies was 32%, certain studios exceeded the mean: about 40% of both News Corp.'s and Sony’s tobacco incidents occurred in their youth-rated movies.

Among the major studios, GE (Universal) led with an average of 11.7 tobacco incidents per film with tobacco, followed by Time Warner (9.5) and Sony (9.4). With most of its releases R-rated, Lions Gate (16.9) edged Weinstein (13.3) among the smaller producer-distributors. News Corporation (Fox) and DreamWorks SKG (1999-2005) were lowest of all companies, with about 6.6 and 6.5 incidents per film with tobacco, on average.

3. TOBACCO IMPRESSIONS AND YOUNG MOVIEGOERS 1999-2006

OBSERVATIONS: With 100 million movie tickets sold every month — 1.3 million to G-rated live action films, 14.4 million to PG-rated movies, 55.2 million to PG-13 films, and 30 million to R-rated films — thousands of tobacco incidents in hundreds of movies quickly add up to hundreds of millions, then billions, of estimated tobacco impressions.
Overall, the U.S. movie industry delivered 44.5 billion tobacco impressions to audiences of all ages from 1999 through 2006 (TABLE 5). 49.7% of tobacco impressions (22.1 billion) were delivered by R-rated movies and 50.3% (22.4 billion) by youth-rated films. Just 3% (1.5 billion) tobacco impressions were delivered by G and PG live-action movies. Youth-rated films have consistently delivered some 2.5 billion tobacco impressions since 2003 (FIGURE 6A) and about half of all tobacco impressions since 1999 (FIGURE 6B). Fluctuation in total annual tobacco impressions are mainly explained by the changing mix of films released by major studios: the number of R-rated films released annually fell by half (from 91 to 46) between 1999 and 2005.

**AUDIENCE COMPOSITION:** Based on audience composition data, we can estimate the number of tobacco impressions delivered to children 6-11 and teens 12-17. As might be expected, children 6-11 and their parents are about half of the audience for G/PG movies; teens only 16% (TABLE 2).

Children 6-11 are a much smaller part of the PG-13 and R-rated audience: fewer than 10%. In contrast, teens form as large a part of the first-run theater audience for PG-13 movies (19%) as for R-rated films (21%). But total attendance at R-rated films is about half (46%) as large as for PG-13 films, so teens 12-17 actually see half as many R-rated films in theaters as they see PG-13 films.

Assigning tobacco impressions, by rating, to child and teen audience components, we calculate that the U.S. movie industry delivered 5.4% (2.4 billion) of its tobacco impressions to children 6-11 and 19.9% (8.8 billion) of its tobacco impressions to teens 12-17, for a total of 11.3 billion tobacco impressions over the last eight years (TABLE 6). One-quarter of all tobacco impressions delivered to theatrical audiences between 1999 and 2006 were delivered to moviegoers younger than eighteen.

Youth-rated movies with smoking and R-rated movies with smoking each delivered half (5.9 billion/11.3 billion and 5.4 billion/11.3 billion, respectively) of first-run theatrical tobacco impressions to children and teens 6-17. Movies rated G/PG delivered one-tenth as many tobacco impressions to young people as did movies rated PG-13 (587 million/5.3 billion). While teens see about half as many R-rated movies as PG-13 films, R-rated films’ heavier incidence of tobacco imagery made them an equal source of tobacco impressions for teens. The magnitude and mix of sources for tobacco impressions are distinctive for children 6-11 and for teens 12-17 (FIGURES 7A, 7B).
Nielsen’s audience composition data suggests that adolescents not only receive more tobacco impressions than children, but they are also more exposed than adults. Since teens go to the movies in greater numbers than young adults 18-34, yet attend a similar rating-mix of movies, calculated per capita annual tobacco impressions delivered in the domestic (U.S. and Canada) film market to teenage audiences are 18% greater than for young adults 18-34 and more than three times greater than for children 6-11 (TABLE 7). The adolescent years are when most North Americans who become smokers begin experimenting with cigarettes. It also is the time period when they are most heavily exposed to on-screen tobacco imagery.

Note that the figures in this comparison are lower than the exposures to tobacco incidents in 601 top-grossing films estimated by Dalton et al. for teens 10-14. Our age-group comparative index is made up solely of tobacco impressions delivered by first-run theatrical movies in a single average year, per capita, whereas Dalton et al. were counting all sources of exposure (in theaters and on television and video) over 2-3 years.

**Fig. 9a:** Tobacco impressions per paid admission, by rating

**Fig. 9b:** Impressions per paid admission under three tobacco-rating scenarios

**STUDIO COMPARISON:**
Four media companies accounted for more than 75% (17.5/22.4 billion) of tobacco impressions delivered by youth-rated movies (FIGURE 8): Time Warner and Sony (each with 5.2 billion, or 23% of the 22.4 billion total 1999-2006), General Electric (3.6 billion, 16%), and Disney (3.2 billion, 14%). Time Warner led the pack in R-rated tobacco impressions (5.8 billion, or 26% of the 22.1 billion total 1999-2006), followed by Disney (3.7 billion, 17%), General Electric (3 billion, 14%) and Sony (2.8 billion, 13%).

**RATING REMEDIES:** An R-rating in force for smoking since 1999 would have averted 50.4% (5.9 billion/11.3 billion) of the tobacco impressions.
delivered to children and teens in movie theaters. To test other proposals, we constructed an index of tobacco impressions per paid admission (Figure 9A), which captures the tobacco exposure “risk” for moviegoers in any given year. Obtained by dividing the number of tobacco impressions by the number of paid admissions in each rating class annually, results by rating are weighted by the share of admissions to each ratings class to produce a “combined” result.

As Figure 9B shows, smokefree G/PG films (“Scenario #2,” noting tobacco use in PG-13 ratings) would make almost no difference to audience risk, while smokefree G/PG/PG-13 movies (“Scenario #3,” incentivized by rating tobacco “R”) would have reduced all moviegoers’ tobacco exposure risk by 49% (index 2.63/5.14).

5. IS HOLLYWOOD CHANGING?

TWO MEDIA COMPANIES that own major studio operations, The Disney Company in October, 2004, and Time Warner in 2005, responded to mounting public pressure by publishing statements on smoking in their movies. Disney’s statement is typical of both:

The Walt Disney Company is aware of recent studies suggesting a relationship between the depiction of smoking in movies and increases in adolescent smoking. While these studies do not demonstrate that all depictions of smoking in movies have an effect on adolescent smoking, they do raise important concerns about the depiction of smoking in movies. The Walt Disney Company shares these concerns and actively looks for ways to limit the depiction of smoking in movies marketed to youth. Our practices currently include the following:

- Disney has determined not to depict smoking in movies produced by the Company that carry the Disney brand, except in limited circumstances.
- For movies produced by Disney in the United States for the Touchstone label, Disney strongly discourages the depiction of smoking in movies primarily marketed to youth and seeks to limit the depiction of smoking in movies marketed to mixed audiences.
- For movies produced outside the United States or where Disney’s influence over the content of films is limited (such as movies co-produced by Disney and movies produced by others that are distributed by Disney), Disney seeks to discourage depiction of smoking where we believe it is appropriate and practical to do so.

In seeking to limit the depiction of smoking, Disney must also consider the creative vision of directors, actors and others involved in the creative process. We regularly and clearly convey our concerns regarding the depiction of smoking to the creative community, but we also seek to respect their views when they honestly believe that the depiction of smoking is important to a movie. We expect our practices to evolve as we gain more experience in resolving the tensions between the concerns over the depiction of smoking and the needs of the creative process.11
Has Disney’s policy made a difference? In 2006, 15-27 months after the policy was announced, 38% (6/16) of the company’s youth-rated live action movies featured tobacco, down from 53% (9/15) in 2005 and 59% (13/22) in 2004. The decline from 2005 is attributable mainly to the elimination of smoking in Disney’s G/PG live action films — to zero in 2006 from 44% (4/9) in 2004 and 43% (3/7) in 2005 — not to any reduction in the absolute number of Disney PG-13 releases with tobacco (see below).

The 2006 G/PG decline might be credited to the company’s 2004 policy, but it should be noted that Disney G/PG movies were also smokefree in 2001 (0/4), and only one in five (20%) included smoking in 2002 and 2003, before any corporate policy.

The company’s record on PG-13 tobacco is somewhat mixed. For years, more of Disney’s PG-13 movies featured smoking than any other major studio’s. In 1999, for example, 90% (9/10) of Disney’s PG-13 films included tobacco; in 2000, 100% (12/12) did. The share of Disney’s PG-13 movies with tobacco had no place to go except down, albeit gradually: in 2001, 91% (10/11); in 2002 and 2003, 80% (12/15 and 8/10); in 2004, 73% (11/15); in 2005, 75% (6/8); and in 2006, 55% (6/11). However, the absolute number of Disney PG-13 films with tobacco has not declined since its corporate policy went into effect.

The record on tobacco incidents in Disney’s PG-13 films is mixed as well: the 29 estimated incidents in the company’s 2006 PG-13 movies is no lower than in 2005 and is actually a bit higher than in 2003. The number of tobacco incidents per PG-13 film with smoking in 2006 was average for the 1999-2006 period — 5.8 incidents per movie, somewhat higher than in 2005.

