

IN CHINA AND AMERICA, 4.1 BILLION MORE REASONS TO RATE SMOKING “R.”

Hollywood makes two-thirds of its money outside the US. So when a major studio releases a movie with smoking, it not only hurts American kids. It puts millions of children at physical risk in other countries.

The latest example? Viacom’s *Transformers: Age of Extinction*, a Michael Bay movie based on Hasbro dolls, has sold more tickets in China than in the United States.

As a result, the film’s cigar-chomping Autobot Hound, voiced by John Goodman, has delivered 1.5 billion tobacco impressions to US moviegoers—and at least 2.6 billion tobacco impressions to audiences in China. Total: 4.1 billion.

Studies in 12 nations agree: Every time a child is exposed to on-screen smoking, it boosts that child’s risk of tobacco addiction and early death.

The multinational tobacco industry has long used movies to sell smoking. Today, smoking erupts in dozens of kid-rated movies each year, including fantasy, futuristic and animated films (like Viacom’s PG-rated *RanGo* in 2010) And cigars, which are easier to see on small, mobile screens and subject to looser marketing rules, are showing up in more PG-13 films. It’s no accident.



Transformers: Age of Extinction (PG-13): Hound, an alien robot warrior, puffs on a large cigar throughout the film. Paramount Pictures adopted a policy against smoking in its youth-rated films while Transformers was in pre-production. That policy didn’t protect kids. The R-rating will.



A short history of Hound: Tobacco-free from 1984 until now...



Paramount character study dated 12/19/12 shows Hound gumming an artillery shell...



2014 Hasbro toy package for “ages 6+” features Hound sucking on high-caliber ammo (not included)...



Amazon, Target and Walmart sites show a young boy playing with Hound in vehicle form.*

4 more reasons to rate smoking “R”

1] The R-rating will give producers a market-based incentive to reserve smoking for audiences 18 and over, just as they calibrate other film content now.



2] The R-rating will help studios future-proof



their films for the global marketplace. The 168-nation Framework Convention on Tobacco Control (Article 13) explicitly prohibits promoting tobacco across borders in entertainment media.

Product placement in Transformers: Age of Extinction includes Bud Light and Goodyear. US movies have a long history of paid tobacco placement, too, both branded and unbranded.

3] The R-rating will set a single standard for the US film industry, replacing patchwork tobacco depiction policies like Paramount’s. It went into effect January 1, 2013, a full eighteen months before this *Transformers* film was released.

4] The R-rating will not only save millions of kids in the United States from starting to smoke, it will help protect millions of other children and teens around the world—the largest generation in history.

In other words, if you really want to save humanity from extinction, you know where to start.



SmokefreeMovies.ucsf.edu

Fantasy and sci-fi movies with tobacco imagery, 2012-2014				Domestic in-theater tobacco impressions
Lockout	2012	PG-13	AMC/Regal	97,000,000
Jurassic Park (3D)	2013	PG-13	Comcast	179,000,000
Oblivion	2013	PG-13	Comcast	230,000,000
Iron Man 3	2013	PG-13	Disney	2,810,000,000
The Wolverine	2013	PG-13	Fox	16,000,000
X-Men: Days of Future Past	2014	PG-13	Fox	334,000,000
The Quiet Ones	2014	PG-13	Lionsgate	151,000,000
Ghost Rider...Vengeance	2012	PG-13	Sony	33,000,000
Men in Black 3	2012	PG-13	Sony	630,000,000
The Pirates: Band of Misfits	2012	PG	Sony	8,000,000
Robocop	2014	PG-13	Sony	21,000,000
The Amazing Spider-Man 2	2014	PG-13	Sony	489,000,000
Dark Shadows	2012	PG-13	Time Warner	471,000,000
The Hobbit...Journey	2012	PG-13	Time Warner	4,720,000,000
The Hobbit...Smaug	2013	PG-13	Time Warner	445,000,000
Transformers...Extinction	2014	PG-13	Viacom	1,707,000,000
Dark Skies	2013	PG-13	Weinstein	6,000,000
Escape from Planet Earth	2013	PG	Weinstein	7,000,000

2012 to mid-2014, fantasy and sci-fi films delivered 40% of all youth-rated tobacco impressions to domestic audiences (US and Canada). Fact-based biographical dramas, like Lincoln, which would be exempt from the proposed R-rating for tobacco, delivered half as much exposure.

SMOKING IN MOVIES KILLS IN REAL LIFE. Four 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, Campaign for Tobacco-Free Kids, Legacy, Los Angeles County Department of Public Health, New York State Department of Health, New York State PTA, and many others.

This advertisement is sponsored by Smokefree Movies, UCSF School of Medicine, San Francisco, CA 94143-1390.

* Child model’s face obscured.