



May 6, 2019

The Honorable Edward J. Markey
United States Senator
255 Dirksen Senate Office Building
Washington, D.C. 20510

The Honorable Christopher Van Hollen
United States Senator
110 Hart Senate Office Building
Washington, DC 20510

The Honorable Richard Blumenthal
United States Senator
706 Hart Senate Office Building
Washington, DC 20510

Dear Senators Markey, Van Hollen and Blumenthal:

Thank you for your letter regarding depiction of tobacco use in movies and TV shows. As the world's leading internet entertainment service, Netflix takes seriously our responsibility to our members -- especially those seeking to make informed choices about the kinds of content their families watch.

Fortunately, while streaming entertainment is more popular than ever, smoking is not. Recent statistics from the Centers for Disease Control and Prevention and the U.S. Department of Health and Human Services indicate that cigarette smoking, including among minors, has declined to historic lows.¹ We commend the leadership of elected officials, such as yourselves, as well as the advocates and parents who have worked to create a healthier, safer environment for children and teens by shedding light on the dangers of tobacco use.

Netflix is committed to reducing portrayals of tobacco use in our content, while supporting artistic expression and creative freedom. Consistent with these goals, Netflix has developed the following policy: Going forward, all newly commissioned projects with ratings of TV-14, PG-13 or below will be tobacco-free, unless it is for the limited purpose of historical or factual accuracy, or to convey an anti-smoking message. For all other projects, tobacco use will be

¹ See U.S. Department of Health & Human Service, Adolescents and Tobacco:Trends, *available at* <https://www.hhs.gov/ash/oah/adolescent-development/substance-use/drugs/tobacco/trends/index.html>; Centers for Disease Control and Prevention, Youth and Tobacco use, *available at* https://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/tobacco_use/index.htm.

limited to depictions that are essential to the creative vision of the artist, or are historically or factually accurate.

Netflix also is committed to giving parents and families more information about, and control over, what kids watch on the service. Starting later this fall, information about tobacco use will be included in our film and series ratings descriptions so that Netflix members can make informed choices about what they and their families watch. Such descriptors will first be added to newly commissioned content and will subsequently be added to all content on the service.

Finally, please know that Netflix and Netflix original series producers do not accept any money or promotional consideration from tobacco companies.

Sincerely,

A handwritten signature in blue ink that reads "Corie Wright". The signature is written in a cursive style and is positioned above a thin horizontal line.

Corie Wright
Director, North America
Public Policy
Netflix, Inc.