In the end, box office numbers negated any subtle changes in Disney’s corporate decision-making: instead of dropping, the number of tobacco impressions delivered to theater audiences by Disney’s youth-rated movies climbed nearly 50% (197 million/291 million) from 2005 to 2006.

Ironically, the main factor substantially reducing adolescent exposure to tobacco from Disney films since 2004 has been the poor performance of Disney’s R-rated movies. A series of box office failures slashed Disney’s R-rated tobacco impressions by 89% (from 576 million to 61 million) between 2005 and 2006, while its PG-13 impressions rose.
250% (from 81 million to 284 million). (See APPENDIX 1: DATA TABLES.)

Time Warner’s policy dates from 2005, so analysis is preliminary. In 2004, 64% (18/28) of Time Warner’s films included tobacco; in 2005, the same number and proportion did so; in 2006, 61% (19/31) of Time Warner’s films featured tobacco.


The number of tobacco incidents in Time Warner’s youth-rated movies rose from an estimated 61 in 2004 to 69 in 2005, then dropped to 47 in 2006 (on par with 2003 incidence, before any corporate policy on tobacco depictions). PG-13 tobacco incidence climbed from 33 in 2005 to 46 in 2006.


Like Disney, Time Warner’s live action G/PG movies were smokefree in 2006. However, The Ant Bully, an animated Time Warner film released in 2006, included an extraordinary forty tobacco incidents.
6. CONCLUSIONS

Because smoking in the movies is the most powerful recruiter of teen smokers, public health professionals, including the U.S. Centers for Disease Control and Prevention, California Department of Health Services, New York State Department of Health, Florida Department of Health and Rehabilitative Services, Minnesota Department of Health, Los Angeles County Department of Health Services, the American Lung Association and American Legacy Foundation invested millions of dollars after 1990 in educational programs intended to sensitize individuals filmmakers about the problem of smoking in the movies and to encourage Hollywood to deal with the problem.

Reflecting growing public concern over the effect of smoking in the movies, several prominent public officials, including then-Vice President Albert Gore, California State Sen. John Burton and, beginning in 2003, a majority of state attorneys general have also tried to engage Hollywood in a dialog about reducing youth exposure to smoking in movies.

The data presented in this report indicates that these efforts directed at individual filmmakers have had no meaningful effect. After falling from 1950 to 1988, the level of smoking in movies rebounded in the 1990s. By 2002, tobacco use in movies had returned to levels last seen in 1950. Since 2003, the majority of tobacco impressions have been made by movies rated G/PG/PG-13 (primarily PG-13), rather than by R-rated films.

Recognizing that the educational approach had failed, in 2000 the authors of this report developed a policy-oriented strategy, which includes urging the MPAA to apply an R-rating to movies with smoking or other tobacco promotion as a way to help parents significantly reduce their children’s exposure to smoking in movies.

The dose-response relationship, observed by researchers, between the amount of smoking that youth see on screen and the likelihood that they will begin to smoke means that, just as doubling exposure doubles the likelihood of teen smoking, halving exposure would have the opposite effect. Indeed, after controlling for other factors that predict smoking, it has been shown that the children of parents who restricted their access to R-rated movies (which cuts their exposure to on-screen smoking) were less likely to start smoking.

Acknowledging the need for a policy-based solution, a wide array of health authorities, including the World Health Organization, the American Medical Association, the American Academy of Pediatrics, the Society for Adolescent Medicine, American Legacy Foundation, the American Heart Association, the American Lung Association, the

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Note: As throughout, DreamWorks SKG data is for 1999-2005, prior to its acquisition by Viacom.
Campaign for Tobacco Free Kids and others have endorsed an adult content R-rating for films with tobacco imagery.

In response to the proposal to R-rate smoking, some have suggested the “compromise” of a “PG-13 with tobacco descriptor” instead. The data in this report show that a PG-13 rating for smoking would have little practical effect. First, unlike the R-rating, which effectively reduces adolescent access to films by about half, the PG-13 rating does not prevent any child from purchasing a ticket to a film.

Second, the R-rating creates an economic disincentive to include tobacco in a film that would otherwise be rated PG-13 — nullifying any incentives, potential or on offer, to include tobacco in such films — because R-rated films, on average, garner half the box office of PG-13 films. (From 1999 to 2006, films with tobacco made significantly less money than films without tobacco, at all ratings, but the gap is greatest between smokefree PG-13 films and R-rated films with tobacco: Figure 11.) There is no evidence that adding a tobacco descriptor to a PG-13 rating would engage market forces in support of smokefree youth-rated films.

If the PG-13-with-tobacco-descriptor policy explicitly or effectively cleared tobacco from G and PG films, what impact would this have? If studios had eliminated smoking from all G and PG films made during the eight years we studied, they would have cleared tobacco imagery from 6.1% (58/950) of all movies with smoking, reducing tobacco incidents on film by just 3% (273/8400). Children 6-11 would have avoided 15% (351 million/2.4 billion) of their tobacco impressions at the movie theater while teens would have avoided even fewer: just 2% (236 million/8.8 billion). Altogether, smokefree G/PG films could have averted less than 5% (587 million/11.3 billion) of all the tobacco impressions delivered to both children and teens over the eight years. By any estimate, the R-rating remedy is at least ten times more effective than a PG-13 warning at reducing in-theater tobacco exposure.

We also found that on-screen tobacco impressions delivered to children and teens peak precisely during the years when young non-smokers are most prone to experimentation and smoking initiation.
Tobacco incidents in youth-rated movies has been stable over eight years. (Despite the sharp drop in the number of G/PG releases with tobacco in 2006, G/PG tobacco incidents in 2006 merely returned to the 1999-2006 mean.) Both the percentage of R-rated films with smoking and the average number of tobacco incidents in R-rated films have lately been trending upward. While there has been a shift away from R-rated releases toward higher-grossing PG-13 projects, and an erosion in first-run North American ticket sales — and both factors have had an effect on the number of tobacco impressions delivered in theaters — no deliberate film industry decision to reduce adolescents’ exposure to on-screen smoking is discernible in this data.

Single-year results and transient market phenomena should not be mistaken for intent: whether theater ticket sales rebound or Hollywood’s corporate owners move to co-opt new distribution channels (or both), ultimately, the problem is the product. If the majority of Hollywood’s movies continue to include smoking, the motion picture industry will continue to deliver billions of tobacco impressions to adolescents — and hundreds of thousands of new smokers to the tobacco industry.

Should tobacco policy depend on the volatile business decisions of one or more major studios? What if market calculations shift? Without an industry-wide policy commitment, what guarantee do parents and young people have that tobacco will not explode again on the Big Screen, as it did in the 1970s after years of decline?

Certainly, there are some discernible differences among studios when it comes to tobacco content and tobacco impact. But, because there is a high degree of consistency in practice among studios, sheer size (number of releases, paid admissions) determines most studio tobacco rankings. An index that allows comparison of each studio’s implication in delivering tobacco impressions divides the studio’s total tobacco impressions (by rating) by the number of its releases (by rating), both smoking and smokefree (FIGURES 13A, 13B).
Based on the eight years 1999-2006, one can expect any new release to theaters from each of these studios to contribute approximately this many new audience tobacco impressions. Higher numbers mean a studio’s releases are more deeply implicated in delivering tobacco impressions through a combination of the following factors: the percentage of its films that include smoking, the levels of tobacco incidents in its releases with smoking, and the studio’s ability to attract large audiences.

Studios’ shares of estimated tobacco impressions delivered to children and teens (TABLE 8) reflects the tobacco content in their movies of different ratings, the ratings mix of their releases, the number of releases, and their box office reach.

Meanwhile, Hollywood’s decade-long shift toward PG-13 productions and away from R-rated films strengthens the prediction that an R-rating for tobacco use would lead producers to treat smoking as they now treat rough language and sexual situations, routinely calibrating content to earn the larger box office of a PG-13 release.

The strong association between exposure to tobacco use on screen and starting to smoke, among adolescents, suggests that current Hollywood practices are initiating 390,000 young people every year into tobacco use and, in that group, eventuating 120,000 premature deaths. An R-rating that cuts adolescents’ exposure in half would avert at least 50,000 tobacco-related deaths annually in future years — a compelling reason to bring smoking within the purview of the MPAA’s age-classification system and set a new standard for responsibility in the U.S. motion picture industry.

REFERENCES


7. Raw data from James Sargent, MD, to Stanton Glantz, PhD, personal communication.


Time Warner has a fundamental interest in making films that appeal to a wide array of audiences. When we develop films, we work with our creative talent to ensure, to the greatest extent possible, that smoking is not depicted in our films unless there is a compelling creative reason and the depiction is integral to the character or scene in question. We are also pursuing strategies for limiting the depiction of smoking in movies marketed to youth. Our practices currently include the following:

- Time Warner business units do not enter into any product placement or promotional deals with tobacco companies for any of our films.

- For movies produced in the United States by Time Warner business units, the company strongly discourages the depiction of smoking in movies primarily marketed to youth and seeks to limit the depiction of smoking in movies marketed to mixed audiences where it is gratuitous and/or not integral to the story or accuracy of the film.

