



WHAT ARE MARLBOROS AND CAMELS DOING IN KID-RATED SHOWS NEXT TO BURGER KING AND COKE?

On August 6, just weeks after Netflix launched a new season of *Stranger Things* (TV-14) with hundreds of tobacco incidents and close-ups of cigarette brands, 43 state Attorneys General told America's media companies that they should "eliminate or exclude tobacco imagery in all future original streamed content for young viewers," rate content with tobacco imagery R or TV-MA, and run anti-smoking spots before all content with tobacco imagery. Here's why:

Tobacco brands in movies and TV series look like paid product placement and act like paid product placement.

If tobacco brands appear alongside prominent brands like Burger King, Coca-Cola, JC Penny or 7-11—as in *Stranger Things* S3—toxic tobacco brands may shine by association. Or at least appear normal.

But do *non-tobacco* brands gain when they appear next to tobacco brands? Or do they risk consumer confusion and reputational damage?

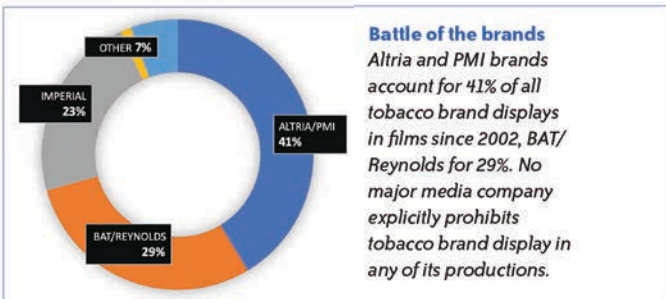
Promoting tobacco brands is just the tip of the problem.

Since 2002, close to 40 percent of the 159 top-grossing U.S. films with a tobacco brand have been kid-rated. More than 95 percent of actors posed with brands have been stars or co-stars, not extras.

Meanwhile, 56 percent of top-grossing PG-13 films and 76 percent of top-grossing R-rated films released since 2002 feature smoking.

Today, more than a 1,300 of these smoking films are offered on Internet streaming and cable on-demand services accessible to kids.

Films with smoking have recruited more than one in three new young smokers, according to the U.S. Centers for Disease Control and Prevention (CDC). That makes "starter" brands like Camel and Marlboro the main beneficiaries of all the unbranded smoking on screen.



Now streaming "originals" are repeating a deadly history.

Netflix' *Stranger Things* S3 delivered an estimated 3.4 billion tobacco exposures to audiences in its first four days online. That's more than heavy-smoking PG-13 films like *The Great Gatsby* (Warner) and *The Magnificent Seven* (Sony) delivered in their entire domestic theatrical runs.

Given the regrettable, decades-long history of promoting tobacco in entertainment media, streaming "originals" are not so original after all.

State AGs have battled tobacco promotion to kids since before their multibillion-dollar Master Settlement Agreement with Big Tobacco in 1998. Two decades on, in the strongest terms, they're telling Big Media how to protect young viewers. **What's more important than children's lives?**

Read the Attorneys General letter at <http://bit.ly/AGs0819>

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 Cancer Society, American Heart Association, American Lung Association, Americans for Nonsmokers' Rights, American Public Health Association, Breathe California, Campaign for Tobacco-Free Kids, Los Angeles County Dept. of Public Health, New York State Dept. of Health, New York State PTA, Truth Initiative and many others. This ad is sponsored by Smokefree Movies, UCSF School of Medicine, San Francisco, CA 94143-1390.

