Move/video/production database public (8Feb2021)

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|  | **Variable name** | **Variable contents** | **Comments** |
| Entertainment product | id\_number | Film or video identifying number | Unique number assigned to each film or video |
| title | Film or video title | Conforms to IMDbPro.com titles; articles (A, The) shifted to last position |
| year | Release year |  |
| episode | Episode (for video) | Uses S#E# format, where S is season and E is episode. |
| Release | release\_date | Release date | MM/DD/YYYY |
| year | Release year |  |
| Characteristics | sample | Sample set | T10 = top 10 (in Top 10 theatrical box office for at least one week; data from 2002 to present, updated weekly)  Mill = Grossed at least $1 million, but not in T10 (only available for 2007-2019)  Broadcast = broadcast TV  Cable = cable TV  Stream = streaming video  Video sample includes all episodes from 25 episodic video programs most popular with youth and young adults that year. Available data 2017to present. Updated 2-3 times per year. |
| format | Format of video production | Video Series or Video Feature  Blank for Films |
| length | Length (in minutes) |  |
| genre | Genre | All Fiction, Animated, Biodrama, or Documentary |
|  | service | Service | Where video show premiered (example: ABC, Netflix, etc.). Blank <<or missing?>> for theatrical films |
| Company | production\_company | Production company | Production company credited with producing film may be subsidiary of larger media company |
| parent\_company | Parent company | Larger media company that owns production company. "Independents" if not owned by larger media company |
| indie\_name | Independent company name | Missing if not on independent company |
| Rating | rating | Motion Picture Association (MPA) rating for films, PVPG rating for vidoe | MPA: G, PG, PG-13, R, NC-17, Not Rated  PGTV: TV-Y, TV-Y7, TV-G, TV-PG, TV-14, TV-MA |
|  | production\_budget | Production budget (dollars) | For video budget per episode. May be copmputed based on season totals for video titles |
| MPA smoking descriptor | mpa\_descriptor | MPA smoking descriptior exists | Yes=1, No=0 |
| descriptor\_text | Text of MPA smoking descriptor | Blank if no descriptor. |
| Box office gross and ticket price/status | bo\_total | Theatrical box office sales | Blank for videos |
| bo\_status | Theatrical box office sales status | Preliminary = film still in theaters; ticket sales to date  Final = film no longer in theaters; final total ticket sales  Blank for videos |
| ticket\_price | Average ticket price (for all films in release year) | Blank for videos |
| ticket\_status | Ticket price status | Final=1; Preliminary=0  Blank for videos |
| Tobacco presence | tobacco\_present | Tobacco present | Yes=1, No=0 |
| historical\_person\_smoking | Biographical smoker | Yes=1, No=0  Actual person who actually smoked |
|  | where\_produced | Where produced (for subsidy purposes) | Country and (if relevant) state or providence where produced separated by comma.. Multiple entries separated by semicolons. |
| Key product execs, creatives | producer | Producer | Multiple names separated by semicolons  Film and video producers are different. For videos, the criterion for producers is “showrunner,” the particular “executive producer(s)” with greatest authority over program content and direction over a season or multiple seasons. The series showrunner may change from season to season. |
| director | Director | Multiple names separated by semicolons |
| writer | Writer | Multiple names separated by semicolons |
| editor | Editor | Multiple names separated by semicolons |
| propmaster | Properly master | Multiple names separated by semicolons |
| Tobacco incidents by product type | cigarettes | Number of cigarette incidents |  |
| cigars | Number of cigar incidents |  |
| pipes | Number of pipe incidents |  |
| smokeless | Number of smokeless incidents |  |
| e-cigs | Number of e-cigarette incidents |  |
| Incidents\_total | Total number of tobacco incidents across all products |  |
| Audience exposure | views | Number of views | Calculated from ticket sale for films: Total box office / Avg. ticket price = number of paid admissions.  No good data for video (yet) |
| Impressions | Number of impressions | Number of incidents times number of views  Impressions = Views X Tobacco incidents = total of times all theatrical audience members saw a tobacco incident.  No good data for video (yet) |
| Smoking by actor status | lead | Total tobacco use by lead actors | Autocomputed sum of star tobacco use in actor records (but not in Actor notes, and may overcount actors who use more than one tobacco type) |
| credited | Total tobacco use by credited non-lead actors | Autocomputed sum of star tobacco use in actor records (but not in Actor notes, and may overcount actors who use more than one tobacco type) |
| extra | Total tobacco use by extra actors | Autocomputed sum of star tobacco use in actor records (but not in Actor notes, and may overcount actors who use more than one tobacco type) |
|  | old\_id | Film identifying number in old Smokefree *Movies*database |  |