- For movies produced outside the United States or where Time Warner business units’ influence over the content of films is limited (such as movies co-produced by Time Warner businesses and movies produced by others that are distributed by Time Warner businesses), Time Warner discourages the depiction of smoking where the company believes it is appropriate to do so.

Time Warner works hard to conduct itself in a responsible, socially conscious manner when it comes to the depiction of tobacco in our programming, and we remain sensitive to public concerns about tobacco as they develop and change over time.


ACKNOWLEDGMENTS

The authors thank Jim Judy and his colleagues at Screenit.com for their helpful tobacco ratings; Jim Sargent at Dartmouth; in Sacramento, Curt Mekemsen, Kori Titus and their youthful volunteers for eyewitnessing on-screen smoking trends; and UCSF research intern Allie Robbins and staffer Jenni Alexander for patiently and accurately compiling data.
## Appendix 1 | Data Tables

### Studio Intent: Smoking & Smokefree Movies by Rating 1999-2006

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- **Indies**
- **Lions Gate**
- **MGM**
- **News Corp.**
- **Sony**
- **Time Warner**
- **GE**
- **USA Films**
- **Viacom**
- **Weinstein**

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20
## Studio Performance: Smoking Incidents by Rating 1999-2006

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APPENDIX 2 | Unscored Motion Pictures

Removed from 1999-2006 database (n=45) because tobacco content could not be confirmed:

INDIES
Big Brother Trouble (2000: Mainline) G
Big Eden (2000: Jour de Fête) PG-13
Brigham City (2001: Excel) PG-13
Camp (2003: IFC) PG-13
Day Without a Mexican, A (2004: Altavista) R
Extreme Days (2001: Providence) PG
Gabriela (2001: Power Point) R
God’s Army (2000: Excel) PG
Happy Accidents (2000: IFC) R
L.I.E. (2001: New Yorker) NC-17
Man from Elysian Fields (2001: Goldwyn) PG-13
Returned Missionary (2003: Halestorm) PG
Saints and Soldiers (2004: Excel) PG-13
Silver City (2004: Newmarket) R
The Business of Strangers (2001: IFC) R
The Fluffer (2001: First Run) R
The Opportunists (2000: First Look) R
The Other Side of Heaven (2001: Excel) PG
Tortilla Soup (2001: Goldwyn) PG-13

LIONS GATE
All Over the Guy (2001) R
Bully (2001) R
Love & Sex (2000) Unrated
Two Family House (2000) R
Urbania (2000) R

MGM (controlling interest: Sony)
The Basket (1999) PG

SONY
Pandora’s Box (2002) R
All the Real Girls (2003) R
The Prizewinner of Defiance, Ohio (2005) PG-13 — with DreamWorks SKG

TIME WARNER
Dirty Shame (2004) NC-17

USA FILMS (merged with Universal)
Monsoon Wedding (2001) R

VIACOM
An American Rhapsody (2001) PG-13
Focus (2001) PG-13

APPENDIX 3 | Film Roster

STUDIO: THE DISNEY COMPANY

Survey includes: All live-action, English-language, US-produced theatrical features grossing at least $500,000 produced and/or distributed by The Disney Company subsidiaries between December 24, 1998, and December 24, 2006. Listed by year, by G/PG/PG-13 or R rating, alphabetically within groups. Movies with tobacco imagery are boldface.

DISNEY’S 8-YEAR RECORD, 1999-2006

- MOVIES PRODUCED AND/OR DISTRIBUTED: 216
- YOUTH-RATED (G/PG/PG-13): 138 (64%)
- MOVIES WITH SMOKING: 161 (75%)
- R-RATED WITH SMOKING: 92% (72 of 78)
- YOUTH-RATED WITH SMOKING: 64% (89 of 138)
- PG-13 WITH SMOKING: 79% (73 of 92)
- PG WITH SMOKING: 36% (13 of 36)
- G WITH SMOKING: 30% (3 of 10)
- OF DISNEY’S SMOKING MOVIES, 55% WERE YOUTH-RATED

Year: 2006
SMOKING OVERALL: 45% (9 of 20)
SMOKING YOUTH-RATED: 38% (6 of 16)
SMOKING R-RATED: 75% (3 of 4)
OF SMOKING MOVIES, 67% WERE YOUTH-RATED

Annapolis (2006) PG-13
Déjà Vu (2006) PG-13
Eight Below (2006) PG
Glory Road (2006) PG
Invincible (2006) PG
Keeping Up with the Steins (2006) PG-13
The Prestige (2006) PG-13 (with Time Warner)
Santa Clause 3 (2006) G
The Shaggy Dog (2006) PG
Stick It (2006) PG-13


Year: 2005
SMOKING OVERALL: 66% (16 of 22)
SMOKING YOUTH-RATED: 53% (9 of 17)
SMOKING R-RATED: 100% (7 of 7)
OF SMOKING MOVIES, 56% WERE YOUTH-RATED

A Lot Like Love (2005) PG-13
Brothers Grimm (2005) PG-13
Cinderella Man (2005) PG-13
Cursed (2005) PG-13
Dark Water (2005) PG-13
Flightplan (2005) PG-13
Greatest Game Ever Played (2005) PG
Herbie: Fully Loaded (2005) G
Ice Princess (2005) G
Proof (2005) PG-13
Sky High (2005) PG
The Chronicles of Narnia (2005) PG
The Pacifier (2005) PG

Derailed (2005) R
The Great Raid (2005) R
Hostage (2005) R
Mindhunters (2005) R
Shopgirl (2005) R
Sin City (2005) R
Venom (2005) R

YEAR: 2004
SMOKING OVERALL: 65% (17 of 26)
SMOKING YOUTH-RATED: 59% (13 of 22)
SMOKING R-RATED: 100% (4 of 4)
OF SMOKING MOVIES, 76% WERE YOUTH-RATED

Confessions of a Teenage Drama Queen (2004) PG
Ella Enchanted (2004) PG
Miracle (2004) PG
Mr. 3000 (2004) PG-13
National Treasure (2004) PG
Shall We Dance (2004) PG-13
Teacher’s Pet (2004) PG
(with Time Warner)
The Village (2004) PG-13
Young Black Stallion (2004) G

Cold Mountain (2004) R
Life Aquatic (2004) R

YEAR: 2003
SMOKING OVERALL: 76% (19 of 25)
SMOKING YOUTH-RATED: 62% (10 of 16)
SMOKING R-RATED: 100% (9 of 9)
OF SMOKING MOVIES, 53% WERE YOUTH-RATED

Bringing Down the House (2003) PG-13
Duplex (2003) PG-13
Freaky Friday (2003) PG
Haunted Mansion (2003) PG
Holes (2003) PG
It Runs in the Family (2003) PG-13
(with MGM)
Lizzie McGuire Movie (2003) PG
Recruit (2003) PG-13
Scary Movie 3 (2003) PG-13
Shanghai Knights (2003) PG-13
Spy Kids 3-D (2003) PG
The Quiet American (2003) PG-13
Under the Tuscan Sun (2003) PG-13
View from the Top (2003) PG-13

Bad Santa (2003) R
Cold Creek Manor (2003) R
Kill Bill (2003) R
Master and Commander (2003) R
(with News Corp.)
Once Upon a Time In Mexico (2003) R
(with Sony)
Open Range (2003) R
The Human Stain (2003) R
The Station Agent (2003) R

YEAR: 2002
SMOKING OVERALL: 77% (27 of 35)
SMOKING YOUTH-RATED: 65% (13 of 20)
SMOKING R-RATED: 91% (10 of 11)
OF SMOKING MOVIES, 48% WERE YOUTH-RATED

Bad Company (2002) PG-13
Big Trouble (2002) PG-13
Count of Monte Cristo (2002) PG-13
Four Feathers (2002) PG-13
(with Viacom)
Hot Chick (2002) PG-13
Imp. of Being Earnest (2002) PG
Imposter (2002) PG-13
Rookie (2002) G
Santa Claus 2 (2002) G
Signs (2002) PG-13
Snow Dogs (2002) PG
Spy Kids 2 (2002) PG
Tadpole (2002) PG-13
The Hours (2002) PG-13
(with Viacom)
They (2002) PG-13

25th Hour (2002) R
40 Days and 40 Nights (2002) R
Below (2002) R
Frida (2002) R
Full Frontal (2002) R
Heaven (2002) R
Iris (2002) R
(with Viacom)
Paid in Full (2002) R
Sorority Boys (2002) R
Undisputed (2002) R

YEAR: 2001
SMOKING OVERALL: 77% (20 of 26)
SMOKING YOUTH-RATED: 67% (10 of 15)
SMOKING R-RATED: 91% (10 of 11)
OF SMOKING MOVIES, 50% WERE YOUTH-RATED

**YEAR: 1999**

SMOKING OVERALL: 88% (29 of 33)
SMOKING YOUTH-RATED: 82% (14 of 17)
SMOKING R-RATED: 94% (15 of 16)

