

Smoking in movies

THE NUMBERS

Since MPAA-member studios learned that smoking on screen recruits kids to smoke, in December 2003, they have released more than 360 films rated G, PG and PG-13 featuring nearly 9,300 tobacco incidents. Overall, the major studios have delivered 175 billion

tobacco impressions to U.S. theater audiences alone. Exposure to the major studios' kid-rated movies with smoking caused 2.5 million American adolescents to become addicted smokers over the past decade, of whom 800,000 will die from tobacco-induced lung and other cancers, stroke, heart attacks and emphysema.

THE STUDIOS

The CDC reports that R-rating *future* movies with smoking will save a million kids' lives. So far, the studios refuse. Given Hollywood's long, documented history of tobacco deals, the movies' proven power to sell

smoking, and the legal, financial and reputational risks the studios appear ready to take for Big Tobacco's sake, it's time to wonder which business the studios are really in. Films recruit nearly 40 percent of all new young smokers. Only the R-rating can set a safe, industry-wide standard.

WHO'S ACCOUNTABLE

Data for top-grossing G/PG/PG-13 movies, 2004-2014. Recruits based on studio's share of all youth-rated, in-theater impressions. Data updated weekly at smokefreemovies.ucsf.edu/whos-accountable. For R-rating details, visit smokefreemovies.ucsf.edu/policy-solutions.



COMCAST

FILMS WITH SMOKING
135

YOUTH-RATED
59 (44%)

TOBACCO INCIDENTS
5,160

YOUTH-RATED
1,640 (32%)

U.S. TOBACCO IMPRESSIONS
33.2 billion

YOUTH-RATED
17.1 billion (46%)

KIDS RECRUITED TO SMOKE 2004-14 BY KID-RATED FILMS
390,000



DISNEY

FILMS WITH SMOKING
41

YOUTH-RATED
34 (83%)

TOBACCO INCIDENTS
1,010

YOUTH-RATED
700 (70%)

U.S. TOBACCO IMPRESSIONS
12.5 billion

YOUTH-RATED
11.5 billion (92%)

KIDS RECRUITED TO SMOKE 2004-14 BY KID-RATED FILMS
290,000



FOX

FILMS WITH SMOKING
99

YOUTH-RATED
58 (59%)

TOBACCO INCIDENTS
2,770

YOUTH-RATED
1,230 (44%)

U.S. TOBACCO IMPRESSIONS
20.6 billion

YOUTH-RATED
11.7 billion (57%)

KIDS RECRUITED TO SMOKE 2004-14 BY KID-RATED FILMS
290,000



SONY

FILMS WITH SMOKING
144

YOUTH-RATED
98 (68%)

TOBACCO INCIDENTS
4,550

YOUTH-RATED
2,360 (52%)

U.S. TOBACCO IMPRESSIONS
32.9 billion

YOUTH-RATED
19.8 billion (60%)

KIDS RECRUITED TO SMOKE 2004-14 BY KID-RATED FILMS
500,000



TIME WARNER

FILMS WITH SMOKING
129

YOUTH-RATED
69 (53%)

TOBACCO INCIDENTS
4,820

YOUTH-RATED
2,040 (42%)

U.S. TOBACCO IMPRESSIONS
44.9 billion

YOUTH-RATED
23.9 billion (53%)

KIDS RECRUITED TO SMOKE 2004-14 BY KID-RATED FILMS
600,000



VIACOM

FILMS WITH SMOKING
84

YOUTH-RATED
45 (54%)

TOBACCO INCIDENTS
3,050

YOUTH-RATED
1,310 (43%)

U.S. TOBACCO IMPRESSIONS
30.9 billion

YOUTH-RATED
18.6 billion (60%)

KIDS RECRUITED TO SMOKE 2004-14 BY KID-RATED FILMS
470,000



INDEPENDENTS

FILMS WITH SMOKING
260

YOUTH-RATED
119 (46%)

TOBACCO INCIDENTS
8,760

YOUTH-RATED
3,410 (39%)

U.S. TOBACCO IMPRESSIONS
35.6 billion

YOUTH-RATED
15.8 billion (44%)

KIDS RECRUITED TO SMOKE 2004-14 BY KID-RATED FILMS
400,000

One little letter will save a million lives.

Smoking in movies kills in real life. Smokefree Movie policies—the R-rating, anti-tobacco spots, certification of no payoffs, and an end to brand display—are endorsed by the World Health Organization, American Medical Association, American Academy of Pediatrics, American Heart Association, American Lung Association, Americans for Nonsmokers' Rights, American Public Health Association, Breathe California, Campaign for Tobacco-Free Kids, Legacy, Los Angeles County Dept. of Public Health, New York State Dept. of Health, New York State PTA, and many others. This ad is sponsored by Smokefree Movies, UCSF School of Medicine, San Francisco, CA 94143-1399.



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