Move/video/production database search results (10Feb2021)

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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 |
| 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) |  |
| 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 |
| 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 |
| Tobacco presence | tobacco\_present | Tobacco present | Yes=1, No=0 |
| historical\_person\_smoking | Biographical smoker | Yes=1, No=0  Actual person who actually smoked |
| 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 |
| 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) |

NOTE: This file contains a subset of variables in the full Media database download available at <https://smokefreemedia.ucsf.edu/downloadable-datasets>. You can match films based on id\_number.