OF SMOKING MOVIES, 48% WERE YOUTH RATED

10 Things I Hate About You (1999) PG-13
A Civil Action (1999) PG-13 (with Viacom)
An Ideal Husband (1999) PG-13
Bicentennial Man (1999) PG (with Sony)
Happy, Texas (1999) PG-13
Inspector Gadget (1999) PG
Mighty Joe Young (1999) PG
Music of the Heart (1999) PG
My Favorite Martian (1999) PG
My Life So Far (1999) PG-13
Other Sister (1999) PG-13
Runaway Bride (1999) PG (with Viacom)
She’s All That (1999) PG-13
Sixth Sense (1999) PG-13
Straight Story (1999) G
Teaching Mrs. Tingle (1999) PG-13

**YEAR: 2000**

SMOKING OVERALL: 85% (22 of 26)
SMOKING YOUTH-RATED: 88% (14 of 16)
SMOKING R-RATED: 80% (8 of 10)

OF SMOKING MOVIES, 64% WERE YOUTH-RATED

Bringing Out the Dead (1999) R (with Viacom)
Deuce Bigelow (1999) R
Guinevere (1999) R
Holy Smoke (1999) R
In Too Deep (1999) R
Instinct (1999) R
Mumford (1999) R
Mystery, Alaska (1999) R
Outside Providence (1999) R
Playing by Heart (1999) R
Summer of Sam (1999) R
The 13th Warrior (1999) R
The Insider (1999) R
The Talented Mr. Ripley (1999) R (with Viacom)

**YEAR: 2001**

SMOKING OVERALL: 80% (12 of 15)
SMOKING YOUTH-RATED: 88% (11 of 13)
SMOKING R-RATED: 90% (8 of 9)

OF SMOKING MOVIES, 48% WERE YOUTH RATED

Bubble Boy (2001) PG-13
Corky Romano (2001) PG-13
Crazy/Beautiful (2001) PG-13
Double Take (2001) PG-13
Get Over It (2001) PG-13
Just Visiting (2001) PG-13
Max Keeble’s Big Move (2001) PG
On the Line (2001) PG
Out Cold (2001) PG-13
Pearl Harbor (2001) PG-13
Spy Kids (2001) PG
Texas Rangers (2001) PG-13
The Others (2001) PG-13
The Princess Diaries (2001) G

Smoking overall: 88% (14 of 16)
Smoking youth-rated: 88% (14 of 16)
Smoking R-rated: 90% (8 of 9)

OF SMOKING MOVIES, 48% WERE YOUTH RATED

Blow Dry (2001) R
Captain Corelli’s Mandolin (2001) R (with Universal)
Enigma (2001) R
In the Bedroom (2001) R
Jay and Silent Bob Strike Back (2001) R
Mulholland Dr. (2001) R (with Universal)
O (2001) R
Piñero (2001) R
Scary Movie 2 (2001) R
The Others (2001) PG-13
The Royal Tenenbaums (2001) R
The Shipping News (2001) R (with Sony)

**YEAR: 2002**

SMOKING OVERALL: 88% (29 of 33)
SMOKING YOUTH-RATED: 82% (14 of 17)
SMOKING R-RATED: 94% (15 of 16)

OF SMOKING MOVIES, 48% WERE YOUTH RATED

Bringing Out the Dead (1999) R (with Viacom)
Deuce Bigelow (1999) R
Guinevere (1999) R
Holy Smoke (1999) R
In Too Deep (1999) R
Instinct (1999) R
Mumford (1999) R
Mystery, Alaska (1999) R
Outside Providence (1999) R
Playing by Heart (1999) R
Summer of Sam (1999) R
The 13th Warrior (1999) R
The Insider (1999) R
The Talented Mr. Ripley (1999) R (with Viacom)

**YEAR: 2003**

SMOKING OVERALL: 82% (22 of 27)
SMOKING YOUTH-RATED: 85% (14 of 16)
SMOKING R-RATED: 85% (8 of 9)

OF SMOKING MOVIES, 48% WERE YOUTH RATED

Bringing Out the Dead (1999) R (with Viacom)
Deuce Bigelow (1999) R
Guinevere (1999) R
Holy Smoke (1999) R
In Too Deep (1999) R
Instinct (1999) R
Mumford (1999) R
Mystery, Alaska (1999) R
Outside Providence (1999) R
Playing by Heart (1999) R
Summer of Sam (1999) R
The 13th Warrior (1999) R
The Insider (1999) R
The Talented Mr. Ripley (1999) R (with Viacom)

**YEAR: 2004**

SMOKING OVERALL: 80% (21 of 26)
SMOKING YOUTH-RATED: 85% (15 of 18)
SMOKING R-RATED: 85% (8 of 9)

OF SMOKING MOVIES, 48% WERE YOUTH RATED

Bringing Out the Dead (1999) R (with Viacom)
Deuce Bigelow (1999) R
Guinevere (1999) R
Holy Smoke (1999) R
In Too Deep (1999) R
Instinct (1999) R
Mumford (1999) R
Mystery, Alaska (1999) R
Outside Providence (1999) R
Playing by Heart (1999) R
Summer of Sam (1999) R
The 13th Warrior (1999) R
The Insider (1999) R
The Talented Mr. Ripley (1999) R (with Viacom)

**YEAR: 2005**

SMOKING OVERALL: 80% (21 of 26)
SMOKING YOUTH-RATED: 85% (15 of 18)
SMOKING R-RATED: 85% (8 of 9)

OF SMOKING MOVIES, 48% WERE YOUTH RATED

Bringing Out the Dead (1999) R (with Viacom)
Deuce Bigelow (1999) R
Guinevere (1999) R
Holy Smoke (1999) R
In Too Deep (1999) R
Instinct (1999) R
Mumford (1999) R
Mystery, Alaska (1999) R
Outside Providence (1999) R
Playing by Heart (1999) R
Summer of Sam (1999) R
The 13th Warrior (1999) R
The Insider (1999) R
The Talented Mr. Ripley (1999) R (with Viacom)

**YEAR: 2006**

SMOKING OVERALL: 80% (21 of 26)
SMOKING YOUTH-RATED: 85% (15 of 18)
SMOKING R-RATED: 85% (8 of 9)

OF SMOKING MOVIES, 48% WERE YOUTH RATED

Bringing Out the Dead (1999) R (with Viacom)
Deuce Bigelow (1999) R
Guinevere (1999) R
Holy Smoke (1999) R
In Too Deep (1999) R
Instinct (1999) R
Mumford (1999) R
Mystery, Alaska (1999) R
Outside Providence (1999) R
Playing by Heart (1999) R
Summer of Sam (1999) R
The 13th Warrior (1999) R
The Insider (1999) R
The Talented Mr. Ripley (1999) R (with Viacom)

**CORPORATE GROUP: GENERAL ELECTRIC**

Survey includes: All live-action, English-language, US-produced theatrical features grossing at least $500,000 produced and/or distributed by General Electric subsidiaries between Dec. 24, 1998, and December 24, 2006 (includes USA Films). Grouped by year, by PG/PG-13 or R rating, alphabetically within groups. Movies with tobacco imagery are **boldface**.
• Of Universal’s smoking movies, 50% were youth-rated

**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
Catch a Fire (2006) PG-13
Fearless (2006) PG-13
Man of the Year (2006) PG-13
Nanny McPhee (2006) PG
You, Me and Dupree (2006) PG-13

Hollywoodland (2006) R
Idlewild (2006) R
Inside Man (2006) R
Let’s Go to Prison (2006) R
Miami Vice (2006) R
Slither (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, 58% 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 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)
SMOKING MOVIES, 62% WERE YOUTH-RATED

Thunderbirds (2004) PG
Peter Pan (2004) PG (with Sony)
Along Came Polly (2004) PG-13
Meet the Fockers (2004) PG-13
Door in the Floor (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

Bruce Almighty (2003) PG-13
Cat in the Hat (2003) PG
Honey (2003) PG-13
How to Deal (2003) PG-13 (with Time Warner)
Johnny English (2003) PG
Master and Commander (2003) PG-13
Rundown (2003) PG-13 (with Sony)

Deliver Us from Eva (2003) R
Lost in Translation (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

About a Boy (2002) PG-13
Big Fat Liar (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)
Undercover Brother (2002) PG-13
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

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
Screwed (2000) PG-13

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

INDEPENDENTS

Survey includes: All live-action, English-language, US-produced theatrical features grossing at least $500,000 produced and/or distributed by DreamWorks, Lions Gate, and other so-called independents between December 24, 1998, and December 24, 2006. Listed by year, by G/PG/PG-13 or R/NC-17 rating, alphabetically within groups. Movies with tobacco imagery are boldface.

LIONS GATE, THE WEINSTEIN COMPANY & SMALLER INDIES
8-YEAR RECORD, 1999-2006

Note: DreamWorks was acquired by Viacom (Paramount) in 2006; Viacom then sold DreamWorks SKG’s film library to a group headed by George Soros. This film library is reported here. DreamWorks’ 2006 and subsequent releases are reported in the Viacom studio survey.

