

# Hollywood's lost decade, measured in children.



**Tobacco policies adopted by the major studios between 2007 and 2013 allowed smoking in 42% of their top-grossing PG-13 films and exposed moviegoers to 47 billion tobacco impressions. The MPAA must replace failed policies with an R-rating standard that truly protects children.**

Over the past decade, all six MPAA-member studios have adopted policies on tobacco in their youth-rated movies. These policies have failed young audiences in at least three ways:

- From 2007 to 2010, the studios reduced the share of PG-13 films with smoking by less than 25%, in absolute terms. There has been no progress since 2010, despite three more studios adopting policies.
- The number of tobacco incidents in a typical major studio PG-13 film with smoking in 2016 is nearly double what it was in 2007.
- Over the past decade, the major studios have accounted for 84% of PG-13 tobacco impressions delivered to theater audiences.

The MPAA and the studios have known since 2003 that on-screen smoking is a uniquely powerful threat to children's health. The US Centers for Disease Control and Prevention concludes that exposure to smoking in the movies causes youth smoking. Youth-rated movies with smoking (primarily PG-13) will recruit three million young smokers in this generation and cause one million tobacco deaths.

## MAJOR STUDIOS' POLICY LOOPHOLES EXPOSE AUDIENCES

Company	Policy effective	PG-13 films with smoking	PG-13 tobacco impressions
DISNEY	2008	29% (9 of 31)	9.1 billion
FOX	2012*	47% (16 of 34)	6.1 billion
PARAMOUNT	2013	39% (9 of 23)	4.7 billion
SONY	2012	54% (15 of 28)	4.0 billion
UNIVERSAL	2007	44% (36 of 82)	5.9 billion
WARNER BROS.	2007	39% (40 of 99)	17.4 billion
<b>TOTAL</b>		<b>42% (125 of 297)</b>	<b>47.2 billion</b>

Data: Top-grossing PG-13 films released from effective date of policy to 11/18/16. Independents published no tobacco policies 2007-2016: 55% (87 of 158) of their top-grossing PG-13 films included smoking, delivering 13.3 billion tobacco impressions. \*Estimated 1/1/12.

The film industry has done little, so far, to change that dire projection of addiction and disability. What can? **An R-rating for smoking that covers every producer, director, distributor and movie would protect every child.**

# One little letter **R** will save a million lives.

