

Media companies ranked by tobacco content and domestic moviegoers' exposure, five years: 2015-2019

TOP-GROSSING FILMS, 2015-2019

PG-13 films			R-rated films			All films					
		w/tobacco			w/tobacco			w/tobacco			
1	ViacomCBS	25	14 (56%)	1	Disney Fox	26	24 (92%)	1	Indies	225	135 (60%)
2	Indies	85	43 (51%)	2	Sony	26	22 (85%)	2	ViacomCBS	55	31 (56%)
3	Sony	34	14 (41%)	3	ViacomCBS	23	17 (74%)	3	Sony	78	40 (51%)
4	Disney Fox	55	22 (40%)	4	Indies	113	82 (73%)	4	AT&T	91	41 (45%)
5	Comcast	56	19 (34%)	5	AT&T	41	28 (68%)	5	Comcast	114	41 (36%)
6	AT&T	40	13 (33%)	6	Comcast	42	21 (50%)	6	Disney Fox	131	47 (36%)
Total		295	125 (42%)	Total		271	194 (72%)	Total		694	335 (48%)
MPA share		210 (71%)	82 (39%)	MPA share		158 (58%)	112 (71%)	MPA share		469 (68%)	200 (43%)

TOBACCO INCIDENTS, 2015-19

PG-13 films			R-rated films			All films					
		Per film			Per film			Per film			
1	Comcast	1,455	77	1	Sony	1,883	86	1	Sony	2,343	59
2	Disney Fox	907	41	2	AT&T	1,800	64	2	Comcast	2,225	54
3	Indies	1,274	30	3	Indies	4,080	50	3	AT&T	1,959	48
4	Sony	346	25	4	ViacomCBS	715	42	4	Indies	5,454	40
5	ViacomCBS	214	15	5	Comcast	766	36	5	Disney Fox	1,623	34
6	AT&T	159	12	6	Disney Fox	707	30	6	ViacomCBS	929	30
Total		4,355	35	Total		9,951	51	Total		14,533	43
MPA share		3,081 (71%)	38	MPA share		5,871 (59%)	52	MPA share		9,079 (62%)	45

TOBACCO IMPRESSIONS, 2015-19

PG-13 (billions)			R-rated (billions)			All films (billions)					
		Per ticket sold			Per ticket sold			Per ticket sold			
1	Comcast	7.96	16	1	Sony	15.50	122	1	Sony	18.92	30
2	Indies	3.87	11	2	AT&T	14.90	44	4	Indies	16.22	21
3	Sony	2.95	9	3	Indies	12.19	36	3	AT&T	16.62	17
4	Disney Fox	8.38	7	4	ViacomCBS	3.34	35	6	ViacomCBS	4.71	12
5	ViacomCBS	1.37	6	5	Disney Fox	4.39	18	2	Comcast	12.81	12
6	AT&T	1.72	3	6	Comcast	4.84	17	5	Disney Fox	13.12	6
Total		26.24	8	Total		55.17	39	Total		82.39	13
MPA share		22.37 (85%)	8	MPA share		42.98 (78%)	40	MPA share		66.17 (80%)	12

Definitions | Top-grossing films = Films ranking among top 10 in domestic box office gross in any week of their domestic theatrical release; these films consistently account for >95% of ticket sales. MPA = Motion Picture Assoc. MPA share = % of total attributable to the listed MPA-members, each of which has a "tobacco depictions" policy on its books. MPA-member Netflix omitted because it does not routinely report box office data for its feature films. "All films" include G/PG as well as PG-13 and R-rated films. Incidents = Tobacco products and uses in a shot; incidents "per film" are for films with any tobacco content. Impressions = Incidents in the film X Paid admissions to the film, based on avg. ticket price in the film's release year (NATO). Results do not include in-home media exposures or audiences outside Canada and United States. Impressions per ticket sold = Tickets for both smoking and smokefree films in rating class. MPA members deliver a larger share of tobacco impressions because larger-budget films average larger audiences; audience size is a component of tobacco impressions calculation. Totals in tables may not equal company sums due to rounding. **Source** | Breathe California-UCSF Onscreen Tobacco Database (OTDb). More information at smokefreemovies.ucsf.edu.