• MOVIES PRODUCED AND/OR DISTRIBUTED: 161
• YOUTH-RATED (G/PG/PG-13): 76 (47%)
• MOVIES WITH SMOKING: 122 (76%)
• R/NC-17 RATED WITH SMOKING: 84% (71 of 85)
• YOUTH-RATED WITH SMOKING: 66% (50 of 76)
• PG-13 WITH SMOKING: 73% (45 of 62)
• PG WITH SMOKING: 42% (5 of 12)
• G-RATED WITH SMOKING: 0% (0 of 2)
• OF INDEPENDENTS’ SMOKING MOVIES, 41% WERE YOUTH-RATED

DREAMWORKS (Film library 1999-2005, sold to an investor consortium when Viacom acquired DreamWorks in 2006)

SMOKING OVERALL: 73% (35 of 48)
SMOKING YOUTH-RATED: 67% (22 of 33)
SMOKING R-RATED: 87% (13 of 15)
OF SMOKING MOVIES, 63% WERE YOUTH-RATED

Cast Away (2000) PG-13 (with News Corp.)
Catch Me If You Can (2002) PG-13
Curse of the Jade Scorpion (2001) PG-13
Dreamer (2005) PG
Evolution (2001) PG-13
Galaxy Quest (1999) PG
Head of State (2003) PG-13
Just Like Heaven (2005) PG-13
Lemony Snicket (2004) PG (with Viacom)
Meet the Parents (2000) PG-13 (with Universal)
Meet the Fockers (2004) PG-13 (with Universal)
Memoirs of a Geisha (2005) PG-13 (with Sony)
Paycheck (2004) PG-13 (with Viacom)
Red Eye (2005) PG-13
Small Time Crooks (2000) PG
The Haunting (1999) PG-13
The Island (2005) PG-13 (with Time Warner)
The Legend of Bagger Vance (2000) PG-13
The Ring (2002) PG-13
The Ring Two (2005) PG-13
The Terminal (2004) PG-13 (with Time Warner)
The Tuxedo (2002) PG-13
What Lies Beneath (2000) PG-13 (with News Corp.)
Win a Date with Tad Hamilton! (2004) PG-13

Anything Else (2003) R
Gladiator (2000) R (with Universal)
In Dreams (1999) R
Lucky Numbers (2000) R (with Viacom)
Old School (2003) R
Road to Perdition (2002) R (with News Corp.)
Road Trip (2000) R
The Contender (2000) R
The Mexican (2001) R

INDIES

SMOKING OVERALL: 61% (20 of 33)
SMOKING YOUTH-RATED: 58% (11 of 19)
SMOKING R-RATED: 69% (9 of 13)
OF SMOKING MOVIES, 55% WERE YOUTH-RATED

Beautiful (2000: Destination) PG-13
Benji: Off the Leash (2004: Benji Returns) PG
Bobby Jones: Stroke of Genius (2004: Film Foundry) PG
Catfish in Black Bean Sauce (1999: Phaedra) PG-13
Cookie’s Fortune (1999: October) PG-13
End of the Spear (2006: AV Pictures) PG-13
Face the Giants (2006: Goldwyn) PG
Held Up (1999: Trimark) PG-13
The Illusionist (2006: Yari) PG-13

Left Behind (2000: Cloud Ten) PG-13
The Marine (2006: Think Film) PG-13
The Muse (1999: October) PG-13
MVP: Most Valuable Primate (2000: Keystone) PG
Omega Code (1999: Providence) PG-13
Prairie Home Companion (2006: GreeneStreet) PG-13
Thomas and the Magic Railroad (2000: Destination) G
Three Seasons (1999: October) PG-13
World’s Fastest Indian (2006: Magnolia) PG-13
What the #$*! Do We Know!? (2004: Roadside Attractions) NR

Boynton Beach Club (2006: Goldwyn) R
Find Me Guilty (2006: Yari) R
Memento (2000: Newmarket) R
The Assassination of Richard Nixon (2005: ThinkFilm) R
The Passion of the Christ (2004: Newmarket) R
The Squid and the Whale (2005: Goldwyn) R
Transamerica (2006: IFC) R
Trippin’ (1999: October) R
Whipped (2000: Destination) R
Woman Thou Art Loosed (2004: Magnolia) R

LIONS GATE (including Artisan)

SMOKING OVERALL: 85% (61 of 72)
SMOKING YOUTH-RATED: 78% (14 of 18)
SMOKING R-RATED: 89% (47 of 53)
OF SMOKING MOVIES, 23% WERE YOUTH-RATED

Akeelah and the Bee (2006) PG
Beyond the Sea (2004) PG-13
Diary of a Mad Black Woman (2005) PG-13
Dirty Dancing 2 (2004) PG-13 (With Disney)
Employee of the Month (2006) PG-13
Hotel Rwanda (2005) PG-13 (with Sony)
In the Mix (2005) PG-13
Larry the Cable Guy: Health Inspector (2006) PG-13
Madea’s Family Reunion (2006) PG-13
Songcatcher (2000) PG-13
Soul Survivors (2001) PG-13
The Prince and Me (2004) PG (with Viacom)
Undiscovered (2005) PG-13
What’s Cooking (2000) PG-13

Crank (2006) R
Hostel (2006) R
See No Evil (2006) R
Along in the Dark (2005) R
American Psycho (2000) NC-17
The Big Kahuna (2000) R
Blair Witch Project (1999) R
But I’m a Cheerleader (2000) R
<table>
<thead>
<tr>
<th>Title</th>
<th>Rating</th>
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<tbody>
<tr>
<td>The Center of the World (2001)</td>
<td>NC-17</td>
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<tr>
<td>Chuck &amp; Buck (2000)</td>
<td>R</td>
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<td>Confidence (2003)</td>
<td>R</td>
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<td>Crash (2005)</td>
<td>R</td>
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<td>Devil’s Rejects (2005)</td>
<td>R</td>
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<td>Dr. T &amp; the Women (2000)</td>
<td>R</td>
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<td>Dogma (1999)</td>
<td>R</td>
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<td>Foolish (1999)</td>
<td>R</td>
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<td>Frailty (2001)</td>
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<td>Ghost Dog (1999)</td>
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<td>Grey Zone (2001)</td>
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<td>Jesus’ Son (2000)</td>
<td>R</td>
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<td>The Limey (1999)</td>
<td>R</td>
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<td>Lord of War (2005)</td>
<td>R</td>
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<tr>
<td>Made (2001)</td>
<td>R</td>
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<td>Monster’s Ball (2001)</td>
<td>R</td>
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<td>The Nineth Gate (1999)</td>
<td>R</td>
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<tr>
<td>Novocaine (2001)</td>
<td>R</td>
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<tr>
<td>Requiem for a Dream (2000)</td>
<td>NC-17</td>
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<tr>
<td>Roger Dodger (2002)</td>
<td>R</td>
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<tr>
<td>Secretary (2002)</td>
<td>R</td>
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<td>Saw II (2005)</td>
<td>R</td>
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<td>State Property (2002)</td>
<td>R</td>
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<td>State Property 2 (2005)</td>
<td>R</td>
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<td>Stir of Echoes (1999)</td>
<td>R</td>
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<td>The Wash (2001)</td>
<td>R</td>
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<tr>
<td>Waiting... (2005)</td>
<td>R</td>
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<td>Wonderiland (2003)</td>
<td>R</td>
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</table>

**THE WEINSTEIN COMPANY (2006- )**

<table>
<thead>
<tr>
<th>Title</th>
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<tr>
<td>Doogal (2006)</td>
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<tr>
<td>Hoodwinked (2006)</td>
<td>PG</td>
</tr>
<tr>
<td>Lassie (2006)</td>
<td>PG</td>
</tr>
<tr>
<td>Bobby (2006)</td>
<td>R</td>
</tr>
<tr>
<td>Clerks II (2006) (with Sony)</td>
<td>R</td>
</tr>
</tbody>
</table>

**MEDIA GROUP: NEWS CORPORATION**

Survey includes: All live-action, English-language, US-produced theatrical features grossing at least $500,000 produced and/or distributed by News Corp. subsidiaries between December 24, 1998, and December 24, 2006. Listed by year, by G/PG/PG-13 or R rating, alphabetically within groups. Movies with tobacco imagery are **boldface**.

