



May 6, 2019

The Honorable Richard Blumenthal
U.S. Senate
706 Hart Senate Office Building
Washington, DC 20510

The Honorable Edward Markey
U.S. Senate
255 Dirksen Senate Office Building
Washington, DC 20510

The Honorable Chris Van Hollen
U.S. Senate
110 Hart Senate Office Building
Washington, DC 20510

Senator Blumenthal, Senator Markey, and Senator Van Hollen,

Thank you for your April 1, 2019 letter regarding tobacco imagery in Amazon's video content. Amazon is a customer-obsessed company and we appreciate your interest in the important topic of underage tobacco use. Below we have highlighted the tools that we provide customers to select appropriate content for their households. We are available to discuss these issues further with your offices if you have any questions.

Today, the Amazon Prime Video catalog available to customers in the United States contains tens of thousands of titles, including Amazon Originals as well as third-party licensed movies and television series from content providers around the world. Our content selection is always changing; due to the size and dynamic nature of our catalog and the lack of an industry standard mechanism for identifying tobacco-specific data within content, we are unable to provide a title by title assessment on the presence of tobacco imagery or dialogue. However, individual maturity ratings are displayed on the detail page for the title within the catalog.

Amazon Prime Video's goal is to deliver the broadest selection of premium content to our customers to stream, purchase, or rent while also ensuring that we provide the information necessary to allow customers to make informed decisions about what content is appropriate for them and their households. We provide customers with tools such as ratings classification information and pin controls to make these important decisions at a personal level.

Amazon Maturity Ratings and local rating systems like the Motion Picture Association of America allow customers around the world to quickly and easily identify the appropriateness of content in our catalog. These rating systems generally distinguish between audience age groups; Amazon Maturity Ratings are broken across five age bands: All Ages, 7+, 13+, 16+, and 18+ by considering factors such as violence, drug and tobacco use, nudity, sexual themes, and language, and together with existing localized maturity ratings, link to our robust parental control pin based system. The parental control system gives customers the option to designate a PIN code before content that is associated with designated maturity ratings can be accessed. Parental controls can be set for viewing restrictions on many devices, including web, and mobile and iOS/Android applications. Once parental controls are set on one device, they are enforced across all devices, or customers can set viewing restrictions differently between devices. We believe it is important to empower customers to make these determinations.

This year, IMDb, an Amazon affiliate, launched Freedive, an ad-supported streaming video on demand service featuring hundreds of movies and television series; we do not publicly disclose the number of viewers of each ad-supported title or any demographic information for those viewers. However, Amazon does not allow advertisements for tobacco products, including e-cigarettes, within Freedive. Similarly, Amazon Studios, as a

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Washington, DC 20001

content creator, prohibits the inclusion of paid product placements for any tobacco products in Amazon Original programming and does not include depictions of tobacco in any animated or live action show produced by Amazon Studios for young audiences.

We provide customers with access to a broad selection of content, including television shows or movies that some customers may find objectionable. We are always listening to customer feedback, as provided to our customer service team or reflected in content reviews, in order to make the improvements to the service and our content offering that reflect the diversity of viewpoints within our audience. Today, we maintain content policy guidelines that apply to content made available in our catalog and we are consistently iterating on our customers' behalf to address content that they may find disappointing or inappropriate, including continuing to improve the amount of ratings information provided and applying important discretion for the content that we create for children.

Thank you for your interest in our policies as they relate to this issue.

Sincerely,

A handwritten signature in black ink, appearing to read "Brian Huseman". The signature is fluid and cursive, with a large initial "B" and "H".

Brian Huseman
Vice President, Public Policy