**Units:** 20th Century Fox, Fox Searchlight, Fox 2000

**NEWS CORPORATION’S 8-YEAR RECORD, 1999-2006**

- MOVIES PRODUCED AND/OR DISTRIBUTED: 156
- YOUTH-RATED (G/PG/PG-13): 102 (65%)
- MOVIES WITH SMOKING: 104 (67%)
- R-RATED WITH SMOKING: 87% (47 of 54)
- YOUTH-RATED WITH SMOKING: 56% (57 of 102)
- PG-13 WITH SMOKING: 71% (55 of 78)
- PG WITH SMOKING: 8% (2 of 24)
- [No G-rated releases in survey period]

- OF NEWS CORP.’S SMOKING MOVIES, 55% WERE YOUTH-RATED

**YEAR: 2006**

- SMOKING OVERALL: 46% (12 of 26)
- SMOKING YOUTH-RATED: 29% (5 of 17)
- SMOKING R-RATED: 78% (7 of 9)
- OF SMOKING MOVIES, 42% WERE YOUTH-RATED

**A Good Year (2006) PG-13**

Aquamarine (2006) PG
Big Momma’s House 2 (2006) PG-13
*Date Movie (2006) PG-13*

- Deck the Halls (2006) PG
- The Devil Wears Prada (2006) PG-13
- Eragon (2006) PG
- Flicka (2006) PG
- **My Super Ex-Girlfriend (2006) PG-13**
- Night at the Museum (2006) PG
- One Night with the King (2006) PG
- **The Sentinel (2006) PG-13**
- Tristan and Isolde (2006) PG-13
- **X-Men 3 (2006) PG-13**

**YEAR: 2005**

- SMOKING OVERALL: 53% (10 of 19)
- SMOKING YOUTH-RATED: 53% (9 of 17)
- SMOKING R-RATED: 50% (1 of 2)
- OF SMOKING MOVIES, 90% WERE YOUTH-RATED

**Bobby (2006) R**

- **Borat (2006) R**
- Little Miss Sunshine (2006) R
- Trust the Man (2006) R
- **Turistas (2006) R**
Because of Winn Dixie (2005) PG
Bee Season (2005) PG-13
Cheaper by the Dozen 2 (2005) PG
Elektra (2005) PG-13
Fantastic Four (2005) PG-13
Fever Pitch (2005) PG-13
In Her Shoes (2005) PG-13
Mr. and Mrs. Smith (2005) PG-13
Rebound (2005) PG
Roll Bounce (2005) PG-13
Supercross (2005) PG-13
The Ringer (2005) PG-13
Transporter 2 (2005) PG-13
Walk the Line (2005) PG-13

Hide and Seek (2005) R
Stay (2005) R

YEAR: 2004
SMOKING OVERALL: 52% (13 of 25)
SMOKING YOUTH-RATED: 31% (5 of 16)
SMOKING R-RATED: 89% (8 of 9)

OF SMOKING MOVIES, 38% WERE YOUTH-RATED

Catch That Kid (2004) PG
Cheaper by the Dozen (2004) PG
Dod
Fat Albert (2004) PG
First Daughter (2004) PG
Garfield (2004) PG
Napoleon Dynamite (2004) PG (with Viacom)


YEAR: 2003
SMOKING OVERALL: 81% (13 of 16)
SMOKING YOUTH-RATED: 73% (8 of 11)
SMOKING R-RATED: 100% (5 of 5)

OF SMOKING MOVIES, 62% WERE YOUTH-RATED

Chasing Papi (2003) PG
Daddy Day Care (2003) PG (with Sony)
Daredevil (2003) PG-13
From Justin to Kelly (2003) PG
Just Married (2003) PG-13
Le Divorce (2003) PG-13
Stuck on You (2003) PG-13
X2 (2003) PG-13
Master and Commander (2003) R (with Disney)
Order (2003) R
Phone Booth (2003) R
Thirteen (2003) R
Wrong Turn (2003) R

YEAR: 2002
SMOKING OVERALL: 67% (12 of 18)
SMOKING YOUTH-RATED: 58% (7 of 12)
SMOKING R-RATED: 83% (5 of 6)

OF SMOKING MOVIES, 53% WERE YOUTH-RATED

From Justin to Kelly (2002) PG-13
I Heart Huckabees (2002) R
Stuck on You (2002) PG-13

Good Girl (2002) R
One Hour Photo (2002) R
Road to Perdition (2002) R (with DreamWorks)
Unfaithful (2002) R

YEAR: 2001
SMOKING OVERALL: 89% (17 of 19)
SMOKING YOUTH-RATED: 82% (9 of 11)
SMOKING R-RATED: 100% (8 of 8)

OF SMOKING MOVIES, 53% WERE YOUTH-RATED

Behind Enemy Lines (2001) PG-13
Black Knight (2001) PG-13
Dr. Dolittle 2 (2001) PG
Glitter (2001) PG-13 (with Sony)
Joe Somebody (2001) PG
Kingdom Come (2001) PG
Monkeybone (2001) PG-13
Moulin Rouge (2001) PG-13
Planet of the Apes (2001) PG-13
Someone Like You (2001) PG-13

Broken Lizard’s Super Troopers (2001) R
Deep End (2001) R
Don’t Say a Word (2001) R
Freddy Got Fingered (2001) R
From Hell (2001) R
Joy Ride (2001) R
Kiss of the Dragon (2001) R
Say It Isn’t So (2001) R

YEAR: 2000
SMOKING OVERALL: 93% (13 of 14)
SMOKING YOUTH-RATED: 88% (7 of 8)
SMOKING R-RATED: 100% (6 of 6)
OF SMOKING MOVIES, 50% WERE YOUTH-RATED

<table>
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<tr>
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<tr>
<td>Big Momma’s House (2000)</td>
<td>PG-13</td>
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<td>Cast Away (2000)</td>
<td>PG-13 (with DreamWorks)</td>
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<td>Here on Earth (2000)</td>
<td>PG-13</td>
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<td>Where the Heart Is (2000)</td>
<td>PG-13</td>
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<td>Beach (2000)</td>
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<td>Me, Myself &amp; Irene (2000)</td>
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<td>Quills (2000)</td>
<td>R</td>
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<td>Woman on Top (2000)</td>
<td>R</td>
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</tbody>
</table>

YEAR: 1999
SMOKING OVERALL: 74% (14 of 19)
SMOKING YOUTH-RATED: 70% (7 of 10)
SMOKING R-RATED: 78% (7 of 9)
OF SMOKING MOVIES, 50% WERE YOUTH-RATED

Anna and the King (1999) PG-13
Anywhere But Here (1999) PG-13
Brokedown Palace (1999) PG-13
Drive Me Crazy (1999) PG-13
Entrapment (1999) PG-13
Never Been Kissed (1999) PG-13
Simply Irresistible (1999) PG-13
Star Wars: Episode 1 (1999) PG
Wing Commander (1999) PG-13 (with Sony)

Boys Don’t Cry (1999) R
Fight Club (1999) R
Lake Placid (1999) R
Light It Up (1999) R
Office Space (1999) R
Pushing Tin (1999) R
Revenous (1999) R
Simpatico (1999) R

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MEDIA GROUP: SONY

Survey includes: All live-action, English-language, US-produced theatrical features grossing at least $500,000 produced and/or distributed by Sony subsidiaries, including MGM, between December 24, 1998, and December 24, 2006. Listed by year, by G/PG/PG-13 or R rating, and alphabetically within groups. Movies with smoking are boldface.

SONY’S 8-YEAR RECORD, 1999-2006

- MOVIES PRODUCED AND/OR DISTRIBUTED: 266
- YOUTH-RATED (G/PG/PG-13): 164 (62%)
- MOVIES WITH SMOKING: 215 (81%)
- R-RATED WITH SMOKING: 88% (90 of 102)
- YOUTH-RATED WITH SMOKING: 76% (125 of 164)

- PG-13 WITH SMOKING: 79% (108 of 136)
- PG WITH SMOKING: 58% (15 of 26)
- G WITH SMOKING: 100% (2 of 2)

- OF SONY'S SMOKING MOVIES, 58% WERE YOUTH-RATED

YEAR: 2006
SMOKING OVERALL: 83% (30 of 36)
SMOKING YOUTH-RATED: 75% (18 of 24)
SMOKING R-RATED: 100% (12 of 12)
OF SMOKING MOVIES, 66% WERE YOUTH-RATED

All the King’s Men (2006) PG-13
Click (2006) PG-13
Crossover (2006) PG-13
Little Man (2006) PG-13
The Pink Panther (2006) PG
R.V. (2006) PG
Rocky Balboa (2006) PG
Stranger Than Fiction (2006) PG-13
Ultraviolet (2006) PG-13
When a Stranger Calls (2006) PG-13
Zoom (2006) PG

Art School Confidential (2006) R
Basic Instinct 2 (2006) R
Freedomland (2006) R
Friends with Money (2006) R
Harsh Times (2006) R
Lucky Number Slevin (2006) R
Running with Scissors (2006) R

YEAR: 2005
SMOKING OVERALL: 72% (21 of 29)
SMOKING YOUTH-RATED: 68% (17 of 25)
SMOKING R-RATED: 100% (4 of 4)
OF SMOKING MOVIES, 81% WERE YOUTH-RATED

Are We There Yet? (2005) PG
Be Cool (2005) PG-13
Beauty Shop (2005) PG-13
Bewitched (2005) PG-13
Boogeyman (2005) PG-13
The Cave (2005) PG-13
Exorcism of Emily Rose (2005) PG-13
The Fog (2005) PG-13
Fun with Dick and Jane (2005) PG-13
The Gospel (2005) PG

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Hitch (2005) PG-13
Hotel Rwanda (2005) PG-13 (with Lions Gate)
Into the Blue (2005) PG-13
Lords of Dogtown (2005) PG-13
Man of the House (2005) PG-13
Memoirs of a Geisha (2005) PG-13 (with Dreamworks)
Into the Blue (2005) PG-13
Yours, Mine and Ours (2005) PG (with Paramount)
Zathura (2005) PG
Legend of Zorro (2005) PG

Amityville Horror (2005) R
Capote (2005) R
Deuce Bigalow: European Gigolo (2005) R
Mindhunters (2005) R

YEAR: 2004
SMOKING OVERALL: 83% (26 of 31)
SMOKING YOUTH-RATED: 79% (20 of 25)
SMOKING R-RATED: 100% (6 of 6)
OF SMOKING MOVIES, 77% WERE YOUTH-RATED

Agent Cody Banks 2 (2004) PG
Breakin' All the Rules (2004) PG-13
Christmas with the Kranks (2004) PG
Peter Pan (2004) PG (with General Electric: Universal)
Sleepover (2004) PG

Merchant of Venice (2004) R

YEAR: 2003
SMOKING OVERALL: 79% (31 of 39)
SMOKING YOUTH-RATED: 75% (20 of 25)
SMOKING R-RATED: 100% (6 of 6)
OF SMOKING MOVIES, 58% WERE YOUTH-RATED

Agent Cody Banks (2003) PG
Anger Management (2003) PG-13
Big Fish (2003) PG-13
Daddy Day Care (2003) PG (with News Corp.)
Darkness Falls (2003) PG-13
Good Boy! (2003) PG
It Runs in the Family (2003) PG-13 (with Disney)
Medallion (2003) PG-13
Nicholas Nickleby (2003) PG
Pieces of April (2003) PG-13
Rundown (2003) PG-13 (with Universal)

Assassination Tango (2003) R
Bad Boys 2 (2003) PG-13
Basic (2003) R
Dark Blue (2003) R
Gigli (2003) R
Gothika (2003) R (with Time Warner)
Identity (2003) R
In the Cut (2003) R
Laurel Canyon (2003) R
Once Upon a Time in Mexico (2003) R (with Disney)
Owning Mahowny (2003) R
Tears of the Sun (2003) R
Underworld (2003) R

YEAR: 2002
SMOKING OVERALL: 76% (25 of 33)
SMOKING YOUTH-RATED: 78% (14 of 18)
SMOKING R-RATED: 73% (11 of 15)
OF SMOKING MOVIES, 56% WERE YOUTH-RATED

Crocodile Hunter (2002) PG
Evelyn (2002) PG
I Spy (2002) PG-13
Maid in Manhattan (2002) PG-13
Master of Disguise (2002) PG
Mr. Deeds (2002) PG-13 (with Time Warner)
XXX (2002) PG-13
Adaptation (2002) R
Auto Focus (2002) R
Deuces Wild (2002) R
Hart’s War (2002) R
Igby Goes Down (2002) R
Black Hawk Down (2002) R
Panic Room (2002) R
Deuces Wild (2002) R (with Universal)
Slackers (2002) R
Swept Away (2002) R
Trapped (2002) R
Windtalkers (2002) R

YEAR: 2001
SMOKING OVERALL: 78% (25 of 32)
SMOKING YOUTH-RATED: 69% (11 of 16)
SMOKING R-RATED: 88% (14 of 16)
OF SMOKING MOVIES, 44% WERE YOUTH-RATED

A Knight’s Tale (2001) PG-13
America’s Sweethearts (2001) PG-13
Animal (2001) PG-13
Bandits (2001) PG-13
Glass House (2001) PG-13
Glitter (2001) PG-13 (with News Corp.)
Heartbreakers (2001) PG-13
Joe Dirt (2001) PG-13
Just Visiting (2001) PG-13 (with Disney)
Legally Blonde (2001) PG-13
One (2001) PG-13
Riding in Cars with Boys (2001) PG-13
Saving Silverman (2001) PG-13
Wedding Planner (2001) PG-13

13 Ghosts (2001) R (with Time Warner)
Baby Boy (2001) R
Brother (2001) R
Formula 51 (2001) R
Forsaken (2001) R
Ghosts of Mars (2001) R
Hannibal (2001) R (with Universal)
Jeepers Creepers (2001) R
Not Another Teen Movie (2001) R
Original Sin (2001) R
Shipping News (2001) R (with Disney)
Tailor of Panama (2001) R
Thirteen Conversations... (2001) R
Tomcats (2001) R
Two Can Play That Game (2001) R

YEAR: 2000
SMOKING OVERALL: 93% (28 of 30)
SMOKING YOUTH-RATED: 88% (15 of 17)
SMOKING R-RATED: 100% (13 of 13)
OF SMOKING MOVIES, 54% WERE YOUTH-RATED

Center Stage (2000) PG-13
Charlie’s Angels (2000) PG-13
Hanging Up (2000) PG-13
House of Mirth (2000) PG
I Dreamed of Africa (2000) PG-13
Loser (2000) PG-13
Return to Me (2000) PG
Supernova (2000) PG-13
Whatever It Takes (2000) PG-13

3 Strikes (2000) R
Erin Brockovich (2000) R (with Universal)
Groove (2000) R
Hollow Man (2000) R
Pollock (2000) R
Snatch (2000) R
Tao of Steve (2000) R
What Planet Are You From (2000) R

YEAR: 1999
SMOKING OVERALL: 81% (29 of 36)
SMOKING YOUTH-RATED: 80% (12 of 15)
SMOKING R-RATED: 81% (17 of 21)
OF SMOKING MOVIES, 41% WERE YOUTH-RATED

At First Sight (1999) PG-13
Baby Geniuses (1999) PG
Bats (1999) PG-13
Bicentennial Man (1999) PG (with Disney)
Big Daddy (1999) PG-13
Blue Streak (1999) PG-13
Crazy in Alabama (1999) PG-13
Dick (1999) PG-13
Jakob the Liar (1999) PG-13
Muppets from Space (1999) G
Sweet and Lowdown (1999) PG-13
Wing Commander (1999) PG-13 (with News Corp.)
Winslow Boy (1999) G

8MM (1999) R
Arlington Road (1999) R
Bone Collector (1999) R (with Universal)
Cruel Intentions (1999) R
End of the Affair (1999) R
Flawless (1999) R
Girl, Interrupted (1999) R
Gloria (1999) R
Go (1999) R
Idle Hands (1999) R
Jawbreaker (1999) R
Limbo (1999) R
Mod Squad (1999) R
Stigmata (1999) R
Third Miracle (1999) R
Thirteenth Floor (1999) R
Twin Falls Idaho (1999) R
Universal Soldier: Return (1999) R

MEDIA GROUP: TIME WARNER

Survey includes: All live-action, English-language, US-produced theatrical features grossing at least $500,000 produced and/or distributed by Time Warner subsidiaries between December 24, 1998, and December 24, 2006. Listed by year, by G/PG/PG-13 or R rating, alphabetically within groups. Movies with tobacco imagery are boldface.

TIME WARNER’S 8-YEAR RECORD, 1999-2006

• MOVIES PRODUCED AND/OR DISTRIBUTED: 257
• YOUTH-RATED (G/PG/PG-13): 134 (52%)
• MOVIES WITH SMOKING: 182 (71%)
• R-RATED WITH SMOKING: 85% (104 of 123)
• YOUTH-RATED WITH SMOKING: 58% (78 of 134)
• PG-13 WITH SMOKING: 65% (66 of 101)
• PG WITH SMOKING: 39% (12 of 31)
• G WITH SMOKING: 0% (0 of 1)

• OF TIMEWARNER’S SMOKING MOVIES, 43% WERE YOUTH-RATED

YEAR: 2006
SMOKING OVERALL: 61% (19 of 31)
SMOKING YOUTH-RATED: 44% (8 of 18)
SMOKING R-RATED: 85% (11 of 13)
OF SMOKING MOVIES, 44% WERE YOUTH-RATED

Firewall (2006) PG-13
For Your Consideration (2006) PG-13
The Fountain (2006) PG-13
Hoot (2006) PG
How to Eat Fried Worms (2006) PG
The Lake House (2006) PG
The Nativity Story (2006) PG
The Prestige (2006) PG-13 (with Disney)
Unaccompanied Minors (2006) PG
We Are Marshall (2006) PG
Beerfest (2006) R
The Departed (2006) R
Final Destination 3 (2006) R
The Good German (2006) R
Little Children (2006) R (content pending)

YEAR: 2005
SMOKING OVERALL: 64% (18 of 28)
SMOKING YOUTH-RATED: 44% (8 of 18)
SMOKING R-RATED: 100% (10 of 10)
OF SMOKING MOVIES, 44% WERE YOUTH-RATED

A Sound of Thunder (2005) PG-13
Batman Begins (2005) PG-13
Charlie and the Chocolate Factory (2005) PG
Dukes of Hazzard (2005) PG-13
Good Night, and Good Luck (2005) PG
Harry Potter and the Goblet (2005) PG-13
Just Friends (2005) PG-13
King’s Ransom (2005) PG-13
Million Dollar Baby (2005) PG-13
Miss Congeniality 2 (2005) PG-13
Must Love Dogs (2005) PG-13
Phantom of the Opera (2005) PG-13
Racing Stripes (2005) PG
Sisterhood of the Traveling Pants (2005) PG
Son of the Mask (2005) PG
The Island (2005) PG-13 (with Dreamworks)
The Man (2005) PG-13
Constantine (2005) R
Domino (2005) R
House of Wax (2005) R
Kiss Kiss Bang Bang (2005) R
Syriana (2005) R
The Jacket (2005) R
The Upside of Anger (2005) R
The Wedding Crashers (2005) R

YEAR: 2004
SMOKING OVERALL: 64% (18 of 28)
SMOKING YOUTH-RATED: 53% (9 of 17)
SMOKING R-RATED: 82% (9 of 11)
OF SMOKING MOVIES, 50% WERE YOUTH-RATED

Aviator (2004) PG-13 (with Disney)
Big Bounce (2004) PG-13
Cinderella Story (2004) PG
Clifford’s Really Big Movie (2004) G
Oceana’s Twelve (2004) PG-13
Raise Your Voice (2004) PG
Something’s Gotta Give (2004) PG-13 (with Sony)
Starsky & Hutch (2004) PG-13 (with Disney)

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Harold & Kumar Go to White Castle (2004) R
We Don’t Live Here Anymore (2004) R

YEAR: 2003
SMOKING OVERALL: 67% (20 of 30)
SMOKING YOUTH-RATED: 56% (9 of 16)
SMOKING R-RATED: 79% (11 of 14)
OF SMOKING MOVIES, 45% WERE YOUTH-RATED

Alex and Emma (2003) PG-13
Dumb and Dumberer (2003) PG-13
Elf (2003) PG
Grind (2003) PG-13
How to Deal (2003) PG-13 (with Universal)
Love Don't Cost a Thing (2003) PG-13
Kangaroo Jack (2003) PG
Malibu’s Most Wanted (2003) PG-13
Mighty Wind (2003) PG-13
Secondhand Lions (2003) PG
What a Girl Wants (2003) PG

Cradle 2 the Grave (2003) R
Dreamcatcher (2003) R
Elephant (2003) R
Final Destination 2 (2003) R
Gothika (2003) R (with Sony)
Last Samurai (2003) R
Man Apart (2003) R
Matrix Revolutions (2003) R
Mystic River (2003) R
Texas Chainsaw Massacre (2003) R

YEAR: 2002
SMOKING OVERALL: 69% (27 of 39)
SMOKING YOUTH-RATED: 60% (12 of 20)
SMOKING R-RATED: 79% (15 of 19)
OF SMOKING MOVIES, 44% WERE YOUTH-RATED

A Walk to Remember (2002) PG
Emperor’s Club (2002) PG-13
Harry Potter and Chamber (2002) PG-13
Juwanna Mann (2002) PG-13

Mr. Deeds (2002) PG-13 (with Sony)
My Big Fat Greek Wedding (2002) PG
Possession (2002) PG-13 (with Universal)
Real Women Have Curves (2002) PG-13
Scooby-Do (2002) PG
Showtime (2002) PG-13
Simone (2002) PG-13
Time Machine (2002) PG-13 (with DreamWorks)

About Schmidt (2002) R
All About the Benjamins (2002) R
Analyze That (2002) R
Ballistic (2002) R
Blade II (2002) R
City by the Sea (2002) R
Collateral Damage (2002) R
Death to Smoochy (2002) R
Fear Dot Com (2002) R
Femme Fatale (2002) R
Friday After Next (2002) R
Insomnia (2002) R
Murder by Numbers (2002) R
Punch-Drunk Love (2002) R (with Sony)
Queen of the Damned (2002) R
Salton Sea (2002) R

YEAR: 2001
SMOKING OVERALL: 77% (27 of 35)
SMOKING YOUTH-RATED: 67% (10 of 15)
SMOKING R-RATED: 85% (17 of 20)
OF SMOKING MOVIES, 37% WERE YOUTH-RATED

AI: Artificial Intelligence (2001) PG-13 (with DreamWorks)
American Outlaws (2001) PG-13
Cats & Dogs (2001) PG
Driven (2001) PG-13
Harry Potter and Sorcerer’s (2001) PG
Hearts in Atlantis (2001) PG-13
I Am Sam (2001) PG-13
Lord of the Rings (2001) PG-13
Majestic (2001) PG
Ocean’s Eleven (2001) PG-13
Rush Hour 2 (2001) PG-13
See Spot Run (2001) PG
Sugar & Spice (2001) PG-13
Summer Catch (2001) PG-13
Sweet November (2001) PG-13

13 Ghosts (2001) R (with Sony)
15 Minutes (2001) R
3000 Miles to Graceland (2001) R
Angel Eyes (2001) R
Anniversary Party (2001) R
Blow (2001) R
Bones (2001) R
Exit Wounds (2001) R
Hedwig and the Angry Inch (2001) R
Heist (2001) R
Jason X (2001) R
Life as a House (2001) R
Pledge (2001) R
Rock Star (2001) R
Storytelling (2001) R
Swordfish (2001) R
Town & Country (2001) R
Training Day (2001) R
Valentine (2001) R

YEAR: 2000
SMOKING OVERALL: 72% (26 of 36)
SMOKING YOUTH-RATED: 61% (11 of 18)
SMOKING R-RATED: 83% (15 of 18)
OF SMOKING MOVIES, 42% WERE YOUTH-RATED

Battlefield Earth (2000) PG-13
Best in Show (2000) PG-13
Frequency (2000) PG-13
In Crowd (2000) PG-13
Little Vampire (2000) PG
Miss Congeniality (2000) PG-13
My Dog Skip (2000) PG
Pay It Forward (2000) PG-13
Perfect Storm (2000) PG-13
Red Planet (2000) PG-13
Replacements (2000) PG-13
Space Cowboys (2000) PG-13
Thirteen Days (2000) PG-13
Art of War (2000) R
Bait (2000) R
Bamboozled (2000) R
Before Night Falls (2000) R
Boiler Room (2000) R
Cell (2000) R
Dancer in the Dark (2000) R
Lost Souls (2000) R
Next Friday (2000) R
Proof of Life (2000) R
Romeo Must Die (2000) R
Saving Grace (2000) R
State and Main (2000) R
Turn It Up (2000) R
Whole Nine Yards (2000) R

YEAR: 1999
SMOKING OVERALL: 90% (27 of 30)
SMOKING YOUTH-RATED: 92% (11 of 12)
SMOKING R-RATED: 89% (16 of 18)
OF SMOKING MOVIES, 41% WERE YOUTH-RATED

A Dog of Flanders (1999) PG
Bachelor (1999) PG-13
Blast from the Past (1999) PG-13
Drop Dead Gorgeous (1999) PG-13
Lost & Found (1999) PG-13
Mickey Blue Eyes (1999) PG-13
Shiloh 2 (1999) PG
Three to Tango (1999) PG-13
Tumbleweeds (1999) PG-13

Analyze This (1999) R
Any Given Sunday (1999) R
Astronaut’s Wife (1999) R
Chill Factor (1999) R
Corruptor (1999) R
Detroit Rock City (1999) R
Eyes Wide Shut (1999) R
Goodbye Lover (1999) R
Green Mile (1999) R
Liberty Heights (1999) R
Magnolia (1999) R
Matrix (1999) R
Story of Us (1999) R
Three Kings (1999) R
Trick (1999) R

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 such as Paramount between December 24, 1998, and December 24, 2006. (Includes DreamWorks in 2006 and after.) Listed by year, by G/PG/PG-13 or R rating, alphabetically within groups. Movies with tobacco imagery are **boldface**.

**VIACOM’S 8-YEAR RECORD, 1999-2006**

- MOVIES PRODUCED AND/OR DISTRIBUTED: 116
- YOUTH-RATED (G/PG/PG-13): 63 (54%)
- MOVIES WITH SMOKING: 91 (78%)
- R-RATED WITH SMOKING: 87% (46 of 53)
- YOUTH-RATED WITH SMOKING: 71% (45 of 63)
- PG-13 WITH SMOKING: 80% (43 of 54)
- PG WITH SMOKING: 22% (2 of 9)
- [No G-rated live-action releases in survey period.]

- OF VIACOM’S SMOKING MOVIES, 50% WERE YOUTH-RATED

**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

Failure to Launch (2006) PG-13
Last Holiday (2006) PG-13
Nacho Libre (2006) PG
She’s the Man (2006) PG-13
Ask the Dust (2006) R
Babel (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)
Napoleon Dynamite (2004) PG (with News Corp.)
Paycheck (2004) PG-13 (with DreamWorks)
Sky Captain and the World of Tomorrow (2004) PG
The Prince and Me (2004) PG (with Lions Gate)

Man on Fire (2004) R (with News Corp.)
Mean Creek (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
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

Clockstoppers (2002) PG
Extreme Ops (2002) PG-13
Four Feathers (2002) PG-13 (with Disney)
Orange County (2002) PG-13
Sum of All Fears (2002) PG-13
The Hours (2002) PG-13 (with Disney)

Iris (2002) R (with Disney)
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

Domestic Disturbance (2001) PG-13
Down to Earth (2001) PG-13
Hard Ball (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
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

Next Best Thing (2000) PG-13
Snow Day (2000) PG

Angela's Ashes (2000) R (with Universal)
Bless the Child (2000) R
Lucky Numbers (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 Talented Mr. Ripley (1999) R (with Disney)
Varsity Blues (1999) R

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(Table graphic, section 2, p. 22)